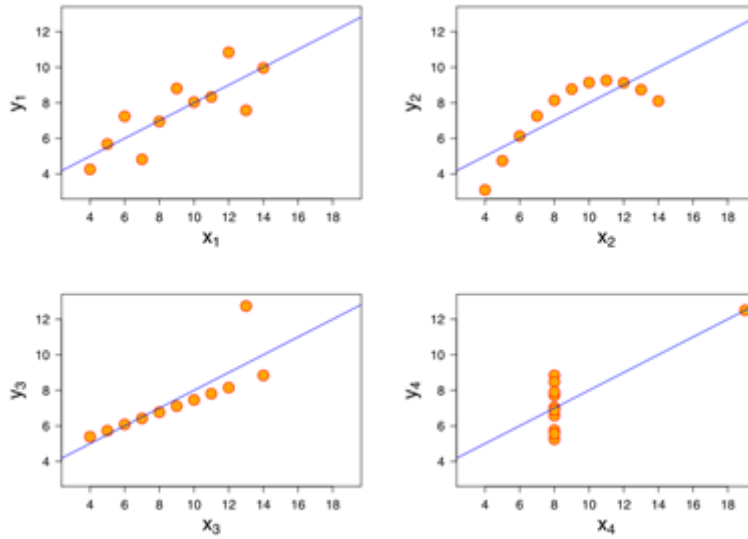
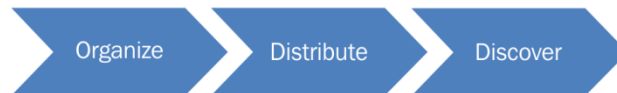


Chapter 1: Data Visualization Strategy

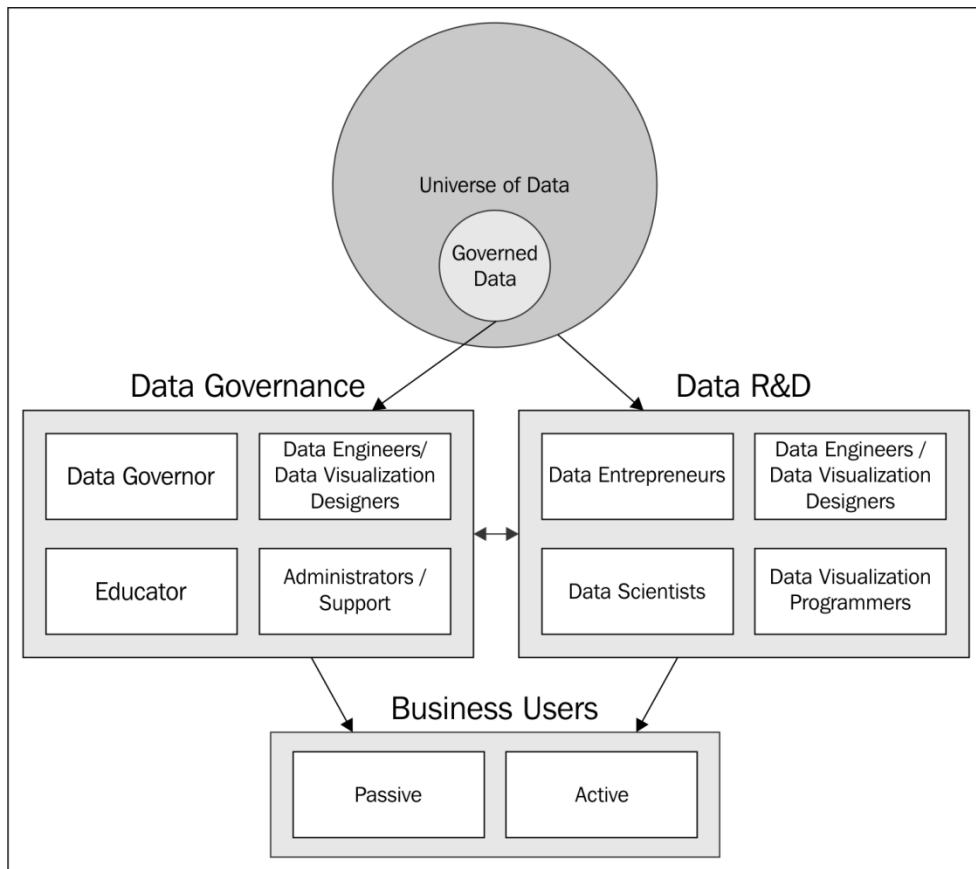


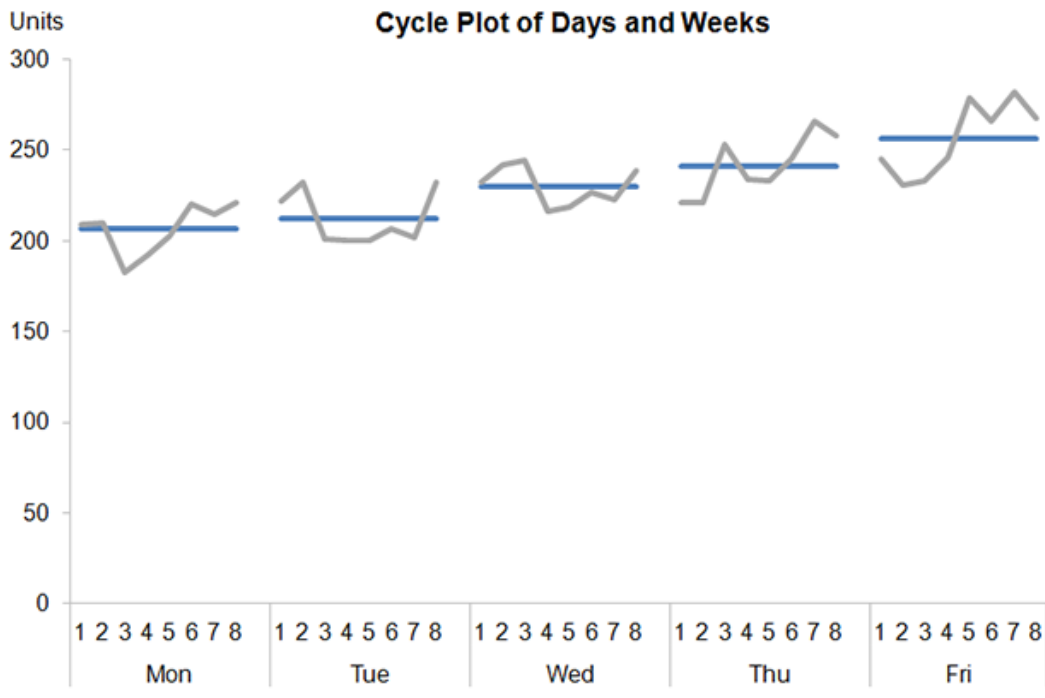
Traditional BI

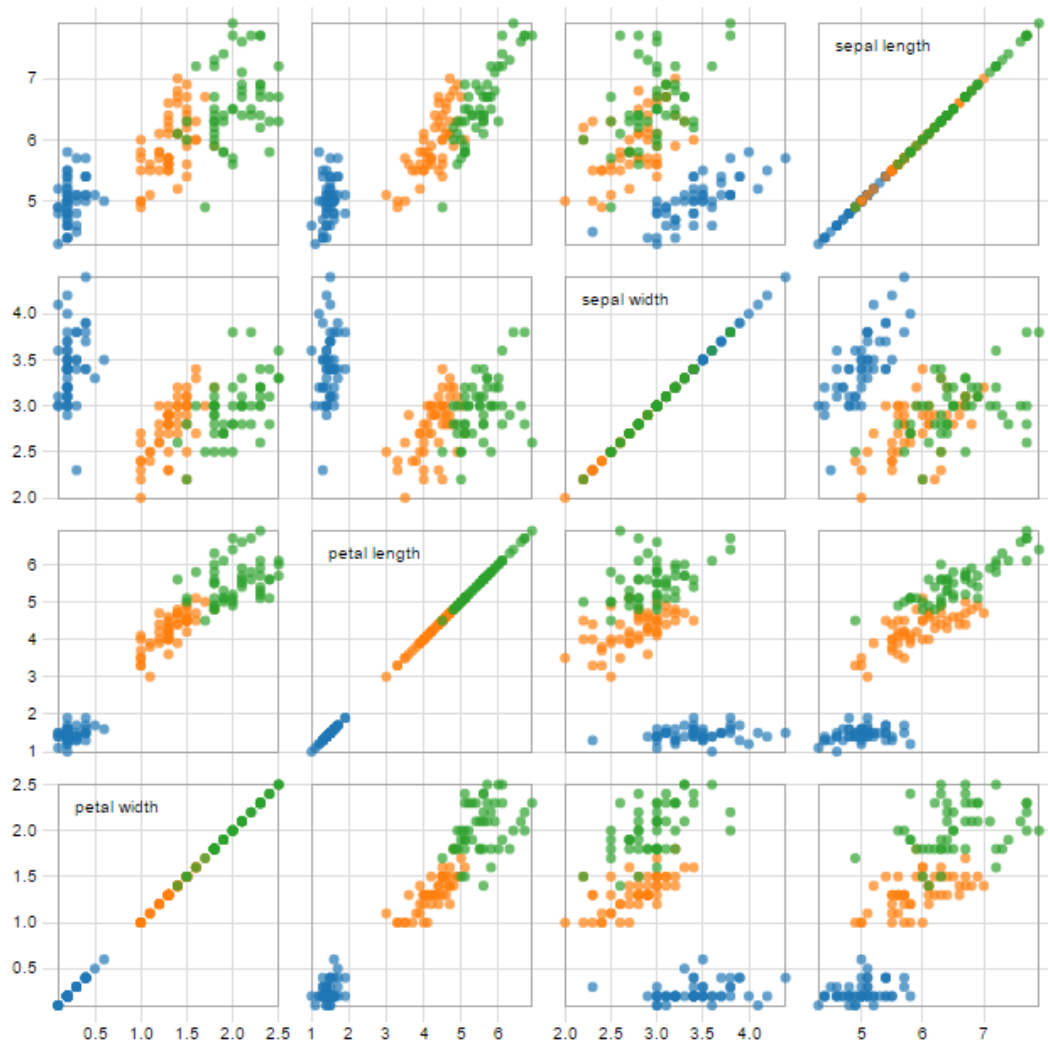


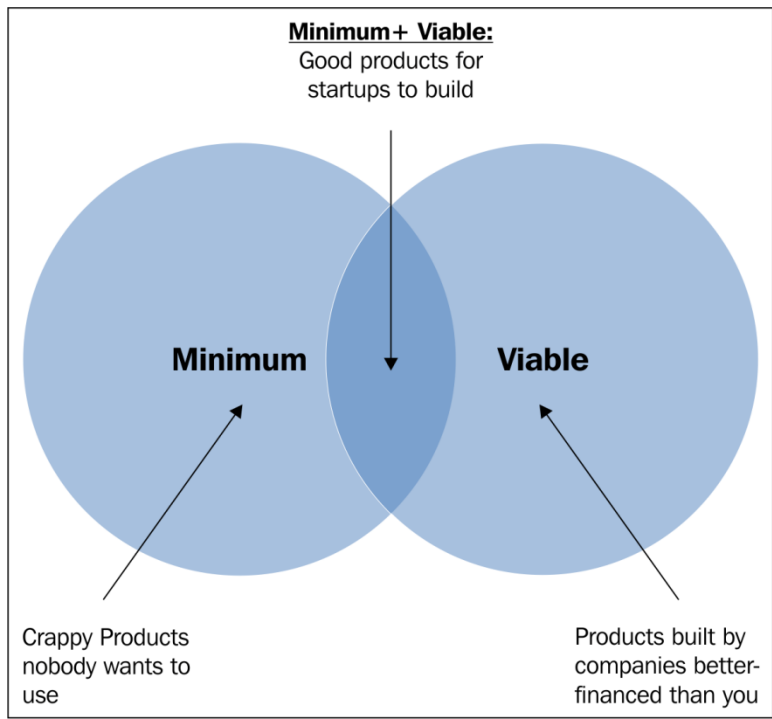
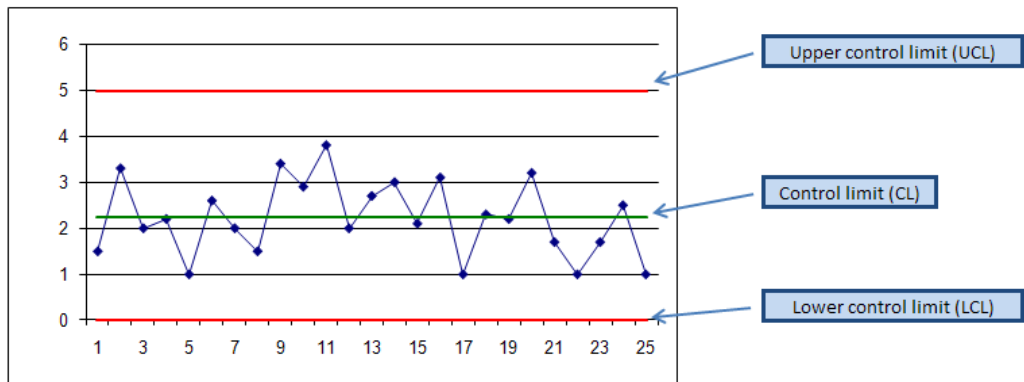
Data Discovery

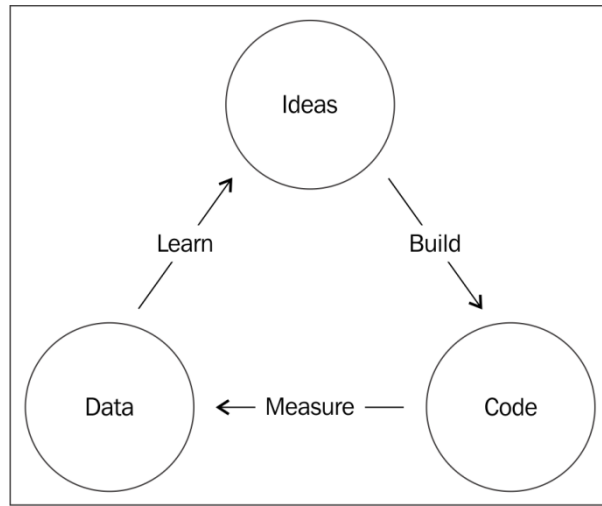




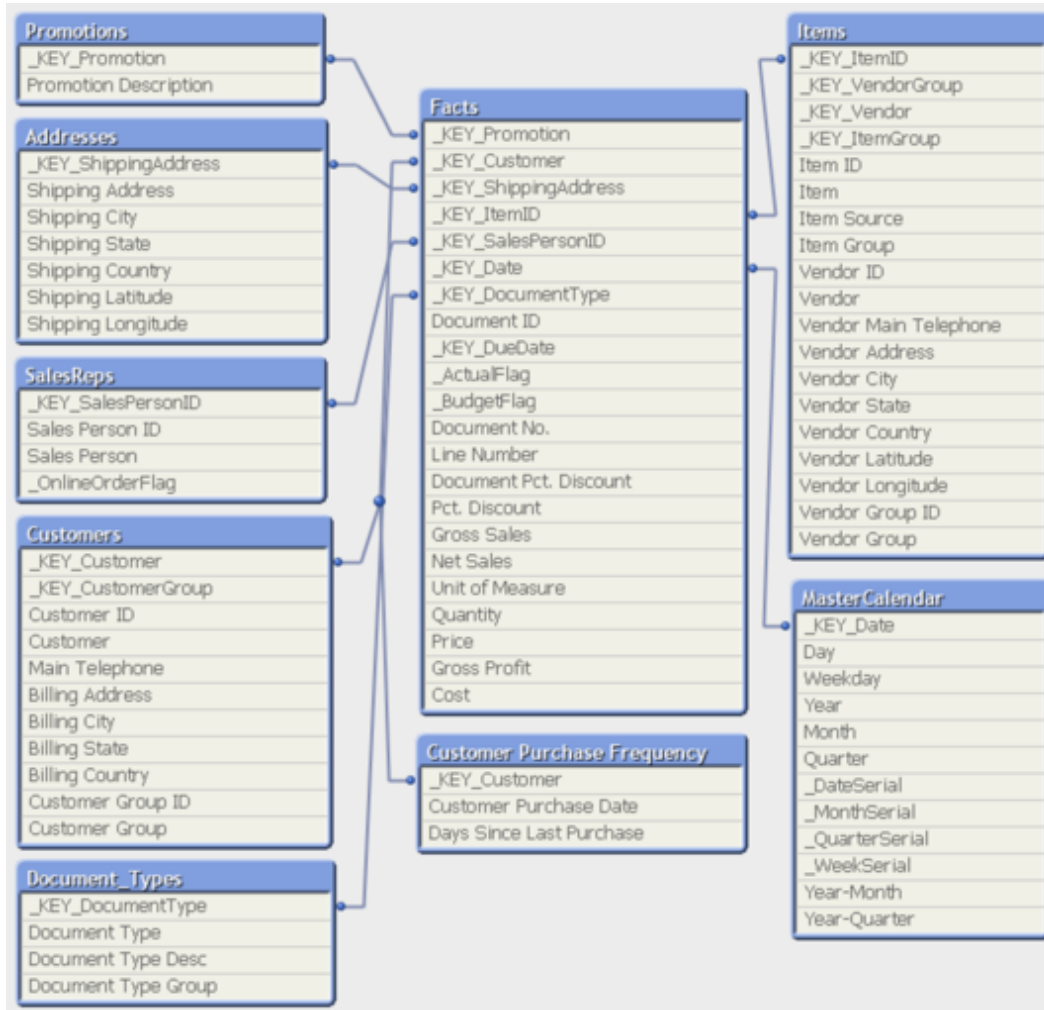




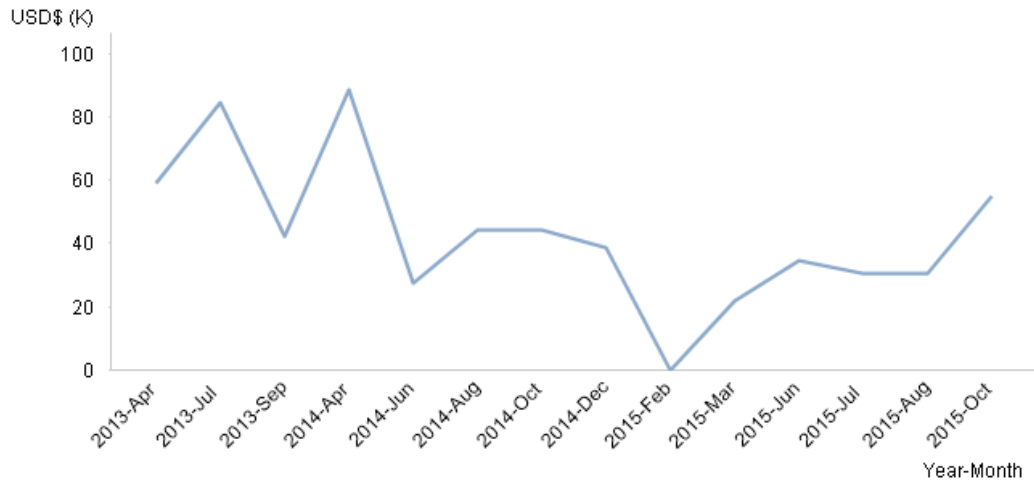




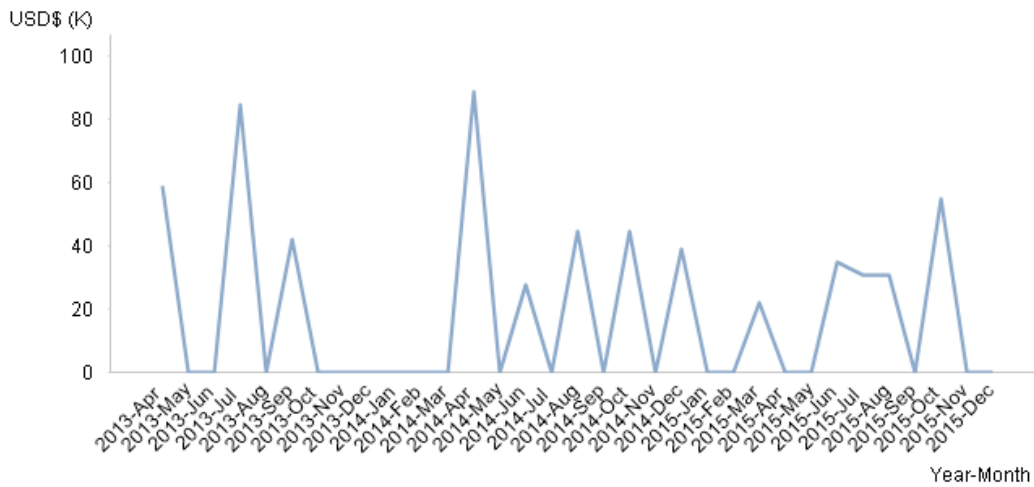
Chapter 2: Sales Perspective



Net Sales Trend

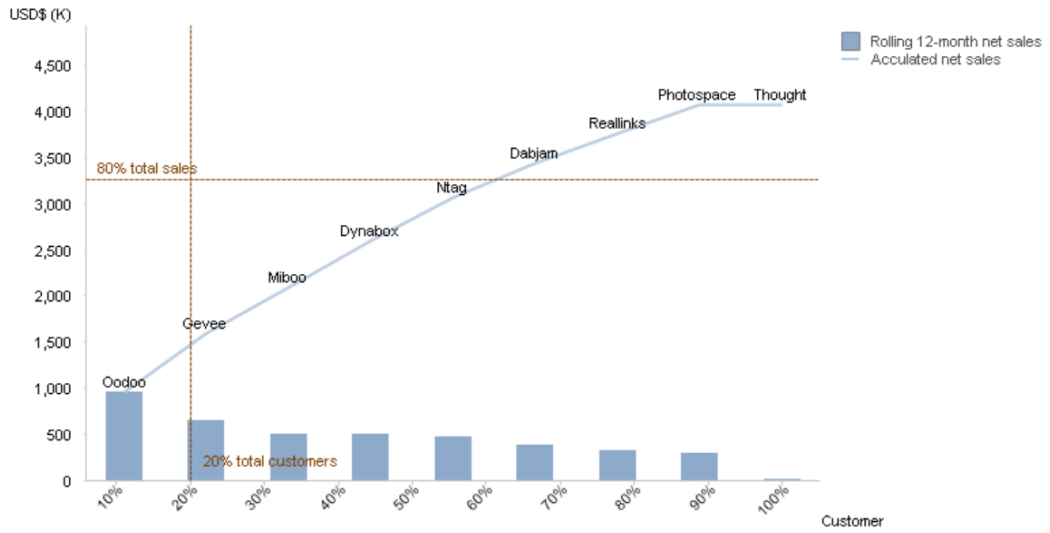


Net Sales Trend



KEY_Date	Day	Weekday	Year	Month	Quarter	_DateSerial_	_MonthSerial_	_QuarterSerial_	_WeekSerial_	Year-Month	Year-Quarter
41365	1	Mon	2013	Apr	Q2	41365	1	1	1	2013-Apr	2013-Q2
41382	18	Thu	2013	Apr	Q2	41382	1	1	3	2013-Apr	2013-Q2
41395	1	Wed	2013	May	Q2	41395	2	1	5	2013-May	2013-Q2
41426	1	Sat	2013	Jun	Q2	41426	3	1	9	2013-Jun	2013-Q2
41456	1	Mon	2013	Jul	Q3	41456	4	2	14	2013-Jul	2013-Q3
41463	8	Mon	2013	Jul	Q3	41463	4	2	15	2013-Jul	2013-Q3
41487	1	Thu	2013	Aug	Q3	41487	5	2	18	2013-Aug	2013-Q3

