Strategy Document: Cyclistic

Proposer: Jamal Harris, Director, Customer Data

Status: [Draft] > Under review > Implemented | Not Implemented

Primary dataset: NYC Citi Bike Trips

Secondary dataset: Census Bureau US Boundaries

User Profiles

- 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

Dashboard Functionality

Dashboard Feature	Your Request
Reference dashboard (Should this dashboard be modeled on an existing dashboard? If so, provide a link and describe the similarity.)	Build a new dashboard to display the starting and ending locations, aggregated by location. This should show the number of trips at starting locations.
Access (How should access to the dashboard be limited? Who needs to have access?)	Access will be provided as read-only to the user profiles listed in this document.
Scope (What data should be included or excluded in this dashboard?)	Fields include station, zip code, neighborhood, borough, year, month, trip count, weather
Date filters and granularity (Should the dashboard include date filters? If so, what time frame should be displayed by	Date, Month, Year Granularity: Any chart with user detail metrics

default? Should the dashboard include a "granularity" drop-down? If so, what granularity should be selected by default?)	should be able to click on that metric to view specific information.

Metrics and Charts

Create a table for each chart you want to include in the dashboard. If you're going to break the dashboard under different headers, please list those here.

Chart 1

Chart Feature	Your Request
Chart title	Total Trips
Chart type (What type of chart needs to be created?)	Line
Dimension(s) (What dimensions does this chart need to include?)	Date
Metric(s) (What metrics are relevant to this chart?)	Trip Count

Chart 2

Chart Feature	Your Request
Chart title	Trips by Popular Destinations
Chart type (What type of chart needs to be created?)	Table
Dimension(s) (What dimensions does this chart need to include?)	Neighborhood, Month
Metric(s) (What metrics are relevant to this chart?)	Trip Count

Chart 3

Chart Feature	Your Request
Chart title	Total trip minutes by destination

Chart type (What type of chart needs to be created?)	Bar
Dimension(s) (What dimensions does this chart need to include?)	zip code, neighborhood, borough, user type
Metric(s) (What metrics are relevant to this chart?)	Trip minutes

Chart 4

Chart Feature	Your Request
Chart title	Average Time to Arrive
Chart type (What type of chart needs to be created?)	Table
Dimension(s) (What dimensions does this chart need to include?)	zip code, neighborhood, borough, start day, total
Metric(s) (What metrics are relevant to this chart?)	Trip minutes

Chart 5

Chart Feature	Your Request
Chart title	Seasonal Trend
Chart type (What type of chart needs to be created?)	Map
Dimension(s) (What dimensions does this chart need to include?)	zip code, neighborhood, borough, number of rides, average trip duration, weather
Metric(s) (What metrics are relevant to this chart?)	Trip minutes, weather, number of rides