# Dapresy 2020

# June Release





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# 1 - Introduction

This document describes new and improved features in the Dapresy 2020 June Release.

If you would like 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

Email: support@dapresy.com



## 2 - Overview

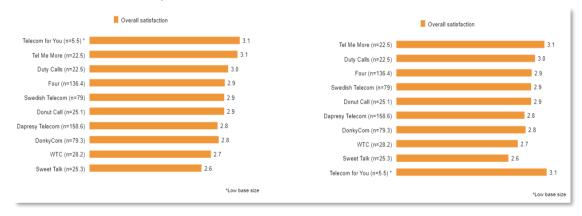
The Dapresy 2020 June update contains a wide range of improvements in different areas to help you with new functionality and produce with improved efficiency, here is a summary:

#### **Value sorting**

The following improvements are implemented in the Value sorting functions

You can now specify, in a new project level setting, if items with low base size should be
positioned at the end of their sorting groups or be included in the sorting. By default,
items with low base sizes are still included in the sorting. The setting is applied to all
tables and charts sorted by value in the StoryTeller, StoryCreator and the Cross Table
tool

Here we see an example of the new setting. In the chart to the left the previous sorting logic is applied (all the brands are sorted by value), to the right we see the new option where the brand Telecom For You is positioned in the bottom as it has a low base size.



• In the Cross Table tool you could previously sort a table by value by clicking any of the "split" column headers, now you can also sort by any Questions/answer which is very useful when for example comparing result of different segments, target groups, hierarchical filter groups etc.

#### **Ranking**

The following improvements are available in the Ranking function



- Ranking is now available in StoryCreator tables, previously ranking was supported only in the StoryTeller and the Cross Table tool.
- You can now specify, on an Answer block level, if an answer should be excluded from
  ranking or not which is useful when for example having answers such as Others and
  Don't know in a table which should display the % result but not be a part of the ranking.

Here we see an example, the brands Others and Don't know has been excluded from ranking, shown in brackets, so only the % result of those are displayed.

	Spontaneous brand awareness - Top of mind
Dapresy Telecom	30.5% (1)
Four	5.2% (7)
Swedish Telecom	6.6% (6)
Sweet Talk	13.1% (2)
Telecom for You	8.1% (4)
Duty Calls	7.4% (5)
Tel Me More	9.3% (3)
DonkyCom	3.8% (9)
WTC	4.8% (8)
Donut Call	3.4% (10)
Other	4.4%
Don't know	3.5%

#### **Statistical testing**

The following updates are available in the area of statistical testing

- T- test on numeric means in Cross table tool and T-test for categorical means and proportions in StoryTeller and StoryCreator is now supported. T-test on numeric means in StoryTeller and StoryCreator was included in the previous release.
- When performing a statistical test to the first or last data point in a StoryTeller chart/table you can now select to remove the letters, a, b, c, etc, which indicate to which data point the test applies to as this information is, in many cases added to reports via text boxes.



#### **Cross table tool favorite sharing**

 Favorite sharing is improved, previously a shared Favorite was shared to all users but now you can specify to share the Favorite with some selected users only. The administrator specifies if the users should be able to share to all users and/or to individual users.

#### **Data import**

• When importing data there were previously two type of imports that could be used, either you imported a new data set or a data set containing updates to already existing data sets. A new third option is now available to be used when the imported data set contains both new data and updates to existing data sets. This option is useful when for example importing data from a data collection platform where each imported data set contains both new data and updates to already imported respondents.

#### **Hierarchical filters**

• In projects using Hierarchical filters the user's last selected hierarchical filter nodes where always pre-selected when entering a StoryCreator and the Cross Table tool report. With a new project level setting you can now specify if the highest available node will be selected instead when the user enters these report types.

#### Report user administration

• In previous release support for specifying a From and To date used to limit project access to a pre-defined date window was introduced. By default the time 00:00 is used which means that the access is enabled/disabled at 00:00 the specified dates. Now you can specify, in a new project level setting, which time of day will be used when checking if the user should have access or not to the project.

