



## Dear Rest of the Company: Our Data Budget Has a Few Favors to Ask You

**Bottom line: data incurs costs.**

**Every time you request a dashboard to crunch the numbers relating to customer purchase history or sales figures, the meter is always ticking and ramping up costs. So, please:**

1. **Chill on the real-time refreshes** — hourly updates aren't always necessary, folks!
2. **Think before you store** — do we really need 10 years of cat meme engagement data?
3. **Query smarter, not harder** — optimize those dashboard searches, pretty please.
4. **Archive the ancient** — old data? Cool. Old data eating up active storage? Not cool.
5. **Streamline those reports** — if no one's reading page 57, maybe it can take a hike.
6. **Share the love (and the data)** — why run the same report twice? Collaboration and communication is key!
7. **Be picky with your metrics** — not every number needs to be tracked, trust us.
8. **When in doubt, ask us out** — your friendly neighborhood data team is here to help!

**Remember: Every byte saved is a penny earned! Let's keep our data lean and our budget happy!**

