Project Requirements Document: Cyclistic

BI Analyst: Supitcha T

Client/Sponsor: Cyclistic

Purpose: Cyclistic wants to know key insights of customers so they can grow their customer base.

- Understand what customers want, what makes a successful sale, and how to improve experience for buyers and sellers
- Understand how the platform is used by both types of users: How much time do users spend on the site? What pages do they spend the most time on? How do buyers conduct searches, and how do sellers create and maintain listings? How do buyers and sellers contact one another?
- Discover how we can apply insights related to search query behavior
- Understand pain points in the sales process

Key dependencies: (Detail the major elements of this project. Include the team, primary contacts, and expected deliverables.)

Alice Shi, Vice President of Sales Matías Sosa, Program Manager

Stakeholder requirements: (List the established stakeholder requirements, based on the Stakeholder Requirements Document. Prioritize the requirements as: R - required, D - desired, or N - nice to have.)

R

- 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 showing the percent growth in the number of trips year over year. Gather insights about congestion at stations.

D

- A visualization that focuses on trends from the summer of 2015

Success criteria:

Specific: BI insights must clearly identify the specific characteristics of a successful product. They must demonstrate how customers are currently using bikes and what impacts demand at station locations.

Measurable: Each trip should be evaluated using starting and ending location, duration, variables such as time of day, season, and weather. For example, do customers use Cyclistic less when it rains? Or does bikeshare demand stay consistent? Does this vary by location and user types (subscribers vs. non-subscribers)?

Action-oriented: These outcomes must prove or disprove the theory that location, time, season, and weather impact user demand. Then, the Cyclistic team will use this knowledge to refine future product development.

Relevant: All metrics must support the primary question: How can we build a better Cyclistic experience?

Time-bound: Analyze data that spans at least one year to see how seasonality affects usage. Exploring data that spans multiple months will capture peaks and valleys in usage.

User journeys:

The main purpose of Cyclistic is to provide customers with a better bike-share experience. A deeper-dive into trip trends will help decision-makers explore how customers are currently using Cyclistic bikes and how that experience can be improved.

Assumptions:

- The dataset includes latitude and longitude of stations but does not identify more geographic aggregation details like zip code, neighborhood name, or borough. The team will provide a separate database with this data.
- Amount of precipitation on the day of the trip may have an impact.
- Starting of bike trip at each station may be impossible if there are no bikes available at a station, so we need to use other factors for demand. Can it be number of bookings?

Compliance and privacy: (Include compliance, privacy, or legal dimensions to consider.)

- Personal data (Name, email, phone, address) must not be included.

Accessibility: Dashboard needs to be accessible, with large print and text-to-speech alternative

Roll-out plan: (Detail the expected scope, priorities and timeline.)

Roll-out:

- Week 1: Dataset assigned. Initial design for fields and BikeIDs validated to fit the requirements.
- Weeks 2–3: SQL and ETL development
- Weeks 3–4: Finalize SQL. Dashboard design. 1st draft review with peers.
- Weeks 5–6: Dashboard development and testing