Stakeholder Requirements Document: Cyclistic Bike-Share Project

BI Professional: Francisco E. Navarro

Client/Sponsor: Sara Romero, VP, Marketing

Business problem: Cyclistic needs to understand customer usage patterns and demand at different bike station locations to support their Customer Growth Team's business plan. The primary question is: How are customers using the bikes, and how can insights from this data inform decisions on where to add new bike stations and improve customer experience?

Stakeholders:

Sara Romero, VP, Marketing

Ernest Cox, VP, Product Development

Jamal Harris, Director, Customer Data

Nina Locklear, Director, Procurement

Stakeholder usage details:

Sara Romero: Will use the BI tool to evaluate customer demand and effectiveness of bike stations, ensuring the dashboard is accessible with large print and text-to-speech alternatives.

Ernest Cox: Will use the tool to understand product usage and identify opportunities for product development.

Jamal Harris: Will oversee data accuracy and integration, ensuring that the customer data is properly utilized in the dashboard.

Nina Locklear: Will be involved in procurement decisions based on insights related to bike usage and station demand.

Primary requirements:

Accessibility: The dashboard must be accessible with features such as large print and text-to-speech alternatives, as specified by Sara Romero.

Data Accuracy: Accurate representation of customer data, including trip start and end locations, bike identification numbers, and customer types.

Visualizations: Include maps or tables showing trip start and end locations, popular destinations, peak usage times, and trends.

Seasonality and Weather Impact: The dashboard should incorporate insights on how weather and seasonality affect bike usage.

User Segmentation: Analysis of usage patterns for different user types (subscribers vs. non-subscribers).

Data Privacy: Ensure no personal information is included and that data is anonymized to avoid bias and protect privacy.