**Strategy Document: Google Fibre Customer Satisfaction Project**

**Sign-off matrix:**

| **Name** | **Team / Role** | **Date** |
| --- | --- | --- |
| * Emma Santiago, Hiring Manager * Keith Portone, Project Manager |  |  |

**Proposer:** [Name and title]

**Status:** [Draft] > Under review > Implemented | Not implemented (Highlight current status)

**Primary dataset:**

market\_1, market\_2, market\_3

**Secondary dataset:**

**User Profiles**

Emma Santiago, Keith Portone, Minna Rah, Ian Ortega, Sylvie Essa are gonna use this dashboard to identify trends in the customers repeatedly calling the support team after their first enquiry for the resolution of their queries. This will help reduce the call volume and increase operational optimization.

# **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?) | Emma Santiago, Keith Portone, Minna Rah, Ian Ortega, Sylvie EssaEmma Santiago, Keith Portone, Minna Rah, Ian Ortega, Sylvie Essa |
| Scope  (What data should be included or excluded in this dashboard?) | Fields include: date, market, problem\_type, contact\_n and contact\_n\_# |
| Date filters and granularity  (Should the dashboard include date filters? If so, what time frame should be displayed by default? Should the dashboard include a “granularity” drop-down? If so, what granularity should be selected by default?) | By week, month, and quarter |

# **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

| **Chart Feature** | **Your Request** |
| --- | --- |
| Chart title | KPIs |
| Chart type  (What type of chart needs to be created?) | Text |
| Dimension(s)  (What dimensions does this chart need to include?) |  |
| Metric(s)  (What metrics are relevant to this chart?) | Total no. of calls, Total no. of repeat calls, Avg repeat calls |

### Chart 2

| **Chart Feature** | **Your Request** |
| --- | --- |
| Chart title | Calls by quarter |
| Chart type  (What type of chart needs to be created?) | Bar |
| Dimension(s)  (What dimensions does this chart need to include?) | Date |
| Metric(s)  (What metrics are relevant to this chart?) | contact |

### Chart 3

| **Chart Feature** | **Your Request** |
| --- | --- |
| Chart title | First repeat call by market and problem type |
| Chart type  (What type of chart needs to be created?) | Bar Chart |
| Dimension(s)  (What dimensions does this chart need to include?) | problem type, market type |
| Metric(s)  (What metrics are relevant to this chart?) | Contact |

### Chart 4

| **Chart Feature** | **Your Request** |
| --- | --- |
| Chart title | Total repeat calls by weekday per month |
| Chart type  (What type of chart needs to be created?) | Highlight table |
| Dimension(s)  (What dimensions does this chart need to include?) | Date |
| Metric(s)  (What metrics are relevant to this chart?) | Contact |

### Dashboard mockup

[Include mockup sketch here.]

