Project Requirements Document: Google Fiber

## **BI Analyst:** Benedict Lee

## **Client/Sponsor:** Emma Santiago, Hiring Manager

## **Purpose:** During the interview with Google Fiber, the customer service team has asked for the design and creation of a dashboard using fictional call center data based on the data they use regularly on the job, to gain insights about repeat callers.

## The main goal of the team is to reduce repeated calls by customers, by increasing customer satisfaction and improving operational optimization. The dashboard created will be centred around this goal, and provide stakeholders with insights about repeat caller volumes in **different markets** and **the types of problems they represent**.

## **Key dependencies:** The datasets are fictional versions of the actual data that the team works with, and is already anonymised and approved. The stakeholders should have data access to all datasets, as well as dashboard-viewing privileges, to explore and see the steps taken by myself.

## **Stakeholder requirements:** The dashboard must help Google Fiber decision-makers understand how often customers are having to repeatedly call, and what problem types or other factors might be influencing those calls.

* A chart or table measuring repeat calls by their first contact date R
* A chart or table exploring repeat calls by market and problem type R
* Charts showcasing repeat calls by week, month, and quarter D
* Provide insights into the types of customer issues that generate more repeat calls D
* Explore repeat caller trends in three different market cities R
* Design charts so that stakeholders can view trends by week, month, quarter, and year R

## **Success criteria:** **Specific**: The BI insights must clearly identify the specific characteristics of repeat calls, including how often customers are repeating calls. **Measurable**: Calls should be evaluated using measurable metrics, including frequency and volume. e.g. Which types of problems result in the most amount of calls, which market city experiences the most calls, how many customers are calling more than once **Action**-**oriented**: These outcomes must quantify the number of repeat callers under different conditions/circumstances to provide the team with insights into customer satisfaction **Relevant**: All metrics must support the goal to reduce repeated calls by customers **Time**-**bound**: Analyse data that spans at least one year to understand how repeat callers change over time.

## **User journeys:** Currently, the team wants to reduce repeated calls by customers, by increasing customer satisfaction and improving operational optimization. They have the relevant data available, and want to use these data to create a dashboard to reveal insights about repeat callers.

## The dashboard created for this task will be centred around this goal, and provide stakeholders with insights about repeat caller volumes in **different markets** and **the types of problems they represent**.

## **Assumptions:** In order to anonymize and fictionalize the data, the datasets has 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 technical 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 contact\_n\_number of days since first call. For example, contacts\_n\_6 indicates six days since first contact.

## **Compliance and privacy:** The data sets are fictionalised versions of the actual data the team works with, so the datasets are already anonymised and approved.

However, we need to ensure that stakeholders have data access to all datasets and dashboards, so they can explore the steps taken.

## **Accessibility:** The dashboards should offer text alternatives including large print and text-to-speech.

**Roll-out plan:**

The stakeholders have requested a completed BI tool in two weeks.