Strategy Document: Cyclistic's Customer Base Insights

Sign-off matrix:

Name	Team / Role	Date
Vythrey Narayanam	BI Consultant	27/02/2024

Proposer: Vythrey Narayanam, BI Consultant

Status: [Draft] > Under review > Implemented | Not implemented (Highlight current status)

Primary dataset: NYC Citi Bike Trips

Secondary dataset: Census Bureau US Boundaries

User Profiles

- Sara Romero, VP, Marketing
- Ernest Cox, VP, Product Development
- Jamal Harris, Director, Customer Data
- Nina Locklear, Director, Procurement

They would have access to the functionable dashboard which delivers customer insights based on the requirement provided by the client.

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.)	No Information Available
Access (How should access to the dashboard be limited? Who needs to have access?)	Dashboard to be accessed by all provided stakeholders by the client. Yet, the details of how access should be given needs to be discussed
Scope	● A table or map visualization exploring starting and ending station locations,

(What data should be included or excluded in this dashboard?)	aggregated by location. I can use any location identifier, such as station, zip code, neighborhood, and/or borough. This should show the number of trips at starting locations. ● A visualization showing which destination (ending) locations are popular based on the total trip minutes. ● A visualization that focuses on trends from the summer of 2015. ● A visualization showing the percent growth in the number of trips year over year. ● Gather insights about congestion at stations. ● Gather insights about the number of trips across all starting and ending locations. ● Gather insights about peak usage by time of day, season, and the impact of weather.
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?)	● location identifier, such as station, zip code, neighborhood, and/or borough needs to be included as filters. ● Time (Season, Months, Day, Time) If any other are required to be mentioned by client

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.

Chart 1

Chart Feature	Your Request
Chart title	To Be Discussed
Chart type (What type of chart needs to be created?)	Table Chart

Dimension(s) (What dimensions does this chart need to include?)	● Latitude and longitude (for mapping) ● Location identifier (e.g., station, zip code, neighborhood, borough)
Metric(s) (What metrics are relevant to this chart?)	● Number of trips starting at each location ● Number of trips ending at each location

Chart 2

Chart Feature	Your Request
Chart title	To Be Discussed
Chart type (What type of chart needs to be created?)	Bar Chart
Dimension(s) (What dimensions does this chart need to include?)	Destination location
Metric(s) (What metrics are relevant to this chart?)	Total trip minutes for each destination location

Chart 3

Chart Feature	Your Request
Chart title	To Be Discussed
Chart type (What type of chart needs to be created?)	Time Series Chart
Dimension(s) (What dimensions does this chart need to include?)	Time (month)
Metric(s) (What metrics are relevant to this chart?)	Number of trips

Chart 4

Chart Feature	Your Request
Chart title	To Be Discussed
Chart type (What type of chart needs to be created?)	Line Chart
Dimension(s) (What dimensions does this chart need to include?)	Year
Metric(s) (What metrics are relevant to this chart?)	Percent growth in the number of trips

Chart 5

Chart Feature	Your Request
Chart title	To Be Discussed
Chart type (What type of chart needs to be created?)	Heatmap
Dimension(s) (What dimensions does this chart need to include?)	- Time - Station
Metric(s) (What metrics are relevant to this chart?)	Net of Start Trips and End Trips

Chart 6

Chart Feature	Your Request
Chart title	To Be Discussed
Chart type (What type of chart needs to be created?)	Grouped Bar Chart
Dimension(s) (What dimensions does this chart need to include?)	Location
Metric(s)	Total number of trips starting at

Chart Feature	Your Request
(What metrics are relevant to this chart?)	each location • Total number of trips ending at each location

Chart 7

Chart Feature	Your Request
Chart title	To Be Discussed
Chart type (What type of chart needs to be created?)	Grouped Bar Charts / Area Chart
Dimension(s) (What dimensions does this chart need to include?)	Time (e.g., hour of the day, month, season)
Metric(s) (What metrics are relevant to this chart?)	Total number of trips

Dashboard mockup: