**Stakeholder Requirements Document: Cyclistic**

**BI Professional**

**Name**: Ramish F shu

**Client/Sponsor**

**Jamal Harris**, Director of Customer Data

**Business Problem**

**Objective**: Cyclistic’s Customer Growth Team is preparing a business plan for the upcoming year. The team aims to gain a detailed understanding of how customers are using their bike-share service, with a primary focus on pinpointing customer demand at various station locations.

**Primary Question**: How can insights into customer usage patterns inform decisions about expanding station locations to meet demand?

**Stakeholders**

**Key Stakeholders and Roles**:

• **Sara Romero**, VP of Marketing

• **Ernest Cox**, VP of Product Development

• **Jamal Harris**, Director of Customer Data

• **Nina Locklear**, Director of Procurement

**Stakeholder Use of BI Tool**

The BI tool will provide the team with valuable insights into current bike usage patterns across different locations. This data will help stakeholders understand customer preferences, identify the factors contributing to a successful station, and strategically plan new station locations to address high-demand areas.

**Primary Requirements for the BI Tool**

To ensure project success, the BI tool should meet the following key requirements:

• A table or map visualization summarizing starting and ending station locations by area.

• A visualization highlighting popular destination (ending) locations based on total trip duration.

• A trend visualization focused on usage patterns from the summer of 2015.

• A visualization showing year-over-year growth in trip counts by percentage.

• Insights on station congestion levels.

• An analysis of trip counts across all starting and ending locations.

• Insights into peak usage times, broken down by time of day, season, and weather impact.