

# Loft Data Canvas



Use this structure to brainstorm as part of developing a product data strategy. See <https://www.loftdigital.com/data> for guidance on how to use it.

Company/product:		Completed by:		Date:
<b>DATA INPUTS</b> What are all the possible data sources you could leverage and why? How can you get them? What formats? Try to prioritise based on business need/value.	<b>ELT/ELT</b> Extract, transform and load, or extract, load and transform How will you get the data (e.g. via API?), and what work needs to be done to access and prepare it for storage? Tooling, etc.	<b>STORAGE</b> Where will you keep your data, and in what formats? Define data structures and schemata. List providers, geographical locations, regulatory constraints and agreements needed.	<b>ANALYSIS</b> What analysis do you need to do on your data to deliver the outputs, and what technical work needs to be carried out to provide the output? How will the data be linked? Excel (basic) or enterprise tools.	<b>DATA OUTPUTS</b> What are the possible ways you could leverage your data to build your business? Internal and external. Try to list and prioritise based on value. What standards can you use? Who has access?
<b>CONSENTS, AGREEMENTS, COMPLIANCE &amp; SECURITY</b> What consents do you need for your pipeline? What standards and policies do you need? What third parties are needed? How will you create, implement and maintain them?			<b>KPIs</b> How will you measure the effectiveness of your data and pipeline?	