Strategy Document: [Cyclistic Bike-Share Project]

Sign-off matrix:

Name	Team / Role	Date
Sara Romero	VP, Marketing	----
Ernest Cox	VP, Product Development	----
Jamal Harris	Director, Customer Data	----
Nina Locklear	Director, Procurement	----
Francisco E. Navarro	BI Analyst	----

Proposer: [Sara Romero]

Status: [Draft] > Under review > Implemented | Not implemented (Highlight current status)

Primary dataset: Trip data including start and end locations, timestamps, and bike IDs

Secondary dataset: Weather data (temperature, precipitation, etc.) and station metadata

User Profiles

Customer Growth Team: Will use the dashboard to analyze bike usage patterns, identify high-demand areas, and make data-driven decisions on station placements.

Marketing Team: Will leverage insights to develop targeted marketing campaigns and promotional strategies.

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.)	Link to similar dashboard] (e.g., a dashboard showing bike share usage patterns for a different city) Will include similar visualizations such as heat maps, usage trends, and station performance analysis.
Access (How should access to the dashboard be limited? Who needs to have access?)	Limited access to the Customer Growth Team, Marketing Team, and key decision-makers. Restricted access to ensure data privacy and security.
Scope (What data should be included or excluded in this dashboard?)	Included: Trip start and end locations, usage patterns, weather impacts, station metadata. Excluded: Personal data of users, financial transactions.

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?)	Date filters: Yes, the dashboard should include filters for selecting date ranges (e.g., daily, weekly, monthly). Default time frame: 2 years. Granularity: Include a drop-down for selecting granularity (e.g., daily, weekly, monthly) with a default of monthly

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	Map of Ending Station Locations
Chart type (What type of chart needs to be created?)	Heat Map
Dimension(s) (What dimensions does this chart need to include?)	Trip start locations
Metric(s) (What metrics are relevant to this chart?)	Trip time, Congestion

Chart 2

Chart Feature	Your Request
Chart title	Seasonal usage changes
Chart type (What type of chart needs to be created?)	Area chart
Dimension(s) (What dimensions does this chart need to include?)	Months
Metric(s) (What metrics are relevant to this chart?)	Total Number of Trips

Chart 3

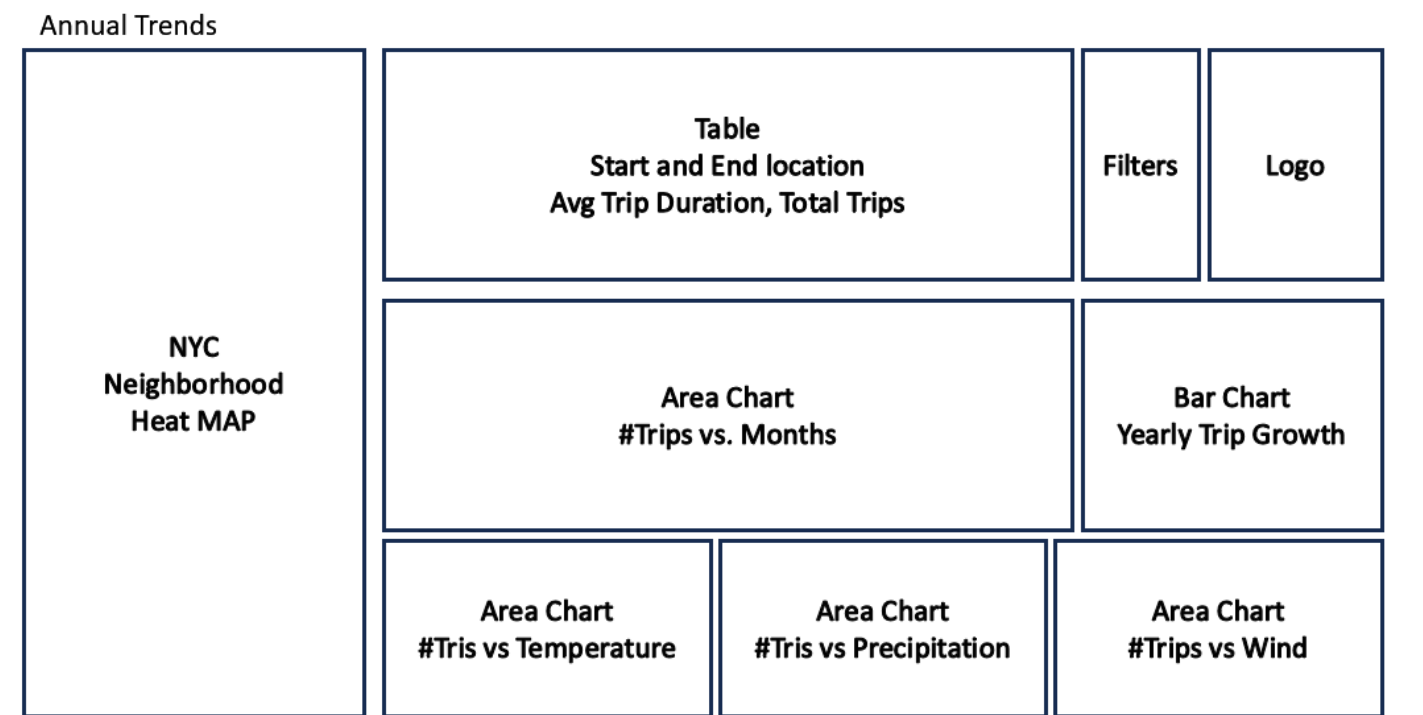| Chart Feature	Your Request
Chart title	Impact of Weather on Bike Usage
Chart type (What type of chart needs to be created?)	Area chart
Dimension(s) (What dimensions does this chart need to include?)	Weather conditions (temperature, precipitation, Wind speed)
Metric(s) (What metrics are relevant to this chart?)	Avg. Number of trips

Chart 4

Chart Feature	Your Request
Chart title	Trends from Summer 2015
Chart type (What type of chart needs to be created?)	Line Chart
Dimension(s) (What dimensions does this chart need to include?)	Dates during the summer of 2015
Metric(s) (What metrics are relevant to this chart?)	Number of trips

Chart 5

Chart Feature	Your Request
Chart title	Year-over-Year Percent Growth in Number of Trips
Chart type (What type of chart needs to be created?)	Bar Chart
Dimension(s) (What dimensions does this chart need to include?)	Year
Metric(s) (What metrics are relevant to this chart?)	Percent growth in the number of trips

Dashboard 1 mockup

Annual Trends

| NYC Neighborhood Heat MAP | Table Start and End location Avg Trip Duration, Total Trips | | Filters | Logo |

NYC Neighborhood Heat MAP

Table
Start and End location
Avg Trip Duration, Total Trips

Filters

Logo

Area Chart
#Trips vs. Months

Bar Chart
Yearly Trip Growth

Area Chart
#Tris vs Temperature

Area Chart
#Tris vs Precipitation

Area Chart
#Trips vs Wind

Dashboard 2 mockup

Summer Trends

NYC
Station
Heat MAP

Table
Start and End location
Avg Trip Duration, Total Trips

Filters

Logo

Bar Chart
#Trips vs. Months

Bar Chart
#Trips vs. Months