**Strategy Document: Cyclist**

**Sign-off matrix:**

|  |  |  |
| --- | --- | --- |
| **Name** | **Team / Role** | **Date** |
|  |  |  |

**Proposer:** Jamal Harris, Director, Customer Data

**Status:** [Draft] > Under review > Implemented | Not implemented (Highlight status)

**Primary dataset:** [**new\_york\_citibike – BigQuery – Google Calendar API… – Google Cloud console**](https://console.cloud.google.com/bigquery?p=bigquery-public-data&d=new_york_citibike&page=dataset&inv=1&invt=Abqucg&project=main-nucleus-432123-j7&ws=!1m4!1m3!3m2!1sbigquery-public-data!2snew_york_citibike)

**Secondary dataset:** [**geo\_us\_boundaries – BigQuery – Google Calendar API… – Google Cloud console**](https://console.cloud.google.com/bigquery?p=bigquery-public-data&d=geo_us_boundaries&page=dataset&inv=1&invt=Abqucg&project=main-nucleus-432123-j7&ws=!1m4!1m3!3m2!1sbigquery-public-data!2sgeo_us_boundaries)

## User Profiles [Who is the intended audience for this dashboard? How do you expect them to use this dashboard?]

* 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.) | Building a new dashboard with starting and ending locations, aggregated by location and showing number of trips at starting locations and total trip minutes at destination location. |
| Access  (How should access to the dashboard be limited? Who needs to have access?) | A read-only access is provided to the user profiles in this document. |
| Scope  (What data should be included or excluded in this dashboard?) | Fields include – Zip Code, Neighborhood Name and/or borough, year, month, trip count, weather |
| 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?) | Date filters can be applied for the following: Date, Month, Year   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 Counts by Starting location |
| Chart type  (What type of chart needs to be created?) | Table/Map |
| Dimension(s)  (What dimensions does this chart need to include?) | Starting location, zip code, month |
| Metric(s)  (What metrics are relevant to this chart?) | Trip Count |

### Chart 2

|  |  |
| --- | --- |
| **Chart Feature** | **Your Request** |
| Chart title | Total Trip Minutes by Destination |
| Chart type  (What type of chart needs to be created?) | Bar |
| Dimension(s)  (What dimensions does this chart need to include?) | Destination location, zip code destination month, user type |
| Metric(s)  (What metrics are relevant to this chart?) | Trip minutes |

### Chart 3

|  |  |
| --- | --- |
| **Chart Feature** | **Your Request** |
| Chart title | Seasonal Trends |
| Chart type  (What type of chart needs to be created?) | Map |
| Dimension(s)  (What dimensions does this chart need to include?) | Starting location, destination location, number of rides, average trip duration, weather |
| Metric(s)  (What metrics are relevant to this chart?) | Trip minutes, weather, number of rides |

### Chart 4

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

### Chart 5

|  |  |
| --- | --- |
| **Chart Feature** | **Your Request** |
| Chart title | Average time to arrive |
| Chart type  (What type of chart needs to be created?) | Table |
| Dimension(s)  (What dimensions does this chart need to include?) | Zip code destination, destination location, starting location, grand total |
| Metric(s)  (What metrics are relevant to this chart?) | Trip minutes |