**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](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: 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 |