

Strategy Document: [Cyclistic]

Sign-off matrix:

Name	Team / Role	Date
Jianyang Wu	BI professional	

Proposer: [Name and title]

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

Primary dataset: [NYC Citi Bike Trips](#)

Secondary dataset: [Census Bureau US Boundaries](#), [GSOD from the National Oceanic and Atmospheric Administration](#), [zip code spreadsheet](#)

User Profiles [Who is the intended audience for this dashboard? How do you expect them to use this dashboard?]

Sacha Fischer, VP, Marketing

James Lee, Director, Customer Data

Tina Li, Director, Procurement

Alexa Schmidt, VP, Product Development

Adhira Patel, API Strategist

Brianne Sand, Director, IT

Shareefah Hakimi, Project Manager

Martin Li, Data Warehousing Specialist

Megan Andersson, Manager, Data Governance

Jack Ng, Data Analyst

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 starting locations, aggregated by destination locations. This should show the different metrics like number of trips and average trip minutes 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 this document.
Scope (What data should be included or excluded in this dashboard?)	Fields include: station, zip code, neighborhood, month, trip count

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: Month, User type, Fog, Neighborhood start, and Neighborhood end Granularity: Any chart with user detail metrics should have the ability to click on that metric to view specific information.
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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 count across Temperature
Chart type (What type of chart needs to be created?)	Line
Dimension(s) (What dimensions does this chart need to include?)	Temperature
Metric(s) (What metrics are relevant to this chart?)	Trip count

Chart 2

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 3

Chart Feature	Your Request
Chart title	Total Trip Minutes by Starting Neighborhoods
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 4

Chart Feature	Your Request
Chart title	Trip Minutes across Temperature
Chart type (What type of chart needs to be created?)	Line
Dimension(s) (What dimensions does this chart need to include?)	Temperature
Metric(s) (What metrics are relevant to this chart?)	Trip minutes

Chart 5

Chart Feature	Your Request
Chart title	Trip Minutes across Precipitation
Chart type (What type of chart needs to be created?)	Line
Dimension(s) (What dimensions does this chart need to include?)	Precipitation
Metric(s) (What metrics are relevant to this chart?)	Trip minutes

Chart 6

Chart Feature	Your Request
Chart title	Trip Count across Precipitation
Chart type (What type of chart needs to be	Line
Dimension(s) (What dimensions does this chart need to include?)	Precipitation
Metric(s) (What metrics are relevant to this chart?)	Trip count

Chart 7

Chart Feature	Your Request
Chart title	Trip count and minutes trends
Chart type (What type of chart needs to be created?)	Line
Dimension(s) (What dimensions does this chart need to include?)	Month of start day
Metric(s) (What metrics are relevant to this chart?)	Average trip minutes and trip count

Chart 8

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?)	Zip code end, borough end, neighborhood end, user type
Metric(s) (What metrics are relevant to this chart?)	Trip count

Chart 9

Chart Feature	Your Request
Chart title	Summer trends of cyclistic
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, number of rides, average trip duration
Metric(s) (What metrics are relevant to this chart?)	Average trip minutes

