

Oracle Visual Analytics DEMO

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Oracle Data Visualization



Business Intelligence and Visual Analytics Trends

- Most common BI functionality is for predefined **query and reporting**
- Over three-quarters (79%) of research participants are satisfied with their ability to perform predefined query and reporting
- Participants (69%) are also fairly satisfied with ad-hoc, on-the-fly query and reporting capabilities
- **Visual analytics is one of the hottest trends in BI today!**





Visual analytics can help users become more productive with data by using software to integrate data analysis capabilities with modern, graphical ways of expressing information ”

TDWI Research 2015



Business Intelligence and Visual Analytics Trends

- Visual analytics is part of a larger trend in BI toward **greater self-service data access and analysis**
- VA builds on what has been accomplished with BI technology but adds **innovations in visual data interaction and representation**
- Visual analytics can play an important role in other data-driven objectives such as **identifying repeatable decisions**
- VA gives better capabilities for nontechnical users to analyze data more frequently and need better means of **discovering and sharing** data insights

Oracle Data Visualization for Business Leaders



Blend More Data

● **Easily upload and analyze data yourself**



Get More Answers

● **Uncover hidden patterns and previously unknown trends**



Scale More Insights

● **Craft and share a story supported by your data**

Oracle Data Visualization

Automatically creates rich, compelling graphics

Many creative ways to **visualize data**

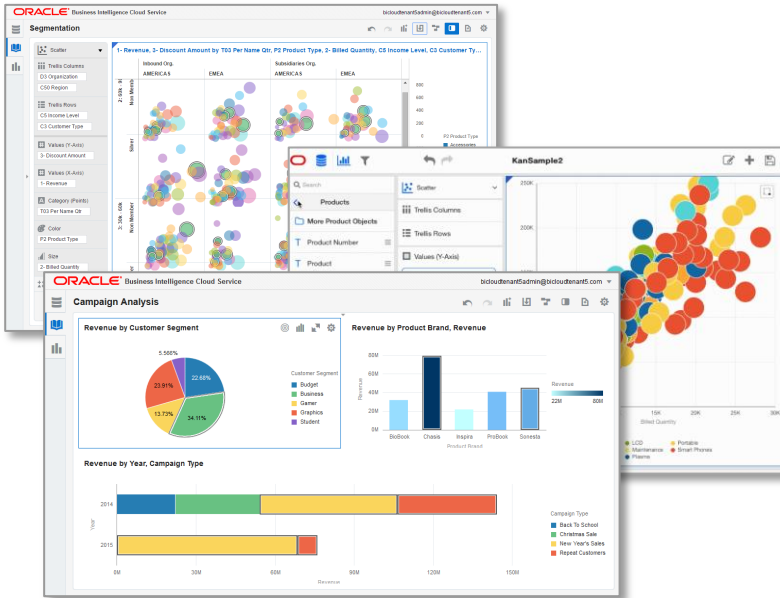
Unlimited use of **color, size, shape** and various coordinate systems

Trellising of any visualization by both columns and rows

Automatic **brushing** enables discovery of new patterns

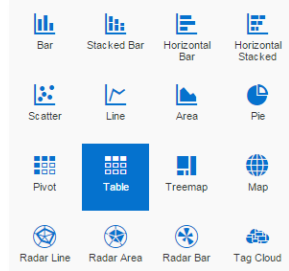
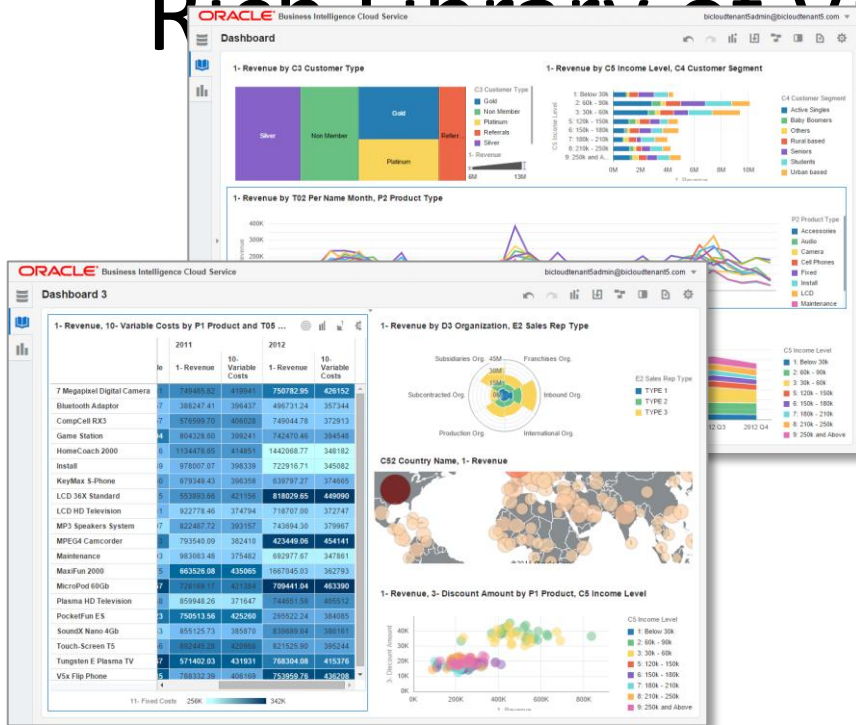
Consumer-style **filtering** and **exploration**

Touch-friendly functionality for authoring new analytics on-the-go



Rich Library of Visual Components

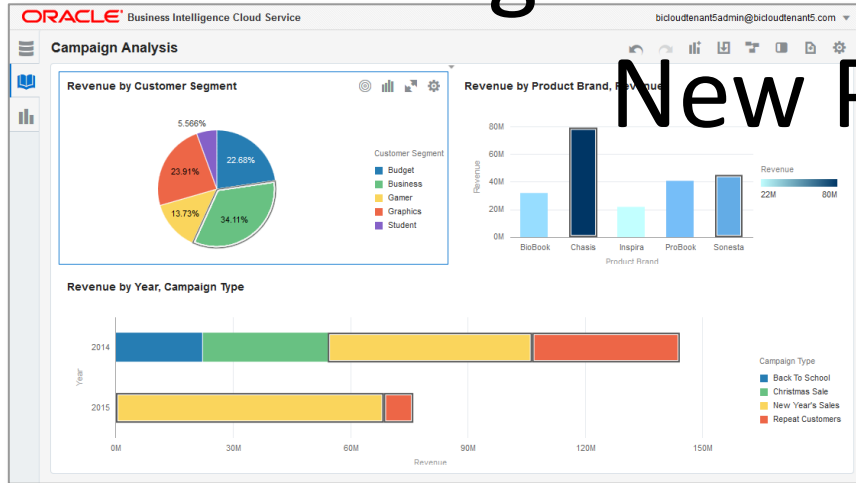
Many creative ways to visualize data



- Unlimited use of color, size, shape and various coordinate systems
- Implemented via modern JavaScript library and rendered through HTML5

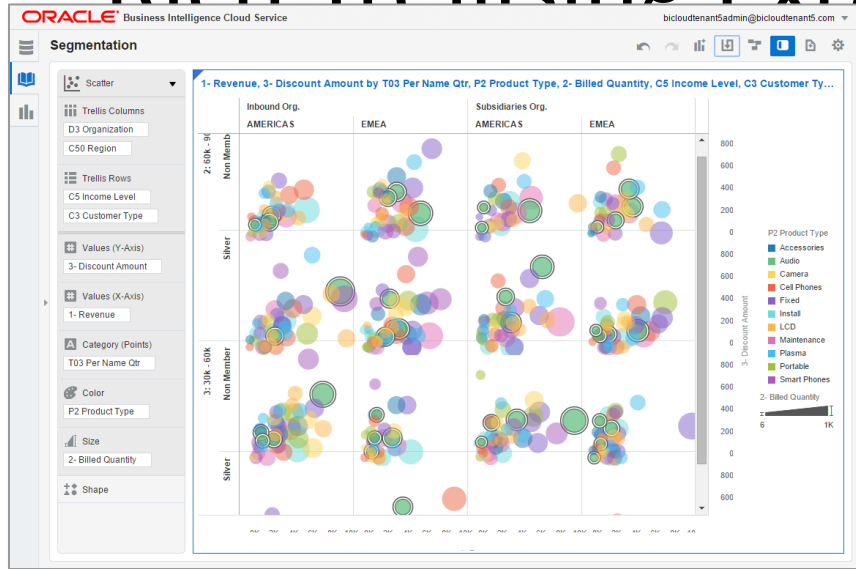
Brushing Guides Users To Discover

New Patterns



- **Selecting** data in one visualization **highlights correlated elements** in everything else on the screen
- Seemingly simple user experience powered by incredibly sophisticated analytic queries

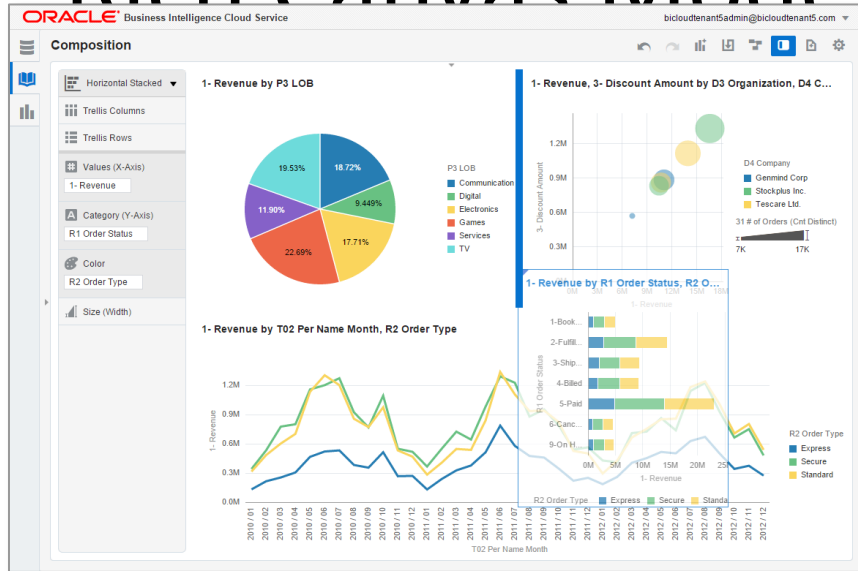
Rich Trellising Exposes Deep Patterns



Data any visualization can be trellised by both columns and rows

- No limitation on the number of attributes used in trellis
- **Brushing** functionality also works within cells of trellis

Rich Canvas Model Blends Reporting &

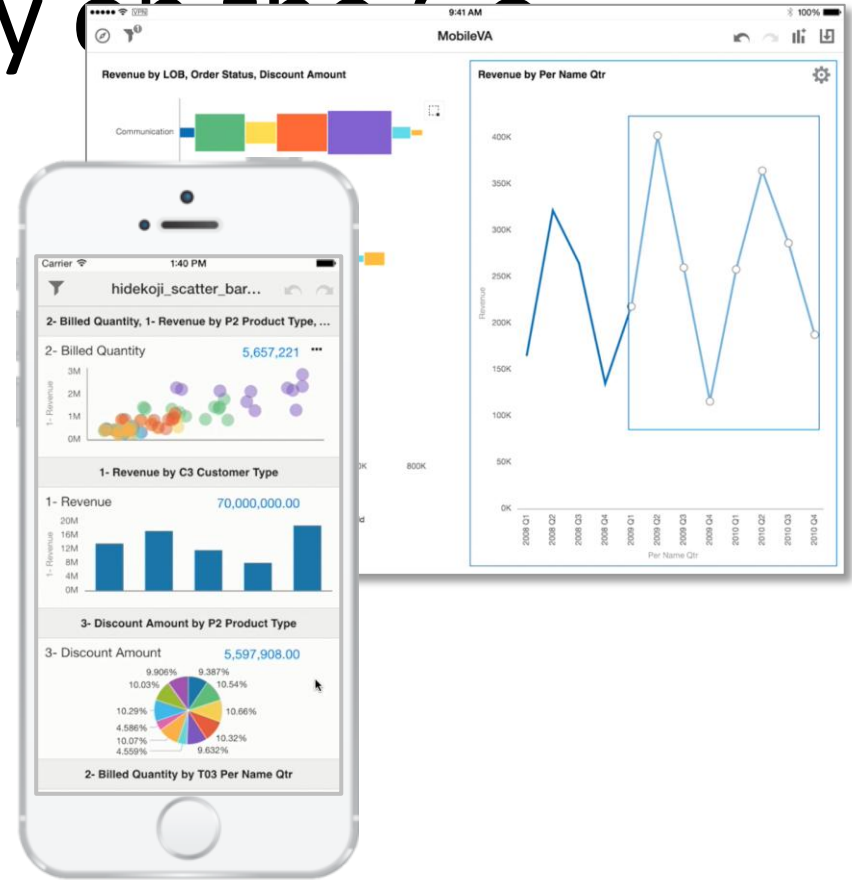


boarding

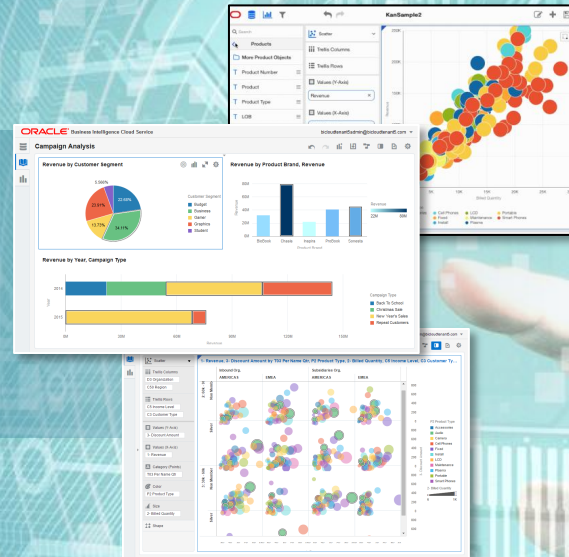
- **Single interface** for creating visualizations and composing them together
- Optimal use of screen real estate automatically chosen for user
- Fine grain positioning and sizing accomplishing with simple dragging

Data Discovery on the Go

- Adaptive mobile design for self-service analytics optimized for **tablet and phone** form factors
- **Touch-friendly** functionality for authoring new analytics on-the-go
- Based on HTML5 – works on any tablet device



Oracle Visual Analytics DEMO



Sign In to Oracle Cloud

* User Name

* Password

* Identity Domain ?

[Forgot Password](#) | [Learn More](#)

Sign In

Launchpad x Service Detail x Oracle BIEE Home x +

https://businessintellria9733-usoracler1a77557.analytics.us2.oraclecloud.com/analytics/saw.dll?bieehome

ORACLE Business Intelligence Cloud Service





Search Administration Help Sign Out

Home | Catalog | Favorites | Dashboards | New | Open | Signed In As kurt.wassil@oracle.com


Dashboards


Recent Favorites


SampleApp


-  **AppNexus Dashboard**
4/13/2015 10:22:28 PM 
-  **Sample Dashboard**
7/2/2014 3:34:45 PM 


javascript:void(null)


 **Load Data**
Upload and refresh your data.


 **Model**
Organize and relate your data for analysis. Define facts, dimensions and hierarchies.


 **Manage**
Manage users and roles. Take and restore snapshots of your service.

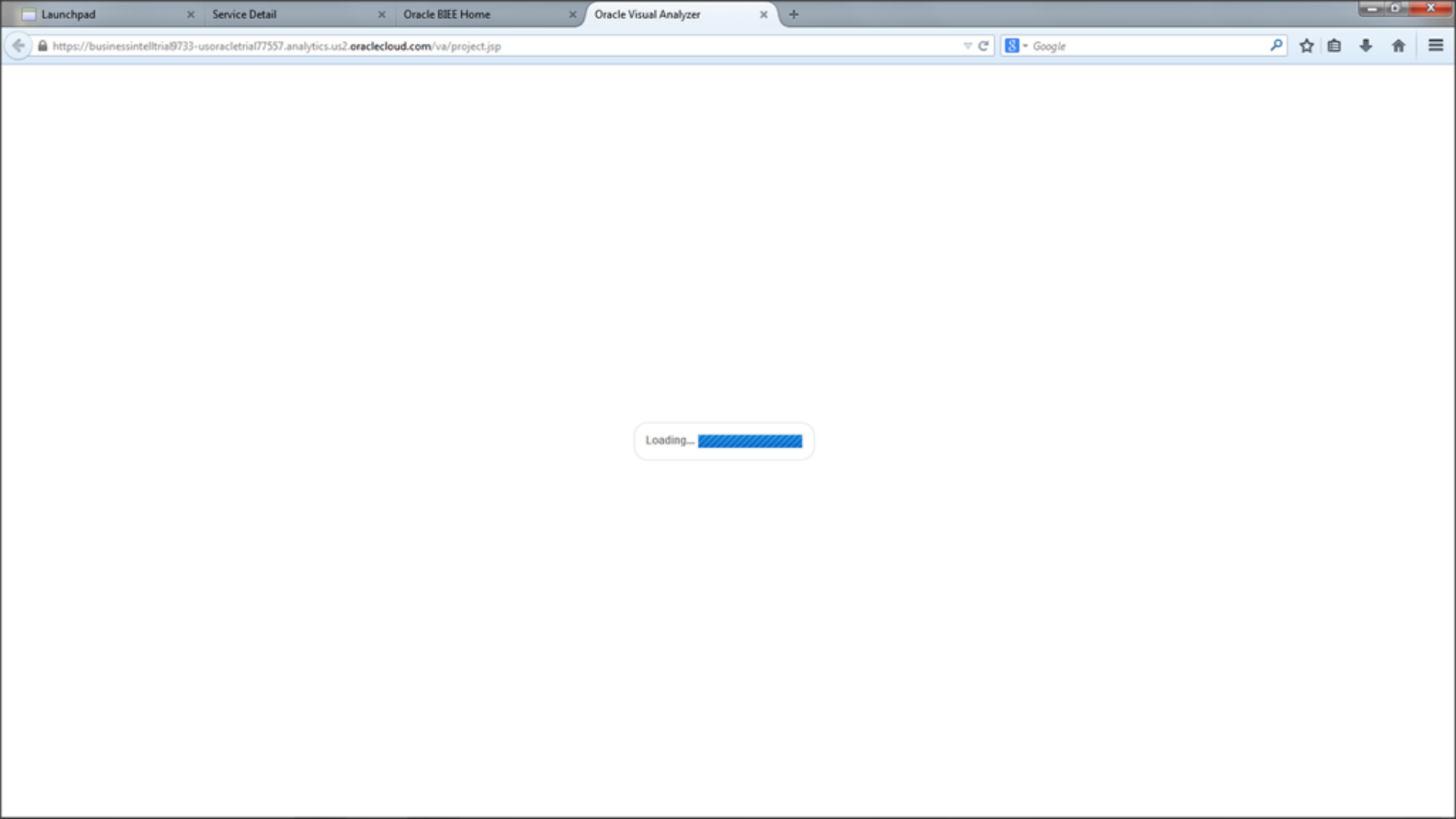
 **Create an Analysis**
Query and report your data.

 **Create a Visual Analyzer Project**
Explore your data and discover insight.

 **Create a Dashboard**
Combine analyses and prompts into Interactive Dashboard applications.

 **Catalog**
Browse and organize the content in your catalog.

 **Get Started**
Learn more about your service.



Loading...

Drag data elements to add a filter

Select Visualization to View Details

Elements Here

Add Data Source

Select a Subject Area | Select a Saved File | Upload a File

Search

SampleApp

OK Cancel

Drag data elements to add a filter

Select Visualization to View Details

Elements Here

Add Data Source

Select a Subject Area | Select a Saved File | Upload a File

File [Click to select or drop file here](#)

OK Cancel

Drag data elements to add a filter

Select Visualization to View Details

Elements Here

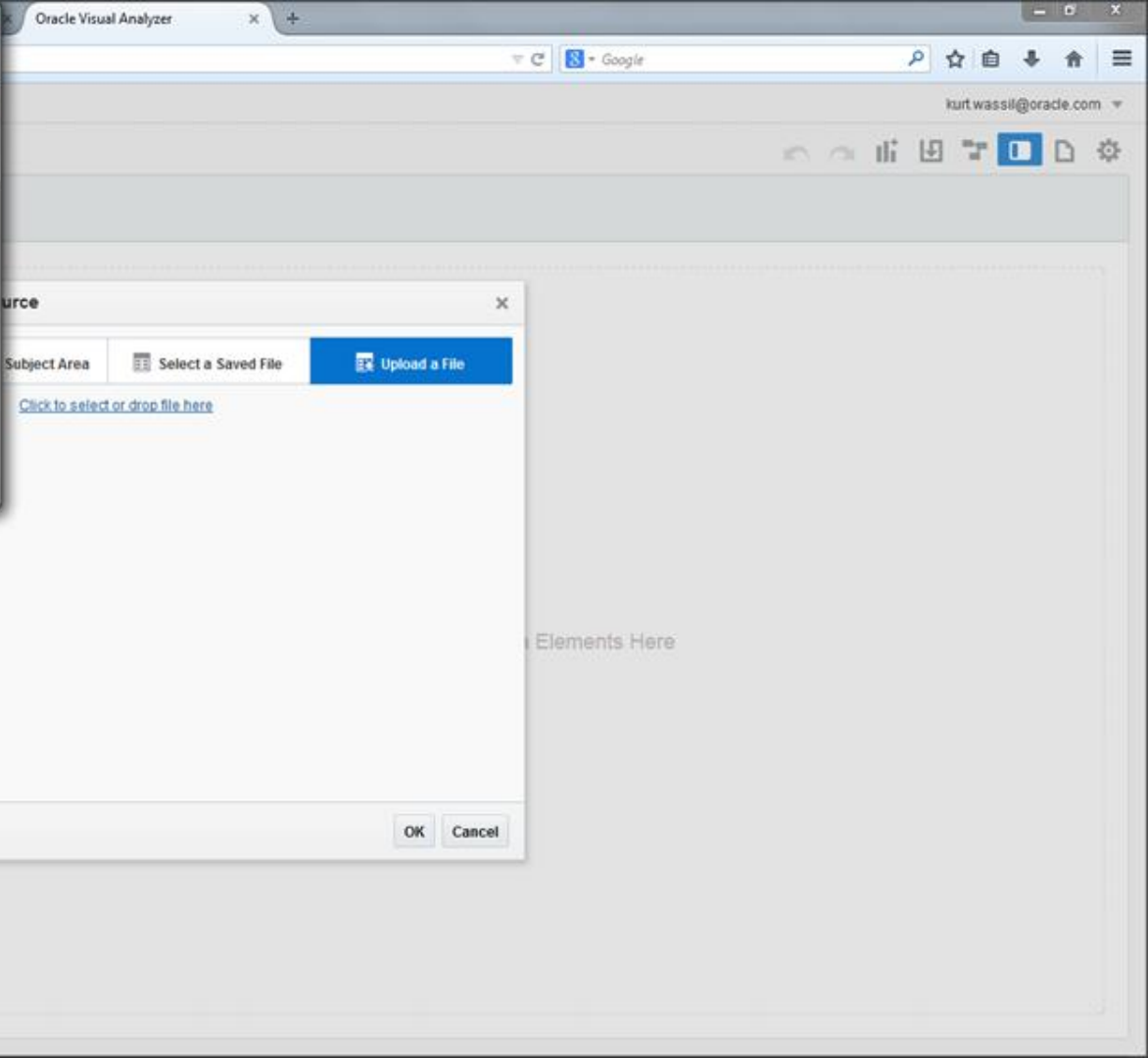
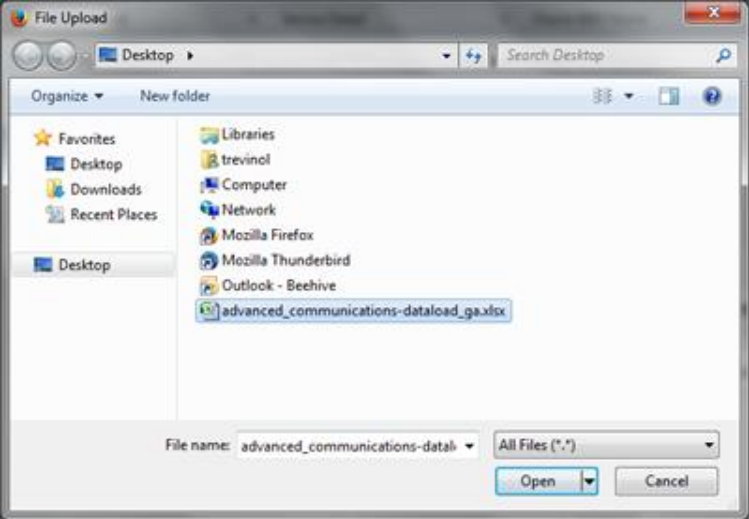
Add Data Source

