



Define KPIs and Targets

This exercise is a continuation of “Define Data Requirements”

	New Business Opportunities	Brand & Innovation Enhancement	Business & Efficiency Optimizations	Risk Mitigation & Regulatory Compliance
VD	Value drivers from “Define Data Requirements”	Value drivers from “Define Data Requirements”	Value drivers from “Define Data Requirements”	Value drivers from “Define Data Requirements”
IN	Insights from “Define Data Requirements”	Insights from “Define Data Requirements”	Insights from “Define Data Requirements”	Insights from “Define Data Requirements”
DR	Data requirements from “Define Data Requirements”	Data requirements from “Define Data Requirements”	Data requirements from “Define Data Requirements”	Data requirements from “Define Data Requirements”
KPIs	How will you measure progress?	How will you measure progress?	How will you measure progress?	How will you measure progress?
Targets	What are your targets?	What are your targets?	What are your targets?	What are your targets?