**Stakeholder Requirements Document: MarkIt**

## **BI Professional:** Preeti Dhaliwal

**Client/Sponsor:** MarkIt

**Business problem:**

How is the online platform used by buyers and sellers?

How can MarkIt apply insights related to data generated by sales and search queries to improve their platform?

**Stakeholders:**

Alice Shi, Vice President of Sales

Matías Sosa, Program Manager

**Stakeholder usage details:**

Insights will inform new product design.

Dashboard needs to be accessible, with large print and text-to-speech alternatives

**Primary requirements:**

* Must include fields for customer ID/username, item category such as clothing or household goods, and date
* Should show how long the listings for completed sales are online before the sale is completed
* Should be a chart comparing the number of searches made and the amount of sales completed