**Stakeholder Requirements Document: Cyclistic Customer Demand Project**

## **BI Professional:** Cora Micsunescu

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

## **Business problem:** How can we apply customer usage insights to inform new station growth?

**Stakeholders:**

Sara Romero, VP of Marketing

Ernest Cox, VP of Product Development

Jamal Harris, Director Customer Care

Nina Locklear, Director Procurement

Cyclistic customers

City of New York

## **Stakeholder usage details:** The stakeholders will use the BI tool to create their business plan for next year. They will use the data in the BI tool to inform their plans on growing their customer base and meeting demand at different stations.

**Primary requirements:**

The requirements for success in this project include:

1. Data that spans at least one year in order to account for changes in weather.
2. A focus on peak months of demand
3. A map showing the station locations with the highest demand for bikes.
4. A daily net calculation of start and ending trips to indicate if more bikes are leaving or entering a station.