Strategy Document: Google Fiber

Primary dataset: Call dataset

Secondary dataset:

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

- Emma Santiago, Hiring Manager
- Keith Portone, Project Manager
- Minna Rah, Lead BI Analyst
- Ian Ortega, BI Analyst
- Sylvie Essa, BI Analyst

To identify repeat callers by issue type and location. Used insights gain to reduce calls, increase customer satisfaction and improve operational optimization

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.)	This is a new dashboard showing the number of repeat calls by issue and location.
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: number of calls, number of repeat calls after first contact, call type, market city, date

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?)	Date filters can be applied to the following: Date, Week, Month, Quarter

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 date**
Chart type (What type of chart needs to be created?)	Table
Dimension(s) (What dimensions does this chart need to include?)	Date of first call, subsequent calls
Metric(s) (What metrics are relevant to this chart?)	Day number

Chart 2

Chart Feature	Your Request
Chart title	**Calls by market and call type**
Chart type (What type of chart needs to be created?)	Table
Dimension(s) (What dimensions does this chart need to include?)	Market city, call type
Metric(s) (What metrics are relevant to this chart?)	Day number

Chart 3

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?)	Day number

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
Metric(s) [What metrics are relevant to this chart?]	Day number (repeats)

Dashboard mockup

[Include mockup sketch here.]