

## Domain Methods

### Failed Analytics Project Recovery Checklist

Use this worksheet after a dashboard, attribution, or reporting project stalls.

Goal: identify why the first attempt failed and define the smallest credible restart.

#### 1. Original Decision

- What business decision was the original project supposed to improve?
- What number, workflow, or meeting was the real target?

#### 2. What Actually Shipped

- What artifacts were delivered?
- What still feels unresolved today?

#### 3. Failure Mode Score

Score each from 1 (minor) to 5 (major):

- Wrong scope
- Wrong partner
- Wrong timing
- Wrong approach
- Wrong success metric

#### 4. Current Trust Break

- Which metric or workflow still breaks under scrutiny?
- Where is the manual workaround still carrying the load?

#### 5. Restart Readiness

- Who is the sponsor?
- Who owns implementation?
- What confidence level is needed: directional, decision-grade, board-grade?
- What would make us stop and re-scope again?

#### 6. 30-Day Recovery Plan

- One decision-sized objective:
- Named owner:
- First checkpoint date:
- What becomes more credible within 30 days?

Next best fits:

- Translate the Ask: </services/translate-the-ask>
- Three Teams, Three Numbers: </services/three-teams-three-numbers>
- Revenue Analytics: </services/revenue-analytics>