**Stakeholder Requirements Document: Cyclistic Bike Share**

## **BI Professional:** MaheshKarthika

## **Client/Sponsor:** Jamal Harris, Director, Customer Data

## **Business problem:** Cyclistic’s Customer Growth Team is creating a business plan for next year to increase Cyclistic’s Customer Base. The team wants to understand how their customers are using their bikes; their top priority is identifying customer demand at different station locations.

**Primary Question:** How can we apply customer usage insights to inform new station growth?

and how new stations might alleviate demand in different geographical areas.

**Stakeholders:**

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

**Stakeholder usage details:**

To develop the new station, the team wants to understand how the current line of bikes are used and how different users (subscribers and non-subscribers) use their bikes. Then they use this data to get insights on what customers want, what makes a successful product, and how new stations might alleviate demand in different geographical areas and how can we apply customer usage insights to inform new station growth?

**Primary requirements:**

* A table or map visualization exploring starting and ending station locations, aggregated by location.
* A visualization showing which destination (ending) locations are popular based on the total trip minutes.
* A visualization that focuses on trends from the summer of 2015.
* A visualization showing the percent growth in the number of trips year over year.
* Gather insights about congestion at stations.
* Gather insights about the number of trips across all starting and ending locations.
* Gather insights about peak usage by time of day, season, and the impact of weather.