Datom

a step-by-step guide to creating data-driven business projects

Clément Levallois, Guillaume Lecuyer

2018-04-13

Table of Contents

Benefits of the method			1
------------------------	--	--	---

last modified: 2018-04-13

Benefits of the method

- A guide to the creation of business projects aligned with the strategic objectives of the Organisation
- With precise instructions on how to include a data driven logic in the value creation process
- Graphical method, suitable for individual and team work.

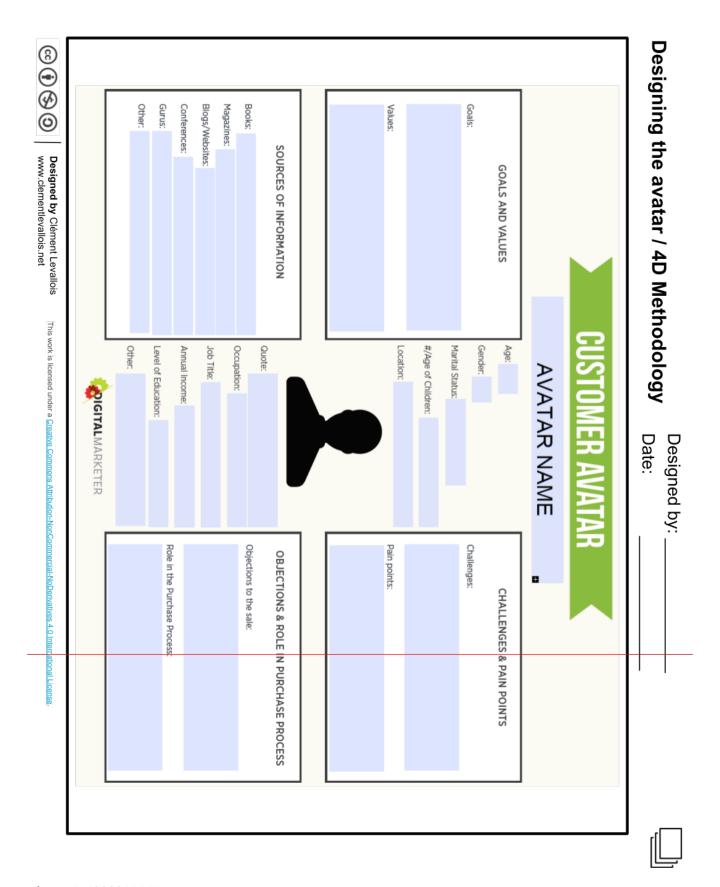


Figure 1. 1222211111

Designing the avatar / 4D Methodology

Designed by:	
Date:	



	AVATAR NAI	ME _
GOALS AND VALUES	Age:	CHALLENGES & PAIN POINTS
Goals:	Gender:	Challenges:
	Marital Status:	
	#/Age of Children:	
Values:	Location:	Pain points:
SOURCES OF INFORMATION	Quote:	OBJECTIONS & ROLE IN PURCHASE PROCESS
SOURCES OF INFORMATION Books:		OBJECTIONS & ROLE IN PURCHASE PROCESS Objections to the sale:
Books: Magazines:	Occupation:	
Books: Magazines: Blogs/Websites:	Occupation: Job Title:	
Books: Magazines: Blogs/Websites: Conferences:	Occupation: Job Title: Annual Income:	
Books: Magazines: Blogs/Websites:	Occupation: Job Title:	Objections to the sale:

Figure 2. 22222111111