

Stakeholder Requirements Document: Cyclistic

BI Professional: Luis O. Silva O.

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 developing a business plan for the upcoming year. Their main objective is to analyze how customers utilize their bikes, with a key focus on identifying demand across various station locations. The primary question they aim to address is: **How can customer usage insights be leveraged to guide the expansion of new stations?**

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 strategically plan new station locations, the team seeks to analyze how customers interact with the existing bike network. They will utilize a **BI tool** to extract insights from bike usage data, helping them understand customer preferences, identify factors contributing to a successful service, and determine how new stations can help balance demand across different geographic 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.