

Checklist for _____ Analytics Platform

(name of the platform)

No	Key Areas to Evaluate	✓
01	Strategic Fit <ul style="list-style-type: none"> ▶ Will it help us reach our core business goals (e.g., growth, user retention, revenue clarity)? ▶ Does this platform solve a real data decision-making pain point? 	
02	Ease of Use & Team Fit <ul style="list-style-type: none"> ▶ Can our team use this without heavy onboarding or technical support? ▶ Is it intuitive enough for all team members to use? 	
03	Integration & Compatibility <ul style="list-style-type: none"> ▶ Does it work with our existing tools (product stack, CRM, databases)? ▶ Can it unify or simplify our current data reporting process? 	
04	Features <ul style="list-style-type: none"> ▶ Does it offer the features we need (AI insights, dashboards, funnels, event tracking) ? ▶ Can it handle both real-time and historical analysis? 	
05	Pricing & ROI <ul style="list-style-type: none"> ▶ Is the pricing justifiable based on the expected ROI and efficiency gains? ▶ Does the pricing model work for our current stage? 	
06	Reliability & Trust <ul style="list-style-type: none"> ▶ Does the platform offer responsive support, updates, and documentation when we need it? ▶ Is the platform reputable and trustworthy? 	