



Data Product Canvas by Prof. Leandro Carvalho

Instructions

Objective

Apply Prof. Leandro Carvalho's Data Product Canvas to a real-world project. Your goal is to conceptualize a data product by filling out the essential sections of the canvas, demonstrating your understanding of data-driven design and development.

Project Selection

Choose a practical problem where a data product can provide solutions. This could be in areas such as business analytics, customer insights, process optimization, or any domain where data plays a crucial role.

Ensure that the problem requires a data-driven approach for decision-making.

Presentation

Submit a completed Data Product Canvas visualizing your project.

Format

Submit as a PDF or PowerPoint (for the canvas)

Fear of the Lord is the foundation of wisdom. Knowledge of the Holy One results in good judgment.
Proverbs 9:10 NLT.

Prepared by:

Ms. Cherilyn C. Lamadora

Noted by:

Engr. Recendo Astellero

2024-2025

Data Product Canvas		Product Name:	Owner:	Date:	Version:
Problem <i>Ask the right questions:</i> <ul style="list-style-type: none">What is the problem?Why is it a problem?Whose problem is it?Why, why and why...?	Data <i>Ask the right questions:</i> <ul style="list-style-type: none">SourceQualityAccess vs. AvailabilityProcess / TransformationOutputsTest / Training / Validation	Solution <i>Ask the right questions:</i> <ul style="list-style-type: none">Type (Analytics, ML, IA,)What will be the solution?Output expected?	KPIs <i>Ask the right questions:</i> <ul style="list-style-type: none">How to evaluate the model?Which metrics should be used?How much uncertainty can we handle with?AB Test -- How?	Actions <i>Ask the right questions:</i> <ul style="list-style-type: none">Which actions will be used?Which compaigns?	
Hypothesis <i>Ask the right questions:</i> <ul style="list-style-type: none">What will be tested?What are the expected responses for each of them?What should we do from each answer? What strategy should we follow?			Actors <i>Ask the right questions:</i> <ul style="list-style-type: none">Who is your client?Who are your stakeholders?Who is your sponsor?Who will use the solution?Who will consume the solution?Who will be impact with?		
Values <i>Ask the right questions:</i> <ul style="list-style-type: none">What is the size of your problem?What is the baseline?What is the uplift / savings?	Risks <i>Ask the right questions:</i> <ul style="list-style-type: none">What are the risks?What these risks might block?		Performance / Impact <i>Ask the right questions:</i> <ul style="list-style-type: none">What is the impact? How to measure it?Where you can see this improvement / performance? <i>Example:</i> <ul style="list-style-type: none">Increase our customers base;Keep it them by Reduce Churn;Savings lost revenue + A/B Test;Reduce cost of acquisition;		

[br.linkedin.com/company/dataproductcanvas](https://www.dataproductcanvas.com)
Data Product Canvas
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COLEGIO DE MONTALBAN
Kasiglahan Village, San Jose, Rodriguez, Rizal
INSTITUTE OF COMPUTER STUDIES
Bachelor of Science in Information Technology
Midterm Examination Rubrics



ITINFOM – Information Management

Criterion	Definition	Weight	Excellent (90-100%)	Good (70-89%)	Fair (50-69%)	Poor (0-49%)	Remarks
Problem Definition (20%)	Defines the problem the data product aims to solve.	20%	The problem is explicitly articulated with detailed context and scope.	The problem is generally clear but may lack some detail.	The problem is vaguely defined or lacks context.	The problem is unclear or poorly articulated.	
	Clarity (10%)	10%	(9-10)	(7-8)	(5-6)	0-4	
	Relevance (10%)	10%	(9-10)	(7-8)	(5-6)	0-4	
Target Users (20%)	Identifies and understands the target users and their needs.	20%	Target users are clearly identified with detailed personas and segmentation.	Target users are identified, but personas or segments may lack detail.	Target users are mentioned but not well-defined or segmented.	Target users are not identified or poorly defined.	
	Identification (10%)	10%	(9-10)	(7-8)	(5-6)	0-4	
	Needs and Pain Points (10%)	10%	Users' needs and pain points are thoroughly understood and addressed.	Users' needs and pain points are addressed but may not be comprehensive.	Users' needs and pain points are partially addressed or vaguely understood.	Users' needs and pain points are not addressed.	
Value Proposition (20%)	Describes the unique value and benefits of the data product.	20%	The value proposition is distinct, compelling, and well-articulated.	The value proposition is clear but may lack some distinctiveness.	The value proposition is somewhat unclear or generic.	The value proposition is unclear or not well-defined.	
	Unique Value (10%)	10%	(9-10)	(7-8)	(5-6)	0-4	
	Benefits (10%)	10%	Benefits are clearly outlined and directly address user needs.	Benefits are outlined but may not fully align with all user needs.	Benefits are mentioned but lack clear alignment with user needs.	Benefits are unclear or not outlined.	
Data Sources (15%)	Identifies and evaluates the data sources used in the data product.	15%	Data sources are well-identified with a clear evaluation of their quality.	Data sources are identified, but the evaluation of their quality may be incomplete.	Data sources are mentioned but lack evaluation or detail.	Data sources are not identified or poorly evaluated.	
	Identification and Quality (7.5%)	7.50%	6.8-7.5	5.5-6.7	3.8-5.4	0-3.7	
	Relevance and Accessibility (7.5%)	7.50%	6.8-7.5	5.5-6.7	3.8-5.4	0-3.7	
Metrics and Evaluation (15%)	Defines success metrics and evaluation plan for the data product.	15%	Success metrics are well-defined, specific, and aligned with goals; detailed and practical evaluation plan.	Success metrics are defined but may lack specificity or alignment; evaluation plan is present but lacks detail.	Success metrics are somewhat unclear or generic; evaluation plan is vague or limited.	Success metrics are not defined or unclear; no clear evaluation plan.	
	Success Metrics (7.5%)	7.50%	6.8-7.5	5.5-6.7	3.8-5.4	0-3.7	
	Evaluation Plan (7.5%)	7.50%	6.8-7.5	5.5-6.7	3.8-5.4	0-3.7	
Presentation (10%)	Quality of the presentation of the Data Product Canvas.	10%	The canvas is logically organized, visually appealing, and information is presented clearly and concisely.	The canvas is organized and visually acceptable but may have minor issues with flow or clarity.	The canvas is somewhat unorganized or lacks visual interest; information may be unclear or wordy.	The canvas is disorganized, unattractive, or unclear.	
	Organization (4%)	4%	3.6-4	2.8-3.5	1.8-2.7	0-1.7	
	Visual Appeal (3%)	3%	2.7-3	2-2.6	1.3-1.9	0-1.2	
	Clarity and Conciseness (3%)	3%	2.7-3	2-2.6	1.3-1.9	0-1.2	

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2024-2025
1st Semester