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COURSE BROCHURE

# Performance Goals and Indicators from Data Mining Training Course

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# Performance Goals and Indicators from Data Mining Training Course

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Performance Goals and Indicators from Data Mining is a 1-week training course for performance managers, planners and business analysts who need to turn operational records into an evidence-based indicator set with targets. As records multiply, goals set by habit lose credibility against what the data shows. Jupiter Prime Training presents this course on performance goals and indicators from data mining.

## Why Performance Goals and Indicators from Data Mining Matter Now

Executives expect targets defended with evidence, not last year's figure plus a margin. Operational systems log every order, shift and fault, so performance drivers can be found instead of assumed. Boards ask how each indicator links to strategy and who owns it. An organisation that mines its records well sets goals people accept and can steer by; one that does not ends up with crowded scorecards, gamed measures and targets nobody believes. The course rests on the widely used six-phase data mining process: business understanding, data understanding, preparation, modelling, evaluation and deployment.

## Who Gains Most from Performance Goals and Indicators from Data Mining

- Those responsible for corporate or departmental scorecards and the targets cascaded through them
- Those who build annual operating plans and budgets around measurable commitments
- Those who extract, profile and model operational records to explain performance
- Those who report indicator results to executives and steering committees
- Those who run continuous improvement and need baselines to judge whether change worked

A strategy or performance office gains most when its planners and analysts attend together, because target setting and pattern discovery then share one evidence base.

## Performance Goals and Indicators from Data Mining Capabilities

Participants move from candidate measures to tested, owned indicators traced to the records that justify them.

- Translate strategic objectives into measurable goals with a unit, owner and source — executive sponsors
- Profile operational records for completeness, granularity and bias — data owners
- Apply clustering and association rules to reveal the drivers behind strong and weak performance — operations heads
- Calculate baselines and set stretch targets — planning committees
- Distinguish leading from lagging indicators and test the link between them — performance reviewers

- Design a monitoring routine with control limits and review triggers — scorecard owners

## Key Performance Goals and Indicators from Data Mining Terms

- Leading Indicator — a measure that moves before an outcome, giving early warning.
- Lagging Indicator — a measure of a result already achieved, such as revenue or defects.
- Baseline — the reference level of an indicator against which improvement and targets are judged.
- Clustering — a data mining method that groups records by similarity, revealing segments that perform differently.
- Association Rule — a pattern stating that when one condition appears in the records, another tends to appear.
- Control Limit — a statistical boundary around an indicator's normal variation; points beyond it signal a real shift.

## Performance Goals and Indicators from Data Mining Day by Day

### Day 1: From Strategy to Measurable Goals

- Strategy Map Reading — Which Objectives Deserve a Measurable Goal
- Goal Statement Anatomy — Unit, Direction, Owner and Time Horizon
- Six-Phase Data Mining Process — Framing the Business Question First
- Indicator Inventory Audit — Retiring Measures Nobody Uses
- Stakeholder Expectation Matrix — Balancing Board, Customer and Workforce Views

### Day 2: Understanding the Operational Records

- Source System Mapping — Where Each Candidate Measure Really Comes From
- Data Profiling Checks — Completeness, Granularity and Duplicate Records
- Outlier and Missing Value Treatment — Protecting Baselines From Distortion
- Feature Derivation — Ratios, Rates and Rolling Averages for Indicators
- Indicator Definition Sheet — Recording Formula, Filters and Refresh Frequency

### Day 3: Discovering Performance Drivers

- K-Means and Hierarchical Clustering — Segmenting Branches, Plants or Customers
- Association Rules With Support and Lift — Spotting Co-Occurring Conditions
- Decision Tree Splits — Identifying Thresholds That Separate Good Performance
- Correlation Versus Causation Tests — Avoiding Indicators Built on Coincidence
- Driver Tree Construction — Linking Leading Measures to Lagging Outcomes

### Day 4: Baselines, Targets and Monitoring

- Historical Distribution Analysis — Choosing Median, Percentile or Trend Baselines
- Peer Segment Benchmarking — Setting Stretch Targets Within Comparable Clusters
- Target Sensitivity Testing — Checking Feasibility Against Capacity and Seasonality
- Statistical Process Control Charts — Separating Noise From Genuine Shifts
- Indicator Gaming Risk Review — Anticipating Behaviour That Distorts Measures

## Day 5: Practising the Evidence-Based Indicator Set

- Goal Statements Rewritten From Day 1 — Validating Ownership With Sponsors
- Profiled Records Applied — Confirming Each Indicator Can Be Refreshed Reliably
- Driver Findings Applied — Selecting Three to Five Leading Indicators Per Goal
- Monitoring Calendar Design — Review Cadence, Escalation Triggers and Owners
- Evidence-Based Indicator Set With Targets — Final Assembly and Peer Challenge

## Applying Performance Goals and Indicators from Data Mining After the Course

- Run a clustering exercise on one unit's records and present the performance segments to its leadership.
- Recalculate the baseline and control limits for the three most disputed indicators on the current scorecard and propose revised targets.

## Performance Goals and Indicators from Data Mining Questions FAQ

### What are performance goals and indicators from data mining, and why do they matter now?

They are goals and measures derived from patterns found in operational records rather than set by habit. They matter now because leaders expect targets they can defend with evidence.

### Which roles gain most from performance goals and indicators from data mining?

Performance managers, planners and business analysts gain most. Planners ground targets in evidence, analysts frame models around business goals, and managers gain indicators that owners accept.

### How does a performance goals and indicators from data mining course differ from a dashboard design course?

It focuses on deciding what to measure and what level to aim for, not on visual layout. A dashboard course presents indicators already chosen.

### What do you bring back from performance goals and indicators from data mining training?

You bring back a tested set of indicators for one area of your organisation, each with a definition, data source, baseline, target and owner, plus a monitoring routine.

## Performance Goals and Indicators from Data Mining: The Way Forward

The evidence-based indicator set with targets first informs the next planning cycle, when sponsors agree which goals to commit to and at what level. Scorecard owners use it to explain variance. After its first full review period, revisit the driver analysis: the patterns behind performance shift as operations change, and indicators should follow them.