

# BizViz How-to-Guide

## Creating Benchmark Analysis in Survey

**Version** : 1.00  
**Description** : Release Version  
**Date** : 04 June 15  
**Modified By** : Varun JM

Business Visualization  
Analytics Platform





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## 1. Document Purpose

The purpose of this document is to guide users on how to create Benchmark Analysis. This helps users to set a standard and gain insights into where we need to improve and measures performance. It is recommended to follow the step-by-step process given below to successfully create a survey.

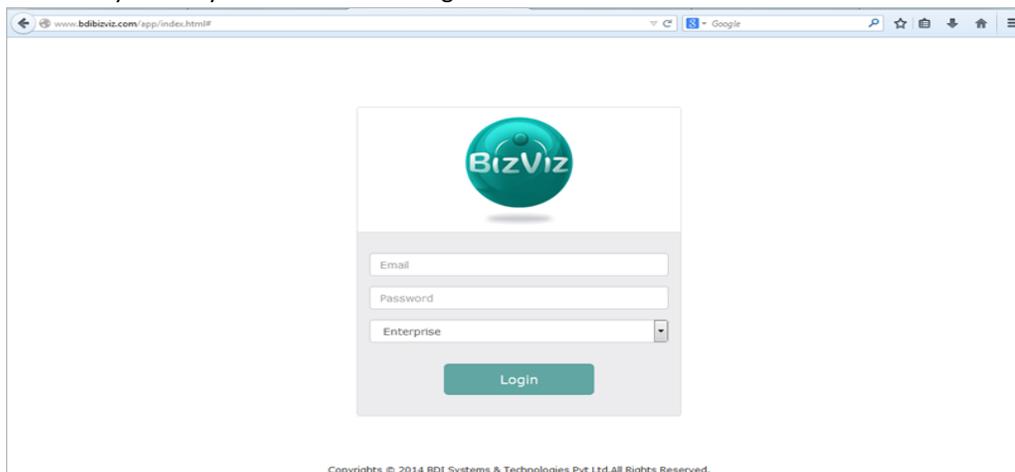
## 2. Prerequisites

- Software
  - Browser that supports HTML5
  - Operating System: Windows7
- Basic understanding of the BizViz Server

