

## Strategy Document: [Project Name]

### Sign-off matrix:

Name	Team / Role	Date
Burhan Uddin	BI Professional	xxxx.xx.xx

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

**Status:** [Draft] > Under review > Implemented | Not implemented

**Primary dataset:** Awaiting delivery

**Secondary dataset:** Awaiting delivery

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

1. Sara Romero, VP, Marketing
2. Ernest Cox, VP, Product Development
3. Jamal Harris, Director, Customer Data
4. Nina Locklear, Director, Procurement
5. Adhira Patel, API Strategist
6. Megan Pirato, Data Warehousing Specialist
7. Rick Andersson, Manager, Data Governance
8. Tessa Blackwell, Data Analyst
9. Brianne Sand, Director, IT
10. 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.)	New dashboard with required charts that will give complete insights about bike-sharing.
Access (How should access to the dashboard be limited? Who needs to have access?)	Dashboard needs to be accessible, with large print and text-to-speech alternatives. Adhira, Brianne, Ernest, Jamal, Megan, Nina, Rick, Shareefah, Sara, Tessa.
Scope (What data should be included or excluded in this dashboard?)	station, zip code, neighborhood, and/or borough, trips count, trip duration, year, month, 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?)	<p>Dashboard date filters can be used for month and year.</p> <p>Graphs should include metrics that will allow to check or view necessary information in a metric.</p>
--	--

### 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
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 2

Chart Feature	Your Request
Chart title	Trip Counts by Starting Neighborhood
Chart type (What type of chart needs to be created?)	Table
Dimension(s) (What dimensions does this chart need to include?)	Neighborhood, month
Metric(s) (What metrics are relevant to this chart?)	trip count

### Chart 3

Chart Feature	Your Request
Chart title	Total Trip Duration (minutes) by Destination
Chart type (What type of chart needs to be created?)	bar
Dimension(s) (What dimensions does this chart need to include?)	Ending station, user type
Metric(s) (What metrics are relevant to this chart?)	trip duration

### Chart 4

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?)	Start station, end station, rides count, trip duration, weather pattern
Metric(s) (What metrics are relevant to this chart?)	trip duration, weather, rides count

