**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. |
| Ridership Indicator | Ridership of bikes. |
| 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) | Start station, Start Zip code, Start Borough |
| Metric(s) | Trip Count |

### **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 | Ridership vs. Temperature |
| Chart type | Scatter Plot |
| Dimension(s) | Day Mean Temperature |
| Metric(s) | Trip Count |

### **Chart 4**

|  |  |
| --- | --- |
| **Chart Feature** | **Your Request** |
| Chart title | Ridership vs. Wind Speed |
| Chart type | Scatter Plot |
| Dimension(s) | Day Mean Wind Speed |
| Metric(s) | Trip Count |

### **Chart 5**

|  |  |
| --- | --- |
| **Chart Feature** | **Your Request** |
| Chart title | Subscriber vs. Customer Trips by Day of Week |
| Chart type | Stacked Bar Chart |
| Dimension(s) | Start Day |
| Metric(s) | Trip Count |

**Dashboard mock-up:**