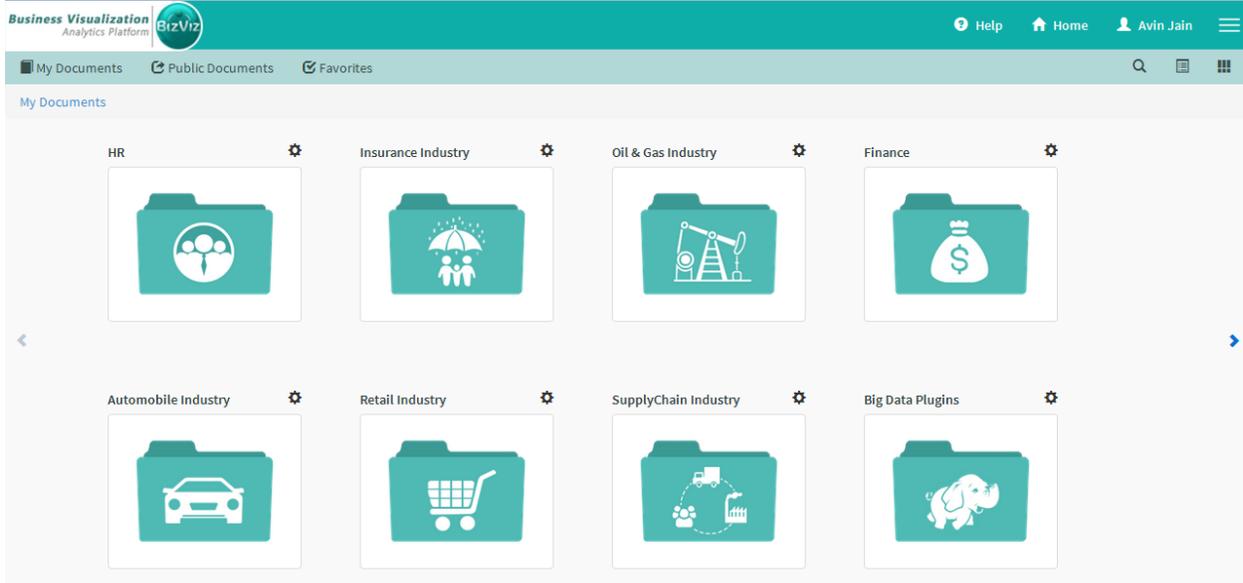
## 3. Step-by-Step Process

### Login to the Portal to access Data Management

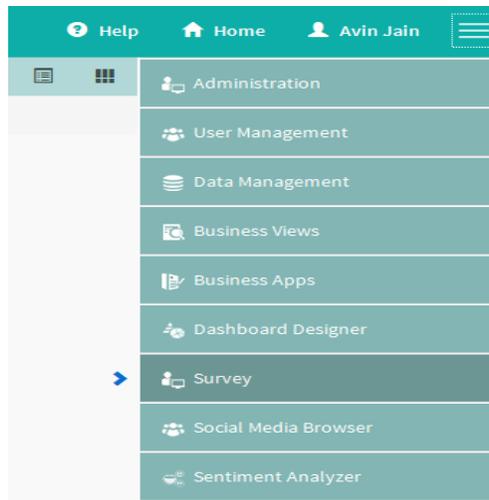
- i) Enter in the URL bar → <http://www.bdbizviz.com/app/>
- ii) Enter your credentials to Login



- iii) Click on '**Login**' to view the Portal Home Screen



Click on the 'Menu'  button to display a list of the installed applications



- iv) Click on 'Survey' plug-in available in the above figure (see above)
- v) Clicking on 'Survey' it will redirect user to the below given page



**BizViz Survey**

Show 10 entries Search:

Survey Name	Created	Updated	Responses
BizViz Survey Help	26/04/2015	15/05/2015	0
FedEx Sample Survey	08/04/2015	15/05/2015	12
HR Survey	09/04/2015	29/05/2015	129
Mobile Trends Survey	26/04/2015	21/05/2015	387
Test	29/05/2015	29/05/2015	0

Showing 1 to 5 of 5 entries Previous 1 Next

- 15 Question Types
- Page, Question, Skip Logic
- Custom Integration with 3rd Party
- Available with BizViz Platform or as a Stand Alone Services
- Benchmarking, Text Analysis, Sentiment Analytics
- Mobility, Custom Logo & Branding
- End to end Survey creation & Analytics Service

### 3.1. Creating a Benchmark

Benchmarks are performed based on the questions which are given in the survey.

**Note:** In this tutorial we have selected survey i.e. **(Mobile Trends Survey)** to create Benchmark Analysis.

#### I. Creating Benchmark

Click on the 'Menu' button and select 'Benchmark List' option to create new benchmark

**Create Benchmark**

**Benchmark Title :**  \*

**Benchmark Mission:**

**Benchmark Vission:**

**Associate Survey:**  \*

Explaining the following options:

1. **Benchmark Title:** Option to create a new benchmark
2. **Benchmark Mission:**
3. **Benchmark Vision:**





**4. Associated Survey:** Select the survey on which benchmark is going to be performed.

Click on 'Create Benchmark' button.

Created benchmarks will be displayed as shown below

Benchmark Name	Created	Updated	Total Goals
▶ Benchmark for Test	28/05/2015	28/05/2015	3
▶ <b>Benchmark For Mobile Trend Survey</b>	12/05/2015	12/05/2015	4
Smart Phone Penetration			
Brand Matters Not Price			
Smart Phone Addiction (in Hrs/Day)			
Phone As a Computing Device			
▶ BenchMark For HR Survey	13/04/2015	17/04/2015	14
▶ BenchMark For Fedex sample survey	08/04/2015	08/04/2015	3
▶ Bnch_1	14/03/2015	14/03/2015	1

Explaining the above given flow:

1. Created a Benchmark title
2. Associated with a survey from the dropdown i.e.(here we have selected 'Mobile Trend Survey')
3. Created benchmark title will be displayed

