

BICS SampleApp Data SQL Patch 504_A for initial VA demo Performance

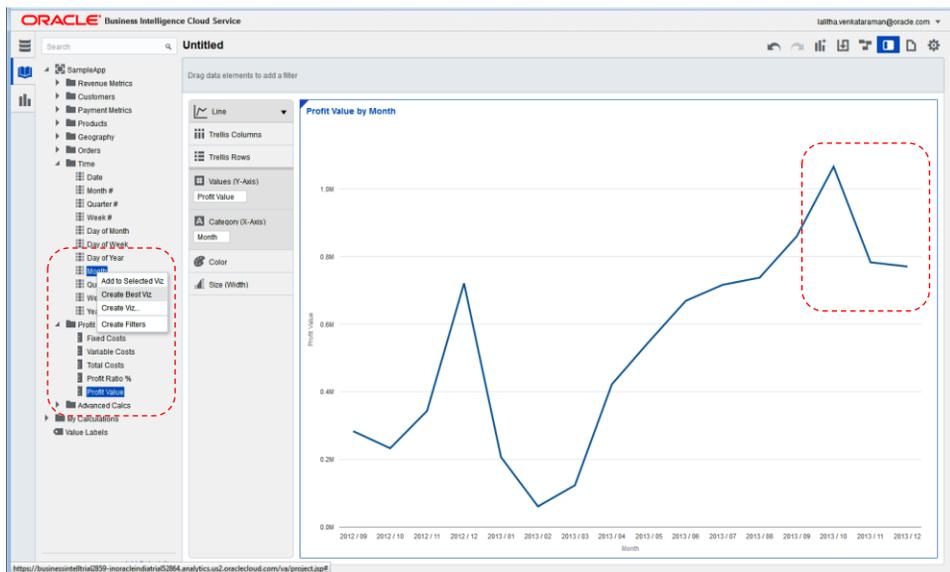
This document complements a SQL script to upgrade BICS environment with better data for immediate VA demos.

The SQL script itself reduces the size of the data, persists all backend views into tables, and slightly skews the data distribution as well. The goal is to enhance performance with VA.

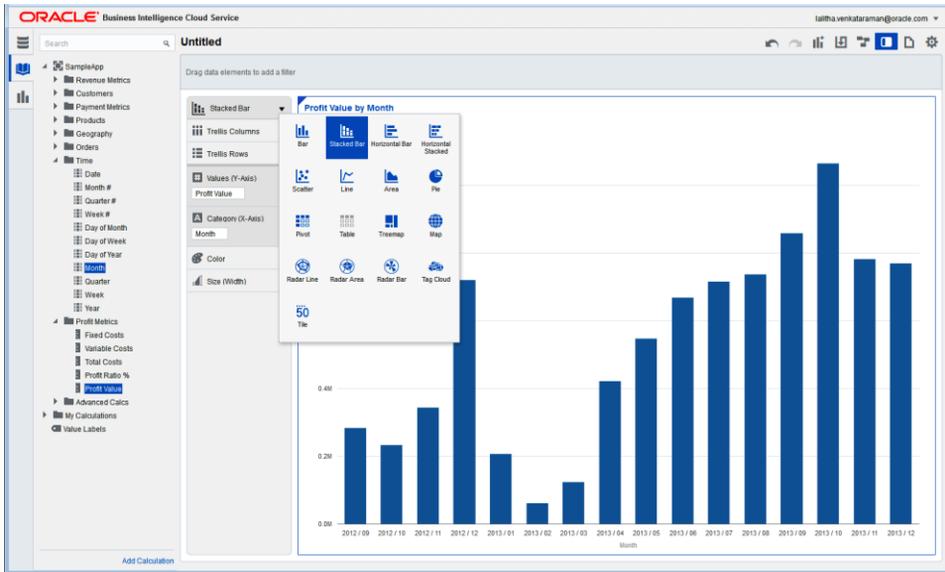
The following slides show an initial simple click flow that unveils some of the skew in the data created by Data SQL Patch V504_A of BICS SampleApp.

