

Analytics Staffing Decision Worksheet

Domain Methods

How to use this worksheet

- Use this with the person who owns the decision plus the people who will feel the handoff, reporting, or hiring consequences.
- Score the current problem shape first. Do not debate staffing models until the work is named clearly enough to compare honestly.
- At the end, write one next move, one owner, and one review date so the choice does not turn into another vague resourcing conversation.

Part 1: define the work

- Decision that must improve in the next 90 days:

- What keeps breaking first today: board reporting / metric definitions / pipeline trust / attribution / workflow delivery
- Main systems involved: CRM / warehouse / BI / spreadsheets / ad platforms / other

- What would good look like in 90 days?

Part 2: score the problem shape

- Rate each item from 0 to 2: scope is already clear, internal owner exists, authority is needed, work is durable, translation is the bottleneck.
- Scope clarity score: _____ Internal owner score: _____ Authority need score: _____
- Durability score: _____ Translation need score: _____ Timeline pressure score: _____
- Biggest hidden risk if we choose too cheaply: _____

Freelancer fit check

- Use when the work is bounded and acceptance criteria are already concrete.
- Internal owner who can answer context questions quickly:

- Specific output expected:

- What could make a freelancer fail here anyway?

Fractional partner fit check

- Use when the work crosses business and technical boundaries and still needs sequencing.
- Which teams need alignment before build work settles down?

- Where will the partner need authority to challenge or redirect the ask?

- Review point for deciding handoff / bridge / hire next:

Full-time hire fit check

- Use when the capability is durable and the mandate is stable enough to own internally.

- Role owner / manager: _____ Core recurring decisions this role supports: _____

- What work is explicitly out of scope so the role does not become a dumping ground?

- What infrastructure or stakeholder support must exist before the hire can win?

Final decision

- Recommended next move: freelancer / fractional partner / full-time hire / clarify the ask first

- Why this option fits better than the others:

- Primary owner: _____ Review date:

- If the work still points to deeper system debt, route next to Translate the Ask or Data Foundation.