**II. Creating a Goal to the Benchmark**

Click on the 'Settings' icon to add a goal to the benchmark

Benchmark Name	Created	Updated	Total Goals
▶ Benchmark for Mobile Trend Survey	04/06/2015	04/06/2015	0
▶ amit test benchmark 22-- analyze	20/05/2015	20/05/2015	1
▶ amit test benchmark1111	20/05/2015	20/05/2015	1
▶ test benchmark	16/04/2015	16/05/2015	1
▶ Benchmark For ISK	18/03/2015	18/03/2015	1
▶ Employee_Benchmark	11/03/2015	11/03/2015	2
▶ nm.	20/02/2015	14/04/2015	0



Clicking on 'Create Goal' will redirect user to the given below page

The screenshot shows the 'BizViz Survey' interface. On the left, there is a table titled 'New Benchmark' with columns for Benchmark Name, Created, Updated, and Total Goals. A context menu is open over the first row, with 'Create Goal' selected. A red error message 'Goal is not Defined for the Selected Benchmark' is visible. On the right, the 'Create Benchmark Goal' form is displayed, showing fields for Benchmark Name, Goal Name, Goal Description, Upper Threshold, Lower Threshold, Operation On Goal Question's Values, and Is High Value True. A 'Save & Continue' button is at the bottom right.

Benchmark Name	Created	Updated	Total Goals
Benchmark for Mobile Trend Survey	04/06/2015	04/06/2015	0
amit test benchmark 22-- analyze	20/05/2015	20/05/2015	1
amit test benchmark1111	20/05/2015	20/05/2015	1
test benchmark	16/04/2015	16/05/2015	1
Benchmark For ISK	18/03/2015	18/03/2015	1
Employee_Benchmark	11/03/2015	11/03/2015	2
nm.	20/02/2015	14/04/2015	0

Enter the following above given fields:

- Benchmark Name:** By default the name will appear
- Goal Name:** Create a name for the goal
- Goal Description:**
- Upper Threshold:** Maximum value allocated to the goal
- Lower Threshold:** Minimum value allocated to the goal
- Operation on Goal Question Value:** Which type of calculation needs to be performed on the goal
- Is High Value True:** In some scenarios highest value will be considered as the lowest and vice versa. So users have to select depending on the scenario.

Click on 'Save & Continue' button to create a goal.(as shown below)

This screenshot shows the 'Create Benchmark Goal' form with the following values entered: Benchmark Name: Benchmark for Mobile Trend Survey; Goal Name: Brand Matters; Goal Description: (empty); Upper Threshold: 1; Lower Threshold: 0; Operation On Goal Question's Values: Average; Is High Value True: True. The 'Save & Continue' button is visible at the bottom.



### III. Creating Questions to the Goal

Click on 'Add Question' button to add a button to the goal (as shown below)

The screenshot shows the BizViz Survey interface. On the left is a table of benchmarks, and on the right is a panel titled 'Add Questions For Goal'.

Benchmark Name	Created	Updated	Total Goals
▼ Benchmark for Mobile Trend Survey	04/06/2015	04/06/2015	1
Brand Matters <span>Add Questions</span> <span>View Questions</span> <span>View Goal Results</span> <span>✎</span> <span>🗑️</span>			
▶ Test survey	04/06/2015	04/06/2015	1
▶ amit test benchmark 22-- analyze	20/05/2015	20/05/2015	1
▶ amit test benchmark1111	20/05/2015	20/05/2015	1
▶ test benchmark	16/04/2015	16/05/2015	1
▶ Benchmark For ISK	18/03/2015	18/03/2015	1
▶ Employee_Benchmark	11/03/2015	11/03/2015	2
▶ nm.	20/02/2015	14/04/2015	0

The 'Add Questions For Goal' panel contains the following information:

- Survey Name :** Brand Loyalty in the Smartphone Market
- Benchmark Name :** Benchmark for Mobile Trend Survey
- Goal Name :** Brand Matters
- Select Questions :** [Dropdown menu]
- Save & Continue** button

Note: Different types of questions are available and the calculation logic will differ from one question type to other

Calculation Approach for 'Multiple-Matrix-Answer' Question Type:

Click on 'Select Questions' dropdown to select a question.

This is a close-up of the 'Add Questions For Goal' panel. The 'Select Questions' dropdown is now populated with the text: "Select all Mobile Brands you have used so far".