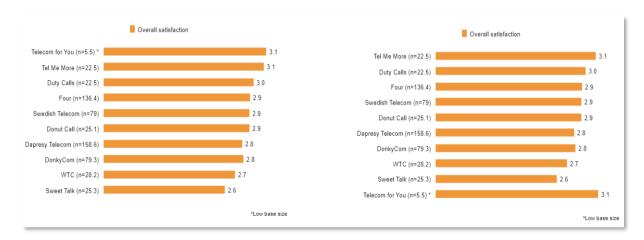


# 3 Improved value sorting

#### 3.1 Position items with low base size in the bottom

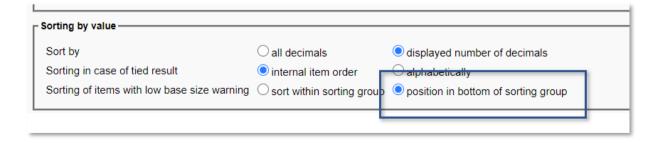
You can now specify, in a new project level setting, if items with low base size should be positioned at the end of their sorting group or be included in the value sorting.

Here we see an example of the new setting. In the chart to the left the previous sorting logic is applied (all the brands are sorted by value), to the right we see the new option where the brand Telecom For You is positioned in the bottom as it has a low base size.



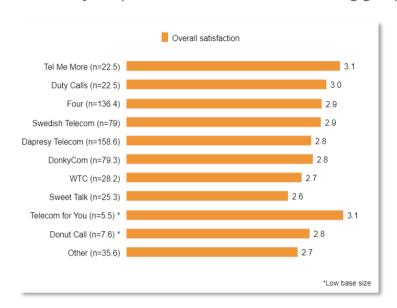
To apply the new logic, tick the option highlighted below in the Project settings page. The setting is applied to all charts and tables in StoryTeller, StoryCreator and the Cross Table tool.

Here we see the new project level setting for specifying value sorting behavior of series with low base size.





Note the following logic: The items with low base size are positioned at the end of their own sorting group and not at the bottom of the chart/table. If multiple items have a low base size these are sorted by value. Below we see an example where Other is excluded from sorting and anchored at the bottom, the rest of the items belongs to the sortable group 1. In this example two series, Telecom for You and Donut Call, have a low base size so they are positioned last in their own sorting group and sorted by value.

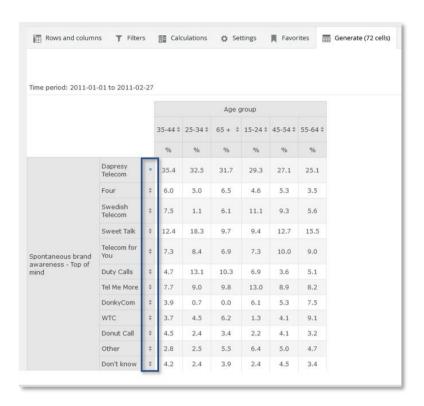


## 3.2 Improved value sorting in Cross Table tool

In the Cross Table tool you could previously sort a table by value by clicking any of the "split" column headers, now it is also supported to sort by any Questions/answer which is very useful when for example comparing result of different segments, target groups, hierarchical filter groups etc.

Here we see the new sorting controls appearing on questions/answers. In this example the result is sorted by Dapresy Telecom so the age group with highest result is shown first and the age group with lowest result is shown last.





#### Note the following rules:

- if the table contains both categorical and numeric questions sorting by value is not supported in the Cross Table tool (the same limitation as before this update)
- If the table displays both count and percentage the value sorting is based on the percent values when sorting by any question/answer



# **4 Improved Ranking**

## 4.1 Exclude from ranking

You can now specify, on an Answer block level, if an answer should be excluded from ranking or not, which is useful when for example having answers such as Others and Don't know in a table which should display the % result but not be a part of the ranking.