Select a Subject Area | Select a Saved File | **Upload a File**

File [Click to select or drop file here](#)

[Click to select or drop file here](#)

OK Cancel




Drag data elements to add a filter

Select Visualization to View Details

Add Data Source

Select a Subject Area | Select a Saved File | **Upload a File**

File: [advanced_communications-dataload_ga.xlsx](#)

Uploading advanced_communications-dataload_ga.xlsx (87 %) 

Cancel

OK Cancel

Elements Here

Drag data elements to add a filter

Select Visualization to View Details

Add Data Source

Select a Subject Area | Select a Saved File | **Upload a File**

File [advanced_communications-datalead_ga.xlsx](#)

Source Name advanced_communications-datalead_ga

Description Uploaded from advanced_communications-datalead_ga.xlsx.

promotion name	start date	end date	marketin
Add Attribute	Add Attribute	Add Attribute	Add Attrib
Advanced 79.00 bundl...	2015-04-13	2015-05-13	EMAIL
Advanced 79.00 bundl...	2013-07-28	2013-11-24	PHONE
Advanced 79.00 bundl...	2014-01-09	2014-02-12	MAIL
Advanced 69.99 Phon...	2012-04-08	2012-06-13	EMAIL
Advanced 69.99 Phon...	2012-04-07	2012-06-18	PHONE

OK Cancel

Elements Here

Search **Untitled**

Drag data elements to add a filter

Add Data Source

Select a Subject Area | Select a Saved File | **Upload a File**

File advanced_communications-dataload_ga -b.xlsx

Source Name advanced_communications-dataload_ga -b

Description Uploaded from advanced_communications-dataload_ga -b.xlsx

promotion name	start date	end date	marketing type	# years highered	household income	# targeted	# responded	customer satisfac...	industry
Add Attribute	Add Attribute	Add Attribute	Add Attribute	Add Measure	Add Measure	Add Measure	Add Measure	Add Measure	Add Attribute
				Sum	Sum	Sum	Sum	Sum	
Advanced 79.00 bundl...	2015-04-13	2015-05-13	EMAIL	4.00	172,729.34	8.00	6.00	84.00	Agriculture
Advanced 79.00 bundl...	2013-07-28	2013-11-24	PHONE	4.00	106,507.50	22.00	15.00	82.00	Banking
Advanced 79.00 bundl...	2014-01-09	2014-02-12	MAIL	4.00	47,000.00	23.00	11.00	74.00	Transportation
Advanced 69.99 Phon...	2012-04-08	2012-06-13	EMAIL	2.00	62,710.38	27.00	7.00	81.00	Entertainment
Advanced 69.99 Phon...	2012-04-07	2012-06-18	PHONE	4.00	66,377.50	29.00	4.00	72.00	advertising

OK Cancel

Search **Untitled**

Drag data elements to add a filter

Add Data Source

Select a Subject Area | Select a Saved File | **Upload a File**

File advanced_communications-dataload_ga-b.xlsx
 Source Name advanced_communications-dataload_ga-b
 Description Uploaded from advanced_communications-dataload_ga-b.xlsx

marketing type	# years highered	household income	# targeted	# responded	customer satisfac...	industry	region	# weeks for offer r...	# weeks to install
Add Attribute	Add Measure	Add Measure	Add Measure	Add Measure	Add Measure	Add Attribute	Add Attribute	Add Measure	Add Measure
	Sum	Sum	Sum	Sum	Sum			Sum	Sum
EMAIL	4.00	172,729.34	8.00	6.00	Average	Agriculture	West	3.10	1.30
PHONE	4.00	106,507.50	22.00	15.00	Minimum	Banking	Midwest	4.00	2.00
MAIL	4.00	47,000.00	23.00	11.00	Maximum	Transportation	Northeast	0.00	3.50
EMAIL	2.00	62,710.38	27.00	7.00	Count	Entertainment	West	0.00	0.00
PHONE	4.00	66,377.50	29.00	4.00	Count Distinct	advertising	Northeast	0.00	0.00

OK Cancel

Search **Untitled**

Drag data elements to add a filter

Add Data Source

Select a Subject Area | Select a Saved File | **Upload a File**

File advanced_communications-dataload_ga -b.xlsx
 Source Name advanced_communications-dataload_ga -b
 Description Uploaded from advanced_communications-dataload_ga -b.xlsx

marketing type	# years highered	household income	# targeted	# responded	customer satisfac...	industry	region	# weeks for offer r...	# weeks to install
Add Attribute	Add Measure	Add Measure	Add Measure	Add Measure	Add Measure	Add Attribute	Add Attribute	Add Measure	Add Measure
	Sum	Sum	Sum	Sum	Average			Sum	Sum
EMAIL	4.00	172,729.34	8.00	6.00	84.00	Agriculture	West	3.10	1.30
PHONE	4.00	106,507.50	22.00	15.00	82.00	Banking	Midwest	4.00	2.00
MAIL	4.00	47,000.00	23.00	11.00	74.00	Transportation	Northeast	0.00	3.50
EMAIL	2.00	62,710.38	27.00	7.00	81.00	Entertainment	West	0.00	0.00
PHONE	4.00	66,377.50	29.00	4.00	72.00	advertising	Northeast	0.00	0.00

OK Cancel

Search **Untitled**

Drag data elements to add a filter

Add Data Source [X]

File advanced_communications-dataload_ga -b.xlsx

Source Name advanced_communications-dataload_ga -b

Description Uploaded from advanced_communications-dataload_ga -b.xlsx

marketing type	# years highered	household income	# targeted	# responded	customer satisfac...	industry	region	# weeks for offer r...	# weeks to install
Add Attribute	Add Measure	Add Measure	Add Measure	Add Measure	Add Measure	Add Attribute	Add Attribute	Add Measure	Add Measure
	Sum	Sum	Sum	Sum	Average			Sum	Sum
EMAIL	4.00	172,729.34	8.00	6.00	84.00	Agriculture	West	Average	1.30
PHONE	4.00	106,507.50	22.00	15.00	82.00	Banking	Midwest	Minimum	2.00
MAIL	4.00	47,000.00	23.00	11.00	74.00	Transportation	Northeast	Maximum	3.50
EMAIL	2.00	62,710.38	27.00	7.00	81.00	Entertainment	West	Count	0.00
PHONE	4.00	66,377.50	29.00	4.00	72.00	advertising	Northeast	Count Distinct	0.00

OK Cancel

Search **Untitled**

Drag data elements to add a filter

Add Data Source

File **advanced_communications-dataload_ga-b.xlsx**

Source Name **advanced_communications-dataload_ga-b**

Description **Uploaded from advanced_communications-dataload_ga-b.xlsx**

marketing type	# years highered	household income	# targeted	# responded	customer satisfac...	industry	region	# weeks for offer r...	# weeks to install
Add Attribute	Add Measure	Add Measure	Add Measure	Add Measure	Add Measure	Add Attribute	Add Attribute	Add Measure	Add Measure
	Sum	Sum	Sum	Sum	Average			Average	Sum
EMAIL	4.00	172,729.34	8.00	6.00	84.00	Agriculture	West	3.10	1.30
PHONE	4.00	106,507.50	22.00	15.00	82.00	Banking	Midwest	4.00	2.00
MAIL	4.00	47,000.00	23.00	11.00	74.00	Transportation	Northeast	0.00	3.50
EMAIL	2.00	62,710.38	27.00	7.00	81.00	Entertainment	West	0.00	0.00
PHONE	4.00	66,377.50	29.00	4.00	72.00	advertising	Northeast	0.00	0.00

OK Cancel

Search **Untitled**

Drag data elements to add a filter

Add Data Source

File

Source Name

Description

marketing type	# years highered	household income	# targeted	# responded	customer satisfac...	industry	region	# weeks for offer r...	# weeks to install
Add Attribute	Add Measure	Add Measure	Add Measure	Add Measure	Add Measure	Add Attribute	Add Attribute	Add Measure	Add Measure
	Sum	Sum	Sum	Sum	Average			Average	Sum
EMAIL	4.00	172,729.34	8.00	6.00	84.00	Agriculture	West	3.10	Average
PHONE	4.00	106,507.50	22.00	15.00	82.00	Banking	Midwest	4.00	Minimum
MAIL	4.00	47,000.00	23.00	11.00	74.00	Transportation	Northeast	0.00	Maximum
EMAIL	2.00	62,710.38	27.00	7.00	81.00	Entertainment	West	0.00	Count
PHONE	4.00	66,377.50	29.00	4.00	72.00	advertising	Northeast	0.00	Count Distinct

OK Cancel

Search **Untitled**

Drag data elements to add a filter

Add Data Source

Select a Subject Area | Select a Saved File | **Upload a File**

File advanced_communications-dataload_ga -b.xlsx
 Source Name advanced_communications-dataload_ga -b
 Description Uploaded from advanced_communications-dataload_ga -b.xlsx

marketing type	# years highered	household income	# targeted	# responded	customer satisfac...	industry	region	# weeks for offer r...	# weeks to install
Add Attribute	Add Measure	Add Measure	Add Measure	Add Measure	Add Measure	Add Attribute	Add Attribute	Add Measure	Add Measure
	Sum	Sum	Sum	Sum	Average			Average	Sum
EMAIL	4.00	172,729.34	8.00	6.00	84.00	Agriculture	West	3.10	1.30
PHONE	4.00	106,507.50	22.00	15.00	82.00	Banking	Midwest	4.00	2.00
MAIL	4.00	47,000.00	23.00	11.00	74.00	Transportation	Northeast	0.00	3.50
EMAIL	2.00	62,710.38	27.00	7.00	81.00	Entertainment	West	0.00	0.00
PHONE	4.00	66,377.50	29.00	4.00	72.00	advertising	Northeast	0.00	0.00

OK Cancel

Search **Untitled**

Drag data elements to add a filter

Add Data Source

Select a Subject Area | Select a Saved File | **Upload a File**

File: advanced_communications-dataload_ga-b.xlsx

Source Name: advanced_communications-dataload_ga-b

Description: Uploaded from advanced_communications-dataload_ga-b.xlsx

marketing type	# years highgerd	household income	# targeted	# responded	customer satisfac...	industry	region	# weeks for offer r...	# weeks to install
Add Attribute	Add Measure	Add Measure	Add Measure	Saving advanced_communications-dataload_ga-b			Add Attribute	Add Measure	Add Measure
	Sum	Sum	Sum	Sum	Sum			Average	Average
EMAIL	4.00	172,729.34	8.00	6.00	84.00	Agriculture	West	3.10	1.30
PHONE	4.00	106,507.50	22.00	15.00	82.00	Banking	Midwest	4.00	2.00
MAIL	4.00	47,000.00	23.00	11.00	74.00	Transportation	Northeast	0.00	3.50
EMAIL	2.00	62,710.38	27.00	7.00	81.00	Entertainment	West	0.00	0.00

OK Cancel

- advanced_communications
 - promotion name
 - start date
 - end date
 - marketing type
 - # years highered
 - household income
 - # targeted
 - # responded
 - customer satisfaction
 - industry
 - region
 - # weeks for offer redeem
 - # weeks to install
- My Calculations
- Value Labels

Drag data elements to add a filter

Select Visualization to View Details

Drop Visualizations or Data Elements Here

- advanced_communications
 - promotion name
 - start date
 - end date
 - marketing type
 - # years highered
 - household income
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- advanced_communications
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 - marketing type
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 - customer satisfaction
 - industry
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 - Create Viz...
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- My Calc
- Value Labels

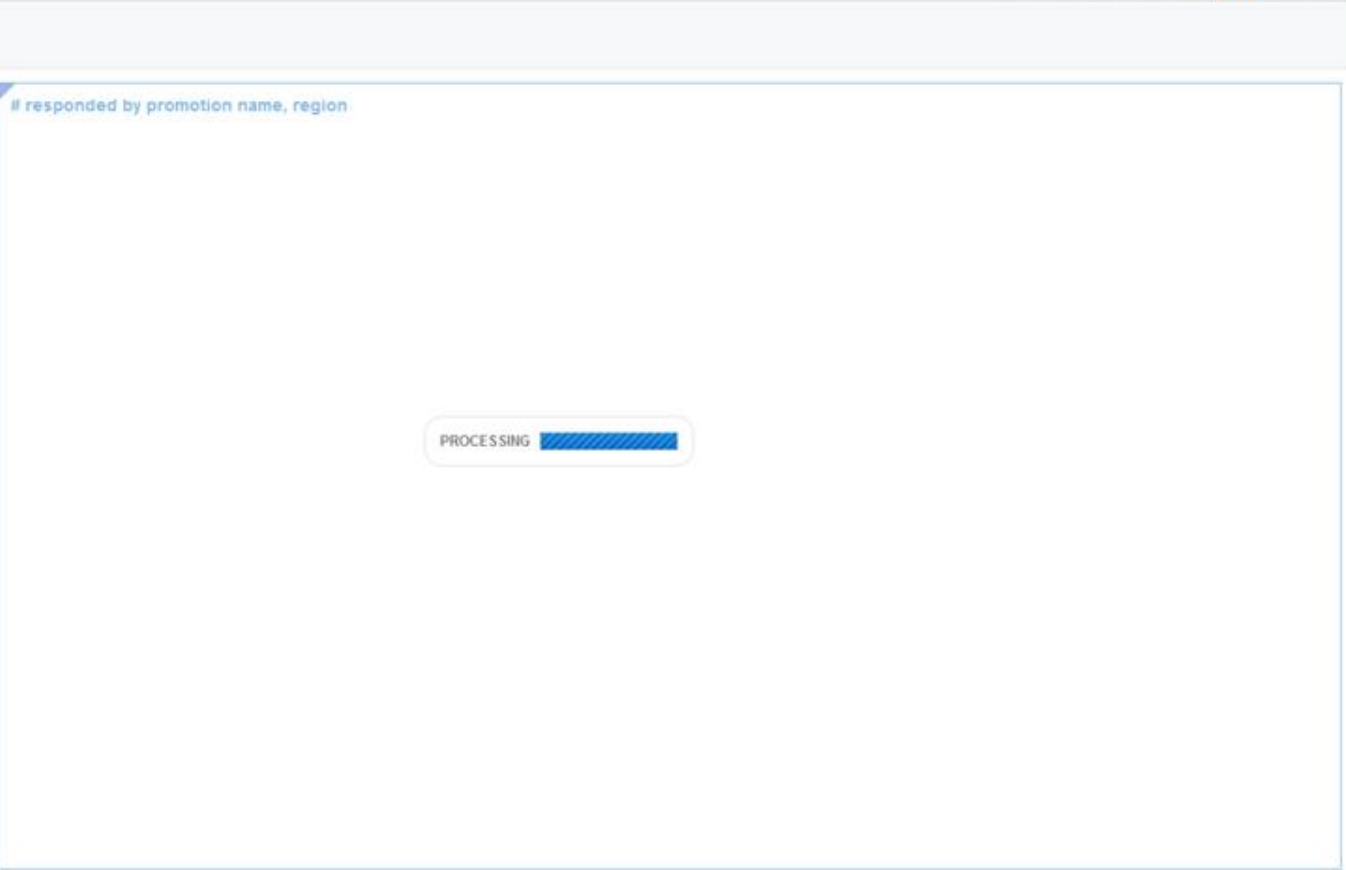
Drag data elements to add a filter

Select Visualization to View Details

Drop Visualizations or Data Elements Here

- advanced_communications
 - promotion name
 - start date
 - end date
 - marketing type
 - # years highered
 - household income
 - # targeted
 - # responded
 - customer satisfaction
 - industry
 - region
 - # weeks for offer redeem
 - # weeks to install
- My Calculations
- Value Labels

- Drag data elements to add a filter
- Horizontal Stacked
 - Trellis Columns
 - Trellis Rows
 - Values (X-Axis)
 - # responded
 - Category (Y-Axis)
 - promotion name
 - Color
 - region
 - Size (Width)



Search

Untitled

- advanced_communications
 - promotion name
 - start date
 - end date
 - marketing type
 - # years highered
 - household income
 - # targeted
 - # responded
 - customer satisfaction
 - industry
 - region
 - # weeks for offer redeem
 - # weeks to install
- My Calculations
- Value Labels

Drag data elements to add a filter

Horizontal Stacked

Trellis Columns

Trellis Rows

Values (X-Axis)

responded

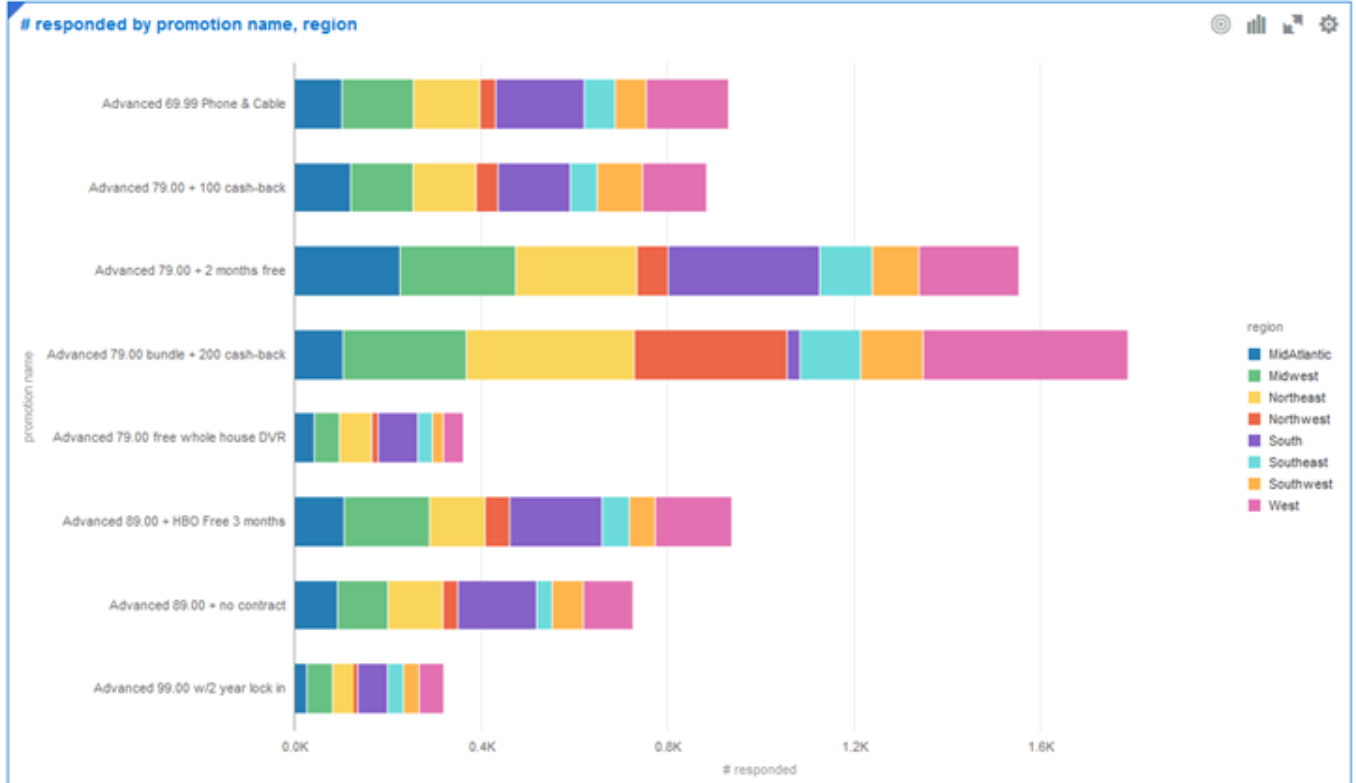
Category (Y-Axis)

promotion name

Color

region

Size (Width)



Add Calculation

Search

Untitled

- advanced_communications
 - promotion name
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Drag data elements to add a filter

Horizontal Stacked

Trellis Columns

Trellis Rows

Values (X-Axis)

responded

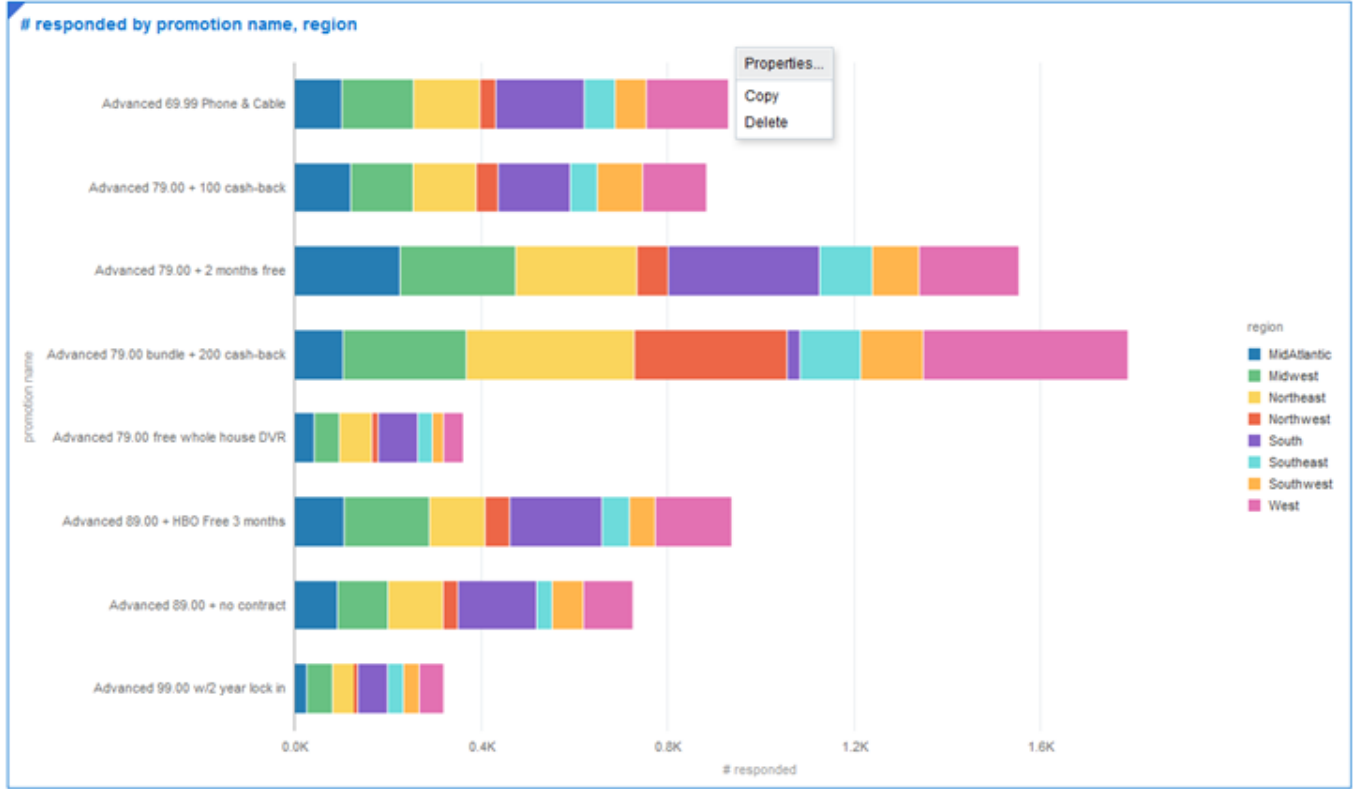
Category (Y-Axis)

promotion name

Color

region

Size (Width)



Search

Untitled

- advanced_communications
 - promotion name
 - start date
 - end date
 - marketing type
 - # years highered
 - household income
 - # targeted
 - # responded
 - customer satisfaction
 - industry
 - region
 - # weeks for offer redeem
 - # weeks to install
- My Calculations
 - Value Labels

Drag data elements to add a filter

Horizontal Stacked

Trellis Columns

Trellis Rows

Values (X-Axis)

responded

Category (Y-Axis)

promotion name

Color

region

Size (Width)

responded by promotion name, region



Search

Untitled

- advanced_communications
 - promotion name
 - start date
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 - # years highered
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Drag data elements to add a filter

Horizontal Stacked

Trellis Columns

Trellis Rows

Values (X-Axis)

responded

Category (Y-Axis)

promotion name

Color

region

Size (Width)



Add Calculation

- advanced_communications
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Horizontal Stacked

