**Strategy: Google Fiber Customer Satisfaction**

**Sign-off matrix:**

| **Name** | **Team / Role** | **Date** |
| --- | --- | --- |
| Emma Santiago | Hiring Manager |  |
| Keith Portone | Project Manager |  |
| Minna Rah | Lead BI Analys |  |
| Ian Ortega | BI Analyst |  |
| Sylvie Essa | BI Analyst |  |

**Proposer:** Emma Santiago

**Status:** [Draft] > Under review > Implemented | Not implemented (Highlight current status)

**Primary dataset:** market\_1, market\_2, market\_3

## User Profiles:

* Emma Santiago, Hiring Manager
* Keith Portone, Project Manager
* Minna Rah, Lead BI Analyst
* Ian Ortega, BI Analyst
* Sylvie Essa, BI Analyst

# **Dashboard Functionality**

| **Dashboard Feature** | **Your Request** |
| --- | --- |
| Reference dashboard  (Should this dashboard be modeled on an existing dashboard? If so, provide a link and describe the similarity.) | Build a new dashboard to explore the number of repeat callers and their problem types in three different market cities. |
| Access  (How should access to the dashboard be limited? Who needs to have access?) | All stakeholders listed on this doc should have read-only access. |
| Scope  (What data should be included or excluded in this dashboard?) | Fields include: date, market, problem\_type,  contact\_n and contact\_n\_# |
| Date filters and granularity  (Should the dashboard include date filters? If so, what time frame should be displayed by default? Should the dashboard include a “granularity” drop-down? If so, what granularity should be selected by default?) | Dashboard should include filters for week, month, and quarter. Drill downs can be included to allow users to click on a metric to view more granular details. |

# **Metrics and Charts**

Create a table for each chart that you’d like to include in the dashboard. If you’d like to break the dashboard under different headers, feel free to list those here as well.

### Chart 1

| **Chart Feature** | **Your Request** |
| --- | --- |
| Chart title | Repeat calls by first date |
| Chart type  (What type of chart needs to be created?) | Table |
| Dimension(s)  (What dimensions does this chart need to include?) | Day of initial call, subsequent repeat calls |
| Metric(s)  (What metrics are relevant to this chart?) | Contact |

### Chart 2

| **Chart Feature** | **Your Request** |
| --- | --- |
| Chart title | Market and problem type of first repeat calls |
| Chart type  (What type of chart needs to be created?) | bar |
| Dimension(s)  (What dimensions does this chart need to include?) | Call type, market, contact\_n\_1 |
| Metric(s)  (What metrics are relevant to this chart?) | contact |

### Chart 3

| **Chart Feature** | **Your Request** |
| --- | --- |
| Chart title | Calls by market and Type |
| Chart type  (What type of chart needs to be created?) | Table |
| Dimension(s)  (What dimensions does this chart need to include?) | Market, call type, day |
| Metric(s)  (What metrics are relevant to this chart?) | contact |

### Chart 4

| **Chart Feature** | **Your Request** |
| --- | --- |
| Chart title | Repeats by week, month, and quarter |
| Chart type  (What type of chart needs to be created?) | bar |
| Dimension(s)  (What dimensions does this chart need to include?) | Date, contact |
| Metric(s)  (What metrics are relevant to this chart?) | Date |

* This strategy was updated over multiple iterations until a final dashboard was created: <https://public.tableau.com/app/profile/daniel.kuhman/viz/B_I_CaseStudy-GoogleFiberCallCenterAnalysis/GoogleFiber-RepeatCallersDashboard>