

Strategy Document: Cyclistic

Sign-off Matrix:

Name	Team / Role	Date

Proposer:

Jamal Harris, Director, Customer Data

Status:

Draft > Under review > Implemented | Not implemented

Primary Dataset:

NYC Citi Bike Trips

Secondary Dataset:

User Profiles:

- 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
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Dashboard Functionality:

Dashboard Feature	Your Request
Reference dashboard	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	Access will be provided as read-only to the user profiles listed in this document.
Scope	Fields include: station, zip code, neighborhood, and/or borough, year, month, trip count, weather
Date filters and granularity	<p>Data filters can be applied for the following: Date, Month, Year</p> <p>Granularity: Any chart with user detail metrics should have the ability to click on</p>

	that metric to view specific information.
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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	Line
Dimension(s)	Date
Metric(s)	Trip count

Chart 2:

Chart Feature	Your Request
Chart title	Trip Counts by Starting Neighborhood
Chart type	Table
Dimension(s)	Neighborhood, month
Metric(s)	Trip count

Chart 3:

Chart Feature	Your Request
Chart title	Total Trip Minutes by Destination
Chart type	Bar
Dimension(s)	Zip code end, borough end, neighborhood end, user type
Metric(s)	Trip minutes

Chart 4:

Chart Feature	Your Request
Chart title	Average Time to Arrive
Chart type	Table
Dimension(s)	Zip code end, borough end, neighborhood end, start day, grand total
Metric(s)	Trip minutes

Chart 5:

Chart Feature	Your Request
Chart title	Seasonal trends

Chart type	Map
Dimension(s)	Neighborhood start, neighborhood end, number of rides, average trip duration, weather
Metric(s)	Trip minutes, weather, number of rides