Trellis Columns

Trellis Rows

Values (X-Axis)

responded

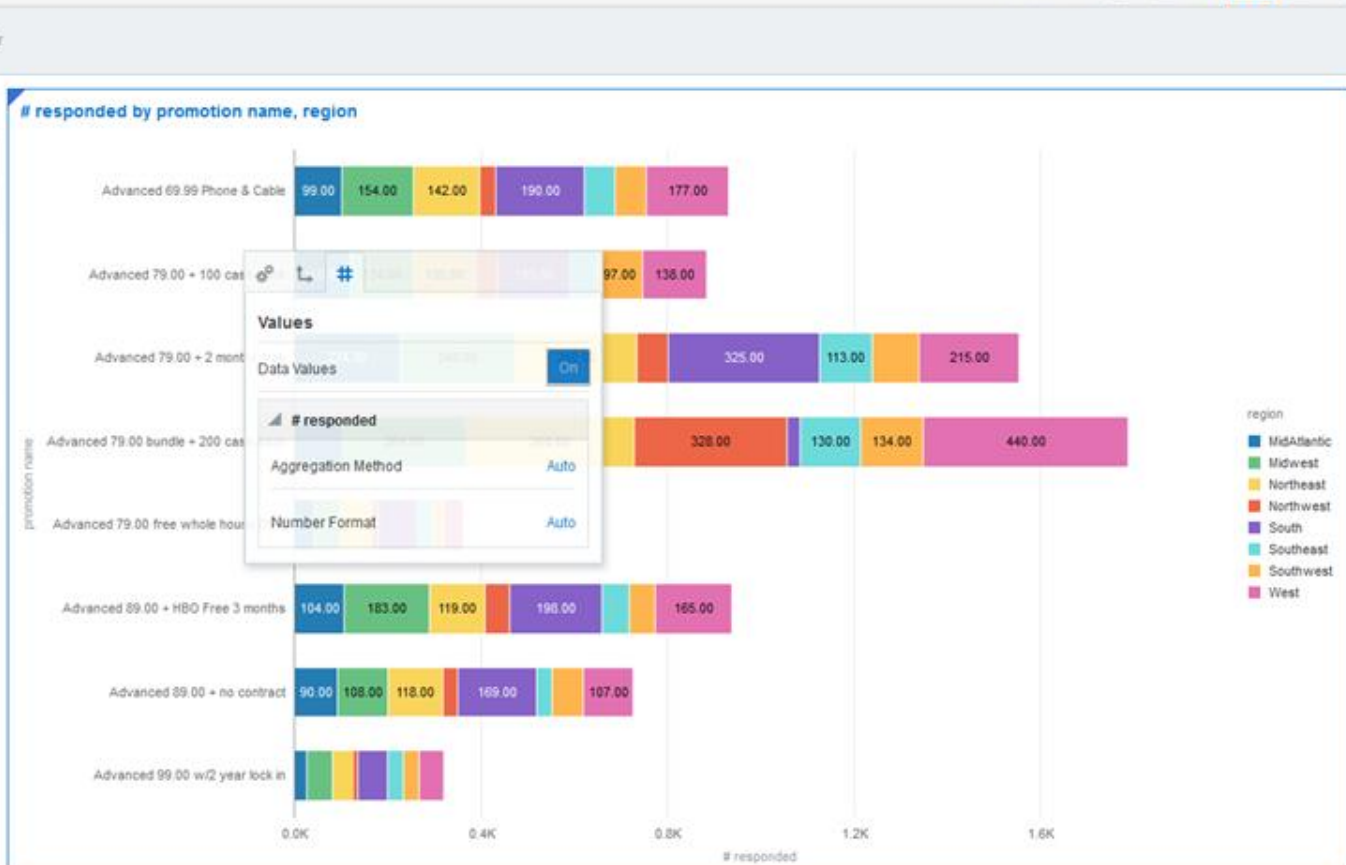
Category (Y-Axis)

promotion name

Color

region

Size (Width)



Search

Untitled

- advanced_communications
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Drag data elements to add a filter

Horizontal Stacked

Trellis Columns

Trellis Rows

Values (X-Axis)

responded

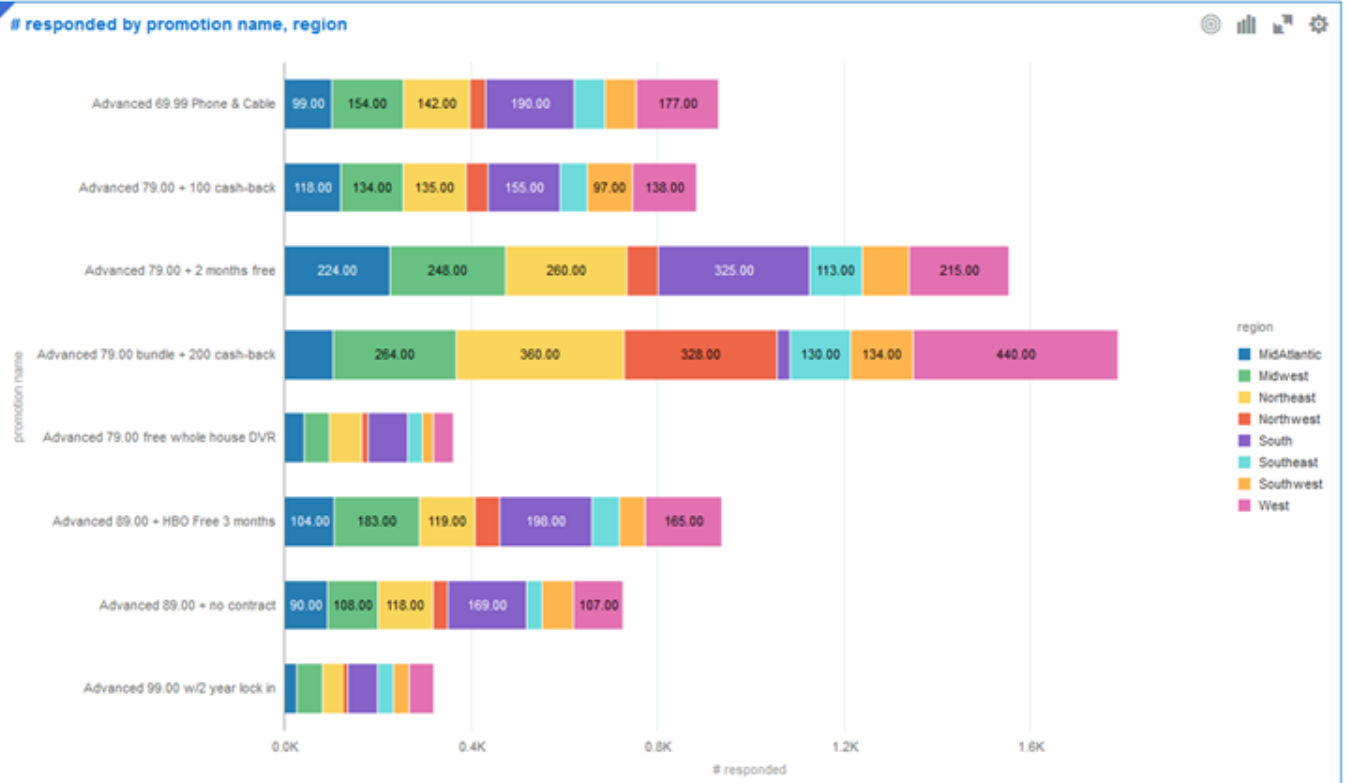
Category (Y-Axis)

promotion name

Color

region

Size (Width)



Add Calculation

Search

Untitled

- advanced_communications
 - promotion name
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 - customer satisfaction
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 - region
 - # weeks for offer redeem
 - # weeks to install
- My Calculations
 - Value Labels

Drag data elements to add a filter

Horizontal Stacked

Trellis Columns

Trellis Rows

Values (X-Axis)

responded

Category (Y-Axis)

promotion name

Color

region

Size (Width)

responded by promotion name, region



Add Calculation

Search

Untitled

- advanced_communications
 - promotion name
 - start date
 - end date
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 - household income
 - # targeted
 - # responded
 - customer satisfaction
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Drag data elements to add a filter

Horizontal Stacked

Trellis Columns

Trellis Rows

Values (X-Axis)

responded

Category (Y-Axis)

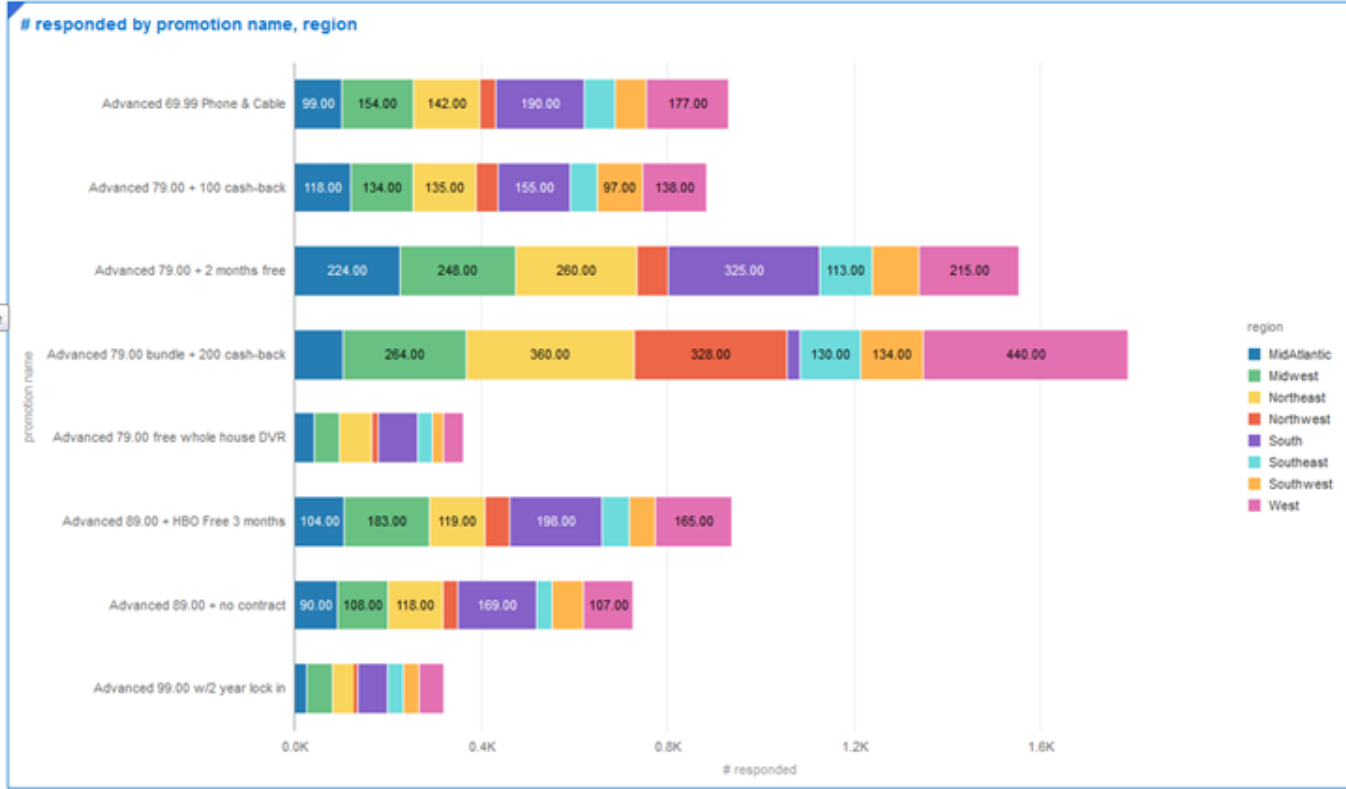
promotion name X

Color

promotion name

region

Size (Width)



Add Calculation

Search

Untitled

- advanced_communications
 - promotion name
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Drag data elements to add a filter

Horizontal Stacked

Trellis Columns

Trellis Rows

Values (X-Axis)

responded

Category (Y-Axis)

promotion name

Color

region

Size (Width)

responded by promotion name, region



- advanced_communications
 - promotion name
 - start date
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 - region
 - # weeks for offer redeem
 - # weeks to install
- My Calculations
- Value Labels

promotion name

All

Search

Fetching data...

Values (0-Rows)

responded

Category (0-Rows)

promotion name

Color

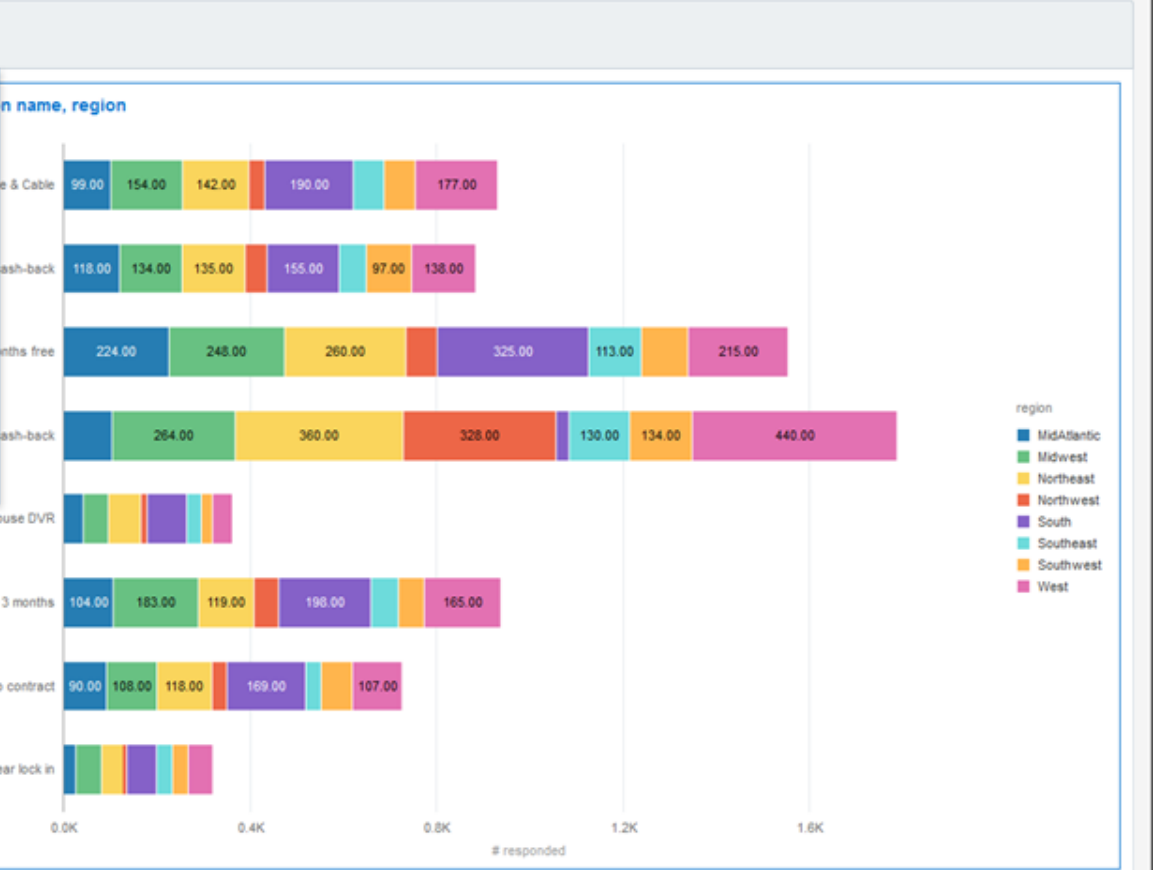
region

Add All

Selections

Click to add selections from

Remove All



- advanced_communications
 - promotion name
 - start date
 - end date
 - marketing type
 - # years highered
 - household income
 - # targeted
 - # responded
 - customer satisfaction
 - industry
 - region
 - # weeks for offer redeem
 - # weeks to install
- My Calculations
- Value Labels

promotion name

All

Search

- Advanced 69.99 Phone & Cable
- Advanced 79.00 + 100 cash-back
- Advanced 79.00 + 2 months free
- Advanced 79.00 bundle + 2 months free
- Advanced 79.00 free whole house DVR
- Advanced 89.00 + HBO Free 3 months
- Advanced 89.00 + no contract

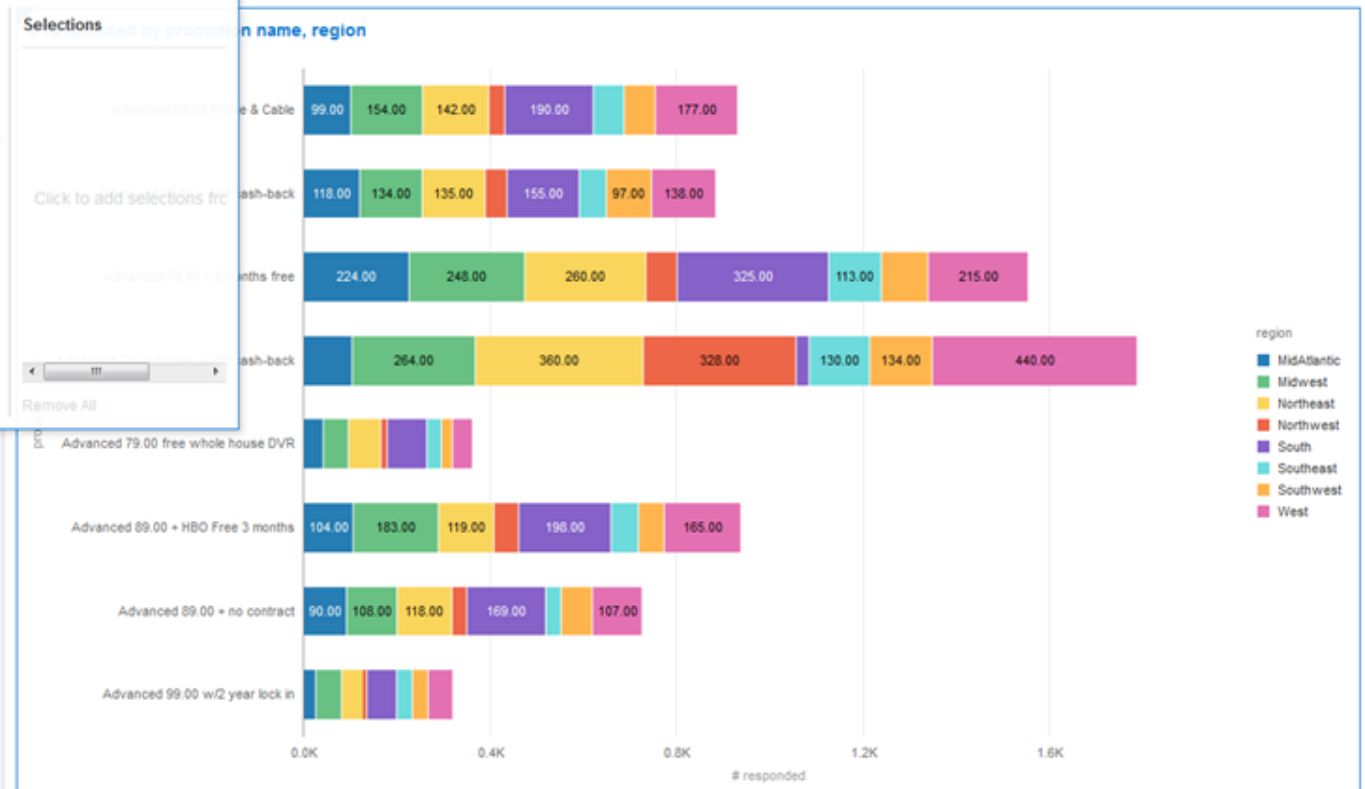
Add All (10) (10)

Selections

Selected by promotion name, region

Click to add selections from

Remove All



- advanced_communications
 - promotion name
 - start date
 - end date
 - marketing type
 - # years highered
 - household income
 - # targeted
 - # responded
 - customer satisfaction
 - industry
 - region
 - # weeks for offer redeem
 - # weeks to install
- My Calculations
- Value Labels

promotion name

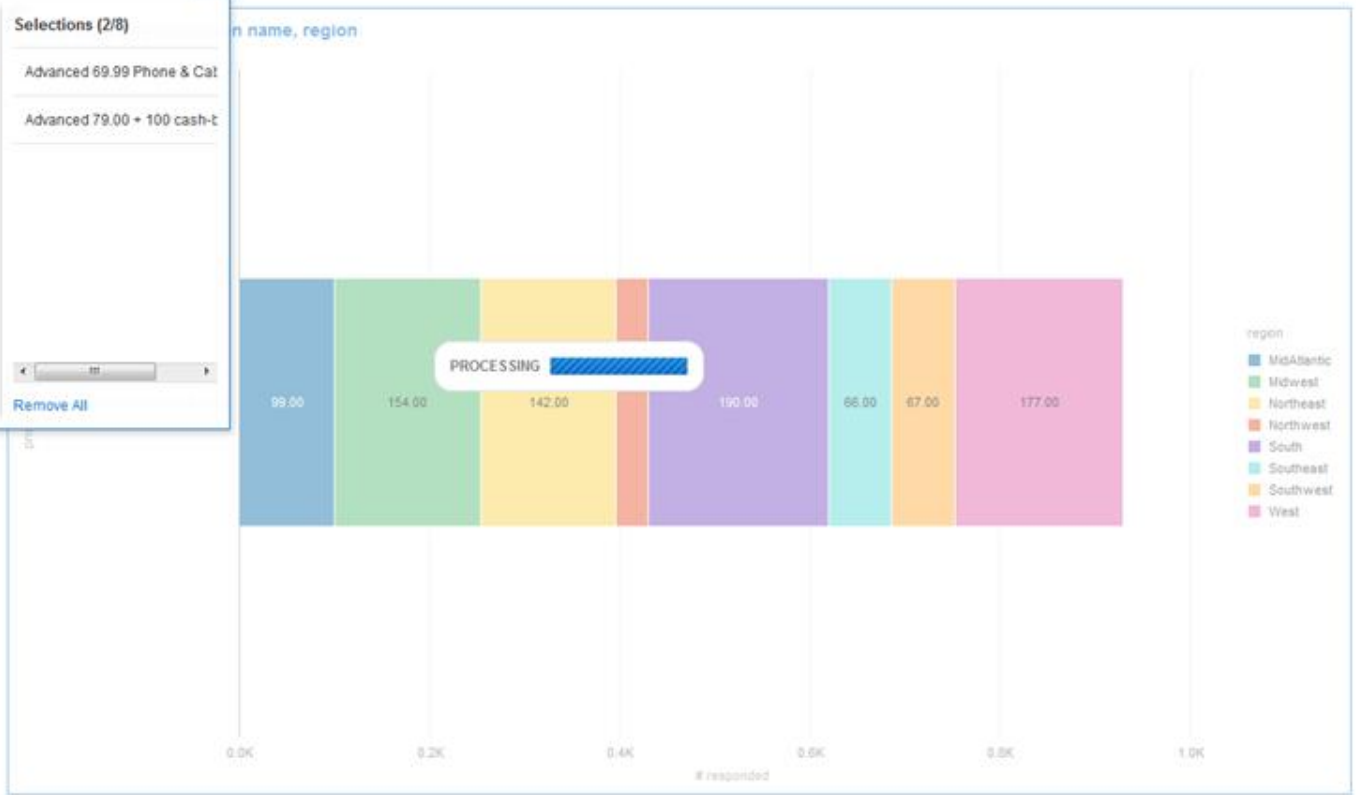
Advanced 69.99 Phone & Cable, Advanced 79.00 + 100 cash-back

Search

Selections (2/8)

- Advanced 79.00 + 2 months f
- Advanced 79.00 bundle + 200
- Advanced 79.00 free whole h
- Advanced 89.00 + HBO Free :
- Advanced 89.00 + no contrad
- Advanced 99.00 w/2 year lock

Add All Remove All



- advanced_communications
 - promotion name
 - start date
 - end date
 - marketing type
 - # years highered
 - household income
 - # targeted
 - # responded
 - customer satisfaction
 - industry
 - region
 - # weeks for offer redeem
 - # weeks to install
- My Calculations
- Value Labels

promotion name

Advanced 69.99 Phone & Cable, Advanced 79.00 + 100 cash-back, Advanced 79.00 + 2 months free, Advanced 79.00 ... +1

Search

Selections (4/8)

- Advanced 79.00 free whole h
- Advanced 89.00 + HBO Free :
- Advanced 89.00 + no contrad
- Advanced 99.00 w/2 year lock
- Advanced 69.99 Phone & Cat
- Advanced 79.00 + 100 cash-t
- Advanced 79.00 + 2 months f
- Advanced 79.00 bundle + 20C

