**Stakeholder Requirements Document: Cyclistic**

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

## **Client/Sponsor:** Cyclistic

## **Business problem:** Teams want to know customer behaviors in using Cyclistic’s bikes and identify their demand at different station locations.

**Stakeholders:** Sara Romero, VP, Marketing, Ernest Cox, VP, Product Development, Jamal Harris, Director, Customer Data, Nina Locklear, Director, Procurement

## **Stakeholder usage details:** Insights will be provided to identify customer demand in different situations.

**Primary requirements:**

* Must show number of trips at starting locations and popular ending based on total trips using table or map visualization.
* Must show visualization of trends (focus on month) from the summer of 2015.
* Must show percent growth in number of trips year over year.
* Should calculate the net of start and ending trips per station that can give approximation of whether there are more bikes coming in or out of station.
* Should include insights related to the number of trips across all starting and ending locations.
* Should include insights related to peak usage by time of day, season and weather impact.