Project Requirements Document: Cyclistic

## **BI Analyst:** Ephraim Klestzick

## **Client/Sponsor:** Jamal Harris, Director

## **Purpose**: Cyclist is bicycling rental company partnered with NYC. They have stations across NYC. The goal is to increase customer base.The Customer Growth Team is assembling a business plan for next year. The team wants to understand how their customers are using their bikes. Specifically, they want to identify the high demand stations. The executive summary view must include key data points and aggregations so that leadership can quickly get a clear vision of customer trends.

## **Key dependencies:**

**Stakeholders:**

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

**Team members:**

* Adhira Patel, API Strategist
* Megan Pirato, Data Warehousing Specialist
* Rick Andersson, Manager, Data Governance
* Tessa Blackwell, Data Analyst
* Brianne Sand, Director, IT
* Shareefah Hakimi, Project Manager

(Detail the major elements of this project. Include the team, primary contacts, and expected deliverables.)

This project will require approval from the director to obtain to the customer dataset. Approval should also include to teams that own product data to validate the data is being interpreted correctly with assumptions. The request will be initiated with a User Access request document through DocuSign.

**Stakeholder requirements:**

* A table or map visualization exploring starting and ending station locations, aggregated by location. 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 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.
* Must be done in 6 weeks

(List the established stakeholder requirements, based on the Stakeholder Requirements Document. Prioritize the requirements as: R - required, D - desired, or N - nice to have.)

**Success criteria:**

**Specific:** The tools must clearly identify characteristics of a successful product. It must demonstrate how customer are using the bikes and what impacts demand at bike locations.

**Measurable:** each trip should contain data on starting and ending locations, time durations, and variables such as time and weather.

**Action-oriented:** these finding will either prove of disprove the theory that variable such as time and weather have impact on trip durations and locations.

**Relevant:** this tool must support the primary question: how we can improve the Cyclistic experience.

**Time-bound:** the data should span at least one year and be evaluated at the monthly level.

* Understand what customer want, what makes a successful product, new station locations
* Understand line of bikes are used
* Apply insight to inform new station growth
* Subscriber activity

(Clarify what success looks like for this project. Include explicit statements about how to measure success. Use SMART criteria.)

**User journeys:** (Document the current user experience and the ideal future experience.)

The goal of Cyclistic is to improve the user’s bike sharing experiences. By analyzing the user data, leaders can improve the business to meet the user’s needs.

## **Assumptions:** (Explicitly and clearly state any assumptions you are making.)

The data only contains latitude and longitude data so another data will be needed to match to cities and zip codes.

We don’t have a method to measure the amount or the time that precipitation occurred. For the purpose of this dashboard, we will assume that all rainy day has the similar impact

## **Compliance and privacy:** (Include compliance, privacy, or legal dimensions to consider.)

The data should not include user’s personal information such as name, email address, phone number or physical address. It is critical that the user’s be anonymized to avoid any bias.

## **Accessibility:** (List key considerations for creating accessible reports for all users.)

The dashboard will include texts alternatives such as text-to-speech.

**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

(Detail the expected scope, priorities, and timeline.)