Stakeholder Requirements Document: Cyclistic

BI Professional: Cindy Thai

Client/Sponsor: Jamal Harris, Director, Customer Data

Business problem: (What is the primary question to be answered or problem to be solved?)
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: (Who are the major stakeholders of this project, and what are their job titles?)

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

Stakeholder usage details: (How will the stakeholders use the BI tool?)
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: (What requirements must be met by this BI tool in order for this project to be successful?)

- A table or map visualization exploring starting and ending station locations, aggregated by location.
- A visualization showing which destination (ending) locations are popular based on the total trip minutes.
- A visualization that focuses on trends from the summer of 2015.
- A visualization showing the percent growth in the number of trips year over year.
- Gather insights about congestion at stations.

- Gather insights about the number of trips across all starting and ending locations.
- Gather insights about peak usage by time of day, season, and the impact of weather.