**Stakeholder Requirements Document: Cyclistic Business Planning**

**BI Professional:** Prawit Pongpipat

**Client/Sponsor:** Cyclistic

**Business problem:** Cyclistic wants to grow their customer base by understanding how bicycles are used across New York City. Cyclistic’s Customer Growth Team required insights into trip patterns across bike stations, demand, biker behaviour, and congestion at each bike station. These insights will support the data-driven business plan and potential expansion of bike stations in high-demand areas across New York City.

**Stakeholders:**

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

**Stakeholder usage details:**

|  |  |
| --- | --- |
| **Name** | **What They Need from the Dashboard** |
| Sara Romero | Accessible visuals (large text, TTS) and insights on customer behaviour and demand by geography. |
| Ernest Cox | Understand usage patterns to improve product features. |
| Jamal Harris | Approve use of customer data and interested in usage patterns. |
| Nina Locklear | May support procurement for new bike stations. |
| Adhira Patel | May advise on data/API integration. |
| Megan Pirato | Ensures correct data structure and flow. |
| Rick Andersson | Ensures compliance with data governance and access. |
| Tessa Blackwell | Leads data analysis and visualization. |
| Brianne Sand | Manages technical resources and software. |
| Shareefah Hakimi | Coordinates project timeline and delivery. |

**Primary requirements:**

* **Accessible Dashboard:** Must include large font and text-to-speech compatibility.
* **Station Demand Visualization:** Table showing number of trips starting and ending at each location, grouping by station, neighbourhood, zip code, or borough.
* **Trip Duration & Popular Destinations:** Visualization showing destinations with the longest/most popular trip times especially focus on peak months.
* **Seasonal Trend Analysis:** Summer 2015 usage trends and year-over-year percent growth in number of trips.
* **Congestion Insights:** Net bike flow per station per day (arrivals minus departures).
* **User Behaviour Insights:** Usage variation across time of day, day of week, and seasons (also comparing Subscriber vs. one-time customer usage patterns).
* **Weather Impact:** Identify lower usage periods due to inclement weather.
* **Timeline:** Dashboard must be completed within 6 weeks.