Add All | Remove All



- advanced_communications
 - promotion name
 - start date
 - end date
 - marketing type
 - # years highered
 - household income
 - # targeted
 - # responded
 - customer satisfaction
 - industry
 - region
 - # weeks for offer redeem
 - # weeks to install
- My Calculations
- Value Labels

promotion name

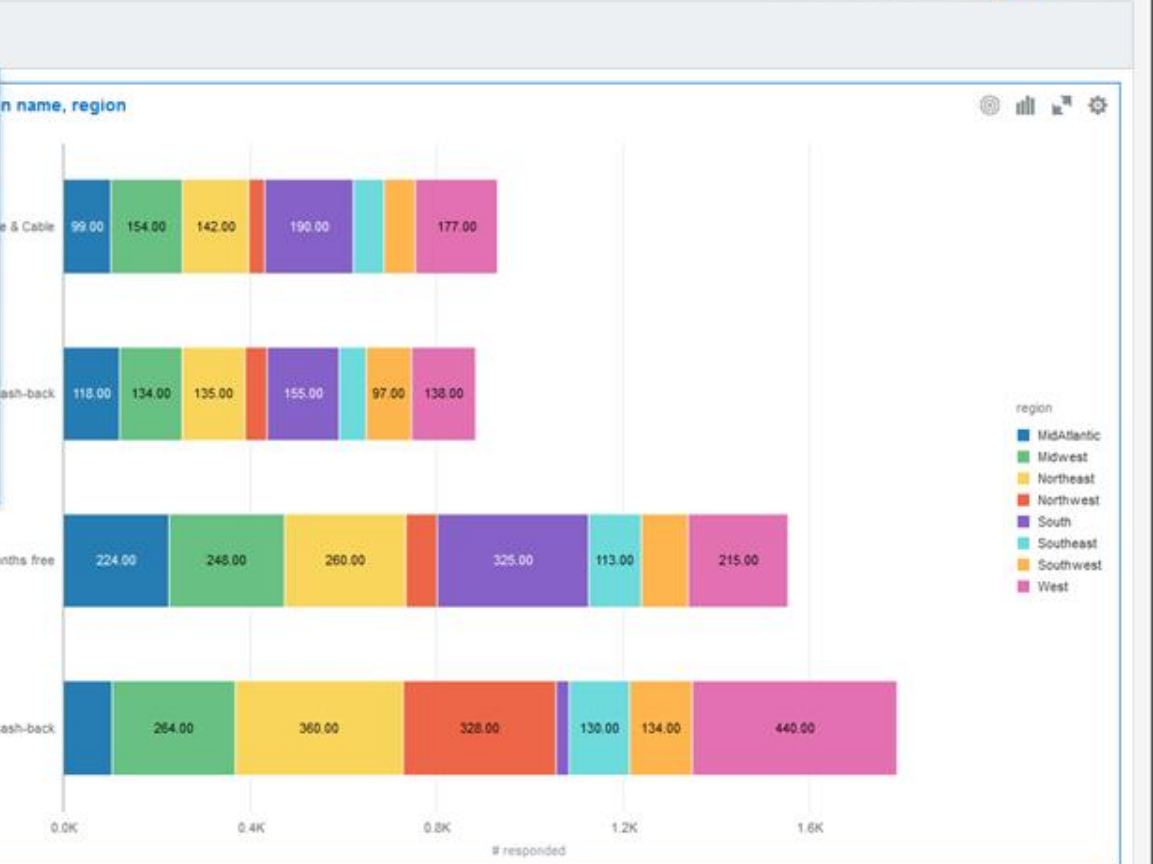
Advanced 69.99 Phone & Cable, Advanced 79.00 + 100 cash-back, Advanced 79.00 + 2 months free, Advanced 79.00 ... +1

Search

Selections (4/8)

- Advanced 69.99 Phone & Cat
- Advanced 79.00 + 100 cash-t
- Advanced 79.00 + 2 months f
- Advanced 79.00 bundle + 20C

Add All Remove All



- advanced_communications
 - promotion name
 - start date
 - end date
 - marketing type
 - # years highered
 - household income
 - # targeted
 - # responded
 - customer satisfaction
 - industry
 - region
 - # weeks for offer redeem
 - # weeks to install
- My Calculations
- Value Labels

promotion name

Advanced 69.99 Phone & Cable, Advanced 79.00 + 100 cash-back, Advanced 79.00 + 2 months free, Advanced 79.00 ... +1

Search

Advanced 79.00 free whole h

Advanced 89.00 + HBO Free :

Advanced 89.00 + no contract

Advanced 99.00 w/2 year lock

Selections (4/8)

- Advanced 69.99 Phone & Cat
- Advanced 79.00 + 100 cash-t
- Advanced 79.00 + 2 months f
- Advanced 79.00 bundle + 20C

Add All Remove All



- advanced_communications
 - promotion name
 - start date
 - end date
 - marketing type
 - # years highered
 - household income
 - # targeted
 - # responded
 - customer satisfaction
 - industry
 - region
 - # weeks for offer redeem
 - # weeks to install
- My Calculations
- Value Labels

promotion name

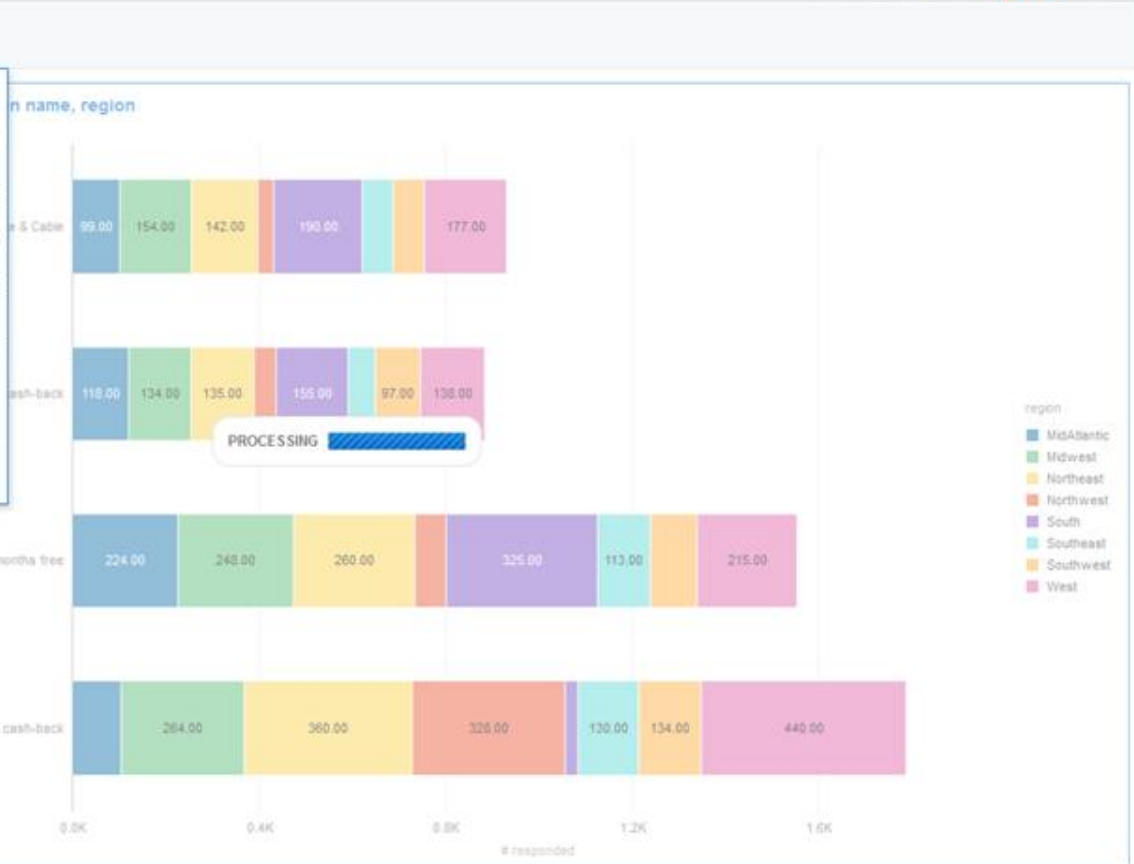
Advanced 69.99 Phone & Cable, Advanced 79.00 + 100 cash-back, Advanced 79.00 + 2 months free, Advanced 79.00 - +2

Search

Selections (5/8)

- Advanced 69.99 Phone & Cat
- Advanced 79.00 + 100 cash-t
- Advanced 79.00 + 2 months f
- Advanced 79.00 bundle + 20C
- Advanced 89.00 + HBO Free :

Add All Remove All



- advanced_communications
 - promotion name
 - start date
 - end date
 - marketing type
 - # years highered
 - household income
 - # targeted
 - # responded
 - customer satisfaction
 - industry
 - region
 - # weeks for offer redeem
 - # weeks to install
- My Calculations
- Value Labels

promotion name

Advanced 69.99 Phone & Cable, Advanced 79.00 + 100 cash-back, Advanced 79.00 + 2 months free, Advanced 79.00 ... +2

Search

Advanced 79.00 free whole h

Advanced 89.00 + no contrad

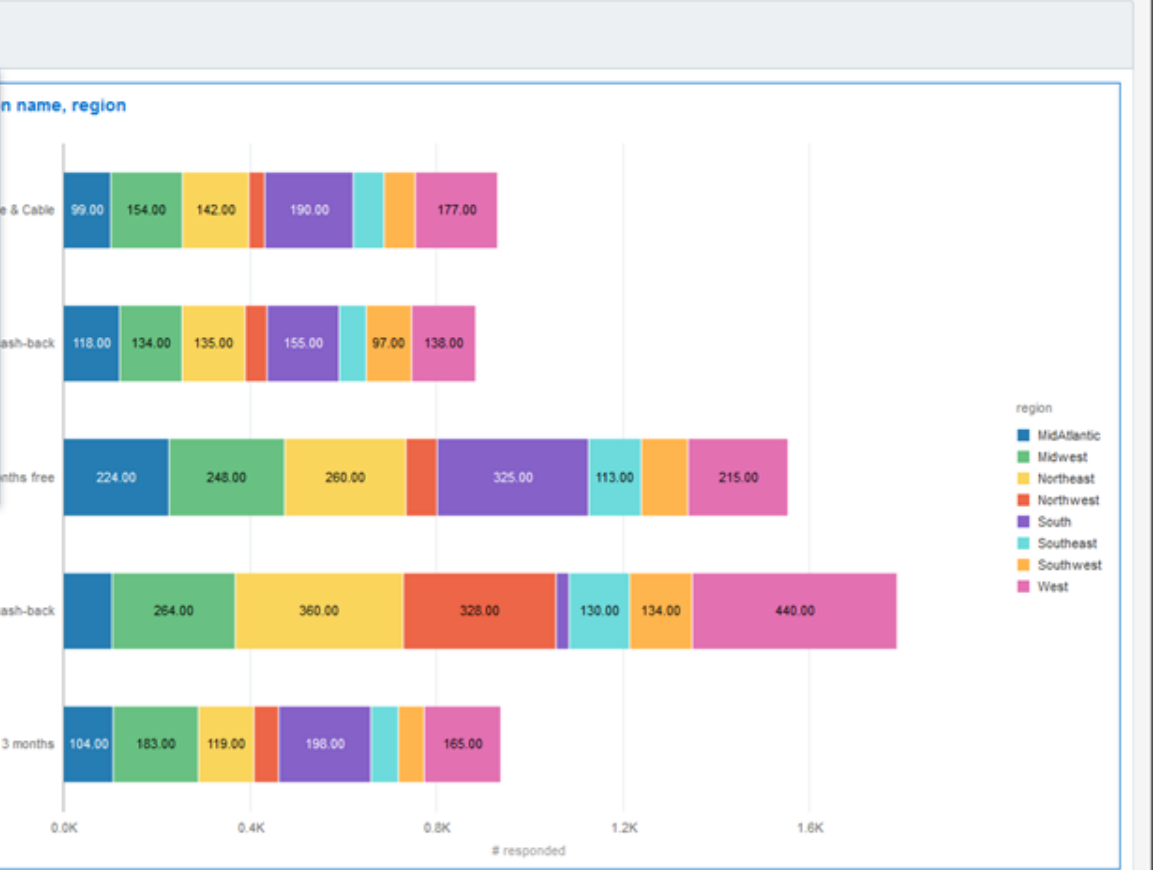
Advanced 99.00 w/2 year lock

Category (Y-axis)

promotion name

Color

Remove All



Search

Untitled

- advanced_communications
 - promotion name**
 - start date
 - end date
 - marketing type
 - # years highered
 - household income
 - # targeted
 - # responded**
 - customer satisfaction
 - industry
 - region**
 - # weeks for offer redeem
 - # weeks to install
- My Calculations
- Value Labels

promotion name
 Advanced 69.99 Phone & Cable, Advanced 79.00 + 100 cash-back, Advanced 79.00 + 2 months free, Advanced 79.00 ... +2

Horizontal Stacked

Trellis Columns

Trellis Rows

Values (X-Axis)

responded

Category (Y-Axis)

promotion name

Color

region

region



- advanced_communications
 - promotion name**
 - start date
 - end date
 - marketing type
 - # years highered
 - household income
 - # targeted
 - # responded**
 - customer satisfaction
 - industry
 - region**
 - # weeks for offer redeem
 - # weeks to install
- My Calculations
- Value Labels

promotion name
 Advanced 69.99 Phone & Cable, Advanced 79.00 + 100 cash-back, Advanced 79.00 + 2 months free, Advanced 79.00 ... +2

Horizontal Stacked

Trellis Columns

Trellis Rows

Values (X-Axis)

responded

Category (Y-Axis)

promotion name

Color

region

- Drill ...
- Create Filter
- Delete



- advanced_communications
 - promotion name
 - start date
 - end date
 - marketing type
 - # years highered
 - household income
 - # targeted
 - # responded
 - customer satisfaction
 - industry
 - region
 - # weeks for offer redeem
 - # weeks to install
- My Calculations
- Value Labels

promotion name
Advanced 69.99 Phone & Cable, Advanced 79.00 + 100 cash-back, Advanced 79.00 + 2 months free, Advanced 79.00 ... +2

Horizontal Stacked

Trellis Columns

Trellis Rows

Values (X-Axis)

responded

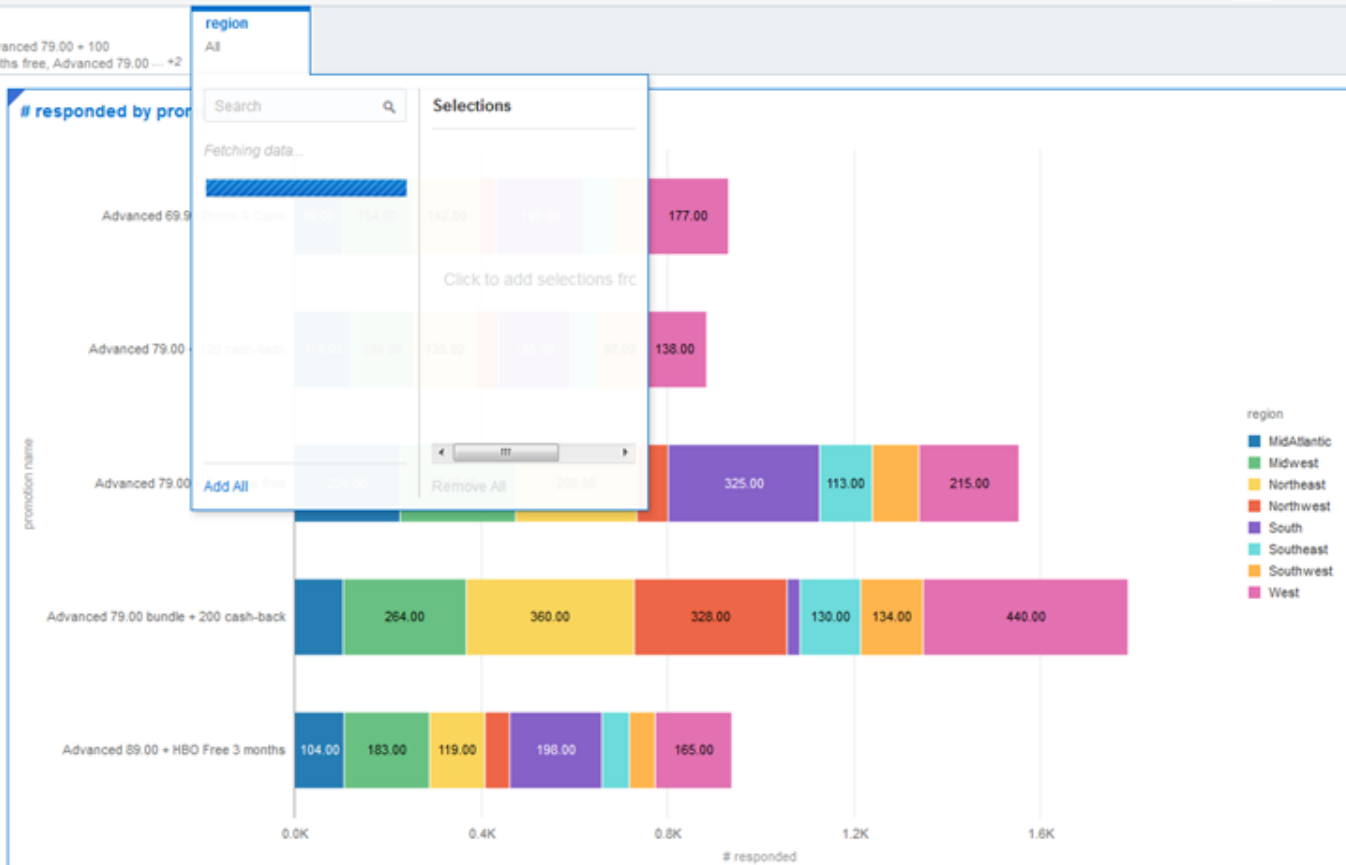
Category (Y-Axis)

promotion name

Color

region

Size (Width)



- advanced_communications
 - promotion name
 - start date
 - end date
 - marketing type
 - # years highered
 - household income
 - # targeted
 - # responded
 - customer satisfaction
 - industry
 - # weeks for offer redeem
 - # weeks to install
- My Calculations
- Value Labels

promotion name

Advanced 69.99 Phone & Cable, Advanced 79.00 + 100 cash-back, Advanced 79.00 + 2 months free, Advanced 79.00 ... +2

Horizontal Stacked

Trellis Columns

Trellis Rows

Values (X-Axis)

responded

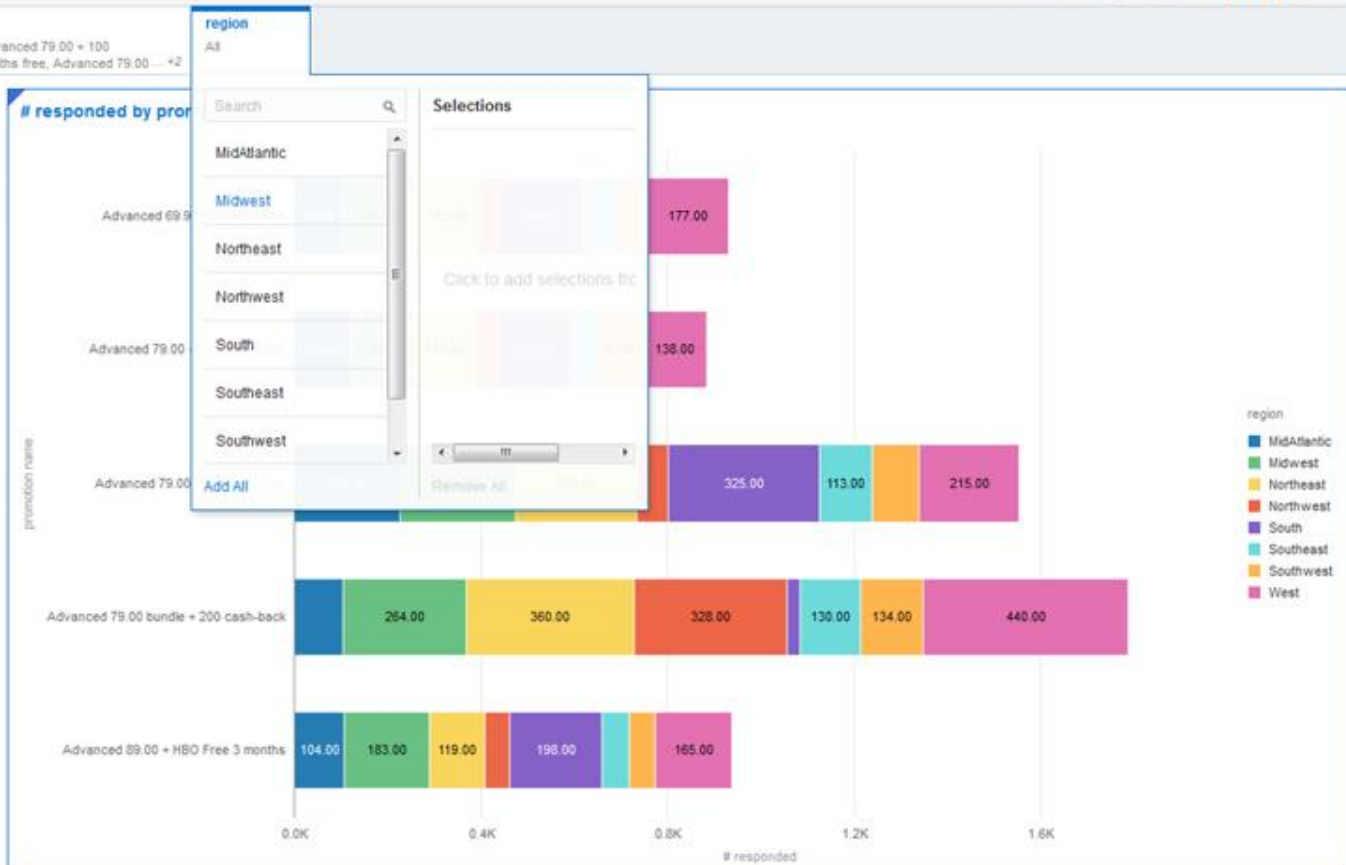
Category (Y-Axis)

promotion name

Color

region

Size (Width)



region

All

Search

MidAtlantic

Midwest

Northeast

Northwest

South

Southeast

Southwest

Add All

Selections

Click to add selections for

Remove All

- region
- MidAtlantic
 - Midwest
 - Northeast
 - Northwest
 - South
 - Southeast
 - Southwest
 - West

- advanced_communications
 - promotion name
 - start date
 - end date
 - marketing type
 - # years highered
 - household income
 - # targeted
 - # responded
 - customer satisfaction
 - industry
 - region
 - # weeks for offer redeem
 - # weeks to install
- My Calculations
- Value Labels

promotion name

Advanced 69.99-Phone & Cable, Advanced 79.00 + 100 cash-back, Advanced 79.00 + 2 months free, Advanced 79.00 ... +2

Horizontal Stacked

Trellis Columns

Trellis Rows

Values (X-Axis)

responded

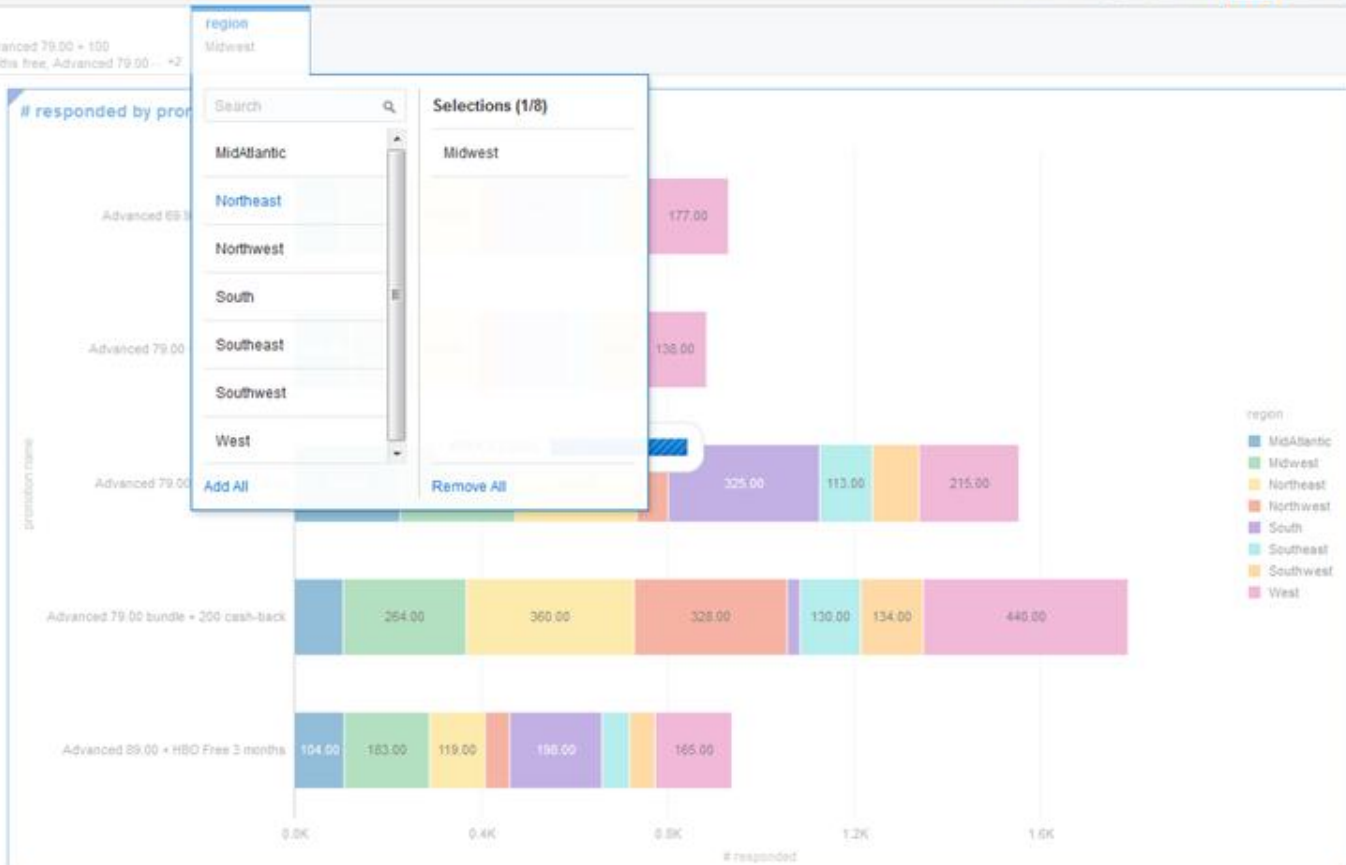
Category (Y-Axis)

promotion name

Color

region

Size (Width)



