Additions to Dapresy Pro 10.1





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This summer, we've added many new features to Dapresy Pro. Some of these new features include templates in the Cross Table Tool, the ability to create a numeric variable based on one or several categorical variables, and 100 new icons have been added to your Icons & Shapes Library.

Keep reading to learn more about all the new features added this summer!

1 Improvements to the New Cross Table Tool

The following improvements have been made to the new Cross Table Tool. Each improvement is explained in further detail below.

- Variable subsets are now supported
- There are more abilities for you to define default settings
- New question blocks will be added for user-created computed variables
- New Templates are available in the Cross Table Tool to create a more user-friendly experience for Report Users

1.1 Variable Subsets

If your project contains variable subsets, then you can now use them in the new Cross Table Tool report. This logic is very similar to how variable subsets are used in the Storyteller. This means that multiple variable subsets can be shown in the Cross Table Tool and that users will see different variable subsets depending on their access rights.

The image below shows an example of variable subsets in the new Cross Table Tool. The subsets are used to filter both questions and answers based on brands. The sort order of the variable subsets in the list comes from the defined sort order in the variable subset creation page in the administration view.

Rows and columns	Filters 🚦 Calculat	ons 🔅 Settings 🕅 Favorites 📰 Generate (0 cell	ls) Setup
Select brand Dapresy Telecom	÷	ROWS AND COLUMNS	CLEAR ALL TRANSPOSE
Check all Uncheck all		Split settings	
Dapresy Telecom	^	Totals Subtotals	Nest variable splits (i
Four			
Swedish Telecom	i.		
V Gender	~		
W Household Income			



Report User View

The report user can only see the variable subsets he/she has access to. When the user enters Cross Table Tool, the Variable subsets that have been defined as default on the report user level will become the default ones. If the user does not have any variable subset set as default (or if the default one is not available in the Cross Table Tool), then the first variable subset in the list will become the default one.

If the Cross Table Tool report only contains one variable subset, or if the user only has access to one variable subset, then the variable subset list will not be shown at all. It will automatically become hidden when it only contains one object.

The following locations filter the questions and answers based on selected the variable subset:

- The Row & Column tab
- The Filter tab
- Compute variable view (questions are filtered only)

Depending on the setup of the Cross Table Tool, the user can do multiple or single-selection within the variable subset list. If the user selects multiple variable subsets, then all questions and answers that are included in at least one of the selected variable subsets will be shown.

Example: Variable Subset A is hiding Question X, but Variable Subset B is not hiding Question X. If both Variable Subsets A and B are selected, then Question X will be shown to the user.

<u>Note:</u> When a user creates their Favorites, they can then share them with other users. The other users will only see shared Favorites that are based on the variable subsets the user has access to.

Example: User A has access to Variable Subset A, and User B has access to Variable Subset B. If User A creates a Favorite and shares it, then User B will not be able to see this shared Favorite as it is based on Variable Subset A.

<u>Setup</u>

By default, variable subsets are not applied to the Cross Table Tool. The administrator needs to activate them in the setup view that is located in the new Variable Subset panel. As shown in the image below, the administrator can define the following:

- The label of the variable subset list
- If single or multiple-selection will be allowed
- Which variable subsets will be shown

The image below shows the variable subset setup panel.



VARIABLE SUBSETS		Θ
Label Select brand		
Single selection		
Select		
✓ Dapresy Telecom		
✓ Four		
Swedish Telecom		
✓ Sweettalk		

1.2 New Default Settings

There are new default settings available for the Cross Table Tool 2.0. You can now edit the default settings for the following:

- The default number of decimals per calculation type
- The default suffix/prefix per calculation type
- The default time period
- The default interval

You can access these settings in the regular setup panel, as shown in the images below.

The image below shows the Calculation panel in the setup view. As you can see, it is now possible to change the default number of decimals and the prefix/suffix per calculation type.



	Default No of decimal	s Default unit text		
🖉 % - Categorical questions	1 •	%	Suffix 🔻	
Mean - Categorical questions	2 🔻		Suffix 🔻	
Count - Categorical questions	0 •		Suffix 🔻	
🗹 Average - Numeric questions	1 •		Suffix 🔻	
🖉 Sum - Numeric questions	1 •		Suffix 🔻	
🗹 Min - Numeric questions	1 🔻		Suffix 🔻	
🗹 Max - Numeric questions	1 •		Suffix 🔻	
Median - Numeric questions	1 •		Suffix 🔻	
Percentile - Numeric questions	1 •		Suffix 🔻	
Correlation Analysis	1 •		Suffix 🔻	
Significance testing Base si	ze options in significa	nce test formula (i	
🖉 We	ighted			
🕑 Uni	weighted - Option A			
🕑 Uni	weighted - Option B			

The image below shows the Time Period panel in the setup view. As you can see, it is now possible to set a default time period.

