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.