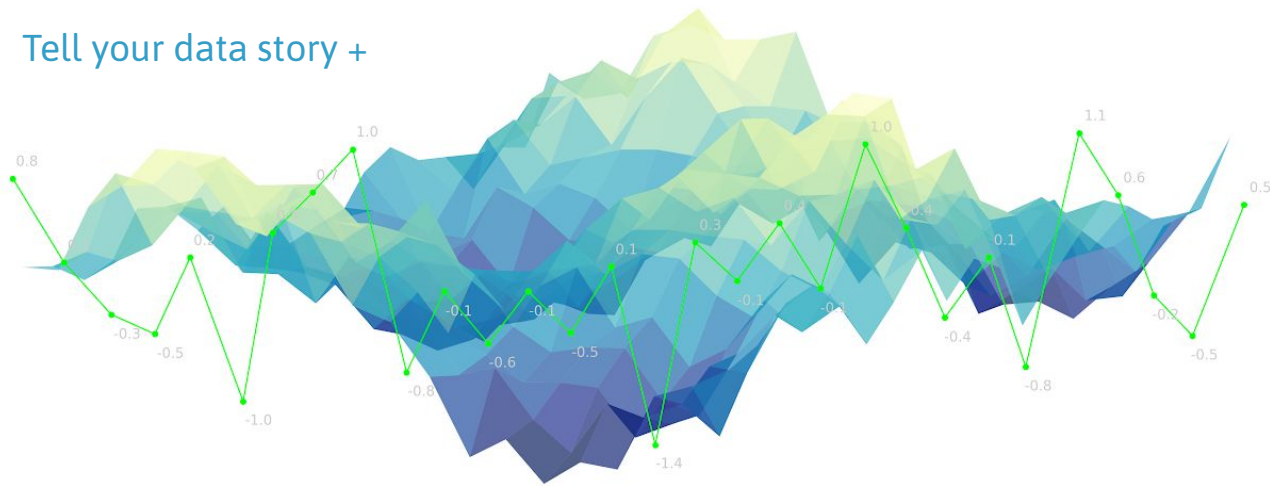Tell your data story +

_datamettle

Have a Story

- Intro to characters (Problem)
- Life changing event (Problem Size)
- Great journey (Solution)
- Close with clear direction (The Plan)

_d m

The Problem

- Define the current approach to performing the task/function
- Deficiencies with current approach and negative economic impact
- Operations validation of the problem (qualitative/quantitative)
  - e.g. Operations interviews, operational research/data

_d m

The Problem

- Rolled-up total cost of the problem for the company

- May require some research or can be achieved by bottom-up calculations.

- Ideally this is a big number….but realistic, justified and supported by data!

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The Solution

- Value proposition

  - The (solution) that (statement of key benefit/compelling reason to build) for (target personnel/process) who (statement of the need)

  - Simple value statements that connect the solutions with a compelling reason to develop

- Benefits (that are important to company)

  - $$ savings, productivity gain etc

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The Solution

- Adoption & Implementation considerations:
  - Technical
  - Integration
  - Inter-operability
  - User adoption/ experience
  - Why will users switch from current approach?
  - Why will decision-makers (e.g. finance, management) support the switch?

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Alternatives

- What else is possible and on the market?
- Comparison with your solution (genuine.....i.e. it's not realistic if your solution is better in all categories!)
- Also list indirect solutions and substitutes
  - Ie. Current way of doing business

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A Plan

- Deliverable plan from simple to full implementation ie.

  - Prototype (low cost, high learning)
  - Phase 1 (some cost, clear impact)
  - Phase 2 onwards

_dm

Do

- Spend time on the why
- Highlight the value/benefit before solution
- Showcase the team
- Keep the font size large
- Visual/Verbal/Written

Don't

- Jump straight to the technical
- Load the page up with words
- Speak to quickly

_dm

1. At RioTinto the XX process is critical, at XX cost or XX opportunity across the business
2. But currently we only have XX data/understanding and with better understanding we could save/improve by XX
3. Our capstone project to directly solve this is XX
4. And we have a prototype plan to develop XX solution within XX time and understand if the value YY is there
5. And with team. We are more than capability to delivery in XX time

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