- advanced_communications
 - promotion name
 - start date
 - end date
 - marketing type
 - # years highered
 - household income
 - # targeted
 - # responded
 - customer satisfaction
 - industry
 - region
 - # weeks for offer redeem
 - # weeks to install
- My Calculations
- Value Labels

promotion name

Advanced 69.99-Phone & Cable, Advanced 79.00 + 100 cash-back, Advanced 79.00 + 2 months free, Advanced 79.00 ... +2

Horizontal Stacked

Trellis Columns

Trellis Rows

Values (X-Axis)

responded

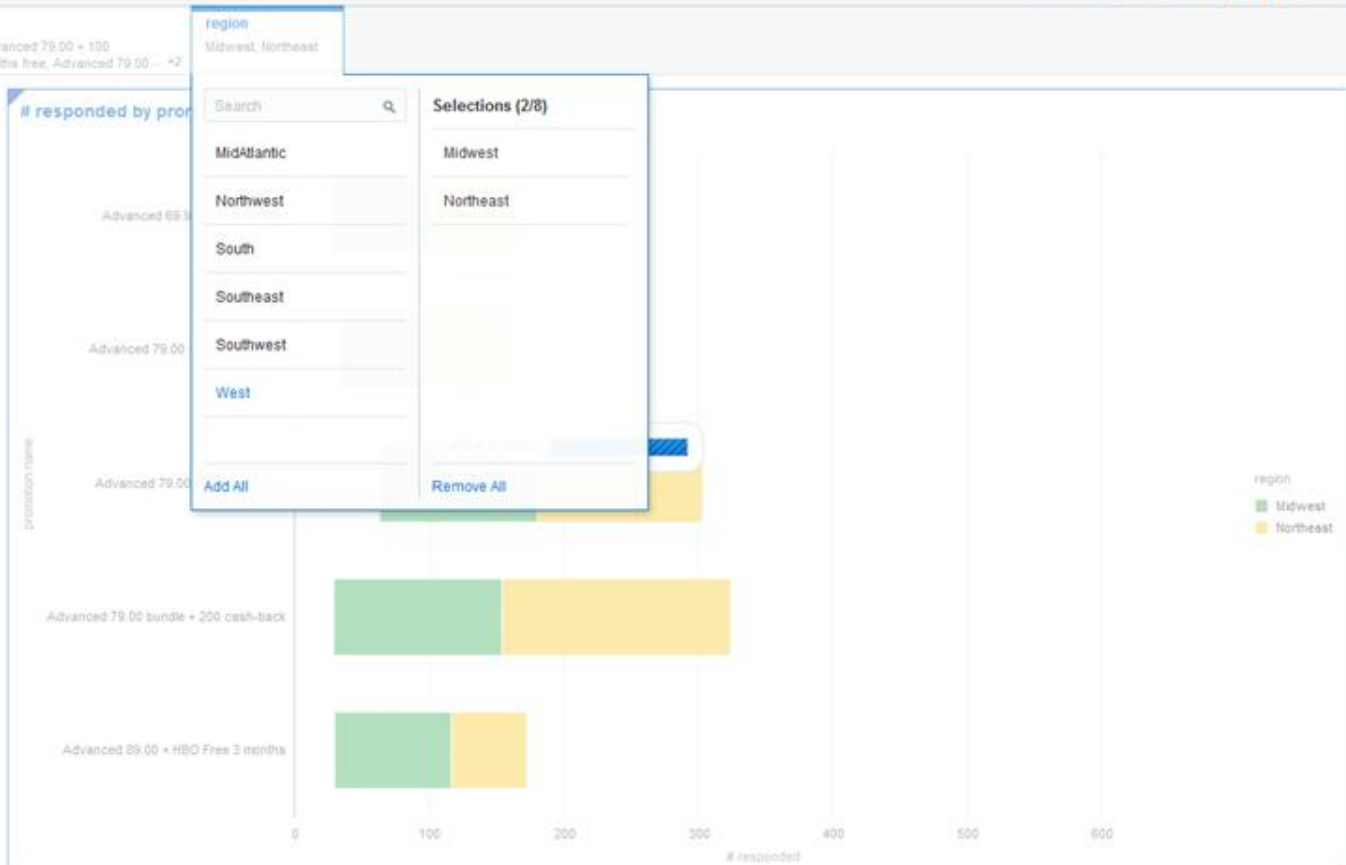
Category (Y-Axis)

promotion name

Color

region

Size (Width)



region

Midwest, Northeast

Search

Selections (2/8)

MidAtlantic

Midwest

Northwest

Northeast

South

Southeast

Southwest

West

Add All

Remove All

- advanced_communications
 - promotion name
 - start date
 - end date
 - marketing type
 - # years highered
 - household income
 - # targeted
 - # responded
 - customer satisfaction
 - industry
 - region
 - # weeks for offer redeem
 - # weeks to install
- My Calculations
- Value Labels

promotion name

Advanced 69.99-Phone & Cable, Advanced 79.00 + 100 cash-back, Advanced 79.00 + 2 months free, Advanced 79.00 ... +2

Horizontal Stacked

Trellis Columns

Trellis Rows

Values (X-Axis)

responded

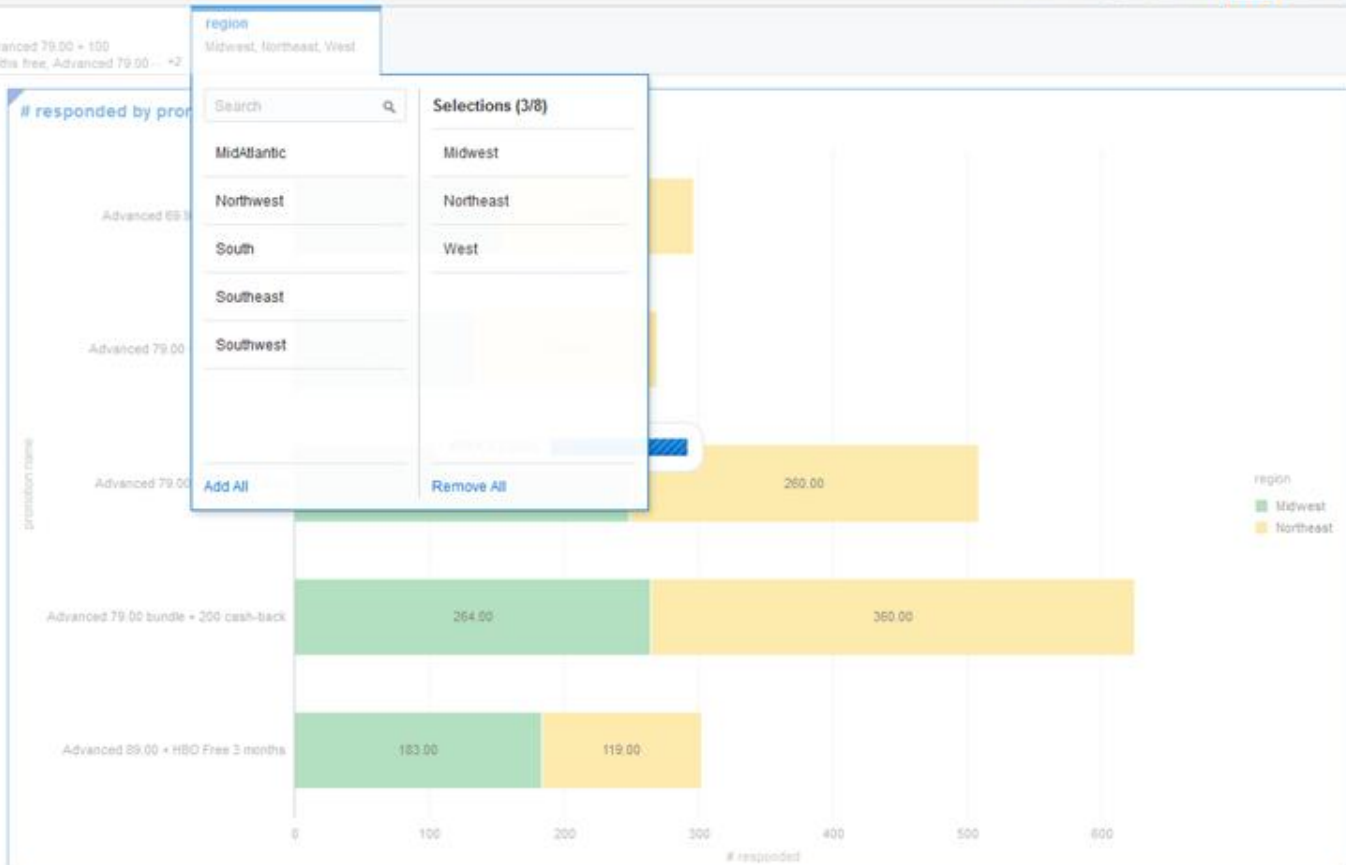
Category (Y-Axis)

promotion name

Color

region

Size (Width)



region

Midwest, Northeast, West

Search

Selections (3/8)

- MidAtlantic
- Northwest
- South
- Southeast
- Southwest

Midwest

Northeast

West

Add All

Remove All

Search

Untitled

- advanced_communications
 - promotion name
 - start date
 - end date
 - marketing type
 - # years highered
 - household income
 - # targeted
 - # responded
 - customer satisfaction
 - industry
 - region
 - # weeks for offer redeem
 - # weeks to install
- My Calculations
- Value Labels

promotion name
Advanced 69.99 Phone & Cable, Advanced 79.00 + 100 cash-back, Advanced 79.00 + 2 months free, Advanced 79.00 ... +2

region
Midwest, Northeast, West

Horizontal Stacked

Trellis Columns

Trellis Rows

Values (X-Axis)
responded

Category (Y-Axis)
promotion name

Color
region

Size (Width)



Add Calculation

Search

Untitled

- advanced_communications
 - promotion name
 - start date
 - end date
 - marketing type
 - # years highered
 - household income
 - # targeted
 - # responded
 - customer satisfaction
 - industry
 - region
 - # weeks for offer redeem
 - # weeks to install
- My Calculations
- Value Labels

promotion name Advanced 69.99 Phone & Cable, Advanced 79.00 + 100 cash-back, Advanced 79.00 + 2 months free, Advanced 79.00 ... +2	region Midwest, Northeast, West
--	---

Horizontal Stacked

Trellis Columns

Trellis Rows

Values (X-Axis)
responded

Category (Y-Axis)
promotion name

Color
region



Search

Untitled

- advanced_communications
 - promotion name
 - start date
 - end date
 - marketing type
 - # years highered
 - household income
 - # targeted
 - # responded
 - customer satisfaction
 - industry
 - region
 - # weeks for offer redeem
 - # weeks to install
- My Calculations
- Value Labels

promotion name	region
Advanced 69.99 Phone & Cable, Advanced 79.00 + 100 cash-back, Advanced 79.00 + 2 months free, Advanced 79.00 ... +2	Midwest, Northeast, West

Horizontal Stacked

Trellis Columns region

Trellis Rows

Values (X-Axis)
responded

Category (Y-Axis)
promotion name

Color
region

Size (Width)



Add Calculation

- advanced_communications
 - promotion name
 - start date
 - end date
 - marketing type
 - # years highered
 - household income
 - # targeted
 - # responded
 - customer satisfaction
 - industry
 - region
 - # weeks for offer redeem
 - # weeks to install
- My Calculations
- Value Labels

promotion name
Advanced 69.99 Phone & Cable, Advanced 79.00 + 100 cash-back, Advanced 79.00 + 2 months free, Advanced 79.00 ... +2

region
Midwest, Northeast, West

Horizontal Stacked

Trellis Columns
region

Trellis Rows
responded

Values (X-Axis)
responded

Category (Y-Axis)
promotion name

Color

Size (Width)



- advanced_communications
 - promotion name
 - start date
 - end date
 - marketing type
 - # years highered
 - household income
 - # targeted
 - # responded
 - customer satisfaction
 - industry
 - region
 - # weeks for offer redeem
 - # weeks to install
- My Calculations
- Value Labels

promotion name	region
Advanced 69 99 Phone & Cable, Advanced 79 00 + 100 cash-back, Advanced 79 00 + 2 months free, Advanced 79 00 ... +2	Midwest, Northeast, West

Horizontal Stacked

Trellis Columns

region

Trellis Rows

Values (X-Axis)

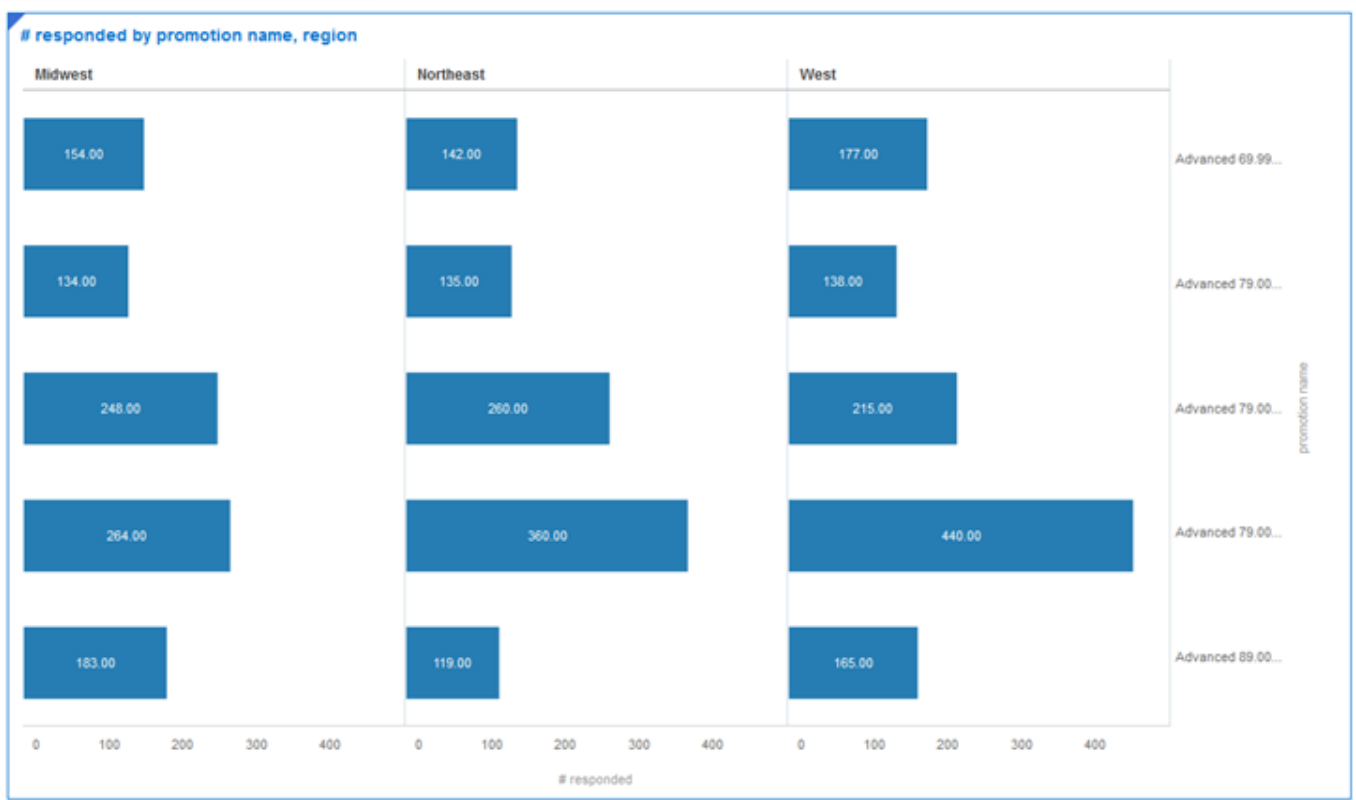
responded

Category (Y-Axis)

promotion name

Color

Size (Width)



- advanced_communications
 - promotion name
 - start date
 - end date
 - marketing type
 - # years highered
 - household income
 - # targeted
 - # responded
 - customer satisfaction
 - industry
 - region
 - # weeks for offer redeem
 - # weeks to install
- My Calculations
- Value Labels

promotion name
Advanced 69 99 Phone & Cable, Advanced 79.00 + 100 cash-back, Advanced 79.00 + 2 months free, Advanced 79.00 ... +2

region
Midwest, Northeast, West

Horizontal Stacked

Trellis Columns

region

Trellis Rows

Values (X-Axis)

Category (Y-Axis)

promotion name

Color

Size (Width)



- advanced_communications
 - promotion name
 - start date
 - end date
 - marketing type
 - # years highered
 - household income
 - # targeted
 - # responded
 - customer satisfaction
 - industry
 - region
 - # weeks for offer redeem
 - # weeks to install
- My Calculations
- Value Labels

promotion name
Advanced 69 99 Phone & Cable, Advanced 79.00 + 100 cash-back, Advanced 79.00 + 2 months free, Advanced 79.00 ... +2

region
Midwest, Northeast, West

Horizontal Stacked

Trellis Columns
region

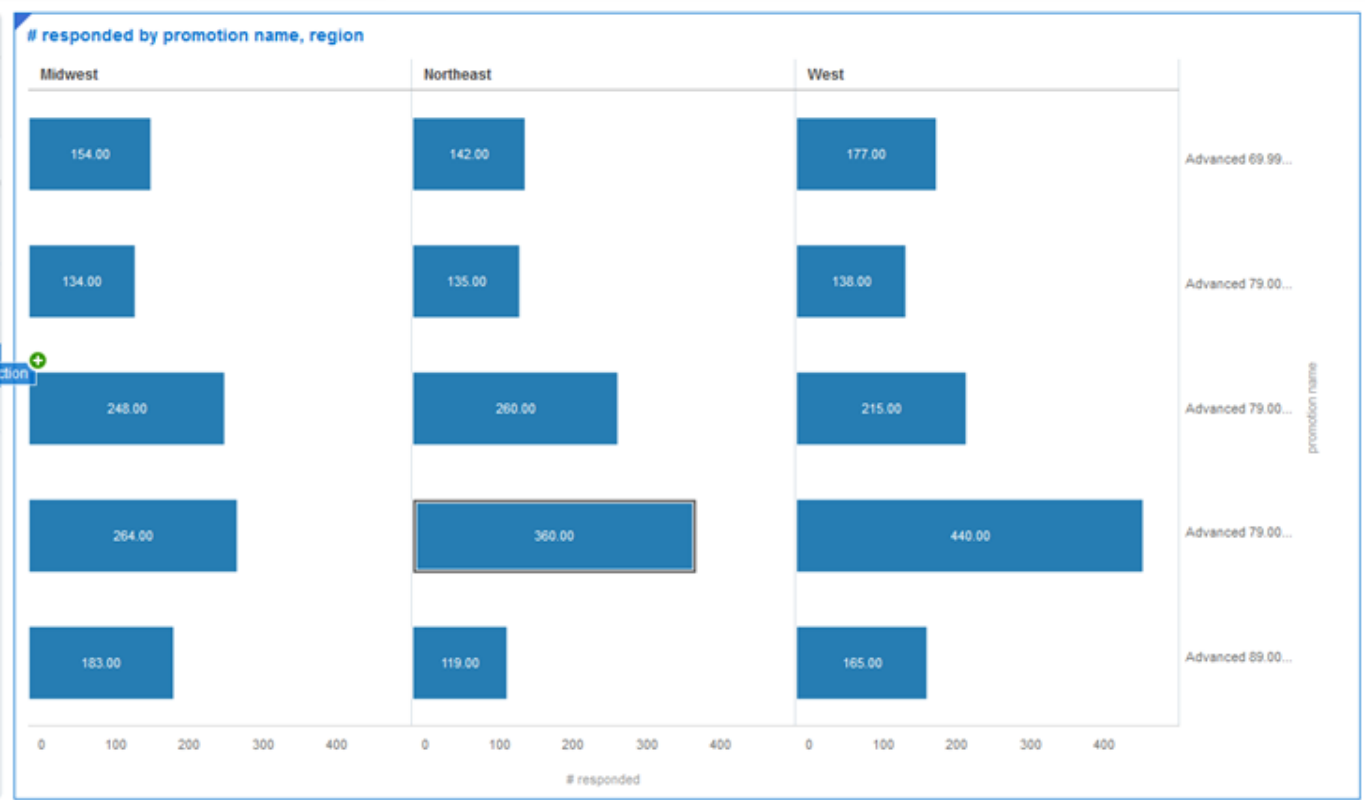
Trellis Rows

Values (X-Axis)
responded

Category (Y-Axis)
promotion name

Color
customer satisfaction

Size (Width)



- advanced_communications
 - promotion name
 - start date
 - end date
 - marketing type
 - # years highered
 - household income
 - # targeted
 - # responded
 - customer satisfaction
 - industry
 - region
 - # weeks for offer redeem
 - # weeks to install
- My Calculations
- Value Labels

promotion name
Advanced 69.99 Phone & Cable, Advanced 79.00 + 100 cash-back, Advanced 79.00 + 2 months free, Advanced 79.00 ... +2

region
Midwest, Northeast, West

Horizontal Stacked

Trellis Columns
region

Trellis Rows

Values (X-Axis)
responded

Category (Y-Axis)
promotion name

Color
customer satisfaction

Size (Width)