Pareto Analysis Based on Twelve-Month Rolling Net Sales



vPctSalesA = 50%

vPctSalesB = 80%

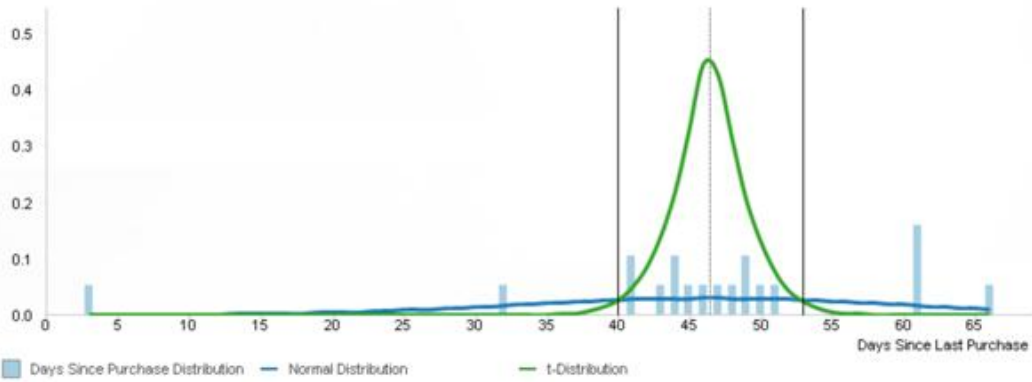
vPctSalesC = 95%

Calculate Stratification

Customer	Rolling 12-month net sales	Clasif.
	4,070,549	
Oodoo	954,122	A
Gevee	642,405	A
Miboo	500,666	A
Dynabox	495,883	B
Ntag	470,080	B
Dabjam	382,969	B
Reallinks	324,256	C
Photospace	300,051	C
Thoughtworks	118	D

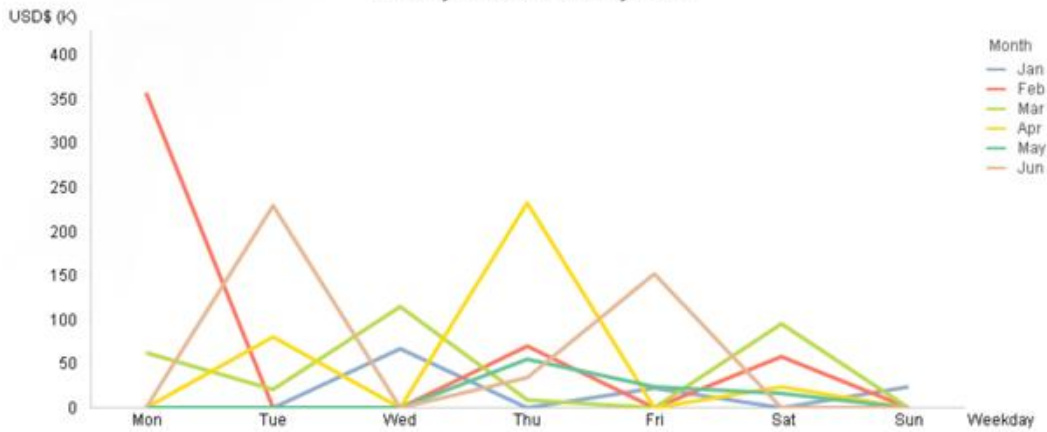
_KEY_Customer	Customer	Purchase Date	Days Since Last Purchase
1		4/18/2013	-
1		6/23/2013	66
1		8/16/2013	54
1		9/23/2013	38
1		11/11/2013	49
1		12/19/2013	38

Customer Purchasing Frequency Distribution

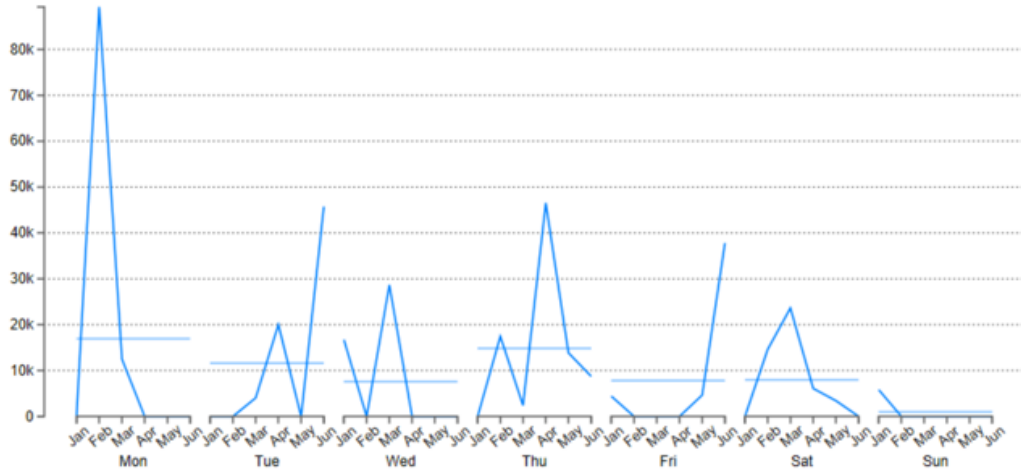


Customer	Rolling 12-month net sales	Clasif.	At-risk
	4,070,549		
Oodoo	954,122	A	
Gevee	642,405	A	
Miboo	500,666	A	
Dynabox	495,883	B	
Ntag	470,080	B	
Dabjam	382,969	B	
Reallinks	324,256	C	
Photospace	300,051	C	
Thoughtworks	118	D	

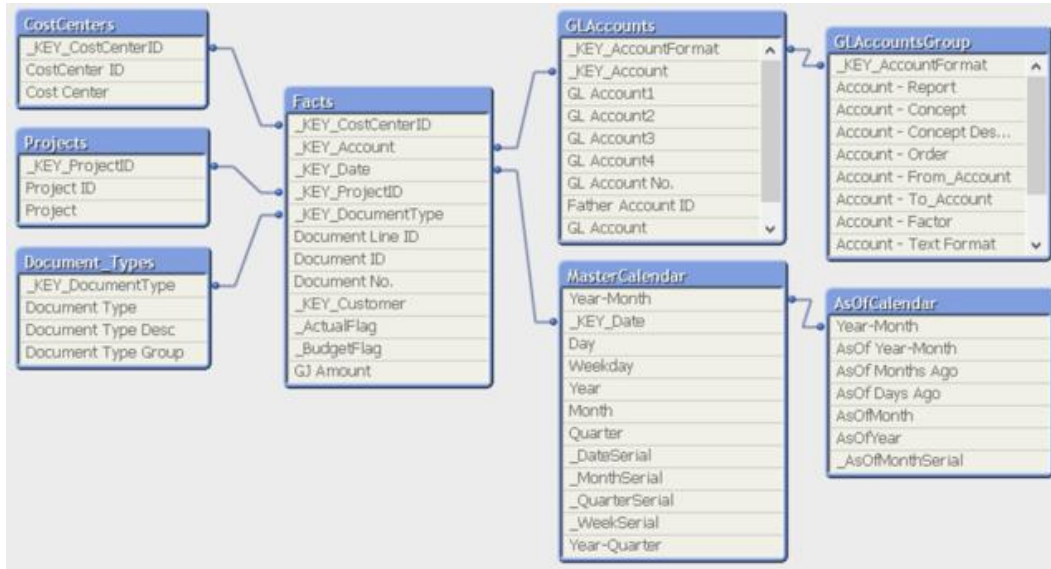
Weekday Net Sales USD\$ by Month



Weekday Net Sales USDS by Month



Chapter 3: Financial Perspective



GL Account Name	GL Account Number	Debit	Credit
Customer	1-10-1000	114.99	
Value Added Tax (VAT)	2-10-1000		15.00
Sales	4-10-1000		99.99
Total		114.99	114.99

GLAccount	GLAccountName	Debit	Credit	Amount
1-10-1000	Customer	114.99	0.00	114.99
2-10-1000	Value Added Tax (VAT)	0.00	15.00	-15.00
4-10-1000	Sales	0.00	99.99	-99.99

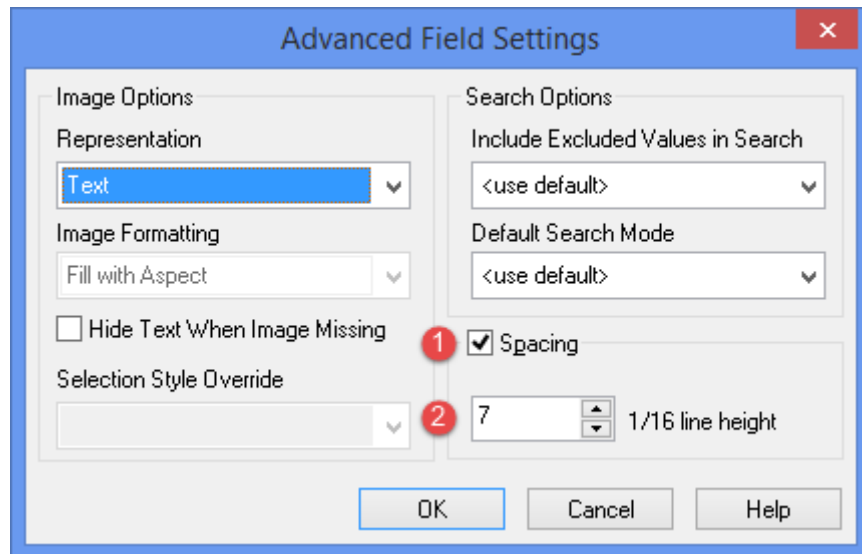
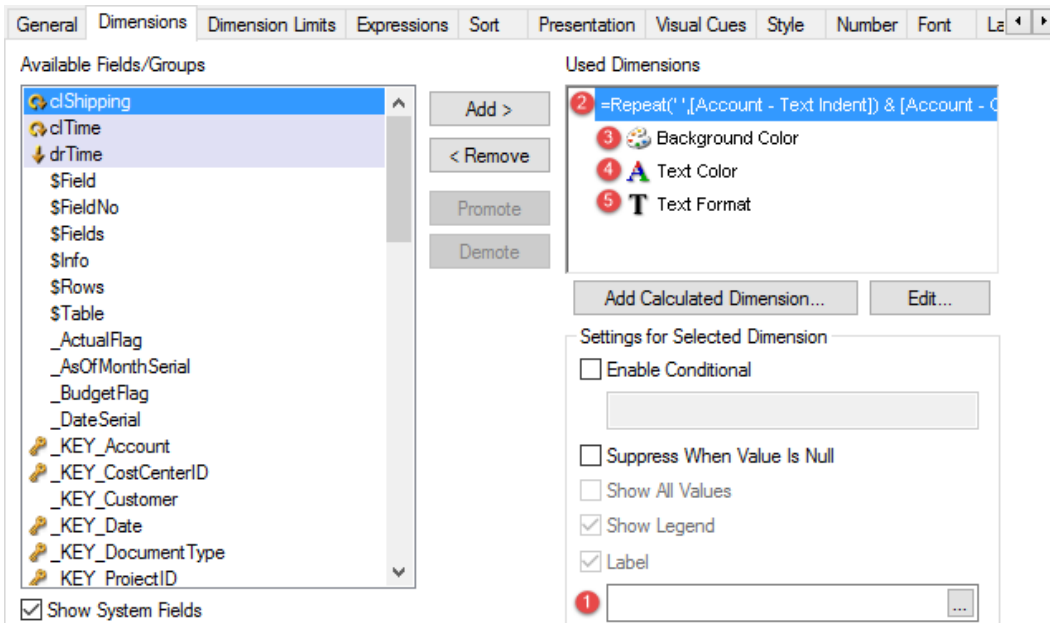
Example chart of accounts

GL Account Group	First digit in GL Account Number	Debit or Credit Balance	Factor
Asset	1	Debit	1
Liability	2	Credit	-1
Equity or Capital	3	Credit	-1
Revenue	4	Credit	-1
Costs of Sales	5	Debit	1
Expenses	6, 7, 8, or 9	Debit	1

Report	Concept	Order	From_Account	To_Account	Factor	Format	Indentation	Color	Background Color
Profit_Loss	Income	100	4000	4999	-1		0	RGB(0,0,0)	RGB(256,256,256)
Profit_Loss	Costs	200	5000	5999	1	<i>	5	RGB(128,128,128)	RGB(256,256,256)
Profit_Loss	Gross Profit	300	4000	5999	-1		0	RGB(0,0,0)	RGB(256,256,256)
Profit_Loss	Expenses	400	6000	6999	1	<i>	5	RGB(128,128,128)	RGB(256,256,256)
Profit_Loss	EBIT	500	4000	6999	-1		0	RGB(0,0,0)	RGB(256,256,256)
Profit_Loss	Financial Costs	600	7000	7999	1	<i>	5	RGB(128,128,128)	RGB(256,256,256)
Profit_Loss	Other Income y Expenses	700	8000	8999	1	<i>	5	RGB(128,128,128)	RGB(256,256,256)
Profit_Loss	Net Profit	800	4000	8999	-1		0	RGB(0,0,0)	RGB(256,256,256)
Balance_Sheet	Assets	100	1000	1999	1	<i>	5	RGB(128,128,128)	RGB(256,256,256)
Balance_Sheet	Total Assets	199	1000	1999	1		0	RGB(0,0,0)	RGB(256,256,256)
Balance_Sheet	Liabilities	200	2000	2999	-1	<i>	5	RGB(128,128,128)	RGB(256,256,256)
Balance_Sheet	Capital	300	3000	3999	-1	<i>	5	RGB(128,128,128)	RGB(256,256,256)
Balance_Sheet	Net Profit	400	4000	9999	-1	<i>	5	RGB(128,128,128)	RGB(256,256,256)
Balance_Sheet	Total Capital and Liabilities	500	2000	9999	-1		0	RGB(0,0,0)	RGB(256,256,256)

AsOf Year-Month	Year-Month
2013-Jun	2013-Apr
2013-Apr	2013-May
2013-May	2013-Jun
2013-Jul	2013-Jul
2013-Aug	2013-Aug
2013-Sep	2013-Sep
2013-Oct	2013-Oct
2013-Nov	2013-Nov

	Jan 2015 Monthly	%	YTD	%
Sales Revenue	1,481,031	100%	1,481,031	100%
Other Revenue	-	-	-	-
Total Revenue	1,481,031	100%	1,481,031	100%
COGS - Cost of Goods Sold	1,159,277	78%	1,159,277	78%
Cost Variances	-	-	-	-
Gross Profit	321,753	22%	321,753	22%
Travel Expenses	-	-	-	-
Payroll Expenses	-	-	-	-
Bad Debt Expenses	-	-	-	-
Admin Expenses	-	-	-	-
Depreciation and Amorti...	-	-	-	-
Office Expenses	-	-	-	-
Legal Expenses	-	-	-	-
Other Expenses	-	-	-	-
Operating Profit	321,753	22%	321,753	22%
Financial Costs	0	0%	0	0%
Other Income y Expenses	-	-	-	-
Net Profit	321,753	22%	321,753	22%



General Dimensions Dimension Limits Expressions Sort Presentation Visual Cues Style Number Font La

Expressions

Enable Conditional

Label
 =monthname(max([AsOf Year-Month])) & chr(10) & 'YTD'

Definition
 [Month]=, [Year]=, _MonthSerial={\$(=max(_Asc...)} & chr(10) & 'YTD'

Comment

Relative

Display Options
 Representation: Text

Total Mode
 No Totals
 Expression Total
 Sum of Rows

Accumulation
 No Accumulation
 Full Accumulation
 Accumulate 10 Steps Back

Trendlines

Add Promote Group
 Delete Demote Ungroup

General Dimensions Dimension Limits Expressions Sort Presentation Visual Cues Style Number Font La

Sort

Columns

Priority

1

%
 ="
 =monthname(max([AsOf Year-Month])) & chr(10) & 'Monthly'
 %
 =chr(10) & 'YTD'

Sort by

2 Expression Ascending

3 =only({1<[Account - Report]='Income_Sta...}

Frequency
 Numeric Value
 Text A -> Z
 Load Order

Override Group Sort Order

4 Allow Interactive Sort

Promote Demote

General Dimensions Dimension Limits Expressions Sort Presentation Visual Cues Style Number Font La

Columns

1 =
 =monthname(max([AsOf Year-Month])) & chr(10) & 'Monthly'
 %
 chr(10) & 'Monthly'

Column Label: monthname(max([AsOf Year-Month])) & chr(10) & 'Monthly'

Show Column
 Hide Column
 Conditional

Max Number (1 - 100) 10

Allow Drag and Drop Horizontal
 Suppress Zero-Values 6 Sort Indicator
 Vertical Columns Labels Selection Indicators

Alignment

	Left	Center	Right
Label	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/> 2
Data (Numeric)	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
Data (Text)	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/> 3
	Top	Center	Bottom
Label (Vertical)	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/> 4
Data (Vertical)	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>

Dropdown Select Searchable

Totals

Totals on First Row
 Totals on Last Row
 Use Label <use default>

Multiline Settings

5 Wrap Header Text
 Header Height 2 Lines

Always Show Design Menu Items

May 2014

Ind	Monthly	6.72
Co		6.49
Uti		.23
Ca		9.7
EB		.53
Co		.22
Ex		0.81
Uti		8.12

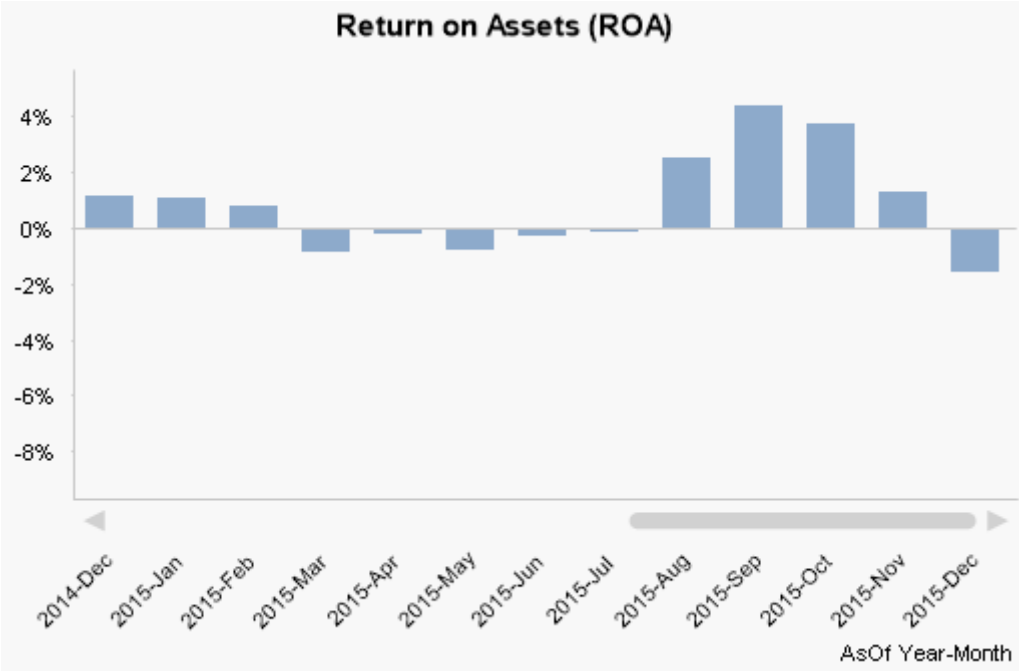
Properties...
 Detach
 Clone
 Fit Columns to Data
 Equal Column Width
 Sort
 Custom Format Cell
 Order
 Clear All Selections
 Print

	Year 2013												Year 2014														
	Month	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov
Sales Revenue																											
Other Revenue																											
Total Revenue																											
COGS - Cost of Goods Sold																											
Cost Variances																											
Gross Profit																											
Travel Expenses																											
Payroll Expenses																											
Bad Debt Expenses																											
Admin Expenses																											
Depreciation and Amortiz...																											
Office Expenses																											
Legal Expenses																											
Other Expenses																											
Operating Profit																											
Financial Costs																											
Other Income y Expenses																											
Net Profit																											

