Stakeholder Requirements Document: Google Fiber

BI Professional: Stacey Kipruto

Client/Sponsor: Google Fiber

Business problem:

How often customers phone customer support again after their first inquiry; this will help leaders understand whether the team is able to answer customer questions the first time.

To explore trends in repeat calls to identify why customers are having to call more than once, as well as how to improve the overall customer experience.

Stakeholders:

- Emma Santiago, Hiring Manager
- Keith Portone, Project Manager
- Minna Rah, Lead BI Analyst

Stakeholder usage details: Dashboard needs to be accessible, with large print and text-to-speech alternatives

Primary requirements:

- Must include design charts so that stakeholders can view trends by week, month, quarter, and year.
- Explore repeat caller trends in the three different market cities
- Provide insights into the types of customer issues that seem to generate more repeat calls
- Understand how often customers are calling customer support after their first inquiry

Project Requirements Document: Google Fiber

BI Analyst: Stacie Kipruto

Client/Sponsor: Google

Purpose: The team's ultimate goal is to reduce call volume by increasing customer satisfaction and improving operational optimization. My 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.

Key dependencies: This fictional dataset is a version of actual data the team works with. Because of this, the data is already anonymized and approved. I need to make sure stakeholders have access to all datasets so they can explore the steps I've taken.Primary contacts are Emma and Keith

Stakeholder requirements: In order to continuously improve customer satisfaction, the dashboard must help Google Fiber decision-makers understand how often customers are having to repeatedly call and what problem types or other factors might be influencing those calls.

● 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**

● 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 **D**

● Explore repeat caller trends in the three different market cities **R**

● Design charts so that stakeholders can view trends by week, month, quarter, and year. **R**

Success criteria:

Specific: BI insights must clearly identify the specific characteristics of a repeat calls, including how often customers are repeating calls.

Measurable: Calls should be evaluated using measurable metrics, including frequency and volume. For example, do customers call with a specific problem more often than others? Which market city experiences the most call? How many customers are calling more than once?

Action-oriented: These outcomes must quantify the number of repeat callers under different circumstances to provide the Google Fiber team with insights into customer satisfaction.
Relevant: All metrics must support the primary question: How often are customers repeatedly contacting the customer service team?

Time-bound: Analyze data that spans at least one year to understand how repeat callers change over time. Exploring data that spans multiple months will capture peaks and valleys in usage

User journeys: The team's ultimate goal is to reduce call volume by increasing customer satisfaction and improving operational optimization. My 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.

Assumptions: In order to anonymize and fictionalize the data, the datasets 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 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 first call. For example, contacts_n_6 indicates six days since 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. However, we will need to make sure that stakeholders have data access to all datasets so they can explore the steps you've taken.

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

Roll-out plan: The stakeholders have requested a completed BI tool in six weeks.

Strategy Document: [Project Name]

Sign-off matrix:

Name	Team / Role	Date
Stacie Kipruto	Business Intelligence Analyst	20/05/2024

Proposer: Emma Santiage, Hiring Manager

Status: [Draft] > Under review > Implemented | Not implemented (Highlight current status)

Primary dataset: market_1, market_2, market_3

Secondary dataset:

User Profiles: 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	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

default? Should the dashboard include a “granularity” drop-down? If so, what granularity should be selected by default?)	specific information.

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 date
Chart type (What type of chart needs to be created?)	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?)	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?)	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

Dashboard mockup

[Include mockup sketch here.]