

# Stakeholder Requirements Document: Cyclistic

**BI Professional:** Kanyinsola Adeleye

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

**Business problem:** 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 Primary question: How can we apply customer usage insights to inform new station growth?

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

**Stakeholder usage details:** To effectively develop new station locations, the team wants to understand how customers use the current line of bikes. They will use this BI tool in order 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:** Must include a table or map visualization exploring starting and ending station locations, aggregated by location.

Must include a visualization showing which destination (ending) locations are popular based on the total trip minutes.

Must include a visualization that focuses on trends from the summer of 2015.

Must include a visualization showing the percent growth in the number of trips year over year.