**Strategy Document: [Project Name]**

**Sign-off matrix:**

|  |  |  |
| --- | --- | --- |
| **Name** | **Team / Role** | **Date** |
| Mohammed Mebarek Mecheter | BI Professional |  |
| Sara Romero | VP, Marketing |  |
| Ernest Cox | VP, Product Development |  |
| Jamal Harris | Director, Customer Data |  |
| Nina Locklear | Director, Procurement |  |
| 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 |  |

**Proposer:** Mohammed Mebarek Mecheter, BI Professional

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

**Primary dataset:** NYC Citi Bike Trips

**Secondary dataset:** Census Bureau US Boundaries

## User Profiles:

The intended audience for this dashboard includes various teams within Cyclistic, such as Marketing, Product Development, Customer Data, Procurement, API Strategy, Data Warehousing, Data Governance, IT, and Project Management. They will use this dashboard to gain insights into customer bike usage patterns and preferences, which will inform their respective roles and decision-making processes.

# **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.) | No reference dashboard. |
| Access  (How should access to the dashboard be limited? Who needs to have access?) | Access to the dashboard should be limited to the team members listed in the sign-off matrix. Relevant stakeholders from different departments should have access. |
| Scope  (What data should be included or excluded in this dashboard?) | The dashboard should include data related to customer bike usage patterns, starting and ending station locations, trip durations, trends over time, and the impact of weather. Personal information should be excluded to maintain user privacy. |
| 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?) | The dashboard should include date filters, with a default time frame of one year for analysis. A "granularity" drop-down should be included with a default granularity of monthly. |

# **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 | Starting and Ending Station Locations |
| Chart type  (What type of chart needs to be created?) | Map visualization |
| Dimension(s)  (What dimensions does this chart need to include?) | Starting and ending station locations (latitude/longitude) |
| Metric(s)  (What metrics are relevant to this chart?) | Number of trips |

### Chart 2

|  |  |
| --- | --- |
| **Chart Feature** | **Your Request** |
| Chart title | Popular Destination Locations |
| Chart type  (What type of chart needs to be created?) | Bar chart |
| Dimension(s)  (What dimensions does this chart need to include?) | Destination locations (ending stations) |
| Metric(s)  (What metrics are relevant to this chart?) | Total trip minutes |

### Chart 3

|  |  |
| --- | --- |
| **Chart Feature** | **Your Request** |
| Chart title | Year-over-Year Trip Growth |
| Chart type  (What type of chart needs to be created?) | Line chart |
| Dimension(s)  (What dimensions does this chart need to include?) | Time (months) |
| Metric(s)  (What metrics are relevant to this chart?) | Percent growth in the number of trips |

### Dashboard mockup

[Include mockup sketch here.]