**Stakeholder Requirements Document: Google Fiber**

## **BI Professional:** Zohaib Hashmi

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

## **Business problem:** (What is the primary question to be answered or problem to be solved?)

The primary question to be answered or problem to be solved is understanding how often customers contact customer support again after their first inquiry. This will help leaders determine whether the team can effectively address customer questions on the first attempt and identify reasons behind repeat calls to improve the overall customer experience.

**Stakeholders:** (Who are the major stakeholders of this project, and what are their job titles?)

1. Emma Santiago - Hiring Manager
2. Keith Portone - Project Manager
3. Minna Rah - Lead BI Analyst
4. Ian Ortega - BI Analyst
5. Sylvie Essa - BI Analyst

## **Stakeholder usage details:** (How will the stakeholders use the BI tool?)

Stakeholders will use the BI tool to gain insights into customer support interactions, specifically repeat calls. They will explore trends in repeat calls, call types, market cities, and date-related patterns.

**Primary requirements:** (What requirements must be met by this BI tool in order for this project to be successful?)

R: The BI tool must provide insights into how often customers contact customer support again after their first inquiry.

R: It should allow stakeholders to explore the types of customer issues that generate repeat calls.

R: The tool should enable stakeholders to analyze repeat caller trends in three different market cities.

R: Charts and tables must be designed to view trends by week, month, quarter, and year.

D: The dashboard should have accessible features, including large print and text-to-speech alternatives, as per Minna's request.