

DATA ANALYSIS
Canvas

™ Why Data Wins

PROJECT TITLE

state the goal in one sentence

e.g. 'How do we identify churners 90 days before cancellation?'

e.g. 'Which insight helps our agents choose a better retention approach?'

END USER

who are we helping? what friction do we remove?

e.g. 'Retention agent: less searching, more convincing'

TEAM

DATE

VERSION

USE INSIGHT
(how?)

1

Information gain

Our project will yield new information. Will it be better than what we have today?

How will the new information be generated?

What is our current baseline? Can we fundamentally improve it?

2

Information use

How do we act on the new information? Who makes which decisions?

How do we use information to create added value?

What does our decision process look like and who is responsible?

3

Added value end user

Central to our project is the end user. What concrete friction do we remove?

Who is the end user of our solution?

What added value will the solution provide?

What does the end user do differently afterwards?

4

Added value measuring

Value must be measured in end user behaviour — not in model accuracy.

When will our project deliver added value?

How do we measure the added value for end users?

5

Data collection

Where does data come from? Costs, quality, dependencies and risks over time.

What data sources do we use and who provides them?

What is the cost and quality of our data?

6

Data methods

Which methods do we apply? And how do we improve them over time?

Which data methods do we apply in our analysis?

How do we test, validate and improve our methods?

7

Development

Elaborating a method is one thing. Developing it into a working application is another step.

How will we develop our data application?

What technical requirements must it meet, today and in the future?

8

Input data

The key to information gain is selecting the right data. Who decides on this?

How do we decide which input data we need?

What should our input data look like and how do we document it?

9

Offline evaluation

Before going live: how do we test impact? When do we give the green light?

How do we evaluate our application before it goes live?

What is the impact on our people, processes and systems?

CREATE INSIGHT
(how?)

EVALUATE
(how well?)

10

Monitoring

No application works forever. Monitor data, methods, usage and value.

How do we monitor performance, consistency and error margins over time?

What procedures do we follow when performance changes?

Credits: Based on the Machine Learning Canvas by Louis Dorard (www.ownml.co), adapted by Maarten Vanhoof (Craftzing). Reworked by Joachim De Vos — Why Data Wins.

www.whyydatawins.com