

Mining Survey Data for SWOT analysis

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INTRODUCTION

Strengths, Weaknesses, Opportunities and Threats (SWOT) analysis is one of the most important tools for strategic planning [1]. It helps organizations to gain better insight of their internal and external business environment in making strategic plans and decisions. The validity of SWOT analysis is relied on the reliability and relevancy of information hence an efficient way to conduct SWOT analysis is required.



This work proposes Importance-Performance Analysis (IPA)-based SWOT analysis by using data mining as analytical tool. The proposed system will systematically analyse customer survey data then produce relevant result for SWOT analysis.

IPA-based SWOT analysis

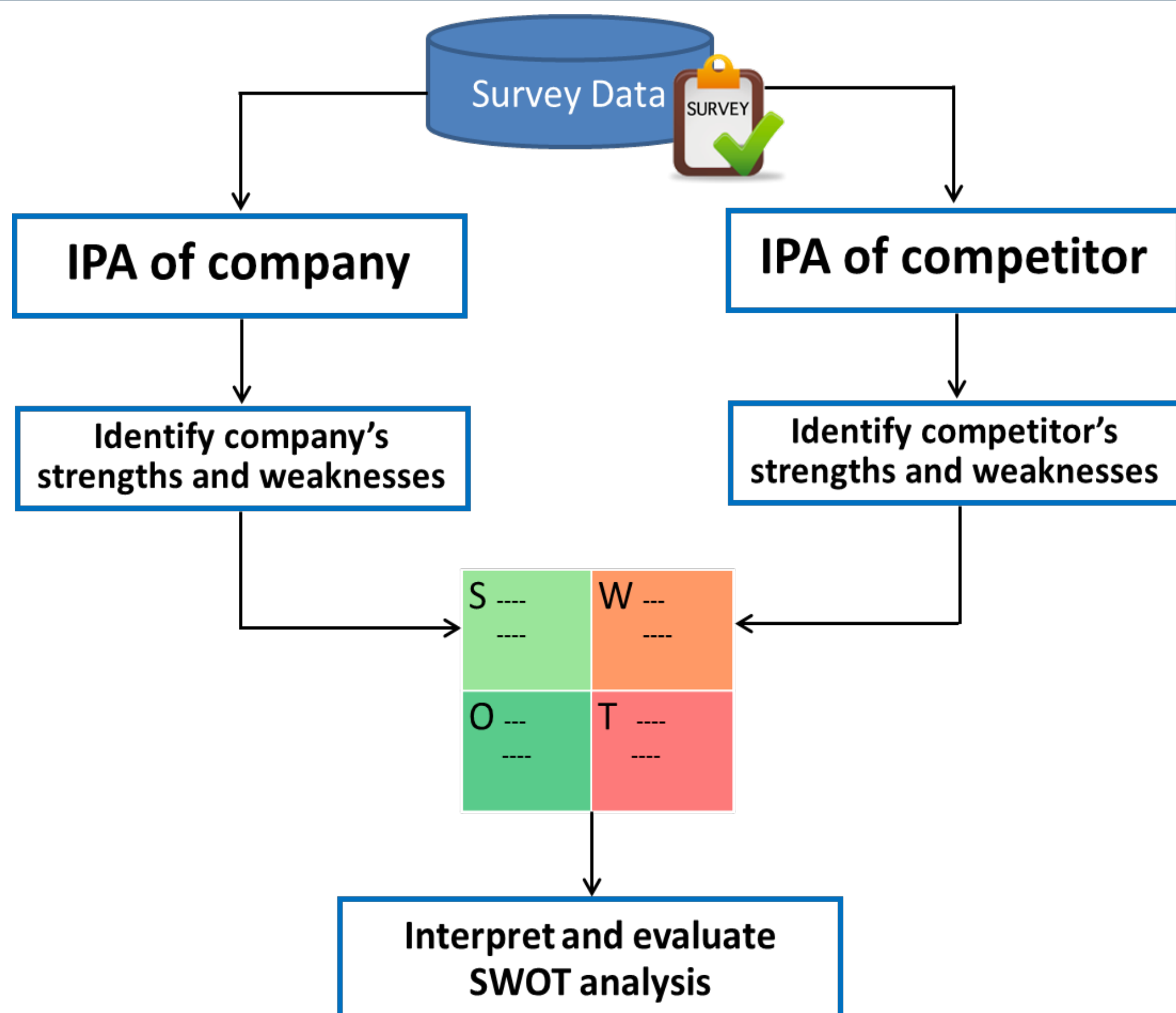


Figure 1. Framework of applying IPA for SWOT analysis

The IPA-based analysis framework serves as an outline of the main steps to be completed in order to obtain a company's SWOT from survey data. Regarding this proposed framework, strengths and weaknesses are defined through the target company's IPA matrix, whereas opportunities and threats are defined through the competitor's IPA matrix. Steps for conducting IPA is shown in Figure 2.

