

Stakeholder Requirements Document: MarkIT

BI Professional: Tanmay Rajgor

Client/Sponsor: MarkIT.

Business problem: How is the online platform used by buyers and sellers ? and How company can apply insights related to data generated by sales and search queries ?

Stakeholders: Alice Shi, Vice president of Sales, Matias Sosa, Program Manager

Stakeholder usage details: The stakeholders intend to utilize these Business Intelligence (BI) tool to gain a comprehensive understanding of customer preferences, identify the factors contributing to successful sales, and enhance the buying and selling experience on the platform. They aim to analyze user engagement by examining the duration of time users spend on the site, identifying the pages that attract the most attention, and understanding the search behaviors of buyers. Additionally, they are interested in exploring how sellers manage their listings, as well as the communication methods between buyers and sellers. A crucial objective is to derive actionable insights from search query behaviors and to pinpoint any bottlenecks or pain points within the sales process to facilitate smoother transactions.

Primary requirements: MarkIT aims to enhance its data collection capabilities by incorporating fields for customer ID/username, item category (including options such as clothing or household goods), and the date of transaction. Additionally, they are interested in visualizing the data through a chart that displays the duration for which listings of completed sales remain online before the finalization of the sale. In an effort to better understand and cater to their buyer's behavior, the company wishes to integrate a comparative chart that correlates the number of searches conducted with the number of sales successfully completed. Furthermore, MarkIT has set a project timeline, stipulating that the development of this tool should be completed within a four-week period.