

Pain Point Canvas

Identify and rank high-impact analytics opportunities aligned with business goals.

| Section | Description | Example |
|---------------------------|--|---|
| Business Objective | Define the overarching goal (e.g., <i>Reduce operational costs by 15%</i>). | <i>Manufacturing:</i> Cut equipment downtime. |
| Key Pain Points | List 3–5 critical challenges | 1. Daily production reports take 6 hours 2. Manual data entry creating errors 3. Errors in reporting lead to wasting 60 minutes each week for leaders |
| Impact Potential | Score each pain point (1–5) on cost savings, margin accretion, risk reduction, employee experience, etc. | 4/5 = Saves \$200K/year |
| Data Readiness | Assess data availability and quality (1–5). | 3/5 = CSVs exist but need cleaning |
| Stakeholder Buy-In | List executive sponsors and their priorities. | CFO: “Focus on inventory accuracy first.” |

How to Use:

- Complete the canvas in a 2-hour workshop with cross-functional leaders.
- Rate pain points by **People, Importance, Certainty, Kinetics** on a scale of 1-10
 - People = Number of users
 - Importance = Impact of the change
 - Certainty = Likelihood of success
 - Kinetics = Energy involved in creating and sustaining the change
- Rank based on **PICK Score** = (People * Importance * Certainty) / Kinetics