**Strategy Document: Google Fiber**

**Sign-off matrix:**

|  |  |  |
| --- | --- | --- |
| **Name** | **Team / Role** | **Date** |
| Gaurav Mehta | BI Associate | 10th October 2023 |

**Proposer:** Emma Santiago, Hiring Manager ; Keith Portone, Project Manager

**Status:** Draft > Under review > Implemented | Not implemented

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

## User Profiles: Used internally by the team members (Ian Ortega, BI Analyst ; Sylvie Essa, BI Analyst) to deliver insights to executives

# **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?) | Read only access to: Emma Santiago, Keith Portone, Minna Rah, Ian Ortega, Sylvie Essa |
| Scope  (What data should be included or excluded in this dashboard?) | Include:   * Number of calls * Number of repeat calls after first contact * Call Type * Market City for market\_1, market\_2, market\_3 * Date |
| 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?) | Should include weekly, monthly, quarterely, and yearly timescales |

# **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.

### Will need clarification, ask follow up questions

### 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?) | Repeat Calls (by first contact date) i.e. day of initial call and the subsequent repeat calls |
| Metric(s)  (What metrics are relevant to this chart?) | Number of calls |

### Chart 2

|  |  |
| --- | --- |
| **Chart Feature** | **Your Request** |
| Chart title | **Repeat Callers by Market & Problem Type** |
| Chart type  (What type of chart needs to be created?) | Bar |
| Dimension(s)  (What dimensions does this chart need to include?) | Markets & Problem Types |
| Metric(s)  (What metrics are relevant to this chart?) | Number of calls |

### Chart 3

|  |  |
| --- | --- |
| **Chart Feature** | **Your Request** |
| Chart title | **Repeat Calls 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?) | * Weekly, Monthly and Quarterly timescales * Number of callers |
| Metric(s)  (What metrics are relevant to this chart?) | Date for the repeat callers |