

DATA-DRIVEN DECISION MAKING CHECKLIST

Stage One – Define Objectives and Get Going

- 1. Identify the roles and people you need for this project, especially any specialized talent.
- 2. Make sure everyone understands the basics of DDDM and buys into the value of data-driven decision making.
- 3. Define the goals of your project. Articulate them in specific, measurable terms such as, "We seek a 20 percent reduction in customer returns over six months."

Stage Two – Frame the Assignment

- 1. Identify the area of your business where your effort will have the biggest impact.
- 2. Articulate the key question in the form of a hypothesis, an if-then statement that can be proven or disproven.

Stage Three – Data Process

- 1. Identify the data you need
 - a. Qualitative vs Quantitative
 - b. How many sources of data will you need?
 - c. Will it be reliable and comparable?
 - d. Are the benefits worth the costs?
 - e. How long will it take to get the data?
 - f. How much of the data are you already collecting?

Stage Four – Filling Data Holes

- 1. Where can you obtain data that you do not have?
- 2. Set a budget for this.
- 3. Get necessary approvals
- 4. Identify any service providers needed and engage them.

Stage Five – Data Collection

1. Assign people to data collection and management roles.
2. Define the process and protocols for data collection.
3. Clean and preliminarily process data.

Stage Six – Data Analysis

1. Using analytics, test your hypothesis.
2. Model different scenarios based on changing variables.
3. Identify potential change actions.

Stage Seven – Present Findings and Decisions

1. Create a presentation of your findings using visualizations and graphics where possible.
2. Articulate concrete benefits for proposed changes.
3. Make decisions.
4. Form an implementation plan.
5. Communicate with key stakeholders.

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