Balance Sheet

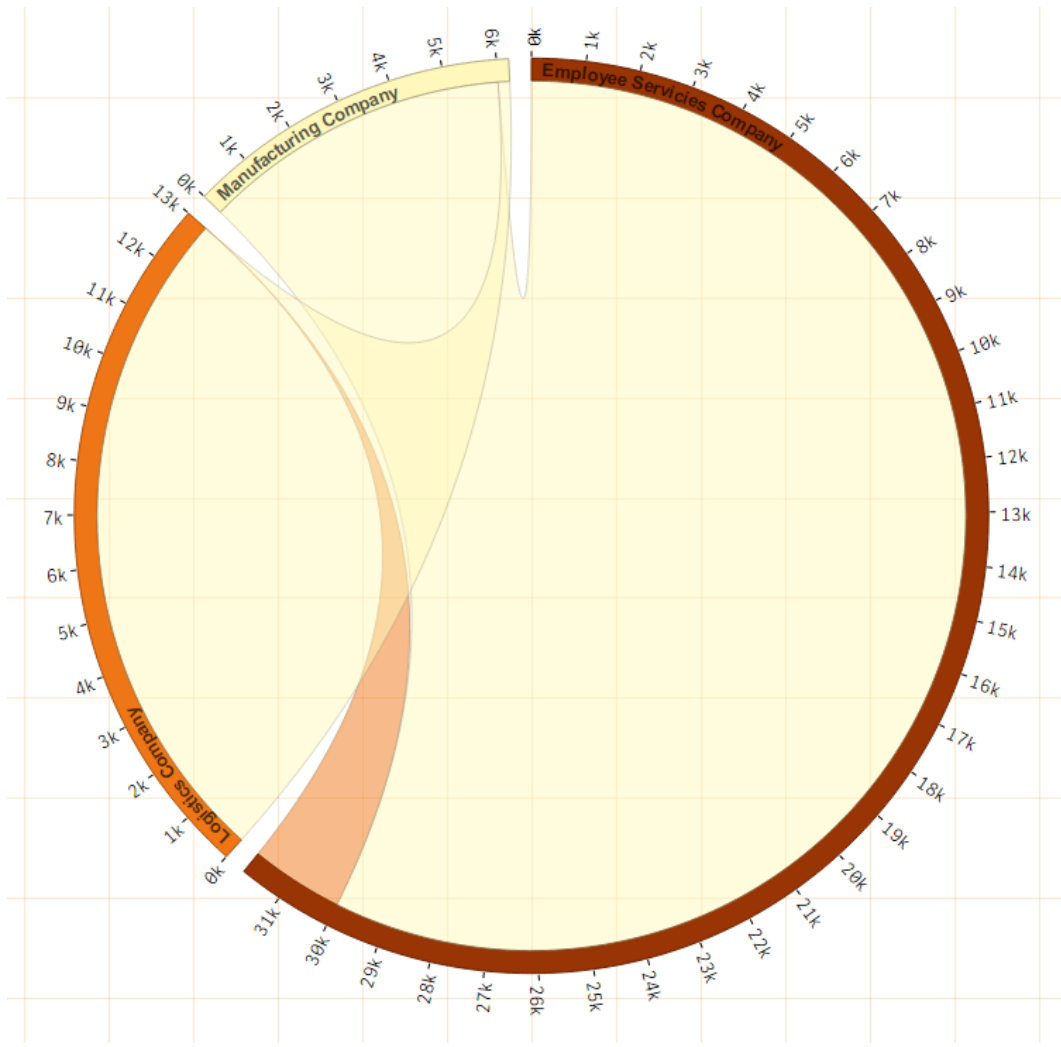
XL

	Current Month	%	Last Month	%	Var	%Var
Current Assets	442,873,038	100%	407,692,027	100%	35,181,011	9%
Fixed Assets	-	-	-	-	-	-
Long-term Assets	-	-	-	-	-	-
Total Assets	442,873,038	100%	407,692,027	100%	35,181,011	9%
Current Liabilities	423,008,636	96%	397,324,153	97%	25,684,483	6%
Long-term Liabilities	-	-	-	-	-	-
Total Liabilities	423,008,636	96%	397,324,153	97%	25,684,483	6%
Stock	-	-	-	-	-	-
Past Retained Earning	-	-	-	-	-	-
Current Retained Earning	19,864,402	4%	10,367,873	3%	9,496,529	92%
Total Capital	19,864,402	4%	10,367,873	3%	9,496,529	92%
Total Capital and Liabilities	442,873,038	100%	407,692,027	100%	35,181,011	9%



Cash Flow Statement		
	Movement	%
Net Income	903,622	33%
Depreciation and Amortization	0	0%
Inventory Increase (Decrease)	-36,387,104	-1,349%
Accounts Receivable Increase (Decrease)	-6,297,010	-233%
Accounts Payable Increase (Decrease)	44,477,921	1,649%
Cash Flow from Operations	2,697,428	100%
Capital Expenses	0	0%
Cash Flow from Investing	0	0%
Notes Payable	0	0%
Cash Flow from Financing	0	0%
Total Cash Flow	2,697,428	100%

Report	Concept	From_Account	To_Account	Factor
CashFlow	Net Income	40000000	99999999	-1
CashFlow	Depreciation and Amortization	61500000	61599999	1
CashFlow	Inventory Increase (Decrease)	11300000	11399999	-1
CashFlow	Accounts Receivable Increase (Decrease)	11200000	11299999	-1
CashFlow	Accounts Payable Increase (Decrease)	21100000	21199999	-1
CashFlow	Cash Flow from Operations	40000000	61499999	-1
CashFlow	Cash Flow from Operations	61600000	99999999	-1
CashFlow	Cash Flow from Operations	11300000	11399999	-1
CashFlow	Cash Flow from Operations	11200000	11299999	-1
CashFlow	Cash Flow from Operations	21100000	21199999	-1
CashFlow	Capital Expenses	16100000	16199999	-1
CashFlow	Cash Flow from Investing	16100000	16199999	-1
CashFlow	Notes Payable	21440000	21440000	-1
CashFlow	Cash Flow from Financing	21440000	21440000	-1
CashFlow	Total Cash Flow	40000000	61499999	-1
CashFlow	Total Cash Flow	61600000	99999999	-1
CashFlow	Total Cash Flow	11300000	11399999	-1
CashFlow	Total Cash Flow	11200000	11299999	-1
CashFlow	Total Cash Flow	21100000	21199999	-1
CashFlow	Total Cash Flow	16100000	16199999	-1
CashFlow	Total Cash Flow	21440000	21440000	-1



Properties [CH47]: Weekday Net Sales USD\$... ✕

▼ **Cycle Plot**

Main Dimension: Weekday ⚙️

Secondary Dimension: Month ⚙️

Expression: `sum([<_ActualFlag={1}>] [Ne fX`

Color: ■

▶ Presentation

▶ Caption

▶ Options

Sales Analysis

Customer Group

- Construction
- Direct
- Hi-tec
- Individual
- Large Enterprise
- Manufacturing

Customer

- Avamba
- Dabjam
- Divanoodle
- Dynabox
- Gevee
- Miboo
- Ntag
- Oodoo
- Phintospace

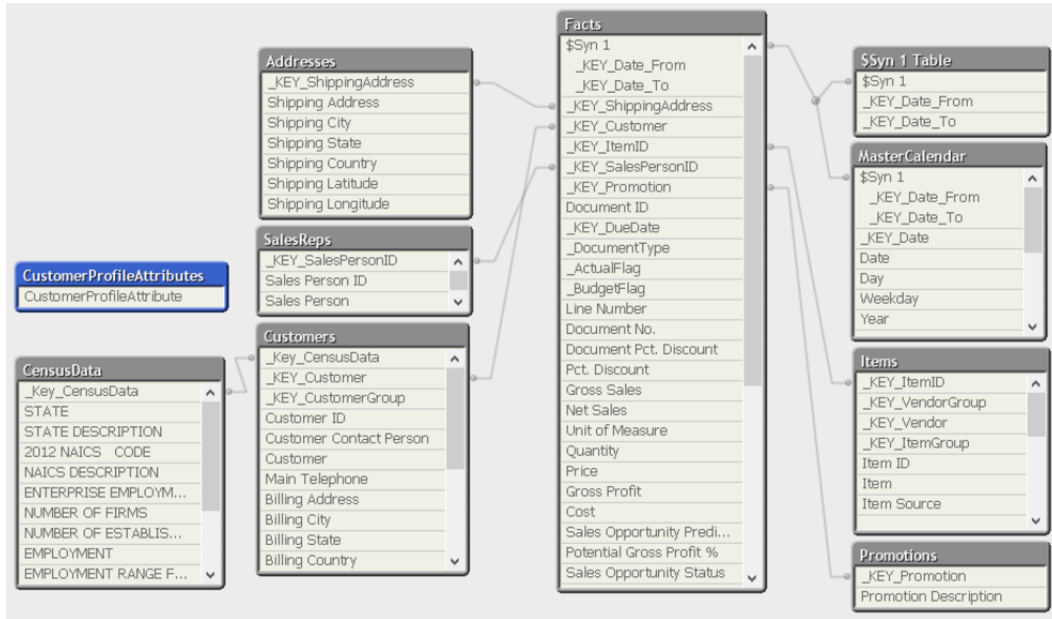
Item Group

- Accessories
- Doohtickey
- Gadgets
- Gizmos
- Missing
- Whatchamacallit

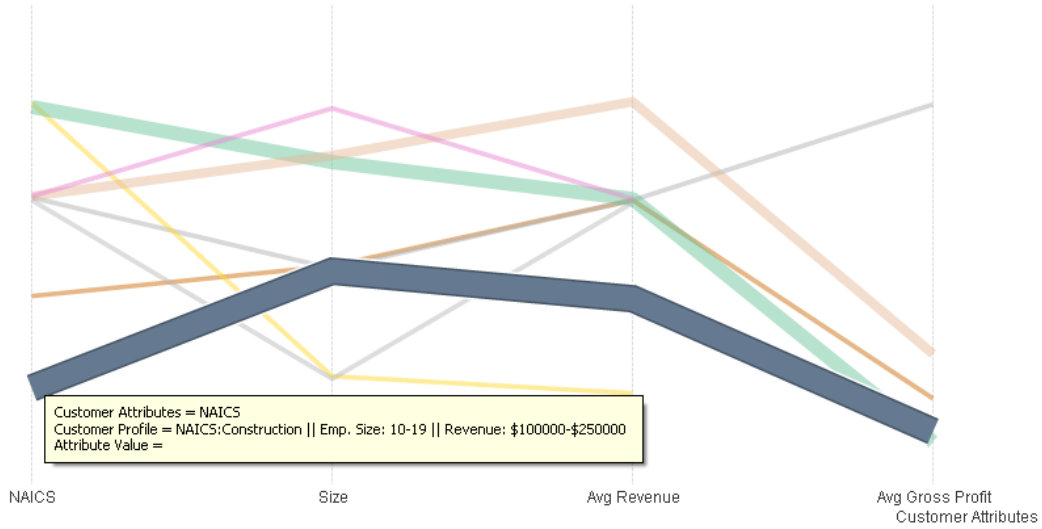
Item

- Bamatrax
- Bamdax 126
- Colphase
- Dongdox
- Double Tonlex
- Duotam
- Fatlam
- Halkaysing
- Ind Trm

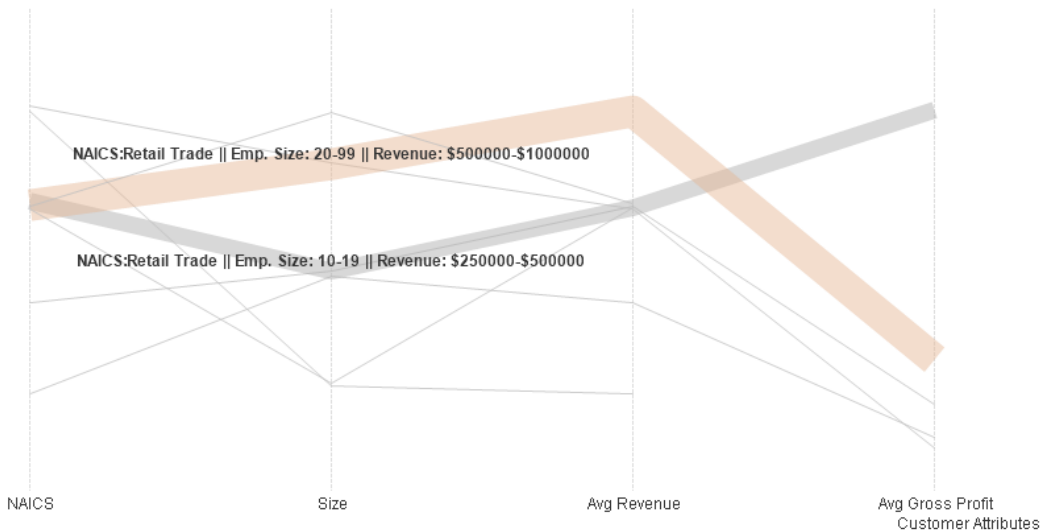
Chapter 4: Marketing Perspective



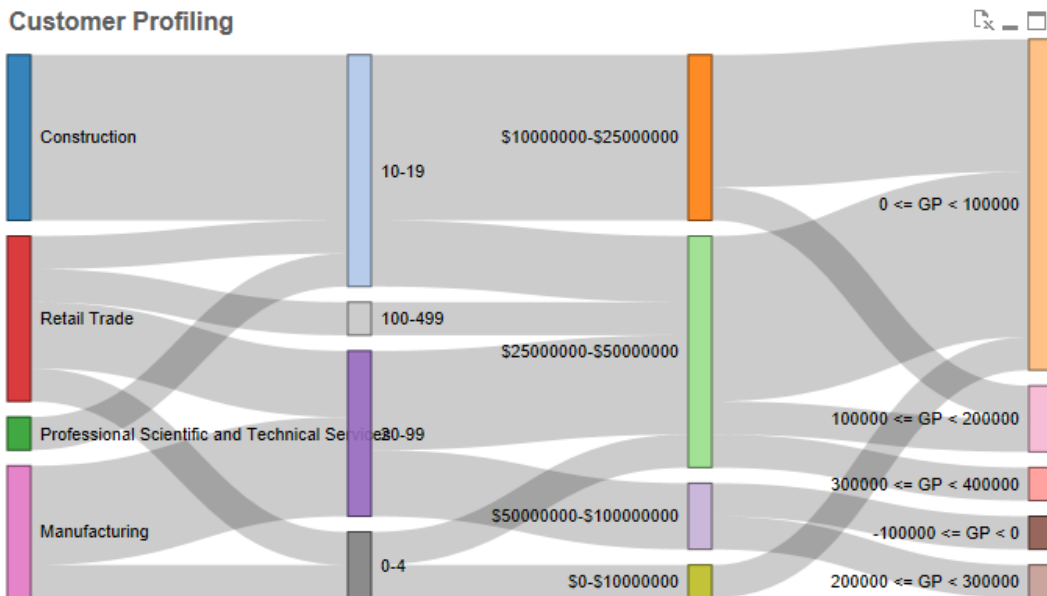
Customer Profiling



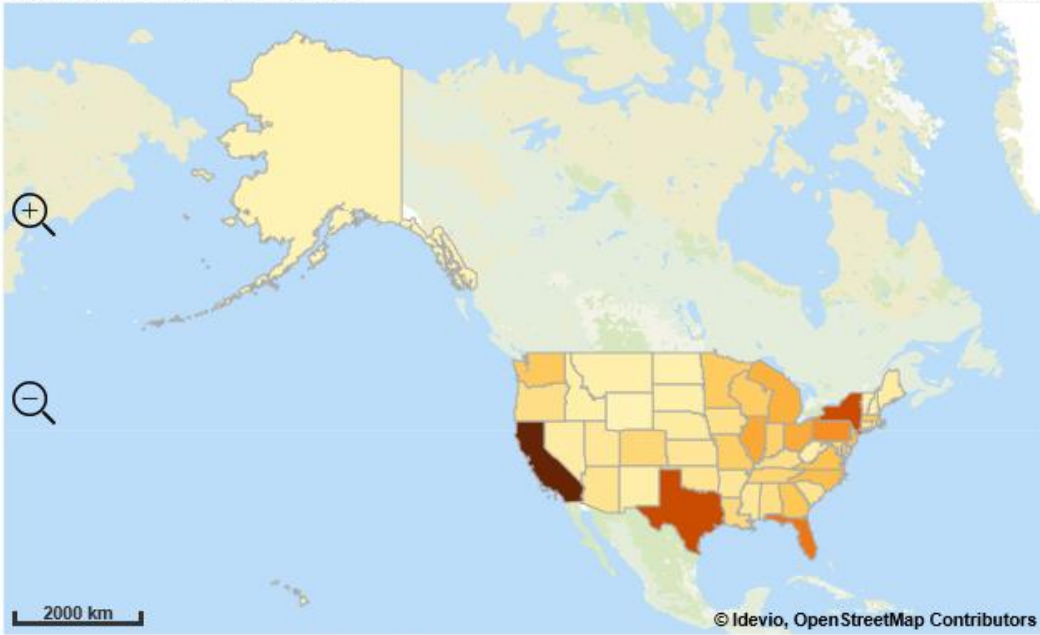
Customer Profiling



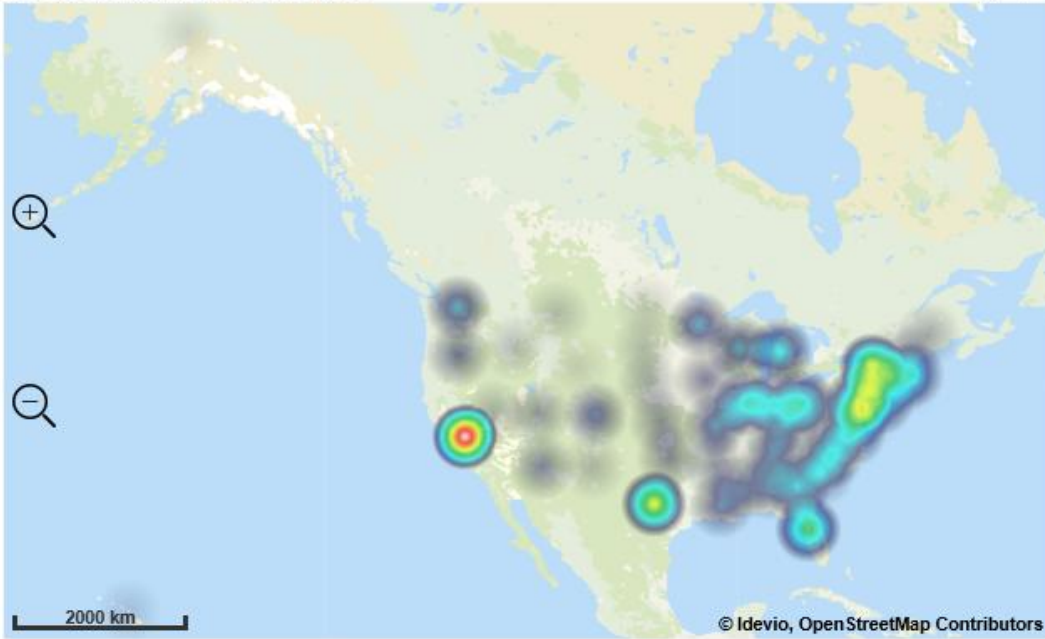
Customer Profiling



Geographic Market Analysis



Geographic Market Analysis



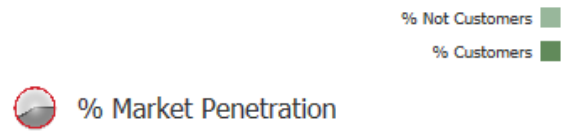
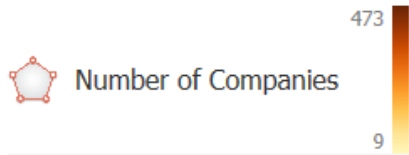
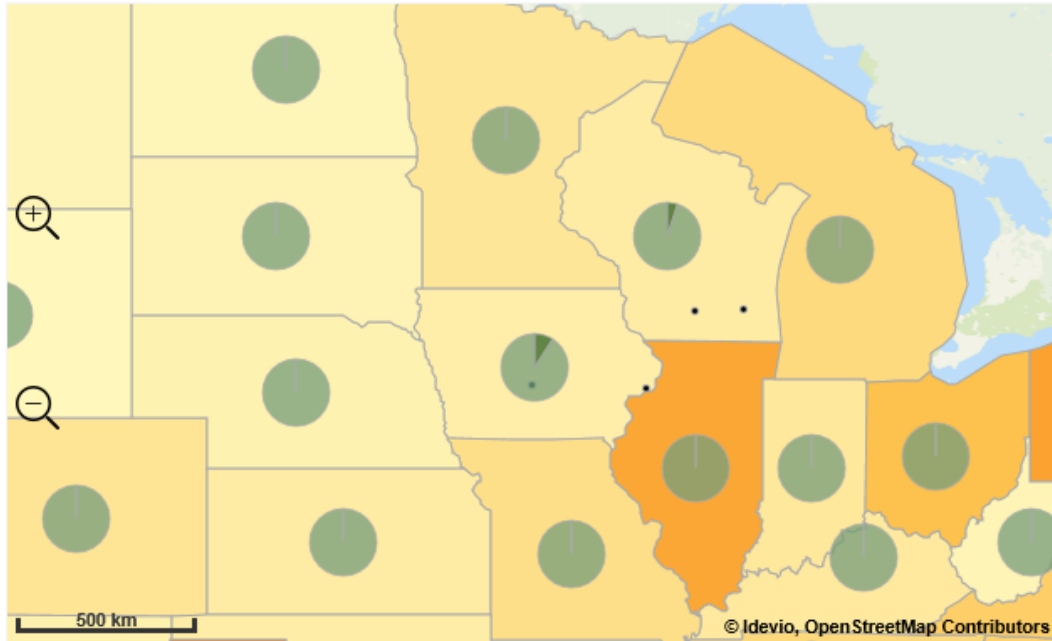
7.12k



