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

**BI Professional: [Your name]**

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

**Business Problem:**

The primary question to be answered is how often customers call customer support again after their first inquiry and why they need to make repeat calls. This will help Google Fiber understand the effectiveness of their customer support team in resolving issues on the first call and identify areas for improvement to enhance overall customer satisfaction.

**Stakeholders:**

* **Emma Santiago**: Hiring Manager
* **Keith Portone**: Project Manager
* **Minna Rah**: Lead BI Analyst
* **Ian Ortega**: BI Analyst
* **Sylvie Essa**: BI Analyst

**Stakeholder Usage Details:**

* **Emma Santiago**: Will use the dashboard to assess the effectiveness of the customer support team and identify areas needing improvement.
* **Keith Portone**: Will monitor project progress and ensure alignment with organizational goals.
* **Minna Rah**: Will utilize the dashboard to gain insights into repeat caller trends and recommend strategies for reducing repeat calls.
* **Ian Ortega & Sylvie Essa**: Will analyze the data to provide actionable insights and support ongoing BI initiatives.

**Primary Requirements:**

1. **Accessibility**: The dashboard needs to be accessible, with large print and text-to-speech alternatives.
2. **Data Visualization**: Create visualizations that measure repeat calls by first contact date, market, and problem type.
3. **Trend Analysis**: Include charts that show repeat call trends by week, month, quarter, and year.
4. **Insight Generation**: Provide insights into the types of customer issues that generate the most repeat calls.
5. **Market Analysis**: Explore repeat caller trends in the three different market cities.