This flow is not representative of comprehensive VA feature demo, but simply helping understand one of the data skew. More complex / custom flows are possible with the same data

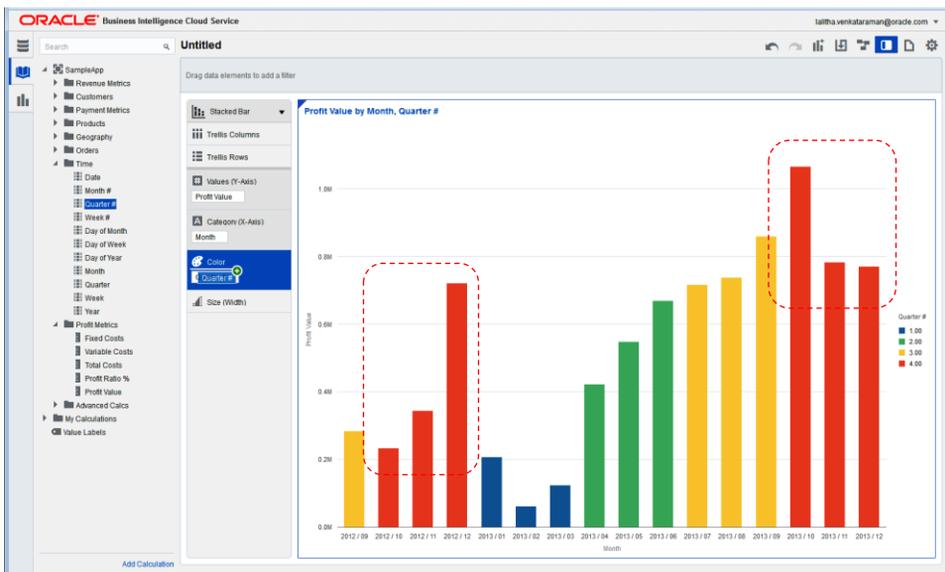
This flow should be complemented by a mash-up file that explains cost issue is related to a marketing campaign effort. This file is under development as of today



Let's look at status of profits for this company that we just got data about. Start by right-clicking a Best Viz with profit value and month objects as arguments. Notice that past two months are showing a sudden decrease in profits.



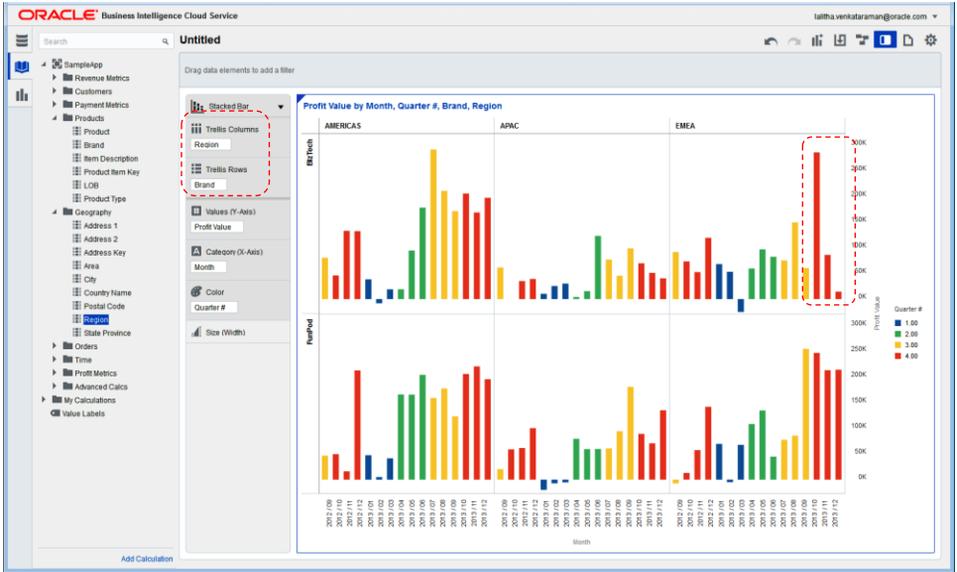
Change the Viz type to Stacked Vertical Bar



