



# Product Brief



Key Performance Measures (KPMs) are ways to assess the performance of organizations, business units, and their divisions, departments, or employees. Accordingly, choosing the right KPMs relies upon a good understanding of what is important to the organization.

The inherent challenges with this approach to performance measurement are: 1) identifying the most important KPMs that determine if the business, project, or program was successful, 2) KPMs represent past performance and do not necessarily predict future success, 3) they rarely incorporate the influence of uncontrollable, external factors such as competition, economy, or weather (such KPMs are usually ignored, which frequently presents an incomplete view of performance, and 4) sometimes focus on statistics collection can become a substitute for a better understanding of the actual problems.

Gordian Knot Analytics Group, Inc. KPMAX is designed to overcome these constraints and help executives understand the most important drivers of performance, recognize better options for predicting future performance, and understand the influence external factors exert on a company's KPMs.

✓ Identify the Most Important Key Performance Metrics (KPMs)

✓ Understand the Most Effective KPM Drivers to Increase Their Value for your Brand

✓ Simulate Optimized Recommendations for Best Future Results

## Key Features



Unlimited Data Types



Actionable Insights



Accurate & Repeatable



Scalable



## What it does & how it helps

The challenge you have	What it does	What that allows you to do	What that gets you
<ul style="list-style-type: none"> <li>I'm measuring all these KPMs but I don't know which ones are the most important</li> <li>I am guessing how my KPMs are likely to perform in the future</li> <li>I can see my KPM performance, but I struggle with what to do to improve it</li> <li>I can't tell the extent to which external forces affect a specific KPM (e.g. Competition, Economy, Weather)</li> </ul>	<ul style="list-style-type: none"> <li>Explain why the KPM is at a certain level and/or why it is predicted to be at a certain level</li> <li>Predict likely change in KPM over the next period (purchases, visits, revenue, etc.)</li> <li>Provides optimized recommendations for how to improve it</li> </ul>	<ul style="list-style-type: none"> <li>Identify and make changes based on best practices</li> <li>Solve for the best "recipe" of actions needed to optimize the KPM given established business constraints (e.g. maximum desired investment)</li> <li>Use optimized recommendations to improve performance on the KPM</li> </ul>	<ul style="list-style-type: none"> <li>Identify the specific KPMs to prioritize</li> <li>Predict future performance based on prioritizing certain KPMs</li> <li>Develop granular and specific recommendations for improving the prioritized KPMs</li> <li>Optimize your business actions within established constraints such as budget, available resources, and timeframe.</li> </ul>

### About Gordian Knot Analytics, Inc.

Founded in 2015, Gordian Knot Analytics Group, Inc., an innovator in Big Data Analytics, is focused on explaining, predicting, and optimizing extracted marketing trends and drivers from your Big Data assets that traditional data processing application software and statistical analyses are simply inadequate to deal with.

GKAG has developed a series of proprietary Big Data analytics tools to provide a more comprehensive and accurate picture of actions our client companies can implement to generate profitable growth, improve customer satisfaction, and maximize the lifetime value of those customers.

Our Marketing Applications have helped our clients – leading companies in retail, healthcare, travel, and financial services to name a few – discover new insights, and develop improved marketing strategies from their information resources.

