



1. Link To Strategic Goal

What is the strategic business goal that this data use case will support.



2. Objective and Business Questions

What is the objective of this data use case? Can you articulate any business questions this data use case will help you answer?



3. Measures of Success (KPIs)

How will success be measured? What business metrics will this initiative impact? What will be the key results?



4. Required Data

What data will be required? [internal-external; new-existing; data diversity; structured-unstructured]

