**Strategy Document: [Cyclistic]**

**Sign-off matrix:**

|  |  |  |
| --- | --- | --- |
| **Name** | **Team / Role** | **Date** |
| Abdullah Khaled | BI Analyst | 2023-10-21 |

**Proposer:** Jamal Harris, Director, Customer Data

**Status:** [Draft] > Under review > Implemented | Not implemented (Highlight current status)

**Primary dataset:** [NYC Citi Bike Trips](https://console.cloud.google.com/marketplace/details/city-of-new-york/nyc-citi-bike)

**Secondary dataset:** [Census Bureau US Boundaries](https://console.cloud.google.com/marketplace/product/united-states-census-bureau/us-geographic-boundaries)

## User Profiles

* Sara Romero, VP, Marketing
* Ernest Cox, VP, Product Development
* Jamal Harris, Director, Customer Data
* Nina Locklear, Director, Procurement
* Adhira Patel, API Strategist
* Megan Pirato, Data Warehousing Specialist
* Rick Andersson, Manager, Data Governance
* Tessa Blackwell, Data Analyst
* Brianne Sand, Director, IT
* Shareefah Hakimi, Project Manager

# **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.) | Build a new dashboard exploring starting and ending station locations. This should show the number of trips at starting locations. aggregated by location as well as(ending) locations are popular based on the total trip minutes |
| Access  (How should access to the dashboard be limited? Who needs to have access?) | Access will be provided as read-only to the user profiles listed in this document. |
| Scope  (What data should be included or excluded in this dashboard?) | Included: station, zip code, neighborhood, and/or borough and Time  Excluded: personal info (name, email, phone, address) |
| 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?) | Date filters: Date, month & year  Granularity: subscribers and non-subscribers |

# **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 | Trip Totals |
| Chart type  (What type of chart needs to be created?) | Line |
| Dimension(s)  (What dimensions does this chart need to include?) | Date |
| Metric(s)  (What metrics are relevant to this chart?) | Trip count |

Chart 2

|  |  |
| --- | --- |
| Chart Feature | Your Request |
| Chart title | Trip Counts by Starting Neighborhood |
| Chart type  (What type of chart needs to be created?) | Table |
| Dimension(s)  (What dimensions does this chart need to include?) | Neighborhood, month |
| Metric(s)  (What metrics are relevant to this chart?) | Trip count |

Chart 3

|  |  |
| --- | --- |
| Chart Feature | Your Request |
| Chart title | Total Trip Minutes by Destination |
| Chart type  (What type of chart needs to be created?) | Bar |
| Dimension(s)  (What dimensions does this chart need to include?) | Zip code end, borough end, neighborhood end, user type |
| Metric(s)  (What metrics are relevant to this chart?) | Trip minutes |

Chart 4

|  |  |
| --- | --- |
| Chart Feature | Your Request |
| Chart title | Average Time to Arrive |
| Chart type  [What type of chart needs to be created? This could include any chart type, including a line chart (timeseries), bar chart, or table.] | Table |
| Dimension(s)  [What dimensions does this chart need to include?] | Zip code end, borough end, neighborhood end, start day, grand total |
| Metric(s)  [What metrics are relevant to this chart?] | Trip minutes |

Chart 5

|  |  |
| --- | --- |
| Chart Feature | Your Request |
| Chart title | Seasonal trends |
| Chart type  [What type of chart needs to be created? This could include any chart type, including a line chart (timeseries), bar chart, or table.] | Map |
| Dimension(s)  [What dimensions does this chart need to include?] | Neighborhood start, neighborhood end, number of rides, average trip duration, weather |
| Metric(s)  [What metrics are relevant to this chart?] | Trip minutes, weather, number of rides |

### Dashboard mockup

[Include mockup sketch here.]