**Strategy Document: Cyclistic Business Planning**

**Sign-off matrix:**

|  |  |  |
| --- | --- | --- |
| **Name** | **Team / Role** | **Date** |
| Sara Romero | VP, Marketing | [TBD] |
| Ernest Cox | VP, Product Development | [TBD] |
| Jamal Harris | Director, Customer Data | [TBD] |
| Nina Locklear | Director, Procurement | [TBD] |
| Adhira Patel | API Strategist | [TBD] |
| Megan Pirato | Data Warehousing Specialist | [TBD] |
| Rick Andersson | Manager, Data Governance | [TBD] |
| Tessa Blackwell | Data Analyst | [TBD] |
| Brianne Sand | Director, IT | [TBD] |
| Shareefah Hakimi | Project Manager | [TBD] |

**Proposer:** Prawit Pongpipat

**Status:** Draft > Under review > Implemented | Not implemented

**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:**

|  |  |
| --- | --- |
| **User Type** | **Description** |
| Marketing Executive | Needs high-level customer trends by location and season. |
| Product Developer | Wants to understand bike usage patterns for product improvements. |
| Data Analyst | Builds and interprets visualizations as well as explores new usage metrics. |
| Customer Data Manager | Reviews and approves data usage requests and ensures compliance. |

**Dashboard functionality:**

|  |  |
| --- | --- |
| **Dashboard Feature** | **Your Request** |
| Geographic Filtering | View by borough, zip code, or station. |
| Time-Based Filtering | Filter by year, season, day of week, time of day. |
| Customer Segmentation | Separate views for subscribers vs. one-time users. |
| Accessibility Features | Large font, TTS support, clean layout. |
| Congestion Indicator | Net inflow/outflow of bikes per station per day. |
| Weather Insight | Show weather impact on trip frequency (if data available). |

**Metrics and Charts:**

### **Chart 1**

|  |  |
| --- | --- |
| **Chart Feature** | **Your Request** |
| Chart title | Station Demand by Location |
| Chart type | Table (aggregated view) |
| Dimension(s) | Starting station, Ending station, Zip code, Borough |
| Metric(s) | Number of trips |

### **Chart 2**

|  |  |
| --- | --- |
| **Chart Feature** | **Your Request** |
| Chart title | Top Destinations by Total Trip Minutes |
| Chart type | Bar Chart |
| Dimension(s) | Ending station |
| Metric(s) | Total trip duration (in minutes) |

### **Chart 3**

|  |  |
| --- | --- |
| **Chart Feature** | **Your Request** |
| Chart title | Weekly Trip Volume – Summer 2015 |
| Chart type | Line Chart |
| Dimension(s) | Week, Date |
| Metric(s) | Number of trips |

### **Chart 4**

|  |  |
| --- | --- |
| **Chart Feature** | **Your Request** |
| Chart title | Year-over-Year Growth in Trip Volume |
| Chart type | Line Chart |
| Dimension(s) | Year |
| Metric(s) | Percent change in trip count |

### **Chart 5**

|  |  |
| --- | --- |
| **Chart Feature** | **Your Request** |
| Chart title | Net Bike Flow per Station |
| Chart type | Heat Map |
| Dimension(s) | Station, Date |
| Metric(s) | Net trips (arrivals - departures) |

### **Chart 6**

|  |  |
| --- | --- |
| **Chart Feature** | **Your Request** |
| Chart title | Usage Patterns by Time and Season |
| Chart type | Stacked Bar Chart |
| Dimension(s) | Time of day, Day of week, Season |
| Metric(s) | Number of trips |

**Dashboard mock-up:**

(P.S. This is the dashboard mock-up using Generative AI for initial design prototype only, overall design and detail might be different upon production)