- Survey Name :** Mobile Trends Survey
- Benchmark Name :** Benchmark For Mobile Trend Survey
- Goal Name :** Brand Matters Not Price
- Select Questions :** Select all Mobile Brands you have used so far
- Save & Continue** button

On selecting a question a popup window will appear which provides options related to that question (as shown below)



Enter Question Rule Value For Goal ×

**Question :** Select all Mobile Brands you have used so far

Apple :	20	
Motorola (Google) :	10	
Samsung :	5	
Xiaomi :	5	
Nokia (Windows) :	0	
Others :	0	

**Operation :** Average

Done

According to the user perception he wants to track responses for the 'Apple' option which provides some business insight. So we have assigned maximum threshold value to 'Apple' (i.e. we assigned while creating 'Benchmark Goal').

**Note:** For some 'Matrix-Multiple-Answer' question type's users can select multiple options at a time. For those kinds of questions Operation option is provided to calculate arithmetic operations for the responses.

**Ex:** For an example if a user selected Apple, Motorola and Samsung from the above question and we have selected Operation as 'Average' then calculation will be performed as follows:

$$\text{Average} = 20(\text{apple}) + 10(\text{Moto}) + 5(\text{Samsung}) / 3 = 35 / 3 = 11.6 \text{ is the value.}$$

If Operation = Multiplication then calculation will be as follows:

$$\text{Multiplication} = 20(\text{apple}) \times 10(\text{Moto}) \times 5(\text{Samsung}) = 1000$$

If Operation = Addition then calculation will be as follows:

$$\text{Addition} = 20 + 10 + 5 = 35$$

#### Calculation Explanation:

- a. Assume that 20 people have attend the survey
- b. In that 20 people, 5 choose apple, 5 Motorola, 5 Samsung, 5 Xiaomi, 0 Nokia and 0 others.
- c. As we have selected **Operation** as 'Average' calculation will be performed as follow
 

Apple	20x5	=	100
Moto	10x5	=	50
Samsung	5x5	=	25



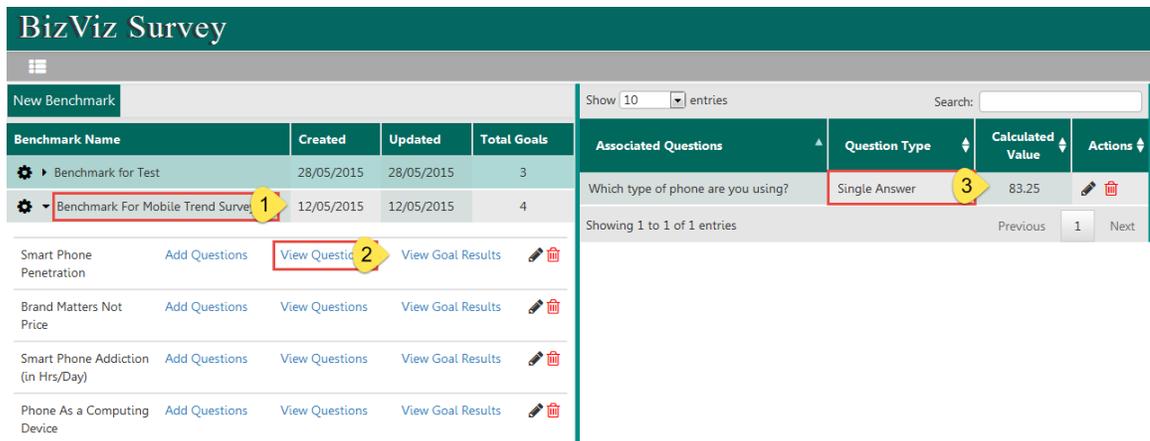
Xiaomi 5x5 = 25  
 Nokia 0x0 = 0  
 Others 0x0 = 0  
 Total = 200

Dividing the obtained 'Total' with the number of responses i.e. 20 people will provide a value.

