

SPECs Needed:

Sampling Strategy

Weighting
Strategy (incl.
comparison over
itme)

Data Files
Structure and
Type
requirements

Business Rules for
Data Cleaning
(Expected values,
skip patterns,
rules for
inclusion...)

Sampling

Applying Weights

PII Removal

Comment Coding

Combining Data
Sources

Calculating
Additional Fields

Formatting Data to
SPECs (order,
types, labels...)

Additional
Processing for
Analysis and
Reporting

Applying Business
Rules

Pre-Processing

Transcription

Centralized

Decentralized

Extract

Load

Transform &
Validate

From External
Sources

For Internal Use

Data Processing

Data Storage

Data Retrieval

Data

Survey Platform

Survey
Programming

Survey Fielding

Operations

**Tech Roadmap
Components**

Reporting

Dashboard

Dashboarding
Platform

Dashboard to
Data Connectivity

Dashboard Use

External Use

Internal Use

Data Files

Operations
Reports

Static Reports /
"Dashboards"

Presentations

Data systems brainstorm

Ray Mroczek | March 31, 2023

brainstorm/map also needs security added to key sections