

DeltaMaster clicks!

03/2007

Greetings fellow data analysts!

Business is complicated enough. Fortunately, analyzing it doesn't have to be! Rankings, for example, are simple, sleek and effective – the next best thing to an iPod for data analysts. Ironically enough, their simplicity is what makes many people so skeptical. A “no pain, no gain” mindset, we suppose.

Rankings, however, contain an amazing amount of information - if you take the time to read between the lines. When combined with graphical tables, they present and visualize numbers with a powerful punch that will “wow” even the biggest cynics. We'll show you how in this issue of *DeltaMaster clicks!*

Sincerely,

Your Bissantz & Company team

PS. To learn more about the power of simple rankings, check out the three part blog series by Dr. Nicholas Bissantz at <http://blog.bissantz.com/powersearch2>.

DeltaMaster and SAP Expert Forum

Mannheim, March 28, 2007

Learn how your company can use *DeltaMaster* to maximize the return on your SAP investments based on real-life customer case studies. Join us and exchange your experiences with others!

www.bissantz.de/dmsap

DeltaMaster@Work

Join us on March 29, 2007 in our Nuremberg office to get better acquainted with our solutions. To sign up for this free workshop, contact Mr. Liepins at liepins@bissantz.de.

Archive

Download archived editions of *DeltaMaster clicks!* at www.bissantz.de/clicks/en.



A tribute to Peter Mertens

On February 28, 2007 the Community for Information Systems honored Professor Dr. Peter Mertens for his lifetime achievements. As a tribute to this German pioneer in the field of information systems, the magazine WIRTSCHAFTS-INFORMATIK published a special edition for which Bella was selected as a contributing author. Her "10 commandments for better management information" even made the page 3 story. To receive a PDF copy (in German), contact us at service@bissantz.de. The English edition will be published in our blog shortly.

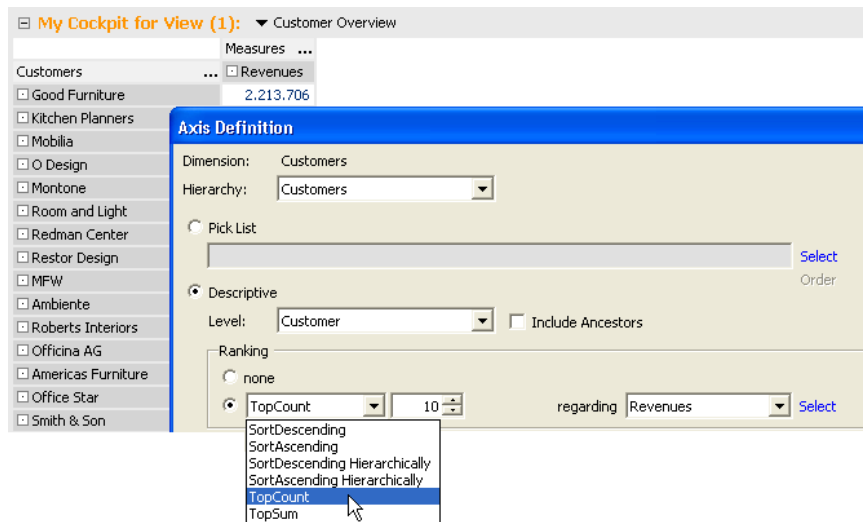
Tip of the month: Rankings in pivot tables

In the February issue of *DeltaMaster clicks!* we offered a few helpful tips on working with *Ranking* and *PowerSearch*. As you now know, these specialty tools quickly help you to pinpoint what is hot - and what is not - within your data. What you may not know, however, is that a basic pivot table also has many hidden talents when it comes to presenting objects in an orderly fashion.

Axis definition

The *Axis definition* serves as the central hub in the pivot table. You can open this dialog by clicking the ellipsis (...) after the dimension name or the *Definition* link under *Cockpit definition*.

DeltaMaster offers different variations for setting up rankings. In each case you need to select which measure it should be *Regarding*, such as the revenues in the screenshot to your right.



