

Dapresy Pro 10.1 - Technical Release Notes



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1 Introduction

This document describes new and improved features in Dapresy Pro version 10.1

If you want to know more about these features, please contact Dapresy Global Support at: support@dapresy.com and they will be able to assist you.

Best Regards,

Dapresy Team 2016

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2 Overview

Dapresy Pro version 10.1 contains a brand new Cross table tool module which is more powerful and flexible than ever before. The Storyteller module has also been improved with new calculation types and more. Take a look at the list of the new features below:

Storyteller improvements

- **Dynamic weighting:** The weight variable used in the calculations changes depending on the optional filter selections
- **Correlation calculation:** New calculation type supported in Charts, Tables and Dynamic Icons/Shapes
- **Min, Max, Median and Percentile:** New calculation types for numeric questions in Charts, Tables and Dynamic Icons/Shapes
- **Count:** New calculation type for categorical questions in Charts, Tables and Dynamic Icons/Shapes
- **Nest or side by side:** A new setting in charts and tables allows you to select behavior when multiple Compare Filters are selected. You can now select whether the Compare Filters should be nested or shown side by side (previously, the Compare filters were always nested)

New Cross table tool improvements

- A more modern design that includes “Full screen” mode which makes it easier to work with large tables
- The cross table tool is now more efficient. It is now quicker to set up the tables you need (you can easily add multiple questions, limit the answers to be shown, change sort order of the variables, etc.)
- Faster calculations as the new in-memory calculation logic are supported (note: currently only clients with a dedicated server can freely use the in-memory calculation logic)
- The table layout is much more flexible. For example, nesting can be made in unlimited levels and nesting can be made in both rows and columns
- Moving average calculations are now supported
- Correlation calculations are now supported
- Better significance test abilities. For example, all columns can be tested against all columns, rather than only testing against a selected column. Significance testing can also be made across rows, not just columns.
- Values can be hidden due to low result/low count
- “Benchmark” calculations are now available. These can be used to calculate the change between two results, and more
- “Subtotals” are now supported. A Subtotal is the total of all displayed banners
- “Favorites” can now be shared with other users

Portal Tabs - Important Information

There are now 2 cross table tools: Cross table (legacy) and Cross table tool 2.0.

Cross table tool 2.0 is the new version of the tool. All future improvements will be made in this tool.

Cross table (legacy) is the old version of the tool. It is still available to use, though there will be no future improvements made to it.

The Chart creator (including My Reports) and the Static Charts/Tables also now have “Legacy” in their report names. This means that no more improvements will be made in these reports except for bug fixes. The Static Charts/Tables will also be removed from new projects in 2017, because the Storyteller is the replacement tool for Static Charts/Tables.

Updated names of calculation types

The names of the following calculation types, in the Storyteller charts and tables, have been updated for consistency:

- % - Categorical questions → Percentage share – Categorical questions
- Average - Numeric questions → Mean – Numeric Questions

3 Storyteller Improvements

3.1 Dynamic Weighting

The weighting logic has been improved in the Storyteller to support “dynamic” weighting. This means that specific weight variables will be used depending on the selected Optional Filter.

The dashboard below shows a typical example. The result will be weighted by Gender, so depending on which Age group filter that is selected a specific weight variable will be applied to the calculation to get a correct weight by gender.



3.1.2 Setup

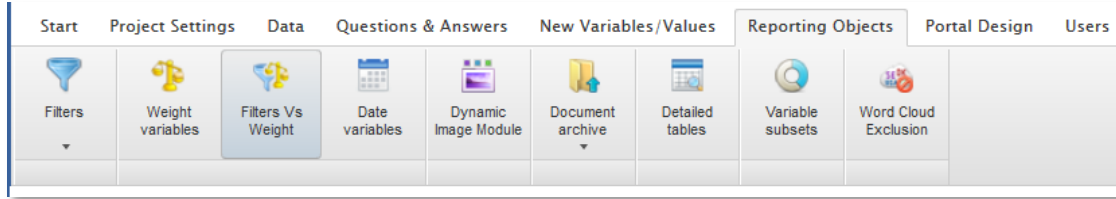
The setup is done in two steps.

- The first step is a preparation step in the Administration pages. This is where the desired Weight variables are connected to the Filter options.
- The second step is made in the Storyteller report setup. The Dynamic weighting can be turned on or off per report.

3.1.2.1 Connect Weight Variables to Filters

The connection between the Weight variables and the Filters are made in a new screen named “Filters Vs Weight.” This is located in the Reporting Objects tab in the administration view, as seen in the image below.

The image below shows where to find the new screen in the navigation



To connect Weight variables to a Filter option, simply do the following:

- Select the desired Filter from the dropdown list shown at the top of the page
- All belonging Filter options are now loaded, and a Weight variable can be connected to each option
- Once the desired connections have been made, click Save.

The image below shows the setup screen for connecting Weight variables to filter options.

Connect Filters to Weights

Save

Filter

Age group

Weight

15-24	Gender weight, 15-24 years
25-34	Gender weight, 25-34 years
35-44	Gender weight, 35-44 years
45-54	Gender weight, 35-44 years
55-64	Select Weight...
65 +	Select Weight...

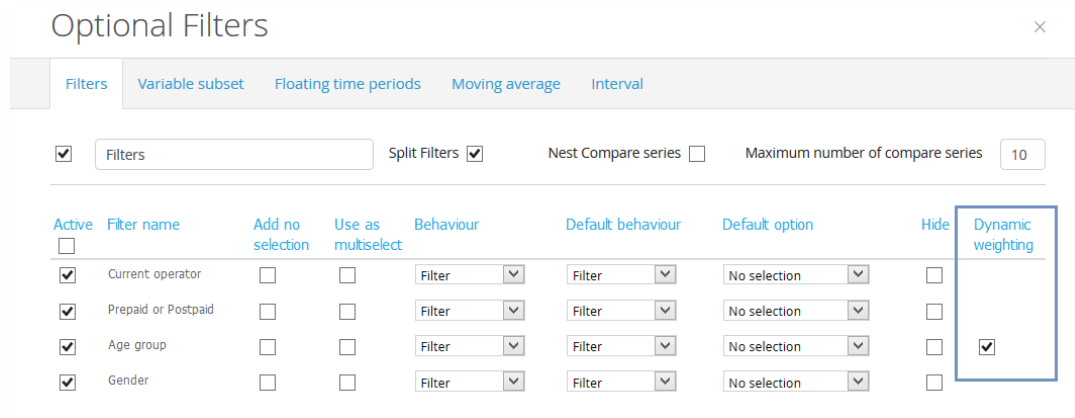
Clear

Note: It is not mandatory to connect a Weight to each option of a Filter, if no Weight variable is selected for a Filter option, then the ordinary weight variable (the one defined in the chart and table setup) is used in the calculations.

3.1.2.2 Report Settings

To apply the Dynamic Weighting logic to a report, the function must first be turned on. It can be turned on in the Optional Filter setup page. The Dynamic Weighting is a setting per Filter (as shown in the image below). The setting is only shown for the Filter variables that have been connected to Weight variables. If no connections have been made, then the Dynamic Weighting setting is not shown at all.

The image below shows the new Dynamic Weighting setting in the Optional Filter setup screen.



Note: The new Dynamic Weighting option is only supported when a Filter is used as a Filter. If it is used as Compare or Filter & Compare, then it cannot be used.

3.1.3 Logic

When a result is calculated in the reports, the default weight variable defined per object will always be used until an Optional Filter selection generates another weight variable. A calculation can only use one (1) weight variable at a time, therefore the following logic has been applied:

- The Dynamic weight variable is only applied to the calculation if the Optional Filter selections generates one weight variable.
- If the Optional Filter selections generate two or more weight variables, then the Dynamic weights cannot be used. When this happens, the ordinary weight variable (the one selected during the chart and table setup) is used in the calculations.

The second scenario above can be avoided by limiting the Optional Filter selections abilities. For example, if each option in a Filter is connected to a Weight variable set the selection to single selection only. By doing that it will not be possible to make an Optional Filter selection that generates more than one Weight variable.

The following objects are effected by the “Dynamic weighting”:

- Charts
- Tables
- Cross table tables
- Dynamic icons

3.2 Correlation Calculation

The ability to perform correlation analyses have been added to the charts, tables and the dynamic icons/shapes in the Storyteller.

The formula used in the calculation is the Pearson formula, and it supports both weighted and unweighted data. See the formula in detail further down.

When setting up the calculation, you can select if the “Correlation Coefficient” (R) or the “Coefficient of Determination” (R²) will be calculated.

The output of the tests works in exactly the same way as other calculation types. This means that it can be shown in any chart type or table. Since the Correlation Analysis is a setting per series, you can create tables and charts which show both the Mean value of categorical variables and the belonging R values (or the R² values) which supports the use of correlation values in a scatter chart, bubble chart, etc.

Below a few examples are shown.

Image 1, example of R value in a scatter chart.

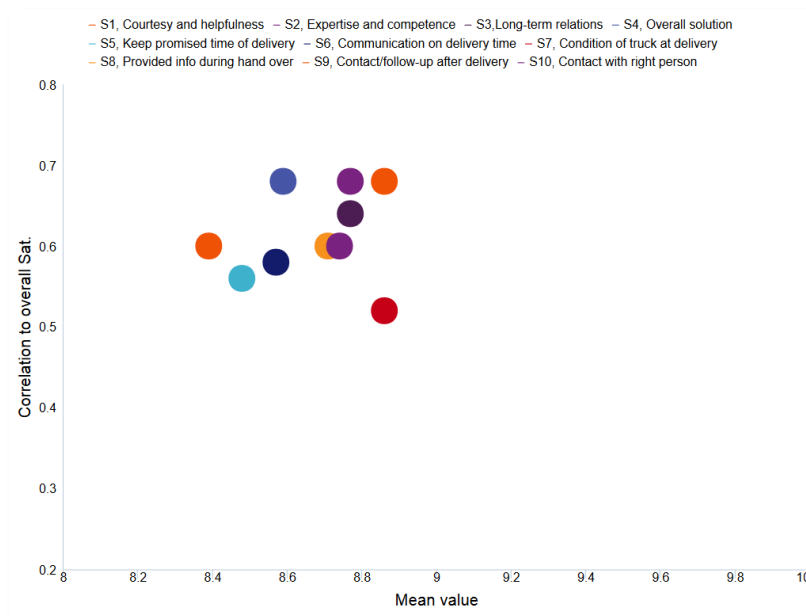


Image 2: Example of R value in a table. The table is sorted by the R value. Positive values have been colored green and negative values red by using the Cell Formatting functionality.

Satisfaction variable 1	0.8
Satisfaction variable 8	0.7
Satisfaction variable 6	0.6
Satisfaction variable 9	0.6
Satisfaction variable 7	0.6
Satisfaction variable 2	0.4
Satisfaction variable 4	0.1
Satisfaction variable 3	-0.2
Satisfaction variable 5	-0.3

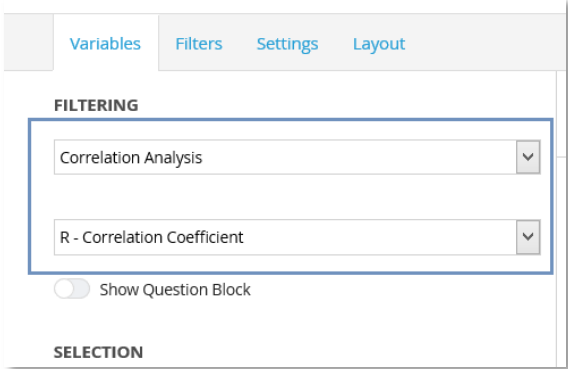
3.2.1 Setup of Correlation Analyses

The setup of the correlation is more or less identical to setting up a regular table or a chart with a mean or a percent calculation. The only difference is that two sets of variables need to be selected since the correlation test is performed between two variables.

A correlation test can be based on Single-choice Categorical or Numerical variables. A Categorical variable can be tested against a categorical or a numerical variable and vice versa. A correlation test cannot be applied to Multi-choice Categorical variables due to the nature of the test.

The new option for calculating the correlation has been added to the ordinary calculation type dropdown list, as shown in the image below. A second dropdown list is used for selecting if the Correlation Coefficient (R) or the Coefficient of Determination (R^2) will be calculated.

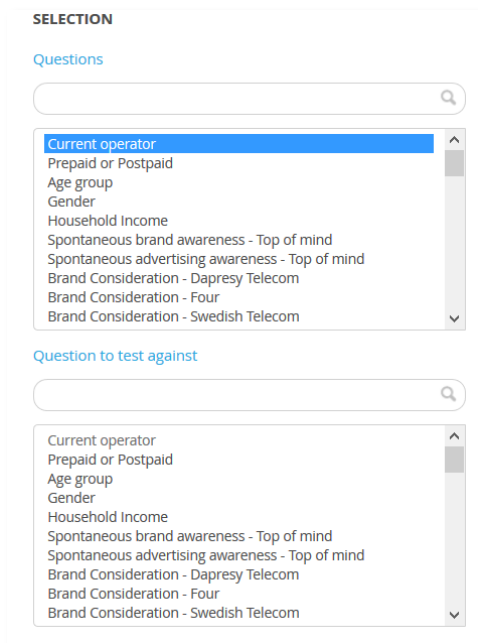
The image below shows the new Correlation calculation options.



The screenshot shows the 'Variables' tab in the Dapresy interface. Under the 'FILTERING' section, there are two dropdown menus. The first dropdown is set to 'Correlation Analysis' and the second is set to 'R - Correlation Coefficient'. Below these dropdowns is a toggle switch labeled 'Show Question Block' which is currently turned off. The 'SELECTION' section is visible below the 'Show Question Block' toggle.

When the type of correlation analyses option is selected (R or R²), the Administrator needs to select one or multiple variables to show in the chart/table as well as one variable to perform the test against. The image below shows the two selection boxes.

The image below shows the variable selections when running a correlation analyses. The selected questions in the “Questions” list will be shown in the chart/table and be tested against the variable in the selection list named “Question to test against.”



The other settings, such as selecting chart type, number of decimals, filters, time periods, etc. are made in the same way as you would set up a chart or table showing a percentage calculation.

The ordinary Analysis settings (significance tests, etc.) are hidden and unable to be used when the correlation calculation is used.

3.2.2 Formula and Calculation Logic

The formula for calculating the Correlation Coefficient (R) is shown below. The Coefficient of Determination = (Correlation Coefficient)²

The image below shows the formula for the Correlation Coefficient (R).

- Weighted mean:

$$m(x; w) = \frac{\sum_i w_i x_i}{\sum_i w_i}$$

- Weighted covariance

$$\text{cov}(x, y; w) = \frac{\sum_i w_i (x_i - m(x; w))(y_i - m(y; w))}{\sum_i w_i}$$

- Weighted correlation

$$\text{corr}(x, y; w) = \frac{\text{cov}(x, y; w)}{\sqrt{\text{cov}(x, x; w) \text{cov}(y, y; w)}}$$

X = Values from the variable shown in the chart/table

Y = Values from the variable the test is made against

W = The weight of the respondent

3.2.2.1 Factors

In Dapresy Pro, each answer has a defined factor. The image below shows an example of factors in an answer block with a scale of 1-5. The factor values have been set to 0, 25, 50, 75 and 100. These values are used instead of 1, 2, 3, 4 and 5 in the correlation calculations.

	Order	Answer Text	ID	Exclude Average	Factor Average	Neg/Neu/Pos	Color
☰	1	1 Don't agree	1	<input type="checkbox"/>	0	Negative	Red
☰	2	2	2	<input type="checkbox"/>	25	Negative	Orange
☰	3	3	3	<input type="checkbox"/>	50	Neutral	Yellow
☰	4	4	4	<input type="checkbox"/>	75	Positive	Green
☰	5	5 Agree completely	5	<input type="checkbox"/>	100	Positive	Dark Green
☰	6	Don't know	6	<input checked="" type="checkbox"/>	6	Neutral	Blue

3.2.2.2 Valid respondents - "Don't know"/"Missing values" in data

Only respondents that have valid answers in both questions are included in the calculation. If a respondent has a missing value or a non-valid answer* in any of the two questions the respondent is not included in the calculation.

**An answer is a non-valid answer if it has been defined as an “Exclude from Average” in the Answer block page. An example of this is a “Don’t know” answer in a scale question, as shown below.*

	Order	Answer Text	ID	Exclude Average	Factor Average	Neg/Neu/Pos	Color
☰	1	1 Don't agree	1	<input type="checkbox"/>	0	Negative	Red
☰	2	2	2	<input type="checkbox"/>	25	Negative	Orange
☰	3	3	3	<input type="checkbox"/>	50	Neutral	Yellow
☰	4	4	4	<input type="checkbox"/>	75	Positive	Green
☰	5	5 Agree completely	5	<input type="checkbox"/>	100	Positive	Blue
☰	6	Don't know	6	<input checked="" type="checkbox"/>	6	Neutral	Dark Blue

3.2.2.1 Grouped answers are not included in the calculations

If the selected questions contain Grouped answers, then these are ignored and not used in the calculation.

3.2.2.2 Test against an Indexes

The calculation of the correlation analyses is based on respondent level data. This means that Indexes created in Dapresy Pro cannot be used when performing a correlation test because Index data is not stored on a respondent level in the database.

If a correlation test should be made against an Index, then it can be made by using any of the following workarounds:

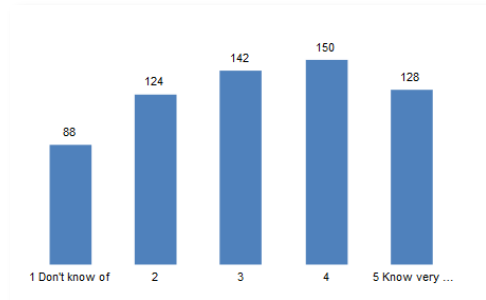
- 1) Calculate the index (per respondent) outside Dapresy Pro and include as a variable in the data import
- 2) Calculate the index (per respondent) in Dapresy Pro by using the compute variable function

Both options above will give an index result that is stored on a respondent level in the database. This means that a correlation test can be made against the index.

3.3 Count Calculation in Categorical Questions

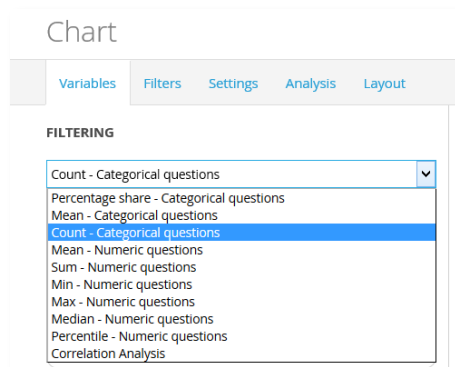
The ability to calculate and show the count per answer alternative of categorical questions has been added to charts and tables in the Storyteller. The count can also be used in the Dynamic icons/shapes objects. Like all other calculation types, the count result can be based on weighted or unweighted data.

The image below shows an example of a chart where Count is used.



3.3.1 Setup

The new Count calculation can be found in the ordinary calculation type list, as shown in the image below. The rest of the setup of a Chart, Table and Dynamic Icons/Shapes is more or less identical to setting up an object with a percent calculation.



Note: You are not able to use the significance testing calculations when Count is selected. The significance test calculation can only be applied to Mean and Percentage calculations of categorical questions.

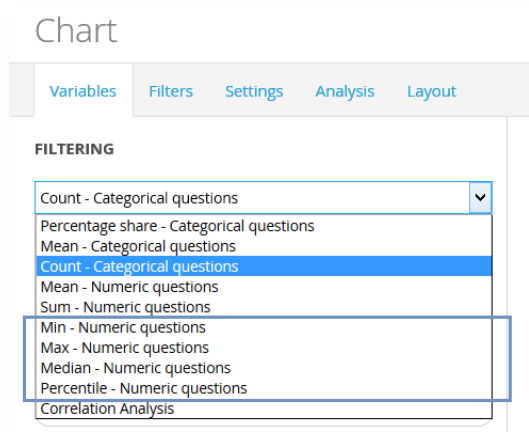
3.4 Min, Max, Median and Percentile Calculation in Numeric Questions

The numeric calculation options have been improved in the Storyteller Charts, Tables and in the Dynamic Icons/Shapes. Previously, only Mean and Sum were supported, but now Min, Max, Median and Percentile have also been added.

3.4.1 Setup

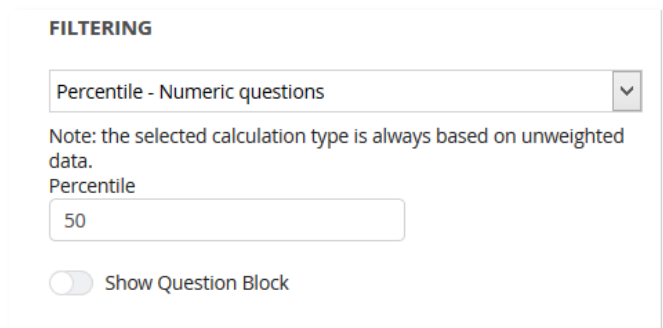
The new calculations can be found in the ordinary calculation type list, as shown in the image below. The rest of the setup is identical to setting up a chart or a table with a Mean or Sum calculation.

The image below highlights the new numeric calculation types.



Note: When Percentile is the selected calculation type, the desired percentile value (a value between 1 - 100) needs to be entered. This is shown in the image below.

The image below shows the Percentile setup.

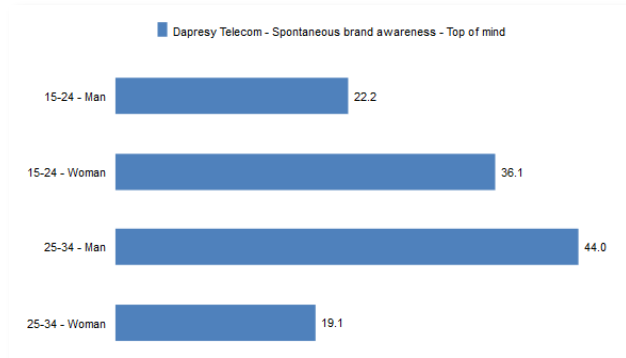


Note: The Min, Max, Median and Percentile is based on unweighted data. This is the correct way to calculate these results, even if the data is weighted.

3.5 Nested or Side by Side Compare Filters

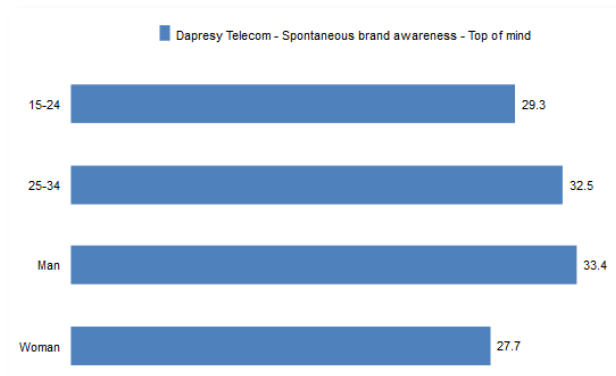
Previously, the Compare filters were always nested if multiple Filter variables were selected at the same time. If, for example, both Gender and Age group were defined as Compare Filters, then the Age Group options were nested with the Gender options (or vice versa). See the example below.

Example of Nested Compare Filters. Age group and Gender are the Compare Filters in this example.



The Compare Filter logic has been improved so that you can select if the Compare filters will be nested or shown side by side. The example chart shown in the image above will look like the chart below if the Compare filter is not being nested. As you can see, the options are shown side by side.

Example of non-nested Compare Filters. Age group and Gender are the Compare Filters in this example.

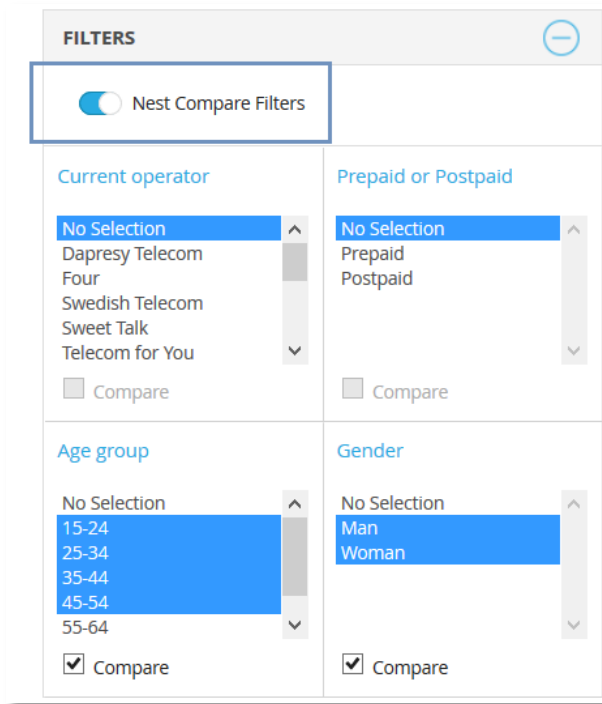


Note: The Intervals and Hierarchical Filter are always nested. The new setting is only applied to regular Compare Filters.

3.5.1 Setup

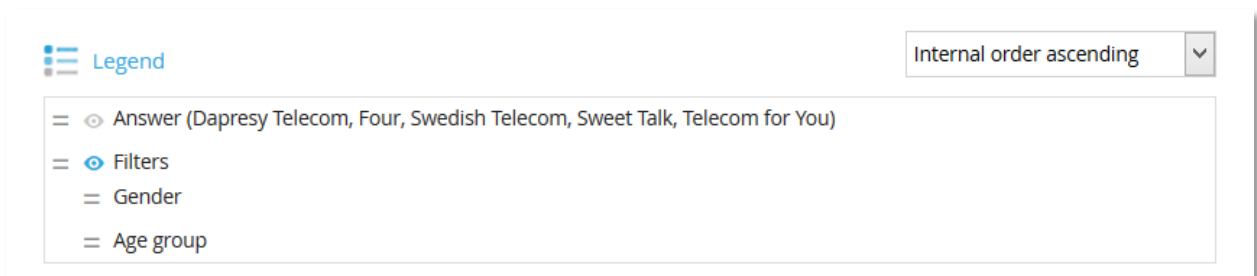
The new setting for defining if the Compare Filter will be nested or not is placed in the Filter tab, as shown in the image below. The default option is “Nested.”

The image below shows the control used to select if the Compare filters will be nested or not.



The behavior in the Legend/Axis and Row/Column positioning is slightly different if the Compare filters are non-nested (shown side by side). In the example below, Gender cannot be placed above Answers and Age Group below Answers. They must be grouped together, or otherwise they will be nested automatically. Due to that, all Compare filters are grouped below a “Filters” group option when the Compare filters are non-nested.

The image below shows how the Compare Filters are grouped below the “Filter” option when the Compare Filters are non-nested. The sort order within the Filter group can be arranged by drag & drop, and the position of the whole Filter group can also be changed by drag & drop.



4 Cross Table Tool 2.0

The new cross table tool module is named “Cross Table Tool 2.0” The new module is more powerful and flexible compared to the previous one. The list below shows the main improvements compared to the previous cross table tool.

- A more modern design that includes “full screen” mode which makes it easier to work with large tables
- The cross table tool is now more efficient. It is now quicker to set up the tables you need (you can easily add multiple questions, limit the answers to be shown, change sort order of the variables, etc.)
- Faster calculations as the in-memory calculation logic are supported (note: currently only clients with a dedicated server can freely use the in-memory calculation logic)
- The table layout is much more flexible. For example, nesting can be made in unlimited levels and nesting can be made in both rows and columns
- Moving average calculations are now supported
- Correlation calculations are now supported
- Better significance test abilities. For example, all columns can be tested against all columns, rather than only testing against a selected column. Significance testing can also be made across rows, not just columns.
- Values can be hidden due to low result/low count
- “Benchmark” calculations are now available. These can be used to calculate the change between two results, and more
- “Subtotals” are now supported. A Subtotal is the total of all displayed banners
- “Favorites” can now be shared with other users

The list below shows features that were available in the old cross table tool, but are currently not available in the new cross table tool:

- Multiple language support in the user interface. The meta data can be shown in multiple languages, but currently the user interface is only available in English. Multi-language support in the user interface will be available in Q3/Q4 2016.
- In the old cross table tool, a ranking feature was available. A similar, more improved function will be added to the new cross table tool.
- In the old cross table tool, when the tests were made against the total of the project, a specific significance logic could be used to exclude respondents from the sub groups. That function is currently not present in the new cross table tool.
- In the old cross table tool, a standard deviation could be calculated for numeric variables. In the near future, a standard deviation calculation will be added to the new cross table tool which will also allow you to calculate the standard deviation of categorical questions.

The next chapter describes how to setup the new cross table tool. In chapter 4.2, the new tool is explained from a user perspective.

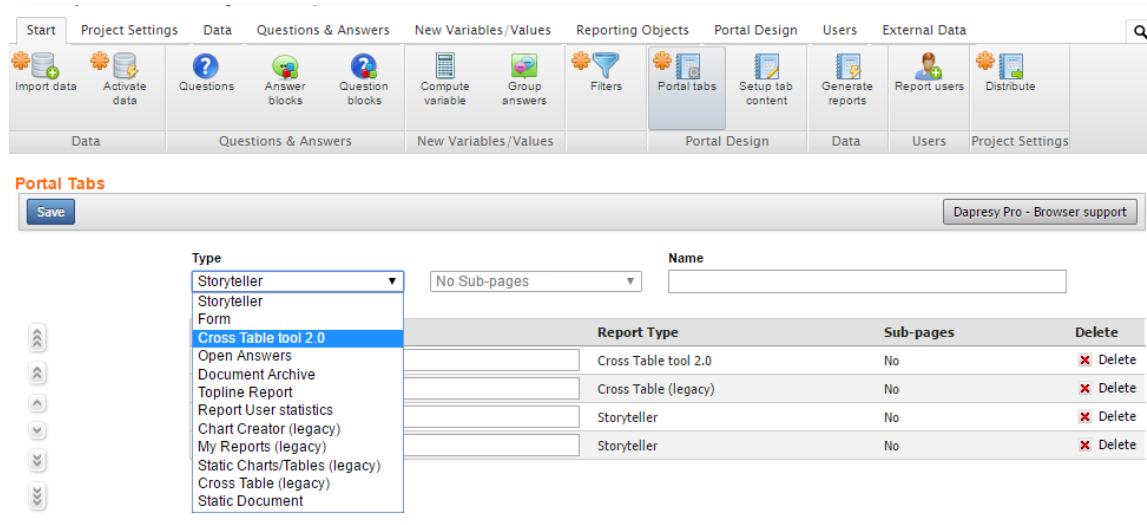
4.1 Setup

The setup is done in two steps. First, the new cross table tool needs to be added as a portal tab. Secondly, the content of the cross table tool needs to be defined, e.g. which questions will be shown, which calculation types will be present, etc.

Note: All questions, calculation types, settings, etc. are turned on by default, so the second setup step is optional. It only needs to be made if the content will be limited for the report users.

4.1.1 Add the New Cross Table Tool as a Portal Tab

The new cross table tool can be added to the portal in the “Portal tabs” page, as shown in the image below.

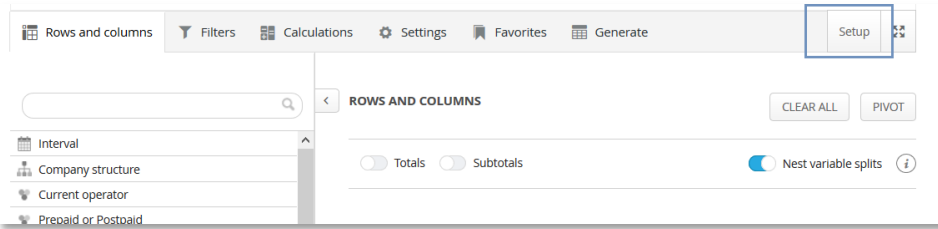


Note: Currently, the new “Cross Table tool 2.0” cannot contain any sub reports. If more than one tool is needed in the portal, then you will need to create multiple portal tabs.

4.1.2 Limiting Content

All questions, calculation types, settings, etc. are turned on by default, so the second setup step is only needed if the content will be limited.

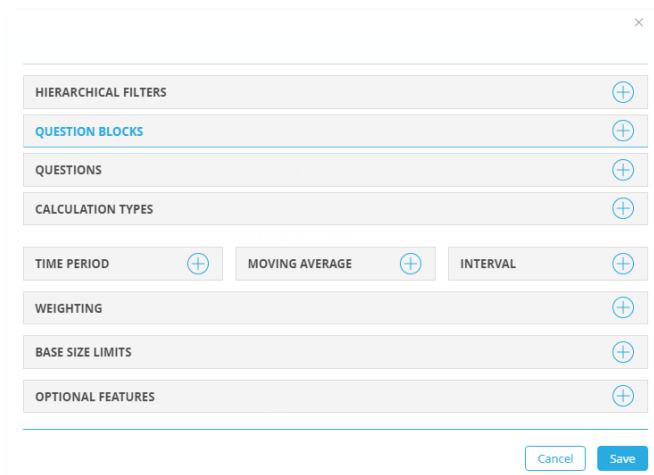
The image below shows the default view of the cross table tool. To setup (limit) the content, simply click the “Setup” button, and a setup window will appear.



The setup window is divided into the following panels (each panel is described in detail further down):

- Hierarchical Filter (the panel is only shown if the project has a hierarchical filter)
- Question blocks
- Questions
- Calculation types
- Time period, Moving averages, Intervals
- Weighting
- Base size limits
- Optional Features

The image below shows the Setup window.

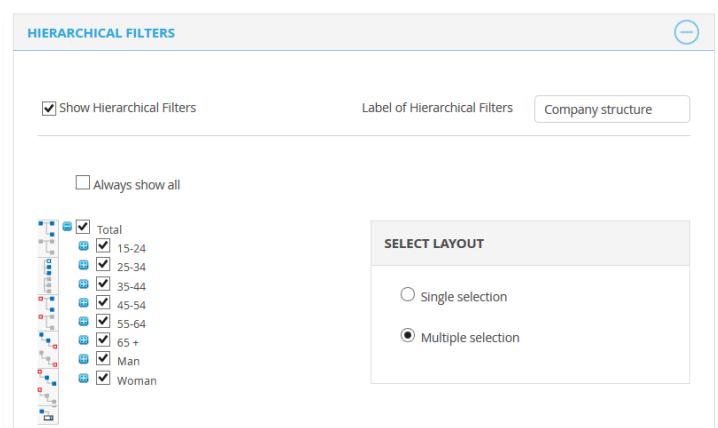


4.1.2.1 Hierarchical Filters

The logic in the area of hierarchical filter is the same as when setting up a Storyteller:

- The hierarchical filter can be hidden
- The label of the hierarchical filter can be defined
- You can define which hierarchical filter nodes will be shown
- You can limit the selections to single selection or allow multiple selections

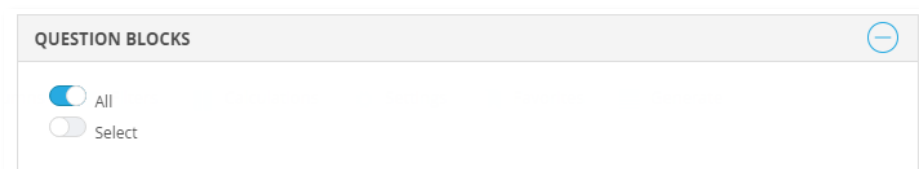
The image below shows the setup of the Hierarchical Filters.



4.1.2.2 Question Blocks

Here is where you select which question blocks will be shown in the cross table tool. By default, the option “All” is selected. This means that all question blocks are shown, even those which are created after the setup of the cross table tool. To limit the content, choose “Select” and then you can select which question blocks you would like to show in the cross table tool.

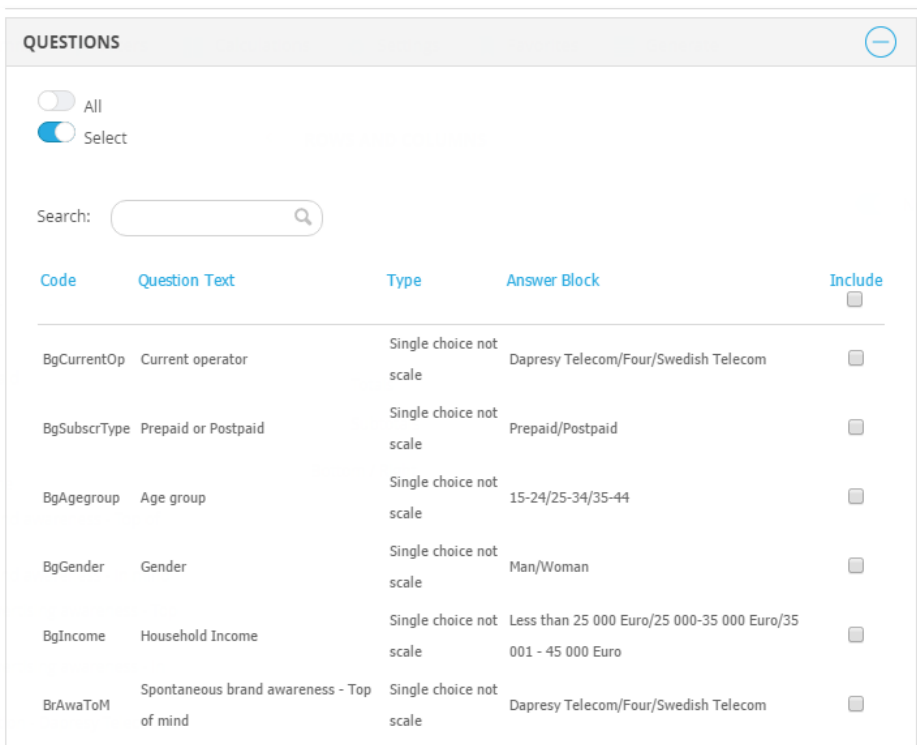
The image below shows the setup of the Question Blocks. The “All” option is selected by default. If “Select” is enabled, then the desired question blocks you wish to show shall be ticked. The non-ticked question blocks will not be shown.



4.1.2.3 Question Settings

Here is where you select the questions to be shown in the cross table tool. By default, the option “All” is selected. This means that all questions are shown, even those which are created after the setup of the cross table tool. To limit the content, choose “Select” and then you can select which questions to be shown in the cross table tool.

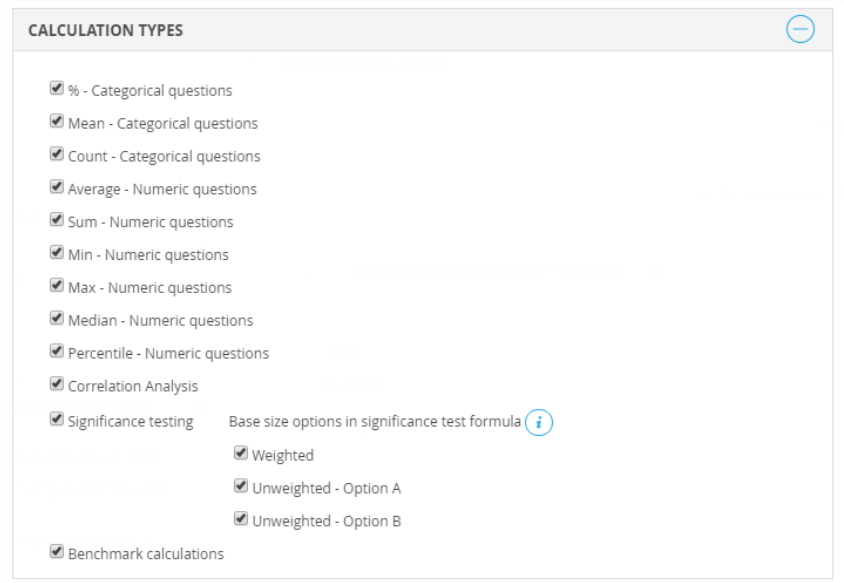
The image below shows the setup of the questions. The “All” option is chosen by default. If “Select” is enabled, then you can choose which questions from the list will be shown. The non-ticked questions will not be shown.



4.1.2.4 Calculation Types

In the calculation panel, you can select which calculation options will be shown in the cross table tool. By default, all calculation types are enabled.

The image below shows the setup of the calculations. The ticked options will be shown for the report users.



4.1.2.5 Time Period, Moving Average, Interval

In the time period panel, you select which time period option the user will be able to use. The “Full period” is the default option for the report users, so the Full period cannot be disabled (see image further down).

In the moving average panel, you can limit the moving average options. The option “1” (1= no moving average) is set as the default for the report users and cannot be disabled (see image further down).

In the interval panel, you can limit the interval options (see image further down).

The image below shows the setup of the Time period, Moving average and Interval. The ticked options will be shown for the report users.

TIME PERIOD	MOVING AVERAGE	INTERVAL
<input checked="" type="checkbox"/> Select start and stop date	<input checked="" type="checkbox"/> 1	<input type="checkbox"/> Day(s)
<input checked="" type="checkbox"/> Year to date	<input checked="" type="checkbox"/> 2	<input checked="" type="checkbox"/> Week(s)
<input checked="" type="checkbox"/> Full period	<input checked="" type="checkbox"/> 3	<input checked="" type="checkbox"/> Month(s)
<input checked="" type="checkbox"/> Select Last	<input checked="" type="checkbox"/> 4	<input checked="" type="checkbox"/> Quarter(s)
	<input checked="" type="checkbox"/> 5	<input checked="" type="checkbox"/> Half year
	<input checked="" type="checkbox"/> 6	<input checked="" type="checkbox"/> Year(s)
	<input checked="" type="checkbox"/> 7	<input checked="" type="checkbox"/> Full period
	<input checked="" type="checkbox"/> 8	
	<input checked="" type="checkbox"/> 9	
	<input checked="" type="checkbox"/> 10	
	<input checked="" type="checkbox"/> 11	
	<input checked="" type="checkbox"/> 12	
	<input checked="" type="checkbox"/> 13	

4.1.2.6 Weighting

In the weighting panel, you can select if the user will be able to view the result based on weighed data, un-weighed data or if they will be able to select between weighted and un-weighted results. If the user can select, then the result is weighted by the default.

Note: A minimum of 1 option must be selected.

The image below shows the setup of the weighting options. The report users will see the ticked options.

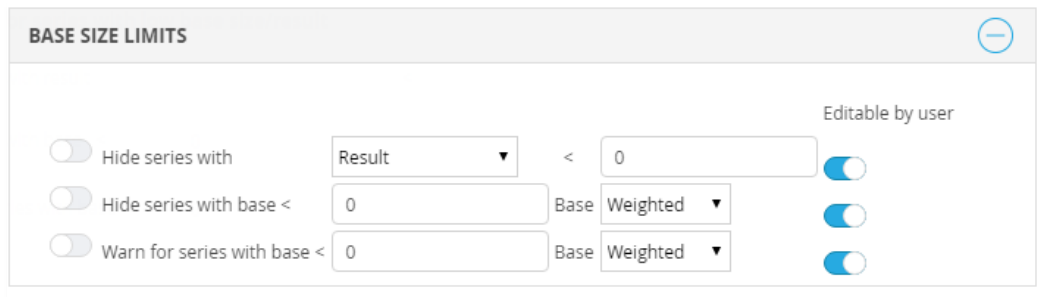
WEIGHTING
<input checked="" type="checkbox"/> Weighted result
<input checked="" type="checkbox"/> Unweighted result

4.1.2.6 Base Size Limits

In the base size panel, you can select if any specific limits will be set to default when it comes to 'hide' or 'warn' for low base sizes. You can also apply default limits and hide the controls so that the report user

cannot change the limits. This is useful when a result will not appear if the base size is below a certain number. In those cases, the desired limit is set as default and the option “Editable by user” is disabled.

The image below shows the setup of the base size limit options.

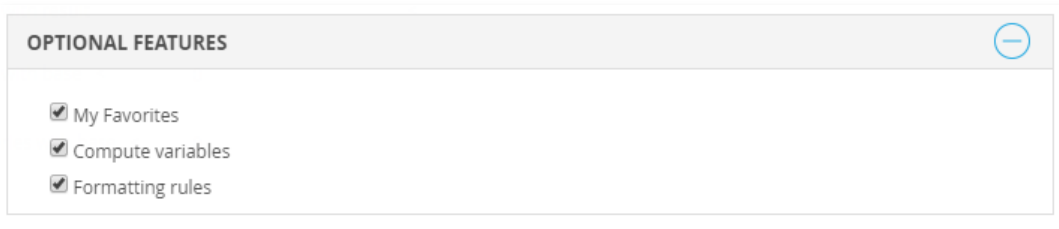


4.1.2.6 Optional Features

The following features are more advanced, and they can be removed from the cross table tool.

- **My Favorites** - The user can save their favorite tables and reuse them later on. A favorite is personal, but it can also be shared with the other users in the project.
- **Compute variables** - The user can compute their own variables based on the “regular” variables by using expressions. The variables are personal.
- **Formatting rules** - The table can be formatted based on the result and specific rules. For example, all % values above a certain threshold can be turned green, and all % values below the threshold can be turned red.

The image below shows the setup of the Optional Features. The report users will see the ticked options.



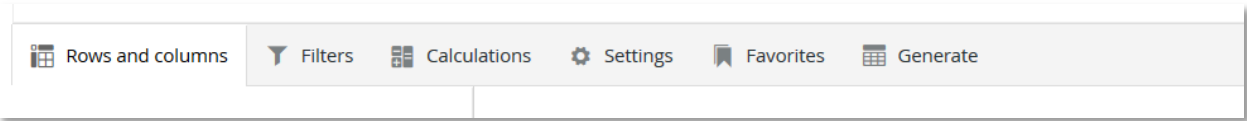
4.1.3 Access Rights

The access rights to the new cross table tool work in the same way as the other portal tabs. The access right is defined when creating or editing a report user.

If the project contains hierarchical filters, then the access rights to hierarchical filter nodes are also applied to the cross table tool.

4.2 Report User View

Overall, the new cross table tool is divided into 6 tabs (as shown in the image below). Each tab is briefly described below the image, and there is further information in the following chapters.



Rows and Columns

This is where you select which rows and columns will be shown – i.e. the questions to view the results for, the question to use as splits*, the intervals (week, month, quarter, etc.), and if any hierarchical nodes will be shown in rows/columns.

*A “Split” is the same as a “Compare Filter” in the Storyteller charts and tables. Take a look at the table in the image below. The user selected the three consideration variables as questions, and the Gender variable as a split.

The first image shows the setup in the Row and Column tab, and the second image show the result. The three consideration variables have been selected as questions, and Gender as a Split.

Image 1:

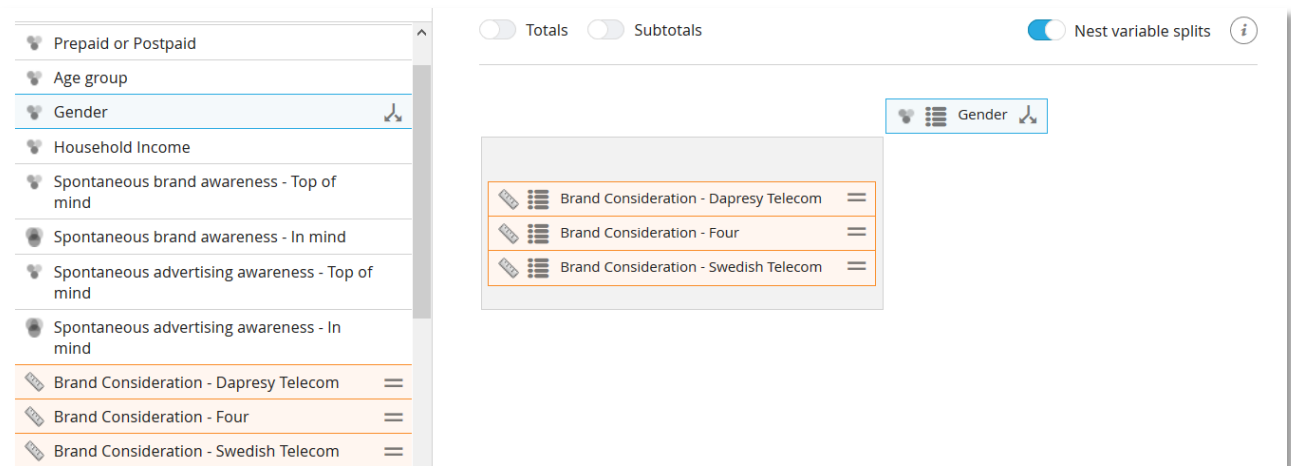


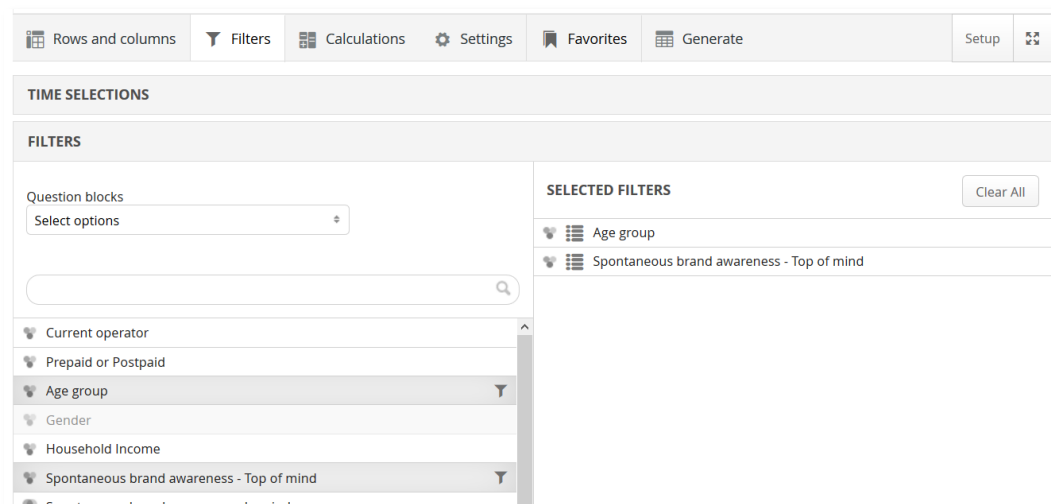
Image 2:

		Man	Woman
		%	%
Brand Consideration - Dapresy Telecom	1 Not at all likely	20.7	20.1
	2	18.4	15.9
	3	19.4	18.5
	4	19.2	19.8
	5 Very likely	18.7	22.8
	Don't know	3.5	2.8
	Weighted base	317	322
Brand Consideration - Four	1 Not at all likely	18.1	15.5
	2	19.4	22.0
	3	19.8	17.5
	4	22.4	20.3
	5 Very likely	17.6	22.4
	Don't know	2.7	2.3
	Weighted base	317	322

Filters

In this tab, you can define the filters that will be applied to the table. All the categorical questions (which are shown in the cross table tool) can be used as filters. In addition, the filtering can be made by a time period or by the hierarchical filter structure (if it exists in the project).

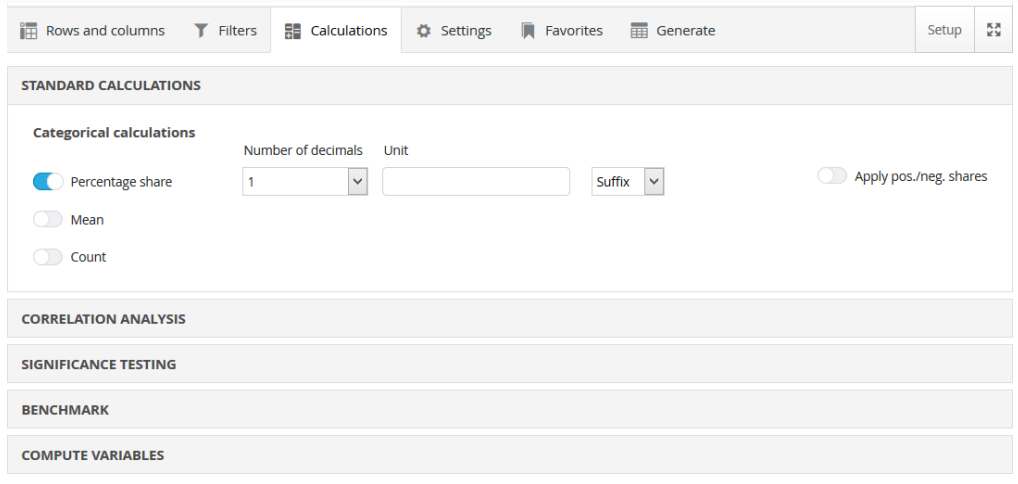
The image below shows the Filter tab.



Calculations

In the calculations tab, you can select the calculations to apply to the selected questions. The calculation types are set per question type. This means that the Categorical questions have one set of available calculation types, and Numerical questions have another set of calculation types.

The image below shows the Calculations tab.

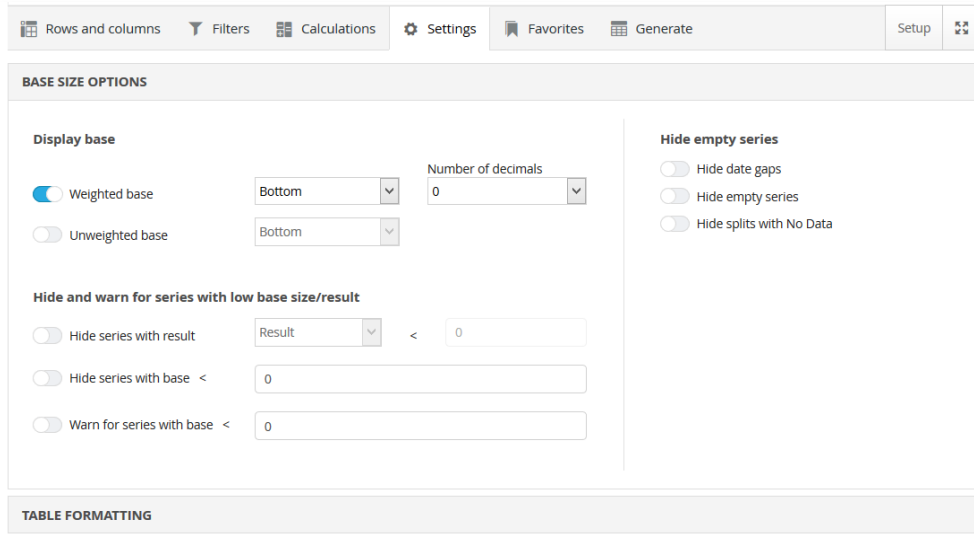


Settings

In the setting tabs you will find many options for the Base size. This includes the settings for showing the base and hiding/warning for low base sizes.

The cell formatting functionality can also be found in the Settings tab. This is used for formatting cells based on the result and threshold values.

The image below shows the Settings tab.



The screenshot shows the 'Settings' tab in the software interface. The top navigation bar includes 'Rows and columns', 'Filters', 'Calculations', 'Settings', 'Favorites', 'Generate', 'Setup', and a refresh icon. The main content area is titled 'BASE SIZE OPTIONS' and is divided into two columns.

Display base

- Weighted base: 'Bottom' (dropdown), 'Number of decimals' (0) (input)
- Unweighted base: 'Bottom' (dropdown)

Hide and warn for series with low base size/result

- Hide series with result: 'Result' (dropdown), '<' (input), '0' (input)
- Hide series with base <: '0' (input)
- Warn for series with base <: '0' (input)

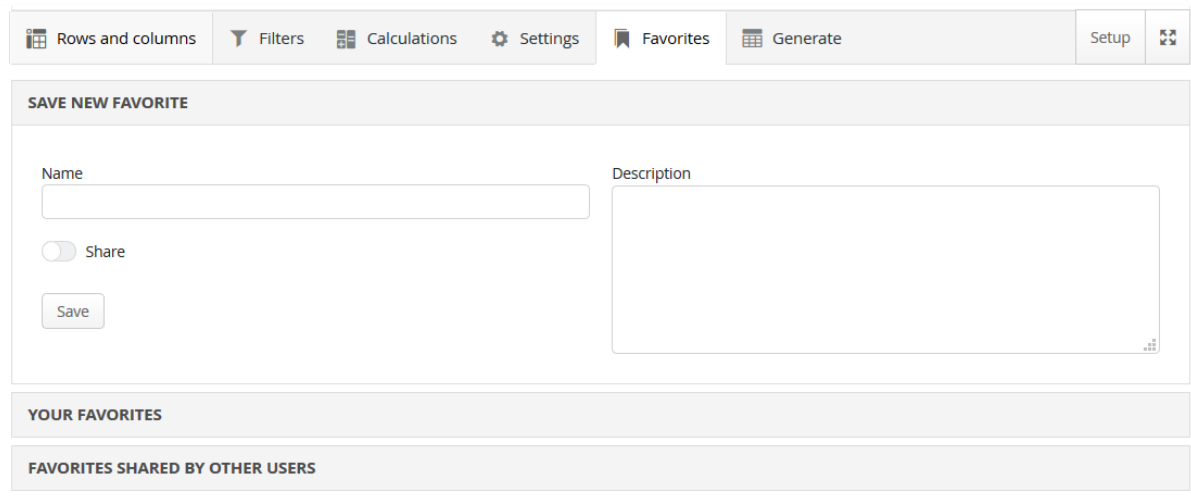
Hide empty series

- Hide date gaps
- Hide empty series
- Hide splits with No Data

Below the 'BASE SIZE OPTIONS' section is a section titled 'TABLE FORMATTING'.

Favorites

In the Favorites tab, each user can save their favorite tables for future use. A table can be shared or private. All shared favorites, created by other users, can also be found in this tab.



The screenshot shows the 'Favorites' tab in the software interface. The top navigation bar includes 'Rows and columns', 'Filters', 'Calculations', 'Settings', 'Favorites', 'Generate', 'Setup', and a refresh icon. The main content area is titled 'SAVE NEW FAVORITE' and contains a form for saving a new favorite.

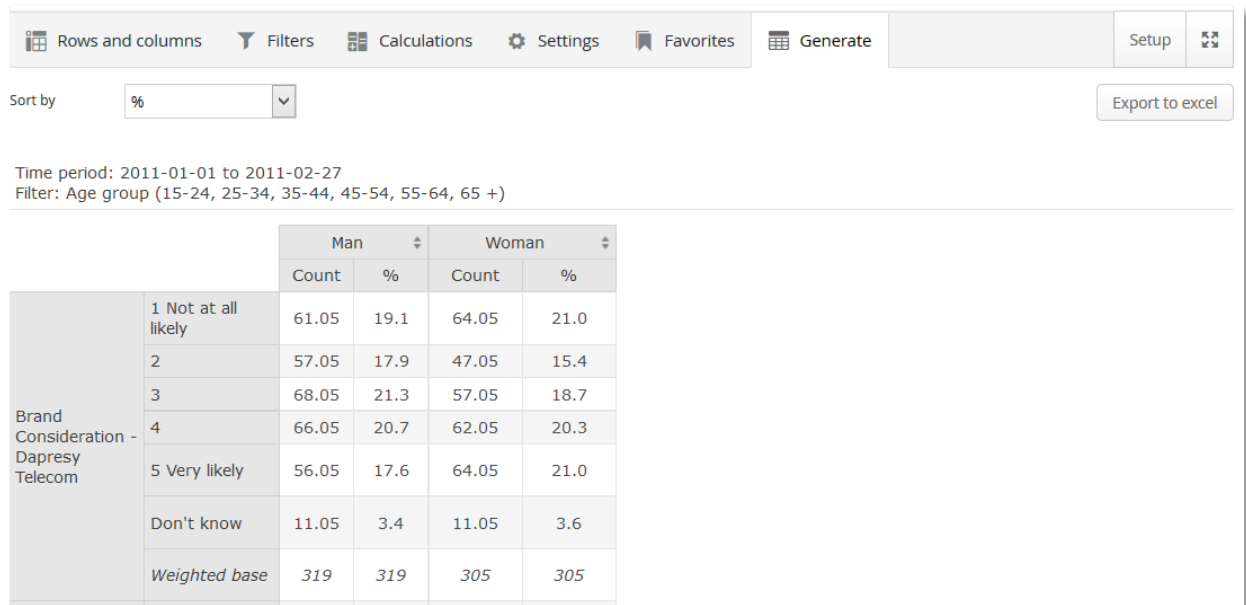
SAVE NEW FAVORITE

- Name:
- Description:
- Share
- Save:

Below the 'SAVE NEW FAVORITE' section are two sections: 'YOUR FAVORITES' and 'FAVORITES SHARED BY OTHER USERS'.

Generate

In this tab, the table itself is shown. You can also export this to Excel via the button in the top right corner.



Rows and columns | Filters | Calculations | Settings | Favorites | Generate | Setup

Sort by: %

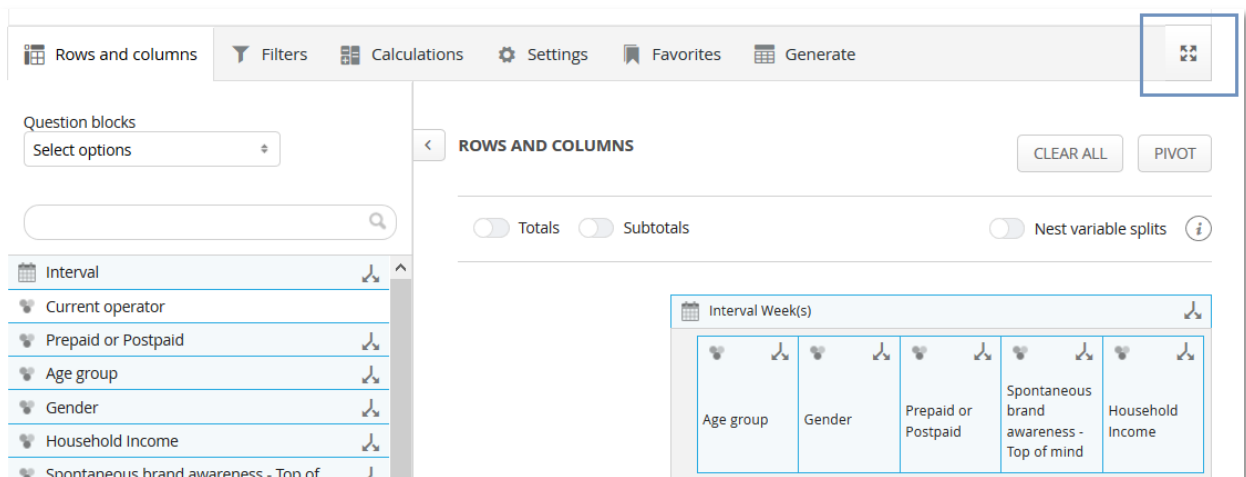
Export to excel

Time period: 2011-01-01 to 2011-02-27
 Filter: Age group (15-24, 25-34, 35-44, 45-54, 55-64, 65 +)

		Man		Woman	
		Count	%	Count	%
Brand Consideration - Dapresy Telecom	1 Not at all likely	61.05	19.1	64.05	21.0
	2	57.05	17.9	47.05	15.4
	3	68.05	21.3	57.05	18.7
	4	66.05	20.7	62.05	20.3
	5 Very likely	56.05	17.6	64.05	21.0
	Don't know	11.05	3.4	11.05	3.6
	Weighted base	319	319	305	305

NOTE: USE FULL SCREEN MODE

In the Tab panel, you'll find a "Full screen" mode button. This mode is best to use when working with big tables.



Rows and columns | Filters | Calculations | Settings | Favorites | Generate

Question blocks: Select options

Interval

- Current operator
- Prepaid or Postpaid
- Age group
- Gender
- Household Income
- Spontaneous brand awareness - Top of

ROWS AND COLUMNS

CLEAR ALL | PIVOT

Totals | Subtotals | Nest variable splits

Interval Week(s)

Age group	Gender	Prepaid or Postpaid	Spontaneous brand awareness - Top of mind	Household Income
-----------	--------	---------------------	---	------------------

4.2.1 Rows and Columns

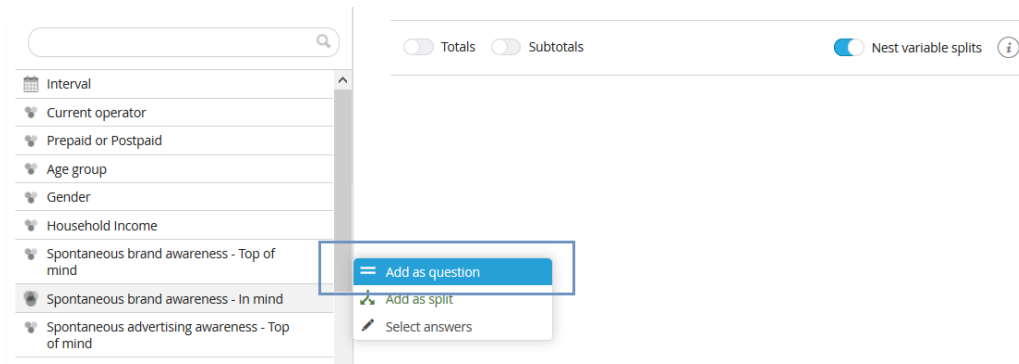
In the Rows and Columns tab, you can select which variables to use as “Questions” and as “Splits” as well as the position of the items. The layout is very flexible and the splits can be nested in multiple levels or shown side by side. You can also select where the Questions and Splits should be positioned, in rows or in columns.

Below, you can see how to select Questions and Splits, and also how to use drag & drop to create the desired layout of the table.

Step 1: Select Questions

Select the questions you want to view the result for by clicking the “Add as question” button (see image below) - this in the panel that appears when hovering over a variable in the list. You can either select one question at a time, or hold Shift/CTRL to select multiple questions at the same time.

The image below shows how to add a question to the table. Select the question you want to add, and click “Add as question.”

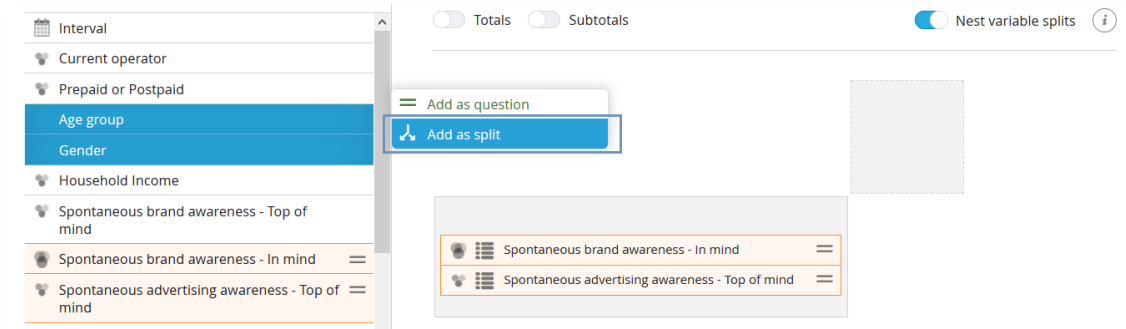


Note: The intervals and hierarchical filters cannot be used as questions, so the option “Add as question” is not shown for those; they can only be used as splits.

Step 2: Select Splits

Select the Splits by clicking the “Add as Split” button (see the image below) - this in the panel that appears when hovering over a variable in the list. You can either select one at a time or hold Shift/CTRL to select multiple splits at the same time.

The image below shows how to add a split to the table.

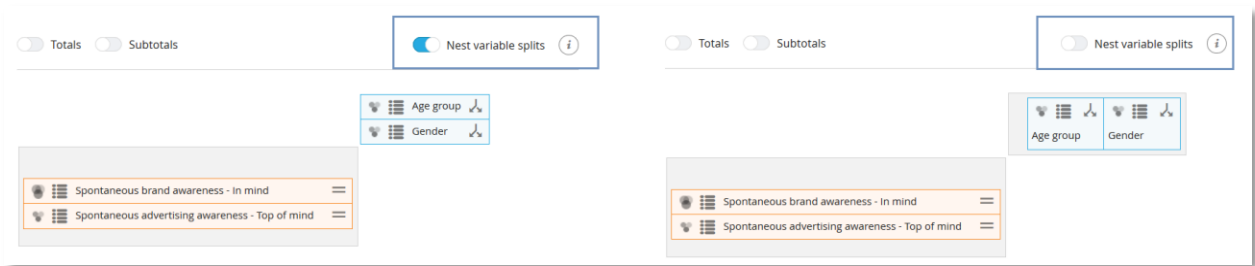


Note: Only categorical questions, intervals (week, month, etc.) and the hierarchical filter can be used as splits. Numerical questions cannot be used as splits.

Step 3: Select if splits will be nested or not:

If multiple splits are positioned in columns (or in rows), then you can define the “nesting” behavior. The selected splits will either be nested or shown side by side. The splits are nested as default.

The image below shows the “Nest variable splits” setting. As shown on the right side of the image, the Age group and Gender are shown side by side when the “Nest variable splits” option is disabled.

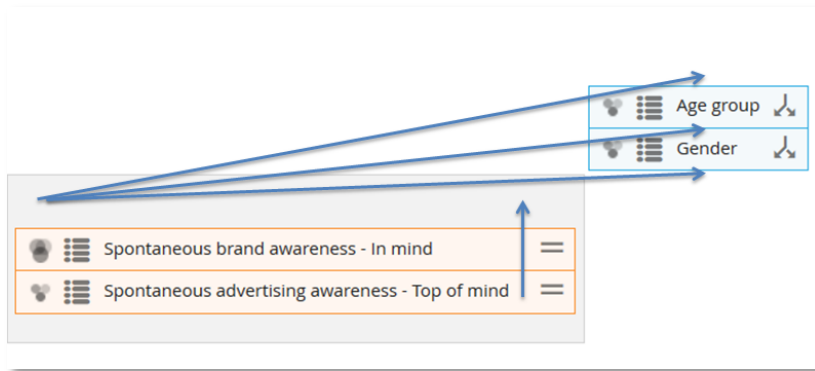


Note: The setting is applied to all “regular” splits, but not to intervals and hierarchical filters. These are always nested with the other splits.

Step 4: Position the Questions

The questions can be positioned in either rows or columns. This is done by drag & drop. The sort order inside the question group can also be changed.

The horizontal arrows in the image below show that the whole question group can be dragged and dropped to the column area. It can either be placed between the nested splits or below/above the splits. The vertical arrow shows that you can also change the sort order of the questions within the question group by drag & drop.



Step 5: Position the Splits

The split can be positioned in both rows and columns. If multiple splits have been added, then some can be shown in the columns and some in the rows. You can move this by drag & drop.

The arrows in the image below show where the Gender split can be positioned in this example. The Gender can either be nested with the question Group in rows or be moved up above the Age Group split.

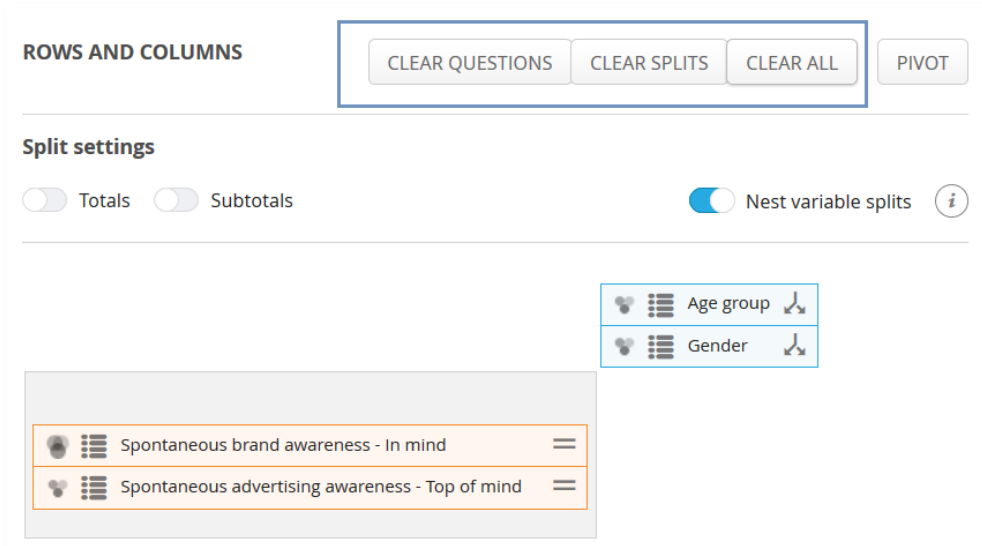


Step 6: Remove previously selected question and splits

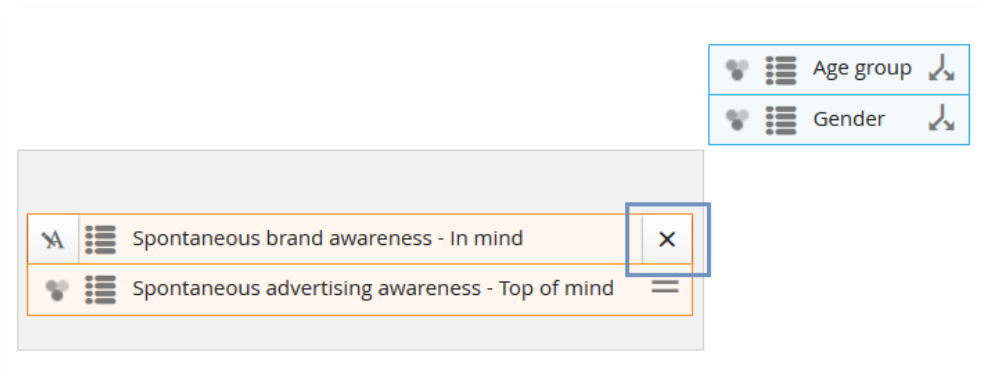
To remove a split or a question, either use the “Clear all” option in the top right corner (which appears

when hovering over the “Clear All” button) or click the “Clear” icon that appears in the question and splits on hover over.

The image below shows the “Clear All” buttons.



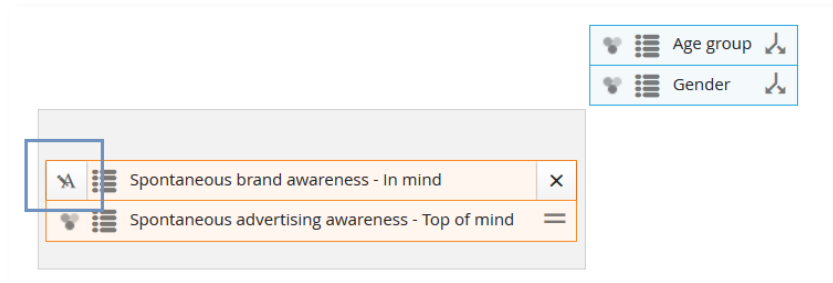
The image below shows the “Clear” button appearing on hover over. This clear option is used to remove a single item.



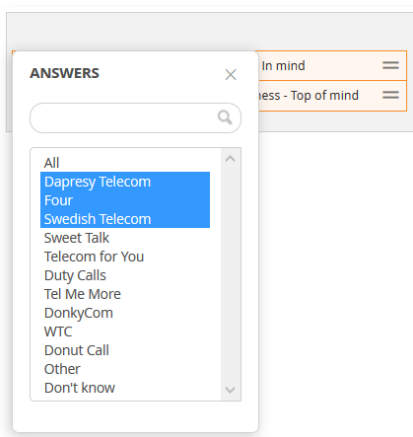
Step 7: Limit the Answers of the selected Questions and Splits

If the answers in the questions and splits will be limited, then you need to hover over the desired Question/Split and click the “Select Answer” icon. Then select the desired answers to be shown in the popup panel. See images below.

The image below shows the “Select Answer” icon - it appears on hover over.

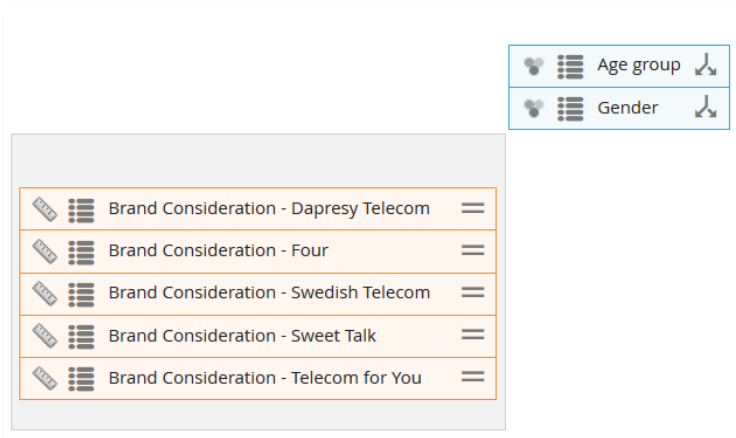


The image below shows the popup panel for selecting the answers of the selected Question/Split.



Note: Due to the logic of answer blocks in Dapresy Pro, the questions (not the splits) which share the same answer blocks will always have the same answers selected. In the example below, all five questions are sharing 1 answer block. If the user selects to only show answers 4 and 5 in the question “Brand considerations – Dapresy telecom,” then the other 4 questions will show the same answer options.

The image below shows five questions which are sharing 1 answer block. If some answers are selected in one of the questions, then the same answer selection will be applied to all five questions as they are sharing an answer block.



Note 2: The Answer icon shown in the image below indicates if “All” or “Not all” answers have been selected in the question. A filled icon means that all answers have been selected, and the non-filled icon means that the answers have been limited.

The image below shows the two answer icons.



Step 8: Add Totals and Subtotals Splits

You can also add a Total and Subtotal Splits to your table, see details and the difference between the Total and a Subtotal below.

The Total includes all respondents fulfilling the overall filters, and it is not being nested with any other Split. The Total appears in columns and/or rows if you have Splits in columns and/or rows.

The image below shows an example of a Total in columns. By default, it appears in the last column, but it can be changed to the first column if you would like.

		15-24		25-34		35-44		Total
		Man	Woman	Man	Woman	Man	Woman	Total
		%	%	%	%	%	%	%
Spontaneous brand awareness - Top of mind	Dapresy Telecom	22%	36%	44%	19%	47%	26%	30%
	Four	3%	6%	3%	8%	5%	7%	5%
	Swedish Telecom	23%	12%	3%	5%	7%	13%	11%
	Sweet Talk	4%	15%	15%	22%	10%	14%	13%
	<i>Weighted base</i>	45	47	63	54	58	67	640

The image below shows a table with Splits in both columns and rows, so you can see the Total in the columns and in the rows.

			Man	Woman	Total
			%	%	%
15-24	Spontaneous advertising awareness - Top of mind	Dapresy Telecom	4.3	6.3	5.3
		Four	10.4	10.5	10.4
25-34	Spontaneous advertising awareness - Top of mind	Dapresy Telecom	4.7	18.9	11.2
		Four	4.3	4.2	4.3
Total	Spontaneous advertising awareness - Top of mind	Dapresy Telecom	4.6	13.0	8.6
		Four	6.9	7.2	7.0

The Subtotal is added as a column (or row) per selected Split. For example, if the two variables Gender and Age groups are shown as splits, then you will get one Subtotal for Age groups and another one for Gender.

Each Subtotal is based on the respondents included in the shown options of the Split. So if the Age group variable has five options but only two are shown in the table, then the Subtotal for the Age group variable will consist of all the respondents belonging to those two options.

The image below shows the same table as the one above, but the Subtotals are shown instead of the Total. As you can see, one Subtotal is generated for Age groups and another one for Gender.

		15-24			25-34			Age group Total		
		Man	Woman	Gender Total	Man	Woman	Gender Total	Man	Woman	Gender Total
		%	%	%	%	%	%	%	%	%
Spontaneous brand awareness - Top of mind	Dapresy Telecom	22%	36%	29%	44%	19%	33%	35%	27%	31%
	Four	3%	6%	5%	3%	8%	5%	3%	7%	5%
	Swedish Telecom	23%	12%	17%	3%	5%	4%	11%	8%	10%
	Sweet Talk	4%	15%	9%	15%	22%	18%	10%	19%	14%
	<i>Weighted base</i>	45	47	93	63	54	116	108	101	209

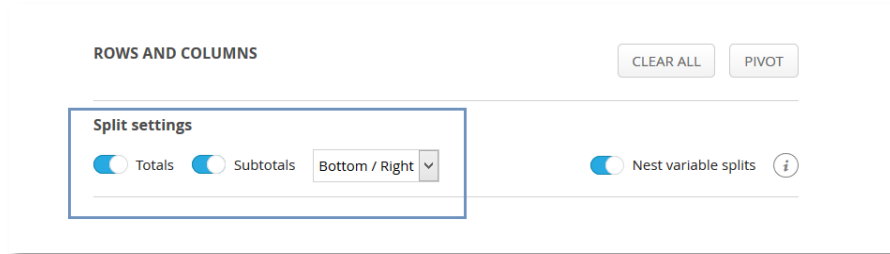
The Total and the Subtotal can be used simultaneously, as shown in the example below.

The table below is the same table as the one shown above, but both the Total and the Subtotals are shown.

		15-24			25-34			Age group Total			Total
		Man	Woman	Gender Total	Man	Woman	Gender Total	Man	Woman	Gender Total	Total
		%	%	%	%	%	%	%	%	%	%
Spontaneous brand awareness - Top of mind	Dapresy Telecom	22%	36%	29%	44%	19%	33%	35%	27%	31%	30%
	Four	3%	6%	5%	3%	8%	5%	3%	7%	5%	5%
	Swedish Telecom	23%	12%	17%	3%	5%	4%	11%	8%	10%	11%
	Sweet Talk	4%	15%	9%	15%	22%	18%	10%	19%	14%	13%
	<i>Weighted base</i>	45	47	93	63	54	116	108	101	209	640

You can enable Total and/or The Subtotals at the top of the Rows and Columns tab, as shown in the image below. The dropdown list is used to select the position of the table.

The image below shows how to enable the Total and the Subtotal options.



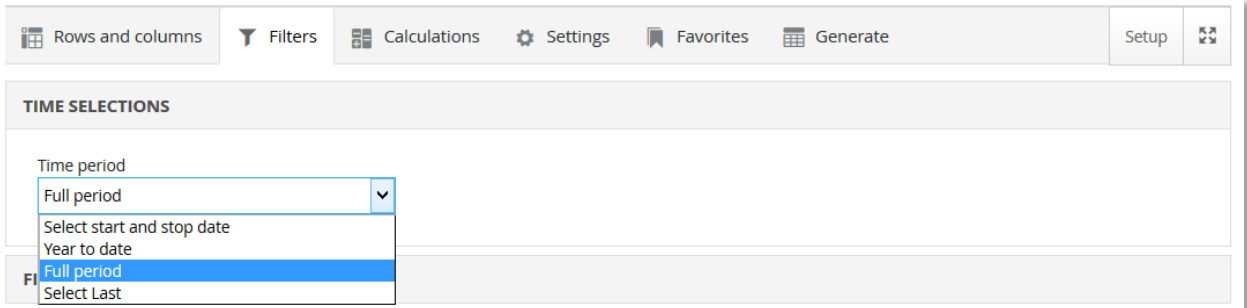
4.2.2 Filters

In the Filters tab, you can apply filters to tables.

Time Filters

In the Time Selection panel, you can limit the data by selecting a specific time period. By default, it is set to the full period.

The image below shows the time selection panel.



In the dropdown list, you can select from the following (unless they have been hidden in the setup):

- Select start and stop date: Use this option to select a specific date range in calendar controls
- Year to date: This shows all data from the 1st of January (this year) until today's date
- Full period: Includes all respondents
- Select last: Use this option to select the last X weeks, months etc.

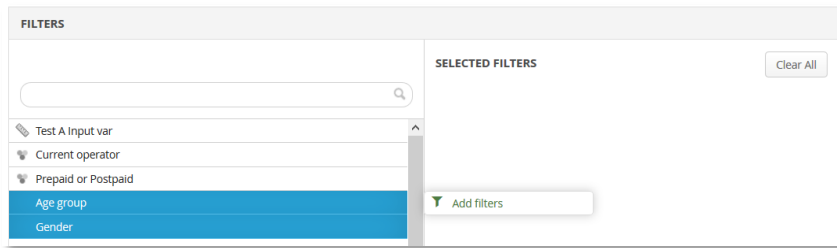
Categorical Filters and Hierarchical Filters

All categorical variables and the hierarchical filters can be used as filters. To apply a filter, simply select the variable by clicking the "Add as filters" button in the panel that appears when you hover over a

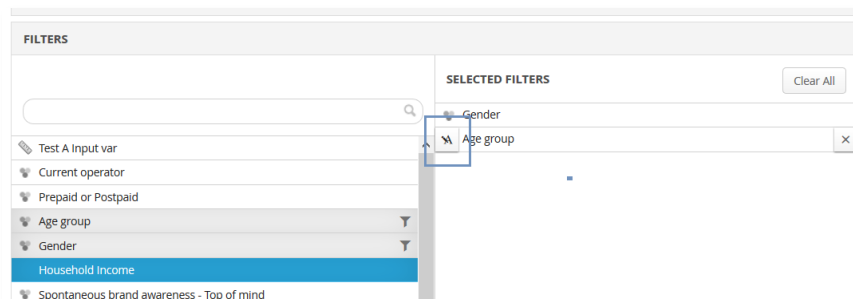
variable in the list (see image below). You can either select one at a time or hold Shift/CTRL to select multiple splits at a time.

You can then select the desired filter option by clicking the “select answer” icon, as shown in the second image below.

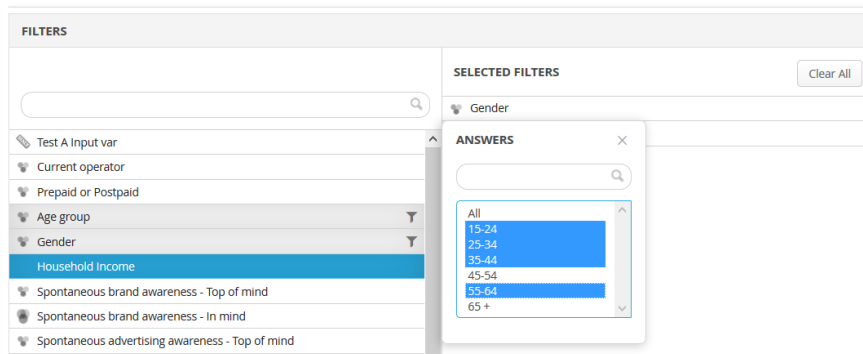
Step 1: Select filter variables



Step 2: Click the highlighted button in the image below to select filter options

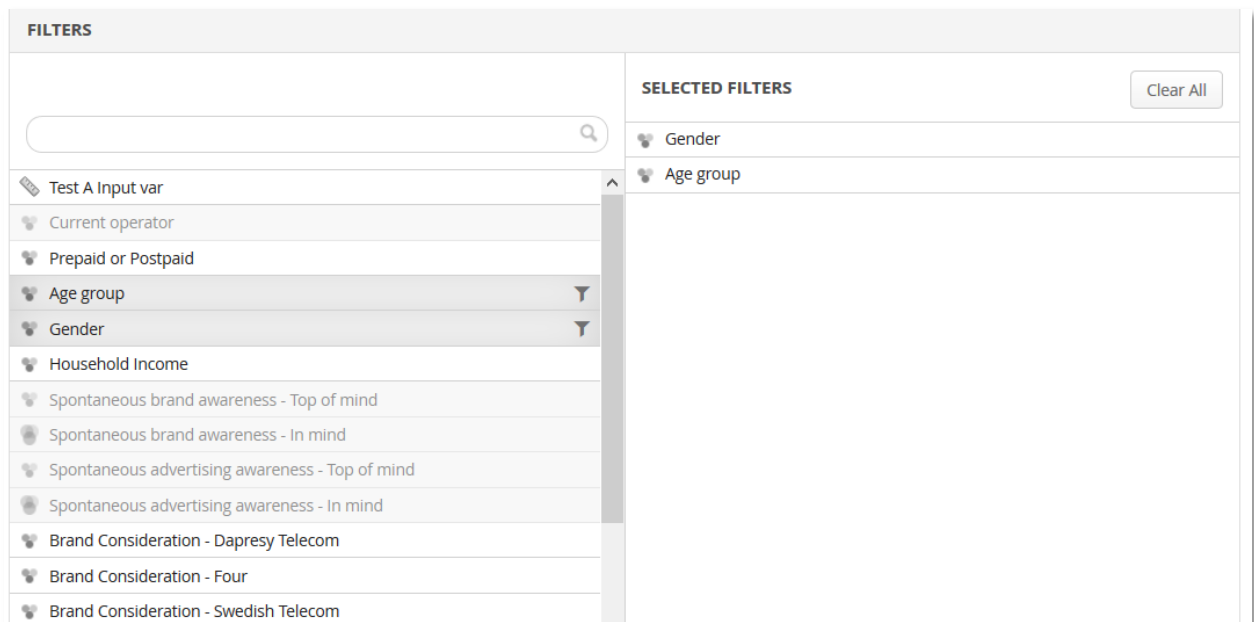


Step 3: Select the desired filter options.



Note 1: The same variable cannot be used as both Question/Split and as a Filter at the same time. If a variable is disabled in the Filter tab, then it is used in the Row and Column tab and vice versa.

The image below shows a few disabled variables in the Filter tab. These are disabled since they are used in the Row and Column tab.



Note 2: If the project contains a hierarchical filter, then it's filtering the result by default. If the hierarchical filter is removed as a filter, then it will automatically appear as a split in the Row and Column tab. If it's removed as a split in the Row and Column tab, then it will automatically appear as a filter. This is important, because the access rights of the users are based upon the hierarchical filter, so it must always be applied to the calculations, either as a filter or as a split.

4.2.3 Calculations

In the calculations tab, you can select which calculations will be applied to tables.

Only relevant calculation types are shown here. So depending on which questions have been selected in the Row and Column tab, different types of calculations will be shown in the Calculations tab. See details below.

- The categorical calculation types 'Percentage share' and 'Count' are only shown if at least one categorical question has been selected
- The categorical calculation type 'Mean' is only shown if at least one categorical scale question has been selected

- The Significance testing options are only shown if at least one categorical question has been selected
- Numeric calculation types are only shown if at least one Numeric question has been selected
- The Correlation analysis option is only shown if at least one Numeric or one Single-choice categorical question has been selected. If only a Multiple-choice categorical question or an Index question has been selected, then the Correlation analysis option will not be shown

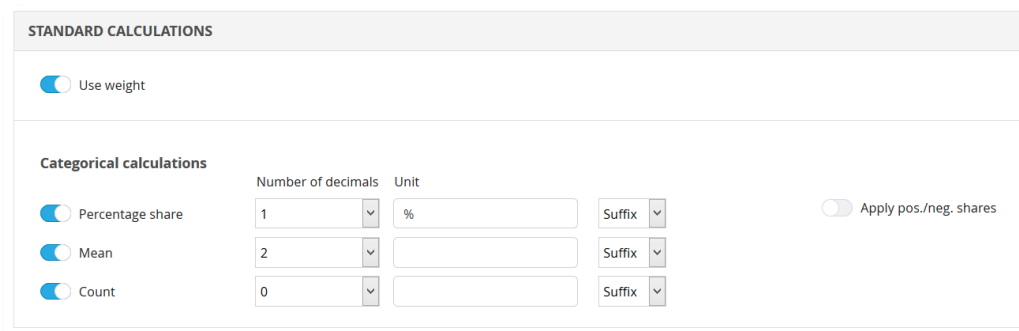
Standard Calculations panel

In the standard calculations panel, you will find the following calculation types:

- Categorical questions: Percentage share, Mean, and Count
- Numeric questions: Sum, Mean, Median, Min, Max, and Percentile

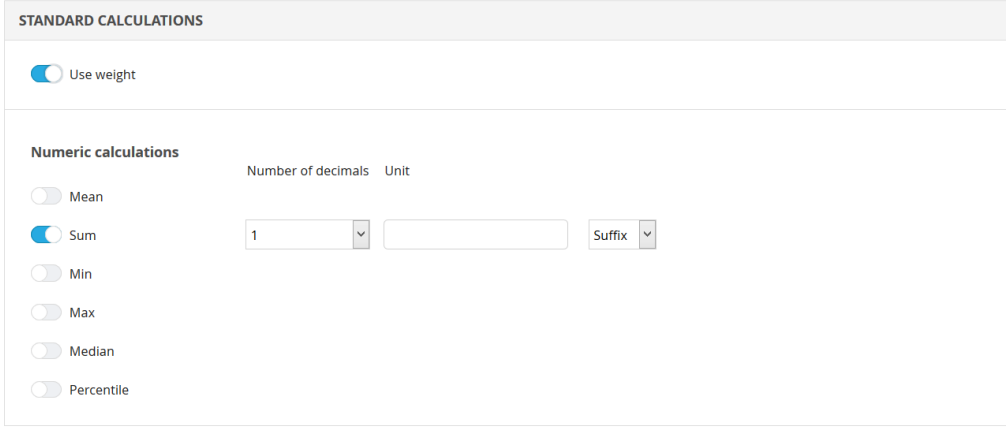
To use a calculation, simply select which ones you would like to use. As shown in the image below, you can also adjust the number of decimals per calculation type. If you would like to add any suffix/prefix, like a “%” sign, to a table, then you can define that here.

The image below shows what the standard calculations panel looks like when categorical scale questions have been selected in the Rows and Columns tab.



STANDARD CALCULATIONS			
<input checked="" type="checkbox"/> Use weight			
Categorical calculations			
<input checked="" type="checkbox"/> Percentage share	Number of decimals: 1	Unit: %	Suffix: [v]
<input checked="" type="checkbox"/> Mean	Number of decimals: 2	Unit: []	Suffix: [v]
<input checked="" type="checkbox"/> Count	Number of decimals: 0	Unit: []	Suffix: [v]
<input type="checkbox"/> Apply pos./neg. shares			

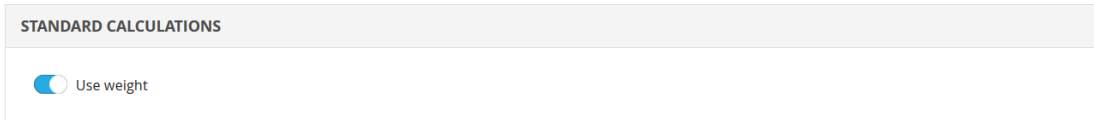
The image below shows what the standard calculations panel looks like when Numeric questions have been selected in the Rows and Columns tab.