IME PERIOD			Θ
	Default		
🗹 Select start and sto	op date 🔘		
🗹 Year to date	0		
Full period			
🗹 Select Last	۰ 2	Quarter(s) 🔻	



The image below shows the Interval panel in the setup view. As you can see, it is now possible to set a default interval. <u>Note:</u> The default interval is applied to the table as soon as the Interval is added as a split. It will not become a split in the table by default.

INTERVAL		$\overline{\bigcirc}$	
	Default		
🕑 Day(s)	•		
🖉 Week(s)	0		
🕑 Month(s)	•		
🗹 Quarter(s)	۲		
🕑 Half year	0		
🕑 Year(s)	0		
🕑 Full period	0		

1.3 Question Blocks for User-Created Computed Variables

When a user creates computed variables in the Cross Table Tool, they will automatically be added to a Question block named "Computed variables." This will make it easier for users to find the variables they created themselves.

The image below shows the "Computed variables" question block. It will appear automatically if the user creates computed variables.

Rows and columns	T Filters	Calcu	latior	ns 🔅 Settings 🔲 Favor	rites
Question blocks Select options			<	ROWS AND COLUMNS	
Check all Uncheck all		9		Split settings	
Demographics Awareness					
Consideration and Preferen	nce				



1.4 Templates

A new Templates functionality has been added to the Cross Table Tool to make it more user-friendly for report users. Templates are created by administrators, and are very similar to the Favorites functionality.

Report user view

When using the Cross Table Tool, users will see Templates as the first option in the Row and Columns tab. From there, the user can either choose a pre-built Template or create a table from scratch.

These Templates can be as basic or as complex as the user wants. For instance, the user can choose a "Trend" Template which has the Interval Month as a split, or they can choose a template that contains specific time periods, variable subsets, benchmark settings, cell formatting settings, etc.

The image below shows an example of a Cross Table Tool with Templates.

Rows and columns	Calculations	🗘 Settings 🗎 Favorites 🧮 Generate (0 cel	ls)	Setup
Templates Trends, last 52 Weeks	¢ < R	OWS AND COLUMNS	CLEAR ALL	TRANSPOSE
	s s	plit settings		
No Selection	^	Totals Subtotals	Nest varia	able splits 👔
Trends, last 24 Months				
Trends, last 52 Weeks				
 Spontaneous brand awareness - Top of mind 	1			
Spontaneous brand awareness - In mind				
Spontaneous advertising awareness - Top of mind				

When the user selects a template, all of the current settings will be replaced with the settings in the Template.

Depending on the setup, specific Templates can be loaded by default when the user enters the Cross Table Tool. If there are no Templates set to default, then the regular default settings will automatically be loaded.

<u>Note:</u> In the Cross Table Tool, if there are Templates that use variable subsets, then users will only have access to the Templates that are connected to the variable subset they have access to.



Example: User A only has access to Variable Subset A. A Template, created by the administrator, is connected to Variable Subset B \rightarrow User A will not see this Template because they do not have access to Variable Subset B.

<u>Setup</u>

The setup of Templates is very similar to creating a Favorite. This can only be done by an administrator.

Two new panels have been added in the Favorites tab to setup Templates (as shown in the image below). The panels only appear for the administrators, not for the report users.

The image below shows the new panels for creating and editing Templates.

Rows and columns	T Filters	Calculations	🔅 Settings	Favorites	Generate (0 cells)	Setup	53
SAVE NEW FAVORITE							
YOUR FAVORITES							
FAVORITES SHARED BY	OTHER USERS						
SAVE NEW TEMPLATE							
Name				Description			
Trends, last 24 Months							
C Set as default temp	plate						
Save							
TEMPLATES							

Create a Template

Follow these 3 easy steps to create a Template:

- Step 1: Adjust the desired settings and select questions, splits, and filters (if included)
- Step 2: Enter the "Save New Template" panel and fill in the Name and Description
 - \circ The Name will appear in the Template selection list in the Rows and Columns tab
 - The Description is used for internal dialog only
- **Step 3:** If this new Template is going to be loaded by default when entering the Cross Table Tool, simply select the setting "Set as default template"



Edit or Delete a Template

All of your existing Templates will appear in the Template panel (see image below). In this panel you can edit and delete any template. Edit the Templates just as you edit your Favorites:

- Step 1: Load the Template you want to edit
- **Step 2:** Make changes to the settings
- **Step 3:** Save the template with the same name

All administrators can see, edit, and delete any of the Templates.

