Project Requirements Document: Google Fiber

## **BI Analyst:** Gaurav Mehta

## **Client/Sponsor:** Google Fiber

## **Purpose:** Google Fiber provides people and businesses with fiber optic internet. The goal is to understand repeat caller volumes in different markets and the types of problems that they represent. The insights could then improve customer satisfaction and improve the operational optimization.

## **Key dependencies:**

**Stakeholders:**

Emma Santiago, Hiring Manager

Keith Portone, Project Manager

Minna Rah, Lead BI Analyst

**Team members:**

Ian Ortiga, BI Analyst

Sylvie Essa, BI Analyst

**Stakeholder requirements:**

* R: Understand how often customers are calling customer support after their first inquiry with the help of a chart measuring repeat calls by their first contact date.
* D: Should show the types of customer issues that seem to generate more repeat calls across three different market cities with the help of a chart.
* D: Should be a chart showing the trends in repeat calls by week, month, quarter and year.

**Success criteria:**

## Project will be completed in 4 weeks.

## Dashboard will be fully functional for the team to view insights into the repeat callers to the customer support service of Google Fiber.

## **User journeys:** No Such information is listed about the current user experience. It is expected that once the problem areas are identified it would lead to the reduction of call volume is done thereby decreasing the number of times a caller will need support and thus improving the customer experience and operational efficiency.

**Assumptions:** In order to anonymize and fictionalize the data, the datasets the columns market\_1, market\_2, and market\_3 to indicate three different city service areas the data represents.

The data also lists five problem types:

* Type\_1 is account management
* Type\_2 is technician troubleshooting
* Type\_3 is scheduling
* Type\_4 is construction
* Type\_5 is internet and wifi

Additionally, the dataset also records repeat calls over seven day periods. The initial contact date is listed as contacts\_n. The other call columns are then contacts\_n\_number of days since first call. For example, contacts\_n\_6 indicates six days since first contact.

## **Compliance and privacy:** The data will be anonymized and it will not be possible to trace it back to a particular caller. The data will only include the number of calls, number of repeat callers after the first contact, call type, market city and the date.

## **Accessibility:** Dashboard must be accessible. Must have large print and text-to-speech alternatives. The following people will have access to the database, “Emma Santiago, Keith Portone, Minna Rah, Ian Ortega, Sylvie Essa”.

**Roll-out plan:** Tool must be created in 4 weeks!

Week 1: Dataset assigned. Initial design and the fields are validated to fit the requirements.

Week 2: SQL and ETL development

Week 3: Finalize SQL. Dashboard design. 1st draft review with peers.

Week 4: Dashboard development and testing