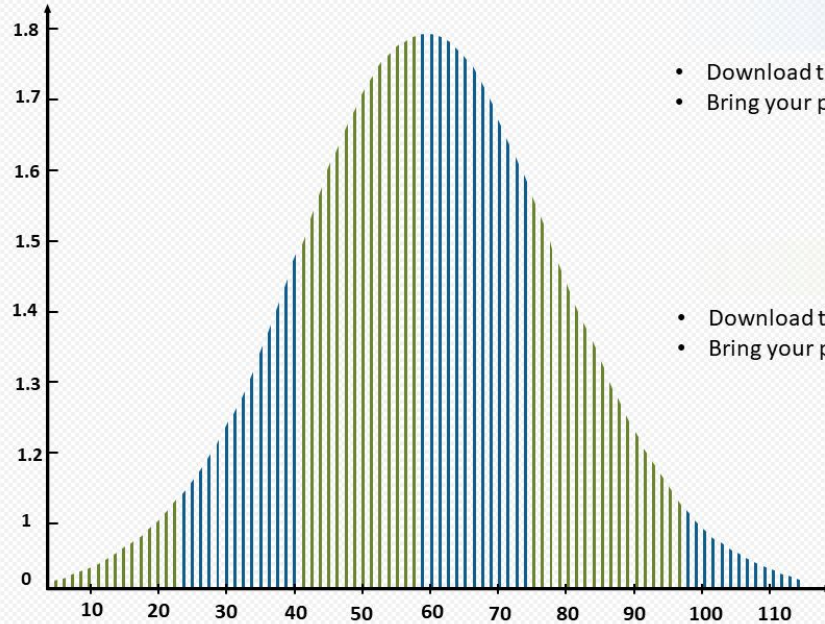


Bell Curve

Standard Bell Curve



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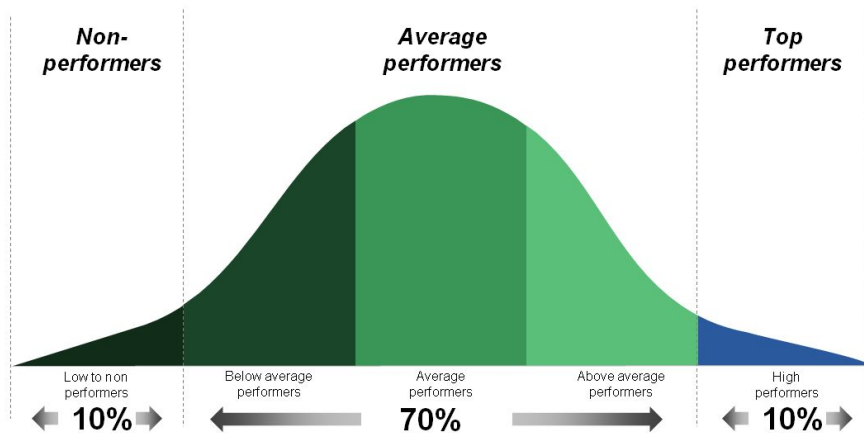
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- A **Bell curve** is a form of graph that is used to show how a collection of selected values are distributed
- It often has a peak at the centre that tends to be normal, with low and high extremes tapering out rather symmetrically on either side.

Non Performers Average & Top Performers Bell Curve for Appraisal



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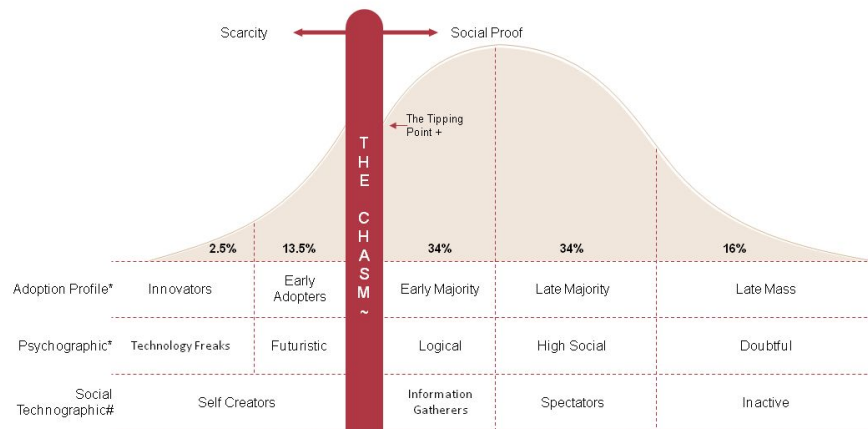
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The research method known as **Psychographic segmentation** is used to examine consumers and categorise them based on psychological traits such as :

- Personality
- Lifestyle
- Social status
- Activities
- Interests
- Opinions
- Attitudes

