



Understanding BAIIR: The Data Analysis Framework

BAIIR guides your analysis from baseline to recommendation

It ensures clear, actionable insights for decision-makers.

B: Baseline - Establishing the Starting Point

Definition

Understand conditions before changes or launches

Purpose

Identify the normal state to compare against future data

Examples

- Average user retention
- System load levels
- Support ticket volume



A: Analysis - Examining the Data

Core Actions

- Compare groups or periods
- Analyze user actions
- Review performance and support data

Identify Trends

- Spot spikes or drops
- Detect repeatable patterns
- Understand shifts over time

I: Insights - Discovering Meaning in Data



Behavior Patterns

Feature adopters showing longer retention



Purpose

Explain the reasons behind data changes



Performance Issues

Errors increased after new releases





I: Impact

What the Data Means for Business

Link Insights to Outcomes

Explain how trends affect user experience or revenue.

Examples

- Performance bottlenecks reduce satisfaction.
- Feature engagement boosts retention.

Decision Support

Provide context to guide business strategies.



R: Recommendation - Data-Backed Next Steps

1

Promote Key Features

Focus marketing on high-retention tools.

2

Fix Performance Issues

Address bottlenecks to improve experience.

3

Justify Actions

Use quantitative data to support decisions.

BAIIR Overview: Framework Summary

