

Strategy Document: Cyclistic

Sign-off matrix:

Name	Team / Role	Date

Proposer: Alan

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

Primary dataset: NYC Citi Bike Trips

Secondary dataset: Census Bureau US Boundaries

User Profiles: People with dashboard view privileges are Adhira, Brianne, Ernest, Jamal, Megan, Nina, Rick, Shareefah, Sara, Tessa. Their roles are provided below:

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.)	Ask follow up questions
Access (How should access to the dashboard be	See above

limited? Who needs to have access?)	
Scope (What data should be included or excluded in this dashboard?)	<ul style="list-style-type: none"> - NYC Citi Bike Data - Geographical boundary data from the US Census Bureau
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?)	<ul style="list-style-type: none"> - Date filters should be included to visualize insights on a yearly basis, since we want to compare the number of trips year over year. Filtering by month would also prove insightful (e.g. are there trends for certain holidays?) - For granularity drop downs, we should include drop downs for time of day, season, and location

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	Trips by location
Chart type (What type of chart needs to be created?)	Table/map
Dimension(s) (What dimensions does this chart need to include?)	Location (neighbourhood) Date (month)
Metric(s) (What metrics are relevant to this chart?)	Number of trips by starting/ending location

Chart 2

Chart Feature	Your Request
Chart title	Up for determination
Chart type (What type of chart needs to be created?)	Clustered column chart (with binning)

Dimension(s) (What dimensions does this chart need to include?)	Location (neighbourhood, zip, borough) User type
Metric(s) (What metrics are relevant to this chart?)	Popular ending destinations based on total trip minutes

Chart 3

Chart Feature	Your Request
Chart title	Up for determination
Chart type (What type of chart needs to be created?)	Not clear, ask follow up questions (can take on multiple chart types)
Dimension(s) (What dimensions does this chart need to include?)	Location
Metric(s) (What metrics are relevant to this chart?)	

Chart 4

Chart Feature	Your Request
Chart title	Up for determination
Chart type (What type of chart needs to be created?)	Line/waterfall chart
Dimension(s) (What dimensions does this chart need to include?)	Date
Metric(s) (What metrics are relevant to this chart?)	Percent growth in number of trips year over year

Chart 5

Chart Feature	Your Request
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Chart title	Trips by month
Chart type (What type of chart needs to be created?)	Line chart
Dimension(s) (What dimensions does this chart need to include?)	Date (month)
Metric(s) (What metrics are relevant to this chart?)	Number of trips by month

Dashboard mockup

[Include mockup sketch here