

## Understanding BAIIR: The Data Analysis Framework

BAIIR guides your analysis from baseline to recommendation

It ensures clear, actionable insights for decisionmakers.

## B: Baseline - Establishing the Starting Point

#### Definition

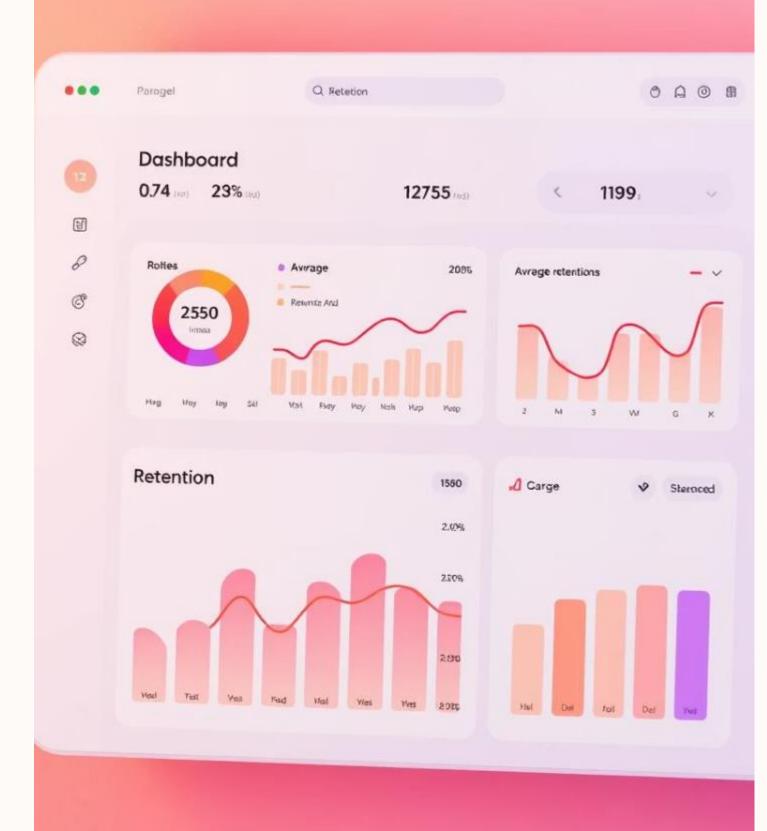
Understand conditions before changes or launches

#### 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

Performance Issues

Errors increased after new releases

Purpose

Explain the reasons behind data changes





# 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