Number of Companies

0

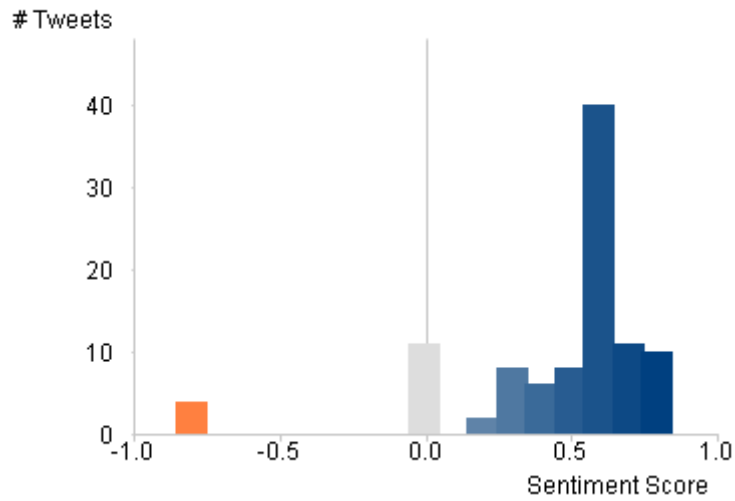
Geographic Market Analysis



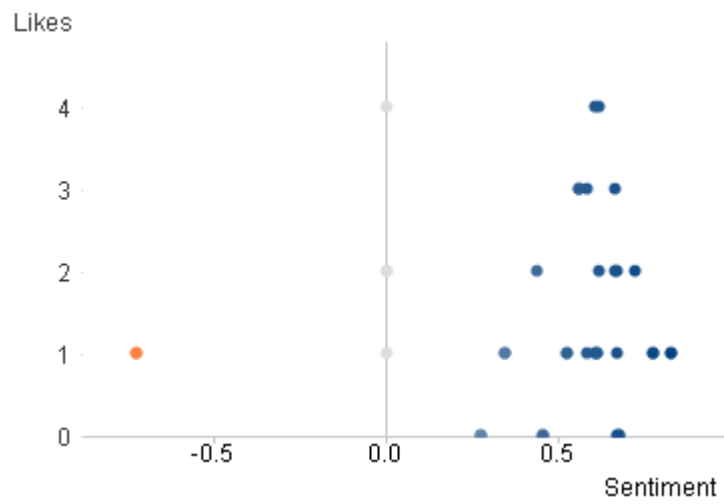
- Customers



Number of Tweets by Sentiment

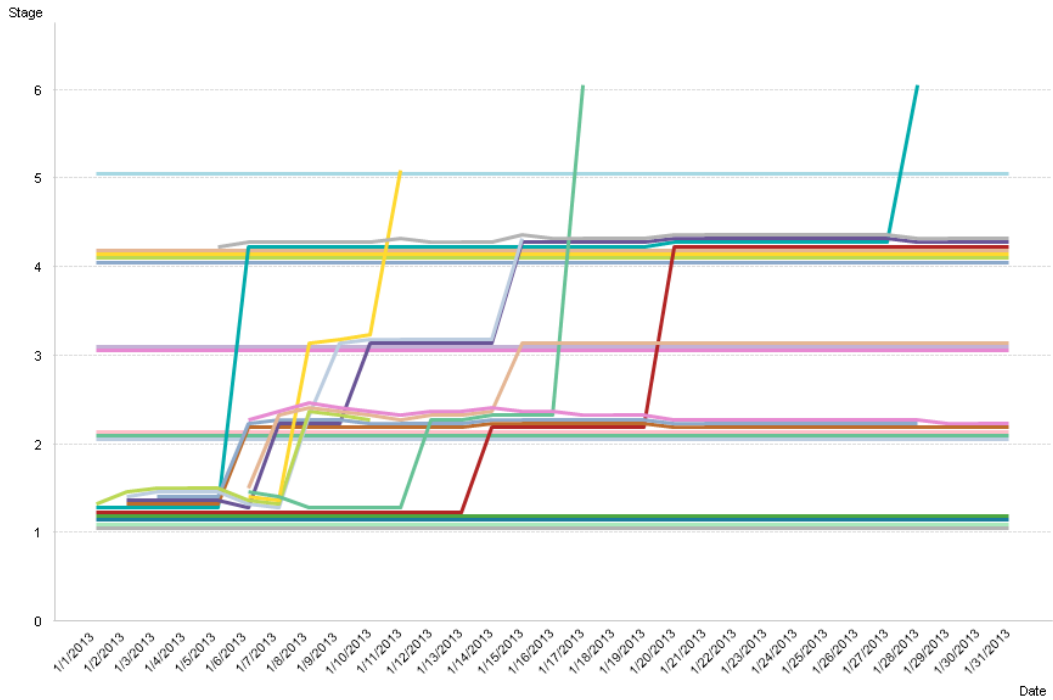


Likes vs. Sentiment (Original Tweets)

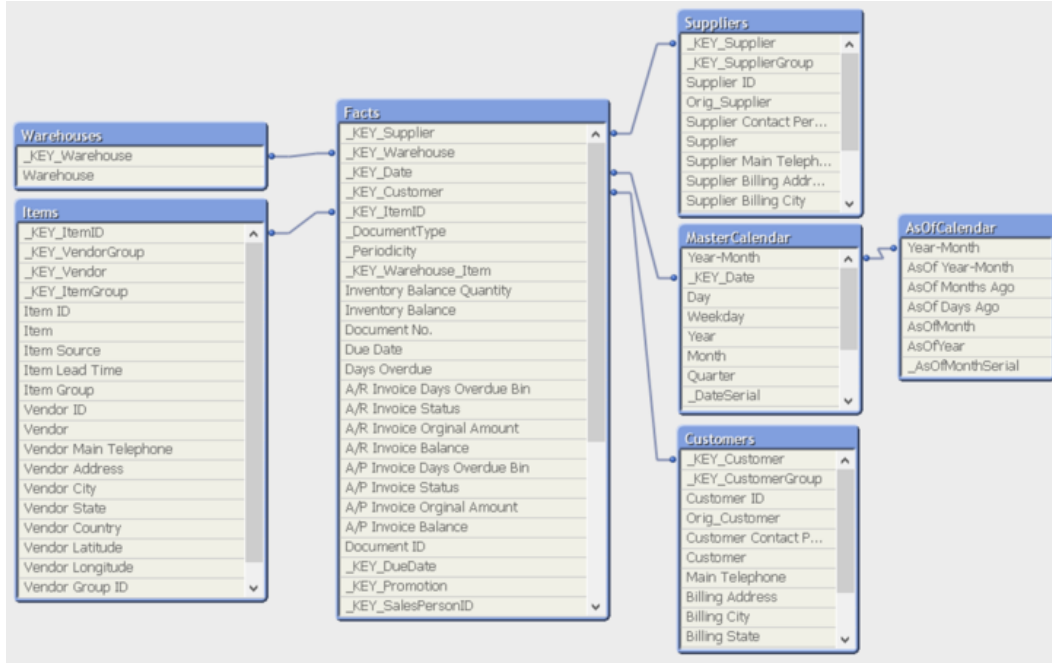




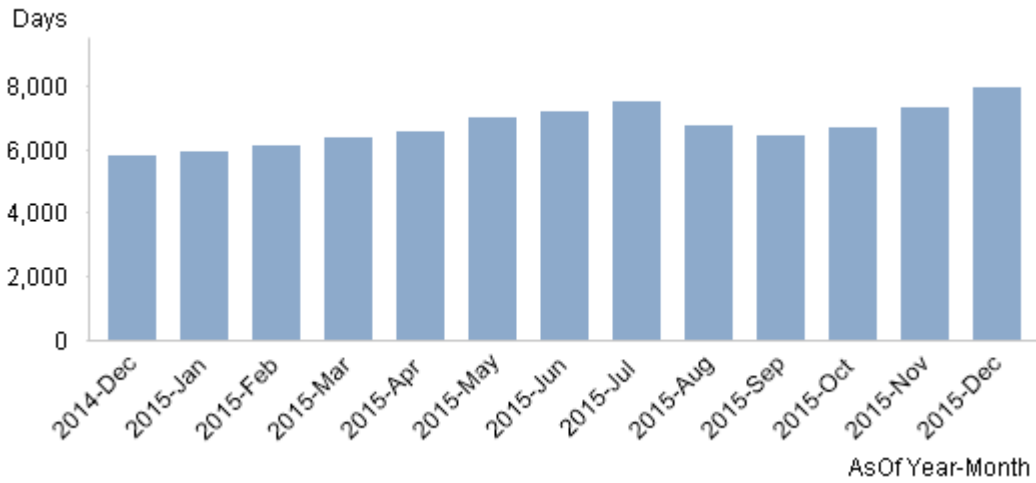
Sales Opportunity Stage Movement



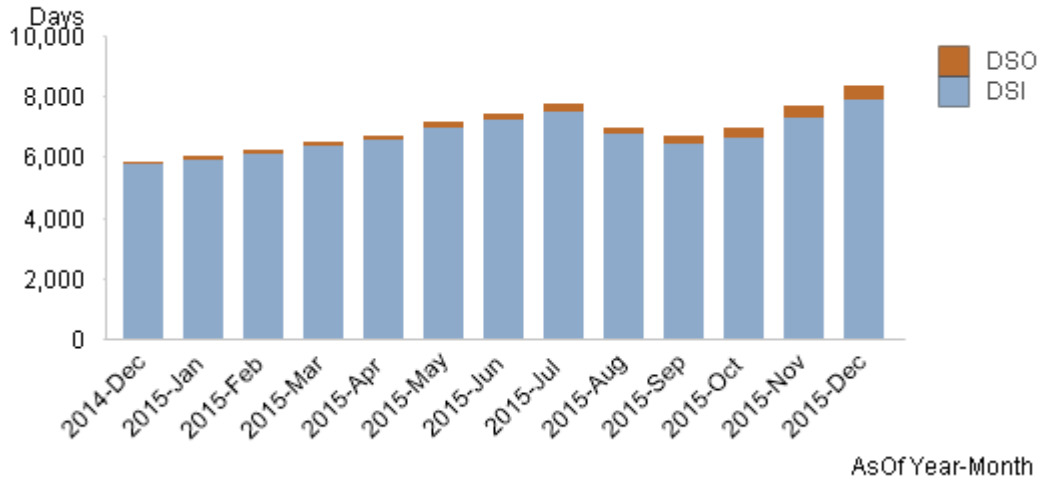
Chapter 5: Working Capital Perspective



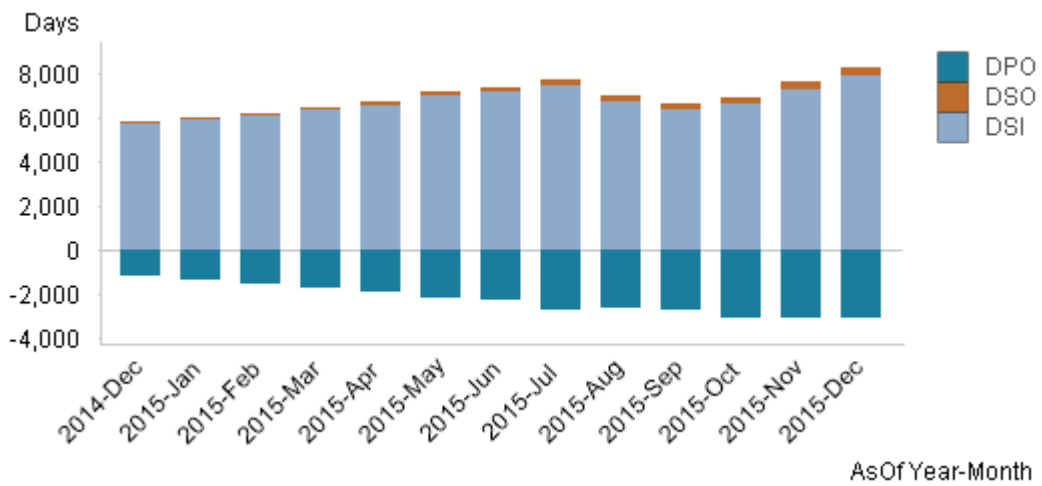
Day Sales of Inventory



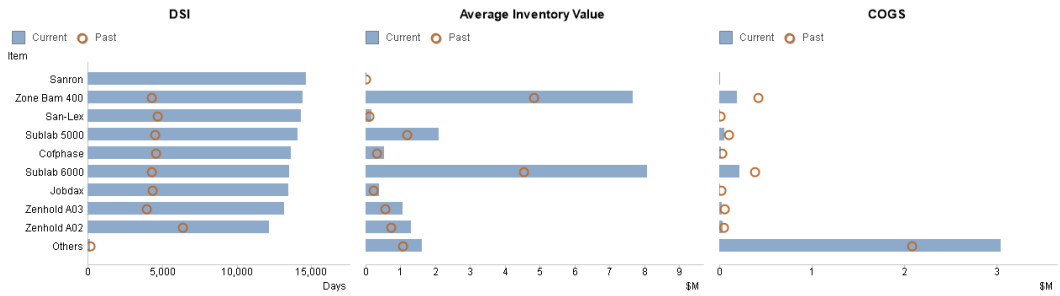
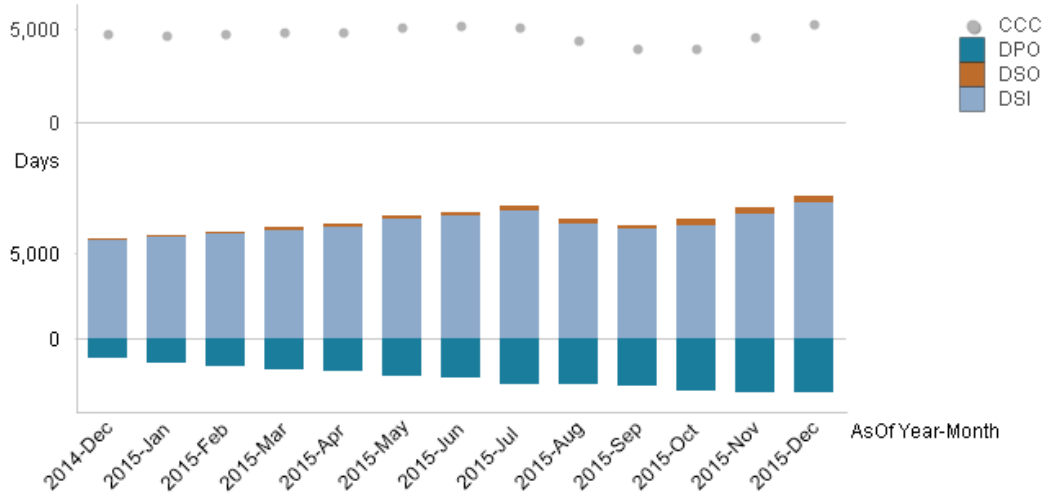
Day Sales of Inventory and Day Sales Outstanding



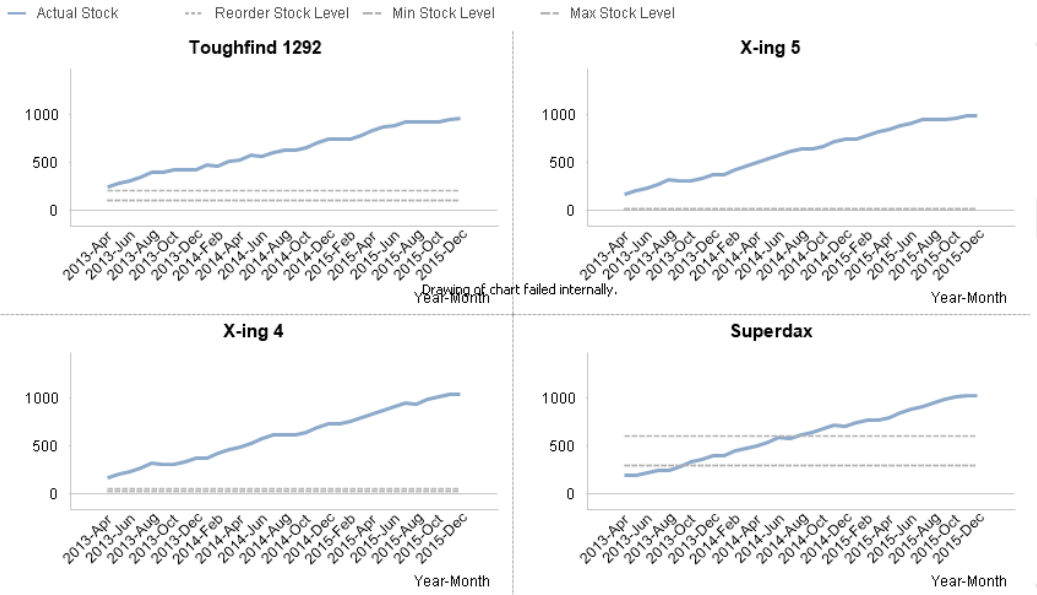
Cash Conversion Cycle



Cash Conversion Cycle



Stock Level Analysis



Customer Aging Report

A/R Invoice ...	Total	Current	0-30	30-60	60-90	90+
Customer	A/R Balance	A/R Balance	A/R Balance	A/R Balance	A/R Balance	A/R Balance
Total	7,592,107	219,172	1,075,299	1,058,234	255,534	4,983,866
Divanoodle	1,265,584	0	312,625	20,062	0	932,897
Fanoodle	1,039,788	62,843	175,538	225,859	41,544	534,004
Jaloo	628,561	8,610	0	68,962	0	550,989
Realcube	962,064	26,481	32,099	87,869	173,867	641,746
Skipfire	313,829	0	106,996	8,961	0	197,872
Yaktri	663,913	0	112,345	53,996	0	497,572
Yozo	1,639,153	15,715	0	592,526	0	1,030,913
Zoomlounge	1,079,214	105,524	335,696	0	40,123	597,872

vPctSalesA = 50%

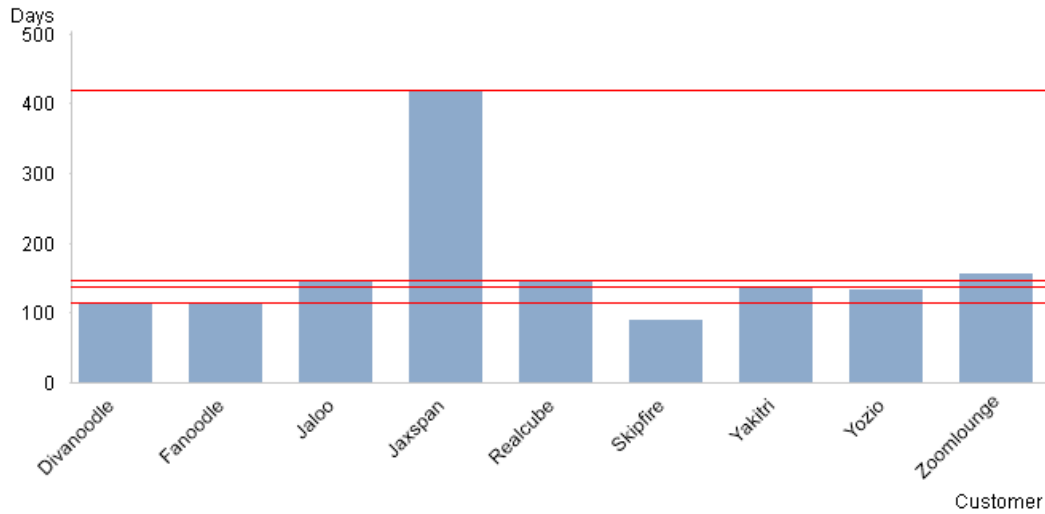
vPctSalesB = 80%

vPctSalesC = 95%

Calculate Stratification

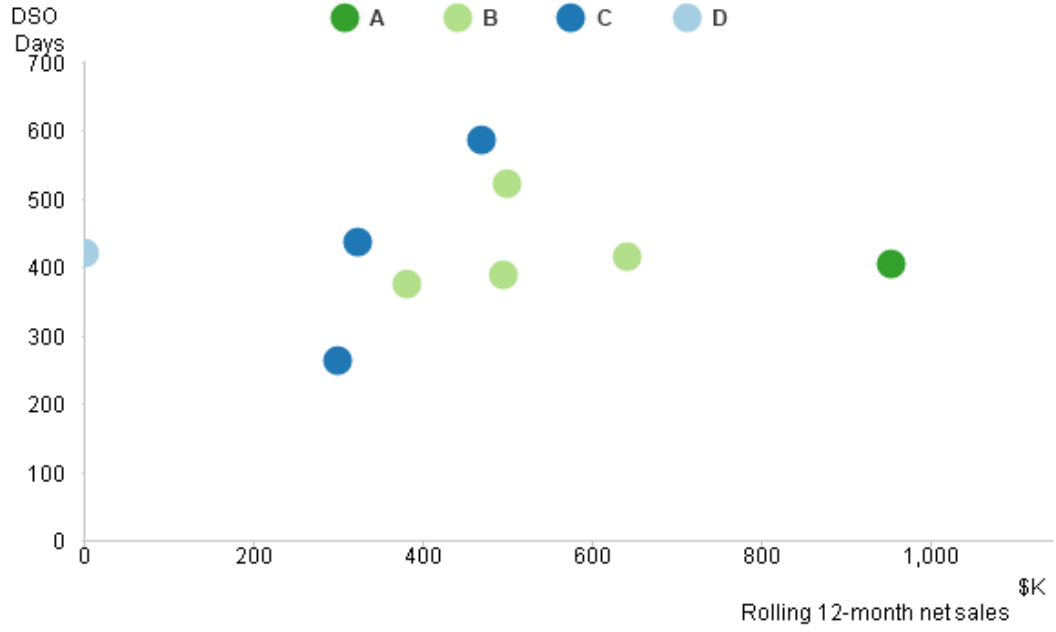
Customer	Rolling 12-month net sales	Clasif.
	4,070,549	
Oodoo	954,122	A
Gevee	642,405	A
Miboo	500,666	A
Dynabox	495,883	B
Ntag	470,080	B
Dabjam	382,969	B
Reallinks	324,256	C
Photospace	300,051	C
Thoughtworks	118	D

DSO by Customer

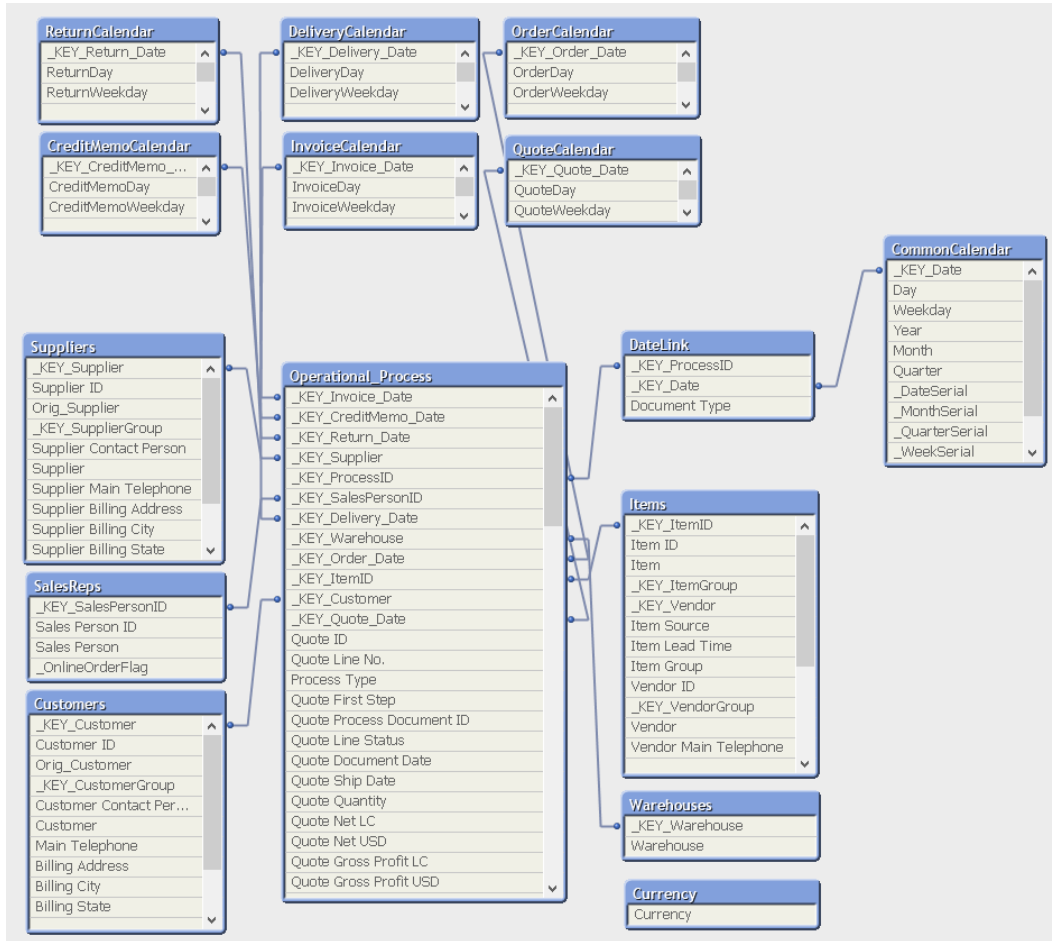


Customer	Rolling 12-month net sales	Sales Class	DSO	DSO Class	Total Weighted	Total Class
	4,070,549					
Yozio	954,122	A	404	B	3.6	A
Yakitri	382,969	B	376	A	3.4	B
Divanoodle	642,405	A	414	C	3.2	B
Fanoodle	495,883	B	388	B	3	B
Realcube	500,666	A	522	D	2.8	B
Skipfire	300,051	D	263	A	2.2	C
Zoomlounge	470,080	B	585	D	2.2	C
Jaloo	324,256	C	436	C	2	C
Jaxspan	118	D	420	C	1.4	D

