

Data Value Canvas

Company

Team

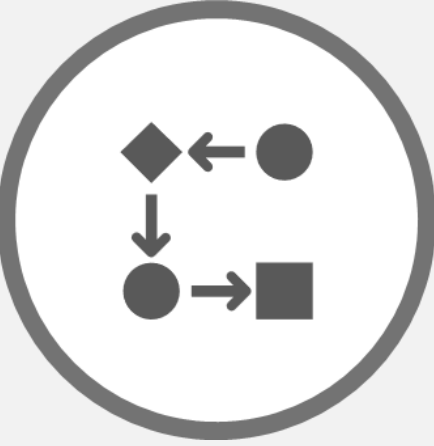
Date

brand
doctors

How can we generate (new) business value through data?

DATA SOURCES

DATA USAGE



Process data

Internal process data such as stocks, supplies, logistics, order tracking, etc.



User generated data

Consumer behaviour / attitude data

Passively generated data:
- e.g. location, usage time, online time, click behaviour
Actively generated data:
- complaints, inquiries, reviews
- etc.



Machine generated data

Sensors in and on
- devices
- tools
- machines
- etc.
with or without IoT capabilities



Environment generated data

E.g. weather data, traffic data, building data, CCTV data, etc.

Enhancing operational effectiveness



How can we enhance operational effectiveness through data, e.g.
-Cost reduction
-Fault decrease
-Process simplification
-Lead time reduction

Improving customer experience



How can we enhance the customer experience through data, e.g.
-Adding value by removing pains / adding gains
-Offering channel choice
-Strengthening customer relations

New business models



How can we generate new income streams and earning models through data:
-New target segments
-New value propositions

Winning idea



Most attractive business idea

What is the target group?

How does it create value through data?

What is the most risky assumption?

What is your first experiment?