DATA PRODUCT DEFINITION CHECKLIST

Defining data products for your organization can often be a stressful process, especially if you are just starting your data journey.

After spending years helping organizations of all sizes identify and prioritize data products, here are key questions you should answer in order to ensure your business is getting the most out of its data.

This checklist will help you:

- Thoroughly think through the basic components of your data product
- Add more clarity (and confidence) to your data product selection
- Help you think more strategically about data products

☐ **Describe what the data product is**

Is there a general description of what you want to do with data and what the user is looking for?

☐ **Define the problem it is solving**

- Is the problem as concise as it can be?
- Can you describe the what and why?
- Can you reference a need from a user or business that is not being met?

☐ **Define the data requirements**

- What data domains of the business are required? Finance, Marketing, Sales, Product?
- Is there data that isn't being captured that needs to be?

☐ **Determine if this problem is the highest priority to solve and explain how you know**

Have you ranked your organization's highest priorities and identified where this data product fits?

☐ **Define success**

- How will your data product improve the user's life?
- What can't they do now that they will be able to do in the future?

☐ **Define who the data product is for**

- Internally facing or externally facing?
- Who specifically will interact with this product?

☐ **Describe your testing and validation plan**

- Have you identified your assumptions and unknowns?
- Did you establish who needs to validate and test the plan?
- How will you know you've successfully validated things?

☐ **Identify the specific day it should ship**

Do you have a date & time established? (The more specific the better)

☐ **Define the data product milestones**

- What are the incremental steps or deliverables that can be defined?
- Is there a specific sequence of events you need to follow?

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