**Stakeholder Requirements Document: Cyclistic**

## **BI Professional:** Vladislav Plyusnin

## **Client/Sponsor:** Cyclistic, Jamal Harris, Director, Customer Data

## **Business problem:** The Customer Growth Team at Cyclistic is currently developing a business plan for the upcoming year. Their primary focus is to gain insights into customer behavior regarding bike usage and, specifically, to determine customer demand across various station locations. Primary question: How can we apply customer usage insights to inform new station growth?

**Stakeholders:**

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

## **Stakeholder usage details:**

In order to efficiently establish new station locations, the team aims to gain a comprehensive understanding of customer usage patterns with the existing line of bikes. To achieve this, they will leverage a BI tool to analyze the data generated by the bikes during customer usage. By extracting valuable insights from this data, the team intends to discern customer preferences, determine the key factors contributing to a successful product, and evaluate how the addition of new stations can address demand variations across different geographical areas.

Stakeholders should have data access to all datasets.

**Primary requirements:**

* A table or map visualization exploring starting and ending station locations, aggregated by location. Allowed to use any location identifier, such as station, zip code, neighbourhood, and/or borough. This should show the number of trips at starting locations.
* 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.
* Gather insights about the number of trips across all starting and ending locations.
* Gather insights about peak usage by time of day, season, and the impact of weather.
* Dashboard must be created in 6 weeks!