

Stakeholder Requirements Document: Cyclistic

BI Professional: Nachiket Dixit

Client/Sponsor: Cyclistic

Business problem: Cyclistic's Customer Growth team wants to understand how their customers use their bikes; their top priority is identifying customer demand at different station locations. How can we apply 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

Stakeholder usage details:

To effectively develop the new stations, the team will understand how customers use the current line of bikes. They will use the BI tool to understand how customers use the bikes from the data generated by the bikes to gain some insights from this data. This information will be used to understand what customers want, what makes a successful product, and how new stations might alleviate demand in different geographic areas.

Primary requirements:

- A table or map visualization exploring starting and ending station locations, aggregated by location.
- A visualization showing the popular destination locations based on the total trip minutes.
- A visualization that focuses on trends from the summer of 2015.
- A visualization shows the percent growth in the number of trips yearly.
- 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.