**Strategy Document: Google Fiber**

**Sign-off matrix:**

| **Name** | **Team / Role** | **Date** |
| --- | --- | --- |
| Robin Singh | BI Analyst | 17/08/2024 |

**Proposer:** Emma Santiago, Hiring Manager; Minna Rah, Lead BI Analyst

**Status:** Draft > Under review > Implemented | Not Implemented

**Primary dataset:**

**Dataset source:** Google Fiber

**Dataset Description:** This dataset contains information about customer support calls made to Google Fiber. This fictional dataset is a version of actual data the team works with. The data is already anonymized and approved. It includes the number of calls, the number of repeat calls after first contact, Call type, Market City, and Date. Additionally, the dataset records repeat calls over seven-day periods.

## User Profiles: The dashboard will be used by the stakeholders (Emma Santiago, Hiring Manager; Keith Portone, Project Manager; Minna Rah, Lead BI Analyst; Ian Ortega, BI Analyst; Sylvie Essa, BI Analyst) to understand how often customers phone customer support again after their first inquiry, draw insights into repeat caller trends in three different markets and the different types of problems they represent.

# **Dashboard Functionality**

| **Dashboard Feature** | **Your Request** |
| --- | --- |
| Reference dashboard | This dashboard should be new, not modeled on an existing dashboard. |
| Access | Emma Santiago, Keith Portone, Minna Rah, Ian Ortega, and Sylvie Essa will have access to the dashboard. The file must be set to view-only to limit the access. |
| Scope | Fields included: date, market, problem\_type,  contact\_n, contact\_n\_1, contact\_n\_2, contact\_n\_3, contact\_n\_4, contact\_n\_5, contact\_n\_6, and contact\_n\_7 |
| Date filters and granularity | Data filters: On the basis of Week, Month, and Quarter.  Granularity: Any chart with detailed metrics should have the ability to click on that metric to view specific information. |

# **Metrics and Charts**

### Chart 1

| **Chart Feature** | **Your Request** |
| --- | --- |
| Chart title | Repeat calls by Week, Month, Quarter, Year |
| Chart type  (What type of chart needs to be created?) | Line Chart |
| Dimension(s)  (What dimensions does this chart need to include?) | Time Duration |
| Metric(s)  (What metrics are relevant to this chart?) | Number of Repeat Calls |

### Chart 2

| **Chart Feature** | **Your Request** |
| --- | --- |
| Chart title | Repeat Calls by First Contact Date |
| Chart type  (What type of chart needs to be created?) | Bar Chart |
| Dimension(s)  (What dimensions does this chart need to include?) | contacts\_n |
| Metric(s)  (What metrics are relevant to this chart?) | Number of Repeat Calls |

### Chart 3

| **Chart Feature** | **Your Request** |
| --- | --- |
| Chart title | Repeat Calls by Market City |
| Chart type  (What type of chart needs to be created?) | Stacked Bar Chart |
| Dimension(s)  (What dimensions does this chart need to include?) | Market |
| Metric(s)  (What metrics are relevant to this chart?) | Number of Repeat Calls |

### Chart 4

| **Chart Feature** | **Your Request** |
| --- | --- |
| Chart title | Distribution of Repeat Calls by Call Types |
| Chart type  (What type of chart needs to be created?) | Donut Chart |
| Dimension(s)  (What dimensions does this chart need to include?) | Call type |
| Metric(s)  (What metrics are relevant to this chart?) | Number/Percentage of Repeat Calls |

### Chart 5

| **Chart Feature** | **Your Request** |
| --- | --- |
| Chart title | Repeat Calls by Call Types across Markets |
| Chart type  (What type of chart needs to be created?) | Stacked Column Chart |
| Dimension(s)  (What dimensions does this chart need to include?) | Call type |
| Metric(s)  (What metrics are relevant to this chart?) | Number of Repeat Calls |

### Chart 6

| **Chart Feature** | **Your Request** |
| --- | --- |
| Chart title | Breakdown of Repeat calls |
| Chart type  (What type of chart needs to be created?) | Matrix |
| Dimension(s)  (What dimensions does this chart need to include?) | Market City, Call Type, Date (grouped by week, month, quarter, year) |
| Metric(s)  (What metrics are relevant to this chart?) | Number of Repeat Calls |

### Dashboard mockup