The Planning Survey 21 Analyzer User Guide

Contents

Introduction

The Planning Survey Analyzer web app is an interactive tool that enables you to perform your own custom analysis of The Planning Survey 21 data. The app contains results from all the questions asked in The Planning Survey 21. Product-related results based on a series of important criteria (known here as KPIs - Key Performance Indicators) are also available to view.

Documentation

Before using The Analyzer it is recommended that you refer to the documentation section under the *Documentation* tab, which provides the following explanations:

Menu Item	Contents
Question Overview	When using The Analyzer, you will notice that each survey question is abbreviated. This section contains a list of the abbreviations used, followed by the question that each refers to.
Peer Groups	The 21 products featured in The Planning Survey 21 are divided into eight peer groups of comparable products. Each product can appear in more than one peer group. This matrix chart shows which products appear in each peer group.
Products in the Survey	A summary of the number of responses that each featured product received in The Planning Survey 21.
KPI Grouping	A summary of aggregated KPIs used to rank products in The Planning Survey 21, along with the root KPIs which they comprise.
KPI Explanation	A brief description of each of the 29 KPIs on which product rankings are based in The Planning Survey 21. More detailed information can be found in the *Sample, Products, Methodology and KPIs* document, which is provided to each user.

Main Menu

On the top of the screen, the main menu displays all the types of analyses available to the user, the name of the view/screen which is currently active is underlined.

The following screens are available:

Survey Results

This screen shows the responses to a single question in The Planning Survey 21. Users can choose the question in the drop-down box at the top of the filters bar on the left. The filters to the left of the screen can be used to modify the chart.

KPI Dashboard

The KPI Dashboard allows you to compare product results by criteria (KPIs). For each KPI selected, values are shown for all the products in the peer group selected in the peer group filter. The peer group average is displayed as a yellow bar. All products displayed above the yellow bar are above average in the peer group, and those below the yellow bar are below average for the selected KPI.

At the top of the screen, the user can choose which KPI and peer group to analyze.

Product Dashboard

This report shows a summary of the KPI results for a single product. The dashboard displays the aggregated KPIs in bold and the root KPIs in regular font.

Simply select a peer group and product in the filters at the top of the screen. The product filter will only display the products in the selected peer group and vice-versa.

Product Comparison

This screen allows users to make their own shortlist of products and compare them directly against each other based on multiple criteria.

First select a peer group that represents the products you are interested in comparing. Next, choose the criteria (KPIs) that you want as the basis for the product comparison in the filter at the top of the screen. Multiple KPIs can be selected in this filter. Finally, select the products you wish to compare. Charts can be sorted by name (alphabetical, A-Z) or by value (descending).

General

Filters

Filters enable you to focus on results specific to particular products or demographic groups. The data filters appear at the top or on the left hand-side of the screen, depending on the view selected. Users can reduce the selection of products being analyzed, or modify a number of demographic parameters.

Because each screen is based on a different set of selection criteria, selections made in one screen will not be maintained when switching to another screen.

The following table summarizes the filter options available in each screen.

Screen	Filters available
Survey Results	Product, Region, Industry, Number of employees, User type, Country.
KPI Dashboard	KPI, Peer group.
Product Dashboard	Peer group, Product. (Only one product can be selected at a time. Only the products in the selected peer group will be available to select in the product filter, and vice-versa).
Product Comparison	Peer group, KPI, Product. (Only the products in the selected peer group will be available to select in the product filter).

Sample size

In the *Survey Results* view*,* the sample size upon which each chart is based is shown above the chart (e.g., N = 1104). The data in The Analyzer is based on a total of 1,495 survey completions.