## Key characteristics
Describe the key capabilities to be developed in the project:
- 
- 

## Key visuals
Draw sketches to illustrate the features to be developed.

## Idea
Make the solution visuall.

## Title
Select a concise and catchy working title.

## Objectives
List the business objectives to be achieved by the project:
1. 
2. 
3. 

## Workflow integration
Describe how the solution is embedded in your business process.

## Stakeholders
Describe the impact the project will have on sponsors, users and others, e.g., data owners:

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<tr>
<th>User</th>
<th>Sponsor</th>
<th>Other</th>
<th>Who?</th>
<th>What?</th>
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## Related initiatives
List unrelated initiatives and relevant contacts, if known.

## Challenges
Describe potential challenges facing the project.

- Analyze patterns in the data to explain why a development occurred.
- Use statistical methods to predict future developments.
- Run simulations using predictive analytics & suggest specific actions.
- Automate decision making & action based on prescriptive analytics.
- Prescriptive analytics Use statistical methods to predict future developments.
- Diagnostic analytics Analyze patterns in the data to explain why a development occurred.
- Descriptive analytics Describe developments without analyzing their root cause.

## Existing data
Data that you have collected and that is fully and exclusively yours.

- Own data
  - Raw data

## New data
Data to be collected for the project, e.g., by running experiments.

- Open data
  - Raw data

## Depth of analytics
Automated analytics
Automated decision making & action based on prescriptive analytics.

Prescriptive analytics
Use statistical methods to predict future developments.

Predictive analytics
Run simulations using predictive analytics & suggest specific actions.

Diagnostic analytics
Analyze patterns in the data to explain why a development occurred.

Descriptive analytics
Describe developments without analyzing their root cause.