The screenshot shows a panel titled "STANDARD CALCULATIONS". At the top, there is a toggle switch for "Use weight" which is currently turned on. Below this, under the heading "Numeric calculations", there are several options: Mean, Sum, Min, Max, Median, and Percentile. The "Sum" option is selected. To the right of the "Sum" option, there are two input fields: "Number of decimals" (containing the value "1") and "Unit" (which is empty). To the right of the "Unit" field is a "Suffix" dropdown menu.

At the top of the standard calculations panel, the weight can be turned on and off. If the project contains multiple weight variables, then the weight variable to use in the calculation is also selected in this area.

The image below shows the setting used to turn the weight on and off.



The screenshot shows a panel titled "STANDARD CALCULATIONS". At the top, there is a toggle switch for "Use weight" which is currently turned on.

Correlation Analyses

The correlation analyses uses the same Person formula as the Storyteller charts and tables. The correlation analyses can be applied to the tables as soon as any Numeric or Single-choice categorical question has been selected in the Rows and Columns tab.

To add a correlation analyses to the table, you must first enable it in the top of the correlation analysis panel, as shown in the image below. Once it has been enabled, you can then select if the R or the R^2 value will be calculated and which question the test will be performed against.

The image below shows the setup panel of the Correlation analysis.

CORRELATION ANALYSIS

Enable correlation analysis

R - Correlation Coefficient Number of decimals: 1 Unit: Suffix:

Question to test against

Brand Consideration - Four

The image below shows a table where the R value has been calculated. As you can see, the information area above the table shows which question the correlation analysis is made against.

Rows and columns Filters Calculations Settings Favorites Generate Setup

Sort by: % Export to excel

Time period: 2011-01-01 to 2016-04-26
 Correlation analysis: Test performed against Brand Consideration - Four

		15-24		25-34		35-44		45-54		55-64		65
		Count	%	Count	%	Count	%	Count	%	Count	%	Count
Market leader - Tel Me More	1 Don't agree	50	18.3%	42	12.1%	67	17.9%	44	13.8%	46	16.4%	61
	2	69	25.1%	86	24.7%	100	26.8%	80	25.1%	95	34.1%	103
	3	62	22.6%	94	27.1%	94	25.2%	97	30.4%	71	25.4%	56
	4	44	16.2%	67	19.3%	73	19.4%	45	14.3%	41	14.7%	54
	5 Agree completely	45	16.5%	49	14.0%	29	7.8%	46	14.4%	24	8.6%	34
	Don't know	3	1.2%	10	2.8%	11	2.9%	6	2.0%	2	0.9%	8
R		0.06	0.06	-0.08	-0.08	0.04	0.04	0.10	0.10	-0.10	-0.10	-0.06

Significance Testing

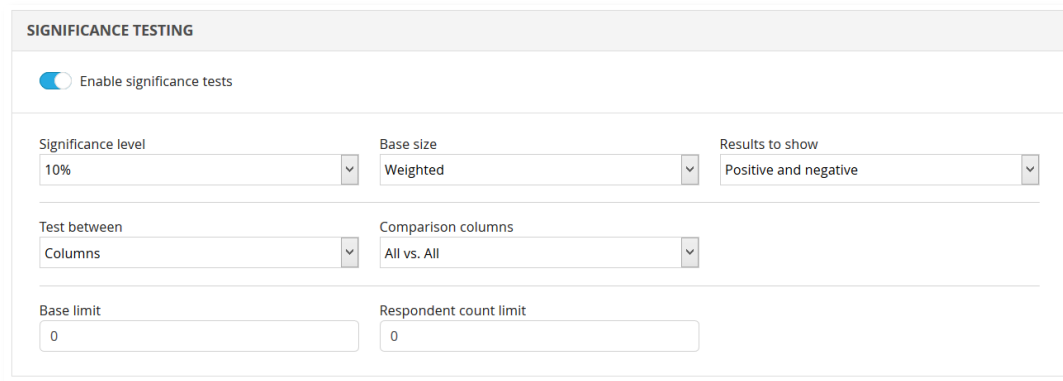
In the significance testing panel, you can turn on significance testing. The settings are similar to creating a chart or a table in the Storyteller. This means that the following must be defined:

- The significance level (1%, 5% or 10%)
- The base size option to use in the calculation. This option is only shown if the result is weighted. If the result is unweighted, then an unweighted base is always used in the calculations

(It is strongly recommended that these options are limited by the administrator during the setup so the report user doesn't need to select which one to use.)

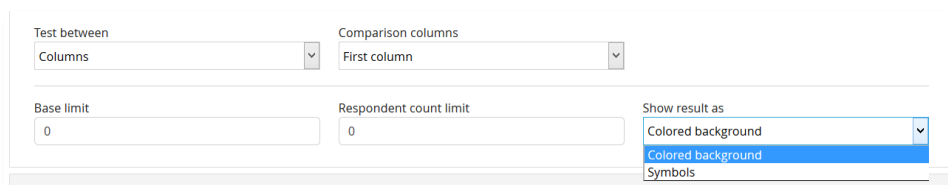
- If the test will be made across columns or rows
- If all columns (or rows) will be tested against each other or if the test will be made against a specific column (or row)
- If any Base limit or Respondent Count limit must be fulfilled to perform the test

The image below shows the setup panel for significance tests.



Note: When all columns are tested against all columns (or all rows against all rows) the visualization of the result is always made by “symbols” (like a+, b-, c-, etc.) since each value/cell can be both positive and negative. When only testing against one column (or row) the result can be shown with symbols or as colored cell backgrounds since each cell can only be positive or negative. This option is not shown when all columns are tested against all columns or when all rows are tested against each other.

The image below shows the option to select if the visualization will be made by colored backgrounds or symbols.



Below is an example of a table where all columns are tested against all columns. This visualization is made by symbols.

Time period: 2011-01-01 to 2016-04-26
Correlation analysis: Test performed against Brand Consideration - Four

		15-24 ⚡	25-34 ⚡	35-44 ⚡	45-54 ⚡	55-64 ⚡	65 + ⚡
		(a) %	(b) %	(c) %	(d) %	(e) %	(f) %
Market leader - Tel Me More	1 Don't agree	18.3% (b+)	12.1% (a-,c-,f-)	17.9% (b+)	13.8% (f-)	16.4%	19.4% (b+,d+)
	2	25.1% (e-,f-)	24.7% (e-,f-)	26.8% (e-,f-)	25.1% (e-,f-)	34.1% (a+,b+,c+,d+)	32.6% (a+,b+,c+,d+)
	3	22.6% (d-)	27.1% (f+)	25.2% (f+)	30.4% (a+,f+)	25.4% (f+)	17.8% (b-,c-,d-,e-)
	4	16.2%	19.3% (d+)	19.4% (d+)	14.3% (b-,c-)	14.7%	17.1%
	5 Agree completely	16.5% (c+,e+,f+)	14.0% (c+,e+)	7.8% (a-,b-,d-)	14.4% (c+,e+)	8.6% (a-,b-,d-)	10.6% (a-)
	Don't know	1.2%	2.8% (e+)	2.9% (e+)	2.0%	0.9% (b-,c-)	2.5%
	R	0.06	-0.08	0.04	0.10	-0.10	-0.06

Below is an example of a table where all columns are tested against the first column. This visualization is made by colored cell backgrounds.

Time period: 2011-01-01 to 2016-04-26
Significance testing: First column

		15-24 ⚡	25-34 ⚡	35-44 ⚡	45-54 ⚡	55-64 ⚡	65 + ⚡
		%	%	%	%	%	%
Market leader - Tel Me More	1 Don't agree	18.3%	12.1%	17.9%	13.8%	16.4%	19.4%
	2	25.1%	24.7%	26.8%	25.1%	34.1%	32.6%
	3	22.6%	27.1%	25.2%	30.4%	25.4%	17.8%
	4	16.2%	19.3%	19.4%	14.3%	14.7%	17.1%
	5 Agree completely	16.5%	14.0%	7.8%	14.4%	8.6%	10.6%
	Don't know	1.2%	2.8%	2.9%	2.0%	0.9%	2.5%

Note: If a colored cell background is used, then the positive and negative colors are picked from the project settings page (see image below).

The image below shows where the positive and the negative colors can be defined in the project settings page.



Benchmarks

In the Benchmark panel, you can turn on the benchmarking calculations to benchmark one result against other results. Three types of benchmark calculations are available:

- Units
- Percentage share
- Index/Conversion rate

Below are descriptions of the formulas. In this example, result A is 80% and result B is 50%. The B result is benchmarked against the A result:

- Units: $50-80=-30$ (B-A)
- Percentage share: $(50-80)/80*100=37,5\%$ (B-A)/A*100)
- Index/Conversion rate: $50/80*100=62,5\%$ (B/A*100)

All three calculation types can be applied to all calculation types such as %, Mean values, and Count & Correlation analyses result.

Below is an example of the Index/Conversion rate calculation. Image 1 shows the original table. Image 2 shows the same table, but with the Index/Conversion rate calculation applied. It is made across columns, and all columns are benchmarked against the first column. Image 3 shows the same table, but the original result has been hidden so only the benchmark result is shown.

Image 1: Shows the original table. Weeks are shown in columns.

		2011-04	2011-05	2011-06	2011-07	2011-08
		%	%	%	%	%
Market leader - Dapresy Telecom	1 Don't agree	3.3	5.7	0.0	4.4	0.0
	2	3.5	3.4	8.3	0.0	3.3
	3	20.8	26.6	18.1	20.7	15.3
	4	29.0	25.9	39.0	36.6	37.5
	5 Agree completely	37.5	38.5	32.3	33.3	44.0
	Don't know	5.8	0.0	2.3	5.0	0.0

Image 2: The benchmark calculation has been applied, so all columns are compared to the first column. The value 173.8 for "1 Don't agree" in May has been calculated as the following: $5.7/3.3*100=173.8$

		2011-04	2011-05	2011-06	2011-07	2011-08
		%	%	%	%	%
Market leader - Dapresy Telecom	1 Don't agree	3.3	5.7 (173.8)	0.0 (0.0)	4.4 (134.5)	0.0 (0.0)
	2	3.5	3.4 (95.3)	8.3 (235.5)	0.0 (0.0)	3.3 (93.7)
	3	20.8	26.6 (127.6)	18.1 (86.7)	20.7 (99.2)	15.3 (73.3)
	4	29.0	25.9 (89.2)	39.0 (134.6)	36.6 (126.3)	37.5 (129.2)
	5 Agree completely	37.5	38.5 (102.5)	32.3 (86.1)	33.3 (88.8)	44.0 (117.2)
	Don't know	5.8	0.0 (0.0)	2.3 (40.1)	5.0 (85.1)	0.0 (0.0)

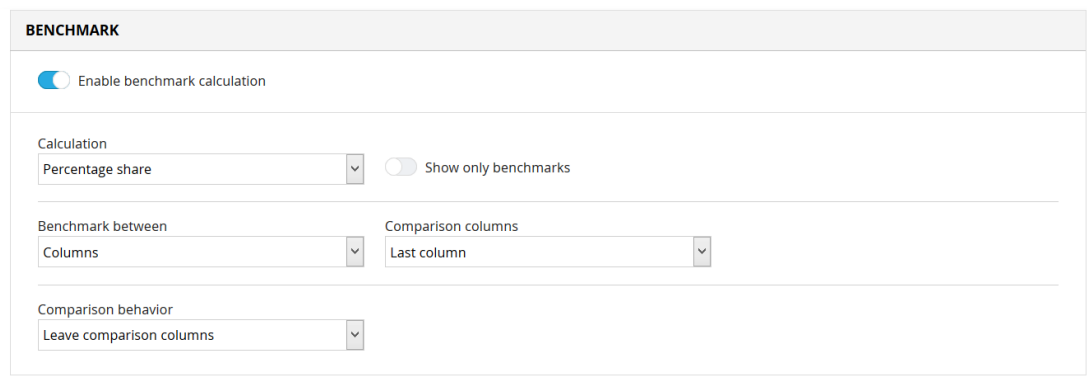
Image 3: The image below shows the same table as the one in image 2, but only the benchmark values are shown. The original result in each cell and the comparison column have been hidden.

		2011-05	2011-06	2011-07	2011-08
		%	%	%	%
Market leader - Dapresy Telecom	1 Don't agree	173.8	0.0	134.5	0.0
	2	95.3	235.5	0.0	93.7
	3	127.6	86.7	99.2	73.3
	4	89.2	134.6	126.3	129.2
	5 Agree completely	102.5	86.1	88.8	117.2
	Don't know	0.0	40.1	85.1	0.0

The settings are similar to creating a chart or a table in the Storyteller. This means that the following must be selected:

1. Select calculation type (Units, Percentage share or Index/Conversion rate)
2. Select if the original result will be hidden or shown together with the benchmark result
3. Select if the benchmark calculation shall be made across columns or rows
4. Select comparison column(s)
5. Select if the comparison column will be hidden or not (note: it is always hidden if only the benchmark values are shown in the table)

The image below shows the setup. In this case, the setup results in a percentage share calculation, all columns are benchmarked against the last column.



The screenshot shows a settings panel titled "BENCHMARK". It contains the following options:

- Enable benchmark calculation
- Calculation: Percentage share (dropdown menu)
- Show only benchmarks
- Benchmark between: Columns (dropdown menu)
- Comparison columns: Last column (dropdown menu)
- Comparison behavior: Leave comparison columns (dropdown menu)

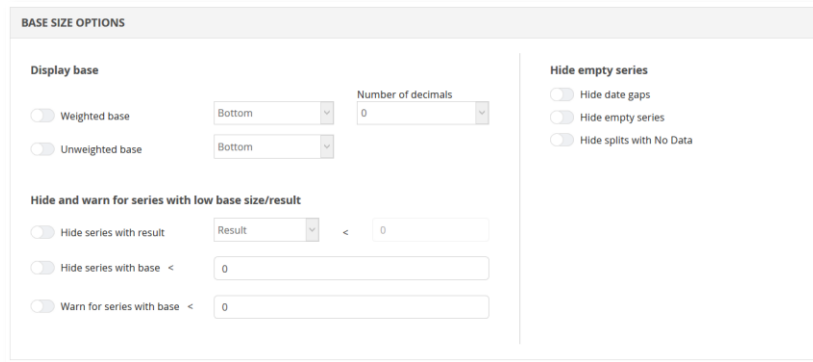
4.2.4 Settings

In the Settings tab, you will find the base size options and some formatting settings.

Base Size Options

In the base size options panel, you can select if the base size should be shown or not. If the result is weighted, then both the weighted and the unweighted base size can be shown, or just one of them. If the result is unweighted, then only the unweighted base size can be shown. These settings are made in the "Display base" area (see the image below).

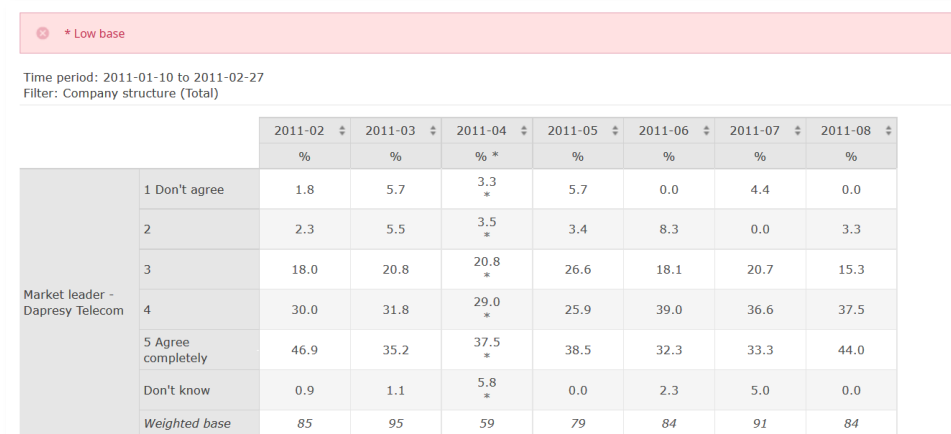
The image below shows the base size option panel. To show the base size in the table, simply select the Weighted base and/or the Unweighted base options in the Display base area.



