

Strategy Document: Cyclicistic

Sign-off matrix:

Name	Team / Role	Date
Ahmed Elkady	BI Professional	18/01/2024

Proposer: Jamal Harris, Director, Customer Data

Status: Draft > Under review

Primary dataset: [NYC Citi Bike Trips](#)

Secondary dataset: [Census Bureau US Boundaries](#)

Additional dataset: geographic aggregation details, such as zip code, neighborhood name, or borough. The team will provide a separate database with this data.

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.)	No, it will build from scratch
Access (How should access to the dashboard be limited? Who needs to have access?)	Access will be provided as read-only to all the users listed above in this document.

<p>Scope (What data should be included or excluded in this dashboard?)</p>	<p>data included:</p> <ul style="list-style-type: none"> exploring starting and ending station locations (Zip code), aggregated by location which destination (ending) locations are popular based on the total trip minutes. trends from the summer of 2015 number of trips peak usage by time of day, season, and the impact of weather <p>data excluded: the data must not include any personal info (name, email, phone, address)</p>
<p>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?)</p>	<p>time frame should be displayed by default: Year, Month</p> <p>Granularity: Any chart with user detail metrics should have the ability to click on that metric to view specific information.</p>

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	Total trips by Starting Location
Chart type	Table Chart
Dimension(s)	Zip code or Neighborhood, Month
Metric(s)	This should show the number of trips at starting locations (Trip count)

Chart 2

Chart Feature	Your Request
Chart title	Total Trip Minutes for Destination & Start
Chart type	Bar chart
Dimension(s)	End location, Start location, user type
Metric(s)	showing which destination (ending) & Start locations are popular based on the (Total Trip minutes).

Chart 3

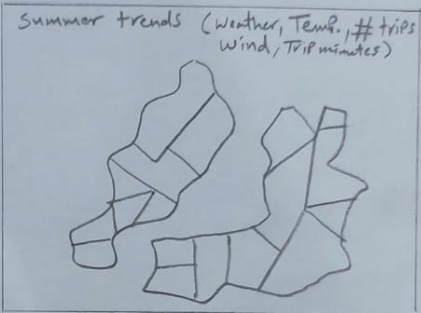
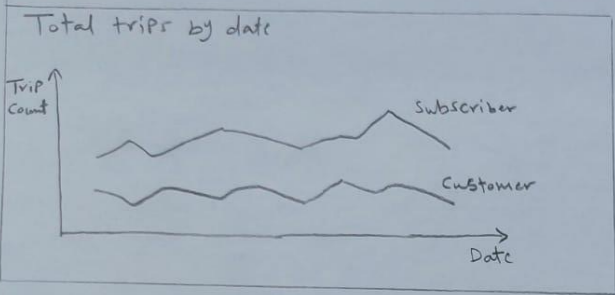
Chart Feature	Your Request
Chart title	Summer Trends
Chart type (What type of chart needs to be created?)	Table, Map
Dimension(s) (What dimensions does this chart need to include?)	Month, Number of trips, Trip minutes
Metric(s) (What metrics are relevant to this chart?)	Weather, Temperature, Total Trips, Avg trip duration

Chart 4

Chart Feature	Your Request
Chart title	Total Trips by Date
Chart type	Line Chart
Dimension(s)	Year, Month
Metric(s)	showing the percent growth in the number of trips year over year (Trip count)

Dashboard mockup

Cyclistic Project



Total trips by Start location

Start location	Month, Year				
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					--->
					----->
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