Bell Curve Diagram based on Psychological and Social Segmentation of Consumers

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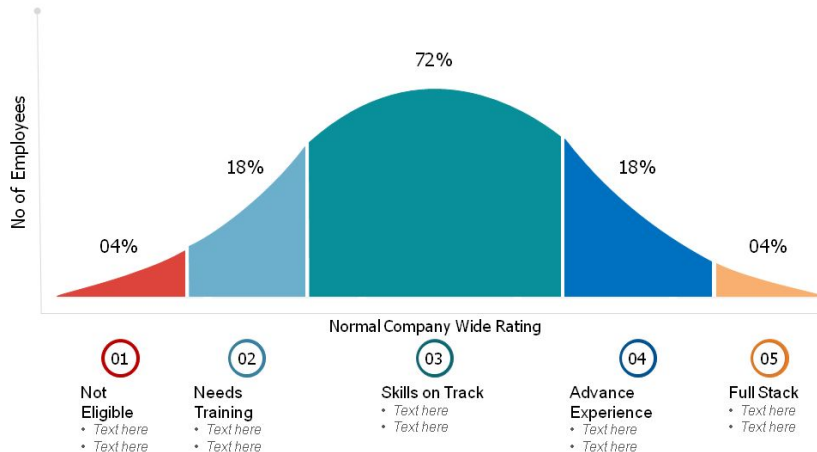
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Evaluating Employees :

- Establish performance standards, specify goals, and take notes all throughout the year.
- Ready yourself.
- Be Accurate and Precise in Your Critique.
- Don't compare employees. Consider performance rather than personality. Have a discussion.

Employee Performance Rating Distribution Bell Curve

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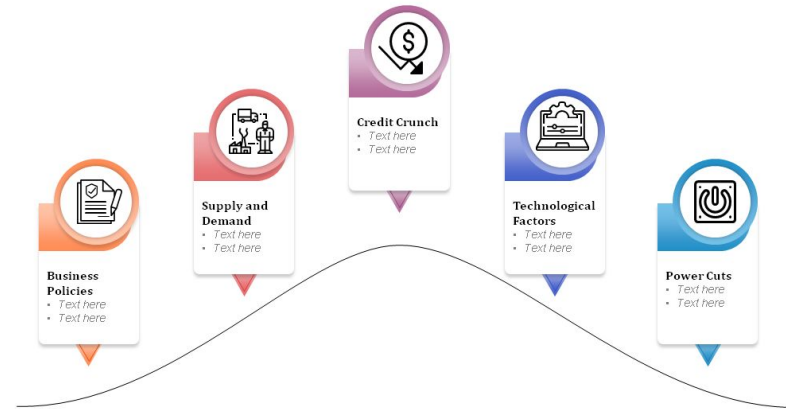
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The five disruption factors business leaders are anticipating to impact their businesses are:

- (1) smarter machines,
- (2) platforms,
- (3) customers taking control,
- (4) burden of compliance, a
- (5) sustainability as a business advantage.

Key Disruptors of Industrial Success Displayed Via Bell Curve

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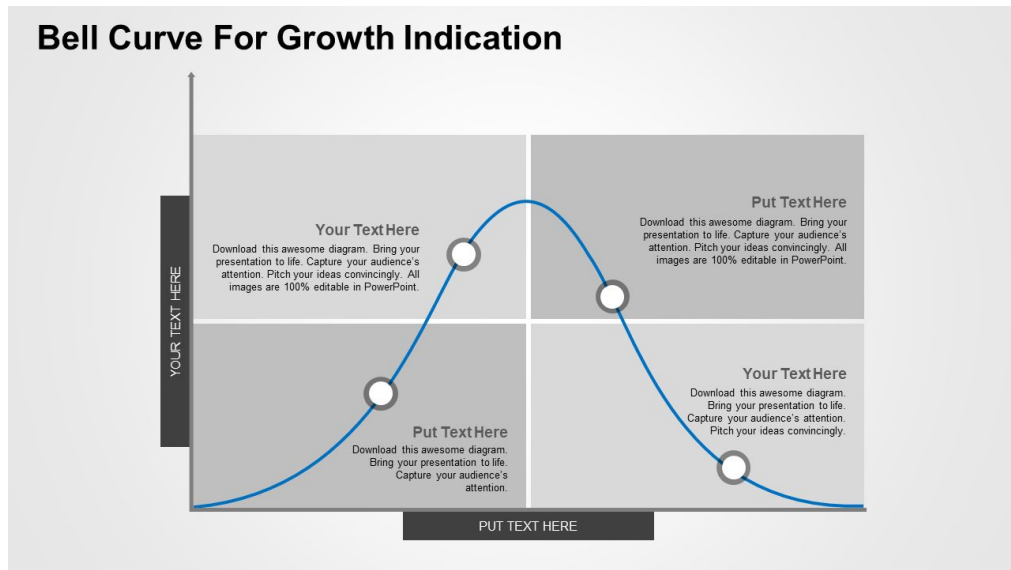


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For a company, **Growth indicator** measures such as:

- Profit
- Revenue
- market share
- customer happiness
- demand ;

determine when it is appropriate to expand.



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What is the importance of Psychographic segmentation ?

- The aims, difficulties, emotions, values, habits, and pastimes that influence consumer behaviour are better understood by marketers , only because of psychographic segmentation.
- For example ; Just because they are women doesn't mean they buy candles. Nonetheless, psychological segmentation reveals that some women buy candles to decorate their houses.

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What is the Bell-Curve rule?

- In either direction, roughly 68% of the values (data) are within one standard deviation of the mean.
- In either direction, 95% of the values (data) are within two standard deviations of the mean.
- 99.7% of the data points are within three standard deviations of the mean

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What is the 3-point rating scale for performance?

- The three stages of not meeting expectations, matching expectations, and exceeding expectations are represented by this straightforward scale.
- As you will get high levels of consistency throughout your performance rating data, simplicity is not necessarily a bad thing.

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