**Stakeholder Requirements Document: Cyclistic**

## **BI Professional:** Marco Nashaat

## **Client/Sponsor:** Cyclistic

## **Business problem:** Grow Cyclistic’s Customer Base

**Stakeholders:** Sara Romero, VP, Marketing. Ernest Cox, VP, Product Development. Jamal Harris, Director, Customer Data. Nina Locklear, Director, Procurement.

## **Stakeholder usage details:** Dashboard needs to be accessible, with large print and text-to-speech alternatives.

**Primary requirements:**

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