Stakeholder Requirements Document: Cyclistic

BI Professional: Frida Ekner

Client/Sponsor: Jamal Harris, Director, Customer Data

Business problem:
Cyclistic's Customer Growth Team is in the process of devising a business plan for the upcoming year. Their foremost objective is to gain insights into how customers utilize their bikes, with a particular emphasis on discerning customer demand across various station locations. The primary question driving their efforts is: How can we utilize insights into customer usage patterns to guide the expansion of new stations?

Stakeholders:

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

Stakeholder usage details:
In order to strategically develop new station locations, the team aims to grasp how customers currently utilize the existing bike fleet. They plan to leverage this BI tool to extract insights from the data generated by bikes during customer usage. Subsequently, these insights will inform an understanding of customer preferences, successful product attributes, and how new stations could address demand variations across different geographical areas.

Primary requirements:

- Develop a table or map visualization to explore the starting and ending station locations, grouped by location.
- Create a visualization illustrating the popularity of destination (ending) locations based on the total trip minutes.
- Generate a visualization focusing on trends observed during the summer of 2020.
- Design a visualization displaying the percentage growth in the number of trips year over year.
- Gather insights regarding station congestion.
- Collect insights about the volume of trips across all starting and ending locations.
- Obtain insights on peak usage patterns by time of day, season, and the influence of weather.