**Strategy Document: Google Fiber BI Project**

**Sign-off Matrix:**

| **Name** | **Team / Role** | **Date** |
| --- | --- | --- |
| Emma Santiago | Hiring Manager | [Date] |
| Keith Portone | Project Manager | [Date] |
| Minna Rah | Lead BI Analyst | [Date] |
| Ian Ortega | BI Analyst | [Date] |
| Sylvie Essa | BI Analyst | [Date] |

**Proposer: [Your name, BI Analyst]**

**Status: Draft**

**Primary Dataset:**

* Customer support call data including number of calls, repeat calls, call type, market city, and date.

**Secondary Dataset:**

* None specified.

**User Profiles:**

* **Intended Audience**: Customer support team, project managers, and BI analysts.
* **Usage**: To monitor and improve customer satisfaction by understanding repeat caller trends and identifying areas for improvement.

**Dashboard Functionality:**

| **Dashboard Feature** | **Your Request** |
| --- | --- |
| Reference Dashboard | None specified. |
| Access | Limited to stakeholders and primary contacts. |
| Scope | Include data on repeat calls, call types, market cities, and dates. Exclude personal identifying information. |
| Date Filters and Granularity | Include date filters; default to monthly view. Provide granularity options for week, month, quarter, and year. |

**Metrics and Charts**

**Chart 1:**

| **Chart Feature** | **Your Request** |
| --- | --- |
| Chart Title | Repeat Calls by First Contact Date |
| Chart Type | Line chart |
| Dimension(s) | Date of first contact |
| Metric(s) | Number of repeat calls |

**Chart 2:**

| **Chart Feature** | **Your Request** |
| --- | --- |
| Chart Title | Repeat Calls by Market and Problem Type |
| Chart Type | Bar chart |
| Dimension(s) | Market, Problem Type |
| Metric(s) | Number of repeat calls |

**Chart 3:**

| **Chart Feature** | **Your Request** |
| --- | --- |
| Chart Title | Repeat Calls by Time Frame |
| Chart Type | Line chart |
| Dimension(s) | Week, Month, Quarter, Year |
| Metric(s) | Number of repeat calls |

**Dashboard Mockup:**

(Include a sketch of the dashboard layout here.)

**Follow-up Questions for the Client**

1. **Dataset Details:**
   * Can you provide more specifics on the structure and format of the dataset, particularly the columns for market and problem type?
2. **Accessibility Features:**
   * Are there any additional accessibility features required besides large print and text-to-speech alternatives?
3. **Approval and Access:**
   * Who are the specific contacts for obtaining dataset approvals, and what is the process for ensuring all stakeholders have access?
4. **Data Granularity:**
   * Can you confirm if there are any specific requirements for the granularity of the data (e.g., hourly, daily) beyond the week, month, quarter, and year views?
5. **Performance Metrics:**
   * Are there any key performance indicators (KPIs) or benchmarks that the team would like to use to measure the success of reducing repeat calls?