

# Stakeholder Requirements Document: Cyclistic

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**Client/Sponsor:** Jamal Harris, Director, Customer Data

**Business problem:** Cyclistic has partnered with the city of New York to provide shared bikes. The Customer Growth Team is creating a business plan for next year. They want to understand how their customers are using their bikes; their top priority is identifying customer demand at different station locations. How to utilize the customer data to ensure new station growth?

## **Stakeholders:**

- Sara Romero, VP, Marketing
- Ernest Cox, VP, Product Development
- Jamal Harris, Director, Customer Data
- Nina Locklear, Director, Procurement

**Stakeholder usage details:** To determine the growth of a new station the understanding of current usage of rented bikes are important and essential. The tool will be a communicating medium between the team members and it will help them to gain insight of the data. The understanding of customer needs will be beneficial to determine what is key factor that helps to grow a new station.

## **Primary requirements:**

- A table or map visualization exploring starting and ending station locations, aggregated by location. I can use any location identifier, such as station, zip code, neighborhood, and/or borough. This should show the number of trips at starting locations. Which locations are most popular need to be identified.
- A visualization showing which destination (ending) locations are popular based on the total trip minutes.
- A visualization that focuses on trends from the summer of 2015.
- A visualization showing the percent growth in the number of trips year over year.
- Gather insights about congestion at stations.
- Gather insights about the number of trips across all starting and ending locations.
- Gather insights about peak usage by time of day, season, and the impact of weather.