Stakeholder Requirements Document: MarkIt

BI Professional: Nguyen Duc Tuan Dat

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

Business problem: How do buyers and sellers use MarkIt's platform? Which insights could then inform new-product design and improve the platform?

Stakeholders:

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

Stakeholder usage details: Need more information from stakeholder later.

Primary requirements:

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