

Stakeholder Requirements Document:

MarkIt BI Project

BI Professional: Yunus Emre Türker

Client/Sponsor: Alice Shi, Vice President of Sales

Business problem: Understand buyer and seller behavior on the MarkIt platform to inform new-product design and improve the overall experience.

Stakeholders:

1. Alice Shi, Vice President of Sales
2. Matías Sosa, Program Manager
3. Ariana Tirado, Data Warehousing Specialist
4. Cornelia Vega, Manager, Data Governance
5. Sam Winters, Data Analyst

Stakeholder usage details:

- Stakeholders will use the BI tool to review data related to the number of listings, sales, and deleted listings on daily, quarterly, and yearly timescales.
- They want insights into search query behavior to understand buyer commitment and preferences.
- Analyzing user time spent on the platform, popular pages, and communication patterns between buyers and sellers is essential.

Primary requirements:

1. Include fields for customer ID/username, item category, and date.
2. Chart illustrating the duration listings for completed sales are online before completion.
3. Comparison chart for the number of searches made and completed sales for buyers.
4. The tool must be created within four weeks.