**Strategy Document: Cyclitic**

**Sign-off matrix:**

|  |  |  |
| --- | --- | --- |
| **Name** | **Team / Role** | **Date** |
| Aman Singh | BI Analyst | 07/08/2023 |

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

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

**Primary dataset:** <https://console.cloud.google.com/marketplace/details/city-of-new-york/nyc-citi-bike?project=practice-query-353717>

**Secondary dataset:** <https://console.cloud.google.com/marketplace/product/united-states-census-bureau/us-geographic-boundaries?project=practice-query-353717>

## User Profiles: Used internally by the team members

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

## to deliver insights to executives

# **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 location, 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 as read-only to the user profiles in this document. |
| Scope  (What data should be included or excluded in this dashboard?) | Include:   * Station * Zip code * Neighhborhood * 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**

Please create a table like the example below 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.

### Will need clarification, ask follow up questions

### Chart 1

|  |  |
| --- | --- |
| **Chart Feature** | **Your Request** |
| Chart title | **Total Trip** |
| 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?) | 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?) | Map |
| Dimension(s)  (What dimensions does this chart need to include?) | * Neighborhood start * Neighborhood end * Number rides * Average trip duration * Weather |
| Metric(s)  (What metrics are relevant to this chart?) | Trip minutes, weather, number of rides |