

Gathering Data Requirements in an Agile Way

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Information Product Name
Date:
Version:

Information Product Canvas

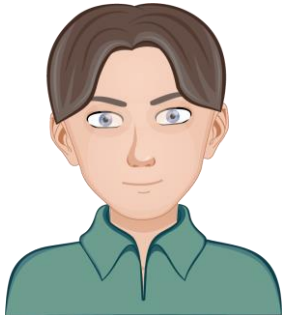
<p>Outcomes / Actions </p> <p>List of expected business outcomes or actions taken which will be achieved using this Information Product.</p> <p>Examples: Improve throughput by reallocating resources in a more effective way, reducing costs Identifying new markets to enter, increasing revenue Identifying fraudulent transactions to reduce organisational brand risk</p>	<p>Vision </p> <p>Provides an overarching sentence which describes this Information Product.</p> <p>For</p> <p>Who</p> <p>The</p> <p>That</p> <p>Unlike</p>	<p>Persona's </p> <p>Who are the target type of users of this Information Product.</p> <p>Examples: Board Member Senior Manager Consumer Analyst Data Scientist</p>	<p>Type </p> <p>Which output patterns will be delivered by this Information Product</p> <hr/> <p>Data Sync </p> <p>How often does data need to be refreshed for this Information Product.</p>
<p>Business Questions </p> <p>List of business questions which can be answered using this Information Product.</p> <p>Examples: How many invoices are overdue? What is the total value of the invoices overdue? How much cash will the organisation have in the bank at the end of today?</p>	<p>Core Business Events </p> <p>Describes the business events that capture data which are required to be available within this Information Product.</p> <p>Examples: Customer Orders Product Supplier Submits Product Customer Returns Product</p>		
<p>User Stories </p> <p>As a I Want </p>	<p>The Information Product Will / Won't </p> <p>Describes what is in scope and out of scope for this Information Product.</p>		



