**Stakeholder Requirements Document: MarkIt Platform Insights**

## **BI Professional:** Raj P.

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

## **Business problem:** (What is the primary question to be answered or problem to be solved?)

## The primary question to be answered or problem to be solved is to gain insights into the usage patterns of MarkIt's online platform for previously owned item sales. Specifically, the aim is to understand customer behavior, successful sale dynamics, pain points in the sales process, and how to enhance the experience for both buyers and sellers.

**Stakeholders:** (Who are the major stakeholders of this project, and what are their job titles?)

* Alice Shi, Vice President of Sales
* Matías Sosa, Program Manager
* Ariana Tirado, Data Warehousing Specialist
* Cornelia Vega, Manager, Data Governance
* Sam Winters, Data Analyst

## **Stakeholder usage details:** (How will the stakeholders use the BI tool?)

The stakeholders will utilize the BI tool to:

* Review and analyze data related to the number of listings posted, sales completed, and listings deleted on daily, quarterly, and yearly timescales.
* Understand search query behavior of buyers to ascertain their preferences and commitment levels.
* Examine usage patterns of both buyers and sellers on the platform, including time spent, frequently visited pages, and interaction methods.
* Apply insights gained from sales and search query data to inform product design and platform improvements.

**Primary requirements:** (What requirements must be met by this BI tool in order for this project to be successful?)

1. **Accessibility**: The BI tool must be accessible, with features such as large print and text-to-speech alternatives to accommodate all stakeholders.
2. **Comprehensive Data Analysis**: The tool should enable analysis of data tracking listings, sales, deletions, and search query behavior on daily, quarterly, and yearly bases.
3. **User Interaction Insights**: It should provide insights into user behavior, including time spent on the site, frequently visited pages, and communication methods between buyers and sellers.
4. **Actionable Insights**: The BI tool should facilitate the extraction of actionable insights from the data, particularly related to improving the user experience for buyers and sellers and addressing pain points in the sales process.
5. **Timely Roll-out**: The tool development and roll-out should adhere to the specified timeline, with dataset assignment, SQL development, dashboard design, and testing phases completed within the designated weeks.