**Stakeholder Requirements Document: Cyclistic Customer Usage Dashboard**

## **BI Professional:** Michael Guo

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

## **Business problem:** The Customer Growth Team wants to understand how their customers are using their bikes. The ultimate goal is to understand how best to grow Cyclistic’s customer base.

**Stakeholders:**

Sara Romero – VP of Marketing

Ernest Cox – VP of Product Development

Jamal Harris – Director of Customer Data

Nina Locklear – Director of Procurement

## **Stakeholder usage details:**

The leadership team wants to use the dashboard to get a clear vision of how customers are using Cyclistic’s bikes.

**Primary requirements:**

Top priority: Identify customer demand at different station locations

Key aggregate metrics must be displayed.

Dashboard must be accessible, with large print and test-to-speech alternatives.

Dashboard must be created in 6 weeks.