

Stakeholder Requirements Document: RideWise: Cyclistic Insights Dashboard

BI Professional: Khalid Adan Mohamed

Client/Sponsor: Cyclistic

- **Business problem:**

Understand customer behavior: How often do customers use bikes? Are there differences between one-time users and subscribers?

- Optimize bike station locations: Identify areas with high demand, so the company can install more stations.
- Improve product decisions: Help the team know how different bike models are being used.
- Weather impact: Understand how weather affects usage (e.g., do people ride less when it rains?).

Stakeholders:

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

Stakeholder usage details:

- Sara (Marketing VP): Target campaigns based on customer usage patterns and demand hotspots.
- Ernest (Product VP): Optimize station locations and bike models based on usage data.
- Jamal (Customer Data Director): Analyze customer behavior trends and ensure data privacy.
- Nina (Procurement Director): Manage bike availability by tracking station demand.
- Customer Growth Team: Plan new stations and growth strategies using real-time insights on usage and congestion.

Primary requirements:

- User-friendly dashboard: Accessible to stakeholders with large print and text-to-speech options.
- Data visualization: Include maps/tables showing start and end station locations, popular destinations, and congestion insights.
- Customer segmentation: Differentiate between subscribers and non-subscribers in usage patterns.
- Time-based analysis: Show trends by time of day, season, and weather conditions.
- Growth metrics: Display year-over-year trip growth.
- Accurate data: Ensure proper data anonymization and approvals for sensitive datasets.