

Key Drivers Analysis

Understanding underlying
performance data

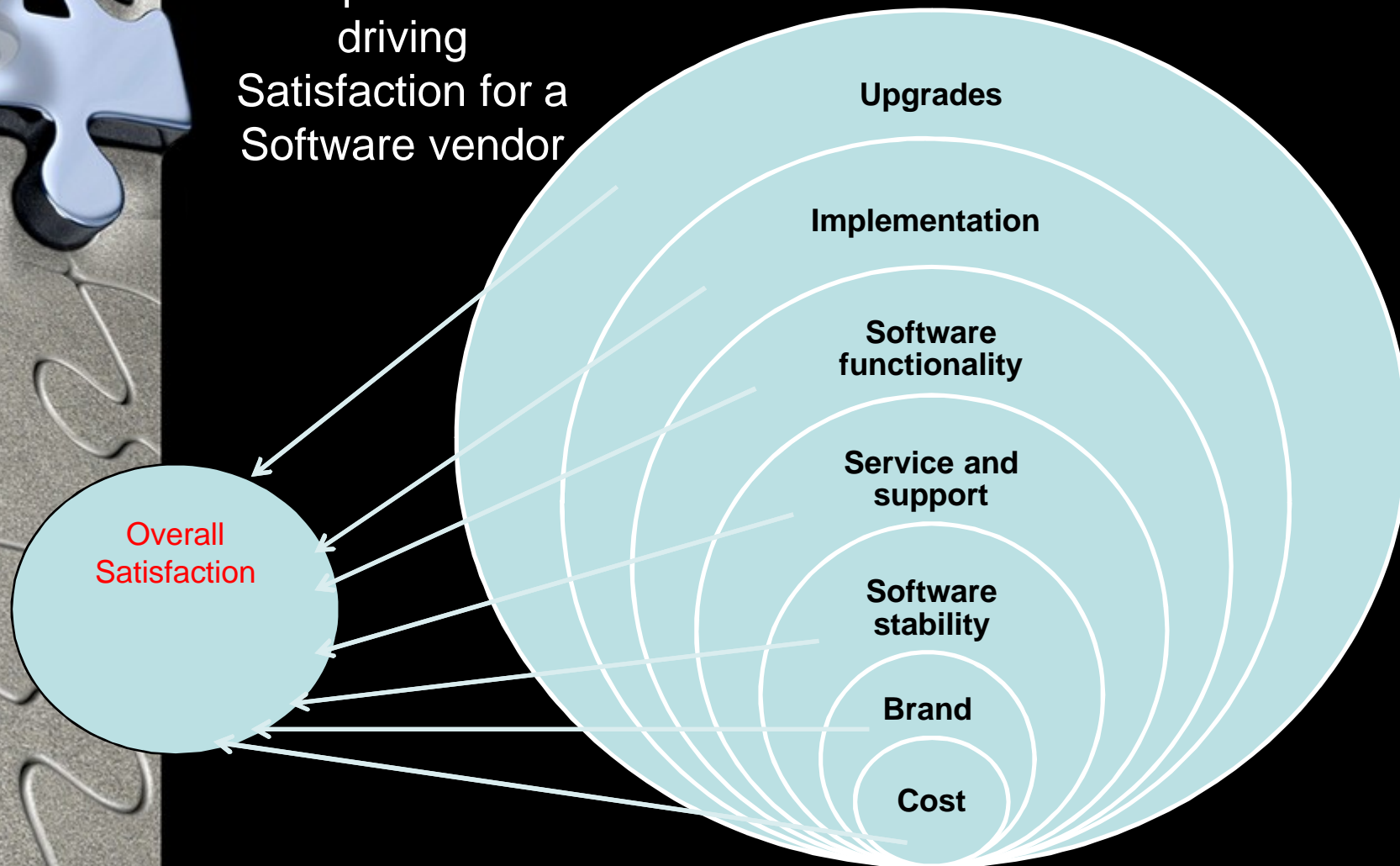
What is Key Drivers Analysis?

- Statistical analysis to understand underlying drivers in the data
- Typical applications include brand preference, customer satisfaction and loyalty, or any target outcome
- A means of uncovering underlying or theoretical influencers rather than reporting stated importance levels
- Based on multiple regression and correlation analysis



Key Drivers Analysis Example

Top factors driving Satisfaction for a Software vendor



Prioritising key drivers



Weak driver

Strong driver

High
Score

Weak Driver of Satisfaction
performing well

Strong driver of
Satisfaction
performing well.

DE-EMPHASISE OR DIVERT
RESOURCES ELSEWHERE

MAINTAIN & IMPROVE
SERVICE

Weak Driver of Satisfaction, but
performing poorly

Strong Driver of Satisfaction,
but performing poorly

LEAVE ALONE OR DE-
EMPHASISE

**MAIN FOCUS OF RESOURCES
AND PERFORMANCE TO
IMPROVE**

Low
Score



Want to know more....



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