

Strategy Document: Cyclistic

Sign-off matrix:

Name	Team / Role	Date

Proposer: Jamal Harris, Director, Customer Data

Status: [Draft] > **Under review** > Implemented | Not implemented (Highlight current status)

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

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

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

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? Who needs to have access?)	Access will be provided as read-only to the user profiles listed in this document.
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?)	Data filters can be applied for the following: Date, Month, Year

Should the dashboard include a “granularity” drop-down? If so, what granularity should be selected by default?)	Granularity: Any chart with user detail metrics should have the ability to click on that metric to view specific information.
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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?)	Area Chart
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?)	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?)	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?)	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?)	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

Dashboard mockup

[Include mockup sketch here.]

