Project Requirements Document: MarkIt Insights

## **BI Analyst:** Raj P.

## **Client/Sponsor:** Alice Shi, Vice President of Sales

## **Purpose:** (Briefly describe why the project is happening and why the company should invest resources in it.)

## The purpose of the MarkIt Insights project is to analyze data generated by the online platform to understand user behavior, improve user experience, and inform product design decisions. The company should invest resources in this project to optimize the platform for both buyers and sellers, ultimately increasing user engagement and facilitating more successful transactions.

## **Key dependencies:** (Detail the major elements of this project. Include the team, primary contacts, and expected deliverables.)

## **Team**: The project team consists of Ariana Tirado (Data Warehousing Specialist), Cornelia Vega (Manager, Data Governance), and Sam Winters (Data Analyst), with Matías Sosa (Program Manager) overseeing the project.

## **Primary Contacts**: Primary contacts include Alice Shi (VP of Sales) and Matías Sosa.

## **Expected Deliverables**: Deliverables include dataset validation, SQL and ETL development, dashboard design and development, and final review with stakeholders.

## **Inter-team Deliverables**: Coordination between the data warehousing team, data governance team, and data analysis team is crucial for the success of this project.

## **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.)

## **R**: Dashboard accessibility with large print and text-to-speech alternatives.

## **R**: Understanding user behavior for both buyers and sellers, including time spent on the site, popular pages, search query behavior, and contact methods.

## **R**: Insights into sales process pain points.

## **D**: Application of insights related to search query behavior.

## **D**: Identification of successful sale patterns and factors contributing to a positive user experience.

## **Success criteria:** (Clarify what success looks like for this project. Include explicit statements about how to measure success. Use SMART criteria.)

## **Specific**: Analyze user behavior data to identify at least three actionable insights for platform improvement.

## **Measurable**: Increase user engagement metrics (time spent on site, number of listings posted, completed sales, etc.) by 10% within six months of implementing insights.

## **Achievable**: Develop a comprehensive dashboard that accurately reflects user behavior patterns.

## **Relevant**: Improve user experience and increase platform effectiveness.

## **Time-bound**: Complete dashboard development and initial insights review within four weeks, with implementation of findings within six months.

## **User journeys:** (Document the current user experience and the ideal future experience.)

## **Current Experience**: Users navigate the platform to buy or sell items without clear insights into the effectiveness of their actions.

## **Ideal Future Experience**: Users have access to a user-friendly dashboard providing insights into user behavior, facilitating more informed decision-making.

## **Assumptions:** (Explicitly and clearly state any assumptions you are making.)

## Users' behavior data accurately reflects their engagement with the platform.

## Implementing insights derived from the data will lead to tangible improvements in user experience and platform effectiveness.

## **Compliance and privacy:** (Include compliance, privacy, or legal dimensions to consider.)

## Ensure compliance with data protection regulations such as GDPR and CCPA.

## Protect user privacy by anonymizing personal information in the dataset.

## **Accessibility:** (List key considerations for creating accessible reports for all users.)

## Implement large print and text-to-speech alternatives in the dashboard to accommodate users with visual impairments.

## Ensure the dashboard is navigable using keyboard controls for users with mobility impairments.

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

* **Scope**: Develop a comprehensive dashboard providing insights into user behavior and sales patterns.
* **Priorities**: Validate dataset, develop SQL and ETL processes, design and develop the dashboard, review with stakeholders, and implement insights.
* **Timeline**: Complete dataset validation and SQL/ETL development within two weeks, dashboard design and development within three weeks, stakeholder review in the fourth week, and implementation of insights within six months.
* **Measurements**: Regularly monitor user engagement metrics to evaluate the effectiveness of implemented insights. If necessary, iterate on dashboard design and insights implementation to meet project goals.