**Executive Summary for Google Fiber Customer Service**

**Project Overview:** This project aims to provide insights into customer service performance for Google Fiber by analyzing the frequency and nature of repeat calls to customer support. The primary focus is to assess how effectively the customer service team resolves issues during the first contact and to identify trends in repeat calls that may indicate areas for operational improvement.

**Objective:** The ultimate goal is to reduce the overall call volume by improving customer satisfaction through better issue resolution. Specifically, the project will explore:

* How often customers make repeat calls after their initial inquiry.
* The types of issues leading to repeat calls.
* Trends in repeat calls across three different market cities.

**Dataset Overview:** The dataset used for this project is anonymized and fictionalized. It includes key metrics such as:

* **Number of calls** and **repeat calls** following the first contact.
* **Call types** categorized into five problem types (e.g., account management, technician troubleshooting).
* **Market city** anonymized into three categories: Market\_1, Market\_2, and Market\_3.
* **Date and time periods**, recording call frequency on a weekly basis.

**Key Deliverables:**

* **Charts and Tables** measuring repeat calls based on the initial contact date.
* **Visualizations** displaying repeat calls broken down by market and problem type.
* **Trend Analysis** over various time periods (week, month, quarter, year) to provide a comprehensive view of repeat call patterns.

**Project Goals:**

1. **Call Resolution Effectiveness**: Identify how often customers are calling back after their initial inquiry, which will help evaluate the customer service team's first-contact resolution rate.
2. **Customer Issue Trends**: Understand which customer issues are generating the highest number of repeat calls, segmented by problem type.
3. **Market-Specific Insights**: Analyze repeat call trends across the three market cities to determine whether any regional patterns exist.
4. **Visualization Design**: Create interactive charts and tables that allow stakeholders to view trends across various timeframes, facilitating data-driven decision-making.

**Success Metrics:** Success will be measured by the ability of the dashboard to reveal insights that support the reduction of repeat calls through targeted actions. The BI team’s insights will contribute to increasing customer satisfaction and optimizing operational efficiency in customer service.

**Stakeholders:** This project is being conducted in collaboration with key stakeholders:

* Emma Santiago
* Keith Portone
* Minna Rah
* Ian Ortega
* Sylvie Essa

The dashboard will provide these individuals with actionable insights to improve customer service performance and reduce repeat call volume in line with the company’s operational goals.

**Conclusion:**

This BI analysis will help Google Fiber leadership understand the root causes of repeat customer calls, enabling them to make informed decisions to improve customer experience and operational efficiency. The dashboard will act as a critical tool to monitor progress and evaluate the success of initiatives aimed at reducing repeat calls.