

One-Minute Spotlight

THE DATA ANALYSIS TOOL

The Data Analysis tool imports and analyzes data in Oracle’s Crystal Ball. The data is imported directly into Crystal Ball forecast charts, one for each data series. Then, you can analyze it using any of Crystal Ball’s features. This tool differs from the standard use of Crystal Ball because the data within the resulting histograms is not simulated data but actual data!

In this example, you are reviewing the magazine sales for a retail store and need to better understand the data.

The screenshot shows the Oracle Crystal Ball Data Analysis tool interface. At the top, the title "Sales Data" is displayed in blue, with a "Back to model" link in the top right corner. The data is presented in a table with four columns: "Reader's Digest", "Time", "People", and "National Geographic". The rows are numbered 4 through 20. The table is displayed within a grid that has columns labeled A through F and rows numbered 1 through 20. At the bottom of the interface, there are navigation controls including arrows, a "Description" tab, a "Model" tab, and a "Sales Data" tab which is currently selected. A search bar is also visible at the bottom right.

	<i>Reader's Digest</i>	<i>Time</i>	<i>People</i>	<i>National Geographic</i>
4	562	362	646	508
5	494	373	634	528
6	387	351	672	515
7	302	358	646	503
8	630	356	586	404
9	257	343	601	525
10	690	344	669	524
11	510	369	704	503
12	695	363	613	540
13	865	368	667	465
14	545	366	626	429
15	493	353	610	555
16	463	367	637	632
17	512	347	620	422
18	182	366	687	480
19	567	379	694	444
20	598	326	620	494

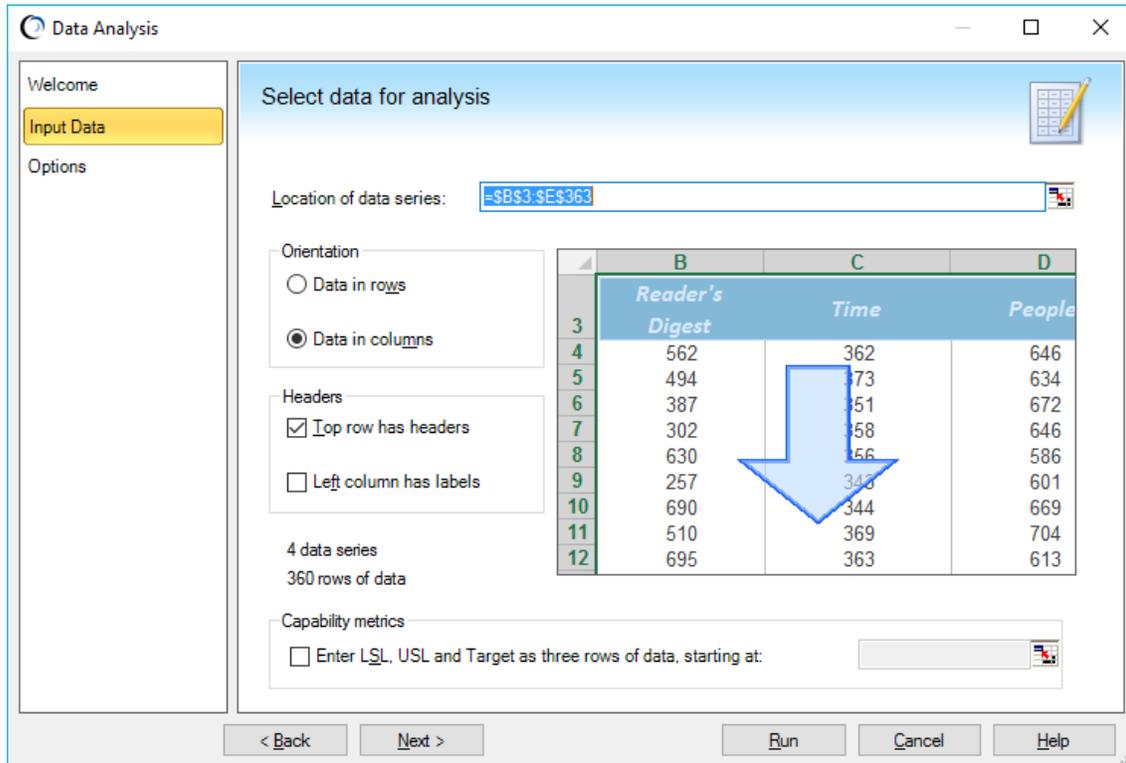


Data Analysis, continued

OPENING THE TOOL AND SELECTING THE DATA

You can open the Data Analysis tool through the Run -> Tools menu.

