

Branch-decision worksheet

Companion to the tutorial "Own Your Association's Data Platform" (<https://associationai.ai/posts/own-your-association-data-platform/>). Fill this in with your ED, your IT contact, and one person who will use the data. It takes twenty minutes and it picks your branch for you.

The three questions

1. What data? Name the datasets first, not the tooling. Renewal counts, event attendance, email engagement, chapter benchmarks — write what actually exists today.

Our data: _____

2. Who uses it? Staff only, or members too? If members: do they read curated data, or do they need an app they open and use?

Our users: _____

3. What decision does it change? If nobody can name the decision the data changes, you don't have a data project yet; you have a data wish.

The decision: _____

The branches

Question	Branch one: staff dashboards	Branch two: member data sharing	Branch three: member platform
Who is the data for?	Staff only	Members, reading	Members, using
What do they get?	Dashboards + plain-English answers	Curated data, no copies	An app members open

Question	Branch one: staff dashboards	Branch two: member data sharing	Branch three: member platform
Core mechanism	BigQuery data agent published to Looker Studio chat	Analytics Hub exchange + listing	AI Studio Build mode app
Needs billing?	Yes (agents require it)	Recommended for production	Review Cloud Run usage
Start with	The companion data-agent tutorial	One dataset, one pilot chapter	A plain-language description of the app

Your decision

Our branch: _____

Why: _____

First concrete action (name it and date it):

The branches keep, so this branch never blocks the others. Finish one, then expand.

A filled-in decision (teaching example, not a case study)

A fictional 1,800-member trade association with six staff, no developers, and a part-time IT contractor: the data is renewal counts, event attendance, and email engagement; the users are the executive director and the board; the question is which programs earn their keep. Branch one. The contractor enables billing (the data agent needs it) and builds the agent from the companion tutorial. Six months later the chapters ask for the attendance data, and that becomes branch two's pilot, already sitting in the same project.

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