**Stakeholder Requirements Document: Cyclistic**

## **BI Professional:** Preeti Dhaliwal

## **Client/Sponsor:** Jamal Harris, Director, Customer Data

## **Business problem:** The Customer Growth team at Cyclistic is creating a business plan for next year. They want to understand how the customers are using the services; their top priority is to identify customer demands at different station locations. Primary Question: How can we use customer insights to drive actions that make a successful product and how to inform new station growth.

**Stakeholders:**

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

## **Stakeholder usage details:** The Customer Growth team wants to use this dashboard to gain insights from customer trip data and use it to understand what customers want and how new stations can alleviate demand in different geographical locations.

**Primary requirements:**

* Must show number of trips at starting locations using a table or map visualization of starting and ending location of trips, categorized by location identifiers such as station, zip code, neighborhood, etc.
* Must include a visualization which shows popular destinations based on the total trip minutes.
* Must include a visualization showing the percentage growth in the number of trips year by year.
* Must include a visualization that focuses on trends from summer of 2015.
* Should gather insights about congestion at stations.
* Should include insights about the peak usage by time of day, season, and impact of weather.
* Should include insights about the number of trips across all starting and ending points.