**Strategy Document: Cyclistic**

**Sign-off matrix:**

|  |  |  |
| --- | --- | --- |
| **Name** | **Team / Role** | **Date** |
| Frida Ekner | BI-analyst | 2024-05-24 |

**Proposer:** Jamal Harris, Director, Customer Data

**Status:** Implemented

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

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

User Profiles

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 | Build a new dashboard to display the starting and ending locations, aggregated by location. This should show the number of trips at starting locations. |
| Access | Access will be provided as read-only to the user profiles listed in this document. |
| Scope | Fields include: station, zip code, neighborhood, and/or borough, year, month, trip count, weather |
| Date filters and granularity | Data filters can be applied for the following:  Date, Month, Year  Granularity:  Any chart with user detail metrics should have the ability to click on that metric to view specific information. |

**Metrics and Charts**

Chart 1

|  |  |
| --- | --- |
| **Chart Feature** | **Your Request** |
| Chart title | Trip Totals |
| Chart type | Line |
| Dimension(s) | Date |
| Metric(s) | Trip count |

Chart 2

|  |  |
| --- | --- |
| **Chart Feature** | **Your Request** |
| Chart title | Trip Counts by Starting Neighborhood |
| Chart type | Table |
| Dimension(s) | Neighborhood, month |
| Metric(s) | Trip count |

Chart 3

|  |  |
| --- | --- |
| **Chart Feature** | **Your Request** |
| Chart title | Total Trip Minutes by Destination |
| Chart type | Bar |
| Dimension(s) | Zip code end, borough end, neighborhood end, user type |
| Metric(s) | Trip minutes |

Chart 4

|  |  |
| --- | --- |
| **Chart Feature** | **Your Request** |
| Chart title | Average Time to Arrive |
| Chart type | Table |
| Dimension(s) | Zip code end, borough end, neighborhood end, start day, grand total |
| Metric(s) | Trip minutes |

Chart 5

|  |  |
| --- | --- |
| **Chart Feature** | **Your Request** |
| Chart title | Seasonal trends |
| Chart type | Map |
| Dimension(s) | Neighborhood start, neighborhood end, number of rides, average trip duration, weather |
| Metric(s) | Trip minutes, weather, number of rides |