**Strategy Document: Cyclistic**

**Sign-off matrix:**

|  |  |  |
| --- | --- | --- |
| **Name** | **Team / Role** | **Date** |
|  |  |  |

**Proposer:** Jamal Harris, Director,

**Status: Draft**

**Primary dataset:** [NYC Citi Bike Trips](https://console.cloud.google.com/marketplace/details/city-of-new-york/nyc-citi-bike?project=coffee-test-379520)

**Secondary dataset:** [Census Bureau US Boundaries](https://console.cloud.google.com/marketplace/product/united-states-census-bureau/us-geographic-boundaries?project=coffee-test-379520)

## User Profiles Intended audience for this dashboard:

Sara Romero, VP, Marketing

Ernest Cox, VP, Product Development

Jamal Harris, Director, Customer Data

Nina Locklear, Director, Procurement

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

# **Dashboard Functionality**

|  |  |
| --- | --- |
| **Dashboard Feature** | **Your Request** |
| Reference dashboard  (Should this dashboard be modeled on an existing dashboard? If so, provide a link and describe the similarity.) | New Tableau dashboard. Include starting and ending locations, agg by location. Including total number of trips at starting location. |
| Access  (How should access to the dashboard be limited? Who needs to have access?) | Read-only access to User Profiles |
| Scope  (What data should be included or excluded in this dashboard?) | Fields include station, neighborhood, zip code, year, month, weather, trip count |
| Date filters and granularity  (Should the dashboard include date filters? If so, what time frame should be displayed by default? Should the dashboard include a “granularity” drop-down? If so, what granularity should be selected by default?) | Data filter: Date Filter  Metrics with more detail should have drill down capabilities |

# **Metrics and Charts**

Create a table for each chart that you’d like to include in the dashboard. If you’d like to break the dashboard under different headers, feel free to list those here as well.

### Chart 1

|  |  |
| --- | --- |
| **Chart Feature** | **Your Request** |
| Chart title | Trip Totals |
| Chart type  (What type of chart needs to be created?) | Line |
| Dimension(s)  (What dimensions does this chart need to include?) | Data |
| Metric(s)  (What metrics are relevant to this chart?) | Trip count |

### Chart 2

|  |  |
| --- | --- |
| **Chart Feature** | **Your Request** |
| Chart title | Trip Counts by Starting Neighborhood |
| Chart type  (What type of chart needs to be created?) | table |
| Dimension(s)  (What dimensions does this chart need to include?) | Neighborhood, month |
| Metric(s)  (What metrics are relevant to this chart?) | Trip count |

### Chart 3

|  |  |
| --- | --- |
| **Chart Feature** | **Your Request** |
| Chart title | Total trip minutes by Destination |
| Chart type  (What type of chart needs to be created?) | Bar |
| Dimension(s)  (What dimensions does this chart need to include?) | Zip code end, borough end, neighborhood end, user type |
| Metric(s)  (What metrics are relevant to this chart?) | Trip minutes |

### Chart 4

|  |  |
| --- | --- |
| **Chart Feature** | **Your Request** |
| Chart title | AVG Time to Arrive |
| Chart type  (What type of chart needs to be created?) | Table |
| Dimension(s)  (What dimensions does this chart need to include?) | Zip code end, borough end, neighborhood end, start day, grand totals |
| Metric(s)  (What metrics are relevant to this chart?) | Trip minutes |

### Chart 5

|  |  |
| --- | --- |
| **Chart Feature** | **Your Request** |
| Chart title | Seasonal trends |
| Chart type  (What type of chart needs to be created?) | Map |
| Dimension(s)  (What dimensions does this chart need to include?) | Zip code end, borough end, neighborhood start, neighborhood end, avg trip duration weather |
| Metric(s)  (What metrics are relevant to this chart?) | Trip minutes, weather, number of rides |