Think Backwards

- Start with the decision you want to make
- Consider the information needed to make that decision

Start with the decision you want to make

- Will an analysis influence the decision?
- Does the choice matter?

Consider the information needed to make that decision

- What would the analysis outputs look like?
- What methods & tools are needed?
- Where will the data come from?
- Is there enough time?

- Define the decision to be made
- Determine what outputs would help make that decision
- Design the analysis that creates those outputs
- Get the data needed for the analysis
- Execute the analysis