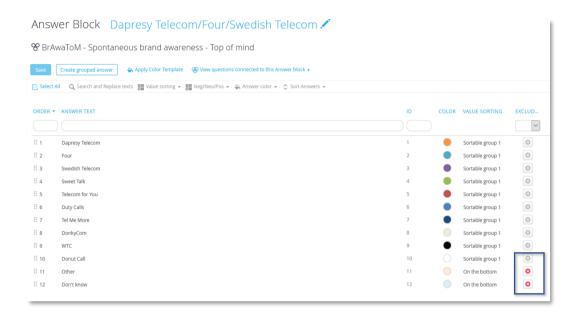
Here we see an example, the brands Others and Don't know has been excluded from ranking, shown in brackets, so only the % result of those are displayed.

	Spontaneous brand awareness - Top of mind
Dapresy Telecom	30.5% (1)
Four	5.2% (7)
Swedish Telecom	6.6% (6)
Sweet Talk	13.1% (2)
Telecom for You	8.1% (4)
Duty Calls	7.4% (5)
Tel Me More	9.3% (3)
DonkyCom	3.8% (9)
WTC	4.8% (8)
Donut Call	3.4% (10)
Other	4.4%
Don't know	3.5%

The setting to exclude an answer from ranking is found in the Answer block view in a new column named "Exclude from rank", the column is not visible by default so you need to choose to show the column to see it.

Here we see the new setting, in this example Other and Don't know are excluded from ranking.

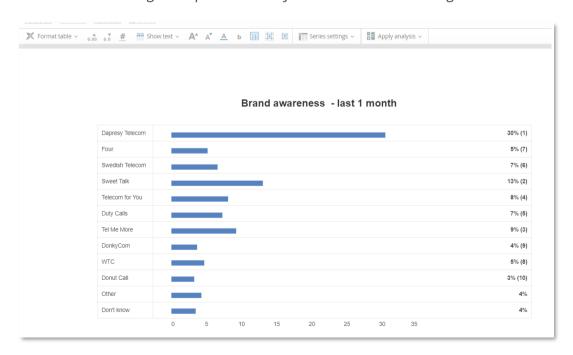




## 4.2 Ranking support in StoryCreator

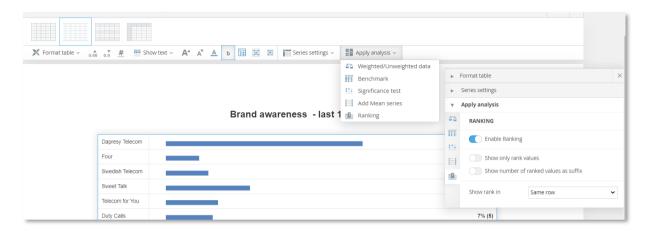
You can now apply ranking to tables in StoryCreator, the ranking function works in same way as in the StoryTeller tables which means that the ranking can be done across rows or columns and you can specify to show the rank numbers only, or together with the "original" result.

Here we see a ranking example in the StoryCreator in table to the right.





The ranking setting can be found at the bottom of the Apply Analysis panel as shown below.





# 5 Statistical testing improvements

The following improvements are available in statistical testing

#### 5.1 T-test

T- test on numeric means in Cross table tool and T-test for categorical means and proportions in StoryTeller and StoryCreator is now supported. T-test on numeric means in StoryTeller and StoryCreator was included in the previous release.

#### 5.1.1 Formulas

#### 5.1.1.1 Proportions

This is the T-Test formula applied to the proportions:

$$T \ value = \frac{(P_1 - P_2)}{\sqrt{P(1 - P)\left(\frac{1}{n_1} + \frac{1}{n_2}\right)}}$$

$$P = \frac{n_1 P_1 + n_2 P_2}{n_1 + n_2}$$

 $P_1$  = proportion of sample 1

 $P_2$  = proportion of sample 2

 $n_1 = base size of sample 1$ 

 $n_2 = base size of sample 2$ 

Note: all input values above are unweighted if the result is unweighted. If the result is weighted the  $n_1$  and  $n_2$  in the T-value formula are either weighted, unweighted or based on the effective base size. See more details in chapter 5.1.1.4.

#### 5.1.1.2 Means

This is the T-Test formula applied to means:

$$T \ value = \frac{\bar{x}_1 - \bar{x}_2}{\sqrt{\frac{s_1^2}{n_1} + \frac{s_2^2}{n_2}}}$$



 $\overline{x}_1$  = mean value of sample 1

 $\overline{x}_2$  = mean value of sample 2

 $s_1 = standard\ deviation\ of\ sample\ 1\ (see\ formula\ further\ down)$ 

 $s_2 = standard deviation of sample 2 (see formula further down)$ 

 $n_1 = base size of sample 1$ 

 $n_2 = base size of sample 2$ 

Note: all input values above are unweighted if the result is unweighted. If the result is weighted the  $\overline{x_1}$ ,  $\overline{x_2}$ ,  $s_1$  and  $s_2$  are weighted always but  $n_1$  and  $n_2$  are either weighted, unweighted or based on the effective base size. See more details in chapter 5.1.1.4

#### Standard deviation formula

Standard deviation formula used when result is unweighted:

$$s = \sqrt{\frac{\sum (x - \bar{x})^2}{n - 1}}$$

x = the value of the respondent

 $\bar{x}$  = mean value of sample

*n*= *base size* 

Standard deviation formula used when result is weighted:

$$s = \sqrt{\frac{\sum w(x - \bar{\mathbf{x}})^2}{n - 1}}$$

*w*=the weight of the respondent

*x*= the unweighted data of the respondent

 $\bar{x}$  = the weighted mean value of the sample

n = the weighted base size



#### 5.1.1.3 Critical values

The critical values used when determining if the result is significant or not is based on the Degrees of freedoms which is calculated as below.

Degrees of freedom =  $n_1 + n_2 - 2$ 

 $n_1 = base size of sample 1$ 

 $n_2 = base size of sample 2$ 

Note,  $n_1$  and  $n_2$  are always the unweighted base sizes, even if the result is weighted.

If degrees of freedom > 1500 the following critical values are used:

- Confidence Interval 90% = 1.64485362695147
- Confidence Interval 95% = 1.95996398454005
- Confidence Interval 99% = 2.57582930354890

If degrees of freedom ≤ 1500 the "critical value" table is referenced.

#### 5.1.1.4 Used base size when result is weighted

All input values in the T-test formulas are unweighted if the result is unweighted, if the result is weighted the base sizes ( $n_1$  and  $n_2$ ) are either weighted, unweighted or based on the effective base size.

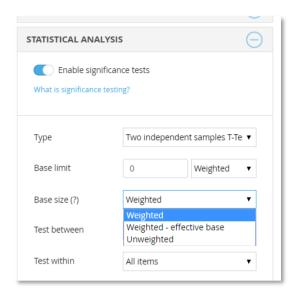
Here we see the base sizes, highlighted in yellow, which can be either weighted, unweighted or the effective base size when the results is weighted.

$$T \ value = \frac{(P_1 - P_2)}{\sqrt{P(1 - P)\left(\frac{1}{n_1} + \frac{1}{n_2}\right)}} \qquad T \ value = \frac{\bar{x}_1 - \bar{x}_2}{\sqrt{\frac{s_1^2}{n_1} + \frac{s_2^2}{n_2}}}$$

Which base size to be used is specified by the user when setting up a chart/table. As shown below, the user can select if the base size should be the weighted, unweighted or based on the effective base size.

Here we see the base size selection when applying a T-test on weighted result in a StoryTeller chart.





