Project Requirements Document: Cyclistic

## **BI Analyst:** Hnin Shwe Zin Hlaing

## **Client/Sponsor:** Cyclistic

## **Purpose:** Cyclistic is the bike shared company and their bike stations located throughout Manhattan and neighboring boroughs. They provide customers to rent bikes to travel easily between stations at locations mentioned above. They want to identify customer demand at different station locations.

## **Key dependencies:**

**Stakeholders:**

Sara Romero, VP, Marketing

Ernest Cox, VP, Product Development

Jamal Harris, Director, Customer Data

Nina Locklear, Director, Procurement

**Team members:**

Ariana Tirado, Data Warehousing Specialist

Cornelia Vega, Manager, Data Governance

Sam Winters, Data Analyst

## **Stakeholder requirements:**

* R: Must include fields trip start location included station number, latitude and longitude and trip end location included also station number, latitude and longitude, customer types and bike identification number and weather situation.
* D: Should show which ending destination locations are popular focusing on peak months, trends from summer of 2015, growth percentage in total trips
* D: Should be a chart including peak usage by time of day, season and weather impact.

## **Success criteria:**

## Project will be completed in 6 weeks.

## Dashboard will be fully functional for the team to view insights to identify customer demand at different station locations.

## **User journeys:** The main purpose of Cyclistic is to provide customers with a better bike-share experience. A deeper-dive into trip trends will help decision-makers explore how customers are currently using Cyclistic bikes and how that experience can be improved.

## **Assumptions:** The dataset includes latitude and longitude of stations but does not identify more geographic aggregation details like zip code, neighborhood name, or borough. The team will provide a separate database with this data. The weather data provided does not include what time precipitation occurred; it’s possible that on some days, it precipitated during off-peak hours. However, for the purpose of this dashboard, you should assume any amount of precipitation that occurred on the day of the trip could have an impact. Starting bike trips at a location will be impossible if there no bikes available at a station, so

## we might need to consider other factors for demand.

## **Compliance and privacy:** The data must not include any personal data such as name, email address, phone number, or physical address. The user provides this data as part of their device activation but is not necessary for this project. It is paramount that the users be anonymized to avoid any bias.

## **Accessibility:** The dashboards should offer text alternatives including large print and text-to-speech.

**Roll-out plan:** Tool must be created in 6 weeks!

Week 1: Dataset assigned. Initial design for fields and BikeIDs validated to fit the requirements.

Week 2-3: SQL and ETL development

Week 3-4: Finalize SQL. Dashboard design. 1st draft review with peers.

Week 5-6: Dashboard development and testing