

## UNPACK THE QUESTION

### Define the items that must be part of the answer

- What are the items that have to be in the answer for it to make sense?

## DEFINE YOUR SUCCESS

### What does the answer look like

- Is it a number, an action plan, a map, a list, or an action?

### Clarify metrics and definitions

- Make sure the data source is understood and the integrity remains thru results

### How often does this problem need to be answered?

- Is this a dynamic problem that has new variables or the same one with updated data sources each month?

## SHOP FOR INFORMATION

### Make sure you have access to the data you need

- Do you know the location and have permission to the file
- Do you know who else has access to the data

### Capture or find what you don't have

- Might involve connecting with IT or scouring the web for datasets you can use

### Assess the state of the data

- This includes data types and reliability/cleanliness of the data

## SEQUENCE THE STEPS

### Get rid of what you don't need for your answer

- Frees up your resources and won't bog you down

### Determine what needs to happen to the data you kept

- Does it need to be organized, combined, have a calculation performed...

### Modify what you need to and take action

- Find the tools you need and hit run.

## REAP YOUR REWARDS

### Analyze the results

- Use the answer you've gotten to make informed decisions

### Share your insights

- Enlighten decision makers
- Make your insights useful for others with visuals or public posting