Stakeholder Requirements Document: Cyclistic

BI Professional: Nguyen Duc Tuan Dat.

Client/Sponsor: Jamal Harris, Director, Customer Data.

Business problem: (What is the primary question to be answered or problem to be solved?)

Cyclistic's Customer Growth Team is creating a business plan for next year. The team wants to understand 'How their customers are using their bikes?'; *their top priority is identifying customer demand at different station locations.*
⇒ How can we apply customer usage insights to inform new station growth?

Stakeholders: (Who are the major stakeholders of this project, and what are their job titles?)

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

Stakeholder usage details: (How will the stakeholders use the BI tool?)

- Sara Romero: Dashboard needs to be accessible, with large print and text-to-speech alternatives.
- The customer growth team will use BI tools to:
    - Understand how different users (subscribers and non-subscribers) use our bikes. They will want to investigate a large group of users to get a fair representation of users across locations and with low- to high-activity levels.
    - Understand what customers want, what makes a successful product, and how new stations might alleviate demand in different geographical areas.
    - Understand how the current line of bikes are used.

Primary requirements: (What requirements must be met by this BI tool in order for this project to be successful?)

- 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.