**Strategy Document: Cyclistic**

**Sign-off matrix:**

|  |  |  |
| --- | --- | --- |
| **Name** | **Team / Role** | **Date** |
| Ahmed Ashraf Bayoumi | Customer Data | 6, July 2024 |

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

**Status:** [Draft] > Under review > Implemented | Not implemented

**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 [Who is the intended audience for this dashboard? How do you expect them to use this dashboard?]

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 to display the starting and ending locations, aggregated by location. This should show the number of trips at starting locations. |
| Access  (How should access to the dashboard be limited? Who needs to have access?) | Access will be provided by read-only to the user profiles listed in this document. |
| Scope  (What data should be included or excluded in this dashboard?) | Fields include: station, zip code, neighborhood, borough, year, month, trip count, weather. |
| 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?) | Data filters can be applied for the following:  Date, Month, Year.  Granularity:  Any chart with user detail metrics should have the ability to click on that metric to view specific information. |

# **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 Counts by User Type |
| Chart type  (What type of chart needs to be created?) | Line Chart |
| Dimension(s)  (What dimensions does this chart need to include?) | Date in Days |
| Metric(s)  (What metrics are relevant to this chart?) | Trip Count |

### Chart 2

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

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### Chart 3

|  |  |
| --- | --- |
| **Chart Feature** | **Your Request** |
| Chart title | Total Trip minutes by Starting Stations |
| Chart type  (What type of chart needs to be created?) | Horizontal Bar Chart |
| Dimension(s)  (What dimensions does this chart need to include?) | Zip Code Start, Borough Start, Neighborhood Start, User Type |
| Metric(s)  (What metrics are relevant to this chart?) | Trip Minutes |

### Chart 4

|  |  |
| --- | --- |
| **Chart Feature** | **Your Request** |
| Chart title | Total Trip minutes by Destination |
| Chart type  (What type of chart needs to be created?) | Horizontal Bar Chart |
| 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 |