Strategy Document: Google Fiber

Sign-off matrix:

Name	Team/Role	Date

Proposer: Emma Santiage, Hiring Manager

Status: Draft > Under review > Implemented | Not implemented

Primary dataset: market_1, market_2, market_3

Secondary dataset:

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

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

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.]	Build a new dashboard to explore the number of repeat callers and their problem types in three different market cities.
Access [How should access to the dashboard be limited? Who needs to have access?]	Access will be provided as read-only to the user profiles listed in this document.
Scope [What data should be included (or excluded) in this dashboard?]	Fields include: date, market, problem_type, contact_n and 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?]	Data filters can be applied for the following: Week, Month, Quarter Granularity: Any chart with detailed metrics should have the ability to click on that metric to view specific information.

Metrics and Charts

Please create a table like the example below for <u>each chart</u> 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 date
Chart type [What type of chart needs to be created? This could include any chart type, including a line chart (timeseries), bar chart, or table.]	Table
Dimension(s) [What dimensions does this chart need to include?]	Day of initial call, subsequent repeat calls
Metric(s) [What metrics are relevant to this chart?]	Contact

Chart 2

Chart Feature	Your Request
Chart title	Market and Problem Type of First Repeat Calls
Chart type [What type of chart needs to be created? This could include any chart type, including a line chart (timeseries), bar chart, or table.]	Bar
Dimension(s) [What dimensions does this chart need to include?]	Call type, market, contact_n_1
Metric(s) [What metrics are relevant to this chart?]	Contact

Chart 3

Chart Feature	Your Request
Chart title	Calls by Market and Type
Chart type [What type of chart needs to be created? This could include any chart type, including a line chart (timeseries), bar chart, or table.]	Table

Dimension(s) [What dimensions does this chart need to include?]	Market, call type, day
Metric(s) [What metrics are relevant to this chart?]	Contact

Chart 4

Chart Feature	Your Request
Chart title	Repeats by Week, Month, and Quarter
Chart type [What type of chart needs to be created? This could include any chart type, including a line chart (timeseries), bar chart, or table.]	Bar
Dimension(s) [What dimensions does this chart need to include?]	Date, contact
Metric(s) [What metrics are relevant to this chart?]	Date