AgileData.io Co-Founder



Agile Data Coach

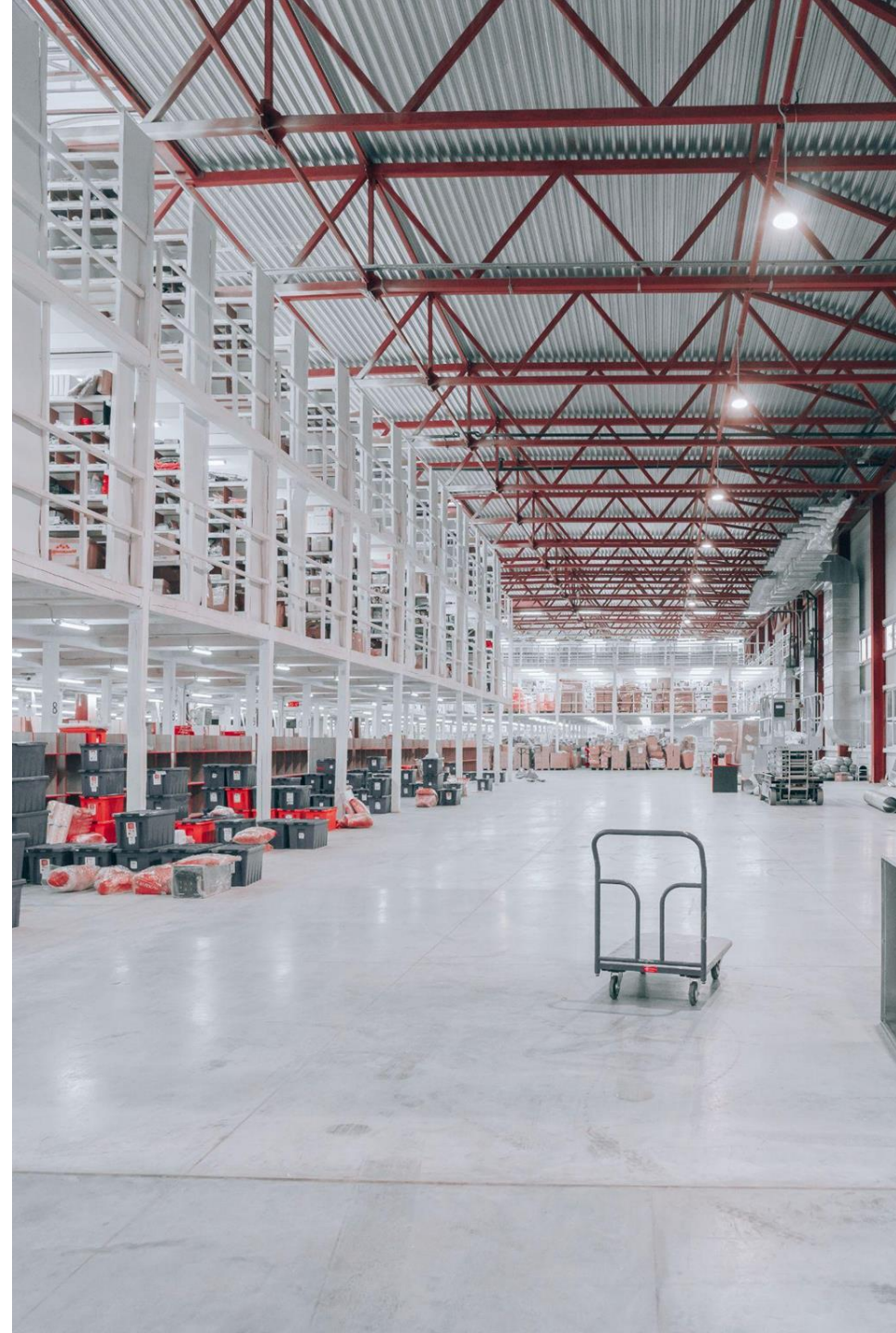


Modern Data Platform
Architect



Founder OptimalBI

Process supply chain





Requirements



Data Modeling



Data
Development / Engineering



Visualisation



Requirements

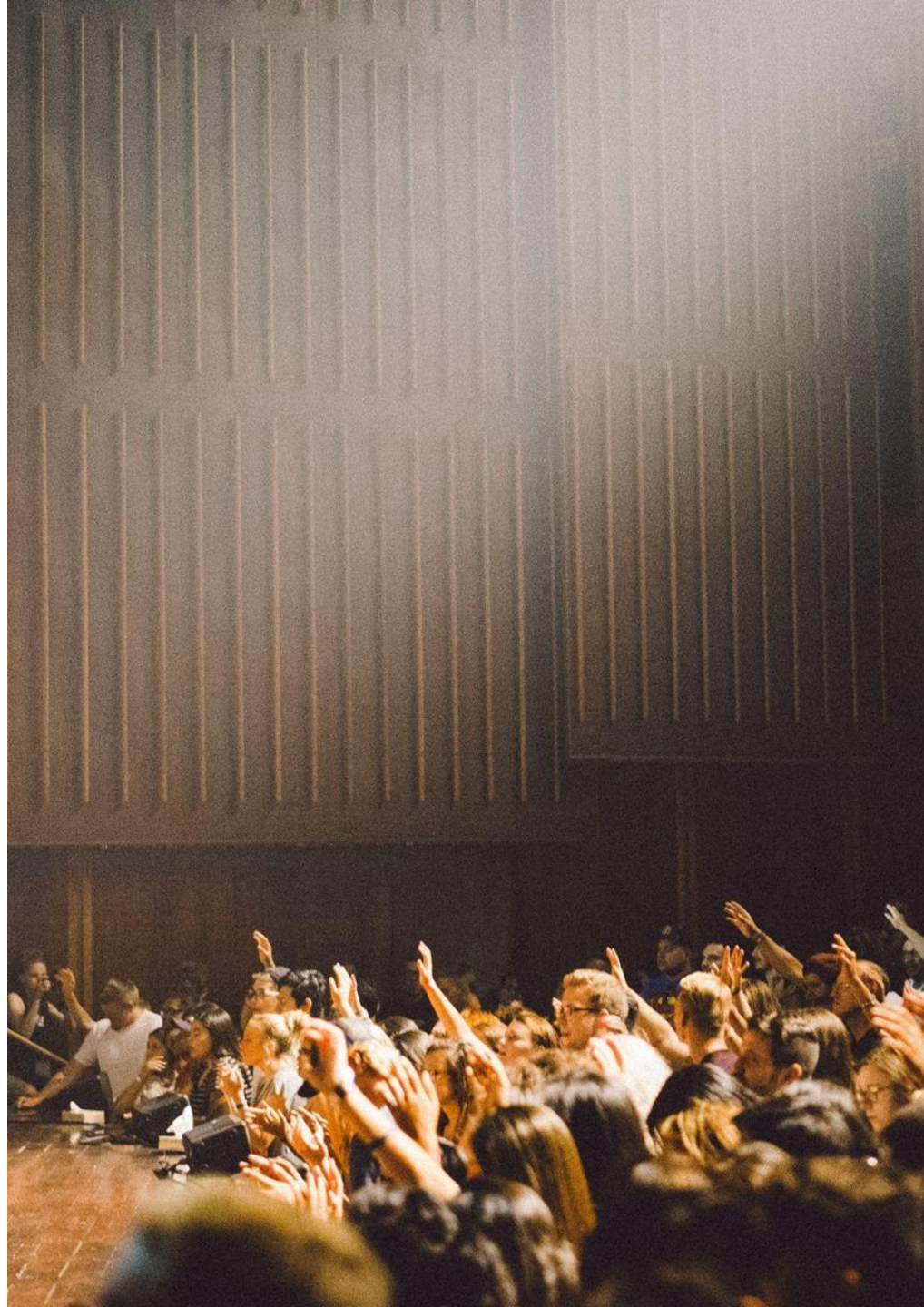


Analyst /
Analytics Engineering



Visualisation

Typical requirements gathering process



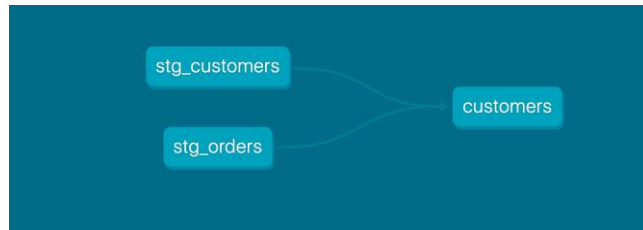
Typical output



Modern alternative



Typical output



```
select
  id as customer_id,
  first_name,
  last_name

from `dbt-tutorial`.jaffle_shop.customers
```

```
select
  id as order_id,
  user_id as customer_id,
  order_date,
  status

from `dbt-tutorial`.jaffle_shop.orders
```

A table visualization on a teal background showing columns for customer_id, first_name, last_name, and a column with yellow bars representing a count or metric.

```
with customers as (
  select
    id as customer_id,
    first_name,
    last_name
  from `dbt-tutorial`.jaffle_shop.customers
),
orders as (
  select
    id as order_id,
    user_id as customer_id,
    order_date,
    status
  from `dbt-tutorial`.jaffle_shop.orders
),
customer_orders as (
  select
    customer_id,
    customer_order_id as first_order_id,
    max(customer_order_id) as last_order_id,
    count(customer_order_id) as number_of_orders
  from customer_orders
  group by 1
),
final as (
  select
    customers.customer_id,
    customers.first_name,
    customers.last_name,
    customer_orders.first_order_id,
    customer_orders.last_order_id,
    customer_orders.number_of_orders,
    format('{} as number_of_orders') as formatted_orders
  from customers
  left join customer_orders using (customer_id)
)
select * from final
```


The problem



Patterns can help





Team Topology patterns

Process patterns

Technology patterns










Way of Working patterns

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<p>User Stories </p> <p>As a <input type="text"/> I Want <input type="text"/></p> <p>As a <input type="text"/> I Want <input type="text"/></p> <p>As a <input type="text"/> I Want <input type="text"/></p>		<p>The Information Product Will / Won't </p> <p>Describes what is in scope and out of scope for this Information Product.</p>	

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INSPIRED BY: The Business Model Canvas - strategyzer.com

