**Strategy Document: Cyclistic**

**Sign-off matrix:**

|  |  |  |
| --- | --- | --- |
| **Name** | **Team / Role** | **Date** |
| Hnin Shwe Zin Hlaing | BI Analyst | 06/03/2024 |

**Proposer:** Sara Romero, Vice President of Marketing; Ernest Cox, Vice President of Product Development

**Status:** Draft > Under review > Implemented | Not implemented

Primary dataset: NYC Citi Bike Trips

Secondary dataset: Census Bureau US Boundaries

## User Profiles: Used internally by the team members (Adhira Patel, API Strategist, Megan Pirato, Data Warehousing Specialist, Rick Andersson, Manager, Data Governance, Tessa Blackwell, Data Analyst, Brianne Sand, Director, IT, Shareefah Hakimi, Project manager) to deliver insights to executives

# **Dashboard Functionality**

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| --- | --- |
| **Dashboard Feature** | **Your Request** |
| Reference dashboard  (Should this dashboard be modeled on an existing dashboard? If so, provide a link and describe the similarity.) | Build a new dashboard to display the starting and  ending locations, aggregated by location. This should  show the number of trips at starting locations. |
| Access  (How should access to the dashboard be limited? Who needs to have access?) | Access will be provided as read-only to the user profiles listed in this document. |
| Scope  (What data should be included or excluded in this dashboard?) | Include:   * Number of trips depending on starting locations and popular ending destination * Trend from the summer of 2015 * Percent growth in number of trips year over year * Net of start and ending trips per station * Peak usage by time of day, season and weather impact. |
| Date filters and granularity  (Should the dashboard include date filters? If so, what time frame should be displayed by default? Should the dashboard include a “granularity” drop-down? If so, what granularity should be selected by default?) | Should include daily, quarterly, and yearly timescales  Granularity:  Any chart with user detail metrics should have the  ability to click on that metric to view specific  information. |

# **Metrics and Charts**

Create a table for each chart that you’d like to include in the dashboard. If you’d like to break the dashboard under different headers, feel free to list those here as well.

### Will need clarification, ask follow up questions

### Chart 1

|  |  |
| --- | --- |
| **Chart Feature** | **Your Request** |
| Chart title | **Total trips** |
| Chart type  (What type of chart needs to be created?) | Bar chart? |
| Dimension(s)  (What dimensions does this chart need to include?) | Date |
| Metric(s)  (What metrics are relevant to this chart?) | Number of total trips |

### Chart 2

|  |  |
| --- | --- |
| **Chart Feature** | **Your Request** |
| Chart title | **Trips counts by locations** |
| Chart type  (What type of chart needs to be created?) | Table |
| Dimension(s)  (What dimensions does this chart need to include?) | Neighborhood, month |
| Metric(s)  (What metrics are relevant to this chart?) | Total trip count |

### Chart 3

|  |  |
| --- | --- |
| **Chart Feature** | **Your Request** |
| Chart title | **Total trip minutes by destination** |
| Chart type  (What type of chart needs to be created?) | **Bar chart** |
| Dimension(s)  (What dimensions does this chart need to include?) | Zip code, borough end, neighborhood end, user type |
| Metric(s)  (What metrics are relevant to this chart?) | Number of trips year over year, net trips per station, seasonal trend on peak usage |

|  |  |
| --- | --- |
| **Chart Feature** | **Your Request** |
| Chart title | **Average Trip Duration** |
| Chart type  (What type of chart needs to be created?) | **Table** |
| Dimension(s)  (What dimensions does this chart need to include?) | Zip code, borough end, neighborhood end, start day, grand total |
| Metric(s)  (What metrics are relevant to this chart?) | Trip Minutes |

|  |  |
| --- | --- |
| **Chart Feature** | **Your Request** |
| Chart title | **Seasonal Trends** |
| Chart type  (What type of chart needs to be created?) | **Map** |
| Dimension(s)  (What dimensions does this chart need to include?) | Neighborhood start, neighborhood end, number of  rides, average trip duration, weather |
| Metric(s)  (What metrics are relevant to this chart?) | Trip Minutes, weather, number of rides |

### Dashboard mockup

