



10 Tips to get **INSIGHTS** from any set of data




Value Driver

Decide upfront which value driver is the focus for the analysis e.g., Growth, Quality, Speed etc.




Target

Compare the Actual values to the Target and understand the variances of items (+'ve or -'ve)




Movement

Understand the movement (Growth /Decline) between equivalent periods



Trends

Monitor the changes in trends over multiple time horizons: 1d, 1w, 1,2,3,6 months, 1 year & all time




Rank

Rank or sort the data to sort the most important items (at the top) to the least important (bottom)


Mix

Understand the mix (composition) and see if the metric shifted due to a change in mix




Comparisons

Compare similar items to each other & find the story that explains the differences




80/20

Use the magic power of the 80/20 principle i.e. where 80% of results comes from 20% of items



Correlate

Hunt down the metrics the show a positive or negative correlation and investigate the outliers



5Ms

Don't forget the mean, median, mode, min and max - as they help you understand the drivers

