

Strategy Document: Cyclistic

Sign-off matrix:

Name	Team / Role	Date
Joao Ornelas	BI Analyst	07/12/2025

Proposer: Jamal Harris, Director, Customer Data

Status: Draft > Under review > Implemented | Not implemented

Primary dataset: [NYC Citi Bike Trips](#)

Secondary dataset: [Census Bureau US Boundaries](#)

Additional Datasets:

[NYC zip codes](#)

User Profiles (Who is the intended audience for this dashboard? How do you expect them to use this dashboard?)

Sara Romero, VP, Marketing -

Ernest Cox, VP, Product Development - is often requesting high-level insights into the data and rarely needs detailed overviews of the data.

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 - explore the data in-depth and spends a lot more time reviewing the dashboard views.

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 to display the starting and ending locations, aggregated by location. This should show the number of trips at starting locations.
Access [How should access to the dashboard be limited?]	Access will be provided as read-only to the user profiles listed in this document.

Who needs to have access?]	
Scope [What data should be included (or excluded) in this dashboard?]	Fields include: station, zip code, neighborhood, and/or borough, year, month, trip count, 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?]	Data filters can be applied for the following: Date, Month, Year Granularity: Any chart with user detail metrics should have the ability to click on that metric to view specific information.

Metrics and Charts

Please create a table like the example below 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	Trip Totals
Chart type [What type of chart needs to be created? This could include any chart type, including a line chart (timeseries), bar chart, or table.]	Line
Dimension(s) [What dimensions does this chart need to include?]	Date
Metric(s) [What metrics are relevant to this chart?]	Trip count

Chart 2

Chart Feature	Your Request
Chart title	Trip Counts by Starting Neighborhood
Chart type [What type of chart needs to be created? This could include any chart type, including a line chart (timeseries), bar chart, or table.]	Table
Dimension(s) [What dimensions does this chart need to include?]	Neighborhood, month

Metric(s) [What metrics are relevant to this chart?]	Trip count
---	------------

Chart 3

Chart Feature	Your Request
Chart title	Total Trip Minutes by Destination
Chart type [What type of chart needs to be created? This could include any chart type, including a line chart (timeseries), bar chart, or table.]	Bar
Dimension(s) [What dimensions does this chart need to include?]	Zip code end, borough end, neighborhood end, user type
Metric(s) [What metrics are relevant to this chart?]	Trip minutes

Chart 4

Chart Feature	Your Request
Chart title	Average Time to Arrive
Chart type [What type of chart needs to be created? This could include any chart type, including a line chart (timeseries), bar chart, or table.]	Table
Dimension(s) [What dimensions does this chart need to include?]	Zip code end, borough end, neighborhood end, start day, grand total
Metric(s) [What metrics are relevant to this chart?]	Trip minutes

Chart 5

Chart Feature	Your Request
Chart title	Seasonal trends
Chart type [What type of chart needs to be created? This could include any chart type, including a line chart (timeseries), bar chart, or table.]	Map

Dimension(s) [What dimensions does this chart need to include?]	Neighborhood start, neighborhood end, number of rides, average trip duration, weather
Metric(s) [What metrics are relevant to this chart?]	Trip minutes, weather, number of rides