

Project Requirements Document: [Project Name]

Google Fiber

BI Analyst: [Your name] Thong Hwang

Client/Sponsor: [Name and title]

Purpose/ Goal: (Briefly describe why the project is happening and why the company should invest resources in it.)

- reduce call volume by increasing customer satisfaction
- improving operational optimization

Key dependencies: (Detail the major elements of this project. Include the team, primary contacts, and expected deliverables.)

Stakeholders:

- Emma Santiago, Hiring Manager
- Keith Portone, Project Manager
- Minna Rah, Lead BI Analyst

Team members:

- Ian Ortega, BI Analyst
- Sylvie Essa, BI Analyst

*Primary contacts are Emma and Keith

Stakeholder requirements: (List the established stakeholder requirements, based on the Stakeholder Requirements Document. Prioritize the requirements as: R - required, D - desired, or N - nice to have.)

- R: Understand how often customers are calling customer support after their first inquiry (need more detail)
- R: Provide insights into the types of customer issues that seem to generate more repeat calls (need more detail)
- R: A chart or table measuring repeat calls by their first contact date
- R: A chart or table exploring repeat calls by market and problem type
- D: Explore repeat caller trends in the three different market cities
- N: the datasets the columns market_1, market_2, and market_3 to indicate three different city service areas the data represents (this should be "Assumptions")
- N: The data also lists five problem types: (this should be "Assumptions")
 - Type_1 is account management
 - Type_2 is technician troubleshooting
 - Type_3 is scheduling
 - Type_4 is construction
 - Type_5 is internet and wifi
- N: For example, contacts_n_6 indicates six days since first contact. (this should be "Assumptions")

Success criteria: (Clarify what success looks like for this project. Include explicit statements about how to measure success. Use SMART criteria.)

- Dashboards reveal insights about repeat callers.
- Reduce call volume by increasing customer satisfaction
- Improving operational optimization

Specific: BI insights must clearly identify the specific characteristics of a repeat calls, including how often customers are repeating calls

Measurable: Calls should be evaluated using measurable metrics, including frequency and volume. For example, do customers call with a specific problem more often than others? Which market city experiences the most call? How many customers are calling more than once?

Action-oriented: These outcomes must quantify the number of repeat callers under different circumstances to provide the Google Fiber team with insights into customer satisfaction

Relevant: All metrics must support the primary question: How often are customers repeatedly contacting the customer service team?

Time-bound: Analyze data that spans at least one year to understand how repeat callers change over time. Exploring data that spans multiple months will capture peaks and valleys in usage.

User journeys: (Document the current user experience and the ideal future experience.)

Assumptions: (Explicitly and clearly state any assumptions you are making.)

Compliance and privacy: (Include compliance, privacy, or legal dimensions to consider.)

Accessibility: (List key considerations for creating accessible reports for all users.)

Dashboard needs to be accessible, with large print and text-to-speech alternatives.

Roll-out plan: (Detail the expected scope, priorities and timeline.)

The stakeholders have requested a completed BI tool in six weeks.