BADIR Methodology

Badir is a methodology that is divided into 5 steps.

Step 1: Business Question

Before we do any sort of data extraction or analysis, we must first understand the context of the problem we're trying to solve. This will help reduce the number of iterations needed down the line.

Start with the traditional What, Who, Where, When, Why and How questions to help identify the problem in its context. Understanding the context, the impacted segment and potential reasons as understood by the business may provide a quicker path to resolving the problem.

Step 2: Analysis Plan.

We should create SMART goals. SMART is an acronym that stands for Specific, Measurable, Achievable, Relevant, and Time Bound.
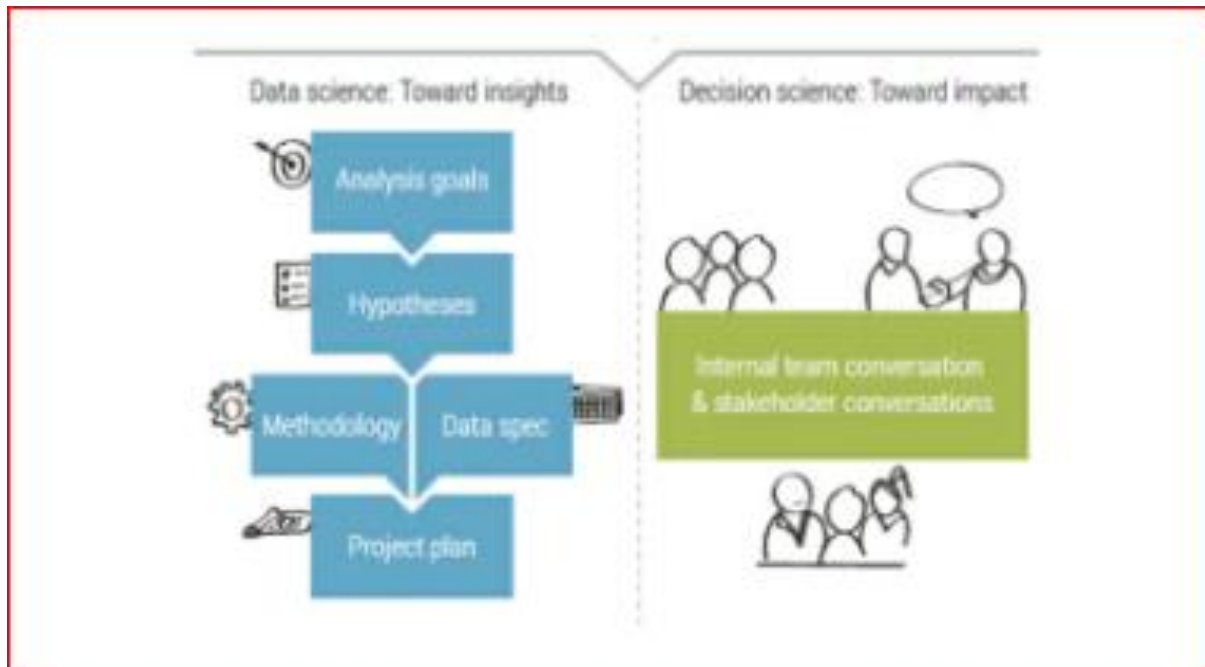
After deciding on the methodology, we also need to decide on the data specification.

Will we use data from the past year or all-time data?

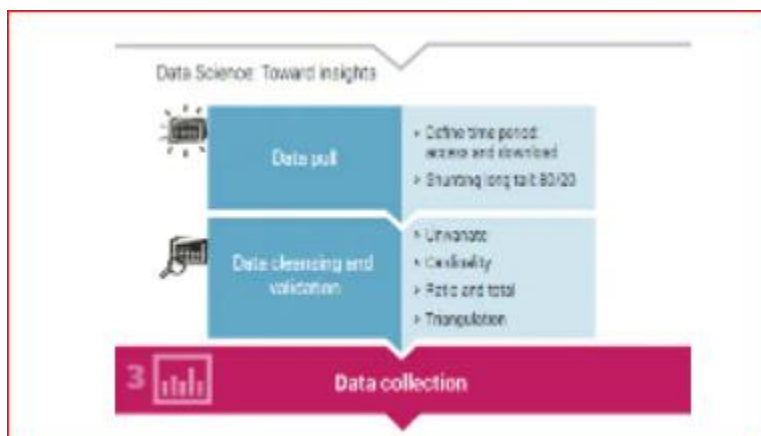Will we primarily be using financial data or marketing data?

These questions are important because this will make the data collection process easier later.

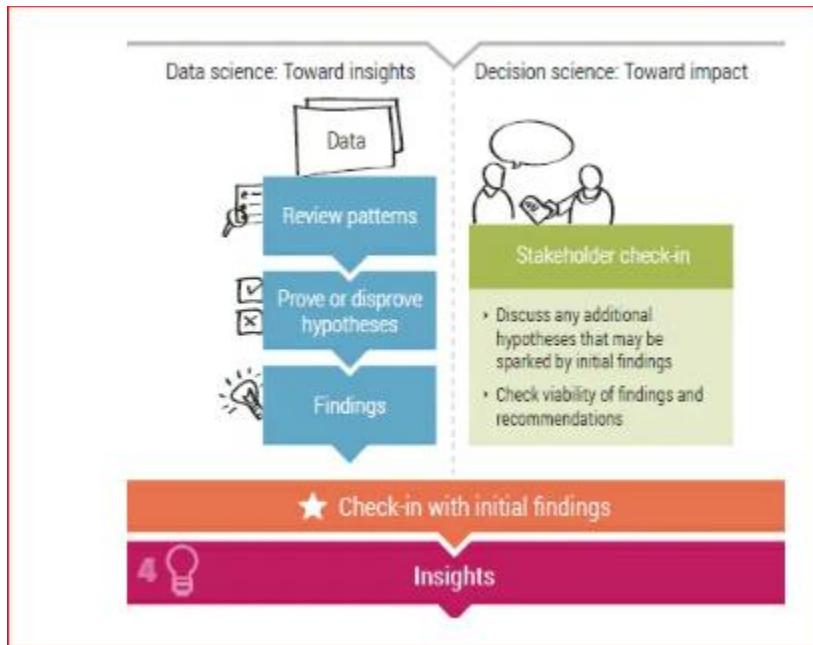The final output of this step is a project plan.

Step 3: Data Collection.

The data collection step also involves data cleansing and validation. Data cleansing refers to manipulating data to make it usable.

Step 4: Derive Insights.

Test, patterns, use information to test hypotheses and arrive at findings.

Step 5: Recommendation.

Recommendations are the most important step in the BADIR framework. These recommendations must be actionable.

They are the main reason we went through each step in this framework.

In this last step, we want to achieve multiple things. First, we have to engage with the target audience. This means that you should present short and insightful recommendations.