**Stakeholder Requirements Document: [Project Name]**

## **BI Professional:** Ryan Mansfield

## **Client/Sponsor:** Cyclistic

## **Business problem:** Understand what customers want and how customers use our bikes, with an emphasis on differences in uses between stations. Also look at usage over time, including in adverse weather.

**Stakeholders:**

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

## **Stakeholder usage details:** Understand customer usage of different stations over time to inform and direct the growth and placement of existing and new station in order to meet and anticipate demand. Data generated by bike usage will inform us on what customers want and how to best meet those wants.

**Primary requirements:**

* Table or map exploring the start and end of trips using any geographical data to judge usage of different stations by showing trips from each starting location
* A visual showing which end destinations are most used based on total trip minutes with an emphasis on peak months
* A visual showing off trends from summer 2015
* Visual showing percent increases in trips from year to year
* Gather data on congestion (a table calculation to calculate the net of start and ending trips per station)
* Data on all starting and ending locations
* Insight into peak month, time of day, and impact of weather