

Strategy Document: Google Fiber BI Project

Sign-off matrix:

Name	Team / Role	Date
Viet Pham	BI Analyst	

Proposer: Google Fiber stakeholders

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

Primary dataset: market_1, market_2, market_3

Secondary dataset:

User Profiles [Who is the intended audience for this dashboard? How do you expect them to use this dashboard?]

People with dashboard-viewing privileges:

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

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.)	Need to create a completely new dashboard to visualize the repeated call trends.
Access (How should access to the dashboard be limited? Who needs to have access?)	Emma Santiago, Keith Portone, Minna Rah, Ian Ortega, Sylvie Essa
Scope (What data should be included or excluded in this dashboard?)	<ul style="list-style-type: none">• Number of calls• Number of repeat calls after first contact• Call type• Market city• Date
Date filters and granularity	Yes, it should include the repeat calls filter by week, month, and quarter.

(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?)	
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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

Chart Feature	Your Request
Chart title	Repeated calls by a defined date
Chart type (What type of chart needs to be created?)	Line/bar chart
Dimension(s) (What dimensions does this chart need to include?)	Date (filtered by week, month, and quarter)
Metric(s) (What metrics are relevant to this chart?)	Number of repeated calls

Chart 2

Chart Feature	Your Request
Chart title	Repeat calls by market and problem type
Chart type (What type of chart needs to be created?)	Bar/pie chart
Dimension(s) (What dimensions does this chart need to include?)	Market and problem type
Metric(s) (What metrics are relevant to this chart?)	Number of repeated calls.

Chart 3

Chart Feature	Your Request
Chart title	Repeated calls after the first contact date
Chart type (What type of chart needs to be created?)	Line chart
Dimension(s) (What dimensions does this chart need to include?)	contacts_n, contacts_n_number of days since first call
Metric(s) (What metrics are relevant to this chart?)	Number of repeated calls

Dashboard mockup

[Include mockup sketch here.]