When the tool opens, you will see a Welcome screen. Click on Next. In the Input Data dialog, the tool will show you a preview of your data. To use the Data Analysis tool, your data series must be contiguous (in adjacent rows or columns) in either rows or columns.



If the data range shown is not correct, simply the icon next to the Location field and select the cells in one block.

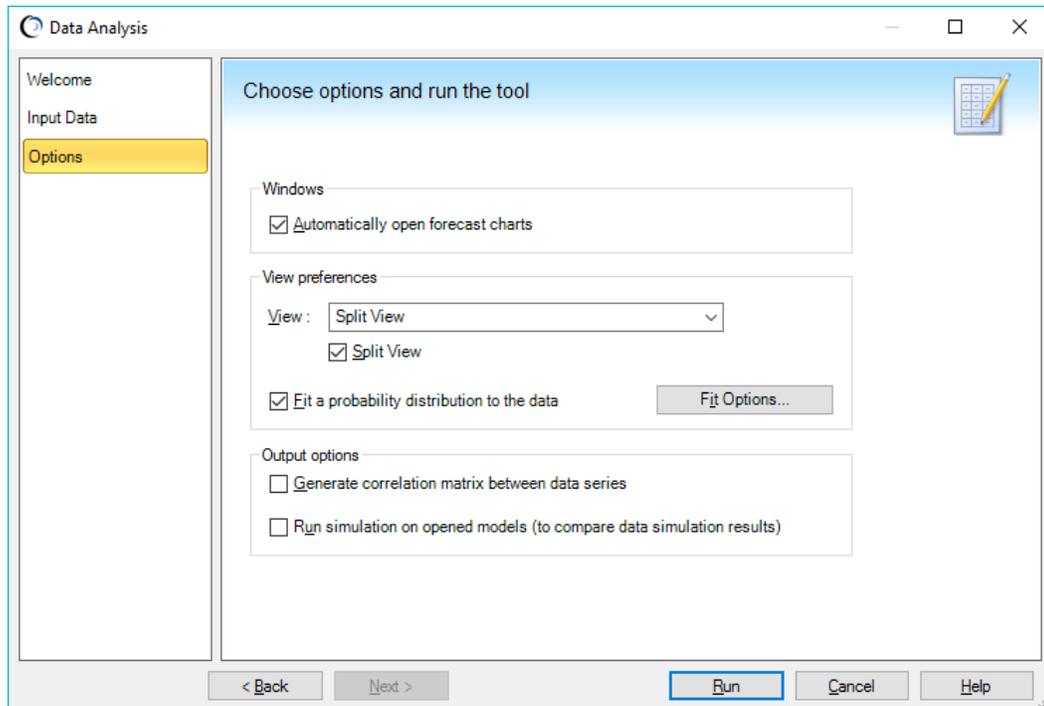
Click on Next to move to the Options dialog (shown below).

Data Analysis, continued

SELECT THE RUN AND OUTPUT OPTIONS

In the Options dialog, you can select various run and output options, including a correlation matrix for multiple rows or columns of data. You can also fit a distribution to the data.