Steps for conducting IPA

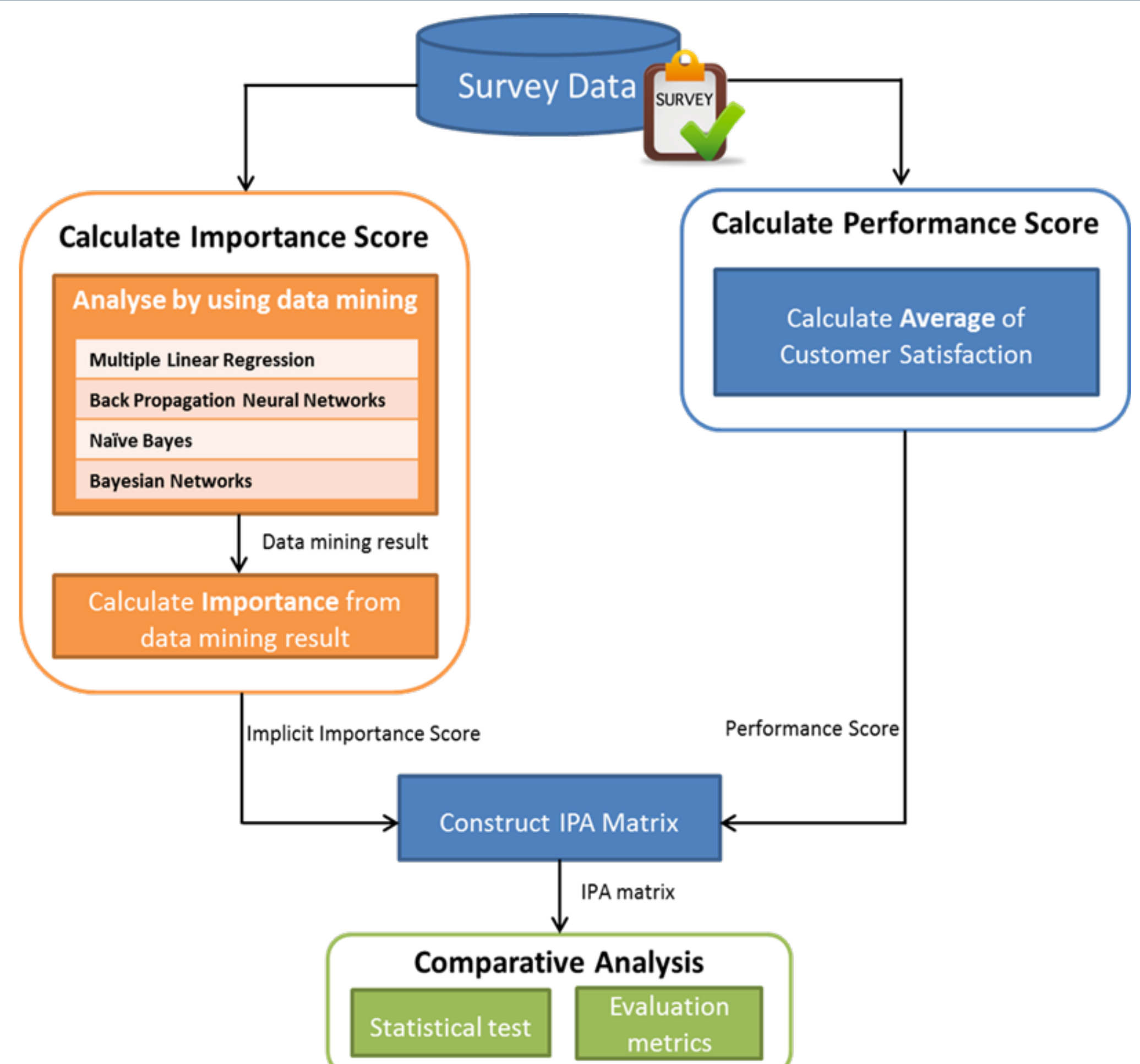


Figure 2. Steps for conducting IPA

REFERENCES

- [1] Hill, Terry, and Roy Westbrook. 1997. "SWOT Analysis: It's Time for a Product Recall." *Long Range Planning* 30 (1) (February): 46–52.
 [2] Martilla, JA, and JC James. 1977. "Importance-Performance Analysis." *The Journal of Marketing* 41 (1): 77–79.

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