**Stakeholder Requirements Document: Cyclistic**

## **BI Professional:** Yiu

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

## **Business problem:** Cyclistic’s Customer Growth Team wants to understand how their customers are using their bikes; their top priority is identifying customer demand at different station locations and so grow the Cyclistic’s customer base.

**Stakeholders:**

Sara Romero, VP, Marketing

Ernest Cox, VP,  Product Development

Nina Locklear, Director, Procurement

Jamal Harris, Director, Customer Data

## **Stakeholder usage details:**

* Understand what customers want, what makes a successful product, and how new stations might alleviate demand in different geographical areas.
* Understand how the current line of bikes are used.
* How can we apply customer usage insights to inform new station growth?
* The customer growth team wants to understand how different users (subscribers and non-subscribers) use our bikes. We’ll want to investigate a large group of users to get a fair representation of users across locations and with low- to high-activity levels.
* Keep in mind users might use Cyclistic less when the weather is inclement. This should be visible in the dashboard.

**Primary requirements:**

* 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.
* 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.