

Business Performance Analyses - A Selection

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1 Directions

Go through the suggested analyses, theme by theme.

If the suggestions generally fit your needs, define your specific implementations, using the examples as a guide. Which data will be the input? Will the result be a "Yes/No" answer, a comparison, a ranking, or other?

To encourage quick implementations, the proposed analyses use relatively few and simple data. If your situation requires different decisions, add, remove, or change analyses. You can refine the analyses by drawing on more data sources. Refer to the Appendix as a guide to the types of information that might be relevant and available. If necessary, modify the definitions to fit how you view your organization.

2 Selection of Analyses

2.1 Theme 1 - Revenue Generation

This theme exploits data about customers, distributors, products, and services generated by marketing, sales, and distribution activities. Its goal is to support decisions about the customer-facing activities of the organization.

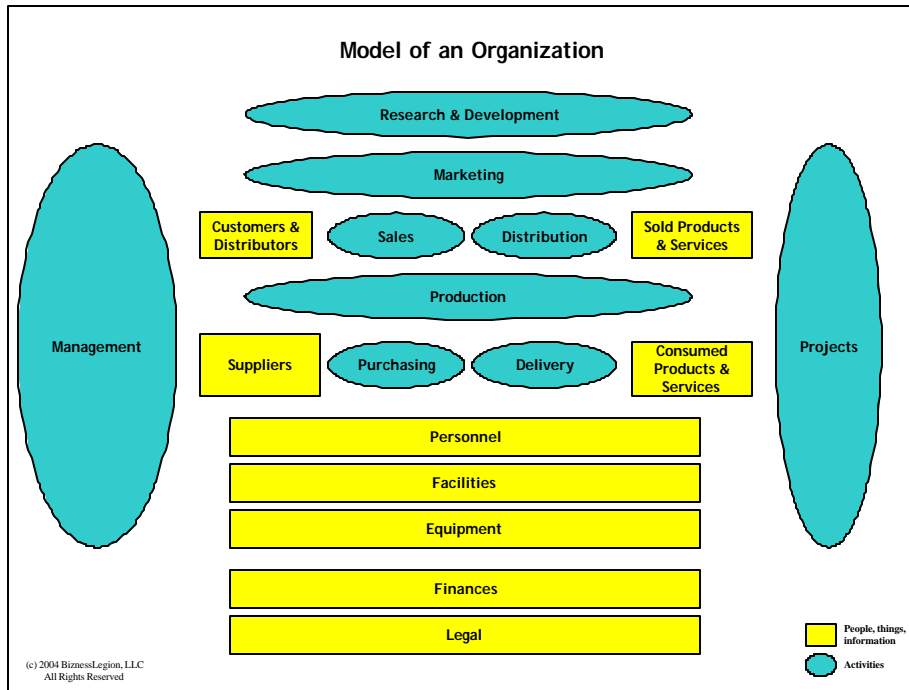
<i>Decision</i>	<i>Analysis</i>	<i>Data of Interest</i>	<i>Example</i>	<i>Implementation</i>
Which customer groups to target	<p>What kind of people are our customers?</p> <p>Are we reaching people with the right characteristics?</p>	<p>Sales data organized by customer characteristics</p> <p>Business development costs for customers with certain characteristics</p>	<p>A business must decide where to advertise on the Web. Are portals (such as Yahoo) likely sources of customers?</p> <p>Contrast the current level of advertising at the portals with the number of existing customers who have email addresses there (e.g., @yahoo.com).</p>	
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2.2 Theme 2 - Operational Efficiency

This theme uses information from production, purchasing, and delivery activities about suppliers, their products and services, as well as internal personnel, equipment, facilities, and finances. The goal is to make decisions on the use of resources.

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3 Appendix - Definitions of Information Types



	<i>Information Type</i>	<i>Definition</i>	<i>Typical Content</i>
1	Research & Development Records	Activities by which products or services are invented	Who does what, how, when and where
2	Marketing Records	Activities by which the organization learns about customers and the marketplace, and vice-versa	Types of campaigns, message content, target groups, media employed, dates
3	Customer & Distributor Records	People or entities that acquire products or services	Names, contact information, demographics
4	Sales Records	Interactions with customers before, during, and after a sale	Orders, pricing, payments, customer service requests
5	Distribution Records	Activities that deliver products and simple services to customers	Storage locations, inventories, shipments, points of sale
6	Sold Products & Services Records	The items available for sale	Descriptions, pricing, specifications, terms and conditions
7	Production Records	Activities that create the products or services	Who does what, how, when and where

	Information Type	Definition	Typical Content
8	Supplier Records	People or entities from whom the organization acquires products or services	Names, contact information, catalogs
9	Purchasing Records	Interactions with suppliers before, during, and after a purchase	Orders, pricing, payments
10	Delivery Records	Activities by which products and services are delivered to the organization	Storage locations, inventories, shipments, points of sale
11	Consumed Products & Services Records	All inputs acquired by the organization, from raw materials to outsourced services	Descriptions, pricing, specifications, terms and conditions
12	Personnel Records	People who work for the organization	Names, contact information, demographics, positions, compensation
13	Facilities Records	Space used by the organization	Descriptions, locations, specifications
14	Equipment Records	Technology used by the organization, such as machines and computers	Descriptions, locations, specifications
15	Financial Records	Balance sheet, profit/loss information, and cash flow	Assets, liabilities, revenues, expenses
16	Legal Records	Structure of the organization, as well as its activities in the legal system	Organization chart, bylaws, management meeting minutes, ownership changes, intellectual property transactions, lawsuits
17	Project Records	Activities by which complex services are delivered to customers, by suppliers, or internally	Who does what, how, when and where
18	Management Records	Activities by which the organization coordinates all the work, including use of the personnel, facilities, and equipment, as well as the conduct of financial and legal affairs	Who does what, how, when and where