

Strategy Document: Cyclistic

Sign-off matrix:

Name	Team / Role	Date
Viet Pham		

Proposer: Cyclistic stakeholders

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?]

People with dashboard-viewing privileges:

Adhira, Brianne, Ernest, Jamal, Megan, Nina, Rick, Shareefah, Sara, Tessa

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.)	The new dashboard should be created to visualize the bike usage by different customers and relevant information.
Access (How should access to the dashboard be limited? Who needs to have access?)	Adhira, Brianne, Ernest, Jamal, Megan, Nina, Rick, Shareefah, Sara, Tessa
Scope (What data should be included or excluded in this dashboard?)	<ul style="list-style-type: none">• Trip start time and location• Trip end time and location• The rented bike's identification number• Customer types (subscriber or non-subscriber)

	<ul style="list-style-type: none"> • Bike trip duration • Season • Weather conditions
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?)	Showing the filters by time of day, and day/month/year

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	Number of trips at starting locations
Chart type (What type of chart needs to be created?)	Map
Dimension(s) (What dimensions does this chart need to include?)	Starting locations
Metric(s) (What metrics are relevant to this chart?)	Count of trips at starting locations

Chart 2

Chart Feature	Your Request
Chart title	Most visited destination
Chart type (What type of chart needs to be created?)	Bar
Dimension(s) (What dimensions does this chart need to include?)	Ending locations

Metric(s) (What metrics are relevant to this chart?)	Total trip minutes in each location
---	-------------------------------------

Chart 3

Chart Feature	Your Request
Chart title	
Chart type (What type of chart needs to be created?)	Bar
Dimension(s) (What dimensions does this chart need to include?)	Time of day, season, and the impact of weather.
Metric(s) (What metrics are relevant to this chart?)	Number of trips/total trip minutes

Chart 4

Chart Feature	Your Request
Chart title	YOY trends
Chart type (What type of chart needs to be created?)	Line
Dimension(s) (What dimensions does this chart need to include?)	Years
Metric(s) (What metrics are relevant to this chart?)	Number of trips/total trip minutes

Dashboard mockup

[Include mockup sketch here.]

