

Stakeholder Requirements Document: Cyclistic

Client/Sponsor: Jamal Harris, Director, Customer Data

Business problem: For next year's business plan, the Customer Growth Team wants to understand customer bike usage and identify customer demand at different station locations. They also want to see how customer usage insights can be applied to inform new station growth.

Stakeholders:

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

Stakeholder usage details: Stakeholders will use the BI tool to understand how customers use current bike lines and gain insights from customer data. They will then use this information to understand what customers want, what makes a successful product, and how new stations can help meet demand in different regions.

Primary requirements:

- A table or map visualization exploring starting and ending station locations, aggregated by location.
- 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.