

# Data Goals

## Is your information useful for making predictions?

Look inside the crystal ball in this Tasio Data Goals worksheet to find out how good your data *really* is. We'll map common big-picture goals of associations to a data checklist to see if your information could produce reliable forecasts, and pinpoint what you may or may not need to do to fuel your data strategy.

## Questions?

Please reach out to us at [hello@tasio.co](mailto:hello@tasio.co) if you want to walk through this worksheet together to discuss the possibilities!

Email [hello@tasio.co](mailto:hello@tasio.co)

How to use the worksheet on the following page:

Worksheet Column	Description	Your Action
<b>Goal</b>	High level target for improvement for many associations	None
<b>Data</b>	Type of data that may be able to feed back into helpful analytics	None
<b>Description</b>	More detailed description of the type of data	None
<b>Tracked</b>	Do you track this data or not?	Answer yes or no
<b>System</b>	Name of the system you're using to track this. Could be your AMS, LMS, marketing system, accounting system, etc.	Answer system name
<b>Accessible</b>	Do you have easy access to this data? 1: No idea how to get this data 2: Requires a request and potentially payment to a third party 3: Requires internal support from IT 4: With a little work I can put this together 5: Easy to get this information when I need it	Answer 1-5
<b>History</b>	How many years of history do you have of this data?	Answer years of history
<b>Quality</b>	This is a little subjective but how would you rate the data quality on a scale of 1 to 10? You can think of 1 being data that is effectively random with no meaning because it's so messy while 10 is absolutely perfect with no gaps in fields or duplicates. 10 is virtually impossible and to get to a 1 you probably don't really track the data at all, so you should be somewhere in between.  If there is a cutoff point where data quality drops — a system migration, maybe — duplicate this row and have one entry with the shorter years of history for your good data and high quality, then another with the longer years of history but lower quality.	Answer 1-10
<b>Linkable</b>	Can you relate this data to other sets of data? For example, if this data is found in your LMS, is there some shared way to identify a record with your AMS? You can often think of your central system — typically an AMS or CRM — as the point of reference.	Answer yes or no

