**Strategy Document: Trends in Repeat Call Inquiries by Google Fiber Customers**

**Sign-off matrix:**

| **Name** | **Team / Role** | **Date** |
| --- | --- | --- |
| Alan Roebuck | BI Analyst | October 14, 2023 |

**Proposer:** Emma Santiage, Hiring Manager

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

**Primary dataset:** A data set containing information on customer call history including the number of calls, the number of repeat calls after first contact, call type, market city, and call data.

## User Profiles:

Emma Santiago, Hiring Manager

Keith Prortone, Project Manager

Minna Rah, Lead 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.) | Create a dashboard that displays the number of repeat calls and their associated problems for 3 different market cities. |
| Access  (How should access to the dashboard be limited? Who needs to have access?) | The dashboard will be read only to the users listed. |
| Scope  (What data should be included or excluded in this dashboard?) | Data included:  Initial Contact Date (contacts\_n),  Market (market\_#),  Probably type (type\_#)  Days since first call (contacts\_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?) | Time Filters: Weekly, Monthly, Quarterly, and Yearly  Additional Granularity:  Clickable metrics to view more specific 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 | Number of Repeat Calls From First Day of Contact |
| Chart type  (What type of chart needs to be created?) | Column Chart |
| Dimension(s)  (What dimensions does this chart need to include?) |  |
| Metric(s)  (What metrics are relevant to this chart?) | Day Since First Call, Number of Repeat Calls |

### Chart 2

| **Chart Feature** | **Your Request** |
| --- | --- |
| Chart title | Repeat Calls By Market and Problem Type |
| Chart type  (What type of chart needs to be created?) | Facet Column plot showing Repeat Calls by Problem Type for each Market |
| Dimension(s)  (What dimensions does this chart need to include?) |  |
| Metric(s)  (What metrics are relevant to this chart?) | Repeat Calls, Market, Problem Type |

### Chart 3

| **Chart Feature** | **Your Request** |
| --- | --- |
| Chart title | Repeat Calls by Time |
| Chart type  (What type of chart needs to be created?) | Line Chart |
| Dimension(s)  (What dimensions does this chart need to include?) |  |
| Metric(s)  (What metrics are relevant to this chart?) | Repeat calls, Date, Market |

### Dashboard mockup

[Include mockup sketch here.]