

Strategy Document: Cyclistic

Proposer: Jamal Harris, Director, Customer Data

Status: **Draft** > Under review > Implemented | Not implemented

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
- 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

Dashboard Functionality

Dashboard Feature	Your Request
Reference dashboard	Build a new dashboard to display the starting and ending locations, aggregated by location. Show the number of trips at starting locations.
Access	Access will be provided as read-only to the users listed under User Profiles.
Scope	Fields include station, zip code, neighborhood, borough, year, month, trip count, weather.
Date filters and granularity	Filters include months, time of day, season, weather, user type, neighborhood, borough Default should display all data.

Metrics and Charts

Chart 1

Chart Feature	Your Request
Chart title	Overall Bike Usage
Chart type	Map
Dimension(s)	Neighborhood boundaries, number of starting trips
Metric(s)	Station, zip code, neighborhood, and borough. Number of trips at starting and ending locations and total number of trips

Chart 2

Chart Feature	Your Request
Chart title	Bike Usage
Chart type	Table
Dimension(s)	Borough, neighborhood, number of starting trips
Metric(s)	Number of starting and ending trips, duration

Chart 3

Chart Feature	Your Request
Chart title	Popular Locations
Chart type	Bar
Dimension(s)	Borough, neighborhood, zip codes
Metric(s)	Trip minutes