Project Requirements Document: Google Fiber Project

## **BI Analyst:** Kilin Widjaja

## **Client/Sponsor:** Emma Santiago, Hiring manager

## **Purpose:** (Briefly describe why the project is happening and why the company should invest resources in it.)

Fiber’s customer service team want to incorporate dashboard using fictional call center data in their interview process. The team’s ultimate goal is to reduce call volume by increasing customer satisfaction and improving operational optimization. In order to do that, the team needs to understand how often customers phone customer support again after their first inquiry. The dashboard should provide insights about repeat caller volumes in different markets and the types of problems they represent.

## **Key dependencies:** (Detail the major elements of this project. Include the team, primary contacts, and expected deliverables.)

**Stakeholders:**

* Emma Santiago, Hiring Manager
* Keith Portone, Project Manager
* Minna Rah, Lead BI Analyst

**Team members:**

* Ian Ortega, BI Analyst
* Sylvie Essa, BI Analyst

\*Primary contacts are Emma and Keith

**The deliverables and metrics:**

* Provide insights into the types of customer issues that seem to generate more repeat calls.
* Explore repeat caller trends in the three different market cities.
* Design charts so that stakeholders can view trends by week, month, quarter, and year.
* A chart or table measuring repeat calls by their first contact date
* A chart or table exploring repeat calls by market and problem type
* Charts showcasing repeat calls by week, month, and quarter

The datasets are fictionalized version of the actual data, and already anonymized and approved. However, we will need to make sure that stakeholders have data access to all datasets so they can explore the steps we have taken.

**Stakeholder requirements:** (List the established stakeholder requirements, based on the Stakeholder Requirements Document. Prioritize the requirements as: R - required, D - desired, or N - nice to have.)

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**Success criteria:** (Clarify what success looks like for this project. Include explicit statements about how to measure success. Use SMART criteria.)

* Specific: The insights from this project must identify specific characteristics of repeat calls, and also how often the repeat calls are.
* Measurable: Calls should be evaluated using measurable metrics, including frequency and volume.
* Action-oriented: From the insights, the team could build an action-able plan for better customer satisfaction.
* Relevant: All metrics must be relevant to primary question.
* Time-bound: Analyze data that spans at least one year to understand how repeat callers change over time.

**User journeys:** (Document the current user experience and the ideal future experience.)

The team’s ultimate goal is to reduce call volume by increasing customer satisfaction and improving operational optimization. The dashboard should provide insights about repeat caller volumes in different markets and the types of problems they represent.

**Assumptions:** (Explicitly and clearly state any assumptions you are making.)

In order to anonymize and fictionalize the data, the datasets the columns market\_1, market\_2, and market\_3 to indicate three different city service areas the data represents.

The data also lists five problem types:

* Type\_1 is account management
* Type\_2 is technician troubleshooting
* Type\_3 is scheduling
* Type\_4 is construction
* Type\_5 is internet and wifi

Additionally, the dataset records repeat calls over seven-day periods. The initial contact date is listed as contacts\_n. The other call columns are then contacts\_n\_number of days since first call. For example, contacts\_n\_6 indicates six days since first contact.

**Compliance and privacy:** (Include compliance, privacy, or legal dimensions to consider.)

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## **Accessibility:** (List key considerations for creating accessible reports for all users.)

Dashboard needs to be accessible, with large print and text-to-speech alternatives.

**Roll-out plan:** (Detail the expected scope, priorities and timeline.)