**Strategy Document: [Project Name]**

**Sign-off matrix:**

|  |  |  |
| --- | --- | --- |
| **Name** | **Team / Role** | **Date** |
| Vladislav Plyusnin | BI Analyst | 23/05/2023 |

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

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

**Primary dataset:** [NYC Citi Bike Trips](https://console.cloud.google.com/marketplace/details/city-of-new-york/nyc-citi-bike)

**Secondary dataset:** [Census Bureau US Boundaries](https://console.cloud.google.com/marketplace/product/united-states-census-bureau/us-geographic-boundaries)

## User Profiles:

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  (Should this dashboard be modeled on an existing dashboard? If so, provide a link and describe the similarity.) | Build a new dashboard to display the starting and ending locations, aggregated by location. This should show the number of trips at starting locations. |
| Access  (How should access to the dashboard be limited? Who needs to have access?) | Stakeholders have data access to all datasets.  Access to dashboard will be provided as read-only to the user profiles listed in this document. |
| Scope  (What data should be included or excluded in this dashboard?) | Station(station number, and its latitude/longitude), zip code, neighborhood, and/or borough, year, month, trip count, weather, bike’s identification numbers,  type of customer (either a one-time customer, or a subscriber) |
| 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 Totals |
| Chart type  (What type of chart needs to be created?) | Line |
| Dimension(s)  (What dimensions does this chart need to include?) | Date |
| Metric(s)  (What metrics are relevant to this chart?) | Trip count |

### Chart 2

|  |  |
| --- | --- |
| **Chart Feature** | **Your Request** |
| Chart title | Trip Counts by Starting Neighborhood |
| Chart type  (What type of chart needs to be created?) | Table |
| Dimension(s)  (What dimensions does this chart need to include?) | Neighborhood, month |
| Metric(s)  (What metrics are relevant to this chart?) | Trip count |

### 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?) | Neighborhood start, neighborhood end, number of rides, average trip duration, weather |
| Metric(s)  (What metrics are relevant to this chart?) | Trip minutes, weather, number of rides |

### Chart 6

|  |  |
| --- | --- |
| **Chart Feature** | **Your Request** |
| Chart title | Congestions at stations |
| Chart type  (What type of chart needs to be created?) | Trend bar charts |
| Dimension(s)  (What dimensions does this chart need to include?) | start and ending trips per station |
| Metric(s)  (What metrics are relevant to this chart?) | Number of bikes coming in or out of a station |

### Chart 8

|  |  |
| --- | --- |
| **Chart Feature** | **Your Request** |
| Chart title | Peak usage |
| Chart type  (What type of chart needs to be created?) | Line chart |
| Dimension(s)  (What dimensions does this chart need to include?) | time of day, season, and the impact of weather |
| Metric(s)  (What metrics are relevant to this chart?) | number of trips |

### Dashboard mockup

[Include mockup sketch here.]