Customer Stratification (Sales vs. DSO)




Chapter 6: Operations Perspective



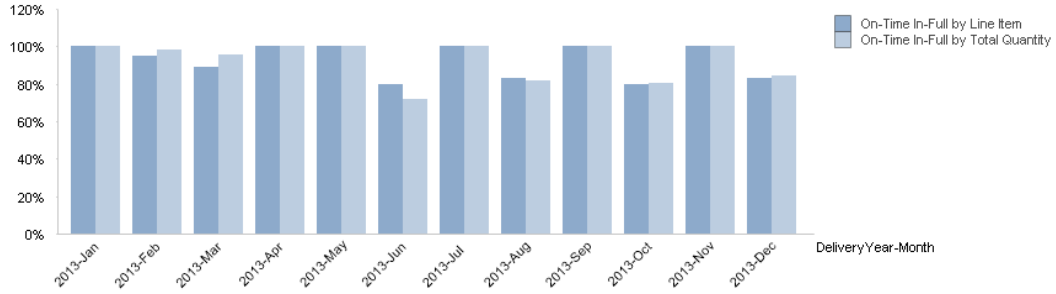
Year: 2012 2013 2014 2015 | Month: Jan Feb Mar Apr May Jun Jul Aug Sep Oct Nov Dec

Cycle Dates XL

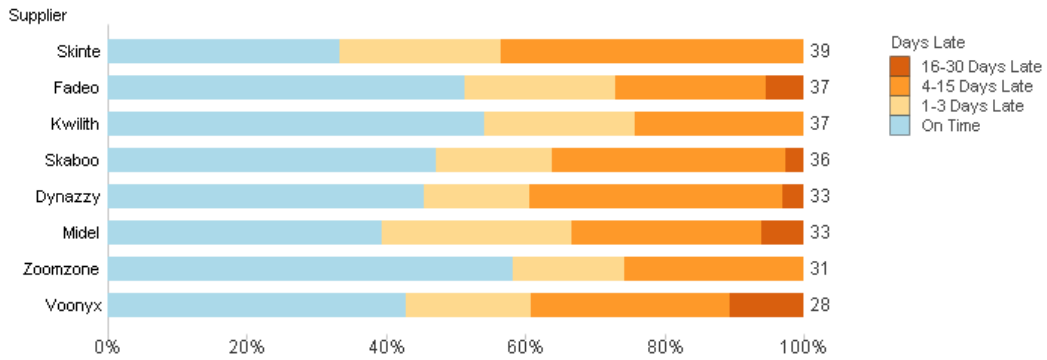
_KEY_ProcessID	Quote Document Date	Order Document Date	Delivery Document Date	Return Document Date	Invoice Document Date	Credit Memo Document Date
1399	5/15/2012	5/15/2012	5/20/2012	-	6/9/2012	-

<u>KEY_ProcessID</u> 	<u>KEY_Date</u>	<u>Document Type</u>
1399	5/15/2012	Order
1399	5/15/2012	Quote
1399	5/20/2012	Delivery
1399	6/9/2012	Invoice

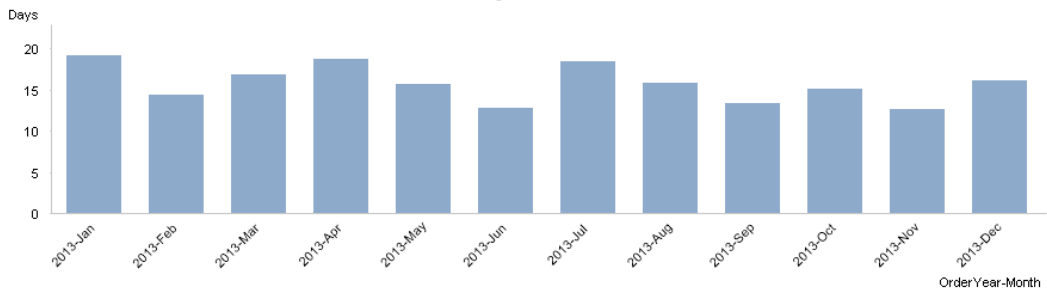
Sales Cycle On-Time In-Full (OTIF) Analysis

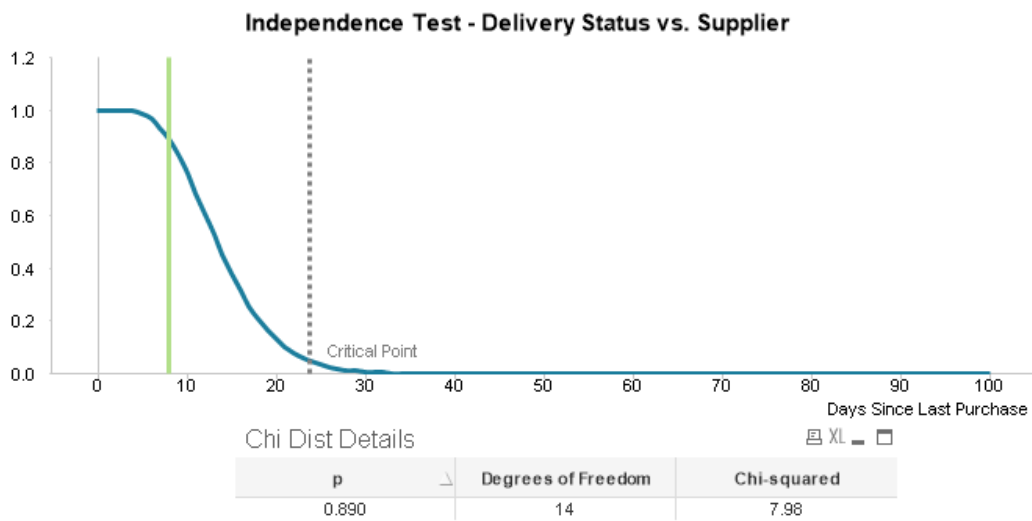
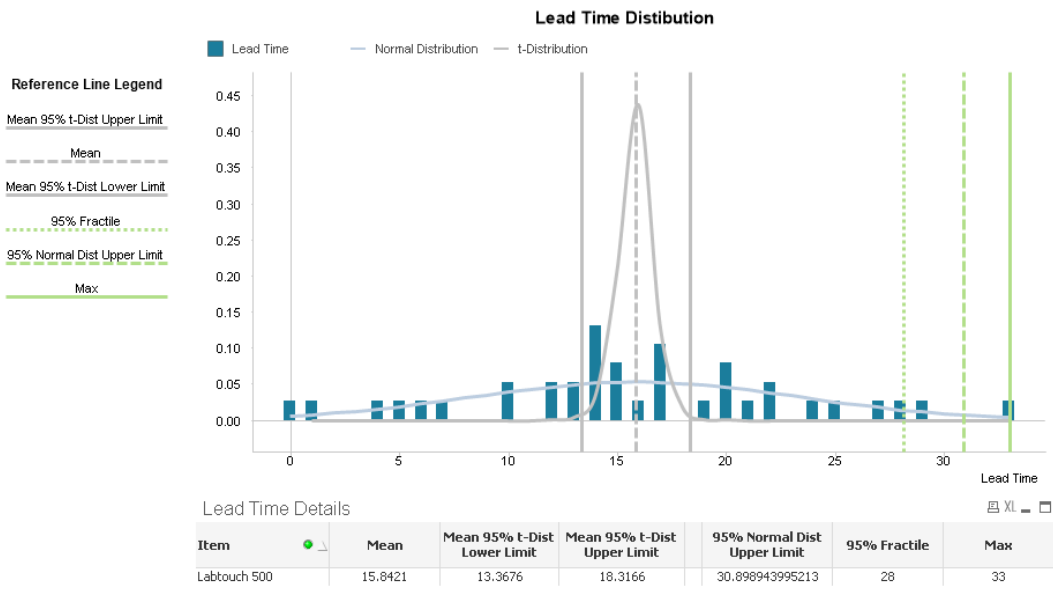


Purchase Delivery Days Late



Average Lead Time





Delivery Status and Supplier Matrix

Supplier	Early	On-time	Late	Total
		535	61	477
Zoomzone	56	9	57	
Voonyx	60	6	53	
Skinte	63	11	66	
Fadeo	65	6	67	
Dynazzy	68	7	55	
Midel	71	7	60	
Kwilith	73	10	58	
Skaboo	79	5	61	

KliqPlan[®] - Direct Access mode

KliqPlan reads & writes data in real time from/to a relational database (OLEDB)



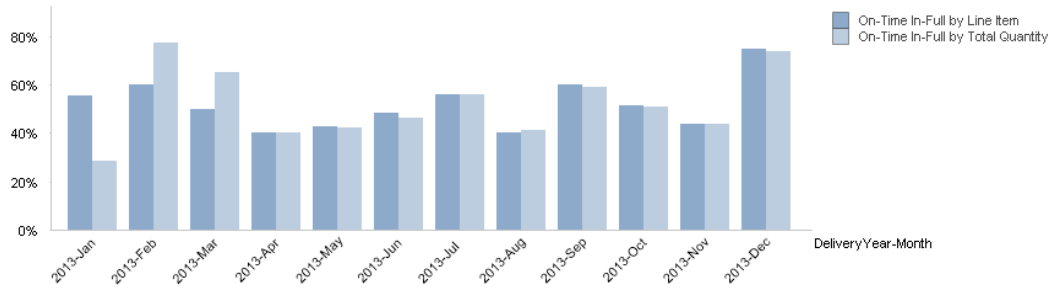
Screenshot of the KliqPlan web application interface. The table displays financial data for various product lines across different years (2011-2012) and months (Jan, Feb, Mar, Apr, May, Jun, Jul, Aug, Sep, Oct, Nov, Dec). The columns include 'Year', 'Month', 'Total', 'Base', 'DIF', 'Var.', and 'DIF'. The rows list various product lines such as Babolat Pure Drive, Babolat Aero, and Babolat Pure Drive.

Net Sales Rolling Forecast



line	brand	product_code
Babolat Aero	Babolat	B01
Babolat Aero	Babolat	B02
Babolat Aero	Babolat	B03
Babolat Pure Drive	Babolat	B04

Purchasing Cycle On-Time In-Full (OTIF) Analysis



product_code	01	Prev.Year	02	Prev.Year	03	Prev.Year	04
B01 AeroPro Drive C	0.0	0.0	100,000.0	0.0	0.0	0.0	0.0
B02 Aero Storm	0.0	134,234.1	0.0	134,599.3	0.0	138,497.7	0.0
B03 AeroPro Team	0.0	0.0	10,000.0	0.0	0.0	1,894.2	0.0
B04 Pure Drive GT	0.0	49,769.5	0.0	51,038.9	0.0	52,545.9	0.0
B05 Pure Drive Rod	0.0	13,000.9	0.0	22,817.3	0.0	6,565.9	0.0
B06 Pure Drive 107	0.0	228,842.9	0.0	238,779.2	0.0	233,634.5	0.0
B07 Pure Drive Lite	0.0	34,273.8	0.0	42,729.5	0.0	45,650.0	0.0

Dashboard | Ventas | Crédito | Inventario | CRM | Lista de precios | Producto 360° | Sucursal 3... | Vendedor 360° | Cliente 360° | Segmento 360° | Reportes | [Visita Cliente](#) | Actualizado a 10/01/2015

KPI's Diario de Ventas Indicadores Ranking Análisis de Ventas Análisis de Margen Ventas Perdidas

Selecciones Actuales: Muestra: MON 2015; Year: 2015; Month: Ene

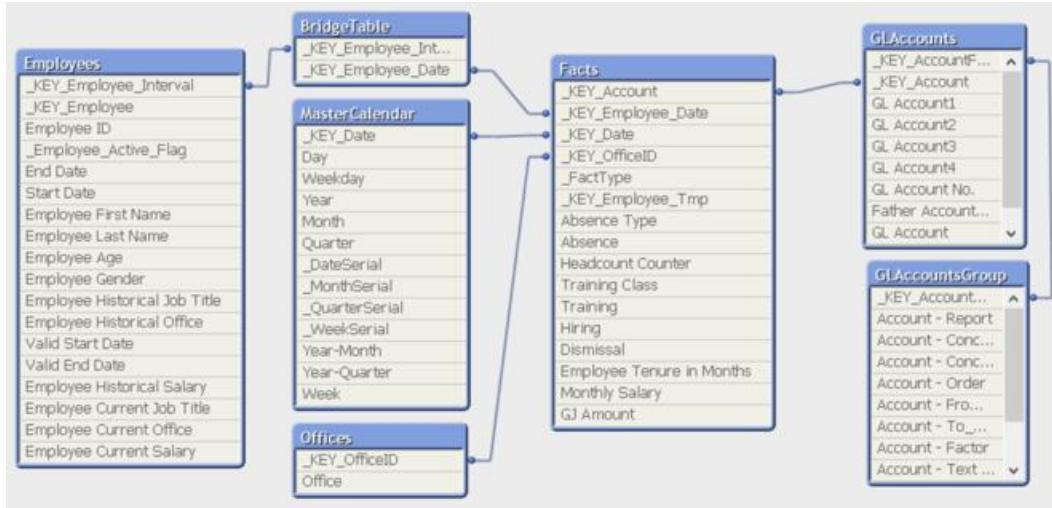
Indicadores Diarios Tendencia Vendedores Clientes Productos por Cliente Tablero de Control Análisis Mensual Tablero CRM

Promedio # Clientes # Clientes % Penetr. % Penetr. Cuentas Cuentas Cuentas Cuentas Cuentas Asociados

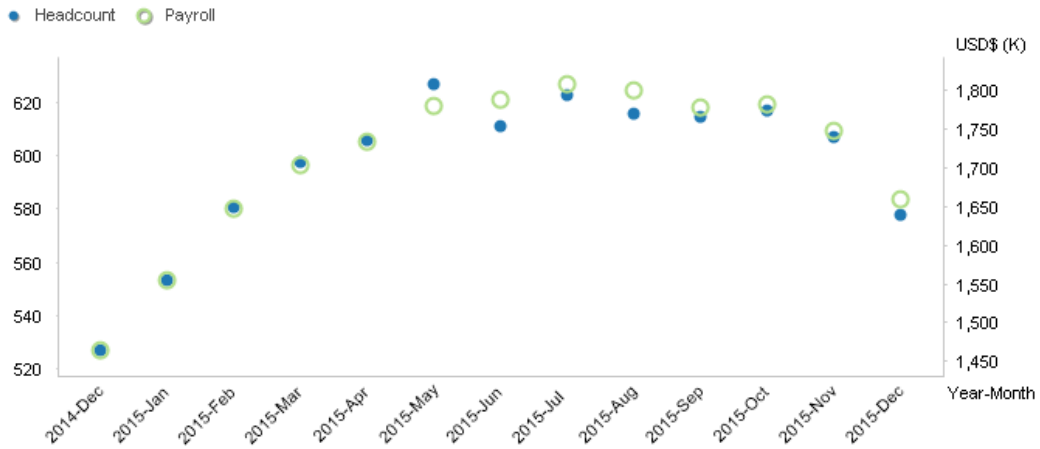
Clientes < \$ 20,000

Sucursal	# Clientes < \$ 20,000	Ventas \$
Total	2,566	14,176,628
ACAPULCO	52	353,023
AGUASCALIENTES	41	275,090
ATLACOMULCO	19	1,116,174
CANCUN	76	486,948
CD. JUAREZ	12	104,210
CD. GREGORIO	38	237,823
CHIRIHUAHUA	44	227,527
CORDOBA	34	189,379
COSTA RICA	25	171,198
CUERNAVACA	46	238,041
GUANACASTE	66	459,864
EL SALVADOR	90	319,963
GUADALAJARA	141	1,015,756
GUATEMALA	41	272,270

Chapter 7: Human Resources

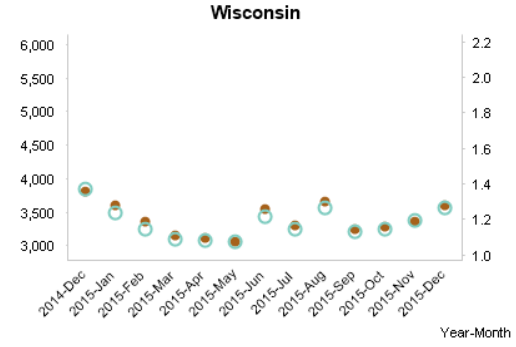
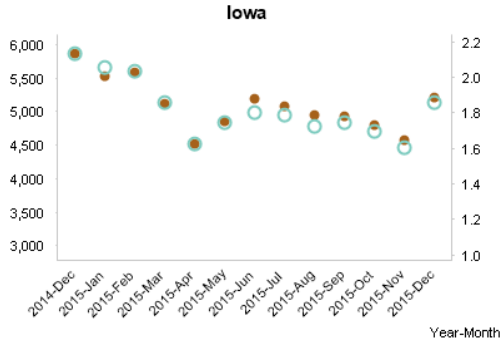


