

GIDAR² Analytics Canvas

GOALS

What is that you are trying to achieve?
Try to stick to a maximum of 2.
Describe them in detail.



About Goals

Goals must be SMART:

- Specific - If possible numeric
- Measurable - You should be able to track it. Look for a baseline.
- Attainable - Must be something doable (Avoid x10's).
- Relevant - Have to bring a positive impact.
- Time-bound - Must have a beginning and an end in time.

The clearest is your goal, the most likely your work will bring results.

INFORMATION

What do we know about the goal?
What do others know? Do they have Ideas or hypothesis?
Have anyone done it before? Is anyone doing something similar?
Who are the sponsors for that Goal?
Who will be the partners?
Is there a budget for the project?
Who will put in motion the recommendations?



About Information

Information is public knowledge about a matter.
It is sometimes more important than data itself and is key to the success of your project.
It will inform about constraints, resources or budget.
At the end of this part list the key questions that you need to answer with data.

DATA

What different data do we need to gather?
Where is the data stored?
Is the data available? Do we have access?
Do we need to clean up data?



About Data

Look back into goals and information to understand what data sets you will need.
Make a detailed list of the datasets and the details that you need: i.e. customer id, total sales, sales by category, number of customer care cases and type, etc.
Then look at governance aspects like Data accessibility and quality

ANALISIS

What methodology are we going to use?
Do we need visualizations, charts or tables?
What is the expected output? (Presentation, Infographics, Email, Word)



Examples

Your analysis must contain insights: presenting data is not enough.
Along with what, when, who, where and how you need to answer WHY.
When you have determined correlation and/or causality you can move to actions.

ACTION(S)

With the analysis in hand, what do we need to change to achieve the goal?
Do we need to change our strategy?
Do we need new tactics (Campaigns, features, fixes, processes)?
Who will be taking action?



About Actions

The project sponsor is usually involved in this phase.
We need to monitor the changes to be able to report on results.



LIMITATIONS

What can we do and what we can't
Is there a hard deadline?
Do we have resources constraints (People + Money)?
Any legal or privacy issues?

About Limitations

Limitations span across your entire Analytics project.
It is important to be aware and inform them before the analysis part.



RESULTS

Did we achieve the original goal?
Any other Who are our most important customers?

About results

When you change things there are results.
If there are no results (negative or positive):
1- The analysis was not conclusive
2- There was no action after analysis
3- Change was insufficient to produce a result.