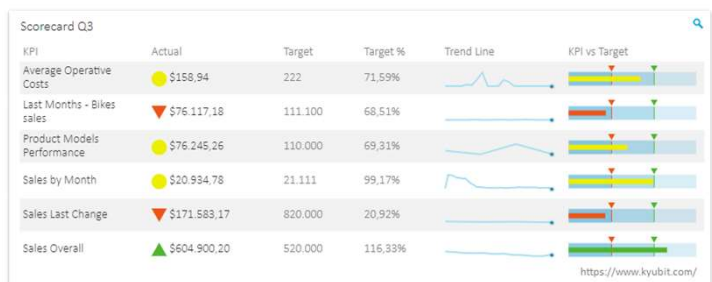


Analyze - Insights Checklist - Targets

- What: Targets show the desired result for KPIs
- Why: Targets are used for comparison, context and behavioural purposes
- How: Targets could be:
 - Prescribed – Historical, Budget, Plan etc
 - Unprescribed - What is normal or reasonable? Median, mean / average, upper quartile / 75th percentile of historical data
- How: Show targets as a variance: absolute / percentage
- Where: Show targets on KPIs and charts (e.g. Bullet, Gauge, Line Charts)
- When: Targets are usually assigned to KPIs, so whenever possible with KPIs



Notes: