

# Activity Exemplar: Build a dashboard for Google Fiber

In this activity, you created data visualizations, a low fidelity mockup to help you plan the components and layout of your dashboard, charts to be included in your visualization, and a dashboard for Google Fiber. You also completed an executive summary document that describes the Google Fiber customer service team's business needs, project goals, dashboard functionality, and your BI methods. As a BI professional, you will need to be able to communicate technical information in a way that all users can understand. This end-of-course project showcases your ability to do just that.

The exemplar you are about to review will help you evaluate whether you completed the activity correctly. In this case, you might have discovered a solution that works just as well as the exemplar. That's great! This exemplar is an example of how a BI professional might have approached this challenge. And keep in mind, iteration is a big part of the BI world, so feel free to continue to improve your dashboard!

## Completed Exemplar

Click the following link to review the exemplar for this course item on Tableau Public.

Link to exemplar: [Google Fiber Dashboard exemplar](#)

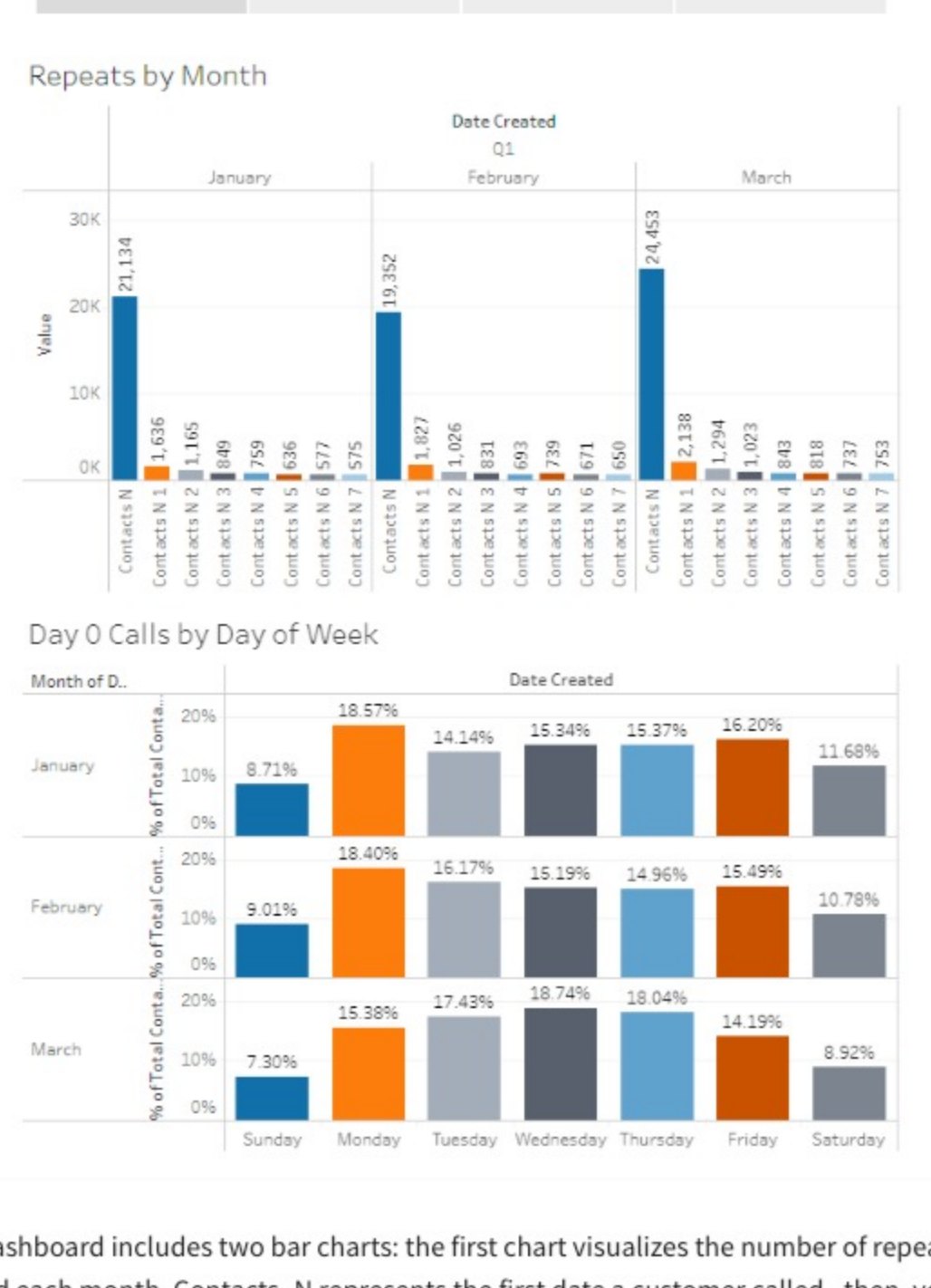
## Assessment of Exemplar

Compare the exemplar to your completed end-of-course project dashboard. Review your work using each of the criteria in the exemplar. What did you do well? Where can you improve? Use your answers to these questions to guide you as you continue to progress through the course.

