Project Requirements Document: Cyclistic Project

## **BI Analyst:** Kilin Widjaja

## **Client/Sponsor:** Jamal Harris, Director of Customer Data

## **Purpose:** (Briefly describe why the project is happening and why the company should invest resources in it.)

## Cyclistic has partnered with the city of New York to provide shared bikes. Currently, there are bike stations located throughout Manhattan and neighbouring 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.

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.

## **Key dependencies:** (Detail the major elements of this project. Include the team, primary contacts, and expected deliverables.)

**Stakeholders:**

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

**Team members:**

* 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

\*Primary contacts are Adhira, Megan, Rick, and Tessa.

**The deliverables and metrics:**

* A table or map visualization exploring starting and ending station locations, aggregated by location. I can use any location identifier, such as station, zip code, neighbourhood, and/or borough. This 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.

This project requires dataset, which will include customer (user) data, so Director of Customer Data will need to approve. Also, the project need approval by the teams that own specific product data, including bike trip duration and bike identification numbers.

## **Stakeholder requirements:** (List the established stakeholder requirements, based on the Stakeholder Requirements Document. Prioritize the requirements as: R - required, D - desired, or N - nice to have.)

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**Success criteria:** (Clarify what success looks like for this project. Include explicit statements about how to measure success. Use SMART criteria.)

* Specific: The insights from this project must identify specific characteristics of how their customers use their bikes and demand at different station locations.
* Measurable: In order to be measured, trips should be evaluated by using starting and ending location, duration, and variables (time of day, season, and weather).
* Action-oriented: From the insights, the team could build an action-able plan for the future.
* Relevant: All metrics must be relevant to primary question.
* Time-bound: Analyze data that spans at least one year to see how seasonality affects usage. Exploring data that spans multiple months will capture peaks and valleys in usage.

## **User journeys:** (Document the current user experience and the ideal future experience.)

Cyclistic’s main purpose is to deliver better experience for customers. This project will be able to find trends that can help management to improve customers’ experience.

## **Assumptions:** (Explicitly and clearly state any assumptions you are making.)

For weather data, time of precipitation is not included. The assumption is: if there is precipitation, we assume it would impact the trips on that day.

## **Compliance and privacy:** (Include compliance, privacy, or legal dimensions to consider.)

The customer data must not include any personal data, such as name, phone number, and addresses.

## **Accessibility:** (List key considerations for creating accessible reports for all users.)

Dashboard needs to be accessible, with large print and text-to-speech alternatives.

**Roll-out plan:** (Detail the expected scope, priorities and timeline.)

* Week 1: Dataset assigned. Initial design for fields and BikeIDs validated to fit the requirements.
* Weeks 2–3: SQL and ETL development
* Weeks 3–4: Finalize SQL. Dashboard design. 1st draft review with peers.
* Weeks 5–6: Dashboard development and testing
* Dashboards must be completed in 6 weeks as per stakeholders’ request