**Stakeholder Requirements Document: [Grow Cyclistic's customer base ]**

## **BI Professional:** Marco

## **Client/Sponsor:** Cyclistic

## **Business problem:** How to grow Cyclistic's customer base by understanding how customers are using their bikes and applying customer usage insights to inform new station growth.

**Stakeholders:** • 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

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

## • Understand customer demand at different station locations

## • Understand how the current line of bikes are used

## • Identify popular destination locations based on trip duration

## • Analyze trends from the summer of 2015

## • Calculate percent growth in the number of trips year over year

## • Gather insights about congestion at stations

## • Gather insights about peak usage by time of day, season, and the impact of weather

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

• The dashboard must be accessible, with large print and text-to-speech alternatives

• The dashboard must include data that spans at least one year to capture seasonality effects

• The dashboard must include visualizations that explore starting and ending station locations, aggregated by location

• The dashboard must include visualizations that show which destination locations are popular based on trip duration

• The dashboard must include visualizations that focus on trends from the summer of 2015

• The dashboard must include visualizations that show the percent growth in the number of trips year over year

• The dashboard must include visualizations that calculate the net of start and ending trips per station per day

• The dashboard must include visualizations that show the number of trips across all starting and ending locations

• The dashboard must include visualizations that show peak usage by time of day, season, and the impact of weather

• The dashboard must not include any personal information of customers