Project Requirements Document:

Cyclistic's Customer Base Insights

BI Analyst: Vythrey Narayanam

Client/Sponsor: Cyclistic

Purpose: Cyclistic's Customer Growth Team is creating a business plan for next year. The team wants to understand how their customers are using their bikes; their top priority is identifying customer demand at different station locations.

Key dependencies:

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

*Primary contacts are Adhira, Megan, Rick, and Tessa.

The datasets will include customer (user) data, which Jamal will need to approve. Also the project might need approval by the teams that own specific product data, including bike trip duration and bike identification numbers. So I need to make sure that stakeholders have data access to all datasets.

Stakeholder requirements:

R - Dashboard must be created in 6 weeks

R - Dashboard needs to be accessible, with large print and text-to-speech alternatives.

Success criteria:

- Analyze data that spans at least one year to see how seasonality affects usage
- Evaluate each trip on the number of rides per starting location and per day/month/year to understand trends. For example, do customers use Cyclistic less when it rains? Or does bikeshare demand stay consistent? Does this vary by location and user types (subscribers vs. nonsubscribers)? Use these outcomes to find out more about what impacts customer demand.
- Time-bound- Delivered in 6 weeks

User journeys: Not Provided. Should request the client for more information.

Assumptions:

- The weather data provided does not include what time precipitation occurred; it's possible that on some days, it precipitated during off-peak hours. However, for the purpose of this dashboard, I should assume any amount of precipitation that occurred on the day of the trip could have an impact.
- Starting bike trips at a location will be impossible if there are no bikes available at a station, so we might need to consider other factors for demand.

Compliance and privacy: User Anonymity. Further if there are any instructions should be specified by the client

Accessibility: People with dashboard-viewing privileges are Adhira, Brianne, Ernest, Jamal, Megan, Nina, Rick, Shareefah, Sara, Tessa

Roll-out plan:

- Week 1: Dataset assigned. Initial design for fields and BikeIDs validated to fit the requirements.
- Weeks 2–3: SQL and ETL development
- Weeks 3–4: Finalize SQL. Dashboard design. 1st draft review with peers.
- Weeks 5–6: Dashboard development and testing