

Stakeholder Requirements Document: Cyclistic

BI Professional: Supitcha T

Client/Sponsor: City of New York

Business problem: Lacking key customer insights for making a business plan next year

Stakeholders:

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

Stakeholder usage details: (How will the stakeholders use the BI tool?)

Cyclistic's Customer Growth Team wants a dashboard that summarizes key insights. The executive summary must include key data points that give a clear vision of how customers are using Cyclistic so they can make a successful product and develop new stations to alleviate demand in different areas.

Primary requirements: (What requirements must be met by this BI tool in order for this project to be successful?)

- 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.