**Stakeholder Requirements Document Cyclistic**

## **BI Professional:** Ephraim Klestzick

## **Client/Sponsor:** Cyclistic

## **Business problem:** (What is the primary question to be answered or problem to be solved?)

The Customer Growth Team is creating a business plan for next year. The team wants to understand how customers are using their bikes; their top priority is identifying customer ride demands at different location. The main question is how we can harness user usage insights to inform new station growth.

**Stakeholders:** Customer Growth Team

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

## **Stakeholder usage details:** dashboard – must allow user security(How will the stakeholders use the BI tool?)

Design a dashboard that will allow the team to understand how customers are using the current line of bikes and how to effectively develop new station locations. The BI tool will help them gain insights generated when customer use the bikes. These insights will inform the team on customer preferences, successful locations, and how new stations might alleviate high demand locations.

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

* A map visualization displaying starting and ending location data
* A visualization showing total trip minutes at the different ending locations
* A visualization with a focus on the summer trends in 2015
* A visualization displaying % growth year over year in number of trips
* Uncover insights about station congestion