Project Requirements Document: Cyclistic Customer Demand Project

## **BI Analyst:** Cora Micsunescu

## **Client/Sponsor:** Cyclistic, a bicycle ride-share company

## **Purpose:** The purpose of this project is to analyze current demand and usage of bikes in order to inform decision making on future business plans and expansion efforts. It is worth the investment of resources as it can result in expansion of services which will result in an increase in revenue.

## **Key dependencies:**

Primary Contacts:

Adhira Patel, API Strategist

Megan Pirato, DW Specialist

Rick Andersson, Manager Data Governance

Tessa Blackwell, Data Analyst

Team Members:

Brianne Sand, IT Director

Shareefah Hakimi, PM

Expected Deliverable: A dashboard containing the following

1. Data visualization on bike trips by starting location
2. Data visualization on bike trips by ending location
3. Data visualization on which ending locations are popular based on the total trip minutes with a focus on peak months i.e. summer.
4. Data visualization on any observed trends from summer 2015
5. Data visualization on % cumulative growth of bike trips
6. Insights, if any, on congestion, peak usage, weather impacts, one-time customers vs. subscribers, etc.

## **Stakeholder requirements:**

Required: Data that spans at least one year in order to account for changes in weather.

Required: A map showing the station locations with the highest demand for bikes.

Required: A daily net calculation of start and ending trips to indicate if more bikes are leaving or entering a station.

Required: geographic aggregation data, such as zip code and borough name, in addition to the latitude and longitude of the bike stations

Desired: A focus on peak months of demand

Desired: Analysis on how weather affects demand, especially precipitation

## **Success criteria:**

Specific: a BI dashboard

Measurable: grow Cyclistic’s customer base

Achievable: Already have the raw data and buy-in from upper management

Relevant: directly related to Cyclistic’s future business plan to expand offerings at the busiest stations.

Time-bound: 6 weeks to complete

## **User journeys:**

The current user experience is that there is a lot of data on bike rides, but no mechanism for making sense of this vast amount of information. The ideal future experience will be a BI dashboard with data visualizations that capture data in real time. Moreover, these visualizations will use various metrics to find patterns that result in actionable insights for decision makers.

## **Assumptions:**

Assume that all stakeholders have access to all datasets. Assume data is usable and not corrupted.

## **Compliance and privacy:**

Data must not include any personal identifying information such as name, email address, phone number, address, etc. Personal data is not required for the project so it must be anonymized.

## **Accessibility:**

The dashboard and its reports need to be accessible with large print and text-to-speech alternatives.

**Roll-out plan:**

Week 1: Dataset assigned. Initial design for fields and BikeIDs validated to fit the requirements.

Weeks 2–3: SQL and ETL development

Weeks 3–4: Finalize SQL. Dashboard design. 1st draft review with peers.

Weeks 5–6: Dashboard development and testing