

Stakeholder Requirements Document: Cyclistic

BI Professional: Haoran Ding

Client/Sponsor:

Cyclistic

Business problem:

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 and finding the answer to the question - "How can we apply customer usage insights to help the customer base grow in the new station?"

Stakeholders:

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

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

The stakeholders want to understand how the current lines of bikes are used, and how to apply the customer insights to inform new station growth. Then, they will use the BI tool to gain insights of what customers want, what makes a successful product, and how new stations might alleviate demand in different geographical areas.

Primary requirements: (What requirements must be met by this BI tool in order for this project to be successful?)

- 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.
- 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.
 - For each day, use a table calculation to calculate the net of start and ending trips per station. This gives an approximation of whether there are more bikes coming in or out of a station.
- 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.