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:** **No information listed, ask follow-up question**

## **Assumptions:** **No information listed, ask follow-up question**

## **Compliance and privacy:** **No information listed, ask follow-up question**

## **Accessibility:** Dashboard must be accessible. Must have large print and text-to-speech alternatives. **Ask follow-up questions for more context**

**Roll-out plan:** Tool must be created in 4 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