**Strategy Document: Cyclistic**

**Sign-off matrix:**

|  |  |  |
| --- | --- | --- |
| **Name** | **Team / Role** | **Date** |
| Yiu | BI | 23/7 |

**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?) | Only the people in the above user-profiles |
| Scope  (What data should be included or excluded in this dashboard?) | Starting and ending station locations, aggregated by location. Any location identifier, such as station, zip code, neighborhood, and/or borough. Number of trips at starting locations. Weather index. |
| 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, Location  *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 across different locations |
| Chart type  (What type of chart needs to be created?) | Heatmap |
| Dimension(s)  (What dimensions does this chart need to include?) | Locations, Date/ Season |
| Metric(s)  (What metrics are relevant to this chart?) | Trip Count |

### Chart 2

|  |  |
| --- | --- |
| **Chart Feature** | **Your Request** |
| Chart title | Total trip |
| Chart type  (What type of chart needs to be created?) | Line Chart |
| Dimension(s)  (What dimensions does this chart need to include?) | Date |
| Metric(s)  (What metrics are relevant to this chart?) | Trip Count |

### Chart 3

|  |  |
| --- | --- |
| **Chart Feature** | **Your Request** |
| Chart title | Usage against Weather |
| Chart type  (What type of chart needs to be created?) | Scatter Plot |
| Dimension(s)  (What dimensions does this chart need to include?) | Weather, Location |
| Metric(s)  (What metrics are relevant to this chart?) | Trip count |

### Chart 4

|  |  |
| --- | --- |
| **Chart Feature** | **Your Request** |
| Chart title | Trip Duration |
| Chart type  (What type of chart needs to be created?) | Bar |
| Dimension(s)  (What dimensions does this chart need to include?) | Location |
| Metric(s)  (What metrics are relevant to this chart?) | Trip Duration |