

## Data Planning

| <b>What</b><br>do you need<br>visibility of? | <b>Why</b><br>do you need<br>visibility of this? | <b>Who</b><br>is the audience? | <b>Where</b><br>is the data? | <b>How</b><br>is it calculated? | <b>Break it down and<br/>track it - lenses,<br/>filters and time<br/>frames?</b> | <b>So what?</b><br>how will you use<br>this? |
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