

BizViz How-to-Guide

Survey

Benchmark Analysis

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Table of Contents

- 1. Document Purpose 3
- 2. Prerequisites 3
 - 2.1. Software 3
 - 2.2. Basic understanding of the BizViz Server 3
- 3. Step-by-Step Process 3
 - 3.1. Login to the Portal 3
 - 3.2. Creating a Benchmark 4
 - I. Creating a Benchmark 4
 - II. Creating Questions to a Goal 6
 - 3.3. Creating Benchmark Analysis 8

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

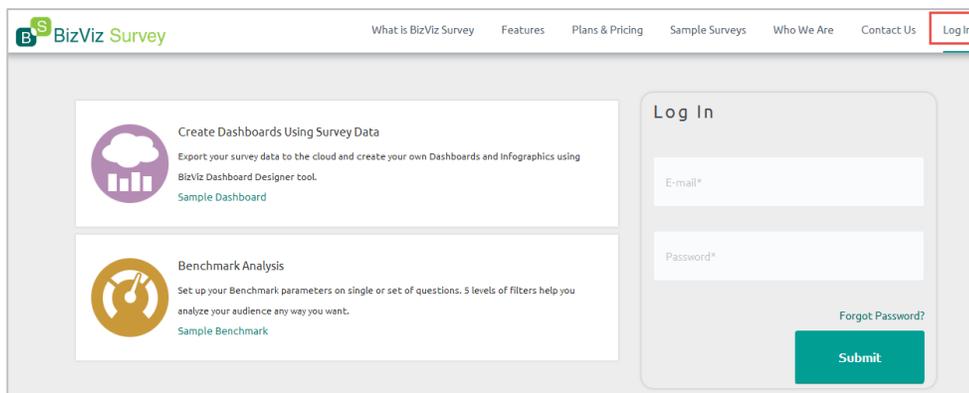
- Browser that supports HTML5
- Operating System: Windows7

2.2. Basic understanding of the BizViz Server

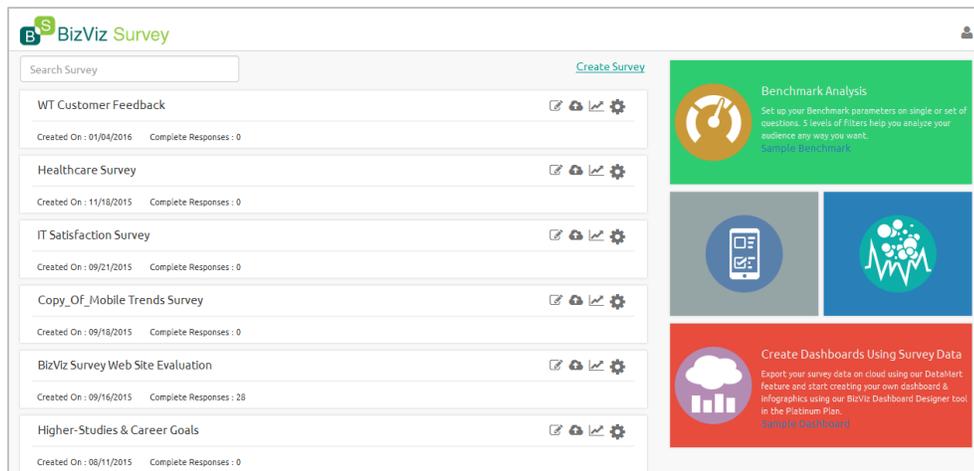
3. Step-by-Step Process

3.1. Login to the Portal

- In the URL bar, enter → <https://www.bizvizsurvey.com/>
- Enter your credentials to Login



- Click on **'Submit'** to view the Survey Home Screen.

