

## **Missing Information & Follow-up Questions**

### **Identified Gaps in Project Requirements**

During the review of the project documentation and stakeholder interviews, the following information was found to be missing or unclear. Addressing these gaps will ensure that the business intelligence dashboard meets stakeholder expectations and delivers actionable insights.

#### **1. Key Performance Indicators (KPIs)**

- What specific KPIs should be prioritized for evaluating customer demand and engagement?
- Should the analysis focus on metrics such as subscriber retention rates, average trip duration, or station occupancy rates?
- Are there any existing KPIs that Cyclistic leadership already tracks and would like incorporated into the dashboard?

#### **2. Data Refresh Frequency**

- How frequently should the dashboard data be refreshed?
- Should the data updates be real-time, daily, weekly, or monthly?
- Are there any system or data limitations that could impact the refresh rate?

#### **3. Additional Data Integration**

- Do stakeholders require integration of any additional external data sources beyond weather and census boundaries?
- Should we consider incorporating city transit schedules or traffic congestion data to provide deeper insights into bike usage patterns?

#### **4. Predictive Analytics Capabilities**

- Should the dashboard include predictive analytics to forecast future customer demand, or should it remain focused only on historical trends?
- Are there any machine learning models or forecasting techniques that should be explored for future development?

#### **5. Compliance and Privacy Considerations**

- Are there any compliance considerations regarding the use of aggregated geographic data (e.g., privacy laws, data-sharing policies)?
- Does Cyclistic have internal governance policies that dictate how customer data should be anonymized or stored?

## **6. External Stakeholder Access**

- Will external stakeholders (e.g., city officials, urban planners) need access to the dashboard?
- If external access is required, should there be restrictions on what data is visible to non-internal users?

## **7. Accessibility Enhancements**

- Beyond large print and text-to-speech, are there other accessibility requirements (e.g., mobile optimization, colorblind-friendly visuals, multilingual support)?
- Should there be an interactive tutorial or user guide for stakeholders unfamiliar with BI tools?

These questions will be presented to key stakeholders for clarification before finalizing the project requirements. Addressing these areas will ensure that the dashboard is effective, compliant, and aligned with business objectives.