**Questions you will need to consider while retrieving the data:**

1. What is the format of the data you have found?
2. Will the data need cleaning?
3. Can I feasibly join this data with other sources of data I have collected?
4. How reliable is the data source?
5. What data questions can I really answer with this data?
6. What recommendations or insights could I try to capture with this data?
7. What actions can be taken off the back of any data analysis using this data?