- advanced_communications-data
 - promotion name
 - start date
 - end date
 - marketing type
 - # years highered
 - household income
 - # targeted
 - # responded
 - customer satisfaction
 - industry
 - region
 - # weeks for offer redeem
 - # weeks to install
- My Calculations
- Value Labels

promotion name
Advanced 69.99 Phone & Cable, Advanced 79.00 + 100 cash-back, Advanced 79.00 + 2 months free, Advanced 79.00 ... +2

region
Midwest, Northeast, West

Horizontal Stacked

Trellis Columns
region

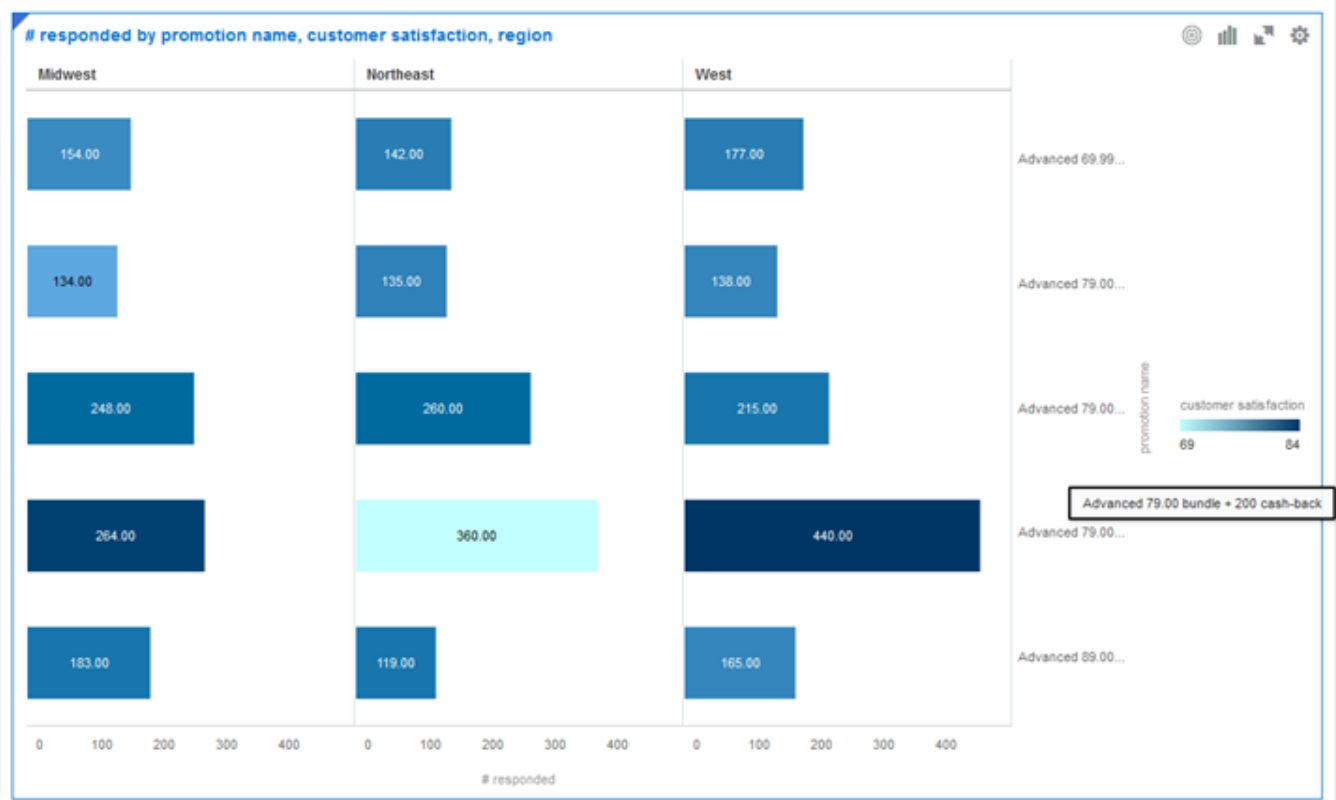
Trellis Rows
responded

Values (X-Axis)
responded

Category (Y-Axis)
promotion name

Color
customer satisfaction

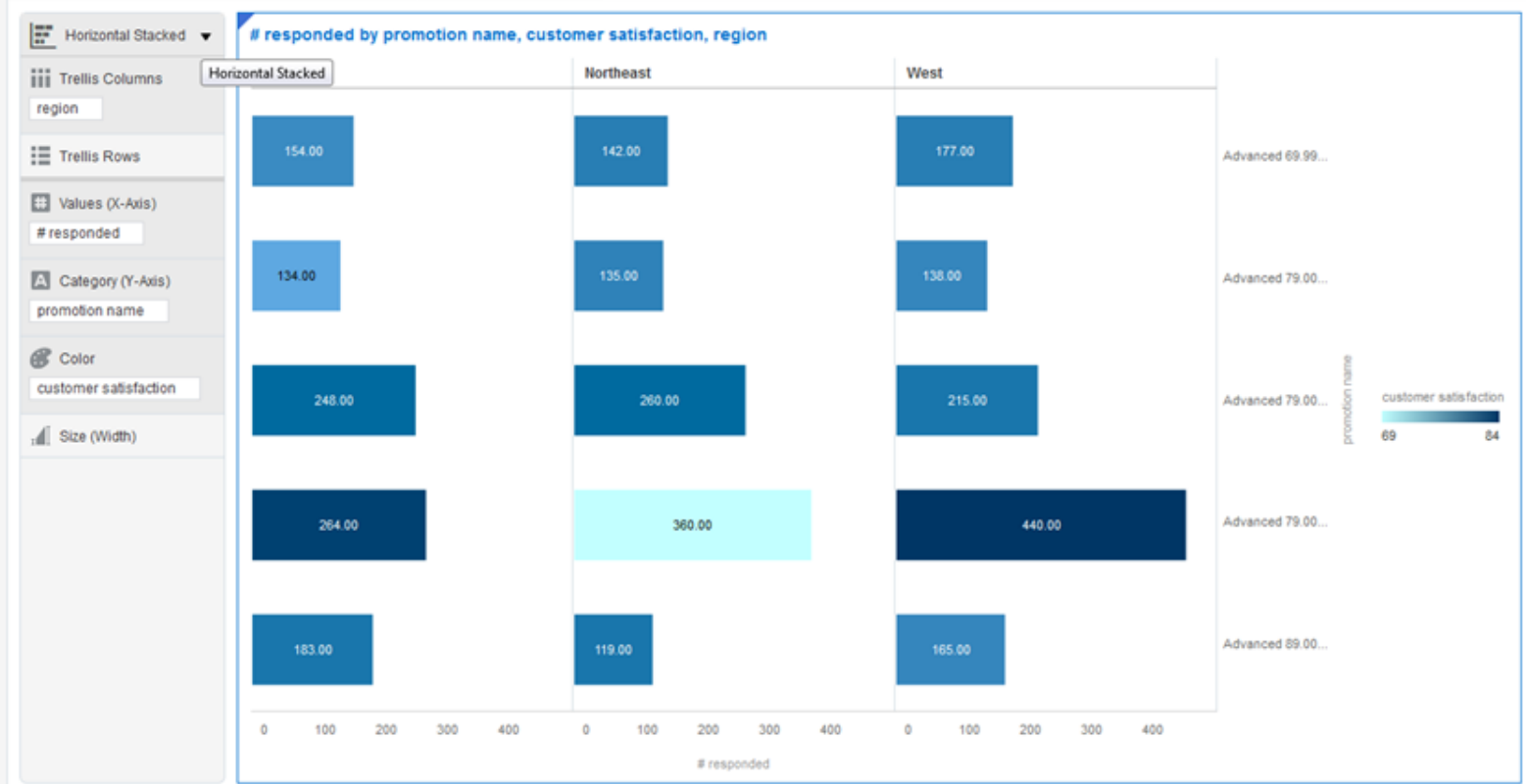
Size (Width)



- advanced_communications-data
 - promotion name
 - start date
 - end date
 - marketing type
 - # years highered
 - household income
 - # targeted
 - # responded
 - customer satisfaction
 - industry
 - region
 - # weeks for offer redeem
 - # weeks to install
- My Calculations
- Value Labels

promotion name
Advanced 69.99 Phone & Cable, Advanced 79.00 + 100 cash-back, Advanced 79.00 + 2 months free, Advanced 79.00 ... +2

region
Midwest, Northeast, West



- advanced_communications-data
 - promotion name
 - start date
 - end date
 - marketing type
 - # years highered
 - household income
 - # targeted
 - # responded
 - customer satisfaction
 - industry
 - region
 - # weeks for offer redeem
 - # weeks to install
- My Calculations
- Value Labels

Untitled

promotion name
Advanced 69 99 Phone & Cable, Advanced 79 00 + 100 cash-back, Advanced 79 00 + 2 months free, Advanced 79 00 ... +2

region
Midwest, Northeast, West

Horizontal Stacked

Trellis Columns
region

Trellis Rows
responded

Values (X-Axis)
promotion name

Category (Y-Axis)
customer satisfaction

Color

Size (Width)
50 Tile

responded by promotion name, customer satisfaction, region

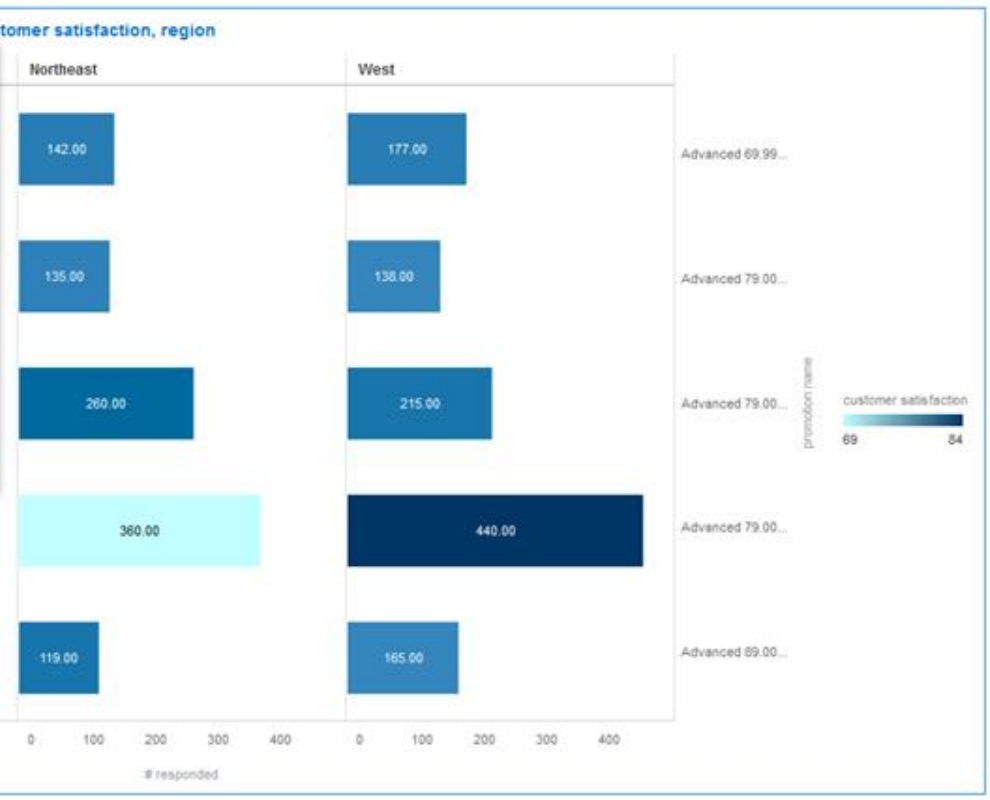
Bar Stacked Bar Horizontal Bar Horizontal Stacked

Scatter Line Area Pie

Pivot Table Treemap Map

Radar Line Radar Area Radar Bar Tag Cloud

Treemap



- advanced_communications-data
 - promotion name
 - start date
 - end date
 - marketing type
 - # years highered
 - household income
 - # targeted
 - # responded
 - customer satisfaction
 - industry
 - region
 - # weeks for offer redeem
 - # weeks to install
- My Calculations
- Value Labels

promotion name	region
Advanced 69.99 Phone & Cable, Advanced 79.00 + 100 cash-back, Advanced 79.00 + 2 months free, Advanced 79.00 ... +2	Midwest, Northeast, West

Treemap

Trellis Columns

region

Trellis Rows

Values (Box Size)

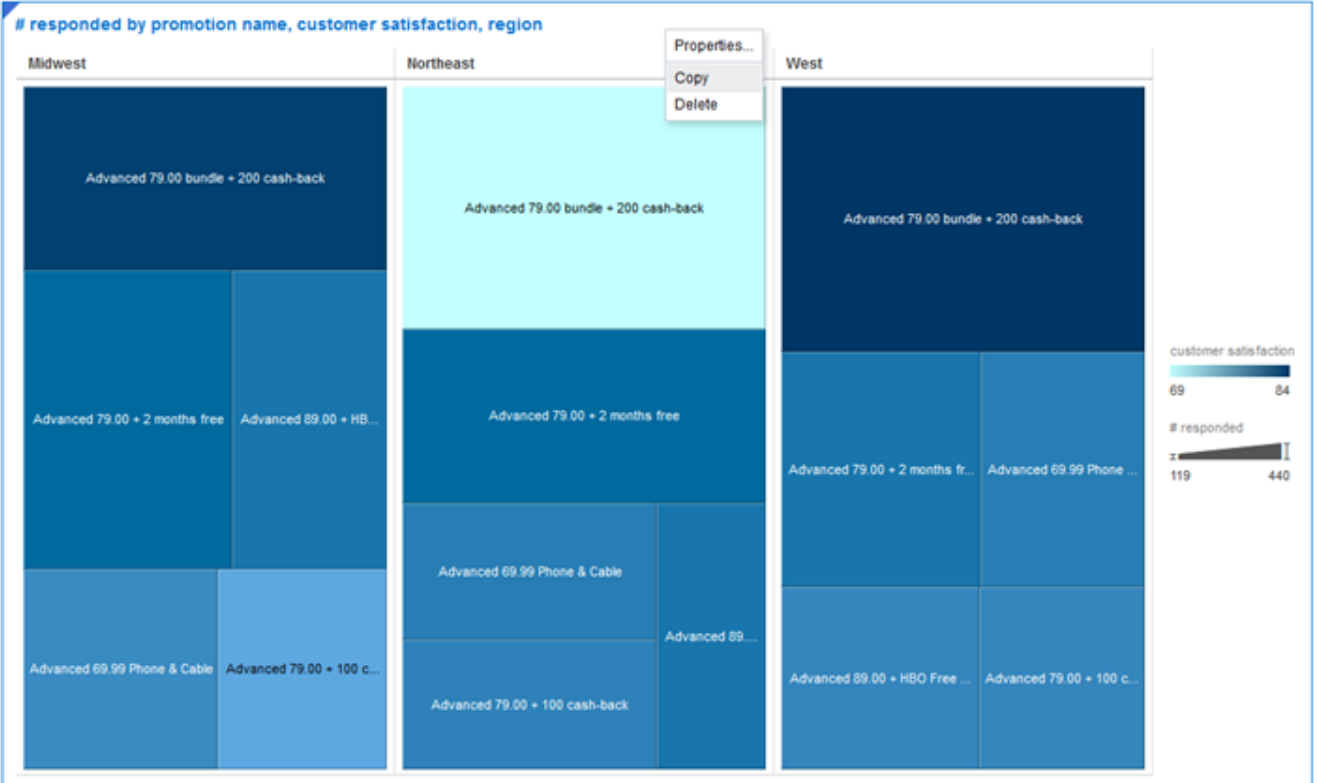
responded

Category (Boxes)

promotion name

Color

customer satisfaction



- advanced_communications-data
 - promotion name
 - start date
 - end date
 - marketing type
 - # years highered
 - household income
 - # targeted
 - # responded
 - customer satisfaction
 - industry
 - region
 - # weeks for offer redeem
 - # weeks to install
- My Calculations
- Value Labels

promotion name Advanced 69.99 Phone & Cable, Advanced 79.00 + 100 cash-back, Advanced 79.00 + 2 months free, Advanced 79.00 ... +2	region Midwest, Northeast, West
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Treemap

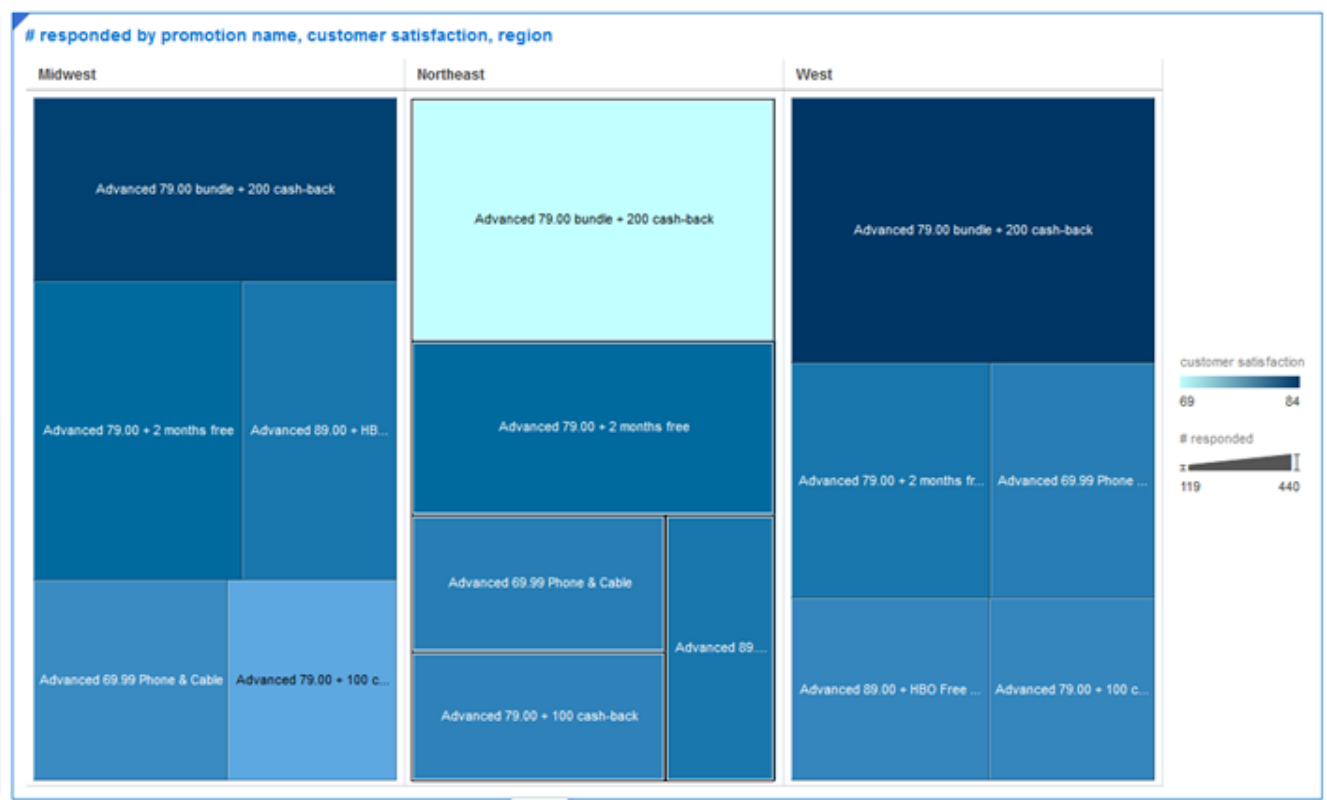
Trellis Columns
region

Trellis Rows
responded

Values (Box Size)
responded

Category (Boxes)
promotion name

Color
customer satisfaction



- advanced_communications-data
 - promotion name
 - start date
 - end date
 - marketing type
 - # years highered
 - household income
 - # targeted
 - # responded
 - customer satisfaction
 - industry
 - region
 - # weeks for offer redeem
 - # weeks to install
- My Calculations
- Value Labels

promotion name
Advanced 89 99 Phone & Cable, Advanced 79.00 + 100 cash-back, Advanced 79.00 + 2 months free, Advanced 79.00 + 2

region
Midwest, northeast, West

Treemap

Trellis Columns
region

Trellis Rows

Values (Box Size)
responded

Category (Boxes)
promotion name

Color
customer satisfaction



- advanced_communications-data
 - promotion name
 - start date
 - end date
 - marketing type
 - # years his
 - household income
 - # targeted
 - # responded
 - customer satisfaction
 - industry
 - region
 - # weeks for offer redeem
 - # weeks to install
- My Calculations
- Value Labels

promotion name	region
Advanced 69.99 Phone & Cable, Advanced 79.00 + 100 cash-back, Advanced 79.00 + 2 months free, Advanced 79.00 ... +2	Midwest, Northeast, West

Treemap

Trellis Columns

region

Trellis Rows

Values (Box Size)

responded

Category (Boxes)

promotion name

Color

customer satisfaction



- advanced_communications-data
 - promotion name
 - start date
 - end date
 - marketing type
 - # years highered
 - household income
 - # targeted
 - # responded
 - customer satisfaction
 - industry
 - region
 - # weeks for offer redeem
 - # weeks to install
- My Calculations
- Value Labels

promotion name Advanced 69.99 Phone & Cable, Advanced 79.00 + 100 cash-back, Advanced 79.00 + 2 months free, Advanced 79.00 ... +2	region Midwest, Northeast, West
--	---

Treemap

Trellis Columns

region

Trellis Rows

Values (Box Size)

responded

Category (Boxes)

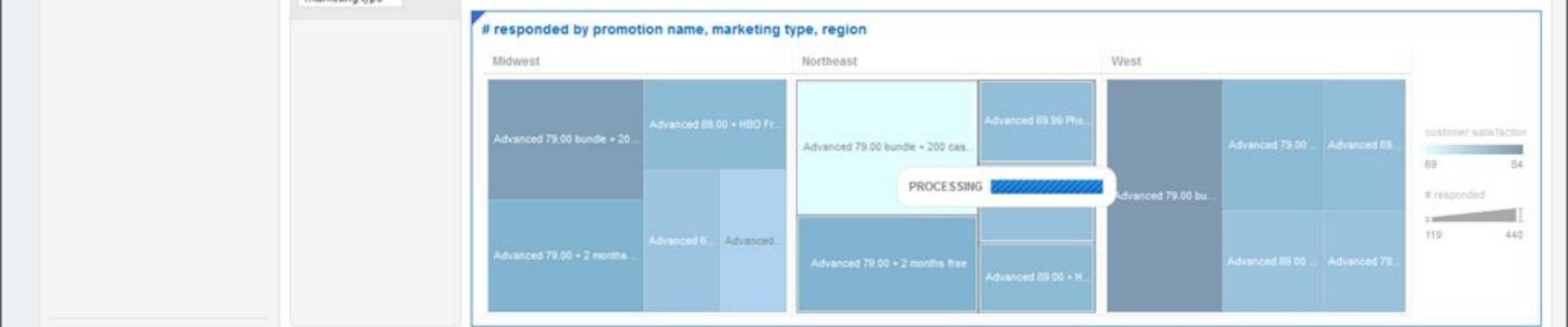
promotion name

Color

customer, marketing type, customer satisfaction



promotion name	region
Advanced 69.99 Phone & Cable, Advanced 79.00 + 100 cash-back, Advanced 79.00 + 2 months free, Advanced 79.00 ... +2	Midwest, Northeast, West



- advanced_communications-data
 - promotion name
 - start date
 - end date
 - marketing type
 - # years highered
 - household income
 - # targeted
 - # responded
 - customer satisfaction
 - industry
 - region
 - # weeks for offer redeem
 - # weeks to install
- My Calculations
- Value Labels

promotion name Advanced 69.99 Phone & Cable, Advanced 79.00 + 100 cash-back, Advanced 79.00 + 2 months free, Advanced 79.00 ... +2	region Midwest, Northeast, West
--	---

Treemap

Trellis Columns
region

Trellis Rows

Values (Box Size)
responded

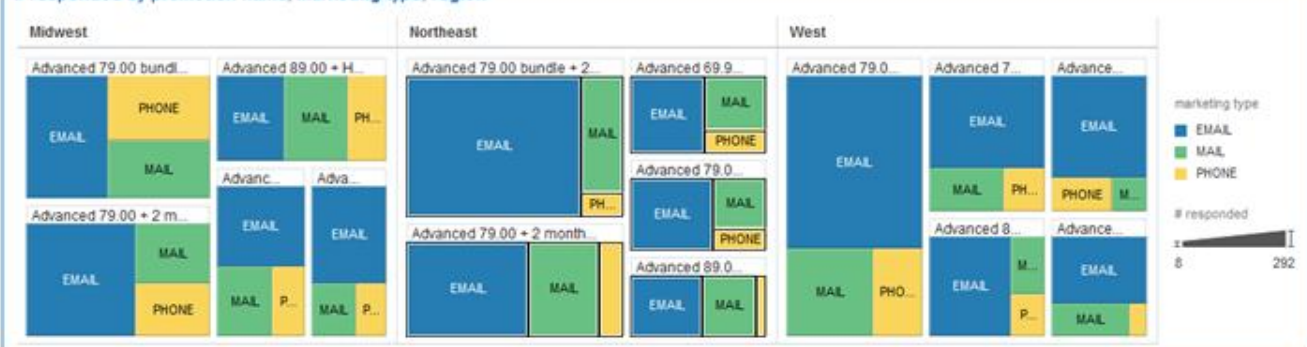
Category (Boxes)
promotion name

Color
marketing type

responded by promotion name, customer satisfaction, region



responded by promotion name, marketing type, region



- advanced_communications-data
 - promotion name
 - start date
 - end date
 - marketing type
 - # years highered
 - household income
 - # targeted
 - # responded
 - customer satisfaction
 - industry
 - region
 - # weeks for offer redeem
 - # weeks to install
- My Calculations
- Value Labels

promotion name
Advanced 69.99 Phone & Cable, Advanced 79.00 + 100 cash-back, Advanced 79.00 + 2 months free, Advanced 79.00 ... +2

region
Midwest, Northeast, West

Treemap

Trellis Columns
region

Trellis Rows

Values (Box Size)
responded

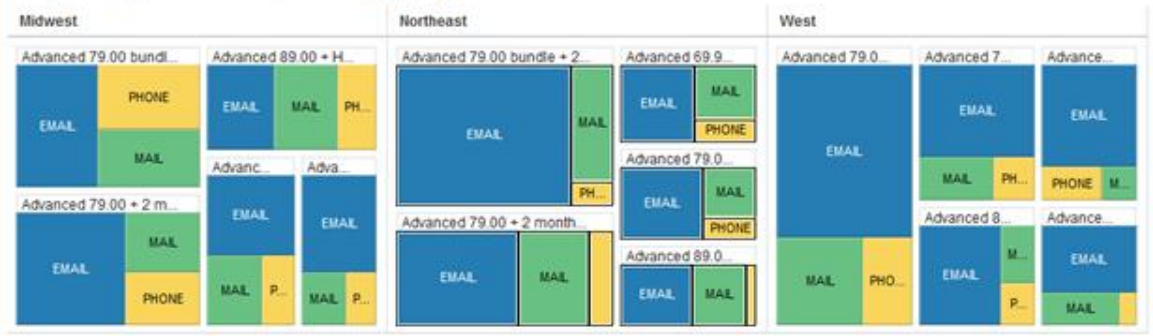
Category (Boxes)
promotion name

Color
marketing type

responded by promotion name, customer satisfaction, region



responded by promotion name, marketing type, region



- advanced_communications-data
 - promotion name
 - start date
 - end date
 - marketing type
 - # years highered
 - household income
 - # targeted
 - # responded
 - customer satisfaction
 - industry
 - region
 - # weeks for offer redeem
 - # weeks to install
- My Calculations
- Value Labels

promotion name
Advanced 69 99 Phone & Cable, Advanced 79 00 + 100 cash-back, Advanced 79 00 + 2 months free, Advanced 79 00 ... +2

region
Midwest, Northeast, West

Treemap

Trellis Columns
region

Trellis Rows
responded

Values (Box Size)
promotion name

Category (Boxes)
marketing type

Color
marketing type

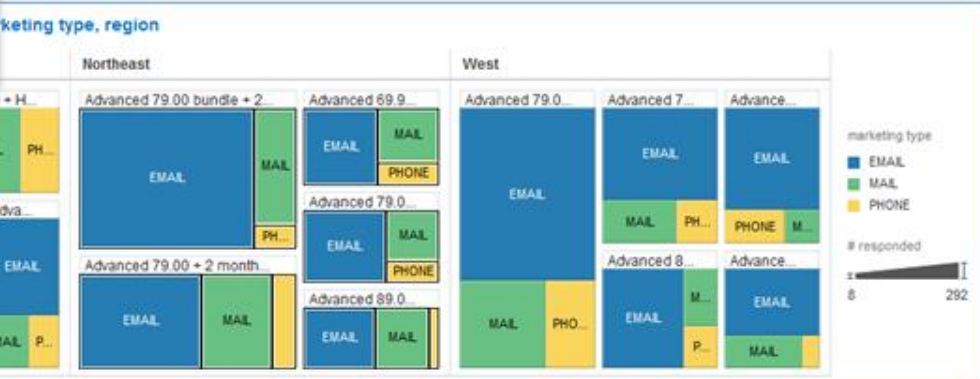
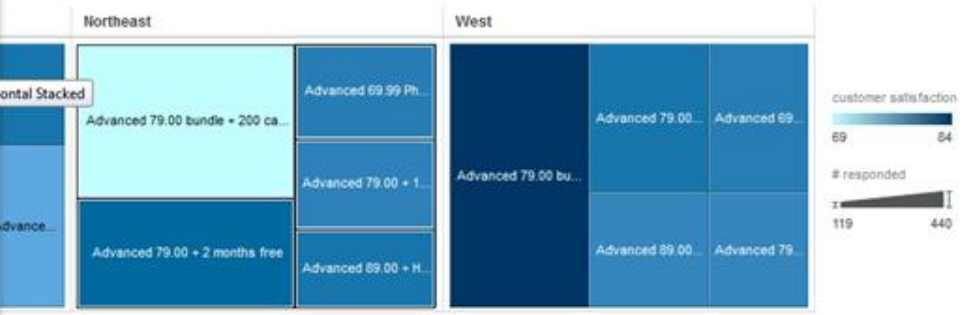
responded by promotion name, customer satisfaction, region