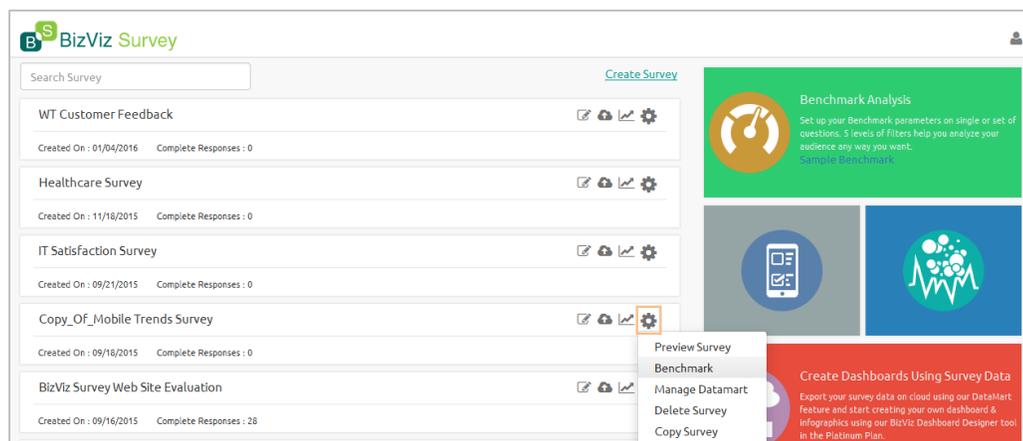


3.2. Creating a Benchmark

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

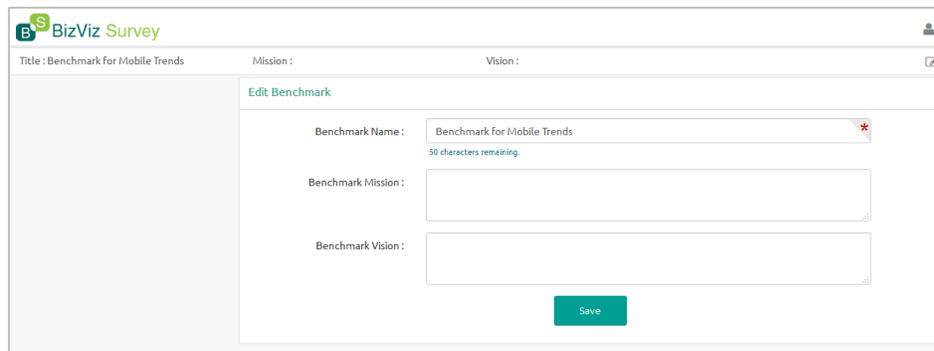
Note:

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



I. Creating a Benchmark

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

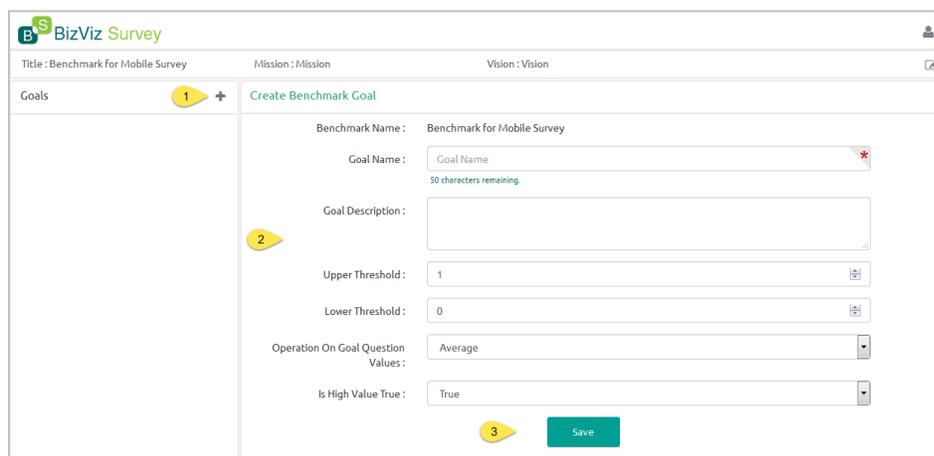


ii) Explaining the following options:

- **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



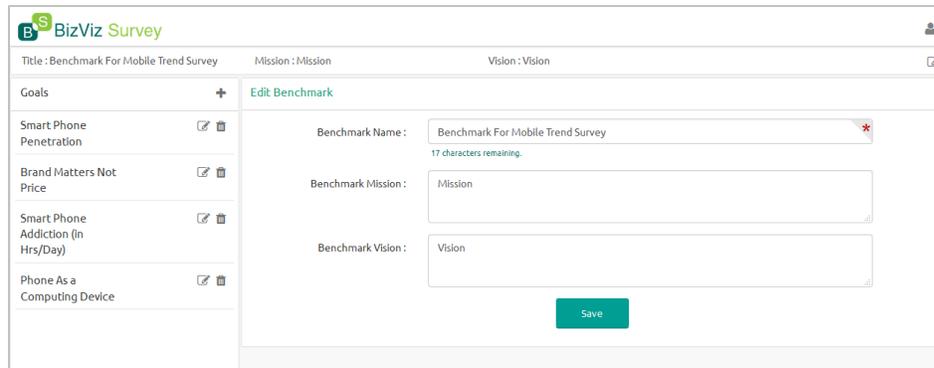
v) Enter the following above given fields:

- **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.

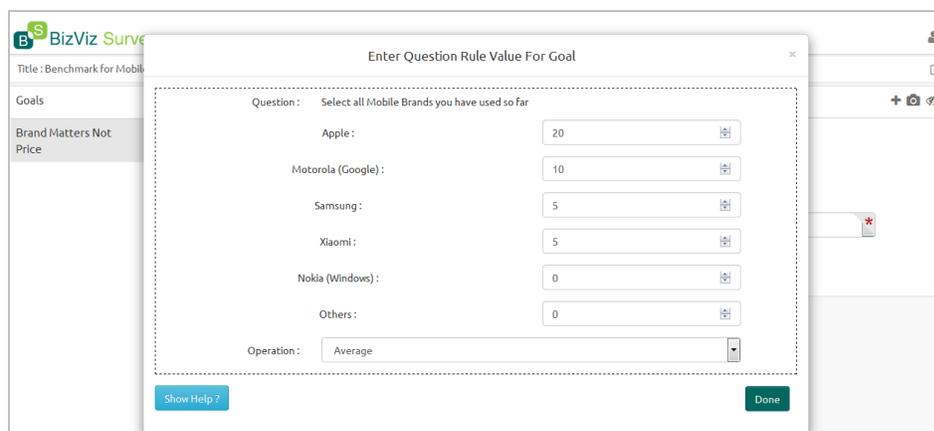
vi) Click on ‘Save’ button to create a goal.

