# 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<br>[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<br>[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<br>[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<br>[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:<br>Week, Month, Quarter<br><br>Granularity:<br>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<br>[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)<br>[What dimensions does this chart need to include?] | Day of initial call, subsequent repeat calls |
| Metric(s)<br>[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<br>[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)<br>[What dimensions does this chart need to include?] | Call type, market, contact_n_1 |
| Metric(s)<br>[What metrics are relevant to this chart?] | Contact |

### Chart 3

| Chart Feature | Your Request |
|---|---|
| Chart title | Calls by Market and Type |
| Chart type | Table |

| | |
|---|---|
| [What type of chart needs to be created? This could include any chart type, including a line chart (timeseries), bar chart, or 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 |