Strategy Document: Google Fiber Project

Sign-off matrix:

Name	Team / Role	Date
Kevin Leung	BI Analyst	02/06/2025

Proposer:

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

Status:

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

Primary dataset:

Fictionalized dataset anonymized and approved

User Profiles:

Used internally by the team members (Ian Ortega, BI Analyst; Slyvie Essa, BI Analyst) to deliver insights to executives (Emma Santiago, Hiring Manager; Keith Portone, 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.)	N/A
Access	Emma Santiago, Keith Portone, Minna Rah, Ian Ortega, Sylvie Essa

(How should access to the dashboard be limited? Who needs to have access?)	
Scope (What data should be included or excluded in this dashboard?)	Include: • Number of calls by first contact date • Number of calls by market and problem type • Number of calls by week, month and quarter • How often does the customer service team receive repeat calls from customers? • What problem types generate the most repeat calls? • Which market city's customer service team receives the most repeat calls?
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?)	It should include: • Weekly, monthly, and quarter timescales

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	Calls by First Contact Date
Chart type (What type of chart needs to be created?)	Table
Dimension(s)	• Number of calls • Number of repeat calls

(What dimensions does this chart need to include?)	• Date(contacts_n) (contact_n_number)
Metric(s) (What metrics are relevant to this chart?)	• Number of repeat calls by their first contact date • Initial contact date is listed as contacts_n and other call columns are contact_n_number of days since first call

Chart 2

Chart Feature	Your Request
Chart title	Calls By Market and Problem Type
Chart type (What type of chart needs to be created?)	Bar chart
Dimension(s) (What dimensions does this chart need to include?)	• Number of Calls • Market City (market_1, market_2, market_3) • Call Type (type_1, type_2, type_3, type_4, type_5)
Metric(s) (What metrics are relevant to this chart?)	• Number of calls by market and problem type • Market types: market_1, market_2, market_3 indicate 3 different city service areas the data represents. • Call types: type_1 is account management, type_2 is technician troubleshooting, type_3 is scheduling type_4 is construction, and type_5 is internet and wifi

Chart 3

Chart Feature	Your Request
Chart title	Calls By Week, Month and Quarter
Chart type	Line Chart

(What type of chart needs to be created?)	
Dimension(s) (What dimensions does this chart need to include?)	• Number of Calls • Date
Metric(s) (What metrics are relevant to this chart?)	Number of repeat calls by week, month and quarter

Follow up questions:

- Stakeholder usage details
- Assumptions
- Reference dashboards
- Deadline