Project Requirements Document: Google Fiber

## **BI Analyst:** Pratyush Karna

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

## **Purpose:** (Briefly describe why the project is happening and why the company should invest resources in it.)

The project is taking place as part of the interview process for the role of BI analyst at the Google Fiber Customer Service Team. The main deliverable of the project is build a dashboard using a fictionalized dataset in order to gain some actionable insights on trends of callers towards Customer Support. The ultimate goal is enable stakeholders to reduce caller volumes and subsequently enhance overall customer experience. Furthermore, the dashboard must demonstrate the caller volume trends in different markets and the type of problems they represent. This shall enable in better decision-making processes and improve BI metrics like Customer Retention due to improved services.

## **Key dependencies:** (Detail the major elements of this project. Include the team, primary contacts, and expected deliverables.)

For this project, a fictionalized version of the actual dataset has been provided. It must be made sure that the stakeholders have access to the dashboard. They must have access to the datasets and explore the steps that been have taken. The primary contact for this project are Emma Santiago and Keith Portone. The expect deliverable for this project is the BI tool in the form of a dashboard the complies with all the stakeholder requirements.

**Stakeholder requirements:** (List the established stakeholder requirements, based on the Stakeholder Requirements Document. Prioritize the requirements as: R - required, D - desired, or N - nice to have.)

In accordance with the stakeholder requirements, following are the essentials aspects the dashboard must address:

* 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 seem to generate more repeat calls - **D**
* Explore repeat caller trends in the three different market cities - **R**
* Design charts so that stakeholders can view trends by week, month, quarter, and year. -**R**

## **Success criteria:** (Clarify what success looks like for this project. Include explicit statements about how to measure success. Use SMART criteria.)

**Specific:** The dashboard must be able to clearly communicate with intuitive visualizations of repeating call volumes, how often do the customers call and distributed by market areas.

**Measurable:** The two most measurable metrics the dashboard should included are - how many calls are being made to the customer support? And how often are the customer calling? It should be clearly demonstrated that customer with frequency greater than 1, need to be filtered out and the analysis should further drill-down on that.

**Action-Oriented:** These measurable metrics must be effectively translated into actionable insights and enable the BI team to address the main project goals - reducing caller volumes and enhancing customer experience.

**Relevant:** The metrics must be relevant and dashboard must be free of vanity metrics. For example, there is no need to calculate customer ratings from the feedback. Rather, the root-causes need to be identified.

**Time-Bound:** The analyses must cover the apt amount of data over time so that the all necessary information is captured and does not lead to any kind of bias.

## **User journeys:** (Document the current user experience and the ideal future experience.)

Dashboard needs to be accessible, with large print and text-to-speech alternatives. The access to the dashboard must be duly provided to the stakeholders along with the access to the dataset. Hence, the dataset must be packaged along the deliverable dashboard with the necessary permissions.

## **Assumptions:** (Explicitly and clearly state any assumptions you are making.)

In order to anonymize and fictionalize the data, the datasets 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 technician troubleshooting
* Type\_3 is scheduling
* Type\_4 is construction
* Type\_5 is internet and wifi

Additionally, the dataset records repeat calls over seven-day periods. The initial contact date is listed as contacts\_n. The other call columns are then contacts\_n\_number of days since first call. For example, contacts\_n\_6 indicates six days since first contact.

## **Compliance and privacy:** (Include compliance, privacy, or legal dimensions to consider.)

The presented dataset is a fictionalized version of the actual dataset that the team works with. However, it must be ensured that the stakeholders have access to the datasets and must be able to explore the steps taken in the analyses.

## **Accessibility:** (List key considerations for creating accessible reports for all users.)

Dashboard needs to be accessible, with large print and text-to-speech alternatives.

**Additional accessibility features need to be asked in follow-up questions.**

**Roll-out plan:** (Detail the expected scope, priorities and timeline.)  
The project must be completed within six weeks as per stakeholder requirements.

**Ask follow-up questions on the project milestones and prototypes.**