Strategy Document: Cyclistic

Sign-off matrix:

Role	Name	Responsible	Date
API Strategist	adhira patel	Shareefah Hakimi	
Data storage specialist	Megan Pirate	Shareefah Hakimi	
Director, Data Governance	Rick Andersson	Shareefah Hakimi	
Data Analyst	Tessa Blackwell,	Shareefah Hakimi	

Proposer: AJ Business Analyst

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

Primary dataset: NYC Citi Bike Trips
Secondary dataset: Census Bureau US Boundaries

User Profiles:

Sara Romero: Analyze data to identify trends, usage patterns, and customer segments.

Ernest Cox: You will use the dashboard to identify areas for service improvement and make decisions about developing new products.

Jamal Harris: Create customer segments and analyze their behavior to develop personalized marketing strategies.

Nina Locklear: Will optimize fleet management, identifying the needs of each station and planning the distribution of bicycles.

Dashboard functionality

Dashboard Feature	Request
Reference panel	Identify the objectives and goals of the dashboard Define who the target audience is and what information they need Select the most relevant data and visualizations for your audience Create an attractive and easy-to-navigate design
Access (How should access to the control panel be limited? Who should have access?)	Access to the dashboard should be limited to only those users who have permission and need access to that information. Some groups that might have the right to access the dashboard are: - Business team members - Managers and CEOs - Business intelligence specialists - Users who need information to make informed decisions
Scope (What data should be included or excluded in this dashboard?)	The dashboard should include information relevant to business decision making, such as:

	- Financial information (income, expenses, profits) - Market information (consumer trends, competition, product store) - Sales information (sales by region, by distribution channel, by product) - Marketing information (promotions, advertising campaigns, social media trends)
Date Filters and Granularity (Should the dashboard include date filters? If so, what time period should be displayed by default? Should the dashboard include a "granularity" dropdown? If so, what granularity should be selected by default?)	The dashboard should include date filters to allow users to filter information by specific time periods. By default, the dashboard should display a default date range (for example, the last 12 months). In addition, the dashboard should include a "granularity" option to allow users to select the level of detail of the information they wish to view. Some granularity options could include: Mes Week Day Time

Metrics and Charts

Chart 1

Chart Feature	Request
Chart title	Trip Totals
Chart type [What type of chart needs to be created? This could include any chart type, including a line chart (timeseries), bar chart, or table.]	Line
Dimension(s) Year, Month, Day	Date
Metric(s) total number of trips by day / user / location	Trip count

Chart 2

Chart Feature	Request
Chart title	Trip Counts by Starting Neighborhood
Chart type	Table
Dimension(s)	Neighborhood, month
Metric(s) total number of trips by month / user / location	Trip count

Chart 3

Chart Feature	Request
Chart title	Total Trip Minutes by Destination
Chart type	Bar
Dimension(s)	Zip code end, borough end, neighborhood end, user type
Metric(s) Time minutes / location	Trip minutes

Chart 4

Chart Feature	Request
Chart title	Average Time to Arrive
Chart type	Table
Dimension(s)	Zip code end, borough end, neighborhood end, start day, grand total
Metric(s) time minutes / time hours	Trip minutes

Chart 5

Chart Feature	Request
Chart title	Seasonal trends
Chart type	Map
Dimension(s)	Neighborhood start, neighborhood end, number of rides, average trip duration, weather
Metric(s) Time	Trip minutes, weather, number of rides