Horizontal Stacked

Horizontal Stacked

Horizontal Stacked

50 Tile



- advanced_communications-data
- promotion name
- start date
- end date
- marketing type
- # years highered
- household income
- # targeted
- # responded
- customer satisfaction
- industry
- region
- # weeks for offer redeem
- # weeks to install
- My Calculations
- Value Labels

promotion name
Advanced 69.99 Phone & Cable, Advanced 79.00 + 100 cash-back, Advanced 79.00 + 2 months free, Advanced 79.00 ... +2

region
Midwest, Northeast, West

Horizontal Stacked

Trellis Columns
region

Trellis Rows

Values (X-Axis)
responded

Category (Y-Axis)
promotion name

Color
marketing type

Size (Width)



- advanced_communications-data
 - promotion name
 - start date
 - end date
 - marketing type
 - # years highered
 - household income
 - # targeted
 - # responded
 - customer satisfaction
 - industry
 - region
 - # weeks for offer redeem
 - # weeks to install
- My Calculations
- Value Labels

promotion name
Advanced 69 99 Phone & Cable, Advanced 79 00 + 100 cash-back, Advanced 79 00 + 2 months free, Advanced 79 00 ... +2

region
Midwest, Northeast, West

Horizontal Stacked

Trellis Columns
region

Trellis Rows

Values (X-Axis)
responded

Category (Y-Axis)
promotion name

Color
marketing type

Size (Width)



- advanced_communications-data
 - promotion name
 - start date
 - end date
 - marketing type
 - # years highered
 - household income
 - # targeted
 - # responded
 - customer satisfaction
 - industry
 - region
 - # weeks for offer redeem
 - # weeks to install
- My Calculations
- Value Labels

promotion name
Advanced 69 99 Phone & Cable, Advanced 79 00 + 100 cash-back, Advanced 79 00 + 2 months free, Advanced 79 00 ... +2

region
Midwest, Northeast, West

Treemap

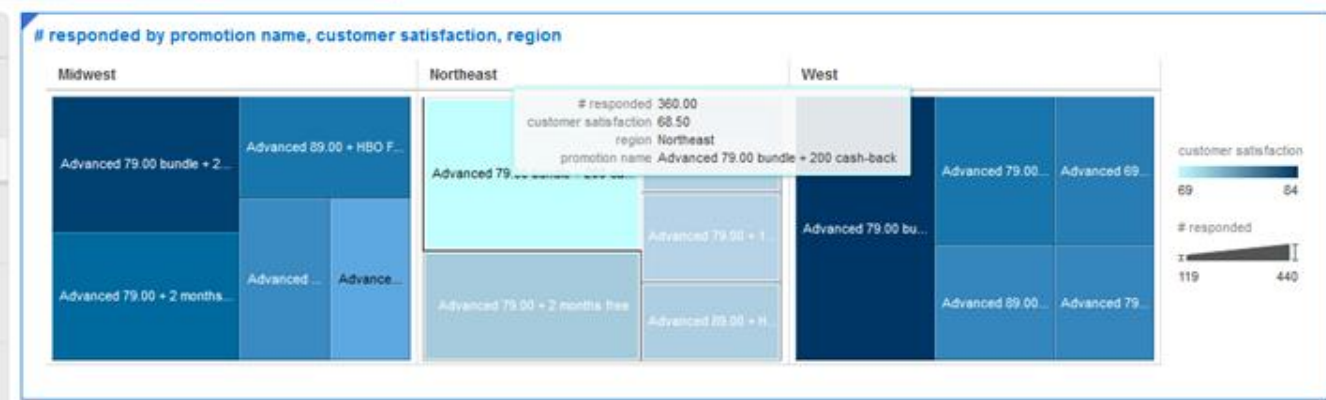
Trellis Columns
region

Trellis Rows
responded

Values (Box Size)
responded

Category (Boxes)
promotion name

Color
customer satisfaction



- Search
- advanced_communications-data
- promotion name
 - start date
 - end date
 - marketing type
 - # years highered
 - household income
 - # targeted
 - # responded
 - customer satisfaction
 - industry
 - region
 - # weeks for offer redeem
 - # weeks to install
- My Calculations
- Value Labels

Untitled

promotion name
Advanced 69 99 Phone & Cable, Advanced 79 00 + 100 cash-back, Advanced 79 00 + 2 months free, Advanced 79 00 ... +2

region
Midwest, Northeast, West

Treemap

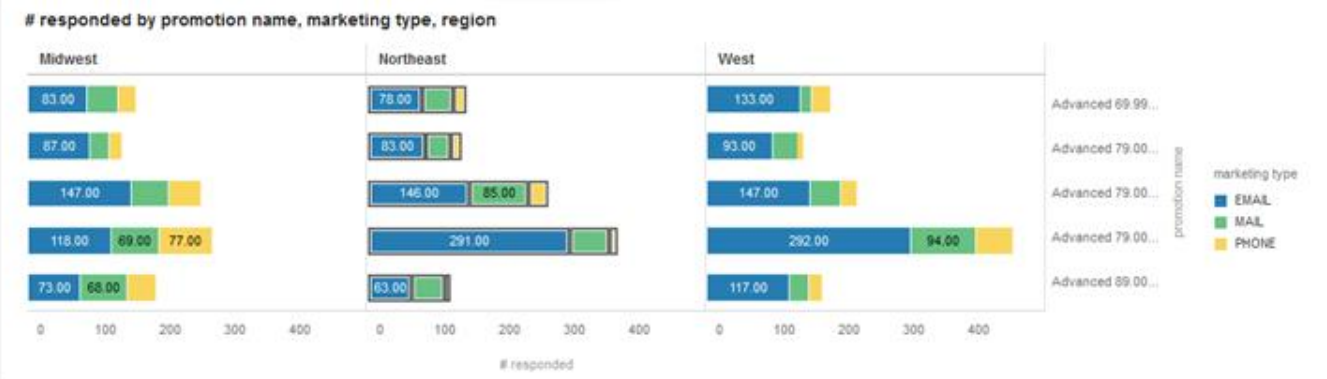
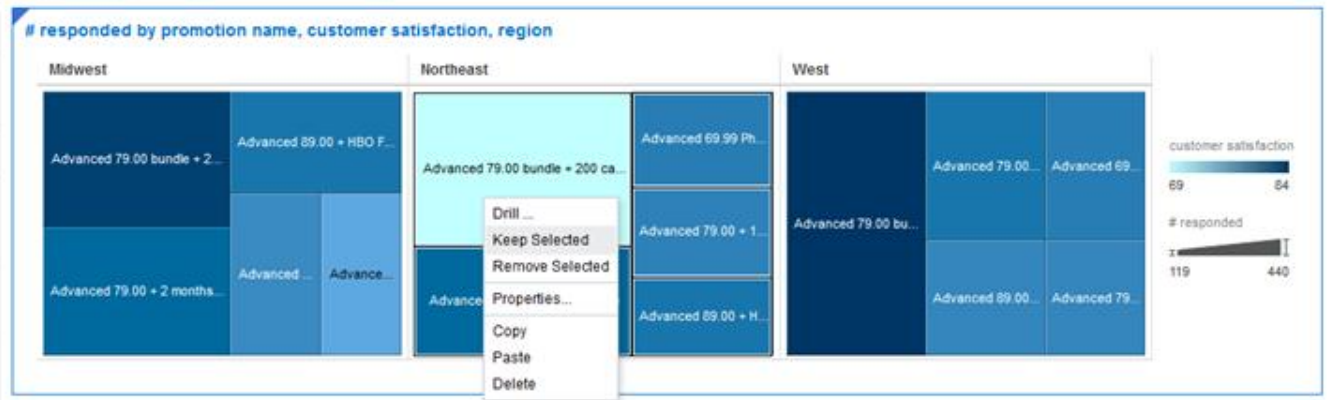
Trellis Columns
region

Trellis Rows

Values (Box Size)
responded

Category (Boxes)
promotion name

Color
customer satisfaction



- advanced_communications-data
 - promotion name
 - start date
 - end date
 - marketing type
 - # years highered
 - household income
 - # targeted
 - # responded
 - customer satisfaction
 - industry
 - region
 - # weeks for offer redeem
 - # weeks to install
- My Calculations
- Value Labels

promotion name
Advanced 69.99 Phone & Cable, Advanced 79.00 + 100 cash-back, Advanced 79.00 + 2 months free, Advanced 79.00 ... +2

region
Northeast

Treemap

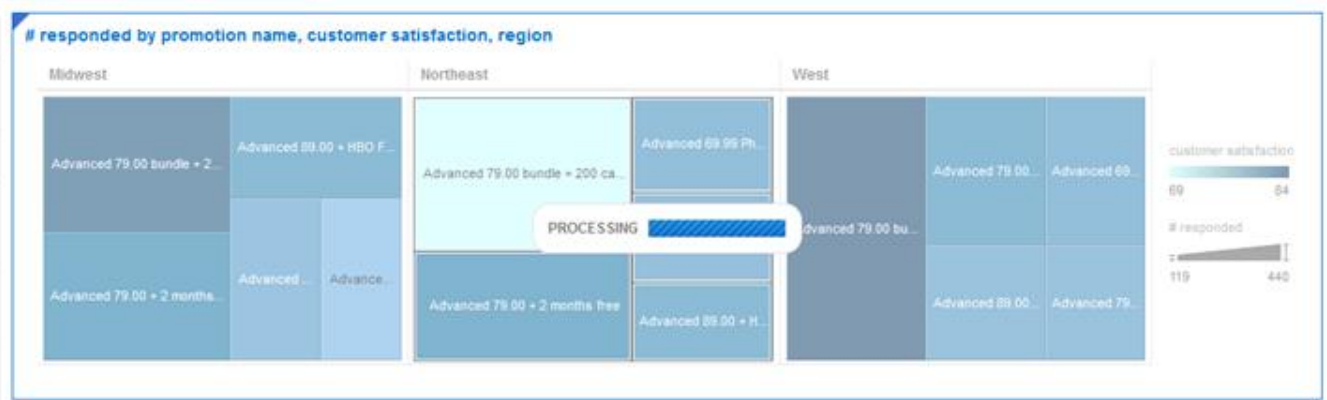
Trellis Columns
region

Trellis Rows

Values (Box Size)
responded

Category (Boxes)
promotion name

Color
customer satisfaction



- advanced_communications-data
 - promotion name
 - start date
 - end date
 - marketing type
 - # years highered
 - household income
 - # targeted
 - # responded
 - customer satisfaction
 - industry
 - region
 - # weeks for offer redeem
 - # weeks to install
- My Calculations
 - Value Labels

promotion name	region
Advanced 69 99 Phone & Cable, Advanced 79 00 + 100 cash-back, Advanced 79 00 + 2 months free, Advanced 79 00 ... +2	Midwest, Northeast, West

Horizontal Stacked

Trellis Columns

region

Trellis Rows

Values (X-Axis)

responded

Category (Y-Axis)

promotion name

Color

marketing type

Size (Width)



- advanced_communications-data
 - promotion name
 - start date
 - end date
 - marketing type
 - # years highered
 - household income
 - # targeted
 - # responded
 - customer satisfaction
 - industry
 - region
 - # weeks for offer redeem
 - # weeks to install
- My Calculations
- Value Labels

promotion name	region
Advanced 79.00 bundle + 200 cash-back	Midwest, Northeast, West

Treemap

Trellis Columns

region

Trellis Rows

Values (Box Size)

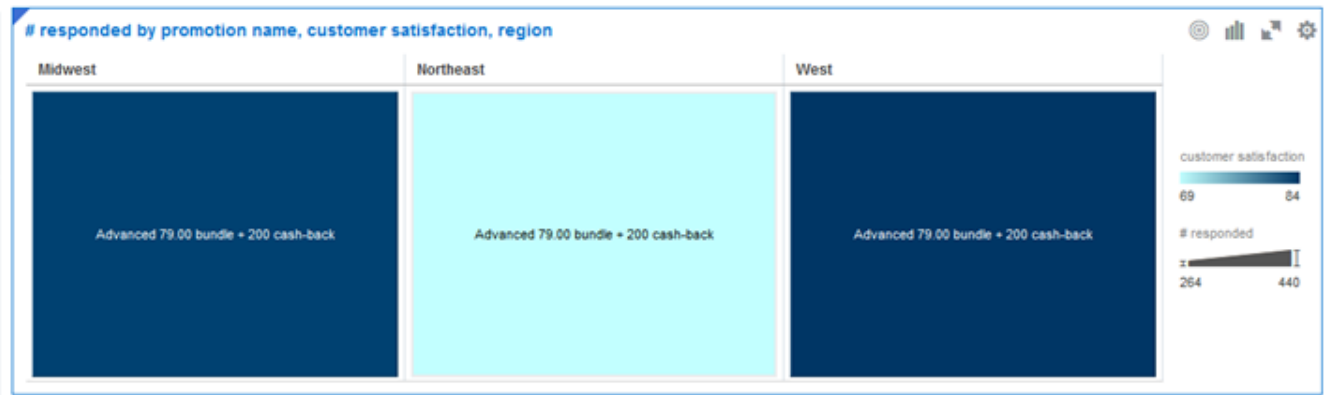
responded

Category (Boxes)

promotion name

Color

customer satisfaction



- advanced_communications-data
 - promotion name
 - start date
 - end date
 - marketing type
 - # years highered
 - household income
 - # targeted
 - # responded
 - customer satisfaction
 - industry
 - region
 - # weeks for offer redeem
 - # weeks to install
- My Calculations
- Value Labels

promotion name	region
Advanced 79.00 bundle + 200 cash-back	Midwest, Northeast, West

Treemap

Trellis Columns

region

Trellis Rows

Values (Box Size)

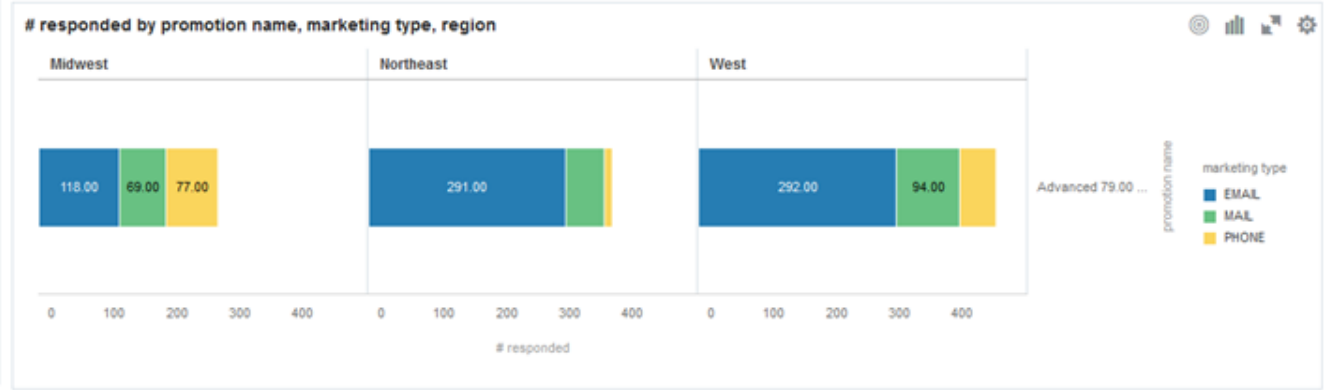
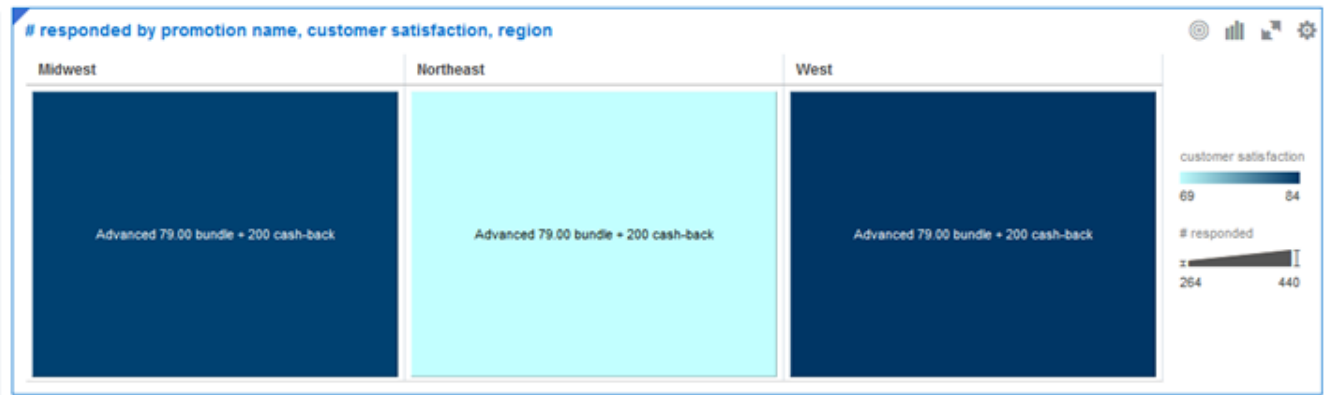
responded

Category (Boxes)

promotion name

Color

customer satisfaction



- advanced_communications-data
 - promotion name
 - start date
 - end date
 - marketing type
 - # years highered
 - household income
 - # targeted
 - # responded
 - customer satisfaction
 - industry
 - region
 - # weeks for offer redeem
 - # weeks to install
- My Calculations
 - # weeks to install
- Value Labels

promotion name	region
Advanced 79.00 bundle + 200 cash-back	Midwest, Northeast, West

Treemap

Trellis Columns

region

Trellis Rows

Values (Box Size)

responded

Category (Boxes)

promotion name

Color

customer satisfaction



- advanced_communications-data
 - promotion name
 - start date
 - end date
 - marketing type
 - # years highered
 - household income
 - # targeted
 - # responded
 - customer satisfaction
 - industry
 - region
 - # weeks for offer redeem
 - # weeks to install
- My Calculations
- Value Labels

promotion name	region
Advanced 79.00 bundle + 200 cash-back	Midwest, Northeast, West

Treemap

Trellis Columns

region

Trellis Rows

Values (Box Size)

responded

weeks to install

responded

Category (boxes)

promotion name

Color

customer satisfaction



- advanced_communications-data
 - promotion name
 - start date
 - end date
 - marketing type
 - # years highered
 - household income
 - # targeted
 - # responded
 - customer satisfaction
 - industry
 - region
 - # weeks for offer redeem
 - # weeks to install
- My Calculations
- Value Labels

promotion name Advanced 79.00 bundle + 200 cash-back	region Midwest, Northeast, West
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Treemap

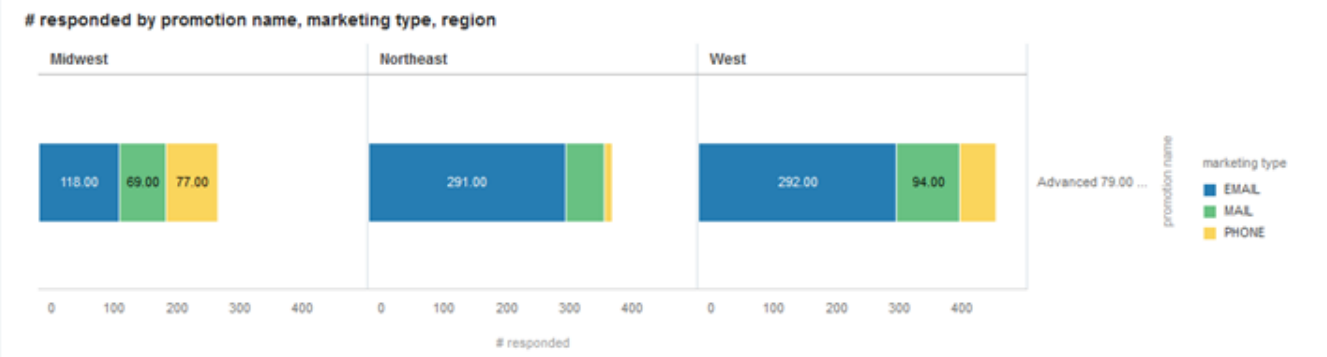
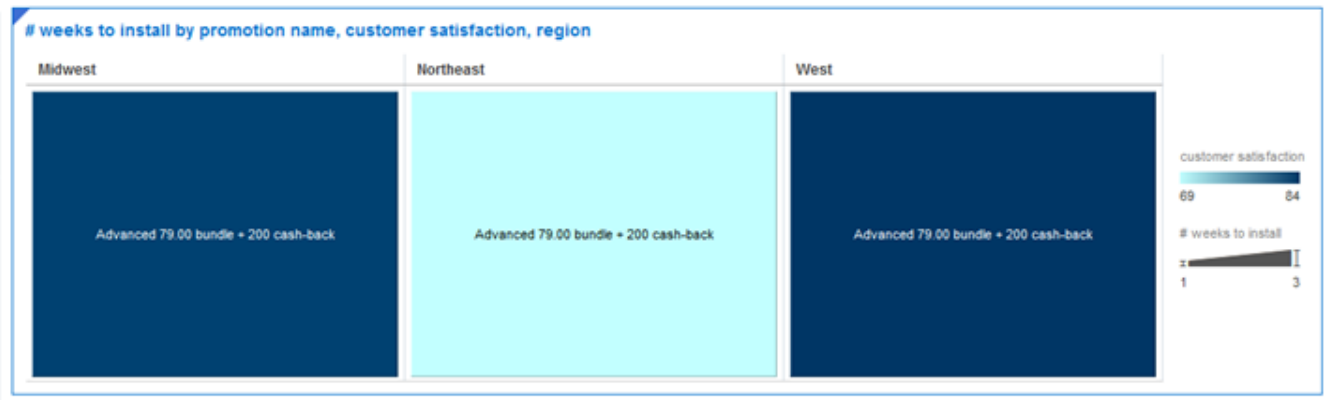
Trellis Columns
region

Trellis Rows
weeks to install

Values (Box Size)
promotion name

Category (Boxes)
customer satisfaction

Color
customer satisfaction



- advanced_communications-data
 - promotion name
 - start date
 - end date
 - marketing type
 - # years highered
 - household income
 - # targeted
 - # responded
 - customer satisfaction
 - industry
 - region
 - # weeks for offer redeem
 - # weeks to install
- My Calculations
- Value Labels

promotion name	region
Advanced 79.00 bundle + 200 cash-back	Midwest, Northeast, West