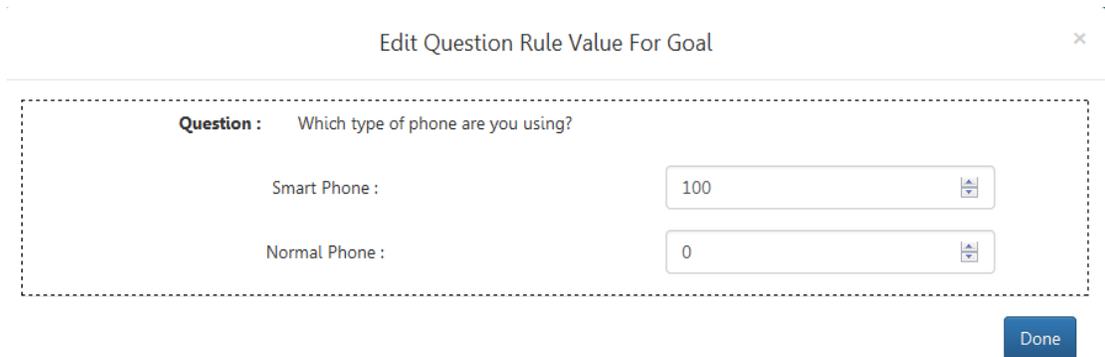
i.e Value : 200/20 = 10

**Calculation approach for 'Single-Answer Type' Questions:**

Single-Answer Question types can be identified by clicking on 'View Questions' option which is provided under a 'Benchmark Name' (as shown in the below fig)



When we select 'Single-Answer-Type' questions we will get a popup window as shown below



For the above Question it depicts that

Maximum Threshold value = 100

Minimum Threshold Value = 0

Assume that 5 people have attended the question out of which

3 selected Smart Phone





2 selected Normal Phone

Calculation will be performed as follows:

Smart Phone = 100+100+100 = 300

Normal Phone = 0+0 = 0

Total = 300

Therefore value will be calculated as follows:

