



ADOBE ANALYTICS

Stakeholder Questionnaire



Here is a sample questionnaire template. Go ahead and make a copy, edit it to match your needs (including deleting these instructions), and then send it to your stakeholders before your discovery meeting.

Organizational goals

- What is the business model for your organization?
- What single metric is the key objective for your organization?
- What are the goals or targets for your organization across the next quarter, year, or further in the future?
- What initiatives exist to meet those goals?

Team

- How does your team support the organization's initiatives?
- What is the charter of your team?
- Who are your stakeholders or customers?
- How do you quantify success in your role?

Digital channels

- What digital properties does your organization operate?
- What offline properties does your organization operate?
- How do you communicate with your customers?



Customers

- Describe a common customer journey (for those who are customers of your team).
- Describe any customer segments or personas that are key targets.
- How are your customers identified (digital login, rewards accounts, and so on)?

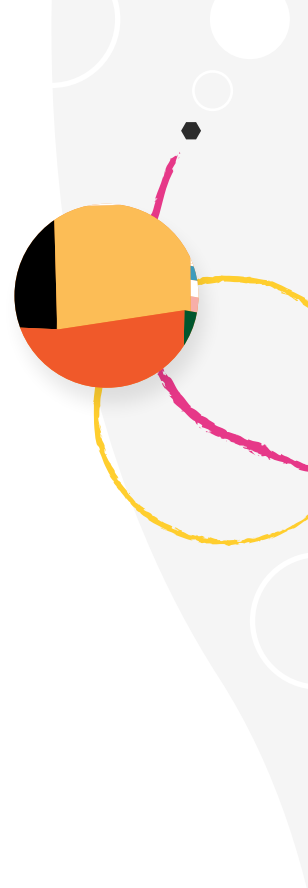
Data strategy

- From what sources do you collect data?
- To what destinations do you send data?
- How do you onboard new sources or destinations?
- How does data support your team's initiatives?
- How is data used as an input to other processes?

- How do those in your team engage with your data?
- How do those outside your team engage with your data?
- Which situations require full data granularity (versus aggregate)?
- How real-time must your data be?
- Which hurdles do you face in these tasks today?
- Describe your ideal state.

Data collection

- Describe common usage of the property or topic for which you want to collect data.
- Summarize the types of data you would like to collect.
- From here, continue with granular discussion of data points for collection.



Questions/notes



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