Project Requirements Document: MarkIt Usage Analytics Project.

## **BI Analyst:** Ogbonna Ngwu

## **Client/Sponsor:** MarkIt

## **Purpose:** (Briefly describe why the project is happening and why the company should invest resources in it.)

* 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
* Discover how to apply insights related to search query behavior
* Understand pain points in the sales process

Why resources needs to be invested into this project:

* This project will bring inisghts to inform new product design in the future
* It will help improve the MarkIt platform, giving customers good experience and results to more sales conversion and Revenu generation for MarkIt.

## **Key dependencies:** (Detail the major elements of this project. Include the team, primary contacts, and expected deliverables.)

* Data provision/cleaning/transformation from data analytics team
* Availability of the relevant sales data points(weekly, quarterly, yearly) in the enterprise database.
* Access to the customer support data from the Customer support team.
* Clear project vision definition(Problem statement and expected outcome) by the Vice president of Sales.
* Good data governance to manage project data archive properly by the data governance manager.
* Access to the relevant database infrastrure as provided by the Data Warehouse SPecialist.

## **Stakeholder requirements:** (List the established stakeholder requirements, based on the Stakeholder Requirements Document. Prioritize the requirements as: R - required, D - desired, or N - nice to have.)

* A good dashboard showing customer behavior on the MarKIt online platform-R
* Demonstrate customer pain points in the use of the platform-R
* Discovers Timestamped item sales vs item listing dates, for better inventory management-D
* Identify if user item search behaviour has anything to do with successful item purchase-N
* Offer recommendations on product improvement strategy and new product design-R

## **Success criteria:** (Clarify what success looks like for this project. Include explicit statements about how to measure success. Use SMART criteria.)

* Identify what successful purchase entails in MarkIt platform, 4wks from when the project starts.
* Have a better understanding of customers pain points and address them within 1 month of discovery.
* Understand the product black spots and get them fixed with 2 months.
* Have a comprehensive product improvement recommendations and the metrics to track them.
* Have a new recommendation playbook for the design of the new product in the 3Q of the year 2023.
* Identify fast moving stock inventories and device a strategy to get the slow moving inventories sold out in 3wks at most.

## **User journeys:** (Document the current user experience and the ideal future experience.)

Present case:

* User comes to the platform searches a product, and drops off.
* User comes to the platform, scrolls through product categories, selects a product, add to cart, makes payment and completes the purchase.
* User comes to the platform, scroll endlessly, contacts sellers and goes off radar.

Ideal Future case:

* A user comes to the platform, gets a recommendation based on initial purvhases/searches, makes a purchase quicker.
* A user comes to the platform, searches for an item, gets exactly the item he wants, contacts a seller, makes a purchase and complete payment.
* A user comes to the platforms and sees the most purchased items from other users and make a purchase of similar product.

## **Assumptions:** (Explicitly and clearly state any assumptions you are making.)

* All necessary data is ready available
* Product usage analytics is well captured in the product database.
* Both kinds of customers are open to product feature improvement.
* Market trends research agrees on the new customer behavior.

## **Compliance and privacy:** (Include compliance, privacy, or legal dimensions to consider.)

* Only the sales vice President will have access to the gathered data outside the data analytics and BI teams
* The user data will be anonymised to protect their identity and other sensitive and traceable data.
* The BI team will put everything in place to ensure industry standard report and dashboard development.

## **Accessibility:** Dashboard must be accessible. Must have large print and text-to-speech alternatives.

* Vice president will have access to the dashboard and text-speech technology feature of the dashboard.
* Programs manager will only view the dashboard
* CEO and CTO will have access to all project deliverables.

**Roll-out plan:** (Detail the expected scope, priorities and timeline.)

Timeline: Every aspect of the project to be completed in 4weeks.

* 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. 1st draft review with peers.
* Week 4: Dashboard development and testing