Stakeholder Requirements Document: Cyclistic

BI Professional: Calvin Sina Al Khazhaj

Client/Sponsor: Jamal Harris, Director, Customer Data

Business problem:

Cyclistic's Marketing Team aims to enhance customer retention through targeted promotional campaigns. The team seeks to comprehend user engagement patterns to optimize campaign strategies. Key concern: How can we utilize customer behavior analytics to tailor marketing efforts and boost user loyalty?

Stakeholders:

- Sara Romero, VP, Marketing
- Ernest Cox, VP, Product Development
- Jamal Harris, Director, Customer Data
- Nina Locklear, Director, Procurement

Stakeholder usage details:

The team seeks to optimize bike deployment and maintenance by analyzing customer usage patterns. They require access to detailed data on bike utilization collected through the BI tool. This data will inform decisions regarding station placement and resource allocation. By understanding customer preferences and usage behaviors, the team aims to enhance overall service efficiency and satisfaction. The ultimate goal is to strategically expand station locations to meet demand across various geographical areas while ensuring a seamless user experience.

Primary requirements:

- A table or map visualization exploring starting and ending station locations, aggregated by location.
- A visualization showing which destination (ending) locations are popular based on the total trip minutes.
- A visualization that focuses on trends from the summer of 2015.
- A visualization showing the percent growth in the number of trips year over year.

- Gather insights about congestion at stations.

- Gather insights about the number of trips across all starting and ending locations.

- Gather insights about peak usage by time of day, season, and the impact of weather.