

Analytics Help Decision Matrix

Domain Methods

USE THIS AFTER A DISAPPOINTING ENGAGEMENT

The question is not who is cheapest. The question is which help model fits the shape of the problem you actually have right now.

STEP 1: NAME THE PROBLEM TYPE

- Technical: the business question is clear, the scope is bounded, and an internal owner can provide context quickly.
- Translational: the pain is real, but the request is still fuzzy, cross-functional, or politically messy.
- Foundational: the stack itself is too brittle, ungoverned, or untrusted to support clean delivery yet.

DECISION MATRIX

- Freelancer: best when scope is clear, success is easy to verify, and the handoff already exists.
- Fractional analytics partner: best when the team needs someone to shape the ask, connect business context to execution, and challenge bad requirements.
- Full-time hire: best when the demand is recurring, the ownership model is ready, and the company can support real continuity.

RED FLAGS

- If the brief keeps changing in meetings, do not buy execution before translation.
- If teams still argue about the core metric, do not solve the problem with staffing alone.
- If nobody will own the result after delivery, do not pretend the next engagement has a real handoff.

NEXT-STEP PROMPTS

- What decision must get better in the next 90 days?
- Which team owns the number when people disagree?

- What business context would an outsider need to succeed?
- Is the ongoing need durable enough to justify a full-time owner?
- What would make us regret hiring too early versus buying another short engagement?

RECOMMENDATION

Choose the smallest credible model that matches the ambiguity, ownership, and urgency of the work. If the context is still missing, fix that first.