**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

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# **Dashboard Functionality**

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| --- | --- |
| **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 |