**Strategy Document: Cyclistic Project**

**Sign-off matrix:**

|  |  |  |
| --- | --- | --- |
| **Name** | **Team / Role** | **Date** |
| Kilin Widjaja | Business Intelligence Analyst | 11/22/2024 |

**Proposer:** Jamal Harris, Director of Customer Data

**Status:** Draft > Under review > Implemented | Not implemented

**Primary dataset:** [NYC Citi Bike Trips](https://console.cloud.google.com/marketplace/details/city-of-new-york/nyc-citi-bike)

**Secondary dataset:** [Census Bureau US Boundaries](https://console.cloud.google.com/marketplace/product/united-states-census-bureau/us-geographic-boundaries)

## 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
* 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

# **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 displaying the start and end locations, aggregated by location. This should show which start location are the highest. |
| Access  (How should access to the dashboard be limited? Who needs to have access?) | Using password, and only stakeholders and team members have access. Also, access will be provided as read only. |
| Scope  (What data should be included or excluded in this dashboard?) | Include: station, zip code, neighborhood, year, month, trip count, and 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: date, month, year.  Granularity: Any chart should be able to show specific information on it.  Default should be month. |

# **Metrics and Charts**

Create a table 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?) | 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 per start neighborhood |
| Chart type  (What type of chart needs to be created?) | Table |
| Dimension(s)  (What dimensions does this chart need to include?) | Neighborhood start, month |
| Metric(s)  (What metrics are relevant to this chart?) | Trip count |

### Chart 3

|  |  |
| --- | --- |
| **Chart Feature** | **Your Request** |
| Chart title | Trip duration by end location |
| Chart type  (What type of chart needs to be created?) | 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 duration (minutes) |

### Chart 4

|  |  |
| --- | --- |
| **Chart Feature** | **Your Request** |
| Chart title | Average time duration |
| Chart type  (What type of chart needs to be created?) | 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 duration (minutes) |

### Chart 5

|  |  |
| --- | --- |
| **Chart Feature** | **Your Request** |
| Chart title | Seasonal trends |
| Chart type  (What type of chart needs to be created?) | 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 duration (minutes), weather, trip count |

### Dashboard mockup

[Include mockup sketch here]