

# Project Requirements Document: MarkIt

**BI Analyst:** Nguyen Duc Tuan Dat

**Client/Sponsor:** A fictional consumer-to-consumer sales company, MarkIt

**Purpose:** 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.

## Key dependencies:

### 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

## Stakeholder requirements:

- Include fields for customer ID or username, item category (e.g., clothing or household goods), and the date: R
- Explore the possibility of adding a chart that shows how long listings for completed sales remain online before the sale is finalized: D
- For buyers, incorporate a chart comparing the number of searches conducted to the number of completed sales: R

**Success criteria:** The project will be finished in 4 weeks.

**User journeys:** No more information, need to ask later.

**Assumptions:** No more information, need to ask later.

**Compliance and privacy:** No more information, need to ask later.

**Accessibility:** *Dashboard needs to be accessible, with large print and text-to-speech alternatives. Ask stakeholders for more details.*

**Roll-out plan:**

- 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