Project Requirements Document: Cyclistic Customer Usage Dashboard

## **BI Analyst:** Michael Guo

## **Client/Sponsor:** Sara Romero – VP of Marketing

## **Purpose:** The purpose of this project is to produce a dashboard that aggregates metrics to give the leadership team a clear vision into how customers are using Cyclistic.

## **Key dependencies:**

Team:

* Adhira Patel – API Strategist
* Megan Pirato – Data Warehousing Specialist
* Rick Andersson – Data Governance Manager
* Tessa Blackwell – Data Analyst
* Brianne Sand – IT Director
* Shareefah Hakimi – Project Manager

Primary Contacts:

* Adhira Patel – API Strategist
* Megan Pirato – Data Warehousing Specialist
* Rick Andersson – Data Governance Manager
* Tessa Blackwell – Data Analyst

Expected Deliverables in Dashboard:

* Table or map visualization exploring starting and ending station locations, aggregated by location. Can use any location identifier, such as station, zip code, neighborhood, and/or borough. This should show the number of trips at starting locations.
* A visualization showing which destination (ending) locations are popular based on the total trip minutes. Focus on peak months.
* A visualization that focuses on trends from the summer of 2015.
* A visualization showing the percent growth in the number of trips year over year.

## **Stakeholder requirements:**

* Priority: Users are able to identify customer demand at different station locations - R
* Key Aggregate metrics must be displayed – R
* Number of trips starting at and ending at each location
  + Total trip minutes for each ending location
  + Percent growth in number of trips year over year
  + Congestion at stations (difference between starting and ending trips per station)
  + Peak usage by time of day, season, and weather

## **Success criteria:**

Dashboard completed in 6 weeks.

Dashboard allows users to determine the following:

* Analyze data that spans at least one year to determine how seasonality affects usage.
* Explore data spanning multiple months to identify peaks and valleys in usage.
* Evaluate each trip on the number of rides per starting location and per day/month/year to understand trends.
* Gather insights about congestion at stations.
* Gather insights about the number of trips across all starting and ending locations.
* Gather insights about peak usage by time of day, season and the impact of weather.

## **User journeys:**

No information on current user experience.

Ideal Future Experience:

* Users have one dashboard which gives them a comprehensive overview of how various factors influence customer bike usage.

## **Assumptions:**

* Any amount of precipitation on a day may affect bike usage (Mark each day with any amount of precipitation as a day with rain).

## **Compliance and privacy:**

* Data must not include any personal info (name, email, phone, address).
* Anonymize users to protect their privacy.

## **Accessibility:** (List key considerations for creating accessible reports for all users.)

* Dashboard needs to be accessible, with large print and text-to-speech alternatives

**Roll-out plan:** (Detail the expected scope, priorities and timeline.)

* Week 1: Dataset assigned. Initial design for fields and BikeIDs validated to fit the requirements.
* Weeks 2-3: SQL and ETL development
* Weeks 3-4: Finalize SQL. Dashboard design. 1st draft review with peers.
* Weeks 5-6: Dashboard development and testing