Cutting Through Data Clutter

Questions to Get Started

REDUCE
Distill your thinking and create clarity on what you need the data for

- ❑ What is the urgent, compelling business question we are trying to answer?

- ❑ What is our business challenge? What goal continues to elude us?

- ❑ What one thing do we wish we knew about our customer, their pain points, and their problems?

- ❑ What is the tension or contradiction we are trying to understand?

- ❑ What are our default assumptions or conclusions that should be validated?

REUSE
Take existing things and use them in different ways with a fresh lens

- ❑ What market research have we already completed or what data has been purchased or available in the company?

- ❑ What are existing knowledge sources where we can gather this information (e.g., social media platforms, sales or medical education reps, in-house experts, etc.)?

- ❑ What have been our own biases or limits in interpreting existing data so far?

- ❑ What are reasonable assumptions or hypotheses that we make based on what we know now that we can validate later on?

RECYCLE
Convert what you discovered into new ideas or actions

- ❑ What does the data say is the best answer to your business question or challenge?

- ❑ What's the pattern or big idea that the data seems to be pointing to?

- ❑ What surprises you and how does this change existing beliefs among the team and you?

- ❑ What does this learning suggest you stop doing?

- ❑ What do you have to lose and what do you have to gain by applying this new data?

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