

Data Science / Analysis Brief



Question / Hypothesis

Provide the question or hypothesis you want to be analysed.

Business Objectives

Provide the context to the question: Why you're asking the question and what aspects of the business the answer might influence.

Analyst Considerations

- Please point your analyst towards data sources (as far reaching as you can think of) and explain how you think they should begin their investigations in layman's terms.
- Please provide here definitions of data-points that might later be debatable.

KPI

Please name a single KPI the analysis is seeking to improve.