HOW TO

Make Your Models Fit Your **Business Needs**

> Don't skimp on getting to the "why"

Decompose the "why" into its key elements

> Make sure a model is the right solution

Establish an owner/subjectmatter expert

3

5



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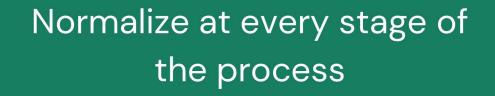
Define parameters and limitations

Socialize a framework before starting



Start with an MVP to get the ball rolling

Purpose-build for iteration



B

Measure, debrief and restart

Want to read details on each step? Visit https://tbri.com/blog/ensuring-competitivemarket-intelligence-models-suit-your-needs/

