**Stakeholder Requirements Document: Cyclist**

## **BI Professional:** Amrita Chinnam

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

## **Business problem:** (What is the primary question to be answered or problem to be solved?)

## How are customers using bikes? What is the customer demand at different station locations? How can we get customer usage insights to inform new station growth.

## **Stakeholders:** **(**Who are the major stakeholders of this project, and what are their job titles?) Sara Romero, VP, Marketing; Ernest Cox, VP, Product Development; Jamal Harris, Director, Customer Data; Nina Locklear, Director, Procurement.

**Stakeholder usage details:** (How will stakeholders use the BI Tool?)

To develop new station locations, the team wants to understand the current usage of the current line of bikes. The BI tool will provide insights into customer usage, customer demand at different station locations, what customers want, what makes a successful product, and how new stations might alleviate demand in different geographical areas.

**Primary requirements:** (What requirements must be met by this BI tool in order for this project to be successful?)

* A table or map visualization exploring starting and ending station locations, aggregated by location. This should show the number of trips at starting locations.
* 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 percentage growth in the number of trips year over year.
* Gather insights about congestion at stations.
* Gather insights into 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.