

Performance Analysis - Output Processes

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1 Directions

Use this process model to set up the activities that use the results of your organization's performance analyses.

- Read the modeling explanations (Section 2). They define the symbols used in the diagrams.
- Refer to the process diagrams (Section 3) to structure the work that should happen after the performance analyses.
- Refer to the process descriptions (Section 4) for specific considerations to take into account at each stage.
- If needed, use the example (Section 5) as a guide to connecting specific data and activities to this general model.

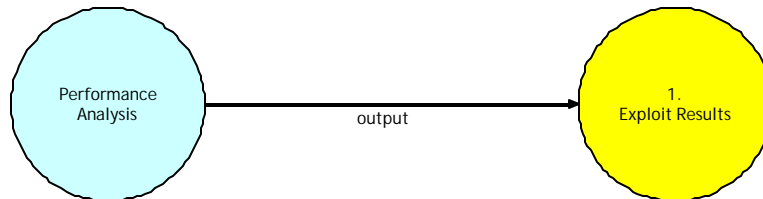
2 Modeling Explanations

The modeling method is data-flow modeling.

- Circles represent work performed (the "processes").
- Arrows represent information exchanged (the "data flows").

3 Process Diagrams

Level 1 Diagram



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4 Process Descriptions

4.1 Explain

The purpose of the *Explain* step is to make the performance analysis results easy to understand for the audience.

Before executing this step, check that the analyses have been completed and the results verified.

After executing this step, you should have:

- Identified the various audiences and their needs.
Who will benefit from having the information to make decisions? What will these readers look for in the analysis results?

For example, a management reader will look for different information than someone with direct operational responsibilities.

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5 Example - Exploiting Results from a Web Site Traffic Analysis

In this example, we searched for patterns in Web site visits. The analyses show breakdowns of the visits by day of the week and hour of the day, as well as by country and region of origin.

Marketing Audience

To target print advertising, the marketing manager is most interested in the geographic breakdown. She receives a map of the world colored by visitor activity. She will place product announcements in magazines that reach the top three regions.

An alert could be warranted if the ranking of the regions changes substantially from analysis to analysis.

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