Questions to ask with your clients:

1. What is the purpose of the project?
2. What is your target audience?
3. Do You Have any Competitors, if so, How Do You Differ?
4. In a particular report, how the work or task is defined, do you use any tool to assign task, will any development/modification be documented anywhere? What work has to be done? When does each activity start and end?
5. Do you follow any Template, color coding standards in the reports, if yes, please provide them, and any mock ups will be provided how the dashboard show look?
6. How you will use/envision these reports/dashboards?
7. What will be the data sources from which the data be collected, any transformation/cleansing/manipulation/modelling of the data has to be done?
8. Who will be the sole **spoke** from your end related to these reports/projects?