

Business-to-Data Translation Template

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Domain Methods

A lightweight worksheet for turning vague business questions into scoped, buildable data work.

Use this before a dashboard request, attribution cleanup project, reporting rebuild, or board-deck fire drill becomes the wrong ticket.

1. Decision

What decision are we trying to improve?

Examples:

- Reallocate paid budget next month
- Prioritize which accounts sales should call first
- Decide whether a launch improved activation quality
- Align the board-deck number with the operating number

2. User, Workflow, and Timing

Who needs the answer first?

Where will they use it?

What deadline is operationally real?

What deadline is just anxiety or politics?

3. Metric and Threshold

What specific metric, threshold, or comparison matters most?

Examples:

- CAC by channel family
- Trial-to-opportunity rate by segment
- Finance-approved pipeline coverage
- Gross margin by cohort after returns and discounts

4. Confidence Level

Does this need to be directional, decision-grade, or board-grade?

Directional = useful for spotting patterns or making a short-term call.

Decision-grade = reliable enough to change budget, prioritization, or workflow.

Board-grade = defensible under executive or investor scrutiny.

5. Dependencies

Which systems, definitions, identities, or joins could break the answer?

List the source systems involved, where definitions fork, who owns key fields, and what manual workarounds exist today.

6. Output and Caveats

What should the first output actually be?

Options include: dashboard, trusted report, CRM field, score, alert, memo, or sync.

What will still be incomplete in phase one?

Which caveats need to be stated explicitly before anyone trusts the result?

7. Best Next Step

Choose one:

- Fast directional answer
- Scoped build
- Deeper audit
- Broader foundation / governance work

Playback Check

Before building, play this back to the stakeholder in plain language:

1. The real decision
2. The primary user and workflow
3. The confidence level
4. The first deliverable
5. The biggest caveat still in play

Why this works

Good translation prevents data teams from building the wrong artifact well.

It makes the request executable, exposes hidden dependencies early, and gives both business and technical teams a shared language before delivery turns political.

Need help translating the ask before your team builds? Domain Methods uses a short diagnostic sprint to turn fuzzy stakeholder requests into a plan a data team can execute.