Headcount and Payroll



Revenue per Employee

● Revenue per Employee ● Employee Productivity

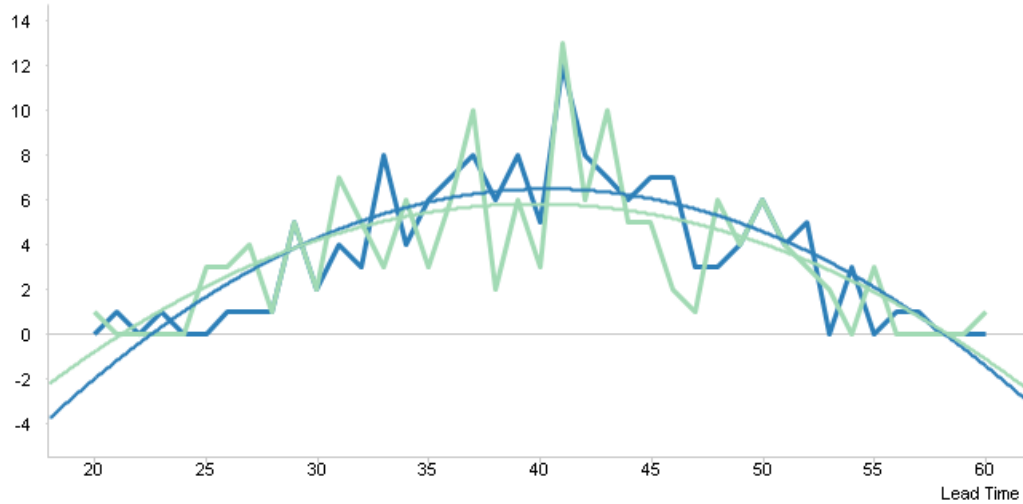


Employee Distribution

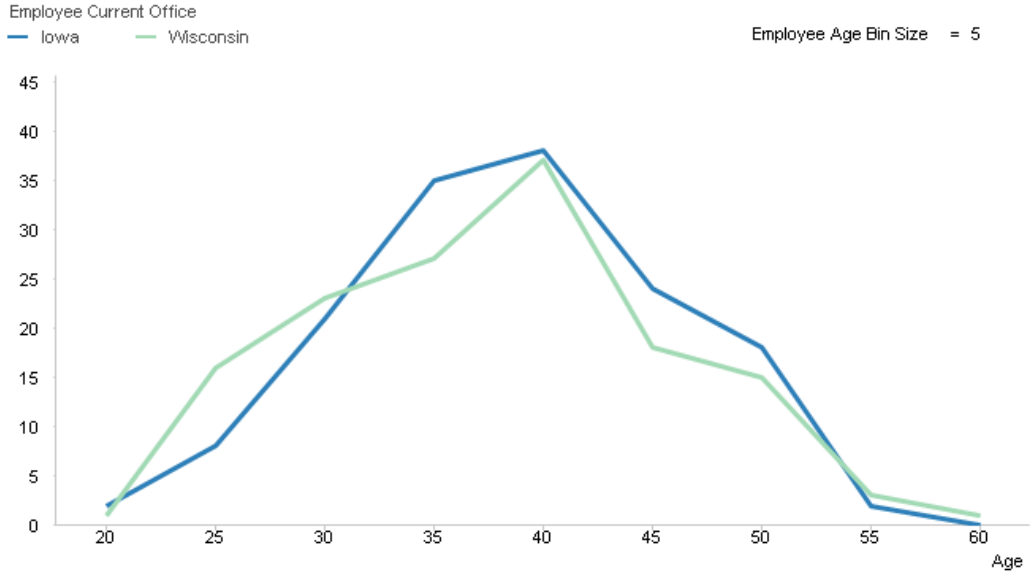
Employee Current Office

— Iowa — Wisconsin

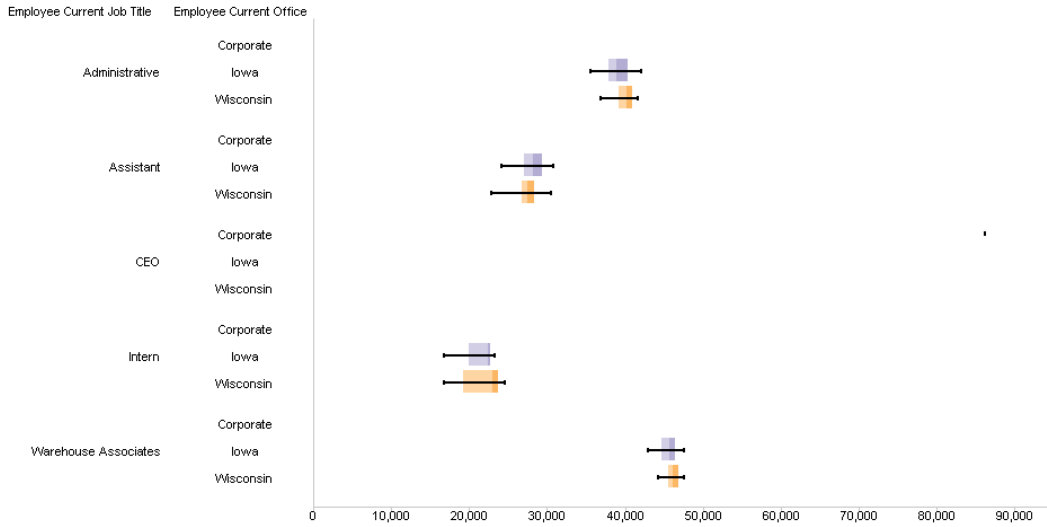
Employee Age Bin Size = 1



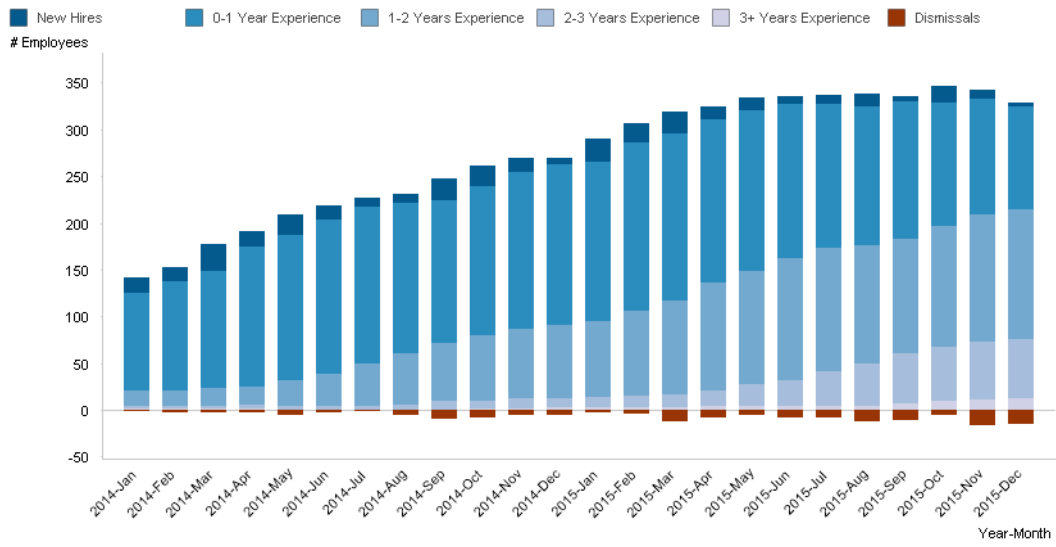
Employee Distribution



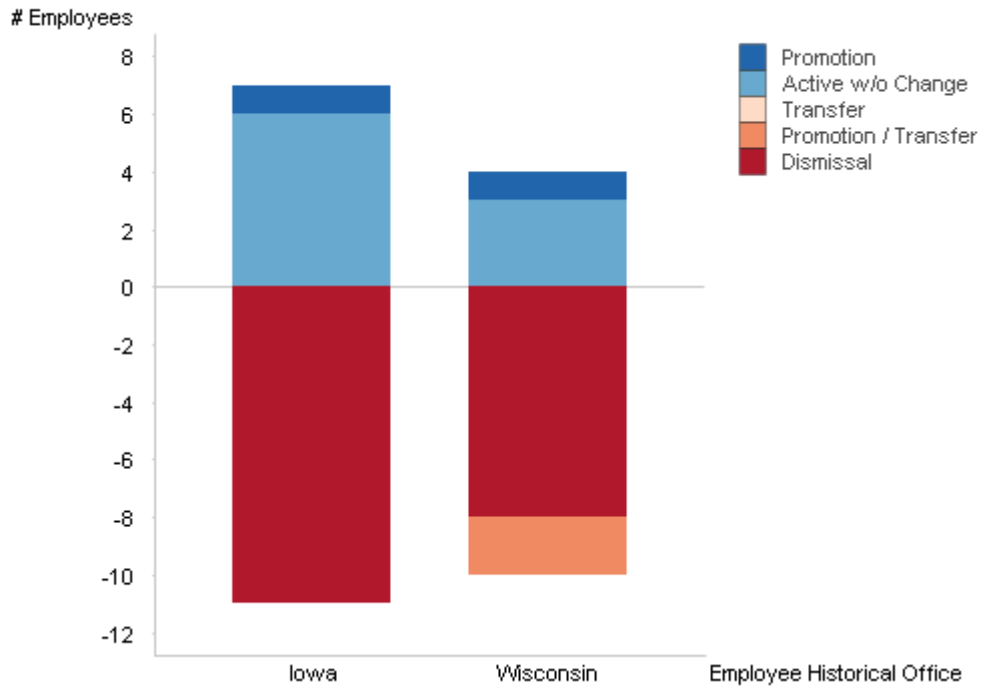
Salary Distribution by Job Function and Office



Employee Retention Analysis



Training Results

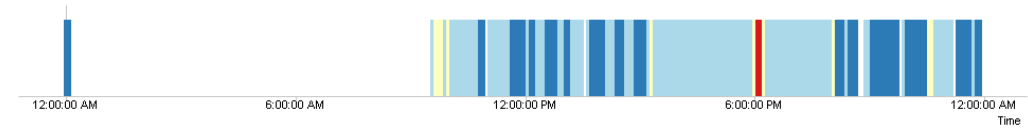


Productivity Analysis (Data Collected by Rescue Time)

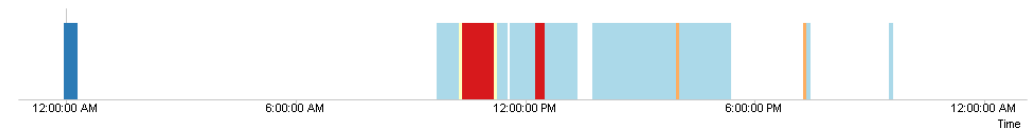
1/17/2016



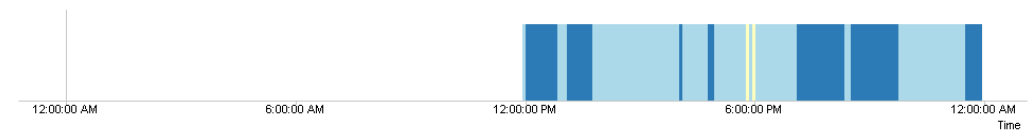
1/18/2016



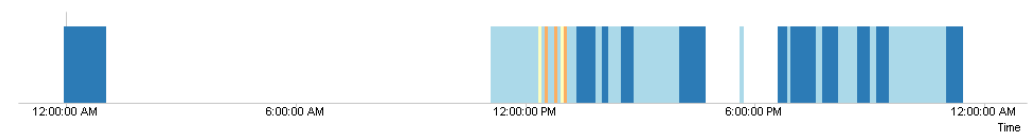
1/19/2016



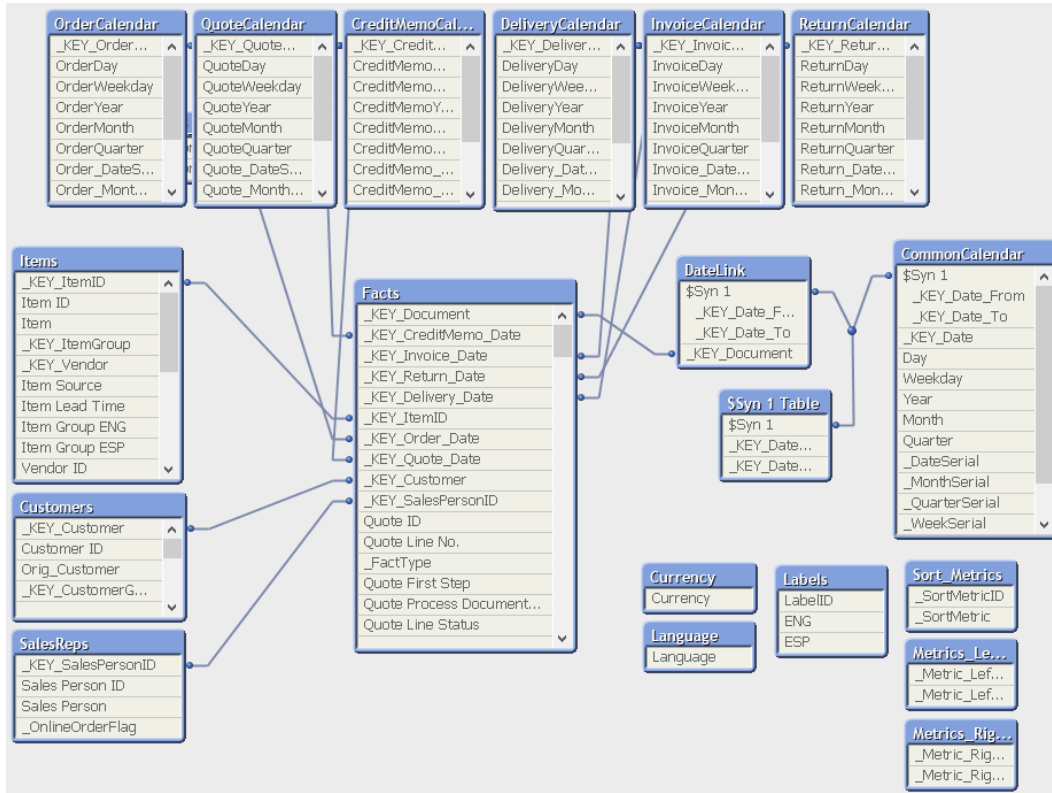
1/20/2016

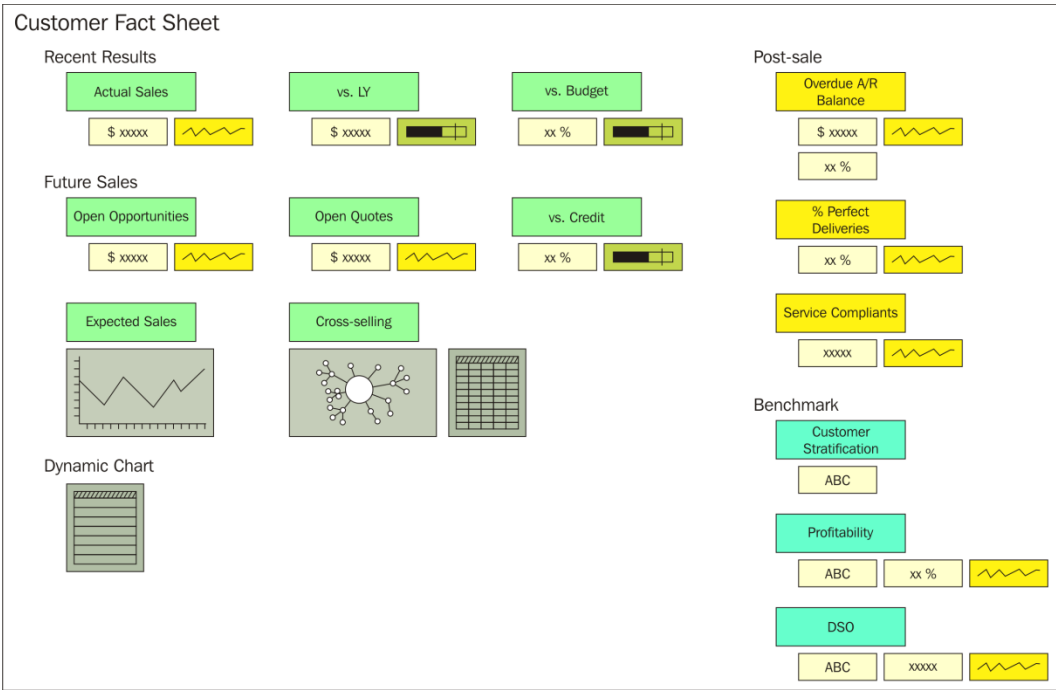
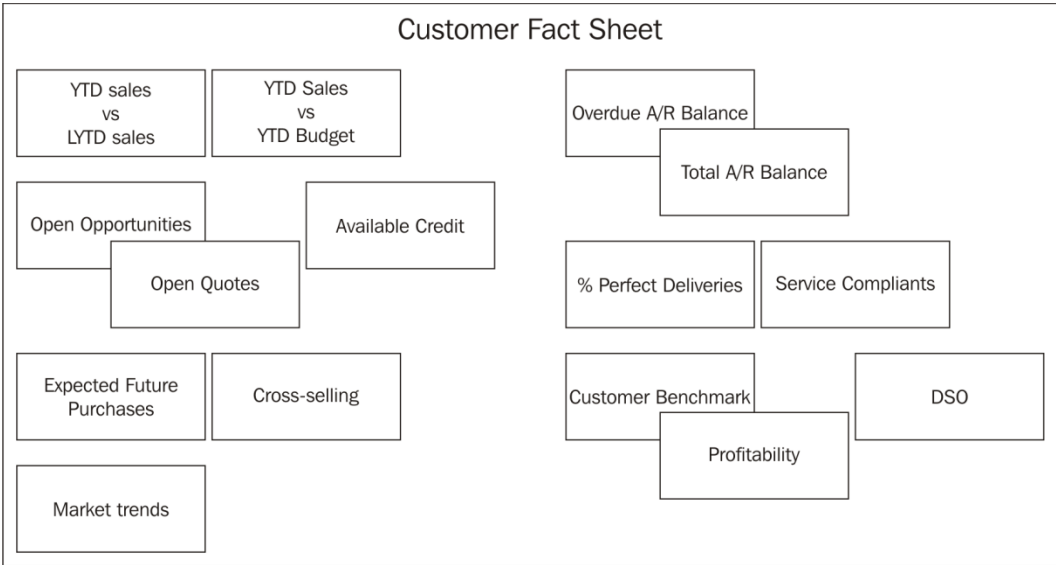


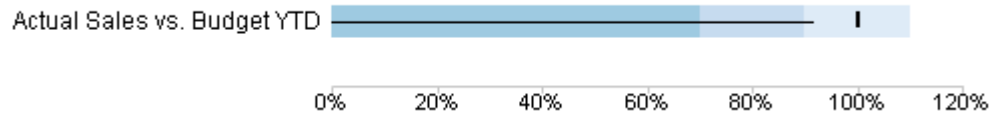
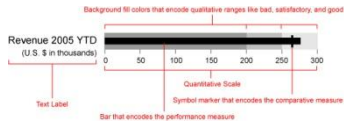
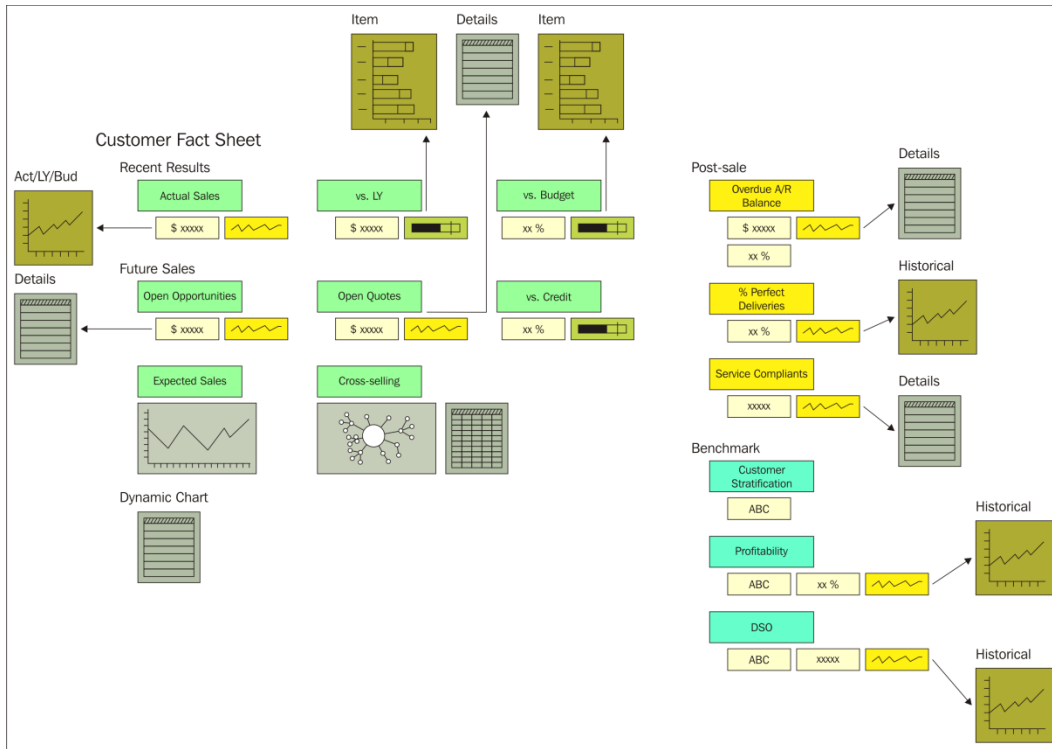
1/21/2016



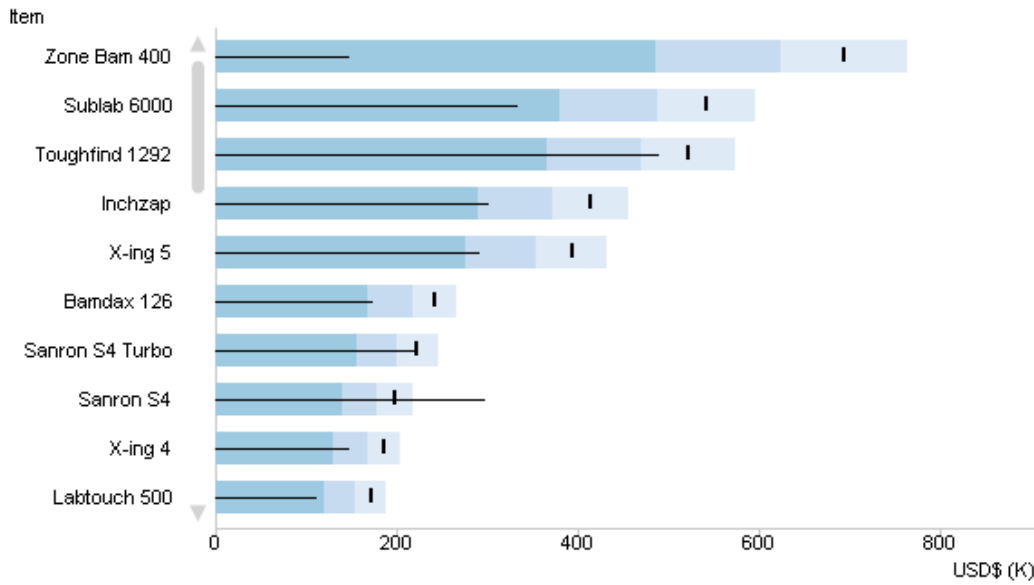
Chapter 8: Fact Sheets







Actual Sales YTD vs. Budget YTD



% Perfect Deliveries

93.8%



Actual Sales YTD

4,071 K



Customer Fact Sheet

Actual Sales YTD

4,071 K

vs. LY

4,434 K

vs. Budget

4,420 K

Over

92.5

Open Opportuni

370 K

% OT

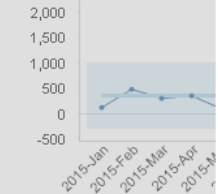
94.5

Expected Monthly Sale

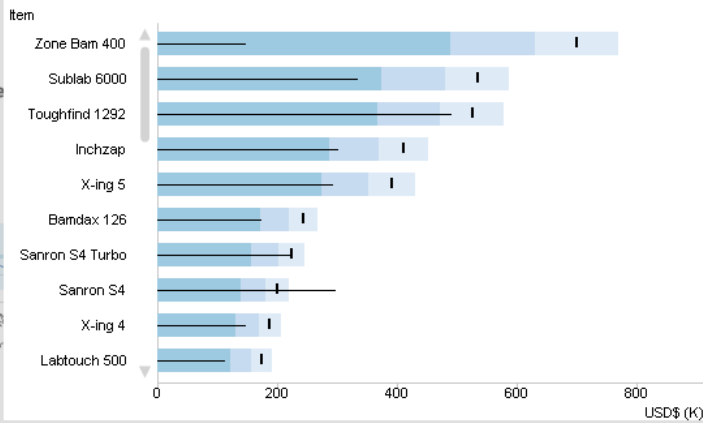
Max Offset

Min

USD\$ (K)

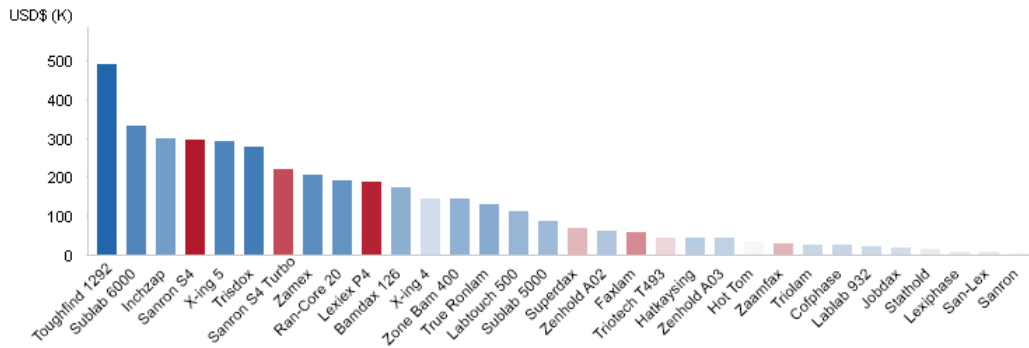


Actual Sales YTD vs. Budget YTD



Class
A
Profi
A 25.
DSO
A 34

Sales by Item with Gross Profit Heat Map



Parameters

- Chart Title = Sales by Item with Gross Profit Heat Map
- Number of Dimensions = 1
- Number of Dimensions Values = 100
- Sort Ascending / Descending = Dsc
- Color Scheme = Diverging

Metrics

- Left Axis
 - Right Axis
 - Sort
 - Color
- Left Axis
- Gross Profit
 - Net Sales
 - Volume

