**Stakeholder Requirements Document: [Cyclistic Dashboard]**

## **BI Professional:** El khlife Messoud

## **Client/Sponsor:** Cyclistic

## **Business problem:**

Understand what customers want, what makes a successful product, and how new stations might alleviate demand in different geographical areas.

## **Stakeholders:**

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

**Stakeholder usage details:**

* Stakeholders will have the ability to monitor activity trends throughout the year, with a specific focus on seasonal variations and customer segmentation (subscriber vs. non-subscriber).
* They will also be able to analyze the correlation between precipitation levels and bike usage patterns.

**Primary requirements:**

* The analyzed data must cover at least one year to provide an accurate seasonal overview.
* The dashboard must feature large, accessible text with alternative display options.
* Each trip must be evaluated based on:
  + Number of trips per location, per day/month/year.