**Strategy Document: [Project Name]**

**Sign-off matrix:**

|  |  |  |
| --- | --- | --- |
| **Name** | **Team / Role** | **Date** |
|  |  |  |

**Proposer:** Ryan Mansfield BI analuyst

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

**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.) | A new dashboard to show trips from each starting location including info on both start and end location |
| Access  (How should access to the dashboard be limited? Who needs to have access?) | Read only and only to those listed above or elsewhere in this document |
| Scope  (What data should be included or excluded in this dashboard?) | Include: geographic (zip, borough, neighborhood), time (month/season, time of day), weather, starting and ending locations, trip duration  Exclude: any personal data (name, address) |
| 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?) | Filters: filter by time such as day, month, or year  Granularity: should be able to choose to expand or collapse metrics on user specifics when a chart includes user information, by default its collapsed |

# **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 | Total Trips |
| 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?) | Date, trip count |

### Chart 2

|  |  |
| --- | --- |
| **Chart Feature** | **Your Request** |
| Chart title | Trip count by starting location |
| Chart type  (What type of chart needs to be created?) | Table |
| Dimension(s)  (What dimensions does this chart need to include?) | Starting location(station, borough, zip, neighborhood), month, tear |
| Metric(s)  (What metrics are relevant to this chart?) | Trip count |

### Chart 3

|  |  |
| --- | --- |
| **Chart Feature** | **Your Request** |
| Chart title | Trip minutes by end destination |
| Chart type  (What type of chart needs to be created?) | Bar |
| Dimension(s)  (What dimensions does this chart need to include?) | Ending location (station, borough, zip, neighborhood), user type |
| Metric(s)  (What metrics are relevant to this chart?) | Trip minutes |

### Chart 4

|  |  |
| --- | --- |
| **Chart Feature** | **Your Request** |
| Chart title | Sumer 2015 |
| Chart type  (What type of chart needs to be created?) | Table |
| Dimension(s)  (What dimensions does this chart need to include?) | Date, time, number or trips, time of trip. weather |
| Metric(s)  (What metrics are relevant to this chart?) | number or trips, time of trip, weather |

### Chart 5

|  |  |
| --- | --- |
| **Chart Feature** | **Your Request** |
| Chart title | Changes year by year |
| Chart type  (What type of chart needs to be created?) | Map with time slider |
| Dimension(s)  (What dimensions does this chart need to include?) | Start and end location, weather, number and time of rides, duration of rides, congestion |
| Metric(s)  (What metrics are relevant to this chart?) | Weather, number and time of rides, duration of rides, congestion |

### Chart 6

|  |  |
| --- | --- |
| **Chart Feature** | **Your Request** |
| Chart title | Changes by season |
| Chart type  (What type of chart needs to be created?) | Map with time slider |
| Dimension(s)  (What dimensions does this chart need to include?) | Start and end location, weather, number and time of rides, duration of rides, congestion |
| Metric(s)  (What metrics are relevant to this chart?) | Weather, number and time of rides, duration of rides, congestion |

### Dashboard mockup

[Include mockup sketch here.]