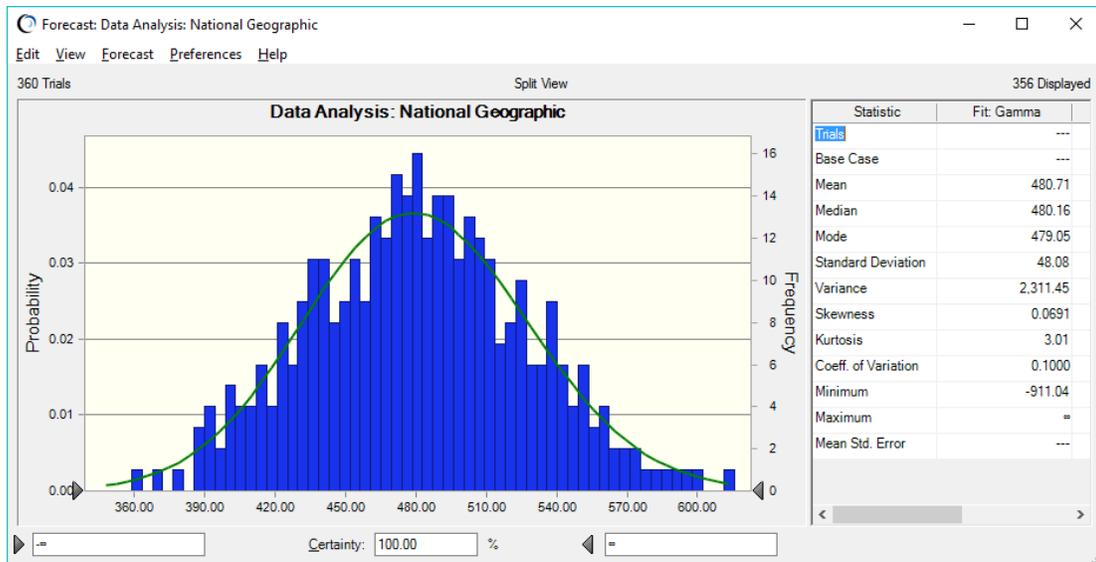
When your options are set, click on Run to generate the Data Analysis Tool output.



