**Strategy Document: Cyclistic**

**Sign-off matrix:**

|  |  |  |
| --- | --- | --- |
| **Name** | **Team / Role** | **Date** |
|  |  |  |

**Proposer:** Jamal Harris, Director, Customer Data

**Status:** Draft > Under review > Implemented | Not implemented

**Primary dataset:** [NYC Citi Bike Trips](https://console.cloud.google.com/marketplace/details/city-of-new-york/nyc-citi-bike)

**Secondary dataset:** [Census Bureau US Boundaries](https://console.cloud.google.com/marketplace/product/united-states-census-bureau/us-geographic-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 that summarizes the customer usage insights. Create charts to show the starting points and destinations, aggregated by location. This will 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 the document. |
| Scope  (What data should be included or excluded in this dashboard?) | Fields include: year, month, weather, zip code, station number, neighborhood, borough, trip count  Data must not include any personal info(such as name, email, phone, address.) |
| 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**

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** |
| Chart title | Trip Counts by starting 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?) | Neighborhood end, borough end, zip code end, user type |
| Metric(s)  (What metrics are relevant to this chart?) | Trip Minutes |

### Chart 4

|  |  |
| --- | --- |
| **Chart Feature** | **Your Request** |
| Chart title | Seasonal Trends |
| Chart type  (What type of chart needs to be created?) | Map |
| Dimension(s)  (What dimensions does this chart need to include?) | Neighborhood start, neighborhood end, weather, average trip duration, number of rides |
| Metric(s)  (What metrics are relevant to this chart?) | Trip minutes, number of rides, weather |

### Dashboard mockup

[Include mockup sketch here.