The first four options in the selection list retrieve *all* members in the cockpit view and don't require any further settings. Hierarchal rankings are very useful when working with multilevel tables containing, for example, individual customers and customer groups. This option helps you keep an eye on level relationships, since it sorts the customer groups as well as the individual customers within each group by revenue. The following screenshots illustrate the difference. To your left you see a ranking *Descending hierarchically*, which categorizes the main regions (Eastern > Central > Mountain > Pacific) as well as the subregions that comprise them. To the right, you see a ranking based on pure numbers and with no respect to hierarchies. Here you will note that "Central" subregions are listed under "Mountain". These results are correct based on the given parameters, but as you can see this constellation does not make sense for every type of analysis.

Customers	Measures ...
...	Revenues
Americas	892.645.289
United States	892.645.289
Eastern	786.171.061
Eastern North	779.001.300
Eastern South	7.169.762
Central	55.385.971
Central South	32.509.608
Central North	22.876.363
Mountain	33.333.053
Mountain North	16.859.285
Mountain South	16.473.768
Pacific	17.755.204
Pacific North	11.020.756
Pacific South	6.734.448

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Mountain North	16.859.285
Mountain South	16.473.768
Pacific North	11.020.756
Eastern South	7.169.762
Pacific South	6.734.448

The six other ranking options in the *Axis definition* allow you to shorten the list of members so that only those appear that make a noteworthy contribution to the measure that interests you. In your settings you will need to set a limit so that *DeltaMaster* knows which elements should be included. Options include:

- The number of members (e.g. top ten) – TopCount, BottomCount
- An absolute sum for the member – TopSum, BottomSum
- A percentage of the total value of the measure in the cockpit view – TopPercent, BottomPercent.

“Top...” sorts the largest members in ascending order, while “bottom” sorts them in descending order.

After creating the list, *DeltaMaster* will display the applied options in a caption as seen in the screenshot to your right. The sum equals 723 million (which can be displayed in the context menu, *Column aggregation*) and is equivalent to 80% of the 892 million in total revenues. The measure that *DeltaMaster* uses to create the ranking does not even have to be in the table. You can select the measure of your choice in the *Axis definition*.

Customers	Measures
United Nations Organisation	616.955.092
MCI	106.173.813
Sum	723.128.904

Write Comment; Customers: Top 80,0% Revenues;

In the *Axis definition* you can explicitly set the view in the selected dimension, for example, using a *Selection list*, or *Descriptive* through the dimension levels, and so on.

Depending on your choice, the settings for the axis may override those that are selected in the *My view* window. You can also use MDX to define additional cockpit views or ranking rules.

Customers	Measures
United Nations Organisation	12.327.892
MCI	2.535.199
Room and Light	503.422
Robertson Dispatchers	457.560
Delson	356.599
Allberg Sys	303.019
GoodChairs	278.907
Dream of Living	237.033
SuperOffice	235.884
Uranus	225.477
Sum	17.460.993

Write Comment; Top 10 Customers by Revenues; Sparklines

As in *Ranking* and *PowerSearch*, you can display bars, sparklines, trend arrows and all other cockpit options in your cockpit to visualize relative sizes. Simply activate the option in the context menu.

Sort cockpit display

So far you have learned how you can set the ranking criteria for structuring the pivot table. These criteria influence the database queries that are executed in the background. You can, however, also sort your data by the values that have already been displayed.

The appropriate commands are located in the context menu of the row and column headlines. Each context menu also contains the option to reset the sorting.

Customers	Measures
Albert & Albert	
Allberg Sys	
Allmimo	5.862
Ambiente	116.188
Americas Furniture	11.397
ArcNova	127.711
Bavaria Furniture	200.869
Better Living	69.218
Bosses Home	612
BuildPlan	10.339
Cairo	27.192
Chico	42.867

Sort 'Customers' Members: Ascendingly, Descendingly, Reset Sorting

While a *Ranking* in the *Axis definition* always refers to a measure, the context menu also allows you to sort members or member properties (attributes) alphabetically by name. This makes it easy to create customer lists in alphabetical order as well as in the order of their business relevance. *DeltaMaster* marks a row or column that has been set for an individual sorting with a small triangle.

