

We create the data analytics solution ...

... for the following customers and users ...

What is the name of our data product?

For whom do we create our data analytics solution? Who is our customer?

## Data Sources

## Analytics

## Data Product

## Customer Benefit

## Financial Implications

What data sources do we need to create customer value?

What data analytics methods do we need to apply to gain insights and benefits from the data?

In what form do we make the service available to our customers and users?

What added value and what advantages does the data service generate for our users and customers?

What types of revenue streams do we expect?



What are the most important cost factors for our data solution?