Currency
LC USD

Language
ENG ESP

LabelID	ENG	ESP
Sales	Sales	Ventas

Customer Fact Sheet

Actual Sales YTD
4,071 K

vs. LY
4,434 K

vs. Budget
4,405 K

Overdue A/R
92.9%

Open Opportunities
370 K

Open Quotes
4,594 K

vs. Credit Limit
100 K

% OTIF
94.2%

Classification

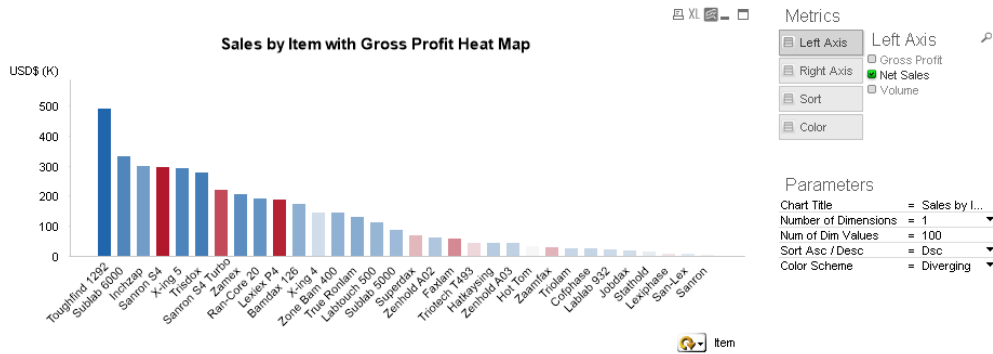
A

Profitability

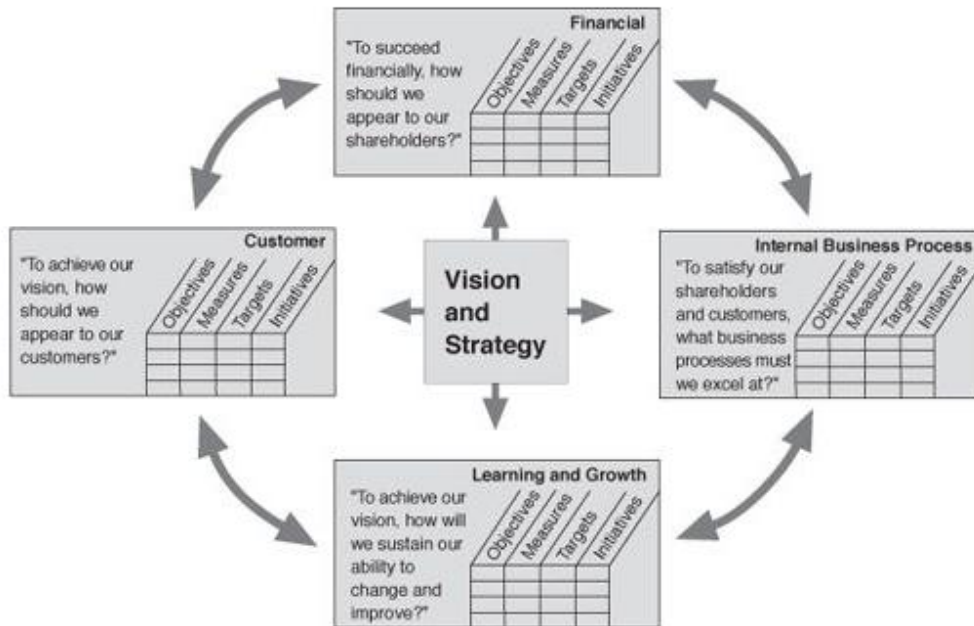
A 25.1%

DSO

A 34



Chapter 9: Balanced Scorecard



Financial

Increase
Revenue

Customer

Increase
Customer
Retention

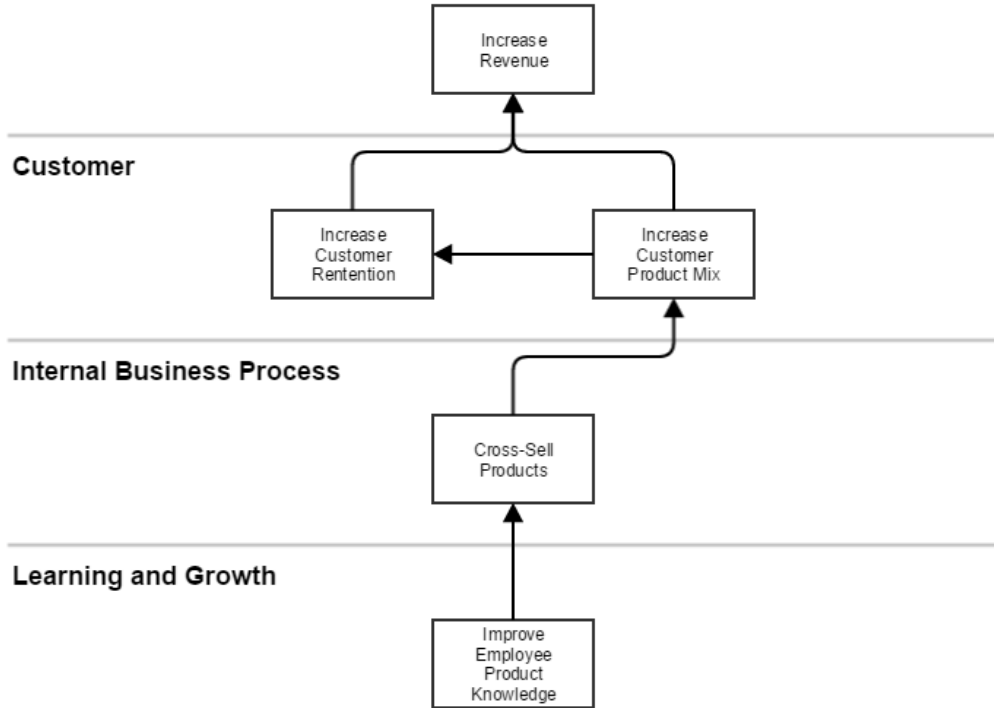
Increase
Customer
Product Mix

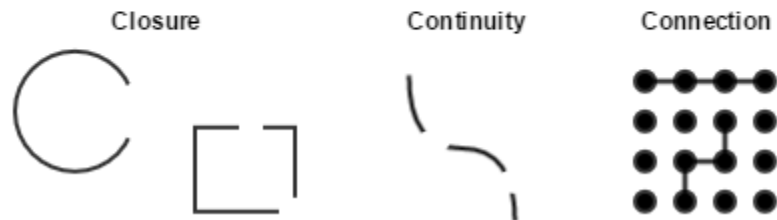
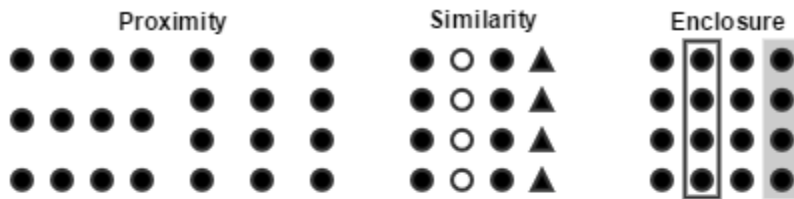
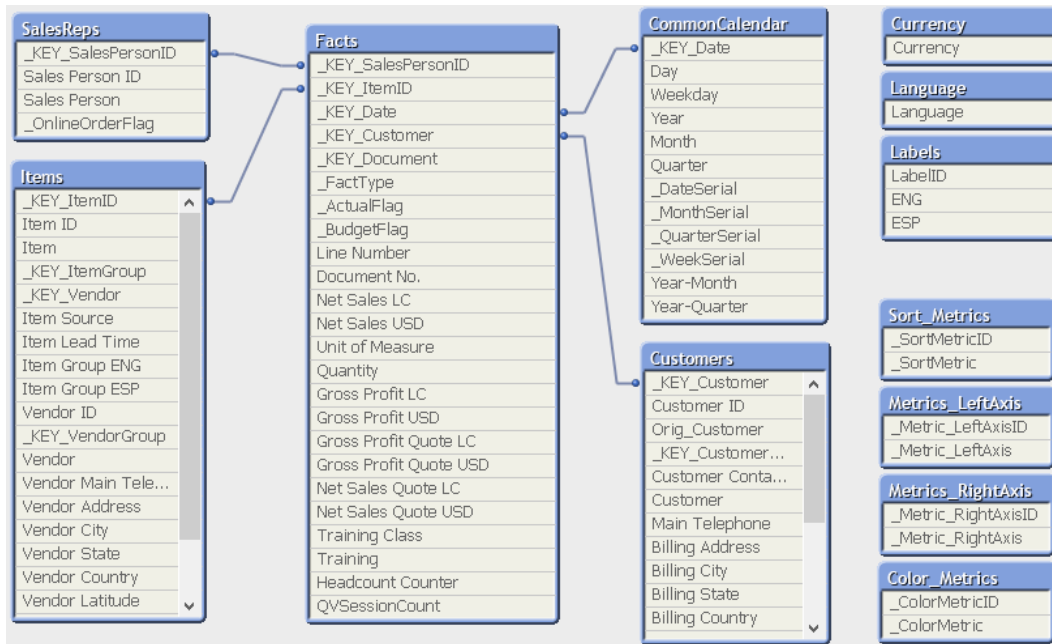
Internal Business Process

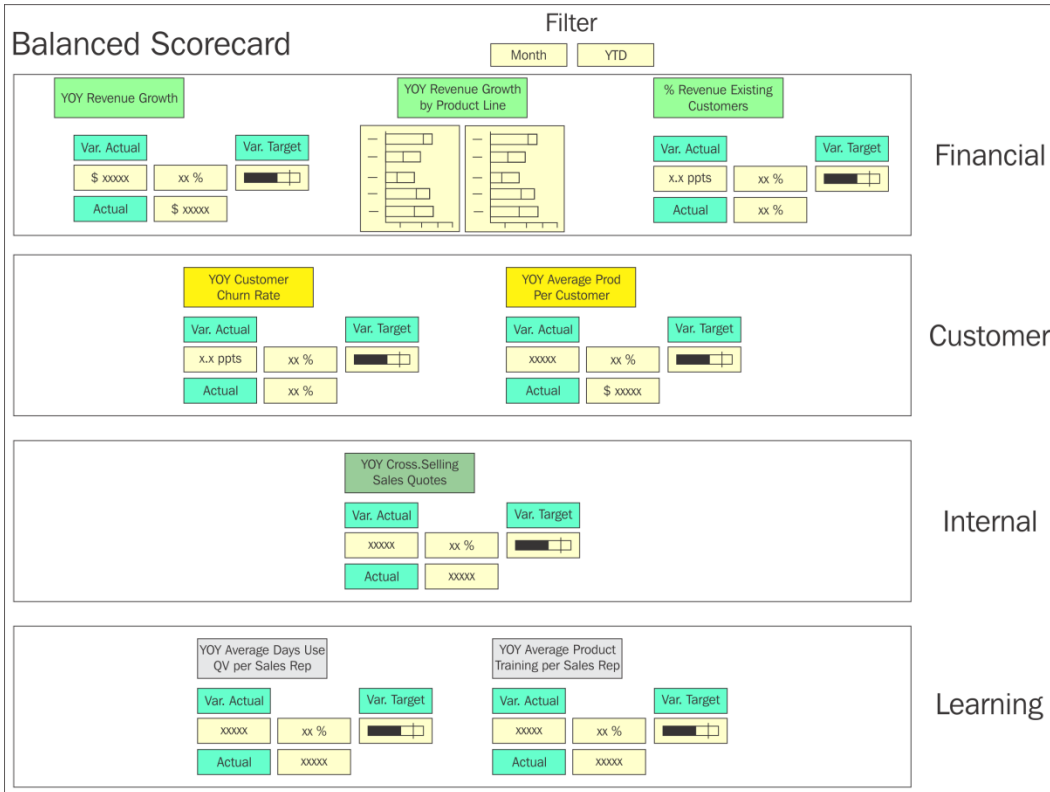
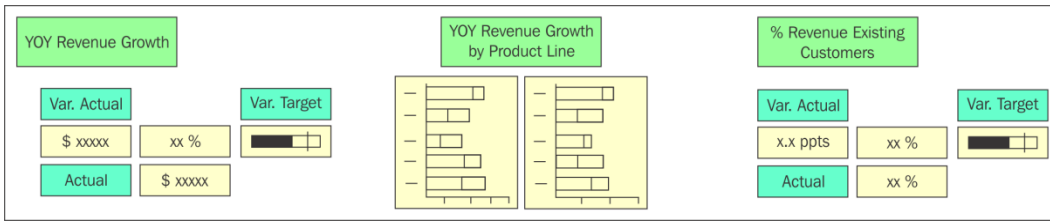
Cross-Sell
Products

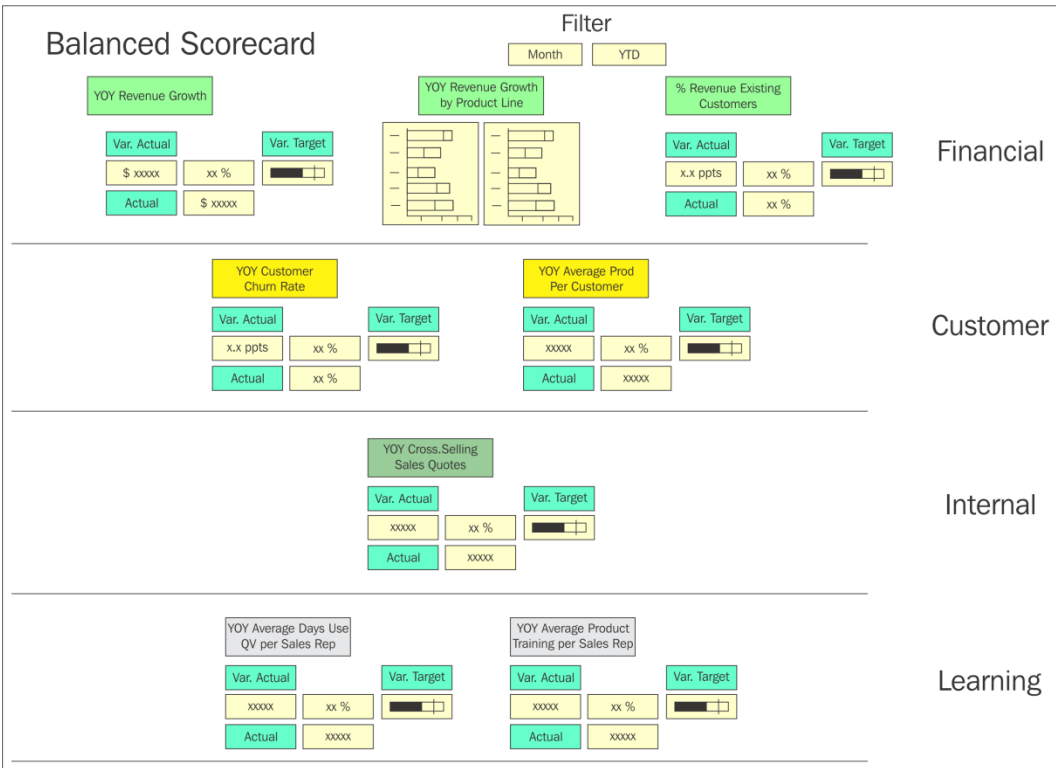
Learning and Growth

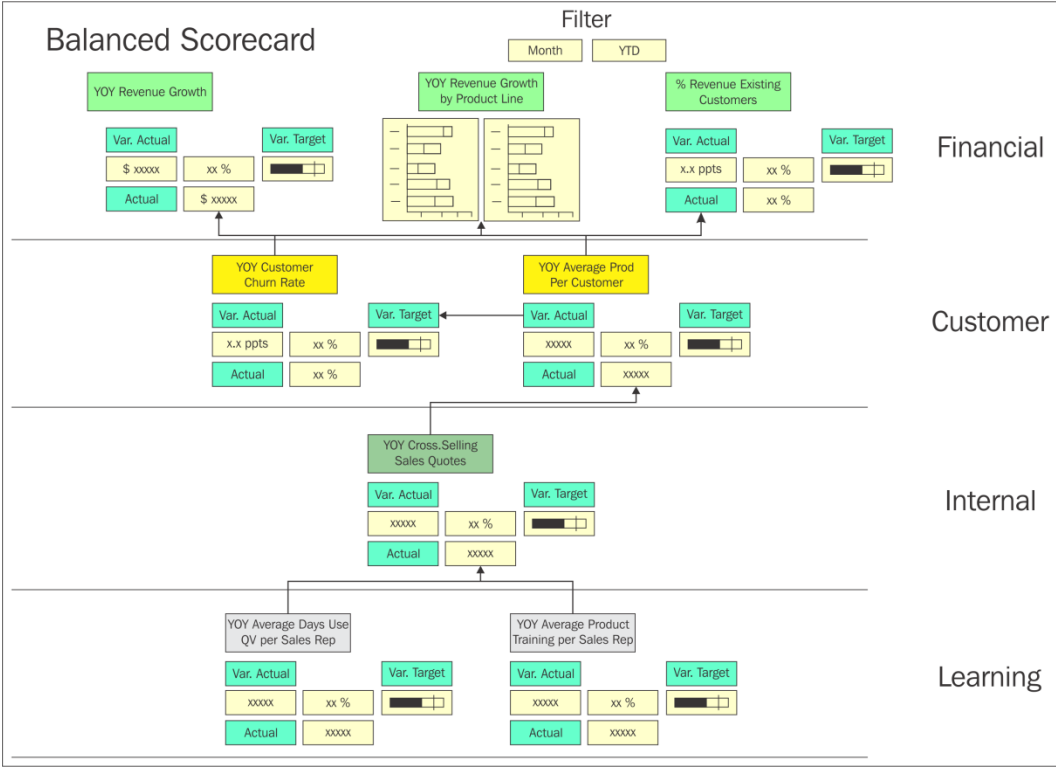
Improve
Employee
Product
Knowledge

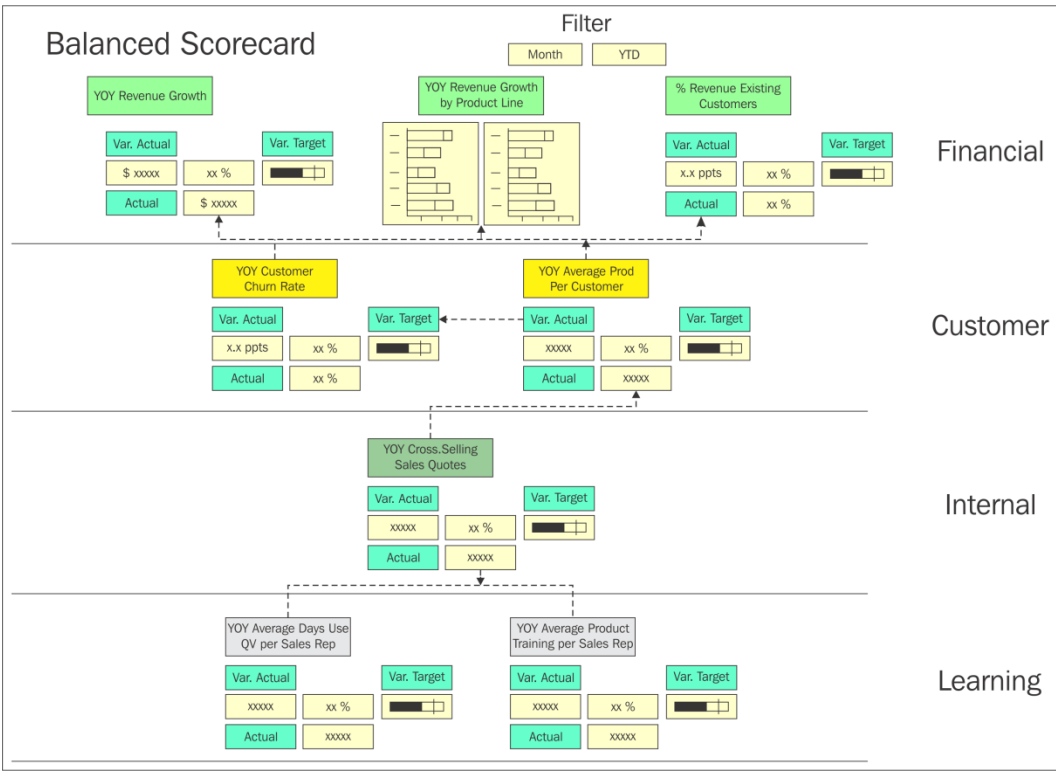




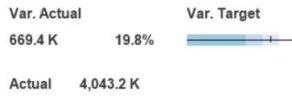




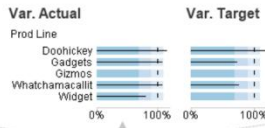




YOY Revenue Growth



YOY Revenue Growth by Product Line



YOY Revenue Growth Existing Customers



Financial

YOY Customer Churn Rate

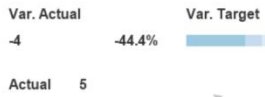


YOY Avg Product Lines per Customer



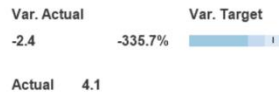
Customer

YOY Cross-selling Sales Quotes



Internal Business Process

Avg QV Sessions per Sales Rep



YOY Avg Product Trainings per Sales Rep



Growth and Learning

Other Selections

2012 2013

YOY Revenue Growth



Other Selections 2012 2013 2014 2015

Current Selections
 Year 2015
 Month Oct

Search

- Sales Person: Sales Person, -Ningún empleado del departament
- Customer Group: Bill Levine, Brad Thompson
- Product Line: James Chan, Jim Boswick, Sales Manager, Sophie Klogg, Website

YOY by I
 Var
 Prod
 Wha

Turn Rate
 Var. Tai
 %

Other Selections 2012 2013 2014 2015

Current Selections
 Sales Person: Bill Levine
 Year: 2015
 Month: Oct

Aug Sep **Oct** Nov Dec



YOY Revenue Growth Existing Customers

Var. Actual

669.3 K 19.8%

Var. Target



Other Selections 2012 2013 2014 2015 Jan Feb Mar Apr May Jun Jul Aug Sep Oct Nov Dec

YOY Revenue Growth

Var. Actual 669.4 K 19.8% Var. Target 9.8%

Actual 4,043.2 K

Welcome to the BSC information dashboard's interactive tutorial!
Please click here to start.
You can exit at any time during the tutorial by clicking on the info icon.

Financial

Other Selections 2012 2013 2014 2015 Jan Feb Mar Apr May Jun Jul Aug Sep Oct Nov Dec

YOY Revenue Growth

Var. Actual 1,043.2 K 37.9% Var. Target 37.9%

Actual 3,792.4 K

Before you begin to review the information dashboard, confirm the time period that it is showing. The application automatically selects the current month and year, but you can also manually change it.
Please select September 2015 and click here to continue to the next step.
You can exit at any time during the tutorial by clicking on the info icon.

