Stakeholder Requirements Document: Cyclistic

BI Professional: Burhan Uddin

Client/Sponsor: Jamal Harris, Director, Customer Data

Business problem: (What is the primary question to be answered or problem to be solved?)

Cyclistic's Customer Growth Team is creating a business plan for next year. The team wants to understand how their customers are using their bikes; their top priority is identifying customer demand at different station locations.

Problem to be solved: How can Cyclistic apply bike share insights to inform new station launches to grow the customer base?

Stakeholders: (Who are the major stakeholders of this project, and what are their job titles?)

1. Sara Romero, VP, Marketing
2. Ernest Cox, VP, Product Development
3. Jamal Harris, Director, Customer Data
4. Nina Locklear, Director, Procurement

Stakeholder usage details: (How will the stakeholders use the BI tool?)

To develop new station locations, the customer growth wants to understand how different users (subscribers and non-subscribers) use their bikes. They want to investigate a large group of users to get a fair representation of users across locations and with low-to high-activity levels.. They will use this BI tool in order to gain insights related to data generated by the bikes when being used by customers. Then, this information will be used to understand what customers want, what makes a successful product, and how new stations might alleviate demand in different geographical areas.

Primary requirements:

1. A table or map visualization exploring starting and ending station locations, aggregated by location. This should show the number of trips at starting locations.
2. A visualization showing which destination (ending) locations are popular based

on the total trip minutes.

3. A visualization that focuses on trends from the summer of 2015.
4. A visualization showing the percent growth in the number of trips year over year.
5. Gather insights about congestion at stations.
6. Gather insights about the number of trips across all starting and ending locations.
7. Gather insights about peak usage by time of day, season, and the impact of weather.