

# Strategy Document: Markit - Understanding our Customers

Sign-off matrix:

Name	Team / Role	Date
	BIA	

Proposer:

Status: [Draft] > **Under review** > Implemented | Not implemented (Highlight current status)

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?]

Romero, VP, Marketing

Ernest, VP, Product Development

Harris, Director, Customer Data

Nina, Director, Procurement

Adhira, API Strategist

Pirato, Data Warehousing Specialist

Rick, Manager, Data Governance

Blackwell, Data Analyst

Brianne, Director, IT

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 ending location, and aggregate location. This will show the number of trips at a starting location.
Access (How should access to the dashboard be limited? Who needs to have access?)	This will be read only for particular user with access
Scope (What data should be included or excluded in this dashboard?)	Data that is included will be 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 default? Should the dashboard include a “granularity” drop-down? If so, what granularity should be selected by default?)	Date filter should include year and month  Granularity. All those who have access should be able to click and see a particular piece of information.

## Metrics and Charts

Create a table 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?)	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
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Chart title	Starting Trip Count By Neighborhood
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 end, borough end, neighborhood end, user type
Metric(s) (What metrics are relevant to this chart?)	Trip minutes

Chart Feature	Your Request
Chart title	Average Arrival Time
Chart type (What type of chart needs to be created?)	Table
Dimension(s) (What dimensions does this chart need to include?)	Zip code end, borough end, stat day, neighborhood end, Sub/grand total
Metric(s) (What metrics are relevant to this chart?)	Trip minutes

Chart Feature	Your Request
Chart title	Trends By Season
Chart type (What type of chart needs to be created?)	Map
Dimension(s) (What dimensions does this chart need to include?)	Neighborhood start and end, number of rides, Average rip duration, weather
Metric(s) (What metrics are relevant to this chart?)	Trip minutes, weather, number of rides

**Dashboard mockup**

[Include mockup sketch here.]

