

Elements of a data request

So far, you've learned that a business data request is any business question that can be answered with data. Data requests are a part of the data management process, and provide a structure to conversations surrounding data needs in an organization. Ticketing systems usually house data requests in the form of intake questionnaires. In this reading, you'll learn more about how data requests work, and what's included in a data request ticket.

Elements of a data request ticket

Data request forms may be housed in a ticketing system, survey, or simple email template. Review the table to learn more about common elements of a data request:

Elements of a Data Request	Definition	Responsibility	Examples
Type	Categories set by the organization to help group requests together	Can be set by the requestor and updated by the data analyst	<ul style="list-style-type: none">• Report• Data clarification• Reference data• Data extract
Priority	Determines the urgency of each request	Can be set by the requester or data analyst	<ul style="list-style-type: none">• Critical• High priority• Low priority• Unknown
Status	A category that provides a real-time status update about how the request is progressing	Is updated by the data analyst as the work progresses	<ul style="list-style-type: none">• Assigned• Start work• In progress• Fixed• Reopen

Intake questions

Before responding to a data request ticket, it's helpful to follow an initial intake process to ensure you understand the request. This process involves asking these questions:

- What data type is needed, and what are the subsets?
- What's the time frame for data collection?
- What are the sources for data, including demographic categories?
- Should data be stratified by region or zip code?
- What's the context for the business request?
- How frequently should the data be refreshed?
- How will the data be delivered to the stakeholder?

Key takeaways

Data request tickets are an essential part of the data management process. They provide a framework for understanding business data questions, and visibility into the analysis process.