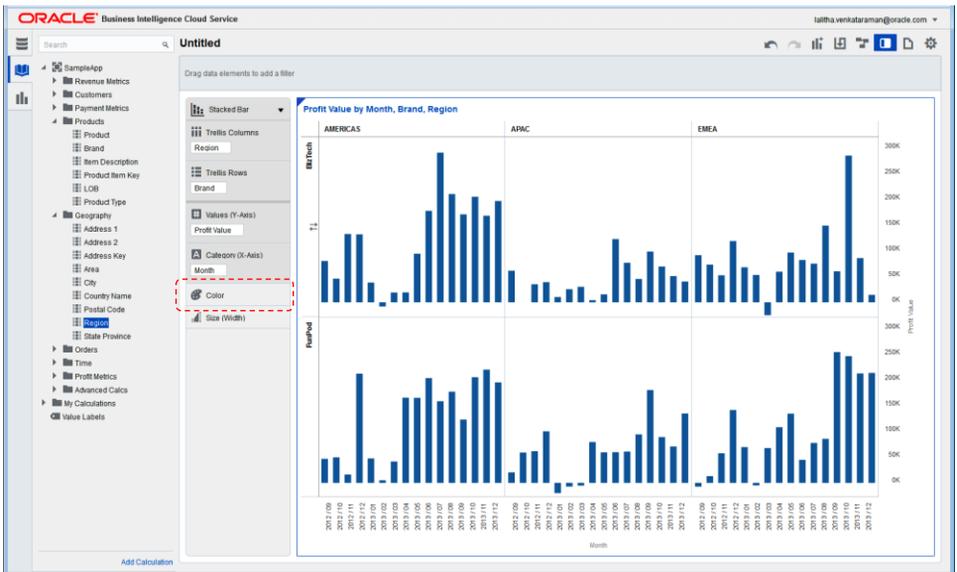
Then drag Quarter # in the color field.

The chart now allows you to visually compare Q4 last to Q4 this year.

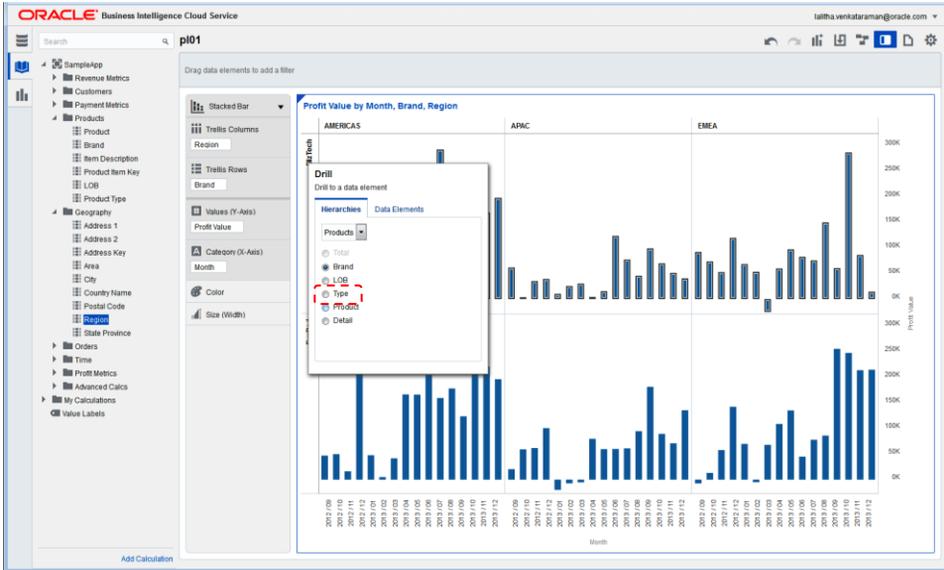
There is a clear change in seasonality this year. December was a peak month last year, it's not this year. What's going on ?



