Project Requirements Document: Google Fiber

BI Analyst: Melissa Slawsky, Business Intelligence Analyst

Client/Sponsor: Google Fiber

Purpose: The Google Fiber aims to analyze patterns of repeat customer service calls to optimize its performance and enhance customer experience. This will help leaders understand the effectiveness of first-call resolutions, identify which problem types generate the most repeat calls, and determine which market city's call center experiences the highest volume of repeat calls. The goal is to explore trends in repeat calls to identify why customers are calling more than once and how to improve the overall customer experience.

Key dependencies:

Stakeholders:
Emma Santiago, Hiring Manager

Keith Portone, Project Manager

Minna Rah, Lead BI Analyst

Team members:
Ian Ortega, BI Analyst
Sylvie Essa, BI Analyst

Stakeholder requirements:

- R: Must include data on number of calls, number of repeat calls after first contact, call type, market city, and date
- R: Dashboard needs to be accessible, with large print and text-to-speech alternatives
- D: Should show trends in repeat calls by their first contact date
- D: Should include a breakdown of repeat calls by market and problem type
- D: Must provide visualizations of repeat call trends by week, month, quarter, and year

Success criteria:

- Dashboard demonstrates an understanding of the team's goal to reduce call volume by increasing customer satisfaction and improving operational optimization
- Stakeholders can easily identify trends in problem types leading to repeat calls
- Dashboard provides clear insights into repeat caller volumes in different markets
- Stakeholders can view trends by week, month, quarter, and year

User journeys: The primary users of this dashboard will be the stakeholders and team members. Their journey in using the dashboard might look like this:

1. User logs into the dashboard system
2. User selects the Google Fiber repeat calls dashboard
3. User views the main dashboard, which provides an overview of repeat call trends
4. User interacts with the dashboard to explore specific areas of interest: a. Analyze repeat calls by their first contact date b. Examine repeat calls by market and problem type c. View repeat call trends over different time periods (week, month, quarter, year)
5. User applies filters or selects specific data points for deeper analysis
6. User interprets the data to answer key questions:
    a. How often does the customer service team receive repeat calls?
    b. What problem types generate the most repeat calls?
    c. Which market city's customer service team receives the most repeat calls?
7. User may export or share specific insights with team members
8. User uses the insights gained to inform decision-making about customer service improvements

Department-specific considerations and permissions:

1. **Customer Service Department** (Emma Santiago, Hiring Manager)

    - Primary focus: Overall trends in repeat calls, problem type analysis
    - Key metrics: First-call resolution rate, repeat call frequency by problem type
    - Permissions: Full access to all data and metrics
    - Specific needs: Ability to drill down into individual problem types for targeted training initiatives
2. **Project Management** (Keith Portone, Project Manager)
    - Primary focus: Cross-departmental overview, project progress tracking
    - Key metrics: Overall repeat call trends, market comparisons
    - Permissions: Full access to all data and metrics
    - Specific needs: Ability to generate comprehensive reports for stakeholder meetings
3. **Business Intelligence Team** (Minna Rah, Lead BI Analyst; Ian Ortega and Sylvie Essa, BI Analysts)
    - Primary focus: Detailed data analysis, dashboard maintenance and updates
    - Key metrics: All metrics, with a focus on data quality and integrity
    - Permissions: Full access to all data, metrics, and backend systems
    - Specific needs: Access to raw data, ability to modify dashboard structure and calculations
4. **Operations Team** (assumed, not explicitly mentioned in notes)
    - Primary focus: Resource allocation, efficiency improvements
    - Key metrics: Call volume by market, repeat calls by problem type
    - Permissions: Access to aggregated data, limited access to individual call details
    - Specific needs: Ability to view trends over time to inform staffing decisions
5. **Product Development Team** (assumed, not explicitly mentioned in notes)
    - Primary focus: Identifying recurring issues for product improvements
    - Key metrics: Problem types generating most repeat calls, trends in specific issue types

    - Permissions: Access to aggregated data related to problem types, limited access to market-specific data
    - Specific needs: Ability to isolate and analyze specific problem types in depth

Key considerations for permissions and access:

- Ensure that personal or sensitive customer information is not accessible, given that the data is anonymized
- Implement role-based access control (RBAC) to manage permissions effectively
- Provide a way for higher-level managers to temporarily access lower-level detailed views if needed
- Consider creating custom dashboard views for each department to highlight their most relevant metrics
- Ensure that any exported or shared data maintains the appropriate level of anonymity and access control

Dashboard users: Emma Santiago, Keith Portone, Minna Rah, Ian Ortega, Sylvie Essa

Assumptions:

- The provided fictional dataset is a reliable representation of actual customer call data
- The five problem types (account management, technician troubleshooting, scheduling, construction, internet and wifi) cover all relevant categories of customer issues

Compliance and privacy:

- The dataset is already anonymized and approved for use in this project
- Market cities are anonymized as market_1, market_2, and market_3

Accessibility: Dashboard must be accessible. Must have large print and text-to-speech alternatives. **Further context may be needed - follow-up with Minna Rah recommended.**

Roll-out plan: Specific timeline not provided in meeting notes. **Follow-up with Keith Portone, PM recommended.** Suggested plan based on typical BI project timelines:

Week 1: Review dataset, validate fields, and design initial dashboard layout

Week 2: Develop SQL queries and ETL processes

Week 3: Finalize SQL, create initial dashboard design, conduct 1st draft review with stakeholders

Week 4: Refine dashboard based on feedback, conduct testing, and prepare for final presentation