





# Data Prioritisation Matrix

Dataset	1. Value		2. Ease of Access		3. Cost of Access		4. Urgency		Overall Score
	Score	Weighting	Score	Weighting	Score	Weighting	Score	Weighting	
Telstra	5	5	3	3	1	5	1	3	32

Value Proposition

Customer Segment

# 1. Value

Gain Creators



Gains



Products & Services



- Usefulness in measuring desired project impacts
- Valued by multiple stakeholders

Pain Relievers



Pains

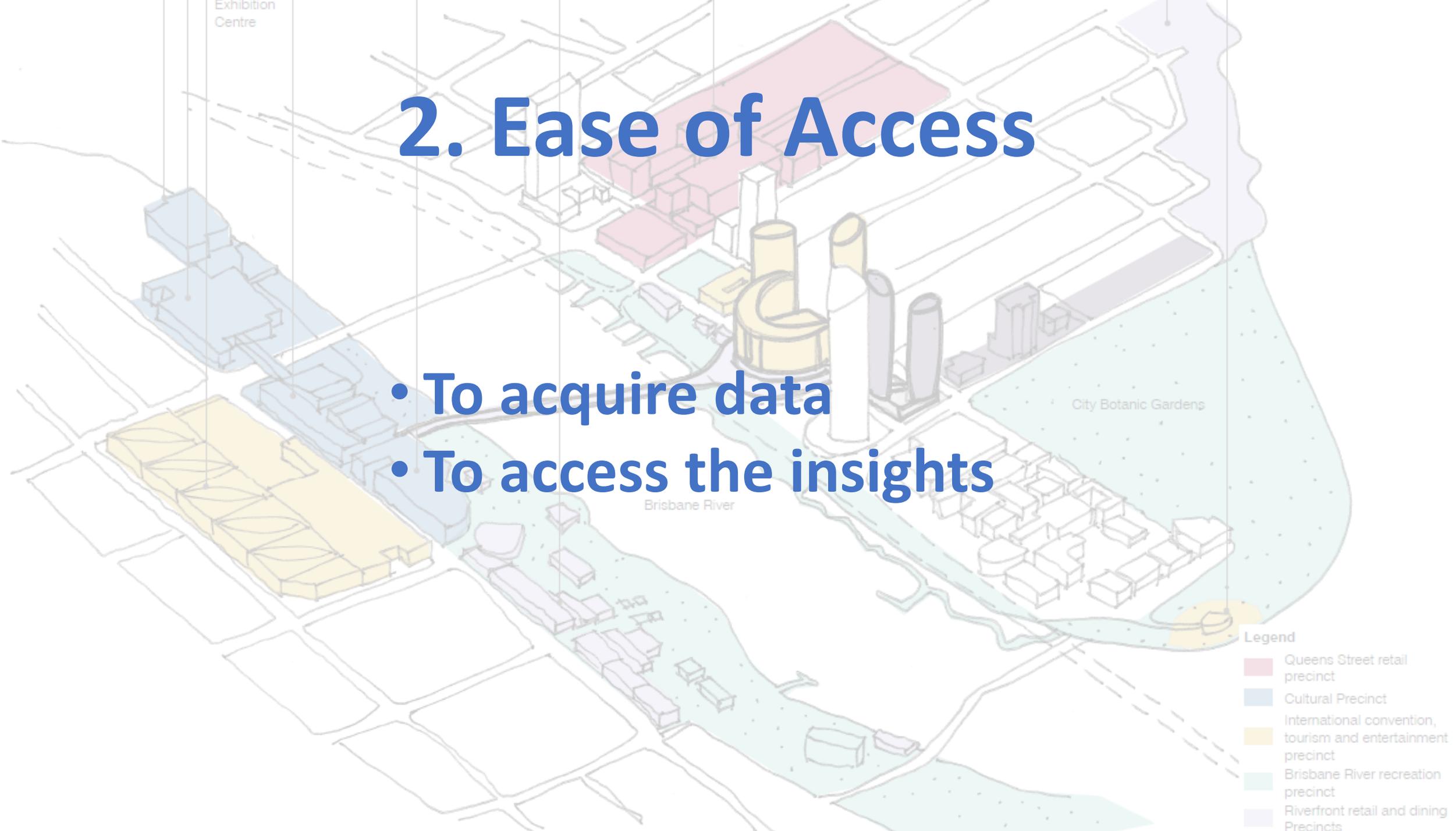


Customer Job(s)



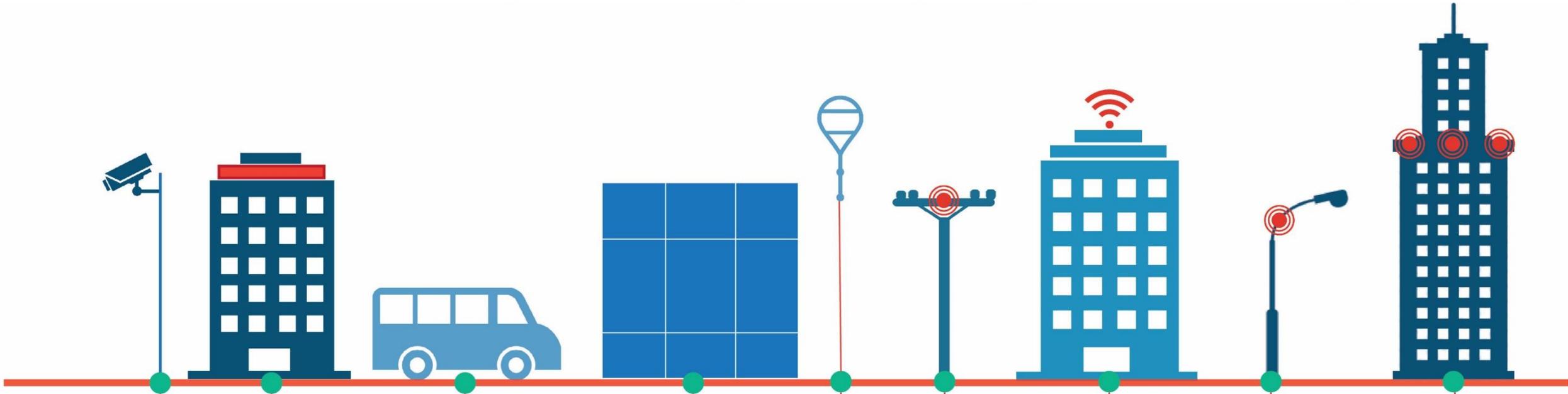
## 2. Ease of Access

- To acquire data
- To access the insights



# 3. Cost of Access

- Acquisition
- Ongoing
- Cleaning, storing, analysing, visualising



# 4. Urgency

- The stakeholder needs the information
- That data needs to be recorded before it changes



# Data isn't important

