# **BizViz How-to-Guide**

# <u>Survey</u> Benchmark Analysis

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2.0

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## **1. Document Purpose**

The purpose of this document is to guide users on how to create a Benchmark Analysis for a survey. It is recommended to follow the step-by-step process given below to successfully create a survey.

## 2. Prerequisites

- 2.1. Software
  - Browser that supports HTML5
  - Operating System: Windows7

#### 2.2. Basic understanding of the BizViz Server

### 3. Step-by-Step Process

#### **3.1.** Login to the Portal

- i) In the URL bar, enter  $\rightarrow$  <u>https://www.bizvizsurvey.com/</u>
- ii) Enter your credentials to Login

B <sup>S</sup> Biz	Viz Survey		What is BizViz Survey	Features	Plans & Pricing	Sample Surveys	Who We Are	Contact Us	Log In
	$\bigcirc$	Create Dashboards Using Survey Dr	ata reate your own Dashboards an	id Infographics u	sing	Log In			
		BizViz Dashboard Designer tool. Sample Dashboard				E-mail*			
		Benchmark Analysis				Password*			
		Set up your Benchmark parameters on sing analyze your audience any way you want. Sample Benchmark	ile or set of questions. 5 level	s of filters help y	ou		F	orgot Password? Jubmit	

iii) Click on 'Submit' to view the Survey Home Screen.



B <sup>S</sup> BizViz Survey		2
Search Survey	Create Survey	
WT Customer Feedback	Benchmark Analysis Set up your Benchmark parameters on single or s	set of
Created On : 01/04/2016 Complete Responses : 0	cuestions. S levels of hiters help you analyze you audience any way you want. Sample Benchmark	r.
Healthcare Survey	₿ <b>a</b> k <b>ģ</b>	
Created On : 11/18/2015 Complete Responses : 0		
IT Satisfaction Survey		
Created On : 09/21/2015 Complete Responses : 0		
Copy_Of_Mobile Trends Survey	ℤ ≙ ⋈ ¢	
Created On : 09/18/2015 Complete Responses : 0		
BizViz Survey Web Site Evaluation	Create Dashboards Using Survey Do Export your survey deta on cloud using our Deta	ata Mart
Created On : 09/16/2015 Complete Responses : 28	Feature and start: creating your own dashboard & infographics using our BLV/iz Dashboard Designe in the Plathum Plan	r tool
Higher-Studies & Career Goals	C 🛆 🗠 🔅	
Created On : 08/11/2015 Complete Responses : 0		

#### **3.2. Creating a Benchmark**

Benchmarks can be created based on the questions of a survey.

#### Note:

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

B <sup>S</sup> BizViz Survey	٨
Search Survey	Create Survey
WT Customer Feedback	Image: Set up your Benchmark Analysis       Image: Set up your Benchmark parameters on single or set of
Created On : 01/04/2016 Complete Responses : 0	euestions. Si versio frillers help you analyze your audience any way you want. Sample Bunchmark
Healthcare Survey	6 🕰 🗠 🔅
Created On : 11/18/2015 Complete Responses : 0	
IT Satisfaction Survey	
Created On : 09/21/2015 Complete Responses : 0	
Copy_Of_Mobile Trends Survey	6 o 🗠 🗘
Created On : 09/18/2015 Complete Responses : 0	Preview Survey
BizViz Survey Web Site Evaluation	Create Dashboards Using Survey Data
Created On : 09/16/2015 Complete Responses : 28	Delete Survey feature and start creating your own dashboard & infographics using our BUV/2 Dashboard Designer tool in the Plathum Plan

## I. Creating a Benchmark

i) Click on the 'Settings' icon and select 'Benchmark List' option to create new benchmark

itle : Benchmark for Mobile Trends	Mission :	Vision :	C
	Edit Benchmark		
	Benchmark Name :	Benchmark for Mobile Trends	*
		50 characters remaining.	
	Benchmark Mission :		
	Benchmark Vision :		

- ii) Explaining the following options:
  - Benchmark Name: Enter a name for the benchmark
  - Benchmark Mission:
  - Benchmark Vision:

iii) Click on the 'Save' button to apply the changes.

iv) Click on '**Goals**' 🕈 to create a goal

itle : Benchmark for Mobile Survey	Mission : Mission	Vision : Vision	
oals 1 +	Create Benchmark Goal		
	Benchmark Name :	Benchmark for Mobile Survey	
	Goal Name :	Goal Name	*
		50 characters remaining.	
	Goal Description :		
	2		
	Upper Threshold :	1	
	Lower Threshold :	0	a v
	Operation On Goal Question	Average	•
	values.		
	Is High Value True :	True	-

- v) 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.
- vi) Click on 'Save' button to create a goal.

