**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.