**Note:** The exemplar represents one possible approach to completing the activity. Yours will likely differ in certain ways. What's important is that your dashboard answers the business questions for your stakeholders.

## Repeats by Month

### Repeat Calls



The first tab of the dashboard includes two bar charts: the first chart visualizes the number of repeat calls the customer service team received each month. Contacts\_N represents the first date a customer called—then, you can explore how often the customer called again that week. For example, 1,636 customers called again one day after their initial call, but only 575 customers called again seven days later in January.

The second chart visualized the percentage of first contact calls by day of the week; in January, only 8.71% of customers made first contact on Sunday. The majority of customers reached out for the first time on Monday in January!

## Tables

The second tab of the dashboard includes two tables: Repeat Calls by First Call Date and Calls by Market and Type.

### Repeat Calls

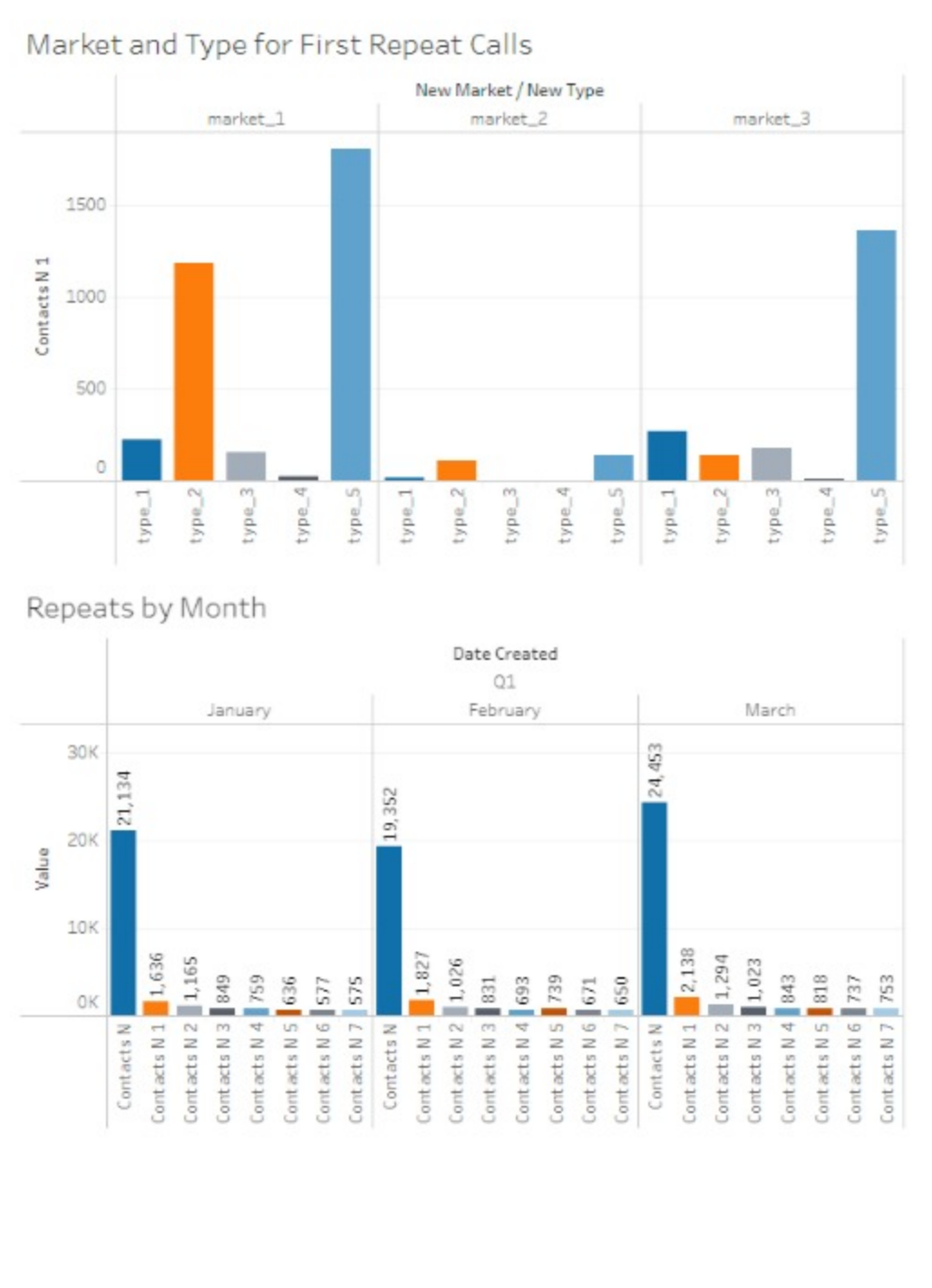
The dashboard includes two tables. The first, 'Repeat Calls by First Call Date', is a table with columns for 'Day of Date Created' and 'Contact...' (Contacts N 1 to N 7) for dates from January 1, 2022, to January 16, 2022. The second, 'Calls by Market and Type', is a table with columns for 'New Market', 'New Type', and 'Contact...' (Contacts N 1 to N 5) for markets 1, 2, and 3.

