



# The Data Audit Checklist

Do you have the right data foundations before you make product decisions?

Tick every question honestly. Your score tells you where to focus first.

13-18 ✓ Solid foundations

7-12 ■ Gaps exist — fix first

0-6 ✗ Stop building — audit now

## 01 Data Collection

Are you capturing the right signals?

Score: \_\_\_ / 6

- You know every key action a user takes**  
*Sign-up, activation, first value, drop-offs*
- Events are named consistently across platforms**  
*e.g. 'user\_signed\_up' not 'signup' vs 'UserSignUp'*
- You track what users DO and DON'T do**  
*Absence is data — rage clicks, abandoned flows*
- Data captured at every funnel stage**  
*Awareness → Acquisition → Activation → Retention → Revenue*
- Collection is GDPR / privacy compliant**  
*Consent, minimisation, retention policy defined*
- You have a documented data dictionary**  
*Every event defined — whole team means same thing*

## 02 Data Quality

Can you trust what you're looking at?

Score: \_\_\_ / 6

- Single source of truth for each metric**  
*Not 3 dashboards with 3 different conversion rates*
- Data is validated — no duplicates/nulls/broken events**  
*Run weekly checks; broken tracking is invisible*
- Analytics tool and database agree on counts**  
*Discrepancies > 5% signal attribution problems*
- Historical data clean enough for trends**  
*Can't compare this week to last month = flying blind*
- You know when and why data gaps occurred**  
*Tracking outages, migrations, A/B tests documented*
- Non-technical team can read the data**  
*If only engineers access it, it's not being used*

## 03 Data Decisions

Are you using it to build better?

Score: \_\_\_ / 6

- Every roadmap decision references data**  
*Intuition + data > intuition alone. Document evidence*
- You review core metrics on fixed cadence**  
*Ad hoc = only looking when something breaks*
- You can identify top 3 drop-off points now**  
*Don't know where users leave = don't know what to fix*
- You run experiments before major features**  
*A/B tests, smoke tests, concierge MVPs — validate first*
- You track leading indicators, not just lagging**  
*'Daily usage of X' predicts retention; churn is too late*
- One metric defines if product is working**  
*North star metric aligned to core value prop*

13-18

Solid Foundations

Data-ready. Focus growth.

7-12

Gaps Exist

Fix data before scaling.

0-6

Stop & Audit

Building on bad data = waste

MY TOTAL

/ 18

SparkSoul Tip: Score honestly. A 6/18 isn't failure — it's a roadmap. Book a free audit: thesparksoul.com

