

## Tools and templates



### Setting a research question for data collection

A research question sets out what you want to learn from your data collection process. It should be well-defined, specific and relevant to your business objectives.

Work through our checklist and then define your research question below.

#### 1. Look at your current data collection process

Start by looking at your current process. Think about any challenges or limitations you might need to overcome for your next stage of data collection.

- What data are you collecting?
- Where do you collect data from?
- Who is responsible for managing your data?
- What gaps do you have in your data?
- Are different departments duplicating data collection efforts?

#### 2. Identify key areas for data collection

Aim to get a representative view of how data could impact your business, factoring in both overall company strategy and employee requirements.

- What are the main goals and objectives for the business?
- What are your barriers to achieving these goals?
- How could data help you overcome them?
- What data would your employees like to know about your customers, products or market?
- How would having this data affect their roles?

#### 3. Prioritise what is most important

Rank each area for data collection, considering importance, impact and feasibility.

- Which area will have the biggest impact on the business?
- What's the business case for choosing this area?
- How much time will it take to collect the relevant data?
- What technology, staff or other resources will it require?

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### 4. Narrow the scope for your research question

Once you've determined a key area for data collection, narrow the scope to define your research question.

- Where does this fit into your business strategy?
- What exactly are you measuring? (For example, frequency of purchase or a behavioural trend.)
- Which customers or user segment are you targeting?

#### Example:

To help us reach our goal of increasing sales in the hospitality sector by 15 per cent, we aim to find out which features of our product are most used each month by customers in this industry.

#### Your research question:

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