

Stakeholder Requirements Document: Cyclistic

BI Professional: Ahmed Elkady

Client/Sponsor: Jamal Harris, Director, Customer Data

Business problem: The company's Customer Growth Team is creating a business plan for next year. They want to understand how their customers are using their bikes; their top priority is identifying customer demand at different station locations. Primary question: How can we apply customer usage insights to inform new station growth?

Stakeholders:

- Sara Romero, VP, Marketing
- Ernest Cox, VP, Product Development
- Jamal Harris, Director, Customer Data
- Nina Locklear, Director, Procurement

Stakeholder usage details:

The objective is to gain insights into customer preferences and usage patterns to inform strategic decisions regarding station expansion for Cyclistic bike-sharing. This entails understanding customer needs, identifying factors contributing to product success, and assessing how new stations could address demand variations across different geographical areas

Primary requirements:

- A table or map visualization exploring starting and ending station locations, aggregated by location.
- A visualization showing which destination (ending) locations are popular based on the total trip minutes.
- A visualization that focuses on trends from the summer of 2015.
- A visualization showing the percent growth in the number of trips year over year.
- Gather insights about congestion at stations.
- Gather insights about the number of trips across all starting and ending locations.
- Gather insights about peak usage by time of day, season, and the impact of weather.