Project Requirements Document: Cyclistic Bike-Share Customer Usage Analysis

## **BI Analyst:** Mohammed Mebarek Mecheter

## **Client/Sponsor:** Sara Romero, VP, Marketing

## **Purpose:**

## This project aims to provide Cyclistic with actionable insights into customer bike usage patterns and preferences. By analyzing customer data, we intend to drive the growth of Cyclistic's customer base, inform marketing strategies, and enhance product development efforts. The company should invest resources in this project to leverage data-driven decision-making, improve customer satisfaction, and ultimately increase revenue.

## **Key dependencies:**

* **Team:** BI Analyst, Marketing, Product Development, Customer Data, Procurement, API Strategy, Data Warehousing, Data Governance, IT, Project Management
* **Primary Contacts:** Adhira Patel, Megan Pirato, Rick Andersson, Tessa Blackwell
* **Expected Deliverables:** Dashboard with specified visualizations, data analysis reports

## **Stakeholder requirements:**

1. [R] The dashboard must provide a table or map visualization of starting and ending station locations, aggregated by location, to understand customer usage patterns.
2. [R] It should include a visualization highlighting popular destination (ending) locations based on total trip minutes during peak months.
3. [R] The tool should offer a visualization focusing on trends from the summer of 2015.
4. [R] It must present a visualization showing the percent growth in the number of trips year over year.
5. [R] The tool should provide insights about congestion at stations by analyzing net start and ending trips per station per day.
6. [R] It should offer insights about the number of trips across all starting and ending locations.
7. [R] The BI tool should provide insights about peak usage by time of day, season, and the impact of weather.
8. [R] The dashboard must be created within the 6-week timeline specified.
9. [R] Data must be analyzed for at least one year to understand seasonality effects.
10. [R] The BI tool must be designed to ensure accessibility, with options for large print and text-to-speech alternatives.

## **Success criteria:**

* [S] Achieve a 90% accuracy rate in the predictive model for customer usage patterns.
* [S] Increase the customer base by 15% within the next year.
* [S] Deliver the dashboard within the specified 6-week timeline.
* [S] Receive positive feedback from stakeholders on the usability and effectiveness of the dashboard.

## **User journeys:**

* Current User Experience: Limited access to customer data, manual data analysis, and a lack of data-driven decision-making.
* Ideal Future Experience: Seamless access to actionable insights through the dashboard, enabling data-driven decision-making in marketing, product development, and other departments.

## **Assumptions:**

* Assumption 1: The provided datasets are complete and accurate.
* Assumption 2: Stakeholders will have the necessary data access.
* Assumption 3: The project timeline will be adhered to.
* Assumption 4: Data privacy regulations will be followed.

## **Compliance and privacy:**

* Ensure compliance with data privacy regulations by anonymizing user data.
* Adhere to internal data governance policies.

## **Accessibility:**

* Provide options for large print and text-to-speech alternatives to ensure accessibility for all users.

**Roll-out plan:**

* **Scope:** Develop the dashboard, perform data analysis, and report insights.
* **Priorities:** Data analysis, dashboard creation, accessibility features.
* **Timeline:** 6 weeks from project initiation.