

Domain Methods ? Post-Funding Data Playbook

A practical 90-day worksheet for post-funding SaaS teams.

Days 1-30: Audit and Align

- List board-critical metrics and current source systems.
- Document definitions for pipeline, revenue, CAC, and attribution.
- Score trust breaks by business risk.

Days 31-60: Build the Foundation

- Choose one system of record for each board metric.
- Fix the highest-risk joins and tracking gaps.
- Mark each report as directional, decision-grade, or board-grade.

Days 61-90: Operationalize

- Assign owners for metrics, dashboards, and source changes.
- Establish a monthly data operating review cadence.
- Create escalation rules for drift, new tools, and board requests.

Key planning questions

1. Which number would hurt confidence most if it were wrong?
2. Which report needs the most verbal caveats today?
3. Where is someone manually translating between systems?
4. What must become board-grade by the next board cycle?

Next step routes

- Data Foundation: </services/data-foundation/>
- Where Did the Money Go?: </services/where-did-the-money-go/>