

PROJECT CONCEPTING TOOL

STEP 2



Look at your **Data Gaps Tool**, and at the Data Wish List you created in **Section 1, Module 5**.

Which data source will you pursue to reach your aims?
(You may have one or more)

Is the data **internal** or **external**?

What do you need, or **who** do you need to engage with, to access this data?

Briefly note other important data characteristics: Frequency, retention, granularity*, etc.

***Granularity refers to:** The scale or level of detail in a set of data