In the area “Hide and warn for series with low base size/result” you will see settings used to hide results due to a low base size/result and the function for warning due to a low base size. These settings can be turned on/off, and the limit can also be entered in the input fields. The default limit and the default setting can be defined in the setup phase.

If the result becomes hidden or if there is a warning due to a low base size, then an information message will appear above the result table in the Generate tab (see example image below). The displayed text (“*Low base size” in the image below) comes from the project settings page, so it can be adjusted to suit the needs of the project (see the second image below).

The image below is an example of a table with a low base size, as explained by the displayed text “*Low base.” This text comes from the project settings page.



		2011-02	2011-03	2011-04	2011-05	2011-06	2011-07	2011-08
		%	%	% *	%	%	%	%
Market leader - Dapresy Telecom	1 Don't agree	1.8	5.7	3.3 *	5.7	0.0	4.4	0.0
	2	2.3	5.5	3.5 *	3.4	8.3	0.0	3.3
	3	18.0	20.8	20.8 *	26.6	18.1	20.7	15.3
	4	30.0	31.8	29.0 *	25.9	39.0	36.6	37.5
	5 Agree completely	46.9	35.2	37.5 *	38.5	32.3	33.3	44.0
	Don't know	0.9	1.1	5.8 *	0.0	2.3	5.0	0.0
	Weighted base	85	95	59	79	84	91	84

The image below shows the project settings page. The following texts will appear if the base size is low or if a result is hidden due to a low base size.

Hide/warn for low base visualization

Hide series with low base:

Warn for series with low base:

In the “Hide empty series” area, you can hide rows and columns without data/results. The following three options are available. They can be used simultaneously if needed.

1. **Hide date gaps:** Use this option to remove intervals (weeks, months, etc.) without data. See example 1 below.
2. **Hide empty series:** Use this option to remove splits without data, and answer options with a count = 0. See example 2 below.
3. **Hide splits with No Data:** Use this option to remove a split option which without data. See example 3 below.

Example 1: By activating “Hide date gaps,” all the highlighted columns will be hidden.

Time period: 2011-01-01 to 2016-04-26

		2011			2012			2013			2014			2015			2016		
		A ↕	B ↕	C ↕	A ↕	B ↕	C ↕	A ↕	B ↕	C ↕	A ↕	B ↕	C ↕	A ↕	B ↕	C ↕	A ↕	B ↕	C ↕
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Example	Dapresy Telecom	100.0	0.0	-	-	-	-	-	-	-	-	-	-	-	-	-	100.0	0.0	-
	Four	0.0	100.0	-	-	-	-	-	-	-	-	-	-	-	-	-	0.0	100.0	-
	Sweettalk	0.0	0.0	-	-	-	-	-	-	-	-	-	-	-	-	-	0.0	0.0	-

Example 2: By activating “Hide empty series,” all the highlighted rows and columns will be hidden.

Time period: 2011-01-01 to 2016-04-26

		2011			2012			2013			2014			2015			2016		
		A ↕	B ↕	C ↕	A ↕	B ↕	C ↕	A ↕	B ↕	C ↕	A ↕	B ↕	C ↕	A ↕	B ↕	C ↕	A ↕	B ↕	C ↕
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Example	Dapresy Telecom	100.0	0.0	-	-	-	-	-	-	-	-	-	-	-	-	-	100.0	0.0	-
	Four	0.0	100.0	-	-	-	-	-	-	-	-	-	-	-	-	-	0.0	100.0	-
	Sweettalk	0.0	0.0	-	-	-	-	-	-	-	-	-	-	-	-	-	0.0	0.0	-

Example 3: By activating “Hide splits with No Data,” all the highlighted columns will be hidden.

Time period: 2011-01-01 to 2016-04-26

		2011			2012			2013			2014			2015			2016		
		A ↕	B ↕	C ↕	A ↕	B ↕	C ↕	A ↕	B ↕	C ↕	A ↕	B ↕	C ↕	A ↕	B ↕	C ↕	A ↕	B ↕	C ↕
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Example	Dapresy Telecom	100.0	0.0	-	-	-	-	-	-	-	-	-	-	-	-	-	100.0	0.0	-
	Four	0.0	100.0	-	-	-	-	-	-	-	-	-	-	-	-	-	0.0	100.0	-
	Sweettalk	0.0	0.0	-	-	-	-	-	-	-	-	-	-	-	-	-	0.0	0.0	-

4.2.5 My Favorites

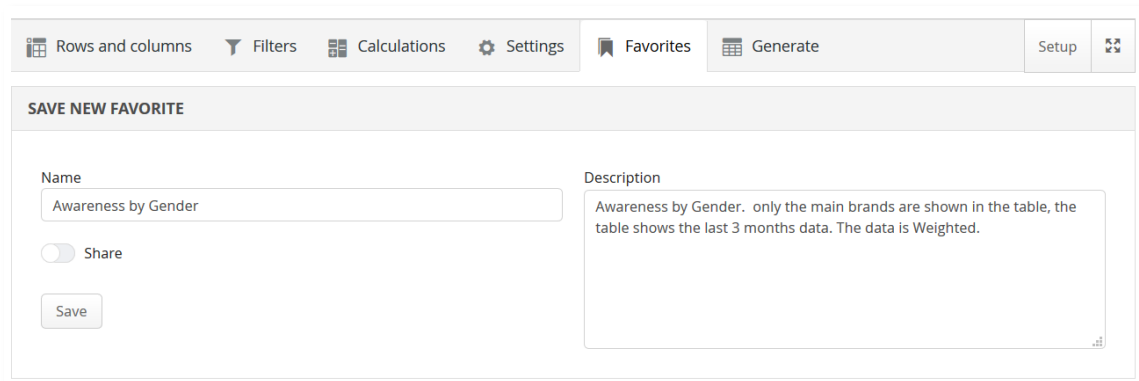
In the Favorites tab, you can save all of your favorite tables. This will help save time in ongoing projects that are continuously loaded with new data. When new data is available, you can easily load your favorite tables without having to edit all of the settings again.

Your favorites are personal, but you can select if you would like to share them with other users or not. A shared favorite can only be viewed by other users, but it cannot be edited or deleted.

Save a Favorite

To save a favorite table, go to the Save tab and enter the desired name and description (the description is optional, but it’s helpful if you have a lot of favorites). If you would like to be able to share the table, then tick the “Share” option.

The image below shows the panel used to create a favorite.



The screenshot shows the 'SAVE NEW FAVORITE' panel with the following elements:

- Navigation tabs: Rows and columns, Filters, Calculations, Settings, Favorites, Generate, Setup, and a refresh icon.
- SAVE NEW FAVORITE** header.
- Name** field: Awareness by Gender
- Share** toggle: Unchecked
- Save** button
- Description** field: Awareness by Gender. only the main brands are shown in the table, the table shows the last 3 months data. The data is Weighted.

Note 1: If data is continuously loaded into the project and you want to include the new data when loading a saved favorite, then make sure a floating time period is used and not a fixed time period. “Full

period” and “Last X weeks/months etc.” are examples of floating time periods which will automatically take the new data into consideration.

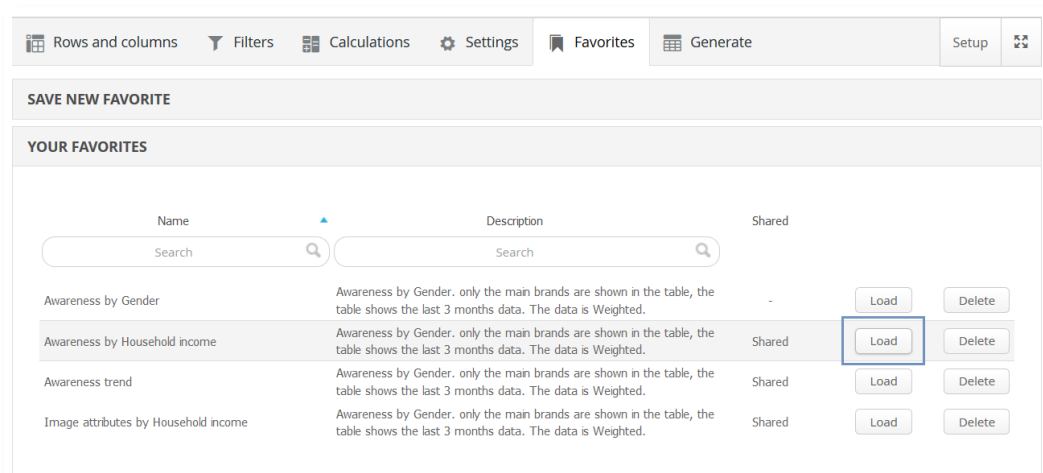
Note 2: If the project has hierarchical filters, then these settings are not saved as a part of the favorite. This is because access rights can be changed, therefore different users can have different access rights to the hierarchical filter structure.

Note 3: If you want to update an existing favorite, you can save a new favorite with the same name as the existing favorite – this will replace the old favorite with the new one.

Load a Personal Favorite

To load a personal favorite, just enter the panel Your favorites, then click ‘Load’ on the favorite. This will load all settings. Now you can either change the settings or just click Generate to view the table.

The image below shows the button to click to load a personal favorite. You can use the search fields to find your desired favorite.



Delete a Personal Favorite

To delete a personal favorite, enter the panel Your favorites and click ‘Delete’ on the favorite you wish to delete.

Load a Shared Favorite

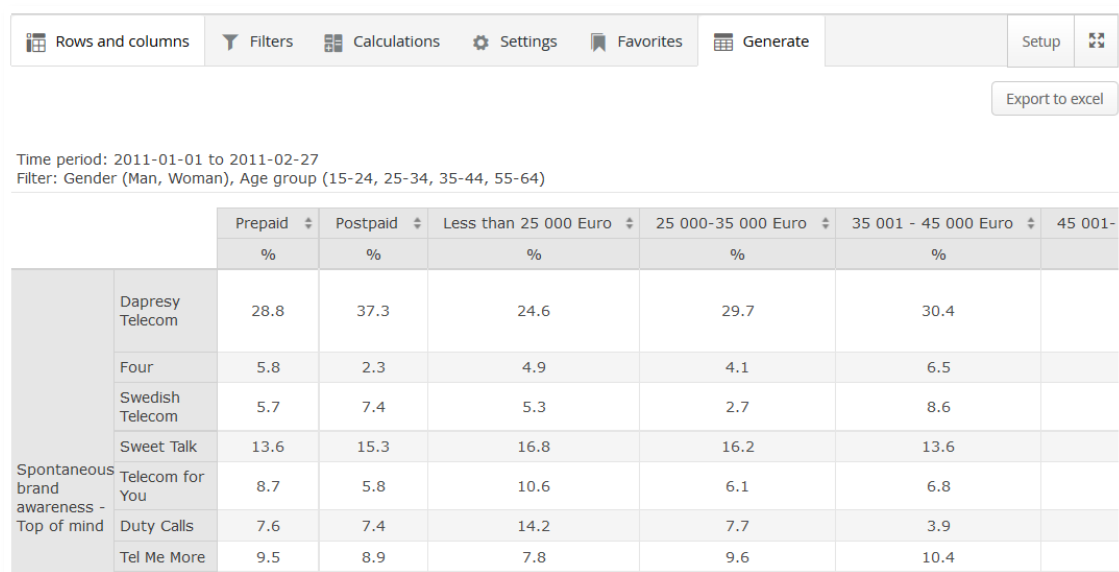
To load a shared favorite, enter the panel Favorites shared by other users, then click ‘Load’ on the favorite. This will load all settings.

Note: The administrator will see all favorites in the panel “Favorites shared by other users”, even those which are not shared. This is so that the administrator can give report users support when needed.

4.2.6 Generate

By clicking the Generate tab, the table will be generated. The table can also be downloaded into excel from this tab by clicking the “Export to excel” button in the top right corner. The thousand and decimal separator used online will be used in the excel exports. If the table shows a period as the decimal separator but you want to use comma, you can change this in the Settings tab in the Table formatting panel.

The image below shows the Generate tab. All the applied filters and selected time periods will appear in the information field above the result table.



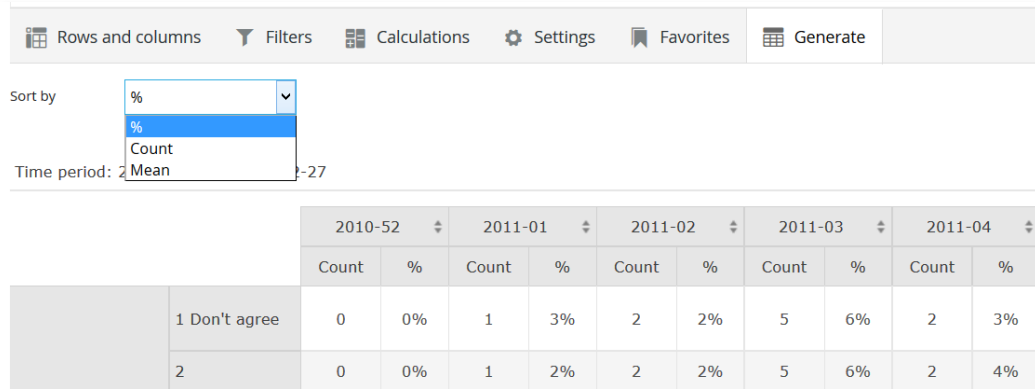
Time period: 2011-01-01 to 2011-02-27
 Filter: Gender (Man, Woman), Age group (15-24, 25-34, 35-44, 55-64)

		Prepaid ↓	Postpaid ↓	Less than 25 000 Euro ↓	25 000-35 000 Euro ↓	35 001 - 45 000 Euro ↓	45 001-
		%	%	%	%	%	
Spontaneous brand awareness - Top of mind	Dapresy Telecom	28.8	37.3	24.6	29.7	30.4	
	Four	5.8	2.3	4.9	4.1	6.5	
	Swedish Telecom	5.7	7.4	5.3	2.7	8.6	
	Sweet Talk	13.6	15.3	16.8	16.2	13.6	
	Telecom for You	8.7	5.8	10.6	6.1	6.8	
	Duty Calls	7.6	7.4	14.2	7.7	3.9	
	Tel Me More	9.5	8.9	7.8	9.6	10.4	

In the Generate tab, you can sort the table by clicking the desired column (or row) header of the split that the sorting will be based on. If the questions are positioned in rows, then you can sort by clicking the column headers. If the questions are positioned in columns, then you can sort by clicking the row headers.

Since a table can show the results of multiple calculation types, like the percentage value, the mean value and the correlation analyses value, then you need to define which calculation type the sorting will be based on. You can make this selection in the Generate tab in the top left corner (the list only appears when multiple calculation types have been applied to the table).

The image below shows the list you can choose from when selecting which calculation type the sort order will be based on.



		2010-52		2011-01		2011-02		2011-03		2011-04	
		Count	%	Count	%	Count	%	Count	%	Count	%
1	Don't agree	0	0%	1	3%	2	2%	5	6%	2	3%
2		0	0%	1	2%	2	2%	5	6%	2	4%

Note 1: The sorting function is disabled if both Numeric and Categorical variables are used as questions in the table. This is due to the fact that different variables use different calculation types, so it's impossible to create one logical sort order.

Note 2: If you have a table with categorical variables and you sort the table by count or percentage share, then the sorting is made within each question if the questions show more than one answer alternative. If all the questions only show one answer alternative, then the sorting is made across all questions.