Project Requirements Document:

MarkIt BI Project

BI Analyst: Yunus Emre Türker

Client/Sponsor: Alice Shi, Vice President of Sales

Purpose: The project aims to analyze buyer and seller behavior on the MarkIt platform, providing insights to inform new-product design and enhance the overall user experience. Investing in this project will lead to a better understanding of customer needs and pain points.

Key dependencies:

1. Team: BI Analyst (Ben Yunus Emre), Data Warehousing Specialist (Ariana Tirado), Data Governance Manager (Cornelia Vega), Data Analyst (Sam Winters).
2. Primary Contacts: Alice Shi (VP of Sales), Matías Sosa (Program Manager).
3. Expected Deliverables: Stakeholder Requirements Document, Completed Dashboard, User Training Materials.

Stakeholder requirements:

1. Customer ID/Username, Item Category, and Date fields (R)
2. Chart illustrating listing duration before completion (R)
3. Buyer search and sales comparison chart (D)
4. Tool completion within four weeks (R)

Success criteria:

- Specific: Complete dashboard with required charts and fields.
- Measurable: Tool developed and delivered within the specified four-week timeframe.
- Achievable: Stakeholder requirements met, and tool aligned with project goals.
- Relevant: Dashboard provides actionable insights for new-product design and platform improvement.
- Time-bound: Dashboard development and testing completed within the four-week timeline.

User journeys:

Current Experience: Limited visibility into user behavior, time spent, and communication patterns.
Future Experience: Comprehensive dashboard providing insights into user activity, page popularity, and search behavior.

Assumptions:

1. Stakeholder feedback will be promptly provided for dashboard refinement.
2. Team members have the required skills for SQL, ETL development, and dashboard design.

Compliance and privacy:

- Adherence to company data governance policies.
- Anonymized user data for analysis.

Accessibility:

- Dashboard designed with large print and text-to-speech alternatives.
- Consideration for various user devices and screen readers.

Roll-out plan:

- Week 1: Dataset assignment and initial design validation.
- Week 2: SQL and ETL development.
- Week 3: Finalize SQL, dashboard design, and peer review.
- Week 4: Dashboard development and testing.
- User training and feedback sessions throughout the rollout.