Project Requirements Document: [Project Name]

## **BI Analyst:** [Your name]

-Martin Manyaka

## **Client/Sponsor:** [Name and title]

-Emma Santiago (Hiring Manager)

## **Purpose:** (Briefly describe why the project is happening and why the company should invest resources in it.)

-Developing a dashboard to help provide insights to stakeholders(Google Fiber customer service team) and also explore trends on how often customers are contacting the support team in order for their inquiries to be resolved/answered. This would help reduce call volumes and also inform new ways to improve customer satisfaction/experience.

## **Key dependencies:** (Detail the major elements of this project. Include the team, primary contacts, and expected deliverables.)

-The datasets are fictionalized versions of the actual data this team works with,so the

the data is already anonymized and approved.

-Stakeholders need to have access to the datasets so they’re able to explore the steps I’ve taken.

-Primary contacts are Emma Santiago and Keith Portone.

## **Stakeholder requirements:** (List the established stakeholder requirements, based on the Stakeholder Requirements Document. Prioritize the requirements as: R - required, D - desired, or N - nice to have.)

**Required:**

-a chart/table measuring repeat calls by customers first contact date.

-chart/table exploring repeat calls by market city and the type of call/inquiry.

-chart showcasing repeat calls by week,month,quarter and quarter/year.

- Explore call trends in the three different market cities.

**Desired:**

-provide insights into the types of customer issues that seem to generate more repeat calls.

**Success criteria:** (Clarify what success looks like for this project. Include explicit statements about how to measure success. Use SMART criteria.)

-**Specific**: BI insights must clearly identify the specific characteristics of a repeat calls, including

how often customers are repeating calls. **Measurable**: Calls should be evaluated using

measurable metrics, including frequency and volume. For example, do customers call with a

specific problem more often than others? Which market city experiences the most call? How

many customers are calling more than once? **Action-oriented**: These outcomes must quantify

the number of repeat callers under different circumstances to provide the Google Fiber team

with insights into customer satisfaction. **Relevant**: All metrics must support the primary

question: How often are customers repeatedly contacting the customer service team?

**Time-bound**: Analyze data that spans at least one year to understand how repeat callers

change over time. Exploring data that spans multiple months will capture peaks and valleys in

usage.

## **User journeys:** (Document the current user experience and the ideal future experience.)

-The team’s ultimate goal is to communicate with the customers to reduce the call volume and

increase customer satisfaction and improve operational optimization.

## **Assumptions:** (Explicitly and clearly state any assumptions you are making.)

-In order to anonymize and fictionalize the data, the datasets the columns market\_1, market\_2,

and market\_3 to indicate three different city service areas the data represents.

The data also lists five problem types:

* Type\_1 is account management
* Type\_2 is technician troubleshooting
* Type\_3 is scheduling
* Type\_4 is construction
* Type\_5 is internet and wifi

Additionally, the dataset also records repeat calls over seven day periods. The initial contact

date is listed as contacts\_n. The other call columns are then contacts\_n\_number of days since

first call. For example, contacts\_n\_6 indicates six days since first contact.

## **Compliance and privacy:** (Include compliance, privacy, or legal dimensions to consider.)

-The datasets are fictionalized versions of the actual data this team works with. Because of this,

the data is already anonymized and approved. However,

stakeholders should have data access to all datasets so they can explore the steps I’ve taken.

## **Accessibility:** (List key considerations for creating accessible reports for all users.)

-The dashboards should offer text alternatives including large print and text-to-speech.

**Roll-out plan:** (Detail the expected scope, priorities and timeline.)  
- The stakeholders have requested a completed BI tool in 6 weeks.