

Strategy Document: Cyclistic

Benjamin Taylor – Google Business Intelligence

Sign-off matrix:

Name	Team / Role	Date
Benjamin Taylor	BI Analyst	04/02/2025

Proposer: Jamal Harris, Director, Customer Data

Status: Draft > Under review > Implemented | Not implemented

Primary dataset: NYC Citi Bike Trips

Secondary dataset: Census Bureau US Boundaries

User Profiles

- 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	Build a new dashboard to display the starting and ending locations, aggregated by location. This should show the number of trips at starting locations.
Access	Access will be provided as read-only to the user profiles listed in this document.
Scope	Fields include: station, zip code, neighborhood, and/or borough, year, month, trip count, weather
Date filters and granularity	Data filters can be applied for the following:

	<p>Date, Month, Year</p> <p>Granularity: Any chart with user detail metrics should have the ability to click on that metric to view specific information.</p>
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Metrics and Charts

Chart 1

Chart Feature	Your Request
Chart title	Trip Totals
Chart type	Line
Dimension(s)	Date
Metric(s)	Trip count

Chart 2

Chart Feature	Your Request
Chart title	Trip Counts by Starting Neighborhood
Chart type	Table
Dimension(s)	Neighborhood, month
Metric(s)	Trip count

Chart 3

Chart Feature	Your Request
Chart title	Total Trip Minutes by Destination
Chart type	Bar

Dimension(s)	Zip code end, borough end, neighborhood end, user type
Metric(s)	Trip minutes

Chart 4

Chart Feature	Your 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)	Trip minutes

Chart 5

Chart Feature	Your Request
Chart title	Seasonal trends
Chart type	Map
Dimension(s)	Neighborhood start, neighborhood end, number of rides, average trip duration, weather
Metric(s)	Trip minutes, weather, number of rides