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GOOGLE FIBER REPEAT CALLS ANALYSIS

BI PROJECT PLANNING

Google Business Intelligence
Professional Certificate

Project Documentation

2026

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Define the business problem, objectives, and analytical approach.

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Identify key stakeholders, needs, and measures of success.

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Define dashboard requirements, metrics, and functionality.

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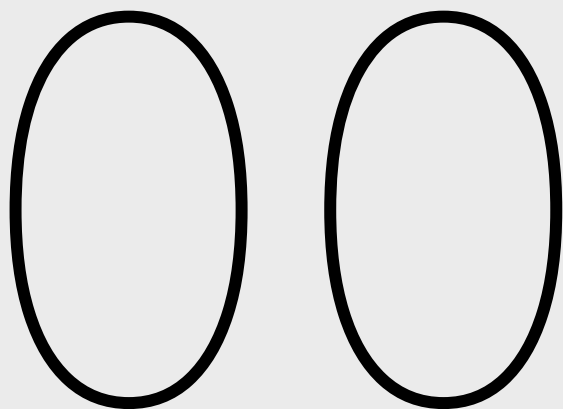
Strategy

Outline the data pipeline, analysis, and visualization approach.

04

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Plan the dashboard structure, charts, and user experience.



Overview

Objective

Analyze repeat customer support calls to understand how effectively inquiries are resolved on first contact and identify opportunities to improve first-call resolution.

Business Question

How often do customers contact support again after their initial inquiry, and how do repeat-call patterns vary across markets, issue types, and subsequent contacts?

Dataset

- Customer support data from 3 markets
- Daily call records across January–March 2022
- 8 contact stages tracking initial and repeat inquiries
- Issue type and market identifiers

BI Workflow

Plan → Prepare → Analyze → Visualize → Share

01

Stakeholders

Primary Stakeholders

Google Fiber Customer Service Leadership

Evaluate repeat-call performance and first-contact resolution.

Secondary Stakeholders

Customer Service Team & Operations Managers

Identify repeat-call patterns across markets and issue types.

Stakeholder Needs

- Monitor repeat-call frequency and volume
- Compare performance across the three markets
- Identify issue types driving repeat contacts
- Track patterns across subsequent customer contacts
- Explore trends over time

Success Criteria

An interactive dashboard that quickly identifies where repeat calls occur, what drives them, and which markets require attention.

02

Requirements

Dashboard Requirements

Create an interactive dashboard that tracks repeat customer contacts across markets, issue types, and time.

Key Metrics

- First repeat call rate
- Total repeat call volume
- Repeat call depth
- Performance by market and issue type

Functionality

- Compare markets and high-repeat issue types
- Track repeat contacts through subsequent inquiries
- View trends across time periods

Data Requirements

Combine standardized call records from all three markets into a single reporting table.

03

Strategy

Data Preparation

Combined three market datasets into a single reporting table in BigQuery using SQL.

Data Pipeline

- Source and standardize data from three markets
- Merge tables using UNION ALL
- Connect reporting table to Tableau

Analysis Strategy

- Measure first repeat call rate and volume by issue type
- Compare performance across markets
- Track repeat-call depth and trends over time

Visualization Strategy

- Line and bar charts for trends and comparisons
- Heatmap for market × issue patterns
- Interactive Tableau story for exploration

04

Mockup

Design Goal

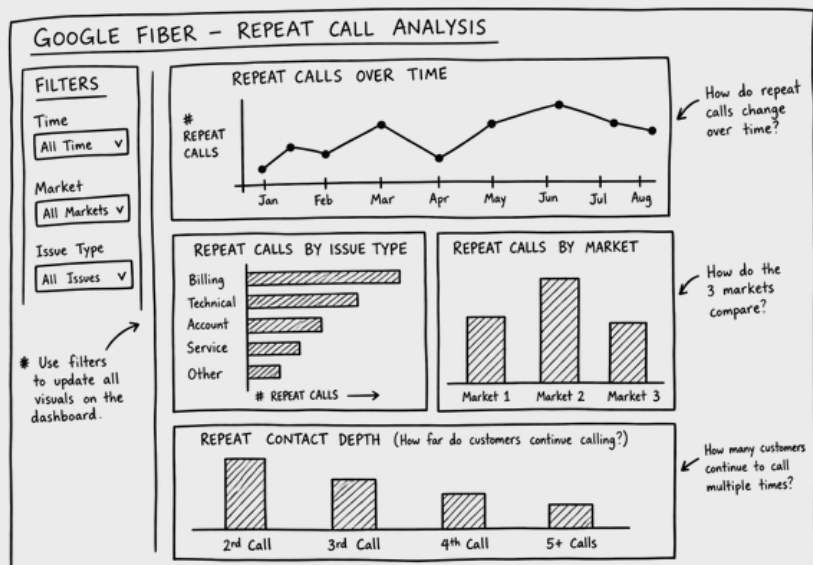
Plan a clear dashboard experience that allows stakeholders to move from high-level performance to specific repeat-call drivers.

Planned Views

- Repeat-call overview
- Issue-type analysis
- Market performance

Planned Visuals

- Trend lines
- Market comparisons
- Issue-type breakdowns
- Repeat-call depth



Interaction

Story navigation and interactive views allow stakeholders to explore patterns across markets, issues, and time.