

# Strategy Document: Cyclistic

Sign-off matrix:

Name	Team / Role	Date
Ogbonna Ngwu	BI professional	9/01/2024

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 [Who is the intended audience for this dashboard? How do you expect them to use this dashboard?]

- 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, and/or 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 default? Should the dashboard include a “Granularity” drop-down? If so, what granularity should be selected by default?]	Data filters can be applied for the following: Date, Month, Year  Granularity: Any chart with user detail metrics should have the ability to click on that metric to view specific information.
--	---

## Metrics and Charts

Please create a table like the example below for each chart that you’d like to include in the dashboard. If you’d like to break the dashboard under different headers, feel free to list those here as well.

### Chart 1

Chart Feature	Your Request
Chart title	Trip Totals
Chart type [What type of chart needs to be created? This could include any chart type, including a line chart (timeseries), bar chart, or table.]	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	Trip Counts by Starting Neighborhood
Chart type [What type of chart needs to be created? This could include any chart type, including a line chart (timeseries), bar chart, or table.]	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? This could include any chart type, including a line chart (timeseries), bar chart, or table.]	Bar
Dimension(s) [What dimensions does this chart need to include?]	Zip code end, borough end, neighborhood end, 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? This could include any chart type, including a line chart (timeseries), bar chart, or table.]	Table
Dimension(s) [What dimensions does this chart need to include?]	Zip code end, borough end, neighborhood end, start day, grand total
Metric(s) [What metrics are relevant to this chart?]	Trip minutes

### Chart 5

Chart Feature	Your Request
Chart title	Seasonal trends
Chart type [What type of chart needs to be created? This could include any chart type, including a line chart (timeseries), bar chart, or table.]	Map
Dimension(s) [What dimensions does this chart need to include?]	Neighborhood start, neighborhood end, number of rides, average trip duration, weather
Metric(s)	Trip minutes, weather, number of rides

[What metrics are relevant to this chart?]	
--	--