Financial

Other Selections 2012 2013 2014 2015 Jan Feb Mar Apr May Jun Jul Aug Sep Oct Nov Dec

YOY Revenue Growth by Product Line

Var. Actual 1,043.2 K 37.9% Var. Target 37.9%

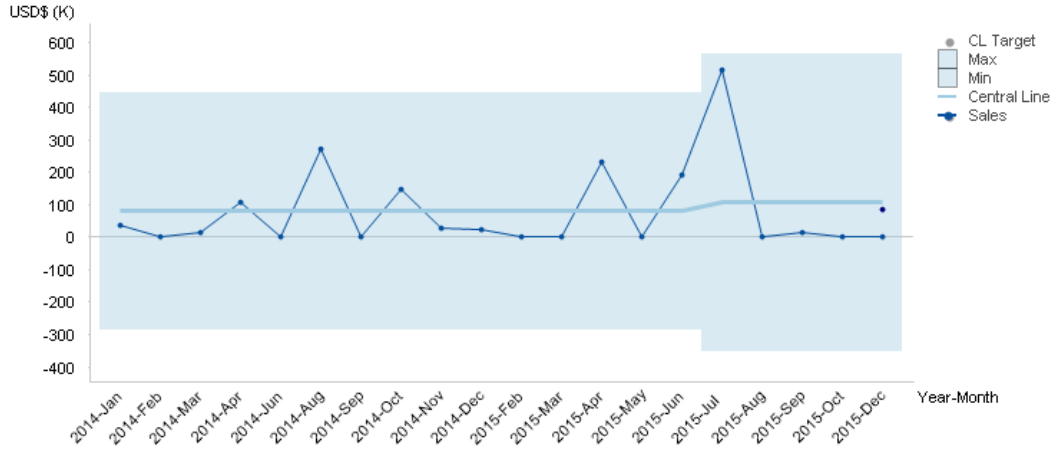
Actual 3,792.4 K

Now that you've selected September 2015, let's review other selections you can make. By default no other filter is applied and the information dashboard reflects the entire company's performance.
A gray "Other Selections" button confirms that no other filter is selected. On the other hand, if you apply another filter, the button turns green as a reminder of your selection.
Please click on "Other Selections" and click here to review the filter pane.
You can exit at any time during the tutorial by clicking on the info icon.

Financial

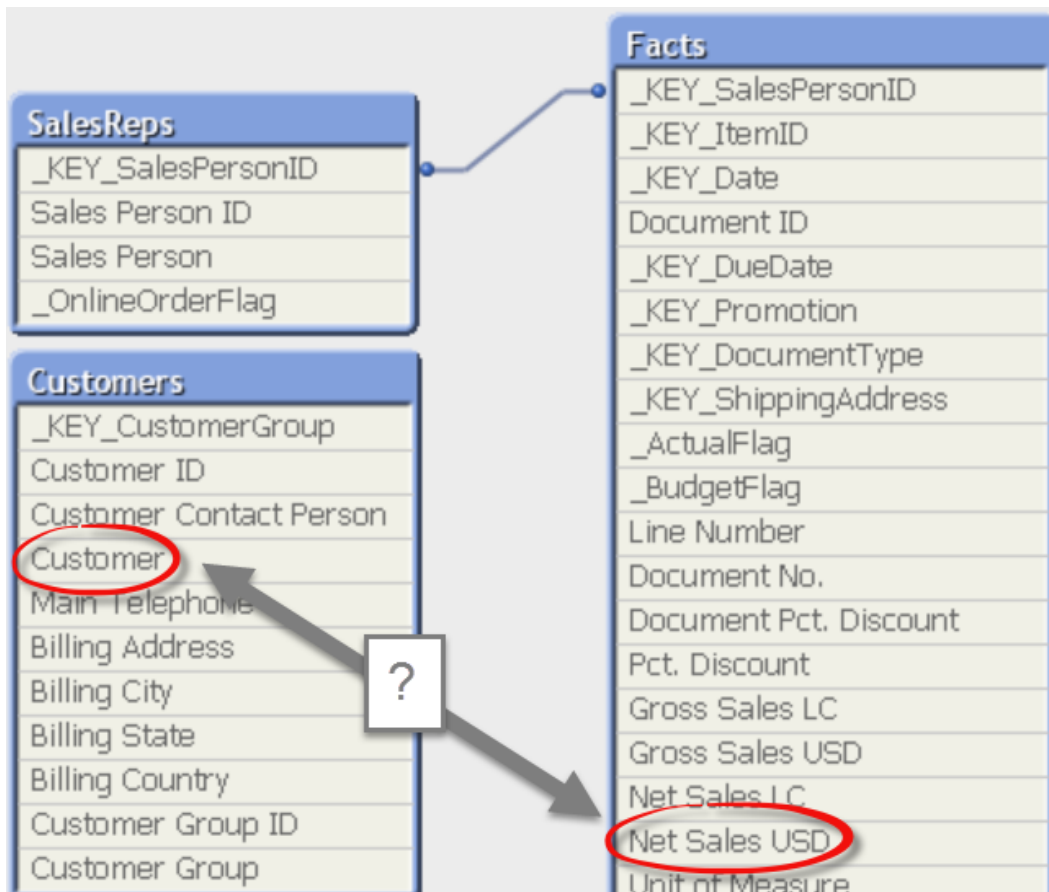
Customer

Expected Monthly Sales



Chapter 10: Troubleshooting Analysis

Sales	
Customer	Sales
	16,007,472
Avamba	16,007,472
Dabjam	16,007,472
Divanoodle	16,007,472
Dynabox	16,007,472
Gevee	16,007,472
Miboo	16,007,472



Sales	
Item Group	Sales
	16,007,472
Doohickey	1,650,772
Gadgets	2,105,677
Gizmos	483,694
Whatchamacallit	11,248,499
Widget	1,363,206


Item Group	Sales
Doohickey	1,650,772
Gadgets	2,105,677
Gizmos	483,694
Whatchamacallit	11,248,499
Widget	1,363,206
	16,851,846

- Total Mode

No Totals

Expression Total

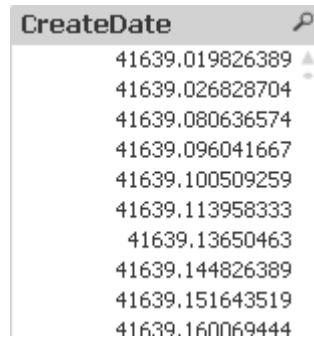
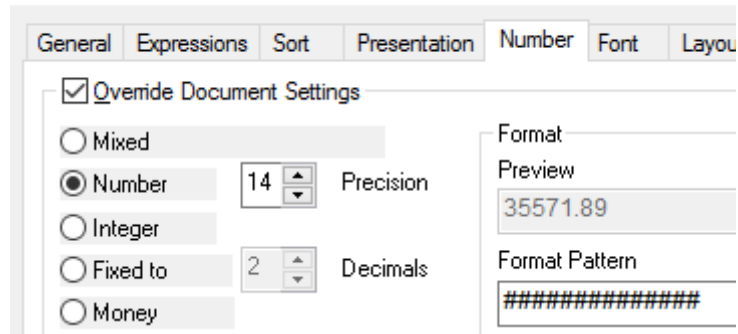
Sum of Rows



Sales		
Item Group	Item	Sales
		844,374
Whatchamacallit	Bamdax 126	844,374
Widget	Bamdax 126	844,374



List Box Properties [CreateDate]



Data Lineage

Lineage Detail

QVD/QVX Files

QVD/QVX Fields



Current Selections

Process: D:\QlikView\Evolcon\ETL_SAP_GDF100>DataSources1_SAP1\Application1_Extract1_Ext_SAP.qvw
 Target: C:\Users\karl\Dropbox (Evolcon)\B...

Clear Selections

Scan Date: 2015 Sep 21

Source: d:\qlikview\evolcon\etl_sap_qdf100...
 "Evolcon".dbo.INV1
 "Evolcon".dbo.ITR1
 "Evolcon".dbo.JDT1
 "Evolcon".dbo.OACT

Process: D:\QlikView\Evolcon\ETL_SAP_GDF...
 C:\Users\Carlos Reyes\Documents...
 C:\Users\karl\Dropbox (Evolcon)\B...
 C:\Users\karl\Dropbox (Evolcon)\B...
 C:\Users\karl\Dropbox (Evolcon)\B...

Target QVD/QVX: C:\Users\karl\Dropbox (Evolcon)\B...
 C:\Users\karl\Dropbox (Evolcon)\B...
 C:\Users\karl\Dropbox (Evolcon)\B...

QVD/QVX Data Source Type Summary

Search

Total Excel
1 1

Sources

Source to Target

Source: d:\qlikview\evolcon\etl_sap_qdf100.datasources1_sap10.import\evolcon_ppto_2014.xlsx

Source Type: Excel
Used by # Processes: 1

Processes

Process: D:\QlikView\Evolcon\ETL_SAP_GDF100\DataSources1_SAP1\Application1_Extract1_Ext_SAP.qvw

QVDs or QVXs Generated: 1

Generated QVDs/QVXs

Target to Source

Target: C:\Users\karl\Dropbox (Evolcon)\Books\QV Data Visualization Book #3250EN_Exercises\Ch. 10\ETL_SAP_GDF100\DataSources1_SA...

Data Lineage for this Document

Target	Source	Creator	Conection String	Load Statement
This QVW	c:\users\rob\documents\github\qlikview-components\examples\qvd\customermaster.qvd	C:\Qlikview-NoBackup\Lineage\Loaders\Transform.qvw		
	c:\users\rob\documents\github\qlikview-components\examples\qvd\datafile.csv			
	c:\users\rob\documents\github\qlikview-components\examples\qvd\dimemployee.qvd	C:\Qlikview-NoBackup\Lineage\Loaders\DBT est.qvw		
	INLINE			
	RESIDENT Qvc.LineageInfo			
c:\users\rob\documents\github\qlikview-components\examples\qvd\customermaster.qvd	C:\Qlikview-NoBackup\Lineage\QVD\DimAccount.qvd	C:\Qlikview-NoBackup\Lineage\Loaders\Transform.qvw		
	C:\Qlikview-NoBackup\Lineage\QVD\DimCustomer.qvd	C:\Qlikview-NoBackup\Lineage\Loaders\Transform.qvw		
c:\users\rob\documents\github\qlikview-components\examples\qvd\dimemployee.qvd	AdventureWorksDW2008R2.dbo.DimAccount	C:\Qlikview-NoBackup\Lineage\Loaders\DBT est.qvw	Provider=SQLOLEDB.1;Integrated Security=SSPI;Persist Security Info=False;Data Sou...	SQL SELECT * FROM AdventureWorksDW2008R2.dbo.DimAccount
	AdventureWorksDW2008R2.dbo.DimCustomer	C:\Qlikview-NoBackup\Lineage\Loaders\DBT est.qvw	Provider=SQLOLEDB.1;Integrated Security=SSPI;Persist Security Info=False;Data Sou...	SQL SELECT TOP 200 * FROM AdventureWorksDW2008R2.dbo.DimCustomer
	AdventureWorksDW2008R2.dbo.DimEmployee	C:\Qlikview-NoBackup\Lineage\Loaders\DBT est.qvw	Provider=SQLOLEDB.1;Integrated Security=SSPI;Persist Security Info=False;Data Sou...	SQL SELECT TOP 25 * FROM AdventureWorksDW2008R2.dbo.DimEmployee

Total Sales			
Customer	Item Group	Total Sales	Monthly Sales Avg
		16,007,472	1,627,689
Dabjam	Doohickey	81,409	-
Dabjam	Gadgets	315,073	-
Dabjam	Whatchamacallit	1,014,710	1,698,327
Dabjam	Widget	236,594	-
Dynabox	Doohickey	354,863	-
Dynabox	Gadgets	479,882	-
Dynabox	Whatchamacallit	1,418,850	-
Dynabox	Widget	165,172	-
Gevee	Doohickey	287,672	-

Total Sales			
Customer	Item Group	Total Sales	Monthly Sales Avg
		16,007,472	119,517
Dabjam	Doohickey	81,409	81,409
Dabjam	Gadgets	315,073	157,536
Dabjam	Whatchamacallit	1,014,710	101,471
Dabjam	Widget	236,594	78,865
Dynabox	Doohickey	354,863	118,288
Dynabox	Gadgets	479,882	159,961
Dynabox	Whatchamacallit	1,418,850	118,238
Dynabox	Widget	165,172	55,057
Gevee	Doohickey	287,672	95,891

Sales - Rolling Accumulation										
Month	Jan		Feb		Mar		Apr		May	
	Monthly Sales	Accumulated Sales	Monthly Sales	Accumulated Sales	Monthly Sales	Accumulated Sales	Monthly Sales	Accumulated Sales	Monthly Sales	Accumulated Sales
Thoughtworks	-	-	-	-	-	-	-	-	-	-
Reallinks	9,190	9,190	69,779	78,969	224,949	303,918	141,925	445,843	78,232	524,075
Photospace	-	-	83,157	83,157	62,452	145,609	0	145,609	100,039	245,648
Oodoo	73,838	73,838	0	73,838	32,097	105,934	447,278	553,212	0	553,212
Ntag	23,260	23,260	217,224	240,484	57,654	298,138	0	298,138	20,411	318,549
Miboo	-	-	206,563	206,563	22,000	228,563	69,198	297,761	77,856	375,617
Gevee	-	-	635,424	635,424	114,700	750,124	399,328	1,149,452	157,690	1,307,143
Dynabox	22,082	22,082	277,233	299,315	215,190	514,506	157,272	671,778	36,382	708,160
Dabjam	66,857	66,857	0	66,857	20,149	87,006	318,495	405,501	0	405,501

Month	Monthly and Accumulated Sales		
Jan	Customer	Monthly Sales	Accumulated Sales
Feb	Reallinks	224,949	303,918
Mar	Photospace	62,452	145,609
Apr	Oodoo	32,097	105,934
May	Ntag	57,654	298,138
Jun	Miboo	22,000	228,563
Jul	Gevee	114,700	750,124
Aug	Dynabox	215,190	514,506
Sep	Dabjam	20,149	87,006
Oct			
Nov			
Dec			

Month	Sales - Rolling Accumulation (Incorrect)						
Jan	Month	Jan		Feb		Mar	
Feb		Monthly Sales	Accumulated Sales	Monthly Sales	Accumulated Sales	Monthly Sales	Accumulated Sales
Mar	Customer						
Apr	Reallinks	0	9,190	0	69,779	224,949	224,949
May	Photospace	-	-	0	83,157	62,452	62,452
Jun	Oodoo	0	73,838	-	-	32,097	32,097
Jul	Ntag	0	23,260	0	217,224	57,654	57,654
Aug	Miboo	-	-	0	206,563	22,000	22,000
Sep	Gevee	-	-	0	635,424	114,700	114,700
Oct	Dynabox	0	22,082	0	277,233	215,190	215,190
Nov	Dabjam	0	66,857	-	-	20,149	20,149
Dec							

Month	Sales - Rolling Accumulation (Incorrect)						
Jan	Month	Jan		Feb		Mar	
Feb		Monthly Sales	Accumulated Sales	Monthly Sales	Accumulated Sales	Monthly Sales	Accumulated Sales
Mar	Customer						
Apr	Reallinks	0	303,918	0	303,918	224,949	303,918
May	Photospace	0	145,609	0	145,609	62,452	145,609
Jun	Oodoo	0	105,934	0	105,934	32,097	105,934
Jul	Ntag	0	298,138	0	298,138	57,654	298,138
Aug	Miboo	0	228,563	0	228,563	22,000	228,563
Sep	Gevee	0	750,124	0	750,124	114,700	750,124
Oct	Dynabox	0	514,506	0	514,506	215,190	514,506
Nov	Dabjam	0	87,006	0	87,006	20,149	87,006
Dec							

Customer Fact Sheet

2012 2013 2014 2015 Jan Feb Mar Apr May

Actual Sales YTD 4,071 K **vs. LY** 4,434 K

Open Opportunities 370 K **Open Quotes** 4,594 K **3: Quote is wrong**

Sales by Item with Gross Profit Heat Map

TASK DETAILS

Quote is wrong 2 hrs ago

mark as done

SCREENSHOT view screenshot

LOCATION /QvAjAZZf/pendoc.htm?docu...

SEVERITY critical

ASSIGNED TO Karl Pover

REPORTED BY Karl Pover

TAGS

ATTACHMENTS attach file

ADDITIONAL INFO show details

COMMENTS view log

click to add a comment

TASK LIST

CRITICAL

3 Quote is wrong

BugHerd

BACKLOG 3

TODO 0

DOING 1

+

File Edit View Selections Layout Settings Bookmarks Reports Tools Object Window Help

Bullet Graphs Sparklines I-MR Chart Customer Fact Sheet

Current Selections 2012 2013 2014 2015 Jan Feb Mar Apr May Jun Jul Aug

Actual Sales YTD 4,071 K **vs. LY** 4,405 K **vs. Budget** 4,405 K **8: Change to bar charts**

Open Opportunities 370 K **Open Quotes** 4,594 K **vs. Credit Li** 100 K

Q Search

Customer

- Bottleopia
- Dablist
- Divanoodle
- Fanoodle
- Jaloo
- Jaxspan
- Linklink
- Realcube
- Skipfire

Item Group...

TASK DETAILS

backlog 1 min ago

Change to bar charts

mark as todo

LOCATION /QvAjAZZf/OpenUnicornDoc.htm

SEVERITY important

ASSIGNED TO Karl Pover

REPORTED BY Karl Pover

TAGS

ATTACHMENTS Browse

c:\users-karl-deskcoo-2016-02-09 1:38:32.png

ADDITIONAL INFO show details

COMMENTS view log

click to add a comment

TASK LIST

BACKLOG 4

TODO 0

DOING 1

+

Q

Feedback 2 Task Board 4 Archive 0

add a new task

Backlog 3 Todo 1 Doing 0 Done 2

5 Something is not right here...
2 Wrong table
1 Wrong icon
accesspoint

8 Change to bar charts

4 Wrong chart
3 Quote is wrong

TASK DETAILS

8 todo 14 mins ago

Change to bar charts

mark as doing

LOCATION /QvAjaxZfc/OpenUnicornDoc.htm

SEVERITY important

ASSIGNED TO Karl Pover

REPORTED BY Karl Pover

TAGS

ATTACHMENTS attach file
c-users-karl-desktop-2016-02-09_1-38-32.png

ADDITIONAL INFO show details

COMMENTS view log
click to add a comment

Chapter 11: Mastering Qlik Sense Data Visualization

Start Apriori Calculation

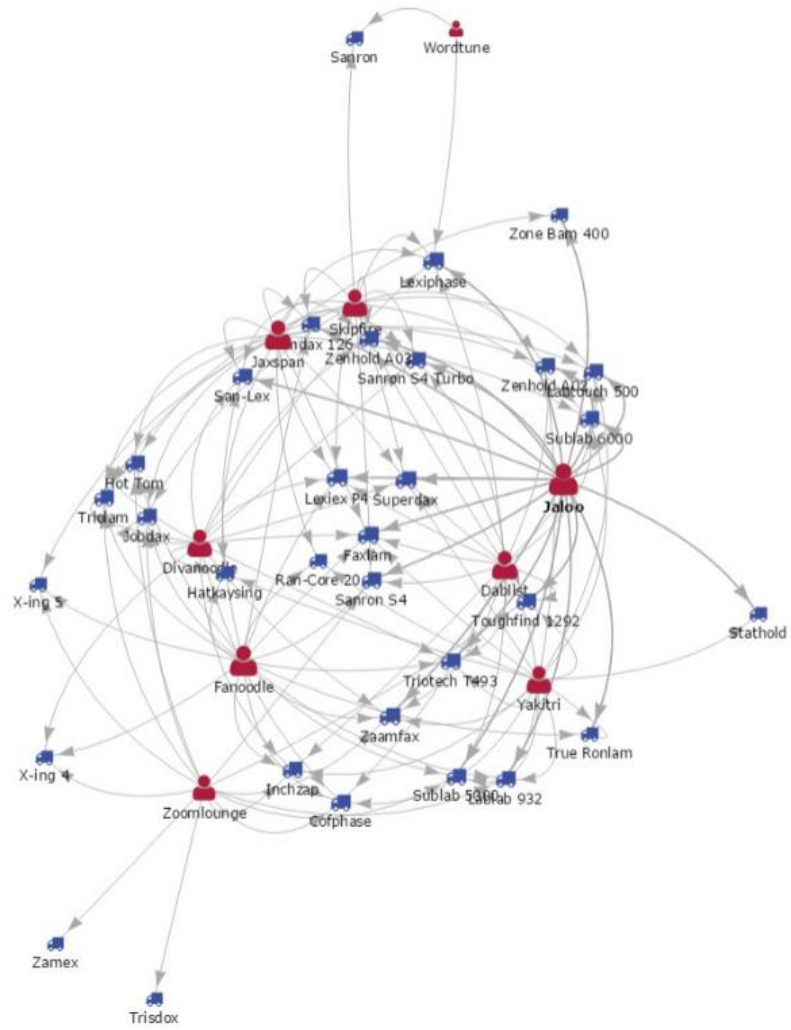
9 Baskets 6.499 Rules found Calc. Time: 89.114 ms

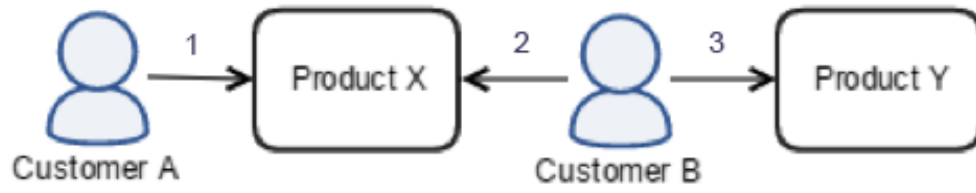
#	LHS	RHS	Confidence	Support	Lift
1	Toughfind 1292, True Ronlam	Stathold	1,0000	0,2222	4,50
2	Stathold	Sublab 6000, True Ronlam	1,0000	0,2222	4,50
3	True Ronlam, Zenhold A02	Stathold	1,0000	0,2222	4,50
4	Stathold	True Ronlam, Zenhold A02	1,0000	0,2222	4,50
5	Stathold	Labtouch 500, True Ronlam	1,0000	0,2222	4,50
6	Labtouch 500, True Ronlam	Stathold	1,0000	0,2222	4,50
7	Stathold	Toughfind 1292, True Ronlam	1,0000	0,2222	4,50
8	Superdax, True Ronlam	Stathold	1,0000	0,2222	4,50
9	Stathold	Superdax, True Ronlam	1,0000	0,2222	4,50
10	Sublab 6000, True Ronlam	Stathold	1,0000	0,2222	4,50
11	Jobdax, Zaamfax	X-ing 4	1,0000	0,3333	3,00
12	San-Lex, X-ing 5	Ran-Core 20	1,0000	0,2222	3,00
13	Ran-Core 20, San-Lex	X-ing 5	1,0000	0,2222	3,00
14	X-ing 5	Ran-Core 20, San-Lex	0,6667	0,2222	3,00
15	Ran-Core 20	San-Lex, X-ing 5	0,6667	0,2222	3,00
16	Labtouch 500, Triotech T493	Stathold	0,6667	0,2222	3,00

Graph Analysis

Cross Selling Potential (orders as a graph):

force





Product Recommendations (result from graph algorithm):