The order that you bring into the table from the context menu only applies for the current view. This “superficiality” means that you can quickly switch among different views because you do not have to query the database to sort the data again. In addition, this superficial sorting does not affect Flexreports that the pivot tables reference. The references conform with the sorting defined in the *Axis definition* and not in the context menu.

Wizard

Another helpful tool for rankings is the wizard that marks the top and bottom ten values for the entire table, every column or every row. You can activate this option from the context menu.

In the example on your right, you can see a comparison of three different measures. The highlighted section reveals that none of the top ten customers with regards to revenue belong to the top ten with regards to margin percentage. In fact, it appears that many of the top revenue generating customers need to be enticed with large discounts. The bars, which have been added on a column basis, help visualize the gaps.

Customers	Revenues	Margin Pctg.	Discounts Pctg.
United Nations Organisation	(1.) 12.327.892	41,9%	1,4%
MCI	(2.) 2.535.199	48,7%	1,5%
Room and Light	(3.) 503.422	59,3%	(10.) 13,3%
Robertson Dispatchers	(4.) 457.560	56,8%	4,9%
Delson	(5.) 356.599	69,5%	9,9%
Allberg Sys	(6.) 303.019	37,5%	(5.) 18,4%
GoodChairs	(7.) 278.907	71,9%	7,0%
Dream of Living	(8.) 237.033	48,8%	12,5%
SuperOffice	(9.) 235.884	74,1%	5,7%
Uranus	(10.) 225.477	59,4%	(9.) 13,3%
The Edge Office	214.037	75,9%	4,0%
Bavaria Furniture	200.869	64,5%	13,3%
Work & Live	139.496	66,9%	6,3%
Idea	132.233	(8.) 78,8%	2,8%
ArcNova	127.711	54,0%	(7.) 16,8%
Office Star	125.780	74,2%	6,5%
Ambiente	116.188	53,3%	4,6%

Pivot navigation

In *DeltaMaster 5.3* we presented Pivot Navigation, a completely new concept for analysis and reporting with pivot tables.

The Pivot Navigation allows you to examine interesting trends by adding additional columns to your table step by step – similar to a drill down. What makes this technique so unique is that the granularity only applies for the selected element and not for the entire table. When you extend the table, another ranking comes into play. If you select *Automatic navigation* or one of the listed levels, *DeltaMaster* will only display the 10 largest members in descending order by default - which delivers the same results as the *Top Count/10 Ranking* option in the *Axis definition*. This is the same suggestion that *DeltaMaster* offers in the *User-defined navigation*. You can, however, change this default setting in each subsequent column (see *Edit navigation* in the context menu of the main member of the column).

Marriott Hotel	15.526	54,5%	20,9%
United Nations Organisation	Automatic Navigation by 'Revenues'		
Highman	User Defined Navigation...		
Delson	Products		
MCI	Product Category		
Classic Home	Product Subcategory		
Cairo	Product		
Allberg Sys	Colors		
GMD	Color		
Lamps and More	Sales Organization		
Light and Design	Sales Group		

The Pivot Navigation creates a wedge-shaped pattern in the table that often reveals a ranking progressing from general to detailed objects:

▣ Marriott Hotel				15,526
▣ United Nations Organisation	▣ All Products			12,327,892
		▣ All Colors		11,637,495
			▣ All Sales Reps	10,170,188
			▣ Sales Group B	7,707,695
		⊕ Custom made	▣ Sales Group A	2,462,494
				1,462,127
		▣ Metal		5,181
		▣ Blue Acqua		612,194
		▣ Antique		78,203
		⊕ Luxury Division		
	⊕ Standards			
▣ Highman				

Check out *DeltaMaster deltas 5.3* for more information on Pivot Navigation functions.

Questions? Comments?

Just contact your Bissantz team for more information!