Strategy Document: Google Fiber

Sign-off matrix:

Name	Team / Role	Date

Proposer: Emma Santiage, Hiring Manager

Status: <mark>Draft</mark> > Under review > Implemented | Not implemented

Primary dataset: market_1, market_2, market_3
Secondary dataset:

User Profiles [Who is the intended audience for this dashboard? How do you expect them to use this dashboard?]

Emma Santiage, 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?]	Access will be provided as read-only to the user profiles listed in this document.
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?]	Data filters can be applied for the following: Week, Month, Quarter Granularity: Any chart with detailed metrics should have the ability to click on that metric to view specific information.

Metrics and Charts

Please create a table like the example below 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? This could include any chart type, including a line chart (timeseries), bar chart, or table.]	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? This could include any chart type, including a line chart (timeseries), bar chart, or table.]	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? This could include any chart type, including a line chart (timeseries), bar chart, or table.]	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? This could include any chart type, including a line chart (timeseries), bar chart, or table.]	Bar
Dimension(s) [What dimensions does this chart need to include?]	Date, contact
Metric(s) [What metrics are relevant to this chart?]	Date