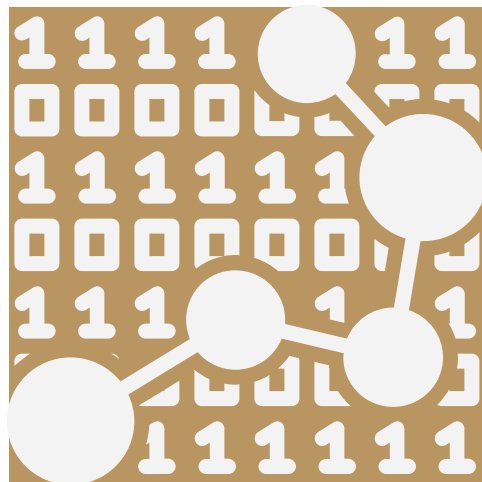




Experience Authentic Transformation

QUICK GUIDE



DATA USE CASE

1. LINK TO STRATEGIC GOAL

What is the strategic business goal that this data use case will support?




2. OBJECTIVE AND BUSINESS QUESTIONS

What are the objectives of this data use case?



3. MEASURES OF SUCCESS (KPIs)

How will success be measured? What business metrics will this initiative impact? What will be the key results?



4. USE CASE OWNER

Who will be the owner or sponsor of this data use case?

A large, empty rectangular box with a thin brown border, intended for the user to provide the name of the owner or sponsor of the data use case.

5. USER AND DATA CUSTOMERS

Who will be the users or data customers? Who will be the consumers of the insights?

A large, empty rectangular box with a thin brown border, intended for the user to list the users or data customers and consumers of the insights.

6. REQUIRED DATA

What data will be required? [internal-external; new-existing; data diversity; structured-unstructured]

A large, empty rectangular box with a thin brown border, intended for the user to describe the required data, including its source, status, diversity, and structure.

7. DATA GOVERNANCE

What data governance, data privacy, data access, data ownership, and data security challenge are there?

A large, empty rectangular box with a gold border, intended for the user to write their response to the question about data governance challenges.

8. DATA ANALYSIS AND ANALYTICS

How will the data be turned into insights? What are the proposed analytics approaches?

A large, empty rectangular box with a gold border, intended for the user to write their response to the question about data analysis and analytics approaches.

9. TECHNOLOGY

What are the technological challenges and requirements? [data collection, data storage, data processing, data output]

A large, empty rectangular box with a gold border, intended for the user to write their response to the question about technological challenges and requirements.

10. SKILLS & CAPACITY

What are the challenges about skills, capabilities, capacity & resourcing?
Who will deliver? Inhouse- outsourced - hybrid

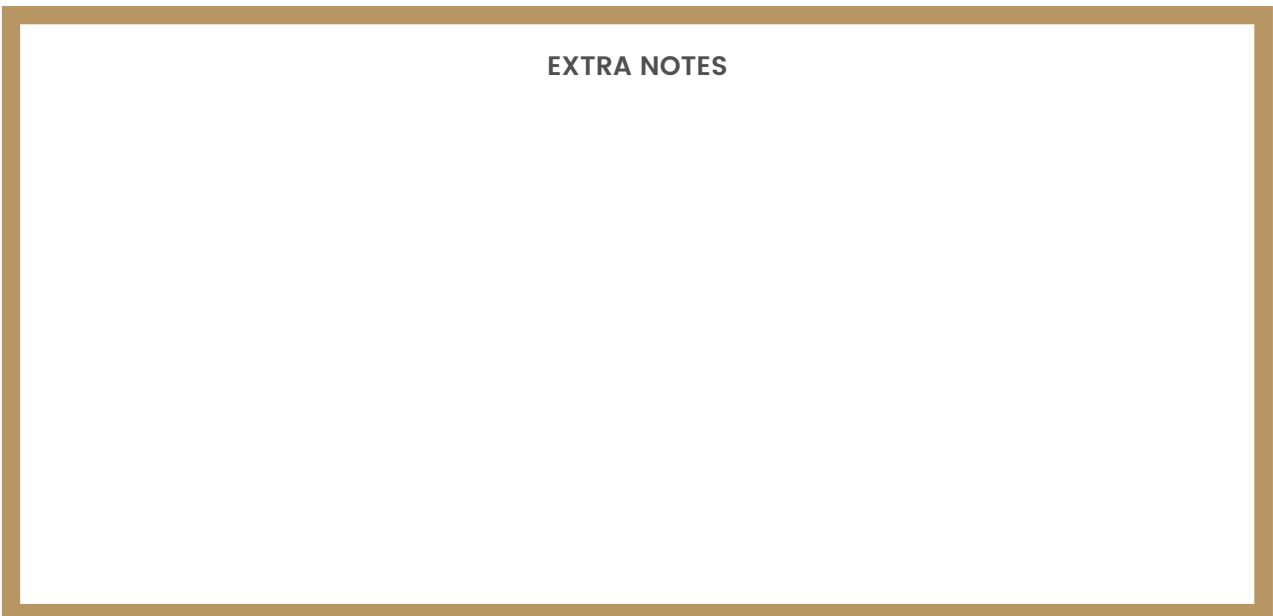


11. IMPLEMENTATION AND CHANGE MANAGEMENT

What are the implementation and change management challenges and requirements?



EXTRA NOTES



FIN