II. Creating Questions to a Goal

i) Select a question from the dropdown



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



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:

$Multiplication = 20(Apple) \times 10(Moto) \times 5(Samsung) = 1000$

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

$Addition = 20 + 10 + 5 = 35$

Calculation Explanation:

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

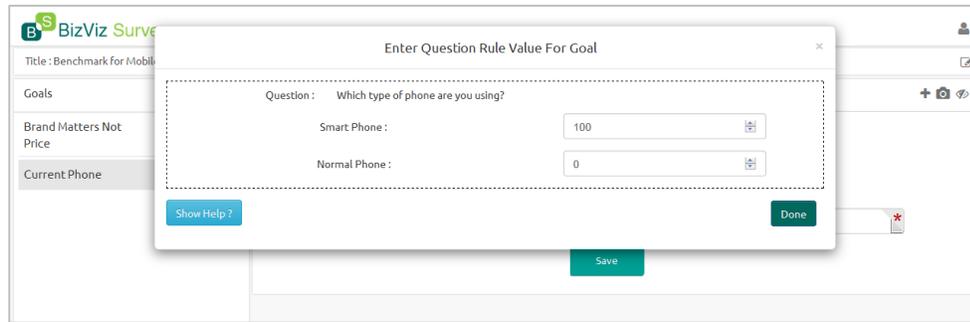
Apple	$20 \times 5 = 100$
Moto	$10 \times 5 = 50$
Samsung	$5 \times 5 = 25$
Xiaomi	$5 \times 5 = 25$
Nokia	$0 \times 0 = 0$
Others	$0 \times 0 = 0$
Total = 200	

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



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:

$$\text{Smart Phone} = 100 + 100 + 100 = 300$$

$$\text{Normal Phone} = 0+0 = 0$$

$$\text{Total} = 300$$

Therefore, the value will be calculated as follows:

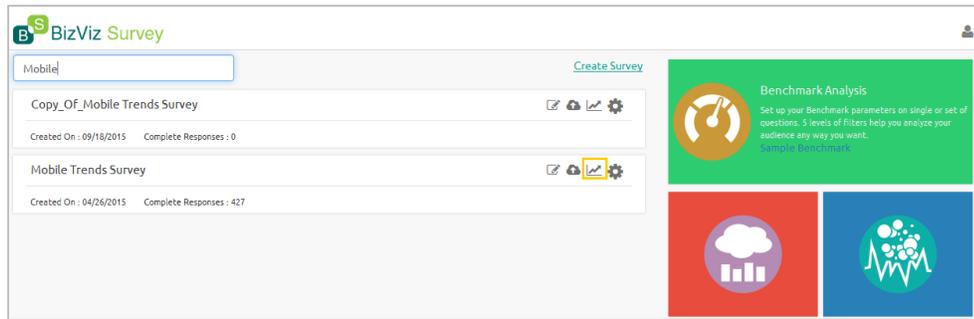
$$\text{Value} = \text{Total}/\text{No of persons who to the survey}$$

$$= 300 / 5$$

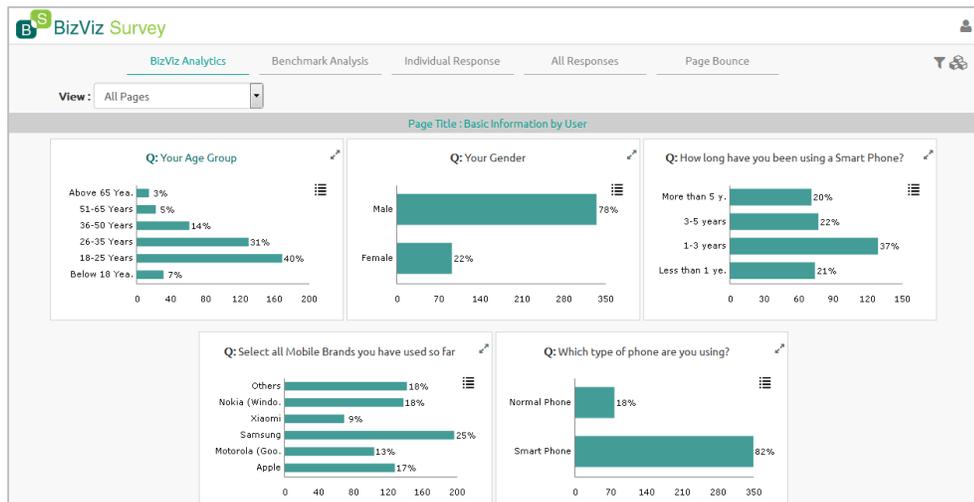
$$= 60$$

3.3. Creating Benchmark Analysis

i) Click on 'Analyze'  icon to view the results



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



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