Note: when applying a Z test, you can choose between the following base sizes to be used in the formula when result is weighted:

- Weighted
- Weighted effective base,
- Unweighted Option A
- Unweighted Option B

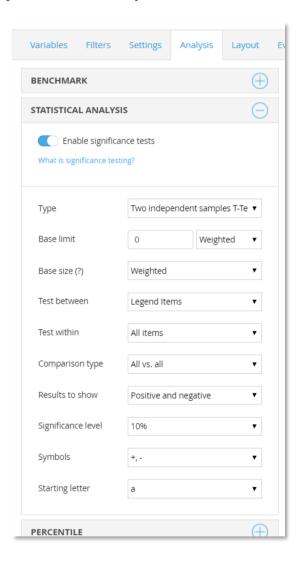
The "Unweighted - Option B" in the Z test is the same as the "Unweighted" option in the T-test. The Unweighted Option A is not available when applying a T-test



#### 5.1.2 StoryTeller

In StoryTeller charts and tables the T-test option appears in the Statistical analysis panel when the selected calculation type is % shares, categorical means or numeric means. As shown in the image below the settings are the same as when applying a Z test.

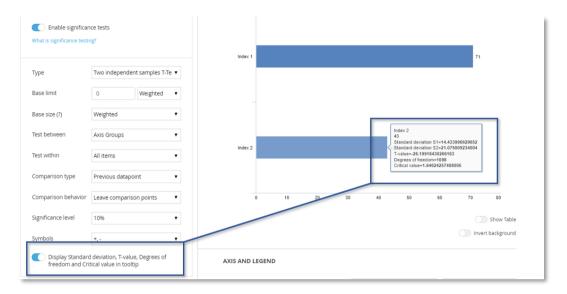
Here we see how to apply a T-test in a StoryTeller chart. In the Type dropdown list at the top you can now select if a T-test or a Z-test should be applied.



Tip, when running a test to one (1) other data point you can select to display the T value, Standard deviations, Degrees of freedom and Critical value in the chart tooltip. The main purpose of this function is to give the administrators the ability to check which values used in the calculations.



Here we see the setting for showing the used values in the T-test calculation in the chart tool tip. This option is not present when "All vs All" is selected in the Comparison type list.

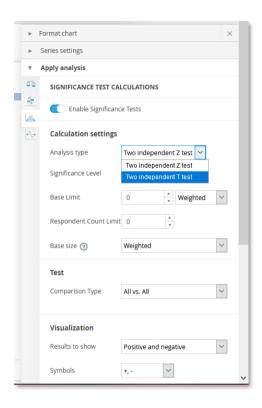


#### 5.1.3 StoryCreator

In StoryCreator charts and tables the T-test option appears in the Significance test panel when the selected calculation type is % shares, categorical means or numeric means. As shown in the image below the settings are the same as when applying a Z test.

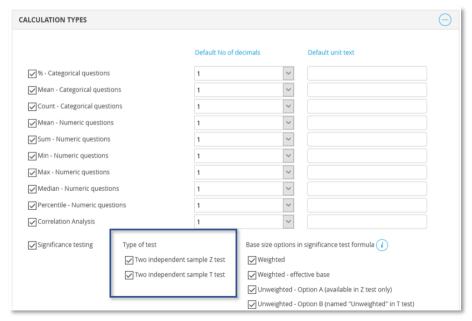
Here we see how to apply a T-test in a StoryTeller chart. In the Type dropdown list at the top you can now select if a T-test or a Z-test should be applied.





The Administrator can limit which statistical options to be available the report, that is done in the Setup panel of the StoryCreator as shown in the image below.

Here we see how you can specify if both Z-test and T-test should be available or just one of these (or none).