# BIZVIZ

#### **II.** Creating Questions to a Goal

i) Select a question from the dropdown

Title : Benchmark For Mobile	Trend Survey	Mission : Mission	Vision : Vision	G
Goals	+	Edit Benchmark		
Smart Phone Penetration	6 🖬	Benchmark Name :	Benchmark For Mobile Trend Survey	*
Brand Matters Not Price	61	Benchmark Mission :	Mission	
Smart Phone Addiction (in Hrs/Day)	C i	Benchmark Vision :	Vision	
Phone As a Computing Device	7			

 ii) Selecting a question from the dropdown provided next to 'Select Question' will display a pop-up window

Title : Benchmark for Mobile		Enter Question Rule Value F	For Goal	×	
Goals	Question :	Select all Mobile Brands you have used so far			+ 🖸 🕫
Brand Matters Not Price		Apple :	20	×.	
	Motor	rola (Google) :	10	×	
	S	amsung :	5	۲	*
		Xiaomi :	5		
	Noki	a (Windows) :	0	2	
		Others :	0		
	Operation :	Average		•	
· · · · · ·				i	

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

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 type 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 follows:

• If operation = Average then calculation will be as follows:

Average = 20(Apple) + 10(Moto) + 5(Samsung) / 3 = 35/3 = 11.6 is the value

• If operation = Multiplication then calculation will be as follows:

Multiplication = 20(Apple) x 10(Moto) x5 (Samsung) = 1000

• If operation = Addition then calculation will be as follows:

*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	20 x 5 = 100
Moto	10 x 5 = 50
Samsung	5 x 5 = 25
Xiaomi	5 x 5 = 25
Nokia	0 x 0 = 0
Others	0 x 0 = 0
	Total = 200

- d. 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:

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

Title : Benchmark for Mobile	Enter Question	Rule Value For Goal	×	đ
Goals	Question : Which type of phone are you u	using?		+ 🖸 🛷
Brand Matters Not Price	Smart Phone :	100		
Current Phone	Normal Phone :	0	A N	
Show	Help ?		Done	*
		Save		

c. 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

The calculation will be performed as follows:

Smart Phone = 100 + 100 + 100 = 300

Normal Phone = 0+0 = 0

#### Total = 300

Therefore, the value will be calculated as follows:

Value = Total/No of persons who to the survey

= 300 / 5

= 60

#### 3.3. Creating Benchmark Analysis

i) Click on 'Analyze' <sup>Lee</sup> icon to view the results

B <sup>SB</sup> BizViz Survey	Create Survey		<u> </u>
Copy_OF_Mobile Trends Survey Created On: 09/18/2015 Complete Resources: 0	Cok*	Benchmark Set up your Ber questions. 5 lev audience any w	c Analysis ichmark parameters on single or set of els of filters help you analyze your ay you want.
Mobile Trends Survey	<i>∝</i> <b>₽</b> ∕∕¢	Sample Bend	hmark
Created On: 04/26/2015 Complete Responses: 427			
			A A A A A A A A A A A A A A A A A A A

ii) Clicking on the 'Analyze' icon will redirect user to the following page

View : All Pages		Derichmark Analysis	individual Response	Au Responses	Page Bounce	T
View: All Pages	•					
			Page Title : Basic Informatio	n by User		
Q	<b>2:</b> Your Age Group	2	Q: Your Gender	2	Q: How long have you been using	a Smart Phone? 🖋
Above 65 Yea.	3%				Mare than 5 v	
51-65 Years	5%	Male		78%	Piore utan 5 y. 20	/0
36-50 Years	14%				3-5 years 2	2%
26-35 Years	31%	ADAY Formals	2200		1-3 years	37%
Below 18 Yea.	7%	40%	22.70		Less than 1 ye. 21	%
	40 80 120 1	160 200	0 70 140 210	200 250	0 20 40	00 120 150
÷	40 00 120 1	200	0 70 140 210	200 330	0 50 00	70 110 150

iii) Select '**Benchmark Analysis**' tab to view the result for the benchmark questions we have prepared

BizViz Survey						
	BizViz Analytics	Benchmark Analysis	Individual Response	All Responses	Page Bounce	₹ 🗞
						Total Response :427
Gauge	The second secon	renetration Brand	39.16 John Stranger	mart Phone Addiction (in Hrs/Day)	Phone As a Computing Device	