**Stakeholder Requirements Document: [Project Name]**

## **BI Professional:** Ryan Mansfield

## **Client/Sponsor:** Google fiber, Emma + BI team

## **Business problem:** (What is the primary question to be answered or problem to be solved?)

We want to understand how often customer phone the customer support line a second or more time after an initial inquiry in order to reduce call volume, better customer support, and increase overall satisfaction. We should get information on repeat callers, types of callers, types of calls that lead to more calls, trends in different cities, and trends over time

**Stakeholders:** (Who are the major stakeholders of this project, and what are their job titles?)

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

## **Stakeholder usage details:** (How will the stakeholders use the BI tool?)

Stakeholders need to understand what kinds of questions are leading to repeat calls, how often these calls occur, and trends in different cities and over time to better meet customer needs and understand how well customer needs are being met

**Primary requirements:** (What requirements must be met by this BI tool in order for this project to be successful?)

* Understand frequency of repeated calls from same customer in order to gauge how effectively we are solving their issues.
* Generate insights into what types of customer issues lead to more of these calls.
* Explore trends in the three cities
* Design charts that can be used to view trends by week, month, quarter, or year
* A chart of table of repeat calls by the date of first contact
* A chart or table exploring by both market and problem type
* Charts showcasing repeated calls by week, month, and quarter