# Stakeholder Requirements Document:

## Cyclistic's Customer Base Insights

**BI Professional:** Vythrey Narayanam

**Client/Sponsor:** Cyclistic

**Business problem:**

- How customers are using their bikes
- Identifying customer 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:**

- Sara will utilize the BI dashboard to gain insights into customer behavior, product success factors, and station demand in different geographical areas.
- Dashboard-viewing privileges:
  - Sara Romero, VP, Marketing
  - Ernest Cox, VP, Product Development
  - Jamal Harris, Director, Customer Data
  - Nina Locklear, Director, Procurement
- More details if any are required, need to be given for usage details of every other stakeholder.

**Primary requirements:**

- Dashboard that summarizes key insights
- Understand what customers want, what makes a successful product, and how new stations might alleviate demand in different geographical areas.

- Understand how the current line of bikes are used.
- How can we apply customer usage insights to inform new station growth?
- The customer growth team wants to understand how different users (subscribers and non-subscribers) use our bikes. We'll want to investigate a large group of users to get a fair representation of users across locations and with low- to high-activity levels.
- Keep in mind users might use Cyclistic less when the weather is inclement. This should be visible in the dashboard.