

Strategy Document: Cyclistic

Sign-off matrix:

Name	Team / Role	Date

Proposer: Jamal Harris, Director, Customer Data

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

Primary dataset: NYC Citi bike trips

Secondary dataset: Census Bureau US Boundaries

User Profiles

Adhira, Brianne, Ernest, Jamal, Megan, Nina, Rick, Shareefah, Sara, Tessa

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.)	Dashboard needs to be accessible, with large print and text-to-speech alternatives.
Access (How should access to the dashboard be limited? Who needs to have access?)	Adhira, Brianne, Ernest, Jamal, Megan, Nina, Rick, Shareefah, Sara, Tessa
Scope (What data should be included or excluded in this dashboard?)	customer (user) data Specific product data Bike trip duration and bike identification numbers
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

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	Trip count at each starting station
Chart type (What type of chart needs to be created?)	Map
Dimension(s) (What dimensions does this chart need to include?)	Number of trips, geographic of starting station
Metric(s) (What metrics are relevant to this chart?)	Trip counts, Popularity

Chart 2

Chart Feature	Your Request
Chart title	Trip totals
Chart type (What type of chart needs to be created?)	Line chart
Dimension(s) (What dimensions does this chart need to include?)	Date
Metric(s) (What metrics are relevant to this chart?)	Trip counts

Chart 3

Chart Feature	Your Request
Chart title	Total trip minutes by destination
Chart type (What type of chart needs to be created?)	Bar
Dimension(s) (What dimensions does this chart need to include?)	Zip code end, borough end, neighborhood end, user type
Metric(s) (What metrics are relevant to this chart?)	Trip minutes

Chart 4

Chart Feature	Your Request
Chart title	Average time to arrive
Chart type (What type of chart needs to be created?)	Table
Dimension(s) (What dimensions does this chart need to include?)	Zip code end, borough end, neighborhood end, start day, grand total
Metric(s) (What metrics are relevant to this chart?)	Trip minutes

Chart 5

Chart Feature	Your Request
Chart title	Seasonal trends
Chart type (What type of chart needs to be created?)	Map
Dimension(s) (What dimensions does this chart need to include?)	Number of trips Date Average trip duration
Metric(s) (What metrics are relevant to this chart?)	Trip minutes, weather, number of rides

Dashboard mockup

