Data Initiative Canvas

Name

Owner

Version

Context

What is the motivation for the project?

Customers

Who will use the results of the initiative?

Project communication

Who should be informed and how?

Business integration

What are the deliverables?

Who will deploy and monitor the system?

How frequently will the model and scores be updated?

Costs

What are the people and material needed?

Value proposition

What is the precise objective of the initiative?

What are the expected benefits?

Data

Readily available

To collect or purchase

High

↑ Potential value

Low

Low   ← Challenge to obtain →   High
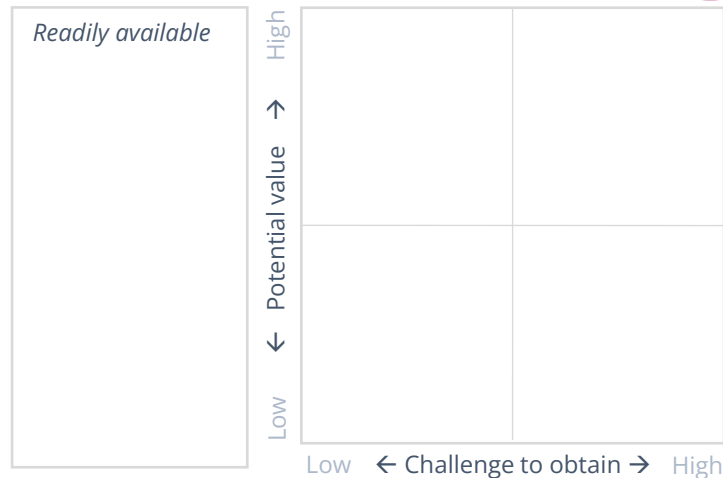
Metrics

How will the project be assessed?

Risks

What are the foreseen challenges?