

Strategy Document: Cyclistic BI Dashboard

Sign-off Matrix:

Name	Team / Role	Date
[Stakeholder Name]	[Role]	[Date]
[Stakeholder Name]	[Role]	[Date]

Proposer: Pathorn Kitisupavatana (BI Analyst)

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

Primary Dataset:

NYC Citi Bike Trips

Secondary Dataset:

Census Bureau US Boundaries, Weather Data

User Profiles

Intended Audience:

- Marketing Team: Analyze customer usage trends for targeted promotions.
- Product Development Team: Identify high-demand areas for potential new stations.
- Procurement Team: Optimize bike allocation and station distribution.
- Executive Leadership: Make data-driven expansion decisions.

Expected Use:

- Evaluate customer demand trends.
 - Identify peak usage times and congestion points.
 - Assess the impact of weather and seasonality on bike usage.
 - Inform future station placement strategies.
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Dashboard Functionality

Dashboard Feature	Your Request
Trip start and end locations visualization	Aggregated data by station, borough, or zip code
Popular destinations based on trip duration	Identify top stations for drop-offs
Year-over-year trip growth analysis	Measure increase or decrease in bike usage trends
Congestion insights	Track net bike availability at each station daily
Peak usage trends	Identify patterns by season and weather conditions

Access Control

- **Who needs access?**
 - Adhira Patel, Brienne Sand, Ernest Cox, Jamal Harris, Megan Pirato, Nina Locklear, Rick Andersson, Shareefah Hakimi, Sara Romero, Tessa Blackwell
 - **How access should be limited?**
 - View-only for most stakeholders
 - Edit access for BI team members
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Scope

- **Included Data:**
 - Bike trip start and end locations
 - Trip duration and time of travel
 - Customer segmentation (Subscribers vs. Non-subscribers)
 - Weather conditions (rain, snow, temperature)
 - Station congestion and availability trends
- **Excluded Data:**
 - Personally identifiable information (PII) (name, email, phone, address)

- Any unnecessary internal system logs or duplicate data
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Date Filters and Granularity

- **Default Timeframe:** Last 12 months
 - **Granularity Options:**
 - Daily
 - Weekly
 - Monthly
 - Seasonal (Spring, Summer, Fall, Winter)
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Metrics and Charts

Chart 1: Trip Demand by Station

Chart Feature	Your Request
Chart Title	Total Trips per Station
Chart Type	Bar Chart
Dimensions	Station Name, Borough
Metrics	Total Number of Trips

Chart 2: Peak Usage Trends

Chart Feature	Your Request
Chart Title	Peak Hourly & Seasonal Usage
Chart Type	Line Chart
Dimensions	Time of Day, Season
Metrics	Total Trips per Time Period

Chart 3: Weather Impact on Usage

Chart Feature	Your Request
Chart Title	Impact of Weather on Bike Usage
Chart Type	Heatmap
Dimensions	Weather Conditions (Rain, Snow, Clear)
Metrics	Change in Trips (%) vs. Normal

Dashboard Mockup

[Include a link to a wireframe/mockup or attach an image sketch]
