

Data Use Case Template

1. Link To Strategic Goal

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

2. Objective and Business Questions

What is the objective of this data use case? Can you articulate any business questions this data use case will help you answer?

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 Owners

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

5. User and Data Customers

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

6. Required Data

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

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7. Data Governance

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

8. Data Analysis and Analytics

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

9. Technology

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

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