**Strategy Document: Google Fiber**

**Sign-off matrix:**

|  |  |  |
| --- | --- | --- |
| **Name** | **Team / Role** | **Date** |
|  |  |  |

**Proposer:** Emma Santiago, Hiring Manager

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

**Primary dataset:**

* City service areas: market\_1, market\_2, market\_3

**Secondary dataset:**

* Problem types:
  + Type\_1 (account management)
  + Type\_2 (technician troubleshooting)
  + Type\_3 (scheduling)
  + Type\_4 (construction)
  + Type\_5 (internet and wifi)

## User Profiles

* Users who have access to this dashboard should be key stakeholders within the Google Fiber domain.

# **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.) | New Dashboard. Will add link once initialized |
| Access  (How should access to the dashboard be limited? Who needs to have access?) | **Dashboard-viewing:** Emma Santiago, Keith Portone, Minna Rah, Ian Ortega, Sylvie Essa |
| Scope  (What data should be included or excluded in this dashboard?) | * How often does the customer service team receive repeat calls from customers? * What problem types generate the most repeat calls? * Which market city’s customer service team receives the most repeat calls? |
| 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?) | Stakeholders can view granularity by week, month, quarter, and year |

# **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 | Repeat Calls by First Contact Date |
| Chart type  (What type of chart needs to be created?) | Line Chart |
| Dimension(s)  (What dimensions does this chart need to include?) | First Contact Date |
| Metric(s)  (What metrics are relevant to this chart?) | Unique users who have repeat calls |

### Chart 2

|  |  |
| --- | --- |
| **Chart Feature** | **Your Request** |
| Chart title | Repeat calls by Market and Problem type |
| Chart type  (What type of chart needs to be created?) | Scatter Plot |
| Dimension(s)  (What dimensions does this chart need to include?) | Market type  Problem type |
| Metric(s)  (What metrics are relevant to this chart?) | Unique users who have repeat calls |

### Chart 3

|  |  |
| --- | --- |
| **Chart Feature** | **Your Request** |
| Chart title | Repeat calls over time |
| Chart type  (What type of chart needs to be created?) | Stacked bar (Include Stacked % bar) |
| Dimension(s)  (What dimensions does this chart need to include?) | Date repeat calls |
| Metric(s)  (What metrics are relevant to this chart?) | Unique count of repeat call |

### Dashboard mockup

TBD