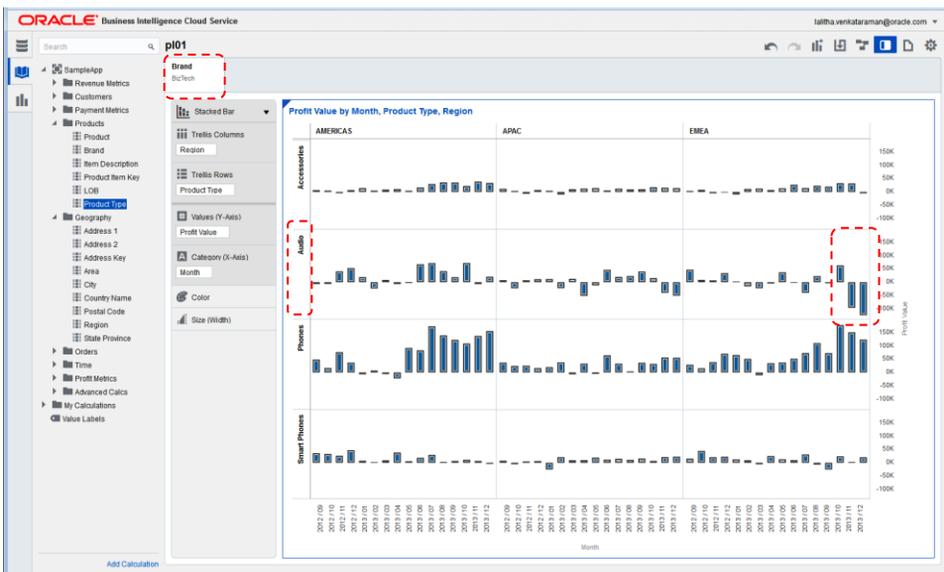
Let's drill into more dimensional details.
 Drag both Product Brand and Geo Region as rows and Columns of the trellis.
 It's immediately apparent that BizTech brand in EMEA is the culprit.



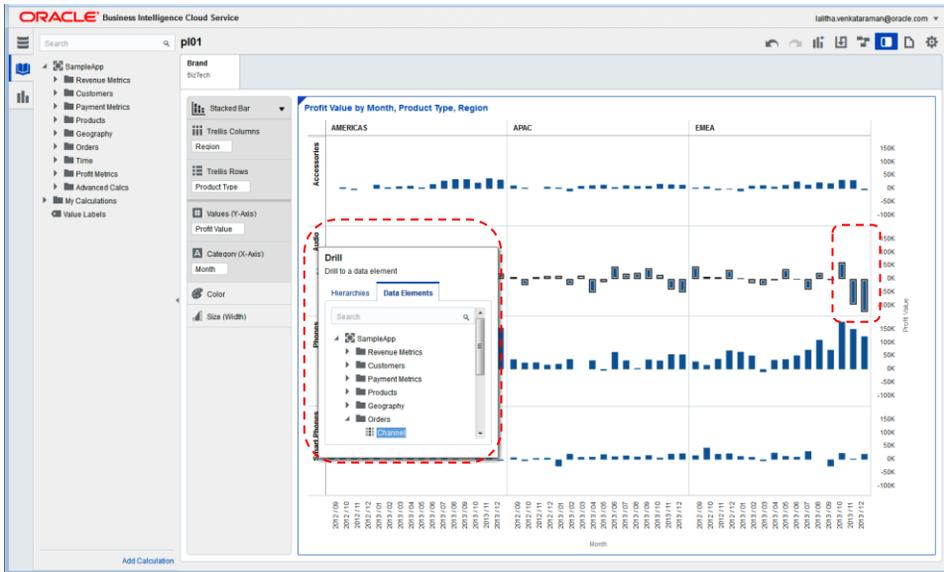
Remove the quarter # object from the color field