The first table allows stakeholders to explore the number of different types of calls by date. The second table then separates calls into market and problem type to provide more specific information about what markets experience the most calls and the problems customers have that seem to prompt repeat calls.

### Market and Type for First Repeat Calls

The Market and Type for First Repeat Calls uses the data from the previous tabs table in order to further visualize the problem types that seem to generate the most repeat calls for different markets.

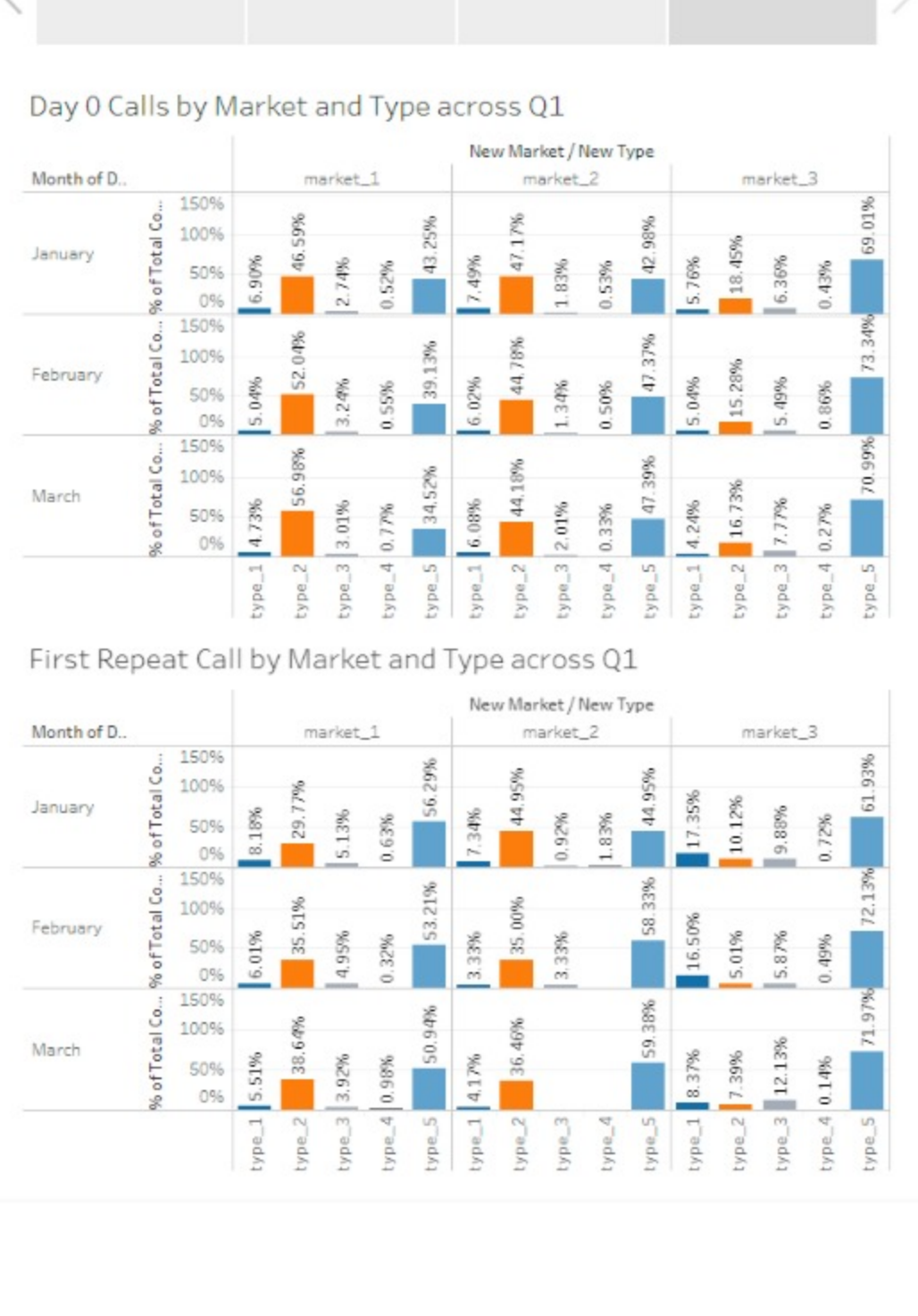
### Repeat Calls



### Calls Across Q1

The final dashboard tab includes two charts to visualize the number of Day 0 calls across markets and problem types and the first repeat calls across markets and problem types. This helps users gain insight into what markets and problems are generating calls in the first quarter of the year, as well as which ones are prompting customers to call again after the first contact.

### Repeat Calls



## Key insights

This exemplar is only one way to complete the Google Fiber project. When comparing your work to this exemplar, use it as an example to guide your process instead of an ideal to replicate. Make sure to also explore the dashboard on Tableau Public to get a better understanding of its interactive components. Then, finalize your executive summary document so you can share your work on your professional portfolio.

Mark as completed