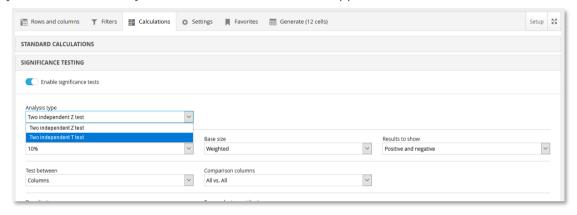




#### 5.1.4 Cross Table tool setup

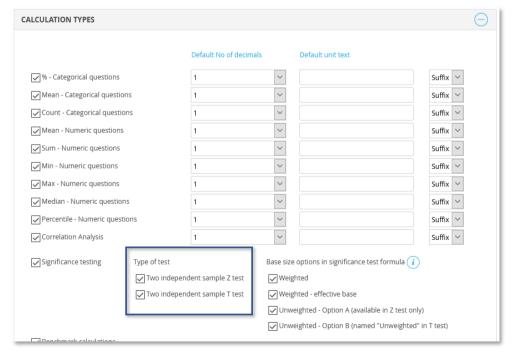
In Cross Table tool the T-test option appears in the Significance test panel when the selected calculation type is % shares, categorical means or numeric means. As shown in the image below the settings are the same as when applying a Z test.

Here we see how to apply a T-test in a cross tabulation. In the Type dropdown list at the top you can now select if a T-test or a Z-test should be applied.



The administrator can limit which statistical options to be available the repot, that is done in the Setup panel of the StoryCreator as shown in the image below.

Here we see how you can specify if both Z-test and T-test should be available or just one of these (or none).

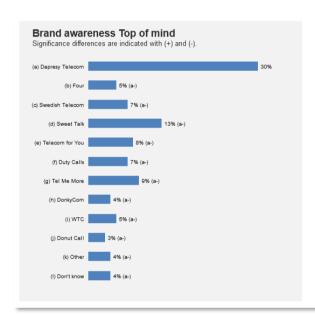


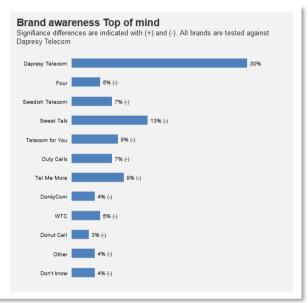


## 5.2 Option to remove "indicator" letters

When performing a statistical test to the first or last data point in a StoryTeller chart/table you can now select to remove the letters (a, b, c, d etc.) indicating to which data point the test was made as this information, in many cases, is added to reports via text boxes.

Here we see an example, the left chart shows the old logic where letters always were used to indicate to which data point the test was made, in the right example you see that the letters are removed and an info text added which explains how the test was made.

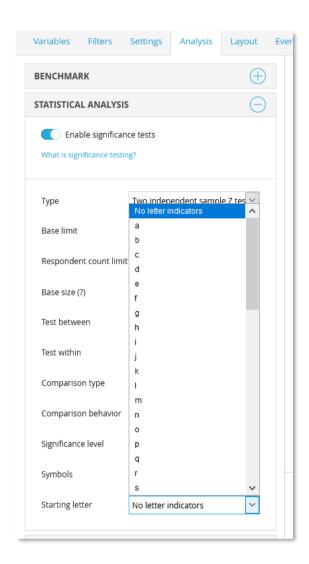




The option to remove the letter indicators is present in the dropdown list for selecting starting letter as show in the image below, here you can now also select "No letter indicators" which also is the default option when creating a new chart/table.

Here we see the new setting appearing when testing to first or last data point. The option is not available when testing all data points to each other as in that case the letters must be shown as each data point is tested to multiple other data points.





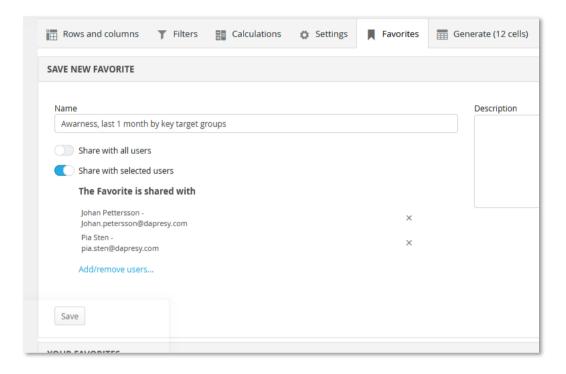


# **6 Sharing in Cross Table tool**

## 6.1 Improved Favorite sharing, share to individual users

The Favorite sharing is improved, previously a shared Favorite was shared to all user but now you can specify to share the Favorite with some selected users only.

