**Strategy Document: Repeat Caller Analysis Dashboard (Google Fiber)**

**Sign-off matrix:**

| **Name** | **Team / Role** | **Date** |
| --- | --- | --- |
| Emma Santiago | Hiring Manager |  |

**Proposer:** Shubham Kumbhar, BI Analyst

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

**Primary dataset:** Google Fiber Customer Support Call Data

**Secondary dataset:**

## User Profiles

* Intended Audience: Stakeholders including Emma Santiago, Keith Portone, Minna Rah, Ian Ortega, Sylvie Essa
* Usage: Stakeholders will utilize the dashboard to analyze repeat caller trends, identify problem areas, and make data-driven decisions to improve customer satisfaction and operational efficiency.

# **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 |
| Access  (How should access to the dashboard be limited? Who needs to have access?) | Limited access through login credentials; Stakeholders (Emma Santiago, Keith Portone, Minna Rah, Ian Ortega, Sylvie Essa) |
| Scope  (What data should be included or excluded in this dashboard?) | Include all relevant call data including number of calls, repeat calls, call types, market cities, and dates. Exclude personally identifiable information. |
| 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?) | Include date filters for week, month, quarter, and year. Default time frame should be set to the past month. Granularity drop-down should include options for day, week, month, and quarter. Default granularity should be set to month. |

# **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?) | Date (First Contact Date) |
| Metric(s)  (What metrics are relevant to this chart?) | Number of 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?) | Stacked bar chart |
| Dimension(s)  (What dimensions does this chart need to include?) | Market City, Problem Type |
| Metric(s)  (What metrics are relevant to this chart?) | Number of repeat calls |

### Chart 3

| **Chart Feature** | **Your Request** |
| --- | --- |
| Chart title | Repeat Calls Trend Over Time |
| Chart type  (What type of chart needs to be created?) | Area chart |
| Dimension(s)  (What dimensions does this chart need to include?) | Date (Month) |
| Metric(s)  (What metrics are relevant to this chart?) | Number of repeat calls |

### Dashboard mockup

[Include mockup sketch here.]