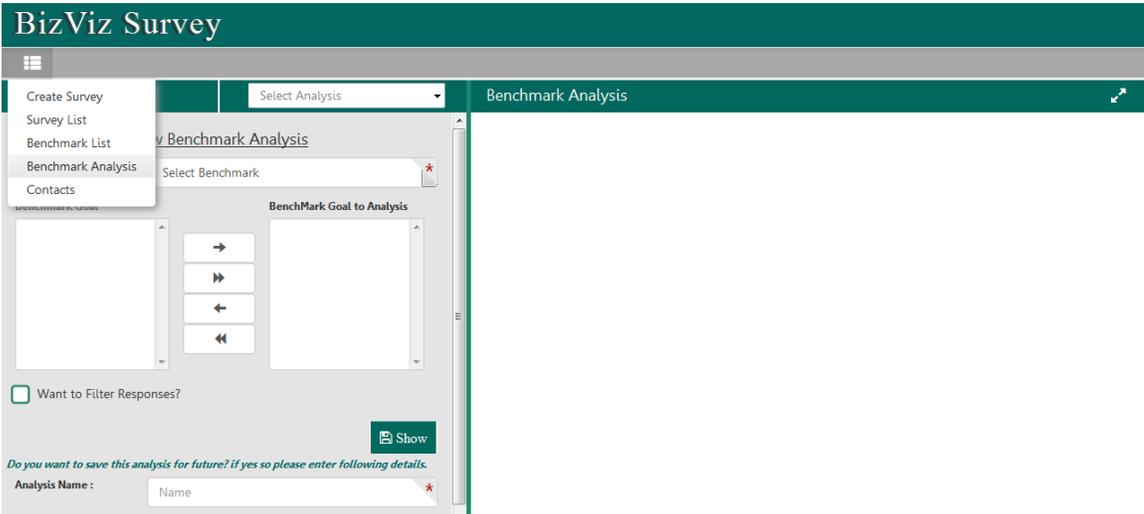
Value = Total/No of persons attended

= 300/5

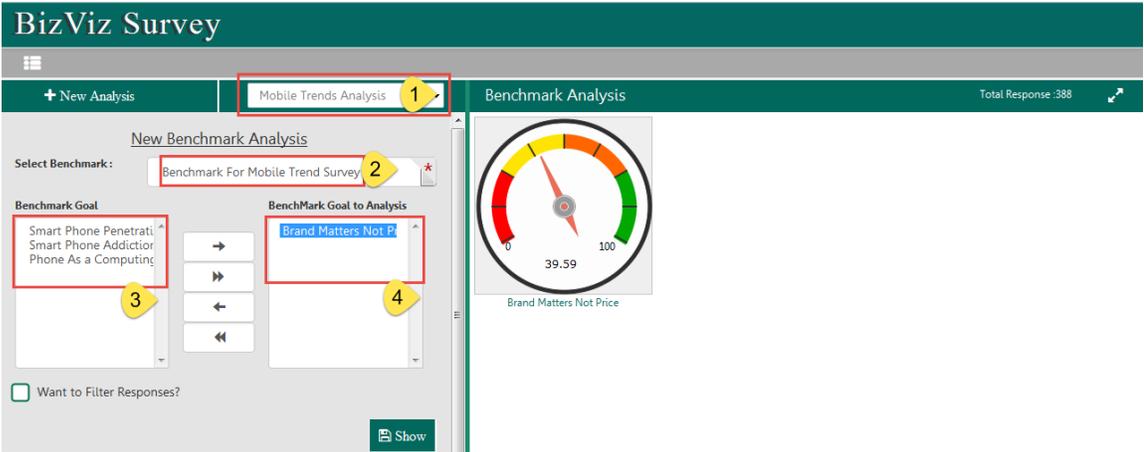
= 60

### 3.2. Creating Benchmark Analysis

Click on 'Menu'  and select 'Benchmark Analysis'



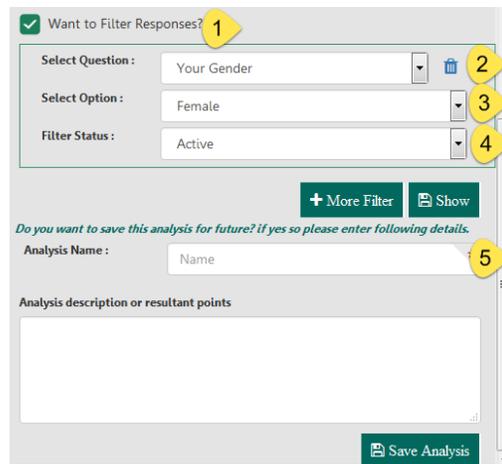
Follow the steps as given below:



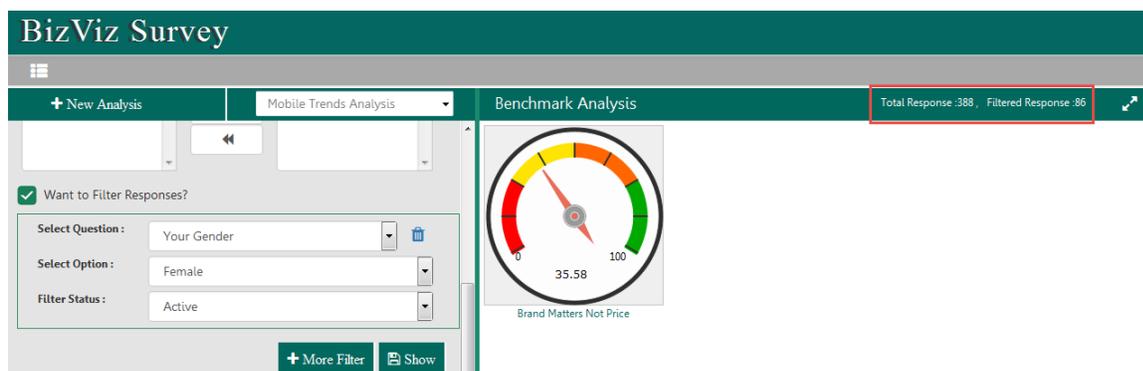
1. Select the survey from the dropdown
2. Select the Benchmark that we have created on the survey
3. All the Goals present under the created Benchmark will be displayed
4. Select the Goal on which analysis needs to be viewed.

Click on **'Show'** button to view the result i.e. (Gauge displayed)

Responses can be further filtered with **'Want to Filter Responses?'** option



1. Enable the check box
2. Select a question from the survey
3. Select an option i.e.(**here we selected female so only female responses will be displayed**)
4. Keep status as Active and click on **'Show'** button to view the result
5. User can 'Save' the created filter for future reference



From the above fig we can observe that

1. Total Responses = 388
2. Filtered Responses = 86

So 86 females have attended this question.