**Strategy Document: Cyclistic**

**Sign-off matrix:**

|  |  |  |
| --- | --- | --- |
| **Name** | **Team / Role** | **Date** |
| Suresh R | Business analyst | 19-05-24 |

**Proposer:** Jamal Harris, Director, Customer Data

**Status:** [Draft] > Under review > Implemented | Not Implemented

**Primary dataset:**

* NYC Citi Bike Trips

**Secondary dataset:**

* Census Bureau US Boundaries

## User Profiles:

Dashboard for insight on how customers use Cyclistic to promote business plans. User are:

* 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 | NA |
| Access | Access will be provided as read-only to the user profiles listed in this document. |
| Scope | Fields include: station, zip code, Neighborhood, year, month, trip count, weather |
| Date filters and granularity | Data filters: 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 Total |
| Chart type | Line graph |
| Dimension(s) | Date |
| Metric(s) | Trip Count |

### Chart 2

|  |  |
| --- | --- |
| **Chart Feature** | **Your Request** |
| Chart title | Trip Counts by Starting Neighborhood |
| Chart type | Table |
| Dimension(s) | Neighbourhood, Month |
| Metric(s) | Trip Count |

### Chart 3

|  |  |
| --- | --- |
| **Chart Feature** | **Your Request** |
| Chart title | Average Time to Arrive |
| Chart type | Table |
| Dimension(s) | Zip code end, town end, neighbourhood end, start day, Grand total |
| Metric(s) | Trip minutes |

### Chart 4

|  |  |
| --- | --- |
| **Chart Feature** | **Your Request** |
| Chart title | Total Trip Minutes by Destination |
| Chart type | Bar graph |
| Dimension(s) | Zip code end, town end, neighbourhood end, user type |
| Metric(s) | Trip minutes |

### Chart 4

|  |  |
| --- | --- |
| **Chart Feature** | **Your Request** |
| Chart title | Seasonal Trends |
| Chart type | Map |
| Dimension(s) | Neighbourhood start, Neighbourhood end, number of rides, average trip duration, weather |
| Metric(s) | Trip minutes, weather, number of rides |