**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 inform new product design. **Ask follow-up questions for more context**

**Primary requirements:**

* Must include fields for customer ID/username, item category such as clothing or household goods, and date
* Should show how long the listings for completed sales are online before the sale is completed
* Should be a chart comparing the number of searches made and the amount of sales completed