

# Strategy Document: Cyclistic

## Sign-off matrix:

Name	Team / Role	Date
Darío Exequiel Castillo	BI Specialist	08/10/2025

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

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

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

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

## 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	Build a <b>new</b> dashboard to display the starting and ending locations, aggregated by location. This should show the number of trips at starting locations.
Access	Access will be provided as <b>read-only</b> to the user profiles listed in this document.
Scope	Fields include: station, zip code, neighborhood, and/or borough, year, month, trip count, weather
Date filters and granularity	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

### Chart 1

Chart Feature	Your Request
Chart title	Trip Totals
Chart type [What type of chart needs to be created? This could include any chart type, including a line chart (timeseries), bar chart, or table.]	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? This could include any chart type, including a line chart (timeseries), bar chart, or table.]	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	Bar

[What type of chart needs to be created? This could include any chart type, including a line chart (timeseries), bar chart, or table.]	
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? This could include any chart type, including a line chart (timeseries), bar chart, or table.]	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? This could include any chart type, including a line chart (timeseries), bar chart, or table.]	Map
Dimension(s) [What dimensions does this chart need to include?]	Neighborhood start, neighborhood end, number of rides, average trip duration, weather
Metric(s) [What metrics are relevant to this chart?]	Trip minutes, weather, number of rides