Project Requirements Document: Cyclistic

## **BI Analyst:** Marco Nashaat

## **Client/Sponsor:** Cyclistic

## **Purpose:** Grow Cyclistic’s Customer Base

**Key dependencies:** Adhira Patel, API Strategist. Megan Pirato, Data Warehousing Specialist. Rick Andersson, Manager, Data Governance. Tessa Blackwell, Data Analyst. Brianne Sand, Director, IT. Shareefah Hakimi, Project Manager.

Primary contacts are Adhira, Megan, Rick, and Tessa.

Deliverable is Dashboard in 6 weeks. No inter-team deliverables.

**Stakeholder requirements:**

* Table or map visual showing start and end locations. [R]
* Visual showing which destination (end location) are more popular. [R]
* Visual focuses on trends from summer 2015. [R]
* Visual shows the percent growth in the number of trips YOY. [R]
* Insights about congestion at stations, number of trips across different locations, peak usage by time of day, season, impact of weather. [R]
* Dashboard must be created in 6 weeks. [R]

## **Success criteria:**

* Impacts on customer demand including user type, weather, location.
* Capture peaks and valleys in usage (number of rides).
* Data must span at least one year.

## **User journeys:** Still to be discovered.

## **Assumptions:** each location is assumed to always have bikes for rental.

## **Compliance and privacy:** UII to be removed from the dataset.

## **Accessibility:** people with dashboard-viewing privileges are Adhira, Brianne, Ernest, Jamal, Megan, Nina, Rick, Shareefah, Sara, Tessa

**Roll-out plan:**

* Week 1: Dataset assigned. Initial design for fields and BikeIDs validated to fit the requirements.
* Weeks 2–3: SQL and ETL development
* Weeks 3–4: Finalize SQL. Dashboard design. 1st draft review with peers.
* Weeks 5–6: Dashboard development and testing