

The layout below, may help you to consider how you will increase your data usage, in order to grow your business. However it is intended as inspiration only, this exercise can be also be completed through written notes, in a list format, as a mind map, or as a spreadsheet.

## Business Objective

What data do I already have?

What data am I missing or would like to have?

Where is it held?

Where can I find it?

What format is it in?

What format is it in?

Is it easy to use?

Do I need help or training to understand the data?

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Do I need help or training to understand the data?

What does it tell me?

What do I think it will tell me?

## How will I use it?