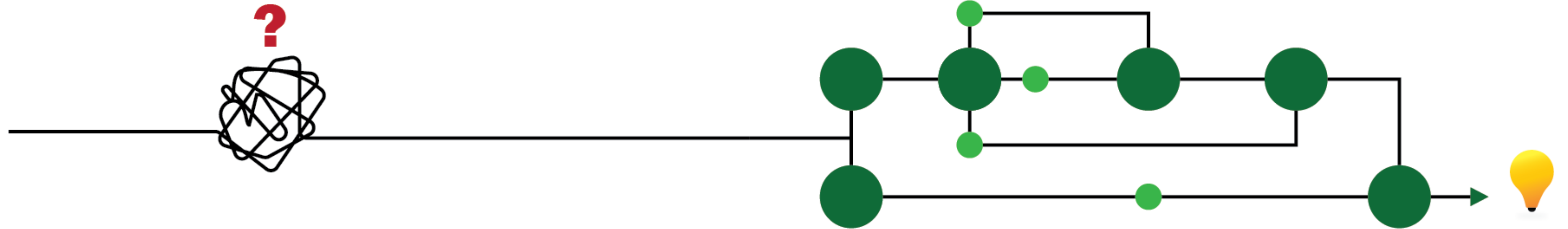


HOW TO STRUCTURE YOUR ANALYSIS



Please
Swipe





An analysis is a process of understanding an issue or how the different parts of the issue relate to each other. One way to do this is by using analytical frameworks.

Analytical frameworks are often presented visually. This helps facilitate a deeper understanding of the data being presented.



sales



costs



profit



debt



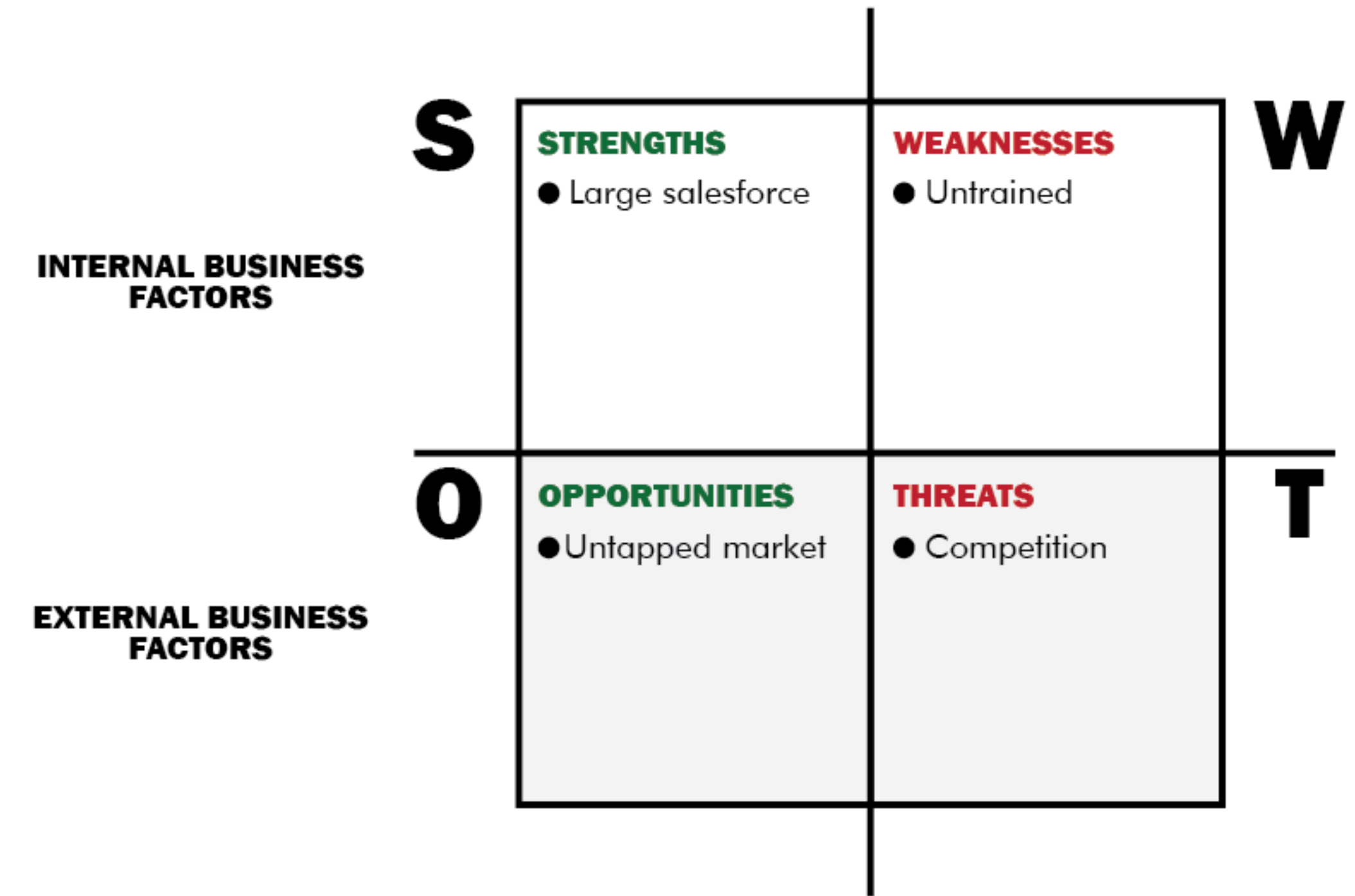
Analytical frameworks provide a way to organize data collected when trying to understand a complex issue.

A good analytical framework ensures that data is structured in a way that the analysis has tangible outcomes.

EXAMPLE

If your sales team consistently fails to hit targets, you might want to analyze the situation right? One framework to use is the SWOT Analysis.

This analysis is suitable for this situation because it assesses factors internal and external to the business.



ACTION PLAN

- Train salesforce
- Competitive assessment

Once the SWOT is populated, you can address the issues in each segment as action items.



Analytical frameworks should be populated with unbiased data. If not, the entire analysis is flawed from this point forward.