Here we see an example of when the user can share to either all users or to individual users, this specific Favorite has been shared with two users.



Chapter 6.1.1 describes how to share to individual users and 6.1.2 how to apply this logic to your Cross table tool reports, currently sharing to individual users is not enabled by default in either existing or newly created Cross table tool reports. Though, you as an Administrator user can always share to both all users or to individual users as soon as sharing is allowed even if, for instance, the users themselves can share to all users only.

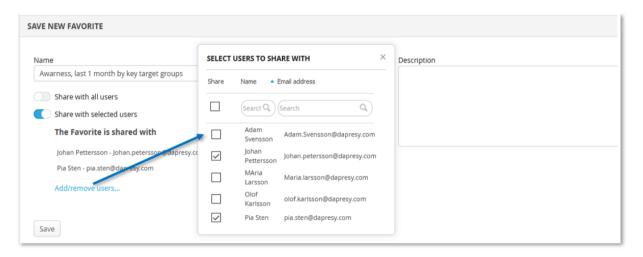
#### 6.1.1 Sharing a Favorite to individual users

In a Cross Table tool having sharing to all users and to individual users enabled the user has two sharing options as shown below, share to all users or share to selected users.



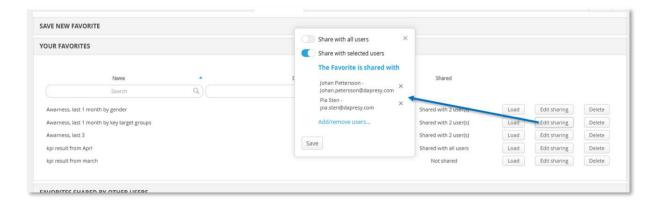
When sharing a Favorite to individual users you select the users by clicking the "Add/Remove users..." link and in the appearing popup panel you select the users to share with. The user list contains all users in the project with access to the current Cross Table tool report. Though, if Variable subsets are used the user list contains the users with access to the Variable subset that the shared table is based on.

Here we see option to share to selected users instead of sharing to all users. You select the desired users in the panel appearing when clicking "Add/remove users..."



To change share status of an already saved Favorite you either load the Favorite, change the sharing option and save it in the same name or you use the "Edit sharing" option in the "Your Favorites" panel.

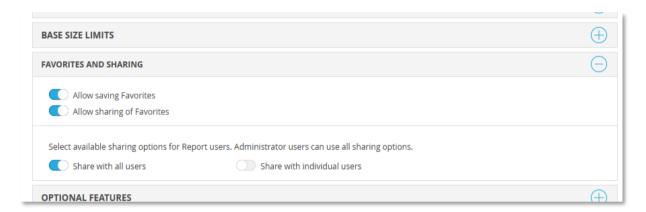
Here we see how you can change the sharing setting of a Favorite via the "Edit sharing" option in the "Your Favorites" panel.





### 6.1.2 Set up of Cross table tool - activate different sharing options

What type of Favorite sharing to be available in the Cross Table tool is specified in the Setup panel of the Cross table tool. In the image below you see the options, when creating a new Cross Table tool report sharing to all users is enabled by default but not sharing to individual users.





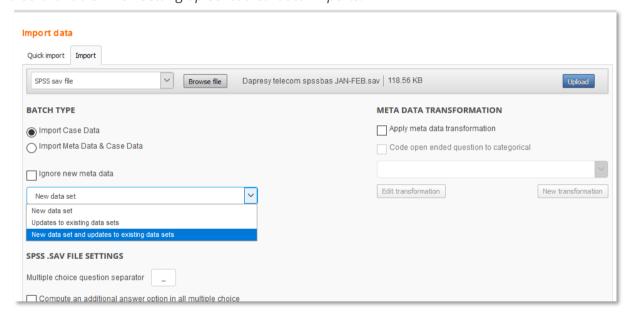
# 7 Data import

# 7.1 Import new respondents and updates to existing respondents in the same set

When importing data there were previously two type of imports that could be used, either you imported a new data set or a data set containing updates to already existing data sets. It was not possible to add a mixture of new and old respondents.

