

Strategy Document: MarkIt

Sign-off matrix:

Name	Team / Role	Date
Nguyen Duc Tuan Dat	BI Professional	24/09/2024

Proposer: Alice Shi, Vice President of Sales; Matías Sosa, Program Manager

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

Primary dataset: Await delivery

Secondary dataset: Await delivery

User Profiles:

[Who is the intended audience for this dashboard? How do you expect them to use this dashboard?]

Team members (Ariana Tirado, Data Warehousing Specialist , Cornelia Vega, Manager, Data Governance, Sam Winters, Data Analyst) are going to present to executives.

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.)	N/A

Access (How should access to the dashboard be limited? Who needs to have access?)	No mention, ask stakeholders later.
Scope (What data should be included or excluded in this dashboard?)	<p>Include:</p> <ul style="list-style-type: none"> - The number of listings posted. - The number of sales completed. - The number of listings deleted on a daily, quarterly, and yearly timescale. - How much time do users spend on the site? - What pages do they spend the most time on? - How do buyers conduct searches, and how do sellers create and maintain listings? - How do buyers and sellers contact one another?
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?)	<p>The dashboard:</p> <ul style="list-style-type: none"> - Should include daily, quarterly, and yearly. - Should include "granularity" drop-down.

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	Listings posted, sales completed, listings deleted
Chart type (What type of chart needs to be created?)	Line chart
Dimension(s) (What dimensions does this chart need to include?)	X = Listings posted or sales completed or listings deleted Y = Customer ID/username
Metric(s) (What metrics are relevant to this chart?)	Number of total listings Number of sales completed Number of listings deleted

Chart 2

Chart Feature	Your Request
Chart title	The total modified number
Chart type (What type of chart needs to be created?)	Tags
Dimension(s) (What dimensions does this chart need to include?)	No
Metric(s)	The total modified number of total listings

(What metrics are relevant to this chart?)	The total modified number of sales completed The total modified number of listings deleted
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Chart 3

Chart Feature	Your Request
Chart title	Contact method
Chart type (What type of chart needs to be created?)	Pie chart
Dimension(s) (What dimensions does this chart need to include?)	No
Metric(s) (What metrics are relevant to this chart?)	Categorical method through the recorded period

Chart 4

Chart Feature	Your Request
Chart title	The total used minutes
Chart type (What type of chart needs to be created?)	Tag
Dimension(s) (What dimensions does this chart need to include?)	No
Metric(s)	The total used minutes

(What metrics are relevant to this chart?)	
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Chart 5

Chart Feature	Your Request
Chart title	The total time used each pages
Chart type (What type of chart needs to be created?)	The bar chart
Dimension(s) (What dimensions does this chart need to include?)	X = Name of page Y = Minutes
Metric(s) (What metrics are relevant to this chart?)	The total time used each pages with unit is minutes.

Dashboard mockup

[Include mockup sketch here.]

Days v

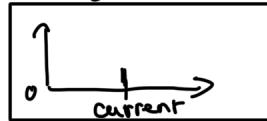
↓
Drop-down

MarkIt+ Dash Board

②

↓ 100

Listings posted



①



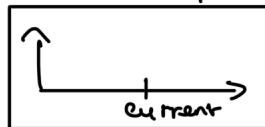
Contact method

103 mins

②

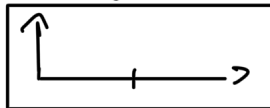
100

Sales completed

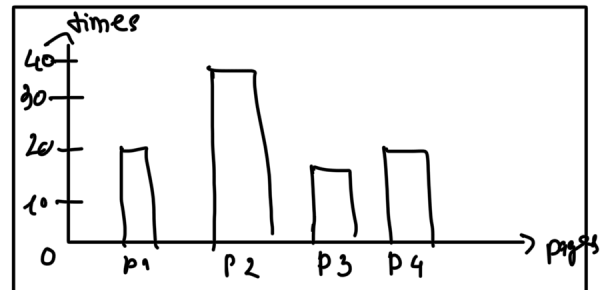


①

Listings deleted



①



- ① Line charts show trend in the surveyed period
- ② Tags show the number of current period comparing to previous period

