

.01

Define your **who, what and why**



Who are you interested in?

What do you want to learn?

Why is this work being undertaken?

.02

Locate **relevant data**



What data sources could contain relevant insights?

Do you (or your client) already have this data?

Do you need help getting the data into a usable format?

.03

Upload data and **build comparisons**



What format is your data in?

What metadata points are you going to use to split your data?

What comparisons do you want to analyse?

.04

Derive **interesting insights**



Which language categories have you examined?

Does every insight card include recommendations?

Have you included verbatim examples to provide context?

.05

Take **action**



Have you included verbatim examples to provide context?

What hurdles do you foresee?

What outcomes can be attributed to this project?