A new third option is now available which is used when the imported data set contains both new data and updates to existing data sets. This option is useful when, for example, importing data from a data collection platform where each imported data set contains both new data and updates to already imported respondents.

Here we see the three different import options in the import data page, the same options are also available when setting up scheduled data imports.



In the image below you see an example, the second data import is using the new "New data set and Updates to existing data sets", the third table below shows the result after data activation.



#### First imported data file, imported as "New data set"

Respondent id	Q1	Q2	Gender	Survey completed
1	4		Male	No
2	3		Male	No
3	5	4	Female	Yes

#### Second imported data file, imported as "New data set and Updates to existing"

Respondent id	Q1	Q2	Gender	Survey completed
1	4	5	Male	Yes
2	3	5	Male	Yes
4	3	2	Female	Yes
5	1	4	Female	No

#### Result after data activation

Respondent id	Q1	Q2	Gender	Survey completed
1	4	5	Male	Yes
2	3	5	Male	Yes
3	5	4	Female	Yes
4	3	2	Female	Yes
5	1	4	Female	No

Note 1, when using the new option "New data set and Updates to existing" the mapping is always done by the respondent id so you need to include those in the data files to keep track on them, the option to generate those in the system should not be used.

Note 2, the existing respondents are updated with the data in the imported file only, if a variable is missing for some reason the data of that variable is not being updated, see example of that below.

Here we see an example where the data file with updates does not contain the "Survey completed" variable, in this case the "Survey completed" data from first data file is still used after data activation in respondent id 1 and 2.



### First imported data file, imported as "New data set"

Respondent id	Q1	Q2	Gender	Survey completed
1	4		Male	No
2	3		Male	No
3	5	4	Female	Yes

### Second imported data file, imported as "New data set and Updates to existing"

Respondent id	Q1	Q2	Gender
1	. 4	5	Male
2	3	5	Male
4	3	2	Female
5	1	4	Female

#### Result after data activation

Respondent id	Q1	Q2	Gender	Survey completed
1	4	5	Male	No
2	3	5	Male	No
3	5	4	Female	Yes
4	3	2	Female	
5	1	4	Female	



## 8 Hierarchical filters

# 8.1 Set highest node to default selected when entering StoryCreator and Cross Table tool reports

In projects using Hierarchical filters the latest selected hierarchical filter nodes where always pre-selected when entering a StoryCreator and the Cross Table tool report. With a new project level setting you can now specify if the highest available node shall become default selected instead when the user enters these report types.

Here we see the new project level setting.



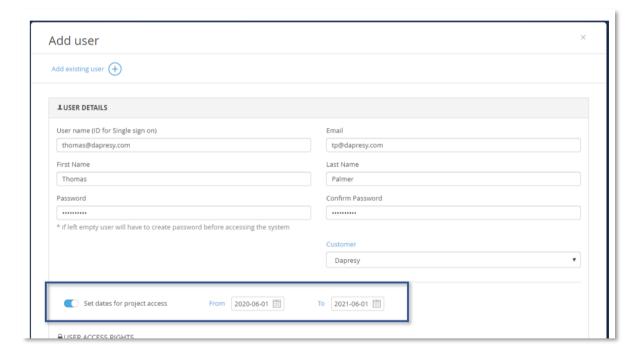


# 9 Report user administration

## 9.1 Specify Time used to check project access by dates

In previous release support for specifying a From and To date used to limit project access to a pre-defined date window was introduced. By default the time 00:00 is used which means that the access is enabled/disabled at 00:00 the specified dates. Now you can specify, in a new project level setting, which time to be used when checking if the user should have access or not to the project.

Here we see the new option to limit project access by date that was introduced in previous release.



Here we see the new option in the project settings page used to specify which time to be used. If a user has access to the project from, for example, the 1st of June the user will get access to the project the 1st of June at 12:00 based on the settings below.