Data Analysis, continued

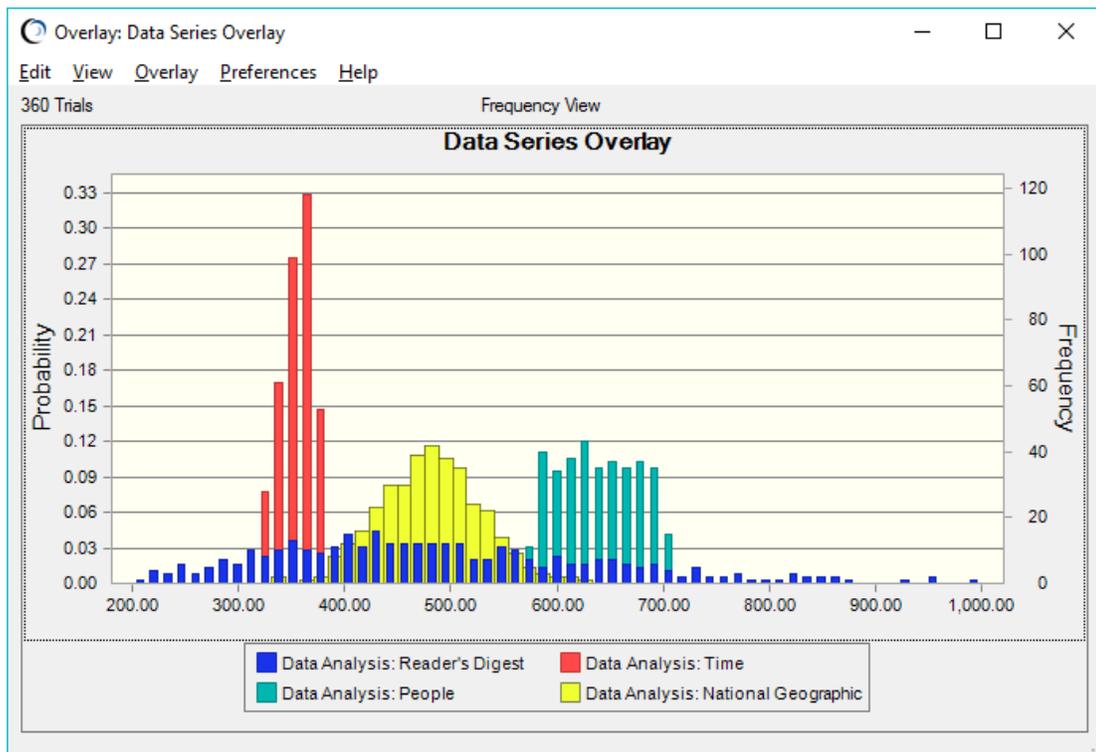
ANALYZE THE OUTPUT

When the Data Analysis tool runs, it creates one or more forecast charts on top of a new output workbook holding temporary data.



On the new output workbook, there are buttons to open forecast, trend, and overlay charts for your data (the latter two choices are only good for multiple columns or rows of data).

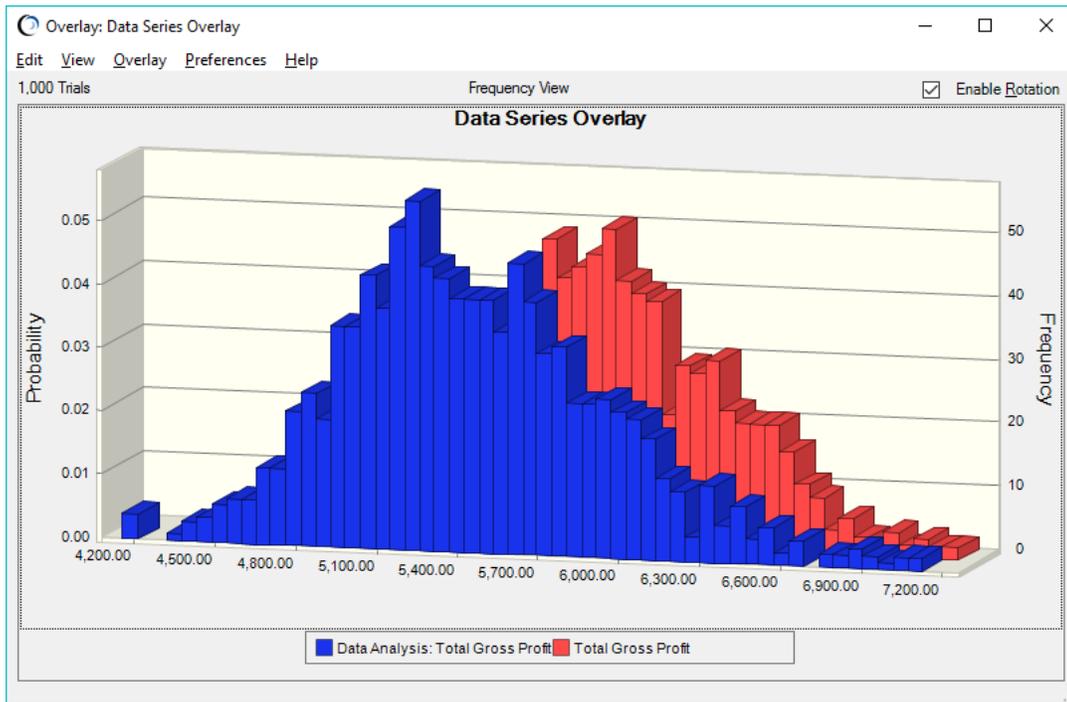
In the example below, an overlay chart of the data has been created by selecting all four of the forecasts on the output workbook and clicking the Overlay Chart button.



Data Analysis, continued

COMPARE DATA TO SIMULATION RESULTS

An additional feature of the Data Analysis tool is the ability to compare actual data with simulated data. For example, if you had historical data for magazine sales, then you could compare this data to the simulated sales of the forecast model! After the tool is run, you can create an overlay chart to compare the two forecasts (shown below).



For more information or to contact us, browse to

<http://www.oracle.com/technetwork/middleware/crystalball/overview/index.html>.