The image below shows the Templates panel in the Favorite tab.

TEMPLATES				
Name	Q,)	Description	Default	
Trends, last 24 Months Trends, last 52 Weeks			Default -	Load Delete Delete

<u>Tip:</u> If you want to create a Template that has Count, Mean, and Percentage share as default calculation types, but you don't want to have any Questions in the Templates, then follow these 4 steps:

- Step 1: Add a Question to the table
- Step 2: Select the calculation types Count, Mean, and Percentage share
- **Step 3:** Remove the Question from the table
- **Step 4:** Save the Template

Now, when users access the templates and add a categorical question, the Count, Mean, and Percentage share calculations are selected by default.

This same approach can be used for other settings that are only shown when a question has been added to the table.



2 Improvements to Compute Variables

A new "VALUE" function has been added to Dapresy Pro so that you can convert a categorical singlechoice question into a numeric variable. Just like other functions, the result of the computed variable will become data stored on a respondent level.

This function can also be used to create a numeric variable based on expressions where several singlechoice categorical questions are included, like in the examples below:

- Calculating the net score/GAP value between two single-choice categorical variables
 - Example: Variable Q1 Variable Q2; If respondent X answered 5 in Q1 and 3 in Q2, then the numeric value for respondent X becomes 5-3=2.
- Sum the answers of several single-choice categorical variables to create an overall index
 - Example: Q1+Q2+Q3; If respondent X answered 5 in Q1, then 3 in Q2, and 5 in Q3, then the numeric value for respondent X becomes 5+3+5=13.

The above are just two examples of the use of the new VALUE function in the Compute variables.

<u>Note</u>: The factors are used when the categorical answers are converted to numeric questions. The ID's of the categorical answers are not used.

Example: If a question has answer ID's 1-5 and the factors have been set to 0, 25, 50, 75 and 100, then the respondent X will get the numeric value 50 if the respondent answered 3.

<u>Setup</u>

The new VALUE function can only be used in the expressions when a numeric variable is being created. Due to the nature of the function, it can only be applied to single-choice categorical variables and not multiple-choice questions.

The VALUE function can be found among all other Dapresy Pro functions, in the Define calculations tab. See image below.





To convert a single-choice categorical question to a Numeric question, the expression needs to look like the example below.

 VALUE(Ø10-Brand Consideration - Dapresy Telecom=('1 - 1 Not at all likely, 2 - 2, 3 - 3, 4 - 4, 5 - 5 Very likely')Ø)

In the example above, the respondent will get a numeric value. This is based on the factor of the given answer, and if the respondent answered from 1-5.

The question itself contains also a "6 Don't know" which is not included in the expression, so the respondent will get a missing value if option "6 Don't know" was chosen. If you would prefer to insert a 0 instead of a missing value, then the additional setting "Treat missing answer as 0" can be used (see image below). When this option is selected, all missing values will be replaced with 0's.

The image below shows the setting "Treat missing answer as 0." Use this option if you would prefer to insert a 0 instead of a missing value.

Operators &	& Function	S					
AND	+	IF	~				
OR		COUNT					
OIX		COUNTRESPONSE					
NOT	*	PERCENT					
(1	VALUE	\sim				
)	=	Apply Function					
	LIKE						
	>						
	<						
Count, Me	an, Percen	t setting:					
• Weigh	ited						
O Un-W	eighted						
Value setting:							

To create a Net score/GAP value based on 2 single-choice categorical questions, the expression needs to look like the example below.



(VALUE(Ø10-Performance - Quality =('1 - 1 Not at all important,2 - 2,3 - 3,4 - 4,5 - 5 Very important')Ø) - (VALUE(Ø10-Importance - Quality =('1 - 1 Not at all important,2 - 2,3 - 3,4 - 4,5 - 5 Very important')Ø)

<u>Note:</u> If the respondent did not answer any of the options used in the expression, then the respondent will get a missing value as result.

Example (based on the formula above): Respondent X answered 5 in the Performance question, but did not answer the Importance question at all. The value for respondent X becomes:

• 5-Missing value= Missing value

If you would like to see the total presented as 5, then simply select the option "Treat missing value as 0" so the calculation of respondent X becomes:

• 5-0= 5

3 New Icons in Your Icons & Shapes Library

100 brand new icons have been added to the Icons & Shapes Library for sports, medical, and social media brands. Take a look at some of the new icons below!





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