Project Requirements Document: Google Fiber

## **BI Analyst:** Robin Singh

## **Client/Sponsor:** Emma Santiago, Hiring Manager; Minna Rah, Lead BI Analyst

## **Purpose:** Google Fiber provides people and businesses with fiber optic internet. The goal is to provide insights about repeat caller volumes in different markets and the types of problems they represent. The insights can then help in improving overall customer satisfaction.

## **Key dependencies:**

**Stakeholders:**

Emma Santiago, Hiring Manager

Keith Portone, Project Manager

Minna Rah, Lead BI Analyst

**Team Members:**

Ian Ortega, BI Analyst

Sylvie Essa, BI Analyst

\*Primary contacts are Emma and Keith

## **Stakeholder requirements:**

* R: 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: Explore repeat caller trends in the three different market cities
* R: Design charts so stakeholders can view trends by week, month, quarter, and year.
* D: 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

**Success criteria:** The team’s ultimate goal is to reduce call volume by increasing customer satisfaction and improving operational optimization. The dashboard should demonstrate an understanding of this goal and provide stakeholders with insights about repeat caller volumes in different markets and the types of problems they represent.

## **User journeys:** **Ask follow-up questions (What is the Current customer experience and what is the desired customer experience?)**

## **Assumptions:** In order to anonymize and fictionalize the data, the datasets use 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 also 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

## the first call. For example, contacts\_n\_6 indicates six days since the first contact.

## **Compliance and privacy:** The datasets are fictionalized versions of the actual data this team works with. Because of this, the data is already anonymized and approved.

## **Accessibility:**

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

## People with dashboard-viewing privileges: Emma Santiago, Keith Portone, Minna Rah, Ian Ortega, Sylvie Essa

**Roll-out plan:** **Ask follow-up questions (Do you have a timeline in mind?)**