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| **Data Product Canvas** | |  | | |  | |  |  |  |  |  |
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| **Problem** | **Data** | | **Solution** | | | **KPI’s** | | | **Action** | | |
| Ask the right questions:   * What is the problem? * Why is it a problem? * Whose problem, is it? * Why, why and why? | Ask the rights questions:   * Source * Quality * Access vs Availability * Process / Transformation * Outputs * Test / Training / Validation | | Ask the right questions:   * Type (Analytics, ML, IA, Dashboard) * What will be the solution * Output expected? | | | | Ask the right questions:   * How to evaluate the model * Which metrics should be used? * How much uncertainty can we handle with? * AB Test – How? | | Ask the right questions:   * Which actions will be used? * Which campaigns? | | |
| **Hypothesis** | | **Actors** | |
| Ask the right questions:   * 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? | | Ask the right questions:   * 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 / Risks** | | | | **Performance/Impact** | | | | | | | |
| Ask the right questions:  Values:   * What is size of your problem? * What is the baseline? * What is the uplift / savings?   Risks:   * What are the risks * What these risks might block? | | | | Ask the right questions:  Performance:   * What is the impact? * How to measure it? * Where can you see this improvement/performance?   Example:   * Increase our customers base. * Keep it them by Reduce Churn; * Savings lost revenue + A/B Test. * Reduce cost of acquisition | | | | | | | |
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| **Problem** | **Data** | | **Solution** | | | **KPI’s** | | | **Actions** | | |
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| **Hypothesis** | | **Actors** | |
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| **Values / Risks** | | | | **Performance / Impact** | | | | | | | |
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