STRATEGY DOCUMENT

Proposer: Jamal Harris, Director, Customer Data.

Status: Draft > Under review > Implemented

Primary dataset: NYC Citi Bike Trips

Secondary dataset: Census Bureau US Boundaries

User Profiles:

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

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.]	Build a new dashboard to display the starting and ending locations, aggregated by location. This should show the number of trips at starting locations.
Access [How should access to the dashboard be limited? Who needs to have access?]	Access will be provided as read-only to the user profiles listed in this document.
Scope [What data should be included (or excluded) in this dashboard?]	Fields include: station, zip code, neighborhood, and/or borough, year, month, trip count, weather

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?]	Data filters can be applied for the following: Date, Month, Year Granularity: Any chart with user detail metrics should have the ability to click on that metric to view specific information.

Metrics and Charts.

Chart 1.

Chart Feature	Your Request
Chart title	Trip Totals
Chart type	Line
Dimension(s)	Date
Metric(s)	Trip count

Chart 2.

Chart Feature	Your Request
Chart title	Trip Counts by Starting Neighborhood
Chart type	Table

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Dimension(s)	Neighborhood, month
Metric(s)	Trip count

Chart 3.

Chart Feature	Your Request
Chart title	Total Trip Minutes by Destination
Chart type	Bar
Dimension(s)	Zip code end, borough end, neighborhood end, user type
Metric(s)	Trip minutes

Chart 4.

Chart Feature	Your Request
Chart title	Average Time to Arrive
Chart type	Table

Dimension(s)	Zip code end, borough end, neighborhood end, start day, grand total
Metric(s)	Trip minutes

Chart 5.

Chart Feature	Your Request
Chart title	Seasonal trends
Chart type	Map
Dimension(s)	Neighborhood start, neighborhood end, number of rides, average trip duration, weather
Metric(s)	Trip minutes, weather, number of rides

Contact Information

Business Intelligence Specialist: Luis Rodrigo García Quiñones

5539372538 lrgarciaq@gmail.com /rodrigo-gg/