

# Stakeholder Requirements Document: Cyclistic

**BI Professional:** Viet Pham

**Client/Sponsor:** Cyclistic stakeholders

**Business problem** (What is the primary question to be answered or problem to be solved?)

Cyclistic has partnered with the city of New York to provide shared bikes. Currently, there are bike stations located throughout Manhattan and neighboring boroughs. Cyclistic's Customer Growth Team wants to understand how their customers use their bike service; their top priority is identifying customer demand at different station locations.

**Stakeholders** (Who are the major stakeholders of this project, and what are their job titles?)

- Sara Romero, VP, Marketing
- Ernest Cox, VP, Product Development
- Jamal Harris, Director, Customer Data
- Nina Locklear, Director, Procurement

**Stakeholder usage details:** (How will the stakeholders use the BI tool?)

- The team wants to understand how customers use their bike-share service.
- Understand what customers want, what makes a successful product, and how new stations might alleviate demand in different geographical areas.
- Understand how the current line of bikes are used.
- How the team can apply customer usage insights to inform new station growth.

**Primary requirements** (What requirements must be met by this BI tool in order for this project to be successful?)

- A table or map visualization exploring starting and ending station locations, aggregated by location. I can use any location identifier, such as station, zip code, neighborhood, and/or borough. This should show the number of trips at starting locations.
- A visualization showing which destination (ending) locations are popular based on the total trip minutes.
- A visualization that focuses on trends from the summer of 2015.
- A visualization showing the percent growth in the number of trips year over year.

- 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.