Then right click on BizTech value and drill into Type details



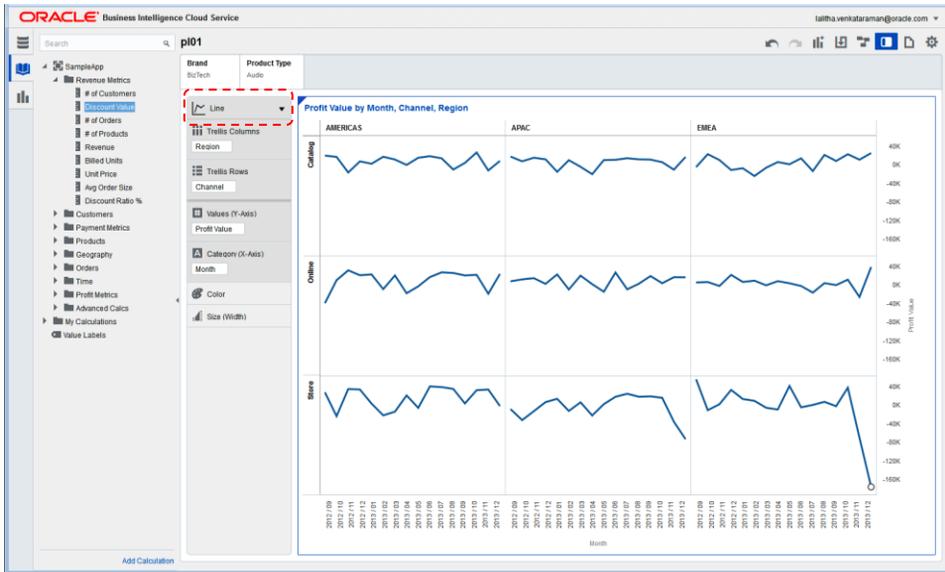
Project is filtered for BizTech, and there, Audio product line sticks out as the one where the highest loss is happening.



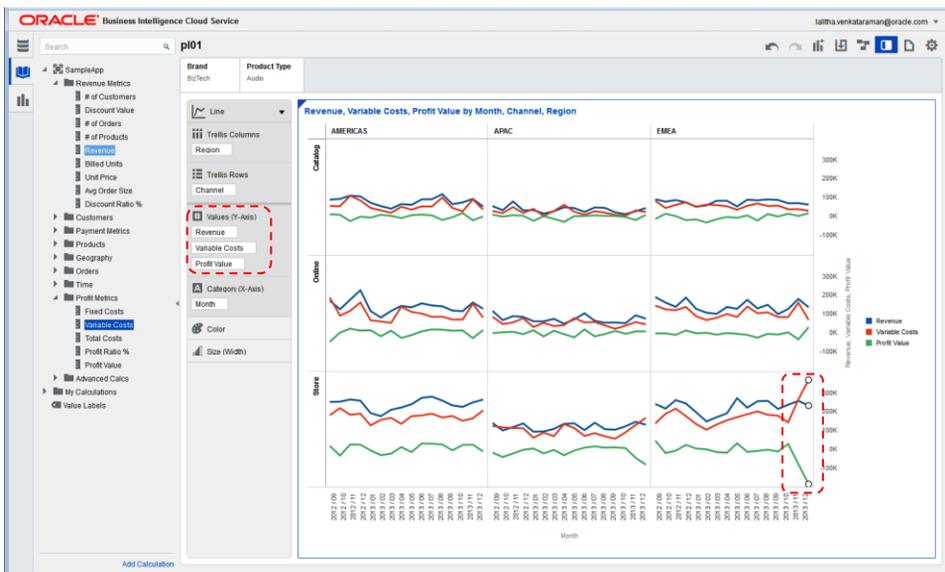
Right click on Audio, and select drill, then Data Elements, choose Channel field
 That will break down Audio values into details by sales channels.
 Will allow us to understand if the pb is related to a single distribution channel or is general.



Clearly, with this detail, we can see that EMEA Store is the problem. Something is happening with resellers distributions in EMEA over holidays 2013, that is creating a big loss



Let's see if this is revenue related.
 Transform back the chart into a line chart.



Then successively drag Revenue object, and Variable Cost line into the chart.
 The revenue line here indicates that the problem is not completely related to loss of sales
 Instead, its very apparent that cost line in red became out of control for this channel. The recent loss is evidently related to increase in costs in EMEA.