

Idea 1
Paste the ideation result

Title 8
Select a concise and catchy working title



Key characteristics 3
Describe the key capabilities to be developed in the project

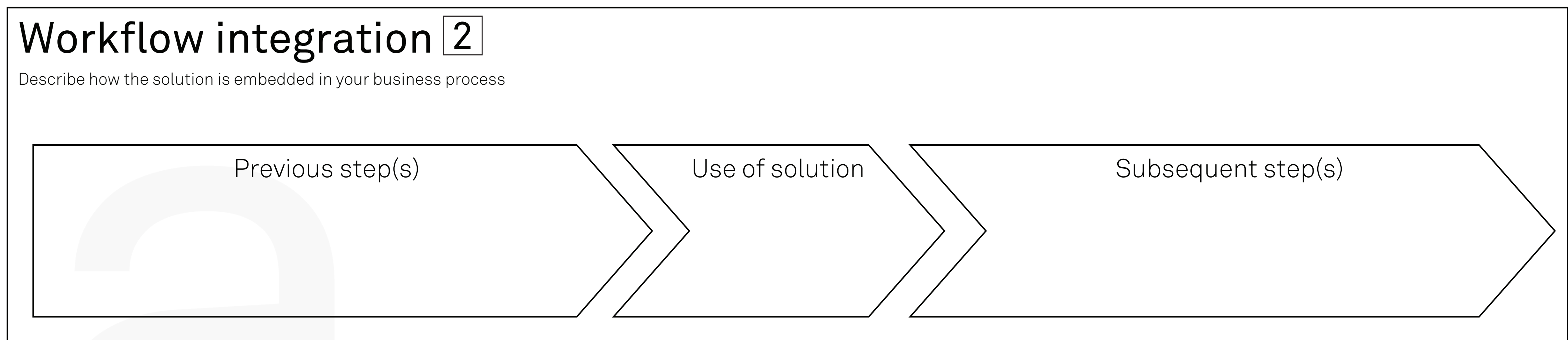
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Objectives 2
List the business objectives to be achieved by the project

- 1.
- 2.
- 3.

Related initiatives 2
List related initiatives and relevant contacts, if known

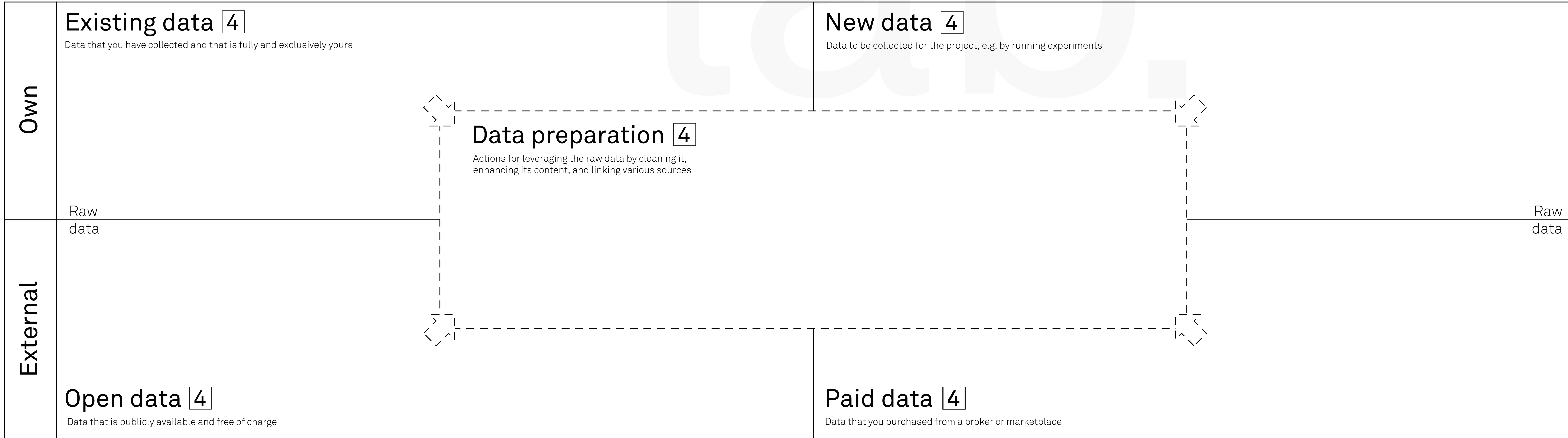
Key visuals 3
Draw sketches to illustrate the features to be developed



Stakeholders 6
Describe the impact the project will have on sponsors, users and others, e.g. data owners

User	Sponsor	Other	Who?	What?
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		
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Challenges 7
Describe potential challenges facing the project



- Depth of analytics 5**
- Automated analytics
Automate decision making & action based on prescriptive analytics
 - Prescriptive analytics
Run simulations using predictive analytics & suggest specific actions
 - Predictive 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 causes