

Company Profile & Project Overview

- Name: Acumen
- City: Tel Aviv
- Business: Provide operational insights for the R&D team of software companies and improve their productivity.
- Project: To help Acumen identify and group key KPIs for the R&D team and use these KPIs to construct a model to evaluate and predict productivity.

Team Members



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Methodology

Research

- We conducted research on productivity from three different aspects: academic, customer and competitor.
- From these research we gathered 102 KPIs to analyze.
- We identified six different categories for the KPIs: Time, Quality, Output, Finance, People, and Innovation.

Survey & Text Analysis

- We designed three different surveys:
 - Customer survey: capture the KPIs that customers value to generate market insights.
 - Vendor survey: identifies trends and changes of Acumen competition as industry benchmark.
 - Methodology survey: balance the use of different methodology-based KPIs.
- We used text analysis on these surveys to determine the importance of different key words, and certified 35 key KPIs in the 6 categories.

Weighting

- We constructed a formula to determine the weight of each category and every KPI within a given category.
- This is done by assigning different weights to each of the three results from the three surveys.
- We built an interface where customers can personalize the weight on each of the three results to provide flexibility.

Key Findings & Recommendations

- Expanded the KPI categories for Acumen from Time, Quality and Output to include Finance, People and Innovation.
- Constructed a system to validate specific KPIs within each category. Our prototype model selected 35 KPIs out of the 102 analyzed.
- Designed surveys and models to calculate the weight of each KPI and category while providing the option of flexible personalization. Acumen can build upon this database as they expand their customer base.
- Designed a visualization sample for Acumen to showcase productivity on their product dashboard.
- Defined matrixes to measure category evolutions and provide a VP view of performance

Weight Formula for Category and KPIs



Category Evolution Comparison Matrix



3D Strategy KPIs Mandala

