**` Strategy Document: Cyclistic**

**Sign-off matrix:**

|  |  |  |
| --- | --- | --- |
| **Name** | **Team / Role** | **Date** |
| MaheshKarthika | BI Analyst | 12/02/2024 |

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

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

**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:

Stakeholders:

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

Team members:

* 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  (Should this dashboard be modeled on an existing dashboard? If so, provide a link and describe the similarity.) | Build a New Dashboard |
| Access  (How should access to the dashboard be limited? Who needs to have access?) | All Users listed in this document. |
| Scope  (What data should be included or excluded in this dashboard?) | Include Fields: station, zip code, neighborhood, and/or borough,month(season), weather |
| 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 : Date, Month ,Year  Granularity : Any chart with detailed metrics should have the ability to click on that individual metric to view specific information. |

# **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 | Total trips at Starting Locations |
| Chart type  (What type of chart needs to be created?) | A table or map visualization |
| Dimension(s)  (What dimensions does this chart need to include?) | Locations, Month |
| Metric(s)  (What metrics are relevant to this chart?) | Total Number of trips at starting locations. |

### Chart 2

|  |  |
| --- | --- |
| **Chart Feature** | **Your Request** |
| Chart title | Total Trip Minutes by Destination |
| Chart type  (What type of chart needs to be created?) | Bar Chart |
| Dimension(s)  (What dimensions does this chart need to include?) | Destination (ending) locations field: Station, zip code, neighborhood, and/or borough. |
| Metric(s)  (What metrics are relevant to this chart?) | Total trip minutes. |

### Chart 3

|  |  |
| --- | --- |
| **Chart Feature** | **Your Request** |
| Chart title | Summer trends |
| Chart type  (What type of chart needs to be created?) | Map |
| Dimension(s)  (What dimensions does this chart need to include?) | **Cyclistic trends from the summer of 2015.** |
| Metric(s)  (What metrics are relevant to this chart?) | Total Trips and Zip Code |

### Chart 4

|  |  |
| --- | --- |
| **Chart Feature** | **Your Request** |
| Chart title | Total Trips Start vs End |
| Chart type  (What type of chart needs to be created?) | Stacked Bar Chart ? |
| Dimension(s)  (What dimensions does this chart need to include?) | Location(Station, zip code, neighborhood, and/or borough.) |
| Metric(s)  (What metrics are relevant to this chart?) | Total No of trips at Starting location  Total No of trips at Ending location |

### Chart 5

|  |  |
| --- | --- |
| **Chart Feature** | **Your Request** |
| Chart title | Total Trips |
| Chart type  (What type of chart needs to be created?) | Line Chart |
| Dimension(s)  (What dimensions does this chart need to include?) | Date |
| Metric(s)  (What metrics are relevant to this chart?) | Total no of trips. |

### Chart 6

|  |  |
| --- | --- |
| **Chart Feature** | **Your Request** |
| Chart title | TBD |
| Chart type  (What type of chart needs to be created?) | Table |
| Dimension(s)  (What dimensions does this chart need to include?) | Gather insights about congestion at stations. |
| Metric(s)  (What metrics are relevant to this chart?) | Net of starting trips per station.  Net of ending trips per station. |

### Dashboard mockup

[Include mockup sketch here.]