Strategy Document: MarkIt

Sign-off matrix:

Name	Team / Role	Date
Your Name	BI Analyst	00/00/0000

Proposer: Alice Shi, Vice President of Sales; Matías Sosa, Program Manager

Status: <mark>Draft</mark> > Under review > Implemented | Not implemented

Primary dataset: Awaiting delivery

User Profiles: Used internally by the team members (Ariana Tirado, Data Warehousing Specialist; Cornelia Vega, Manager, Data Governance; Sam Winters, Data Analyst) to deliver insights to executives

Dashboard Functionality

Dashboard Feature	Your Request
Reference dashboard (Should this dashboard be modeled on an existing dashboard? If so, provide a link and describe the similarity.)	N/A
Access (How should access to the dashboard be limited? Who needs to have access?)	**No information listed, ask follow-up question**
Scope (What data should be included or excluded in this dashboard?)	Include: ● Number of listings posted ● Number of sales completed ● Number of listings deleted on a daily, quarterly, and yearly timescale ● How much time do users spend on the site? ● What pages do they spend the most time on? ● How do buyers conduct searchers and how do sellers create and maintain listings?

	● How do buyers and sellers contact one another?
Date filters and granularity (Should the dashboard include date filters? If so, what time frame should be displayed by default? Should the dashboard include a "granularity" drop-down? If so, what granularity should be selected by default?)	Should include daily, quarterly, and yearly timescales

Metrics and Charts

Create a table for each chart that you'd like to include in the dashboard. If you'd like to break the dashboard under different headers, feel free to list those here as well.

Will need clarification, ask follow up questions

Chart 1

Chart Feature	Your Request
Chart title	**TBD**
Chart type (What type of chart needs to be created?)	Bar chart?
Dimension(s) (What dimensions does this chart need to include?)	Listings posted (by customer ID/username)
Metric(s) (What metrics are relevant to this chart?)	Number of total listings Number of sales completed Number of listings deleted

Chart 2

Chart Feature	Your Request
Chart title	**TBD**
Chart type (What type of chart needs to be created?)	Bar chart
Dimension(s)	Pages of the site

(What dimensions does this chart need to include?)	
Metric(s) (What metrics are relevant to this chart?)	Time users spend on the site/each page

Chart 3

Chart Feature	Your Request
Chart title	**TBD**
Chart type (What type of chart needs to be created?)	**TBD**
Dimension(s) (What dimensions does this chart need to include?)	● Most popular search queries ● Most popular listing types ● Types of contact (email, instant message, phone call)
Metric(s) (What metrics are relevant to this chart?)	Counts for most popular queries, listing types, and types of contact

Dashboard mockup

Dashboard   Mockup

Filters
- Daily
- Weekly
- Monthly
- Quarterly
- Yearly

other filters
TBD...

current

compare with previous period

Sales Completed
2,000 ↗

J F M A M J J...

Listings Posted
500 ↓

J F M A M J J A...

Listings Removed
30 →

J F M A M J J...

6-month history / season

Popular Search terms.

Shoes   shirts

White socks

pants

Site Utilization
time spent total

site   Page1   Page2   Page3 ...

Average time spent

□ - total
▨ - average per user.

Contact Methods
Contacts made

email   phone   I.M.