**Strategy Document: Google Fiber**

**Sign-off matrix:**

| **Name** | **Team / Role** | **Date** |
| --- | --- | --- |
|  |  |  |

**Proposer:** Emma Santiago, Hiring Manager

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

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

## User Profiles

* Emma Santiago, 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**

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 | 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?) | 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?) | 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?) | 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?) | Bar |
| Dimension(s)  (What dimensions does this chart need to include?) | Date, Contact |
| Metric(s)  (What metrics are relevant to this chart?) | Date |

### Dashboard mockup

[Include mockup sketch here.]