

Strategy Document: Google Fiber

Sign-off matrix:

Name	Team / Role	Date
Melissa Slawsky	BI Analyst	10/07/2024

Proposer: Emma Santiago, Hiring Manager; Keith Portone, Project Manager

Status: **Draft** > Under review > Implemented | Not implemented

Primary dataset: Fictional dataset based on actual team data (already anonymized and approved)

User Profiles: Used internally by team members (Emma Santiago, Hiring Manager; Keith Portone, Project Manager; Minna Rah, Lead BI Analyst; Ian Ortega, BI Analyst; and Sylvie Essa, BI Analyst) to deliver insights about repeat calls and customer service performance

Dashboard Functionality

Dashboard Feature	Your Request
Reference dashboard (Should this dashboard be modeled on an existing dashboard? If so, provide a link and describe the similarity.)	N/A
Access (How should access to the dashboard be limited? Who needs to have access?)	Stakeholders should have access to all datasets.
Scope (What data should be included or excluded in this dashboard?)	Include: <ul style="list-style-type: none">• Number of calls• Number of repeat calls after first contact• Problem type• Market city• Date
Date filters and granularity (Should the dashboard include date filters? If so, what time frame should be displayed by	Should include daily, weekly, monthly, quarterly, and yearly timescales.

default? Should the dashboard include a “granularity” drop-down? If so, what granularity should be selected by default?)	Design charts so that stakeholders can view trends by week, month, quarter, and year.
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Metrics and Charts

Create a table 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: Repeat Calls by First Contact Date

Chart Feature	Your Request
Chart title	Repeat Calls by First Contact Date
Chart type (What type of chart needs to be created?)	Line chart or bar chart
Dimension(s) (What dimensions does this chart need to include?)	First contact date
Metric(s) (What metrics are relevant to this chart?)	Number of repeat calls

Chart 2: Repeat Calls by Market and Problem Type

Chart Feature	Your Request
Chart title	Repeat Calls by Market and Problem Type
Chart type (What type of chart needs to be created?)	Stacked bar chart or Heat map
Dimension(s) (What dimensions does this chart need to include?)	Market city (market_1, market_2, market_3), Problem type (Type_1 to Type_5)
Metric(s) (What metrics are relevant to this chart?)	Number of repeat calls

Chart 3: Repeat Calls Over Time

Chart Feature	Your Request
Chart title	Repeat Calls Trends
Chart type (What type of chart needs to be created?)	Line chart with selectable time periods
Dimension(s) (What dimensions does this chart need to include?)	<ul style="list-style-type: none"> Date (adjustable by week, month, quarter, year)
Metric(s) (What metrics are relevant to this chart?)	Number of repeat calls

Dashboard mockup



