

Stakeholder Requirements Document: Cyclistic

BI Professional: Ali Moiez

Client/Sponsor: Jamal Harris, Director, Customer Data

Business problem: Cyclistic must strategically place new stations to improve service coverage by determining the specific times and locations riders are utilizing the bikes.

Stakeholders:

- Sara Romero, VP Marketing, requires usage insights for targeted campaigns.
- Ernest Cox, VP Product, uses behavior data to shape product features.
- Jamal Harris, Director of Customer Data, oversees data strategy and quality.
- Nina Locklear, Director of Procurement, plans for the construction and resource allocation for the stations.

Stakeholder usage details:

To develop new station locations effectively, the team wants to understand how customers use the current line of bikes. They will use this BI tool to gain insights related to data generated by the bikes when being used by customers. Then, this information will be used to understand what customers want, what makes a successful product, and how new stations might alleviate demand in different geographical areas.

Primary requirements:

- Demand by Station: Show start/end station activity by location.
- Popularity by Destination: Rank end stations by cumulative ride duration.
- Highlighted Trends: Show ride activity with a focus on summer 2024.
- Growth Analysis: Visualize annual percentage change for trip totals.
- Congestion Indicators: Mark stations with peak congestion and severe overcrowding.
- Comparison: The entire network's trip count and ridership.
- Usage Comparison: Measure activity against day parts, season, and weather.