**Strategy Document: Google Fiber**

**Sign-off matrix:**

| **Name** | **Team / Role** | **Date** |
| --- | --- | --- |
| Pratyush Karna | BI Analyst Interviewee |  |

**Proposer:** Emma Santiago, Hiring Manager

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

**Primary dataset:** market\_1, market\_2, market\_3

**Secondary dataset:** N/A

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

* Emma Santiago, Hiring Manager
* Keith Portone, Project Manager
* Minna Rah, Lead BI Analyst
* Ian Ortega, BI Analyst
* Sylvie Essa, BI Analyst

The dashboard shall be provided with all the necessary access permissions, datasets and in compliance with the security and accessibility requirements.

# **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.) | To build a new dashboard that visualizes caller volume, frequency and categorized by market cities |
| Access  (How should access to the dashboard be limited? Who needs to have access?) | Acces will be provided as read-only along with the datasets. |
| Scope  (What data should be included or excluded in this dashboard?) | Fields to include: Number of calls, Number of repeat calls after first contact, Call type, Market city, Date, contact\_n, 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?) | Week, Month, Quarter. They must clickable and zoomed in on the specific time axis. |

# **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 |
| Chart type  (What type of chart needs to be created?) | Cross-Tab or Table |
| Dimension(s)  (What dimensions does this chart need to include?) | Initial Call, Day of Repeated Call |
| Metric(s)  (What metrics are relevant to this chart?) | Frequency |

### Chart 2

| **Chart Feature** | **Your Request** |
| --- | --- |
| Chart title | Calls Ditributed by Market Type |
| Chart type  (What type of chart needs to be created?) | Bar plot |
| Dimension(s)  (What dimensions does this chart need to include?) | Call\_Type, market\_n\_1 |
| Metric(s)  (What metrics are relevant to this chart?) | Volume distribution, frequency distribution by market type |

### Chart 3

| **Chart Feature** | **Your Request** |
| --- | --- |
| Chart title | Repeated calls by Week, Month, Quarter |
| Chart type  (What type of chart needs to be created?) | Line chart |
| Dimension(s)  (What dimensions does this chart need to include?) | Date (drillable by week, month, quarter), # of calls |
| Metric(s)  (What metrics are relevant to this chart?) | Call frequency |

### Dashboard mockup

[Include mockup sketch here.]