



# ABC Academy Company

**Business Understanding**

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ABC Academy

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# 01

## ABC Academy Company





# About us

ABC Academy is a newly startup company that focuses on educational technology that provide student with on-demand digital skills and competencies in 4.0 Industry.

One of the programs that is provided by the ABC Academy is Business Intelligence Class.



# 02

## Background



# Company Background

The ABC Academy provide the student with Business Intelligence Bootcamp as one of the digital skills needed by the company and increase the probability to get hired as Business Intelligence Analyst.

# Problems & Actions



## Problems

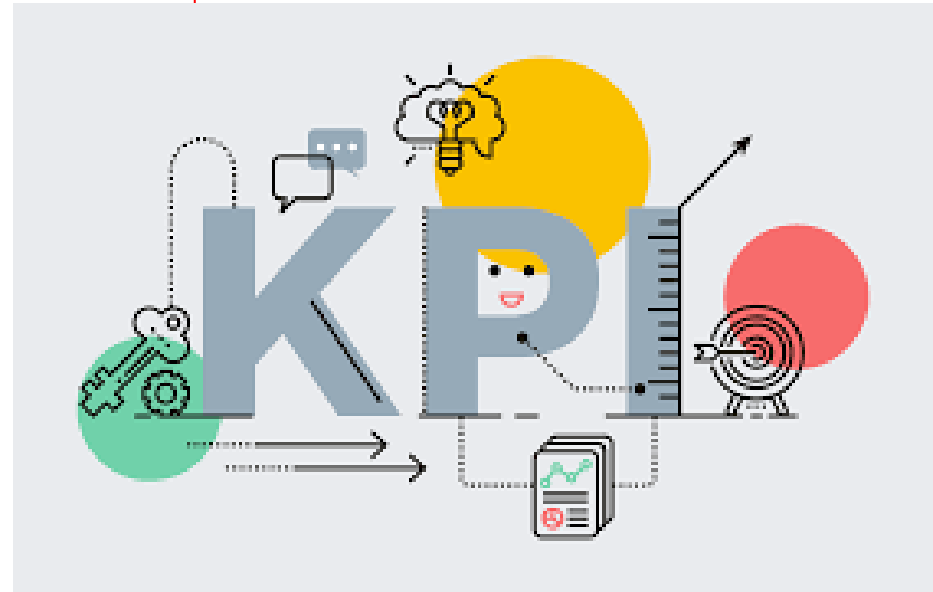
In yearly evaluations, the investor want to know how the performance of the trainer in ABC Academy, especially in Business Intelligence Class.



## Actions

As a business owner of ABC Academy, I need to specified the KPI and Target that most relevant to track the trainer performance.

# 03 KPI Flowchart







## Objective

80% of student get hired as business intelligence maximum within 3 months

## Strategy

Increase the quality of student

### Strategy Objective

Improve the CV/Resume

### Strategy Objective

Improve the understanding of student regarding business intelligence

### Strategy Objective

Build an individual or team portfolio

## CSF

Student could comprehend the material

### KPI & Target

Able to explain their self within 1-2 minutes comprehensively during interview

### KPI & Target

90% student finished all homework and final project with minimum score is 85 for each task

### KPI & Target

The attendance of student is minimum 75% to get certified



## Strategic Initiative

- Conduct a live class at least 3x and 1 projects in a weeks. 2 live class discuss about the concept and material, the rest is discuss about the project.
- Prepare an interview as business intelligence 1x a week.
- Make 1 post in a week on LinkedIn related with business intelligence or the material obtained from class.
- Build up minimum 3 portfolio in a months
- Give the at least 1 reading material for each topics and review it by summarizing and posting in on social media such as Medium or personal blog for each topics.



# 04

## Conclusions

# Conclusion

The most relevant KPI for Investor to track the performance of trainer:

**90% of student finished their task given with score is 85 for each task.**

