

PRIORITIZATION 1-2-3

A guide to comparing analytics proposals

Intel prioritizes projects based in part on quality of data and expected return. Here's a simple framework to guide your decisions. For each question, give your project 1, 2 or 3 points based on the accompanying statement. You can weight the criteria that matter most to your company. Add up the total. Make the highest-scoring project your top priority.

PROJECT NAME: _____ BUSINESS SPONSOR: _____

CRITERIA	1	2	3	SCORE
Will sponsor manage organizational changes the project deems worthwhile?	Sponsor lacks authority to make process changes	Yes, but change is likely to be big	Yes, and change is minimal or welcome	
How closely aligned is the project to the business mission and goals?	Project is tangential	Critical to the business unit	Critical to the overall business	
How simple is this project to execute?	Significant difficulty	Medium difficulty	Straightforward	
Do we already have the necessary tools in place?	Requires significant tool updates	Most, not all, tools in place	All tools in place	
How much work is required to capture and prepare data?	Significant data preparation effort	Moderate data preparation effort	Project uses well-formatted or pre-integrated data	
How fast can we begin to deliver business benefit?	10 or more months	7 to 9 months	0 to 6 months	
How will the outcome improve our capability to perform future analytics projects?	Will not build significant reusable capabilities	Modest applicability across other projects	Builds significant analytics capabilities	
What is the expected business value of this project in dollars?	Low (define range)	Medium (define range)	High (define range)	

TOTAL SCORE: _____