**Strategy Document: [Project Name]**

**Sign-off matrix:**

|  |  |  |
| --- | --- | --- |
| **Name** | **Team / Role** | **Date** |
|  |  |  |

**Proposer:** [Name and title]

**Status:** [Draft] > Under review > Implemented | Not implemented (Highlight current status)

**Primary dataset:**

**Secondary dataset:**

## User Profiles Sara Romero, VP, Marketing. Ernest Cox, VP, Product Development. Jamal Harris, Director, Customer Data. Nina Locklear, Director, Procurement.

# **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.) | Build new dashboard |
| Access  (How should access to the dashboard be limited? Who needs to have access?) | People listed in the user profile in this document should have access to the dashboard. |
| Scope  (What data should be included or excluded in this dashboard?) | Data includes start and end stations, trip duration, etc. |
| 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?) | Dashboard should have filters for different time periods. |

# **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 | Start/end location distribution |
| Chart type  (What type of chart needs to be created?) | Map |
| Dimension(s)  (What dimensions does this chart need to include?) | Start / end locations |
| Metric(s)  (What metrics are relevant to this chart?) | Count |

### Chart 2

|  |  |
| --- | --- |
| **Chart Feature** | **Your Request** |
| Chart title | Popular destination |
| Chart type  (What type of chart needs to be created?) | Bar |
| Dimension(s)  (What dimensions does this chart need to include?) | Location |
| Metric(s)  (What metrics are relevant to this chart?) | Count |

### Chart 3

|  |  |
| --- | --- |
| **Chart Feature** | **Your Request** |
| Chart title | Percent growth |
| Chart type  (What type of chart needs to be created?) | Line chart |
| Dimension(s)  (What dimensions does this chart need to include?) | date |
| Metric(s)  (What metrics are relevant to this chart?) | count |