Strategy Document: Cyclistic

Primary dataset: NYC Citi Bike Trips

Secondary dataset: Census Bureau US Boundaries

User Profiles [Who is the intended audience for this dashboard? How do you expect them to use this dashboard?]

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Dashboard Functionality

Dashboard Feature	Your Request
Reference dashboard (Should this dashboard be modeled on an existing dashboard? If so, provide a link and describe the similarity.)	Create a new dashboard that visualizes starting and ending locations, aggregated by location. It should highlight the number of trips originating from each starting location.
Access (How should access to the dashboard be	Access will be granted as read-only to the user profiles specified in this document.

limited? Who needs to have access?)	
Scope (What data should be included or excluded in this dashboard?)	The dataset fields include: station, zip code, neighborhood and/or borough, year, month, trip count, and weather.
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?)	Data filters are available for Date, Month, and Year. Granularity: Any chart displaying user detail metrics should include interactive functionality, allowing users to click on a metric to view specific information.

Metrics and Charts

Create a table for each chart that you'd like to include in the dashboard. If you'd like to break the dashboard under different headers, feel free to list those here as well.

Chart 1

Chart Feature	Your Request
Chart title	Trip totals
Chart type (What type of chart needs to be created?)	Line
Dimension(s) (What dimensions does this chart need to include?)	Date
Metric(s) (What metrics are relevant to this chart?)	Trip count

Chart 2

Chart Feature	Your Request
Chart title	Trip counts by starting neighborhood
Chart type (What type of chart needs to be created?)	Table
Dimension(s) (What dimensions does this chart need to include?)	Neighborhood, month
Metric(s) (What metrics are relevant to this chart?)	Trip count

Chart 3

Chart Feature	Your Request
Chart title	Total Trip Minutes by Destination
Chart type (What type of chart needs to be created?)	Bar
Dimension(s) (What dimensions does this chart need to include?)	Zip code end, borough end, neighborhood end, user type
Metric(s) (What metrics are relevant to this chart?)	Trip minutes

Chart 4

Chart Feature	Your Request
Chart title	Average time to arrive
Chart type (What type of chart needs to be created?)	Table
Dimension(s)	Zip code end, borough end, neighborhood

	end, start day, grand total
(What dimensions does this chart need to include?)	
Metric(s) (What metrics are relevant to this chart?)	Trip minutes

Chart 5

Chart Feature	Your Request
Chart title	Seasonal trends
Chart type (What type of chart needs to be created?)	Map
Dimension(s) (What dimensions does this chart need to include?)	Neighborhood start, neighborhood end, number of rides, average trip duration, weather
Metric(s) (What metrics are relevant to this chart?)	Trip minutes, weather, number of rides