**Stakeholder Requirements Document: Google Fiber**

## **Client/Sponsor:** Hiring Manager

## **Business problem:** The team’s ultimate goal is to communicate with the customers to reduce the call volume and increase customer satisfaction and improve operational optimization.

## The dashboard (<https://script.google.com/macros/s/AKfycbzdatlcxME8jF3jpwmzfizMkn1Z-9DDBhjOXM9aknaZbAdWnpygUYAmQgX7yA31KfUa/exec>) gives viewers information about customer call behavior with respect to their contract type and internet service/market type; the Strategy document further explains each dashboard figure with respect to the question. The number of calls were totaled per problem type, such that relationships between call volume, problem type, contract, and internet service/market type could be identified.

**Stakeholders:**

The major stakeholders of this project are the following list of individuals:

* Hiring Manager
* Project Manager
* Lead BI Analyst
* BI Analyst
* BI Analyst

## **Stakeholder usage details:**

## The stakeholders can use the BI tool to view the direct aggregated results of call requests from the BigQuery database, it is a dynamically connected webapp. The BI tool uses a Google connected sheet directly connected to BigQuery, thus all results are up-to-date with respect to call center data; the webapp simply aggregates categorical related data and plots them to a chart.

## If this scenario was not with fictional static Kaggle data, data would be continuously being created by customers calling and the dashboard would be continuously changing with respect to the most recent information. Stakeholders can be reassured to know that the information that they are looking at is the most up to date data from the database.

**Primary requirements:**

The following requirements must be met by the BI tool in order for the project to be successful:

1. |Required] A chart or table measuring repeat calls by their first contact date: **completed**
2. |Required] A chart or table exploring repeat calls by market and problem type: **completed**
3. |Desired] Charts showcasing repeat calls by week, month, and quarter: **unable to complete due to dataset not having DateTime information**
4. |Desired] Provide insights into the types of customer issues that seem to generate more repeat calls: **completed**
5. |Required] Explore repeat caller trends in the three different market cities: **completed**
6. |Required] Design charts so that stakeholders can view trends by week, month, quarter, and year. : **unable to complete due to dataset not having DateTime information**

3 out of the 4 required requirements were accomplished successfully (75% completion), and 1 out of 2 desired requirements were accomplished successfully (50% completion). Therefore, with the best dataset that I was able to find for the project on Kaggle the project was 75% completed despite understanding insights about customer call behavior. If the Google Professional Business Certificate program provided a link for the correct dataset, as was done in the Google Professional Data Analytics Certificate program the project objectives could have been 100% completed.