

# Project Requirements Document: Markit - Understanding our Customers.

**BI Analyst:** Nolan Saraceni

**Client/Sponsor:** Markit - Customer to Customer Sales

**Purpose:** (Briefly describe why the project is happening and why the company should invest resources in it.) The project is happening because we are tracking to see how the customers interact with the platform and how they behave. Resources are needed to be invested because these particular insights can lead outcomes and conclusions that will enhance the Interaction of Markit platform with its customers. It will ultimately allow the customer and buyer to connect faster and more effectively resulting in faster sale times and less dead time on the platform.

**Key dependencies:** (Detail the major elements of this project. Include the team, primary contacts, and expected deliverables.) Our team consists of; Ariana Tirado, Data Warehousing Specialist, Cornelia Vega, Manager, Data Governance, Sam Winters, Data Analyst. Primary contacts are our stakeholders. Expected deliverables are; adding a chart illustrating how long the listings for completed sales are online before the sale is completed. Including a chart comparing the number of searches made and the number of sales completed. Having the dashboard accessible to stakeholders with text to speech alternatives and large print.

**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.) The **Rs** - Access to dashboard with large print and text to speech alternatives. The **Ns**- Include fields for customer ID/username, item category (such as clothing or household goods), and date, Determine if we can add a chart illustrating how long the listings for completed sales are online before the sale is completed, For buyers: Include a chart comparing the number of searches made and the number of sales completed. The **Ds**- 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: How much time do users spend on the site? What pages do they spend the most time on? How do buyers conduct searches, and how do sellers create and maintain listings? How do buyers and sellers contact one another? Discover how we can apply insights related to search query behavior, Understand pain points in the sales process

**Success criteria:** (Clarify what success looks like for this project. Include explicit statements about how to measure success. Use SMART criteria.) Assuring the Ds and Rs criteria have been met. Giving the stakeholder something interesting or surprising about the data that could possibly be beneficial. Having enough to roll out a first draft, see if we have setbacks, and have enough time to make adjustments. Complete the task on time.

**User journeys:** (Document the current user experience and the ideal future experience.) n/a

**Assumptions:** (Explicitly and clearly state any assumptions you are making.) Here are my assumptions. More time on the platform will lead to a sale, more visits on certain pages will lead to sales, adding things to carts more often will lead to sales. Easy searchable items will lead to more sales with that item. Vice versa for less sales.

**Compliance and privacy:** (Include compliance, privacy, or legal dimensions to consider.) Must maintain users privacy so users will be anonymous. Personal purchase information will not be included nor will it need to be included.

**Accessibility:** (List key considerations for creating accessible reports for all users.) Consider some might have disabilities so tailor the accessible reports to that as well. Consider the stakeholders may not understand your team's jargon. Make the reports understandable and straightforward. Consider you might not have the answers to all questions coming from the stakeholders. Consider others who may use it and how they might use it.

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

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