Project Requirements Document: MarkIt

## **BI Analyst:** Preeti Dhaliwal

## **Client/Sponsor:** MarkIt

## **Purpose:** MarkIt is an online platform to facilitate the sale of pre-owned products among individual sellers and buyers. The primary goal of the project is to understand how these buyers and sellers use their platform. The insights could then inform new-product design and improve the platform.

**Key dependencies:**

**Stakeholders:**

Alice Shi, Vice President of Sales

Matías Sosa, Program Manager

**Team members:**

Ariana Tirado, Data Warehousing Specialist

Cornelia Vega, Manager, Data Governance

Sam Winters, Data Analyst

**Stakeholder requirements:**

* R: Must include fields for Customer ID/username, item category (such as clothing or household goods), and date.
* D: Should show how long the listing of completed sales are online before the sale is completed using charts.
* D: Should include a chart comparing the number of searches made and the number of sales completed.

**Success criteria:** Project will be completed in 4 weeks.

Dashboard will be fully functional for the team to view insights into user behavior on both the buyer and seller sides.

**User journeys:** Ask follow-up questions

**Assumptions:** Ask follow-up questions

**Compliance and privacy:** Ask follow-up questions

**Accessibility:** Accessibility: Dashboard must be accessible. Must have large print and text-to-speech alternatives. Ask follow-up questions for more context.

**Roll-out plan:**

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