Data Analytics Reverse Brief

Prepared by: [Name, Role, Team]

Requestor: [Name, Role, Team]

# **PURPOSE**

*[What is the motivator for the analysis? What are the desired outcomes? What metric are we looking to uplift/change? What is the expected business impact?]*

### Business Context

*[Provide more information that is relevant to the request. This could include background, business processes, goals, strategies or challenges.]*

### Working Hypothesis

|  |  |
| --- | --- |
| **#** | **Hypothesis** |
| H1 | *[State a BELIEF about the current state of play or expected results/outcomes]* |

### Key Assumptions

|  |  |  |  |
| --- | --- | --- | --- |
| # | Assumption/s | Evidence to Test | Owner / Comment |
| A1 | *[Assumption name]* | *[What to test]* | *[Analyst]* |

### Key Questions

|  |  |
| --- | --- |
| # | Key Question/s |
| KQ1 | *[What specifically should the analysis answer?]* |

### Proposed Analytical Approach

*[Describe the type of modelling/analytical approach to be taken]*

### Data Sources & Quality Checks

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| # | Source Location | Coverage | Key Fields | Quality |
| S1 | *[Location of data]* | *[Date range]* | *[Most important data points]* | *[Known issues]* |

### Deliverables

|  |  |  |
| --- | --- | --- |
| # | Delivery Type | Delivery Date |
| D1 | *[E.g. Pack, Data extract, Dashboard etc.]* | *[Date]* |

### Timeline & Effort

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| # | Milestone | Effort | Target Date | Owner |
| M1 | *[Milestone Activity]* | *[Days]* | *[Date]* | *[Name]* |

### Risks & Mitigations

|  |  |  |
| --- | --- | --- |
| # | Risk | Action |
| R1 | *[Competing priority, Data issues, definitions]* | *[Days]* |

### Out-of-scope

|  |  |
| --- | --- |
| # | Item |
| O1 | *[Expressly not doing….]* |