**Stakeholder Requirements Document: MarkIt Usage Analytics Project.**

## **BI Professional:** Ogbonna Ngwu

## **Client/Sponsor:** MarkIt

## **Business problem:** (What is the primary question to be answered or problem to be solved?)

1. How is the online platform being used by customers?
2. How do customers reach sellers and make a purchase?
3. What makes a successful sales?
4. What are the pain points in the sales process?
5. What are the customers searching for and what are the chances they end up buying them?
6. How long does it take for a listed item to get sold?
7. How much time does users spend on the platform and on which page do they spend most of their time?

**Stakeholders:** (Who are the major stakeholders of this project, and what are their job titles?)

* Alice Shi - Vice President of Sales
* Cornelia Vega - Program Manager
* Adriana Tirado - Data Warehouse Specialist
* Cornelia Vega - Data Governance Manager
* Sam Winters - Data Analyst

## **Stakeholder usage details:** (How will the stakeholders use the BI tool?)

## Insights will inform new-product design.

**Primary requirements:** (What requirements must be met by this BI tool in order for this project to be successful?)

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