

01

Input

What problem are we solving? What data do we actually have available?

Describe data that currently exists — stable and reliable.
Never include wishlist data or future data sources.
Every missing data source is a red flag.

05

Alternative routes

Can a simple rule or checklist already deliver 80% of the value?

Business rule, decision tree or scorecard?
What additional value does data deliver over the simplest approach?

PROJECT TITLE

formulate the decision question

e.g. 'Which customers are at risk of churning within 90 days?'

e.g. 'Can we predict maintenance before the machine breaks down?'

BUSINESS VALUE

why this project?

e.g. 'Every % less churn = €X revenue saved'

TEAM

DATE

VERSION

02

Output

What do we want to achieve? Which insights, decisions or actions?

Score 0-100, binary warning, classification
(low/medium/high), regression. Be concrete.

03

Value validation

If this works, what changes concretely in the business?

Lower costs, less risk, more revenue, faster throughput?

04

Success metrics

Which KPIs define success? Not AUC — what changes concretely in the business?

Which KPI moves? How quickly do we expect impact?

06

Minimal complexity

What is the simplest solution that is 'good enough'?

Fast to build and implement beats a brilliant but slow prestige project.

07

Black Box boundaries

Describe the boundaries! What must be explainable to customers, doctors, regulators,...?
What can stay under the hood?

e.g. 'Credit or health decisions must always be explainable...'

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