

# 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.

## **DISCLAIMER**

Any articles, templates, or information provided by Smartsheet on the website are for reference only. While we strive to keep the information up to date and correct, we make no representations or warranties of any kind, express or implied, about the completeness, accuracy, reliability, suitability, or availability with respect to the website or the information, articles, templates, or related graphics contained on the website. Any reliance you place on such information is therefore strictly at your own risk.