**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:** **Awaiting delivery**

## 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**

|  |  |
| --- | --- |
| **Dashboard Feature** | **Your Request** |
| Reference dashboard  (Should this dashboard be modeled on an existing dashboard? If so, provide a link and describe the similarity.) | N/A |
| Access  (How should access to the dashboard be limited? Who needs to have access?) | No information listed, ask follow-up question |
| 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 |

# **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 | **TBD** |
| Chart type  (What type of chart needs to be created?) | Bar chart? |
| Dimension(s)  (What dimensions does this chart need to include?) | Total trips by location (by trip count,start location, end location) |
| Metric(s)  (What metrics are relevant to this chart?) | Number of total trips by location category like start and end |

### Chart 2

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

### Chart 3

|  |  |
| --- | --- |
| **Chart Feature** | **Your Request** |
| Chart title | **TBD** |
| Chart type  (What type of chart needs to be created?) | **TBD** |
| Dimension(s)  (What dimensions does this chart need to include?) | * Percent growth in number of trips year over year * Net of start and ending trips per station * Peak usage by time of day, season |
| Metric(s)  (What metrics are relevant to this chart?) | Number of trips year over year, net trips per station, seasonal trend on peak usage |

### Dashboard mockup

