Strategy Document:

MarkIt BI Project

Sign-off matrix:

Name	Team / Role
Yunus Emre Türker	Business Intelligence Specialist
Alice Shi	VP of Sales
Matías Sosa	Program Manager
Ariana Tirado	Data Warehousing Specialist
Cornelia Vega	Data Governance Manager
Sam Winters	Data Analyst

Purpose: This project aims to enhance the current business processes and improve customer satisfaction. The company recognizes the need to respond to customer requests more efficiently, optimize internal processes, and increase overall productivity. Additionally, the project is designed to gain a competitive advantage, discover new opportunities, and enhance the overall performance of the company.

Status: Draft

Primary dataset: MarkIt Sales and User Data
Secondary dataset: None specified

User Profiles

Intended Audience:
- Alice Shi (VP of Sales): Strategic decision-making
- Matías Sosa (Program Manager): Project progress tracking
- Ariana Tirado (Data Warehousing Specialist): Technical analysis
- Cornelia Vega (Data Governance Manager): Compliance and data governance
- Sam Winters (Data Analyst): Detailed data exploration

Dashboard Functionality

Dashboard Feature	Your Request
Reference dashboard	No specific reference; a unique dashboard tailored for MarkIt's requirements.
Access	Limited access to the project team initially, with plans to expand access based on user feedback. Access granted to stakeholders for ongoing review and feedback.
Scope	Inclusion of data related to listings, sales, deleted listings, user activity, and search queries. Exclude personally identifiable information (PII) for privacy compliance.
Date filters and granularity	Include date filters with default display for the last quarter. Granularity drop-down with options: daily, quarterly, and yearly.

Metrics and Charts

Chart 1

Chart Feature	Your Request
Chart Title	Daily Listings, Sales, and Deletions
Chart Type	Line chart
Dimensions	Date
Metrics	Number of Listings, Sales, and Deletions

Chart 2

Chart Feature	Your Request
Chart Title	Buyer Search Behavior
Chart Type	Bar chart
Dimensions	Date
Metrics	Number of Searches and Sales

Chart 3

Chart Feature	Your Request
Chart Title	User Activity Overview
Chart Type	Stacked area chart
Dimensions	Date
Metrics	Time Spent on Site, Page Popularity