<p>Outcomes / Actions</p> <p>Increase overall margin</p> <ul style="list-style-type: none"> Optimise investment in new channels Optimise investment in new stores Reduce abandoned orders 	<p>Vision</p> <p>For The Chief Revenue Officer</p> <p>Who Needs to optimise the investment in new stores and new channels</p>	<p>Persona's</p> <ul style="list-style-type: none"> Information Consumer Data Analyst 	<p>Type</p> <p>Dashboard</p> <hr/> <p>Data Sync</p> <p>Daily, before 7am</p>
<p>Business Questions</p> <ul style="list-style-type: none"> How many orders have been placed? What is the total value of orders placed? What is the percentage of abandoned orders? What store region has the most orders? What channel is driving the largest increase in order value? 	<p>The Order Revenue Metrics is a Dashboard</p> <p>That Automates the collection and consumption of order revenue data to understand the total order revenue and where it is driven from</p> <p>Unlike Current manual excel process</p>	<p>Core Business Events</p> <ul style="list-style-type: none"> Customer Places Order Customer Pays for Order Store Ships Product Customer Returns Product 	
<p>User Stories</p> <ul style="list-style-type: none"> As a consumer I want to be able to drill down from the summary numbers to see the transactions that make up the number so I can scan for outliers. As an analyst I want to be able to export the data so I can use it in another tool As a consumer I want a single view of orders regardless of the system the orders are captured in 		<p>The Information Product Will / Won't</p> <ul style="list-style-type: none"> Won't include break down by Customer or Supplier type Will include returned products in the order value calculation Will collect data from the website, point of sale, order management, shipping management and financial management systems Backfill data from the previous 24 months 	



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When can it be
used ...





Gather, Size & Prioritise

Estimation and Commitment Planning

Design and Build

As Built

When an Information App is changed in the future

Takeaways





Everybody can capture requirements, but we need to reduce complexity and effort

There are patterns available to help reduce both of these

Concentrate on requirements you are likely to deliver in the next three months

How could you adapt your way of working so a stakeholder could capture the initial requirements without you?

Lettuce start canvassing data requirements



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