**Stakeholder Requirements Document: Cyclistic Project**

## **BI Professional:** Kilin Widjaja

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

## **Business problem:** (What is the primary question to be answered or problem to be solved?)

## Cyclistic’s Customer Growth Team is responsible to create a business plan for next year. In order to create a successful business plan, the team wants to understand better how their customers are using their bikes, and their top priority is identifying customer demand at different station locations. With customer’s usage insights, the team will create a business plan, including new station’s location growth. Primary question: How can we apply customer usage insights to support new station growth in the business plan?

**Stakeholders:** (Who are the major stakeholders of this project, and what are their job titles?)

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

## **Stakeholder usage details:** (How will the stakeholders use the BI tool?)

## In order to effectively develop new station locations, the team need to understand how customers use the current line of bikes. They will use this BI tool to gain insights from the data generated by customers’ bike usage. These insights will be used to understand what customers want, what makes a successful product, and how new stations might alleviate demand in different geographical areas.

**Primary requirements:** (What requirements must be met by this BI tool in order for this project to be successful?)

* A table or map visualization exploring starting and ending station locations, aggregated by location.
* 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.