**Strategy Document: Google Fiber**

**Sign-off matrix:**

|  |  |  |
| --- | --- | --- |
| **Name** | **Team / Role** | **Date** |
|  |  |  |

**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** [Who is the intended audience for this dashboard? How do you expect them to use this dashboard?]

**Intended Audience:** The intended audience for this dashboard includes key stakeholders and team members involved in customer support and decision-making within the organization. This encompasses:

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

**How Do You Expect Them to Use This Dashboard**

* **Emma Santiago (Hiring Manager):** Emma will use the dashboard to assess the overall effectiveness of the customer support team. She will look for trends in repeat calls and seek insights into improving the team's performance.
* **Keith Portone (Project Manager):** Keith will use the dashboard to monitor the project's progress and ensure that it aligns with the project goals. He will also explore the dashboard for any potential project dependencies.
* **Minna Rah (Lead BI Analyst):** Minna will use the dashboard to validate the accuracy of data analysis and provide feedback to the BI team. She will also assess the accessibility features to ensure they meet requirements.
* **Ian Ortega (BI Analyst):** Ian will use the dashboard for in-depth data exploration and analysis. He will seek to identify specific trends and patterns in repeat calls and provide insights to stakeholders.
* **Sylvie Essa (BI Analyst):** Sylvie will use the dashboard to collaborate with Ian and assist in data analysis. She will also use it to prepare reports and presentations based on the dashboard's insights.

**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.) | There is no reference dashboard provided for this project. The dashboard will be created from scratch to fulfill the specific requirements and needs outlined in this document. |
| Access  (How should access to the dashboard be limited? Who needs to have access?) | Access to the dashboard should be limited to authorized stakeholders and team members, including Emma Santiago, Keith Portone, Minna Rah, Ian Ortega, and Sylvie Essa. They should have secure login credentials to access the dashboard. |
| Scope  (What data should be included or excluded in this dashboard?) | The data included in this dashboard should cover information related to repeat customer support calls. This includes data points such as the number of calls, number of repeat calls after the first contact, call type, market city, and date. The dataset should already be anonymized and approved for use. |
| Date filters and granularity  (Should the dashboard include date filters? If so, what time frame should be displayed by default? Should the dashboard include a “granularity” drop-down? If so, what granularity should be selected by default?) | Yes, the dashboard should include date filters to allow stakeholders to customize the time frame for analysis. The default time frame displayed should be the most recent available data. Additionally, a "granularity" drop-down should be included, allowing users to select different time granularities (e.g., day, week, month, quarter) to view the data. |

**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?) | First Contact Date |
| Metric(s)  (What metrics are relevant to this chart?) | Contact |

**Chart 2**

|  |  |
| --- | --- |
| **Chart Feature** | **Your Request** |
| Chart title | Repeat Calls by Market and Problem Type |
| Chart type  (What type of chart needs to be created?) | Bar Chart |
| 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 |