

Internal Business Case Builder

Domain Methods

Use this worksheet to turn analytics pain into an executive-ready budget ask.

1. Current decision problem

- Which reporting, planning, attribution, or margin decision is currently slowed down?
- Which teams are affected?
- Why is this expensive now?

2. Cost-of-bad-data worksheet

- Manual labor hours per month: _____
- Delayed decision cost: _____
- Avoidable spend under weak confidence: _____
- Revenue or margin leakage estimate: _____
- Total visible monthly tax: _____

3. Executive ask outline

- Problem statement:
- Business impact:
- Proposed phase-one scope:
- Expected improvement in confidence or speed:

4. Objection handling prompts

- Why not keep doing this manually?
- Why this scope instead of another dashboard?
- Why now?
- How is the project phased and controlled?

5. Phased investment table

- Phase 1: Diagnose and scope
- Phase 2: Stabilize the critical reporting layer
- Phase 3: Expand and operationalize

Domain Methods

Turn messy marketing and revenue data into decisions leaders trust.