**Strategy Document: [Cyclistic Dashboard]**

**Sign-off matrix:**

| **Name** | **Team / Role** | **Date** |
| --- | --- | --- |
| El Khlife Messoud | Business Intelligence Analyst | 02/02/2025 |

**Proposer:** El Khlife Messoud, Business Intelligence Analyst

**Status:** [Draft] > Under review > Implemented |Not implemented (Highlight current status)

**Primary dataset:** [NYC Citi Bike Trips](https://console.cloud.google.com/marketplace/details/city-of-new-york/nyc-citi-bike)

**Secondary dataset:** [Census Bureau US Boundaries](https://console.cloud.google.com/marketplace/product/united-states-census-bureau/us-geographic-boundaries)

## User Profiles:

The dashboard will be designed for multiple user profiles, including:

* **Analysts:** To perform in-depth data exploration and trend identification.
* **Product Developers:** To understand product usage patterns and make data-driven improvements.
* **Marketers:** To refine campaign strategies based on customer behaviors and engagement levels.
* **Executives:** To gain high-level insights into service performance and business growth.

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# **Dashboard Functionality**

# **Metrics and Charts**

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### Chart 1

| **Dashboard Feature** | **Your Request** |
| --- | --- |
| Reference dashboard  (Should this dashboard be modeled on an existing dashboard? If so, provide a link and describe the similarity.) | No existing reference dashboard specified. However, the dashboard should follow industry best practices for BI tools and include interactive visualizations. |
| Access  (How should access to the dashboard be limited? Who needs to have access?) | Adhira, Brianne, Ernest, Jamal, Megan, Nina, Rick, Shareefah, Sara, Tessa |
| Scope  (What data should be included or excluded in this dashboard?) | The dashboard will include data on:  - Trip start and end locations  - Customer segmentation (subscriber vs. non-subscriber)  - Geographic heatmaps of bike activity  - Precipitation impact on bike usage  - Seasonal, monthly, weekly, and daily trends  - Congestion and bike availability at stations  **Excluded data:** Any personally identifiable information (name, email, phone, address). |
| Date filters and granularity  (Should the dashboard include date filters? If so, what time frame should be displayed by default? Should the dashboard include a “granularity” drop-down? If so, what granularity should be selected by default?) | - Available granularities: **Day, week, month, season, and year**  - Default view: **Daily usage**  - Users can toggle between different timeframes for trend analysis. |

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| **Chart Feature** | **Your Request** |
| --- | --- |
| Chart title | Heatmap |
| Chart type  (What type of chart needs to be created?) | Heatmap |
| Dimension(s)  (What dimensions does this chart need to include?) | Geographic location (latitude/longitude), station ID |
| Metric(s)  (What metrics are relevant to this chart?) | Number of trips per station, intensity of bike usage |

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### Chart 2

| **Chart Feature** | **Your Request** |
| --- | --- |
| Chart title | Scatter Plot |
| Chart type  (What type of chart needs to be created?) | Scatter Plot |
| Dimension(s)  (What dimensions does this chart need to include?) | Precipitation levels, Number of trips |
| Metric(s)  (What metrics are relevant to this chart?) | Number of trips per day, precipitation amount |

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### Chart 3

| **Chart Feature** | **Your Request** |
| --- | --- |
| Chart title | Stacked Bar Chart |
| Chart type  (What type of chart needs to be created?) | Stacked Bar Chart |
| Dimension(s)  (What dimensions does this chart need to include?) | Time granularity (day, week, month, year) |
| Metric(s)  (What metrics are relevant to this chart?) | Number of trips categorized by subscriber and non-subscriber usage |

### Dashboard mockup

[Include mockup sketch here.]