**Strategy Document: MarkIt**

**Sign-off matrix:**

|  |  |  |
| --- | --- | --- |
| **Name** | **Team / Role** | **Date** |
| Preeti Dhaliwal | BI Analyst | 03-24-2024 |

**Proposer:** Preeti Dhaliwal

**Status:** Draft > Under review > Implemented | Not implemented

**Primary dataset:** listings, sales

**Secondary dataset:** search algorithym

User Profiles: Used internally by the team members (Ariana Tirado, Data Warehousing Specialist; Cornelia Vega, Manager, Data Governance; Sam Winters, Data Analyst)

# **Dashboard Functionality**

|  |  |
| --- | --- |
| **Dashboard Feature** | **Your Request** |
| Reference dashboard  (Should this dashboard be modeled on an existing dashboard? If so, provide a link and describe the similarity.) | NA |
| Access  (How should access to the dashboard be limited? Who needs to have access?) | Ask follow-up question |
| Scope  (What data should be included or excluded in this dashboard?) | Include:   * Number of listings posted * Number of sales completed * Number of listings deleted on a daily, quarterly, and yearly timescale * How do buyers conduct searchers and how do sellers create and maintain listings? * How much time do users spend on the site? * What pages do they spend the most time on? |
| Date filters and granularity  (Should the dashboard include date filters? If so, what time frame should be displayed by default? Should the dashboard include a “granularity” drop-down? If so, what granularity should be selected by default?) | The dashboard should include daily, quarterly, and yearly timescales |

# **Metrics and Charts**

Create a table for each chart that you’d like to include in the dashboard. If you’d like to break the dashboard under different headers, feel free to list those here as well.

### Chart 1

|  |  |
| --- | --- |
| **Chart Feature** | **Your Request** |
| Chart title | Total Listings |
| Chart type  (What type of chart needs to be created?) | Bar Chart |
| Dimension(s)  (What dimensions does this chart need to include?) | Customer ID/username |
| Metric(s)  (What metrics are relevant to this chart?) | Total number of listings  Sales completed  Listings deleted |

### Chart 2

|  |  |
| --- | --- |
| **Chart Feature** | **Your Request** |
| Chart title | TBD |
| Chart type  (What type of chart needs to be created?) | TBD |
| Dimension(s)  (What dimensions does this chart need to include?) | Most popular listing types  Types of contact (email, instant message, phone call) |
| Metric(s)  (What metrics are relevant to this chart?) | Count(most popular listing types, type of contact) |

### Chart 3

|  |  |
| --- | --- |
| **Chart Feature** | **Your Request** |
| Chart title | Time spent |
| Chart type  (What type of chart needs to be created?) | Line Chart |
| Dimension(s)  (What dimensions does this chart need to include?) | Pages of site |
| Metric(s)  (What metrics are relevant to this chart?) | Time users spend on each page |