

Stakeholder Requirements Document: Cyclistic

BI Professional: Alan

Client/Sponsor: Jamal Harris, Director, Customer Data

Business problem: The Cyclistic Customer Growth Team wants to identify customer demand at different station locations to determine how to drive growth at newer stations

Stakeholders: The major stakeholders of the dashboard are as follows:

- Sara Romero, VP, Marketing
- Ernest Cox, VP, Product Development
- Jamal Harris, Director, Customer Data
- Nina Locklear, Director, Procurement

Stakeholder usage details: Stakeholders will primarily be interested in using the dashboard to understand customer wants, aspects of a successful product, and how new stations may be able to alleviate demand problems in busier areas. As well, they would like to understand how the current line of bikes is being used across different users (e.g. subscribers vs non-subscribers)

Primary requirements: To satisfy all stakeholders requirements, the dashboard should include the following:

- Visualization investigating starting and ending station locations, grouped by location (location can be station, zip code, neighbourhood, borough, etc). Should show the number of trips at starting locations
- Visualization showing which ending locations are popular based on total trip minutes (e.g. maybe for trips lasting under 10 minutes, commuters like to end their journey at Central Station, since it is a hub that is proximal to a lot of restaurants, businesses, and service buildings)
- Visualization that outlines any trends in the summer of 2015 specifically
- Visualization showing percentage growth in total trips year over year
- Show congestion at stations → net percentage of incoming/outgoing bikes per day
- Metrics showing the number of trips across all starting and ending locations
- Metrics showing peak usage by time of day, season, and how weather affects people's willingness to ride