Meeting Notes:

Stakeholders:
- Alice Shi, Vice President of Sales
- Matías Sosa, Program Manager

Team members:
- Ariana Tirado, Data Warehousing Specialist
- Cornelia Vega, Manager, Data Governance
- Sam Winters, Data Analyst

Notes: Dashboard needs to be accessible, with large print and text-to-speech alternatives.

Background info:

MarkIt maintains an online platform that facilitates previously-owned item sales between individual buyers and sellers. The goal is to understand how these buyers and sellers use their platform. The insights could then inform new-product design and improve the platform.

The team wants to review data that tracks the number of listings posted; the number of sales completed; and the number of listings deleted on a daily, quarterly, and yearly timescale. They also want to better understand search query behavior that buyers have when searching for an item. For example, if a buyer searches for more different types of items, are they more or less likely to complete a purchase? Do broader search terms mean a user is less committed to making a purchase?

Project goals:
- Understand what customers want, what makes a successful sale, and how to improve experience for buyers and sellers
- Understand how the platform is used by both types of users: 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?
- Discover how we can apply insights related to search query behavior
- Understand pain points in the sales process

The ask/metrics:
- Include fields for customer ID/username, item category (such as clothing or household goods), and date.
- Determine if we can add a chart illustrating how long the listings for completed sales are online before the sale is completed.
- For buyers: Include a chart comparing the number of searches made and the number of sales completed.

*Tool must be created in four weeks!
Roll-out:
Week 1: Dataset assigned. Initial design for fields and UserIDs validated to fit the requirements
Week 2: SQL and ETL development
Week 3: Finalize SQL, dashboard design, and first draft review with peers
Week 4: Dashboard development and testing
Questions:
How is the online platform used by buyers and sellers?
How can we apply insights related to data generated by sales and search queries?

Next steps
As you use these notes to complete the key BI documents, take time to consider:
- How to organize the various points and steps
- How to group similar topics
- Whether the information is relevant to the project

- Whether the metrics are effective or not