

# The Reporting Audit Checklist

~10 min to complete

Find out exactly what to automate — and in what order.

Most marketing teams have never mapped their reporting overhead. This checklist forces the conversation in 10 minutes. Complete it with your team. The answers will show you **what to cut, what to automate, and where to start.**

## 01 MAP EVERY REPORT YOU PRODUCE MONTHLY

#	REPORT NAME	WHO RECEIVES IT	HRS TO BUILD	ACTUALLY READ?	MAIN DATA SOURCE(S)
1					
2					
3					
4					
5					

## 02 FOUR QUESTIONS TO FIND YOUR BIGGEST WINS

Q1 Which 3 data sources take the most time to pull manually? \_\_\_\_\_

Q2 What's the one dashboard your CEO or leadership asks for every month? \_\_\_\_\_

Q3 Which reports from Section 1 are "not actually read"? Circle them — those get cut first. \_\_\_\_\_

Q4 Who on your team spends the most time on reporting? What would they do with those hours instead? \_\_\_\_\_

## 03 TALLY YOUR NUMBERS

TOTAL REPORTS PER MONTH  
\_\_\_\_\_

TOTAL HOURS PER MONTH  
\_\_\_\_\_

REPORTS NOBODY READS  
\_\_\_\_\_

HOURS YOU COULD RECLAIM  
\_\_\_\_\_

### WHAT TO DO WITH THIS

The reports taking the most time with the most data sources are your automation priority. Cut anything nobody reads. The **one dashboard leadership asks for every month** should be live and self-serve within 48 hours — that's where to start. If your total hours exceed 10/month, the math on manual reporting almost certainly doesn't make sense. [Calculate your exact cost at datawithomair.com.](#)