

# DATA – CHECKLIST

## Necessary Data

Determine what data you should be looking for. If you are e.g. disrupting your own business, remember to gather all the data on the current business. If you are improving a service, analyse carefully all related data, and pay special attention to conversion rates (% of impressions that become paying customers) and so on.

## Relevant data sources

As you know what data is needed, it's time to plan how you access it. Typically, you will need some help within your organisation to get the internal data, so name also the people who can help you.

## Key findings in the business data

Write down what does the data tell you about your existing business and/or competitors' businesses. Did you identify a business opportunity that you could benefit from?

## Key findings in the market data

Write down what does the data tell you about the market. Did you find a market opportunity that you should try to take advantage of?

## Key findings in the customer data

Write down what does the data tell you about your customers. How many customers there are; how much do they pay; how often do they use your service; how many have stopped using your service and so.

Pay attention to potential trends in the figures. Can you see some very interesting opportunity in the data? For example a phase where you lose a lot of customers?