

# .01

## Locate the relevant data

What data sources could contain relevant insights?



Do you (or your client) already have this data?

Do you need help getting the data into a usable format?

# .02

## Define your business question

Who are you interested in?



What do you want to learn?

Why is this work being undertaken?

# .03

## Upload data and build comparisons

What format is your data in?



What metadata points are you going to use to split your data?

What comparisons do you want to analyse?

# .04

## Uncover insights



Which language categories have you examined?

Does every insight card include recommendations?

Have you included verbatim examples to provide context?

# .05

## Take action



Have you included verbatim examples to provide context?

What hurdles do you foresee?

What outcomes can be attributed to this project?