Stakeholder Requirements Document: Cyclistic

BI Professional: Yash Jivani

Client/Sponsor: Jamal Harris, Director, Customer Data

Business problem:

Cyclistic has partnered with the city of New York to provide shared bikes. Currently, there are bike stations located throughout Manhattan and neighboring boroughs. Customers are able to rent bikes for easy travel between stations at these locations. Cyclistic's Customer Growth Team is creating a business plan for next year. The team wants to understand how their customers are using their bikes; their top priority is identifying customer demand at different station locations.

Cyclistic has captured data points for every trip taken by their customers, including:

- Trip start time and location (station number, and its latitude/longitude)
- Trip end time and location (station number, and its latitude/longitude)
- The rented bike's identification number
- The type of customer (either a one-time customer, or a subscriber)

The dataset includes millions of rides, so the team wants a dashboard that summarizes key insights. Business plans that are driven by customer insights are more successful than plans driven by just internal staff observations. The executive summary must include key data points that are summarized and aggregated in order for the leadership team to get a clear vision of how customers are using Cyclistic.

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

Stakeholders:

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

Stakeholder usage details:

The team wants to discover how customers use the present line of bikes in order to efficiently plan new station locations. They will utilize this BI solution to obtain insights into data collected by the bikes when clients use them. This data will then be utilized to better understand what customers want, what makes a successful product, and how more stations may alleviate demand in various geographical locations.

Primary requirements:

- A table or map visualization exploring starting and ending station locations, aggregated by location. Use any location identifier, such as station, zip code, neighborhood, and/or borough which should show the number of trips at starting locations.
- 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.