**Project Requirements Document: Google Fiber BI Project**

**BI Analyst: William Noel**

**Client/Sponsor: Emma Santiago, Hiring Manager**

**Purpose:**

The project aims to understand the frequency and reasons behind repeat customer calls to the Google Fiber customer support team. By analyzing this data, the team can identify areas for improvement to enhance customer satisfaction and operational efficiency.

**Key Dependencies:**

* **Team Members**: Emma Santiago, Keith Portone, Minna Rah, Ian Ortega, Sylvie Essa
* **Primary Contacts**: Emma Santiago, Keith Portone
* **Expected Deliverables**: Dashboard with visualizations for repeat calls by contact date, market, and problem type; charts showing trends by week, month, quarter, and year.

**Stakeholder Requirements:**

* **Accessibility** (R)
* **Data Visualization** (R)
* **Trend Analysis** (R)
* **Insight Generation** (D)
* **Market Analysis** (D)

**Success Criteria:**

* **Specific**: Reduce call volume by increasing customer satisfaction and improving operational optimization.
* **Measurable**: Track reduction in repeat call volumes and increase in first-call resolution rates.
* **Achievable**: Implement recommendations based on insights from the dashboard.
* **Relevant**: Aligns with organizational goals of enhancing customer satisfaction.
* **Time-bound**: Achieve significant improvements within six months.

**User Journeys:**

* **Current Experience**: Customers often need to call customer support multiple times to resolve issues, leading to frustration and dissatisfaction.
* **Ideal Future Experience**: Customers have their issues resolved on the first call, resulting in higher satisfaction and fewer repeat calls.

**Assumptions:**

* Data provided is anonymized and approved.
* Stakeholders have access to all necessary datasets.
* The dataset includes accurate and relevant data for analysis.

**Compliance and Privacy:**

* Ensure data anonymization to protect customer privacy.
* Follow legal and organizational guidelines for data usage and storage.

**Accessibility:**

* Include large print options.
* Provide text-to-speech alternatives.

**Roll-out Plan:**

* **Week 1**: Dataset assigned and initial design validated.
* **Weeks 2-3**: SQL and ETL development.
* **Weeks 3-4**: Finalize SQL, design dashboard, first draft review.
* **Weeks 5-6**: Develop and test the dashboard.