Treemap

Trellis Columns

region

Trellis Rows

Values (Box Size)

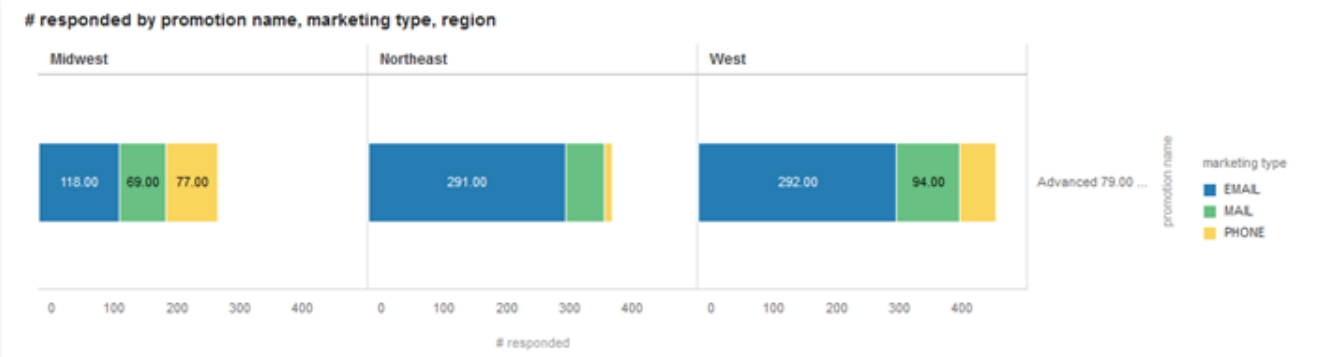
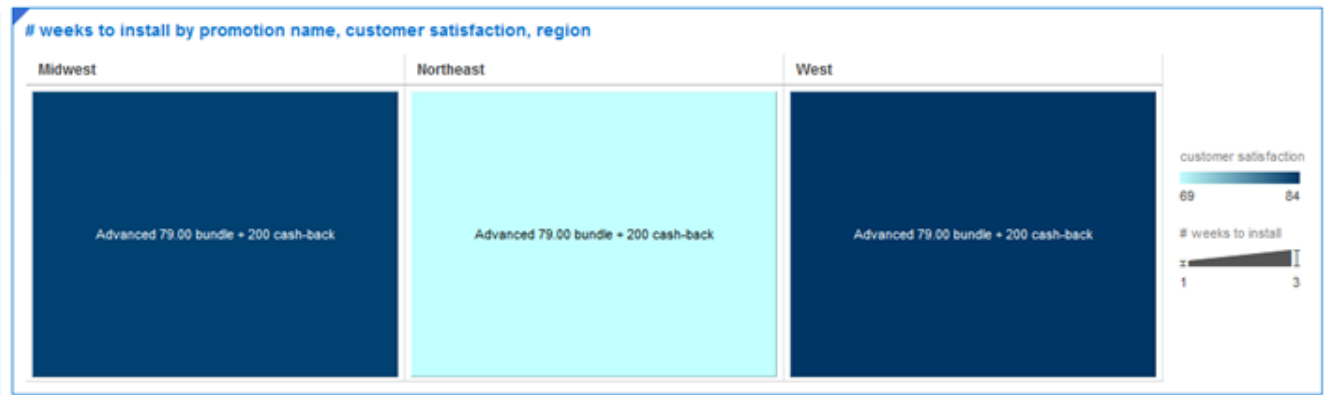
weeks to install

Category (Boxes)

promotion name

Color

customer satisfaction



- advanced_communications-data
 - promotion name
 - start date
 - end date
 - marketing type
 - # years highered
 - household income
 - # targeted
 - # responded
 - customer satisfaction
 - industry
 - region
 - # weeks for offer redeem
 - # weeks to install
- My Calculations
- Value Labels

promotion name
Advanced 79.00 bundle + 200 cash-back

region
Midwest, Northeast, West

Treemap

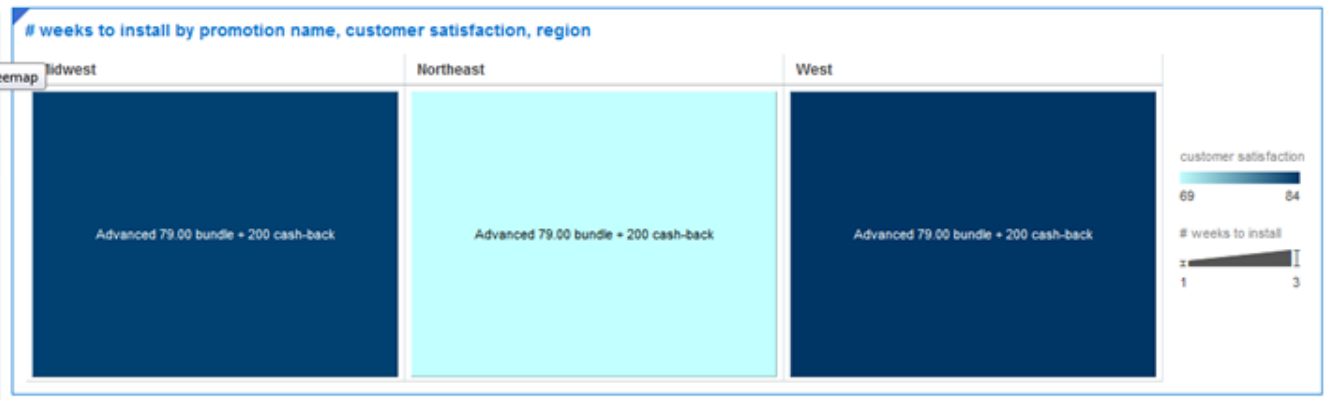
Trellis Columns
region

Trellis Rows
weeks to install

Values (Box Size)
promotion name

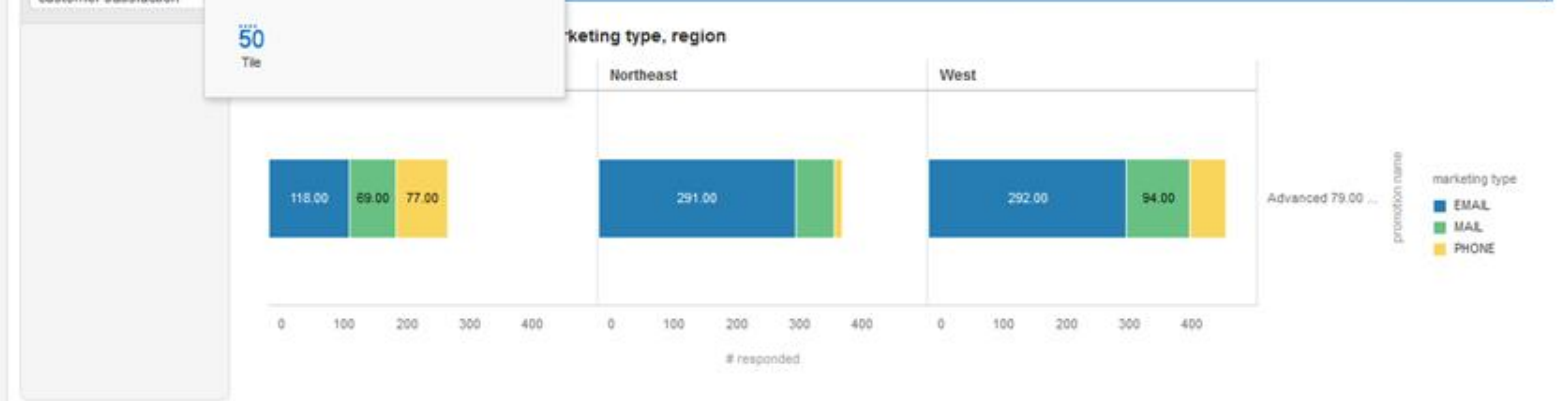
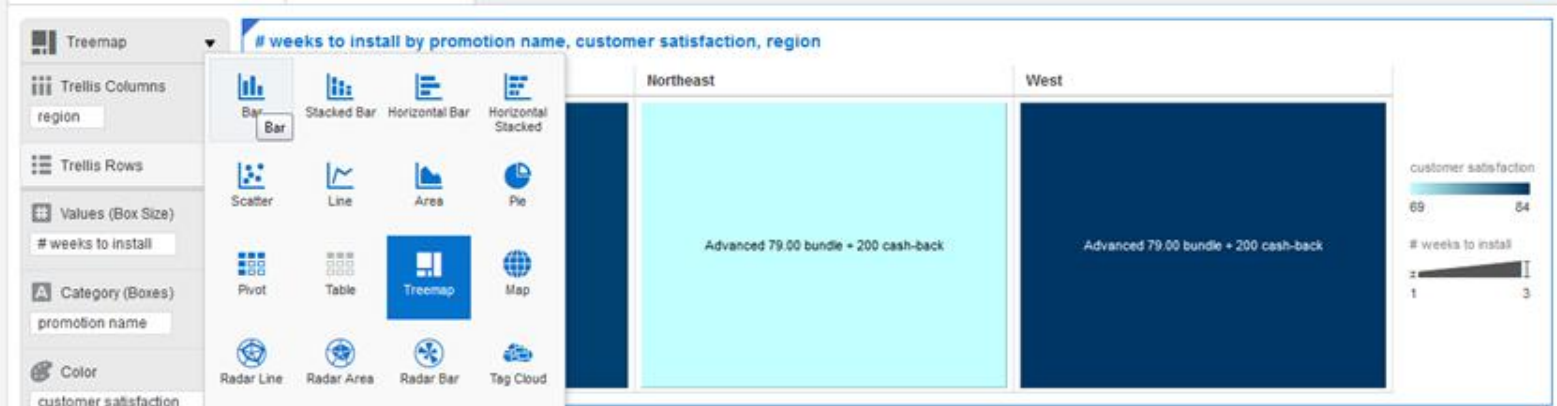
Category (Boxes)
customer satisfaction

Color
customer satisfaction



- advanced_communications-data
 - promotion name
 - start date
 - end date
 - marketing type
 - # years highered
 - household income
 - # targeted
 - # responded
 - customer satisfaction
 - industry
 - region
 - # weeks for offer redeem
 - # weeks to install
- My Calculations
- Value Labels

promotion name: Advanced 79.00 bundle + 200 cash-back
 region: Midwest, Northeast, West



- advanced_communications-data
 - promotion name
 - start date
 - end date
 - marketing type
 - # years highered
 - household income
 - # targeted
 - # responded
 - customer satisfaction
 - industry
 - region
 - # weeks for offer redeem
 - # weeks to install
- My Calculations
- Value Labels

promotion name	region
Advanced 79.00 bundle + 200 cash-back	Midwest, Northeast, West

Bar

Trellis Columns

region

Trellis Rows

Values (Y-Axis)

weeks to install

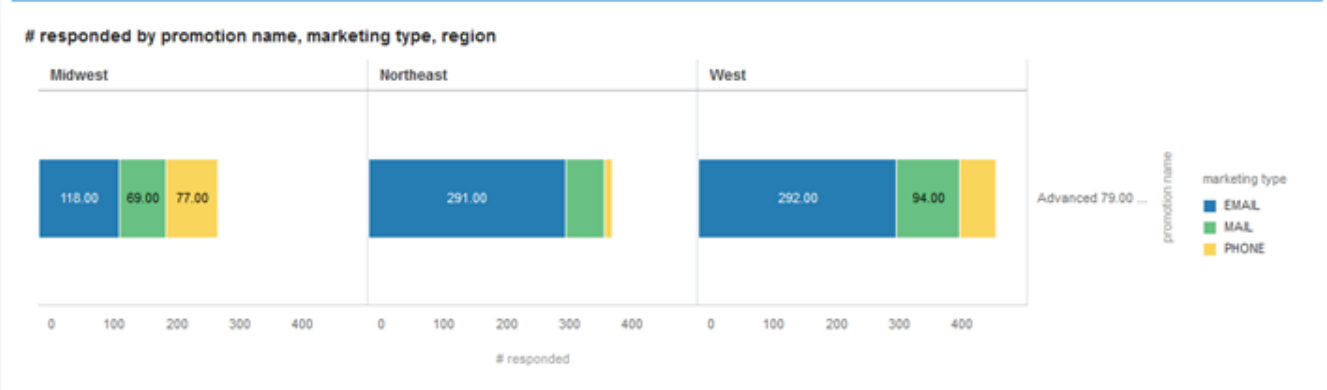
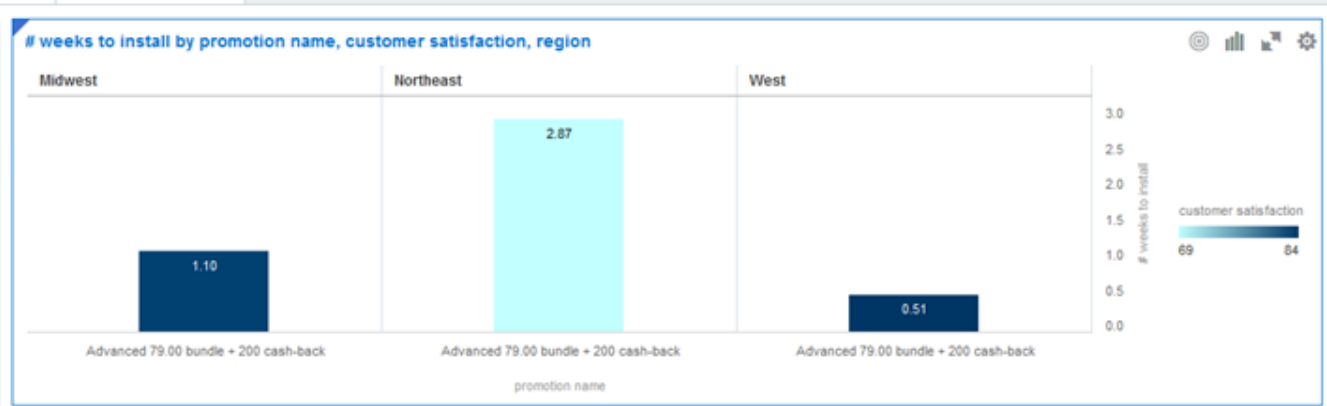
Category (X-Axis)

promotion name

Color

customer satisfaction

Size (Width)



- advanced_communications-data
 - promotion name
 - start date
 - end date
 - marketing type
 - # years highered
 - household income
 - # targeted
 - # responded
 - customer satisfaction
 - industry
 - region
 - # weeks for offer redeem
 - # weeks to install
- My Calculations
 - Value Labels

promotion name	region
Advanced 79.00 bundle + 200 cash-back	Midwest, Northeast, West

Bar

Trellis Columns

region

Trellis Rows

Values (Y-Axis)

weeks to install

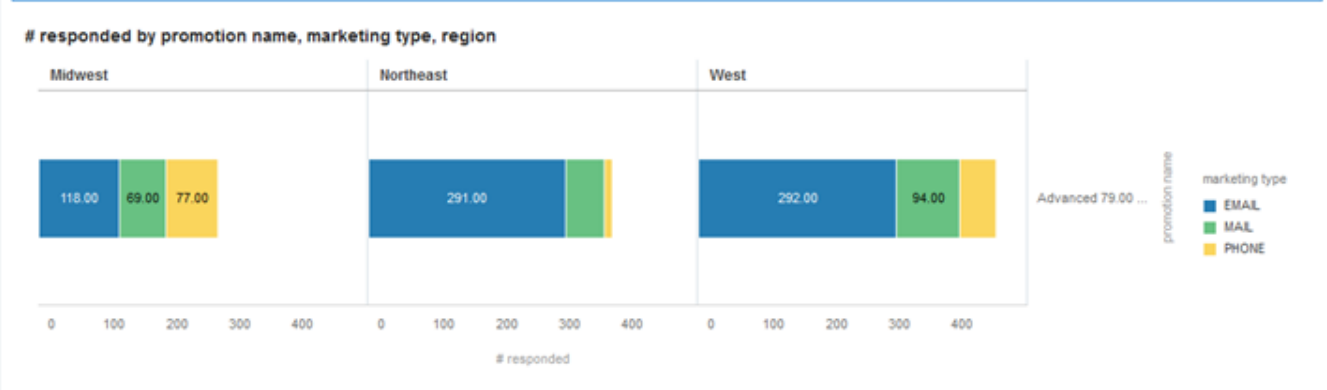
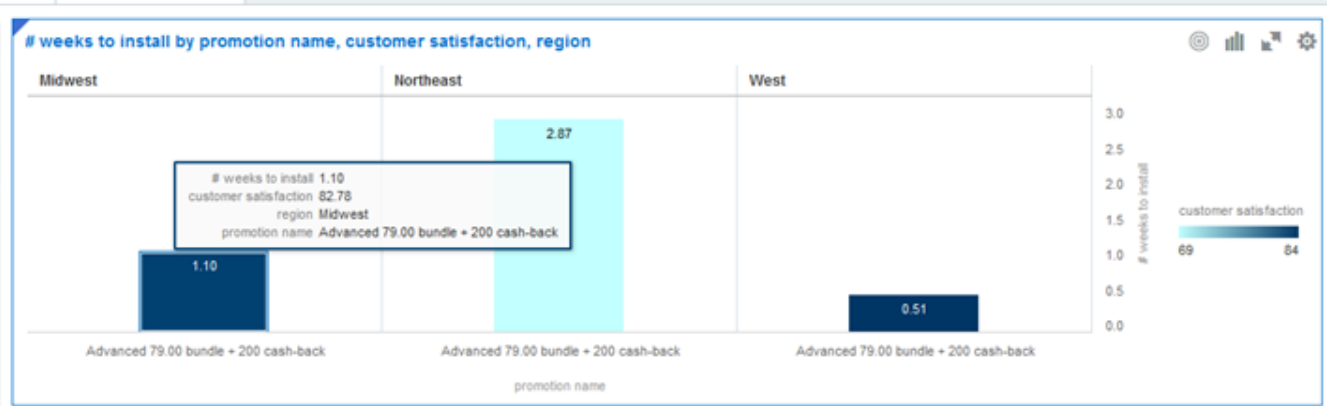
Category (X-Axis)

promotion name

Color

customer satisfaction

Size (Width)



Search

Untitled

- advanced_communications-data
 - promotion name
 - start date
 - end date
 - marketing type
 - # years highered
 - household income
 - # targeted
 - # responded
 - customer satisfaction
 - industry
 - region
 - # weeks for offer redeem
 - # weeks to install
- My Calculations
 - Value Labels

promotion name	region
Advanced 79.00 bundle + 200 cash-back	Midwest, Northeast, West

Bar

Trellis Columns

region

Trellis Rows

Values (Y-Axis)

weeks to install

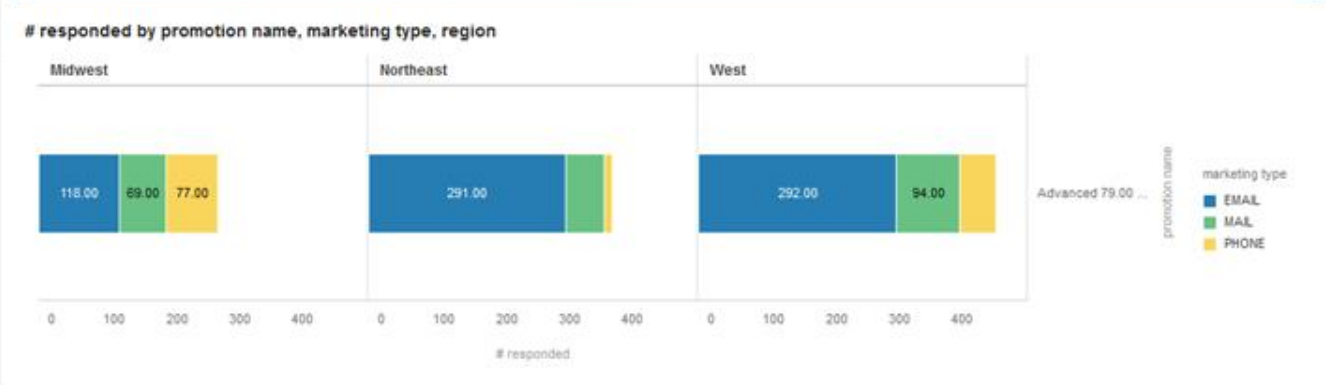
Category (X-Axis)

promotion name

Color

customer satisfaction

Size (Width)



- advanced_communications-data
 - promotion name
 - start date
 - end date
 - marketing type
 - # years highered
 - household income
 - # targeted
 - # responded
 - customer satisfaction
 - industry
 - region
 - # weeks for offer redeem
 - # weeks to install
- My Calculations
- Value Labels

promotion name	region
Advanced 79.00 bundle + 200 cash-back	Midwest, Northeast, West

Bar

Trellis Columns

region

Trellis Rows

Values (Y-Axis)

weeks to install

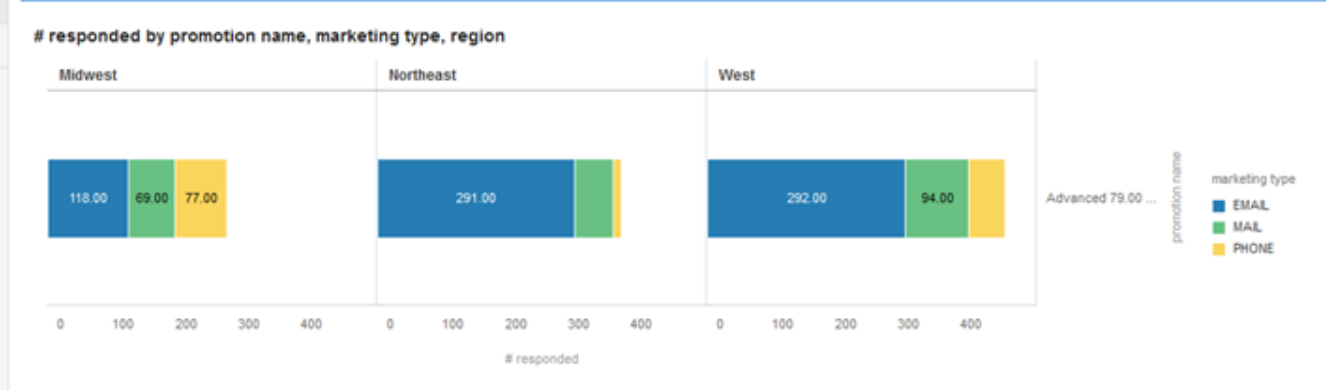
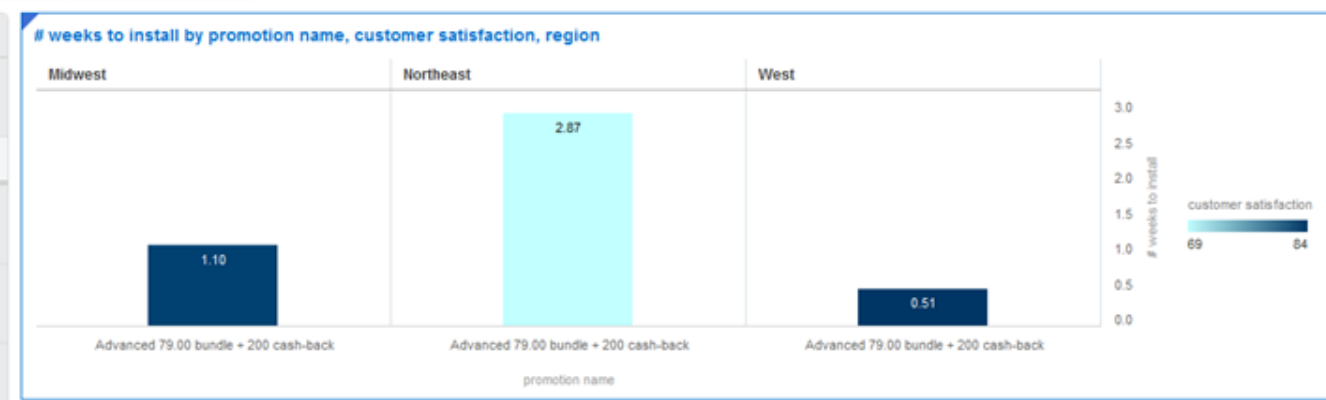
Category (X-Axis)

weeks for offer redeem

Color

customer satisfaction

Size (Width)



- advanced_communications-data
 - promotion name
 - start date
 - end date
 - marketing type
 - # years highered
 - household income
 - # targeted
 - # responded
 - customer satisfaction
 - industry
 - region
 - # weeks for offer redeem
 - # weeks to install
- My Calculations
 - Value Labels

promotion name
Advanced 79.00 bundle + 200 cash-back

region
Midwest, Northeast, West

Bar

Trellis Columns
region

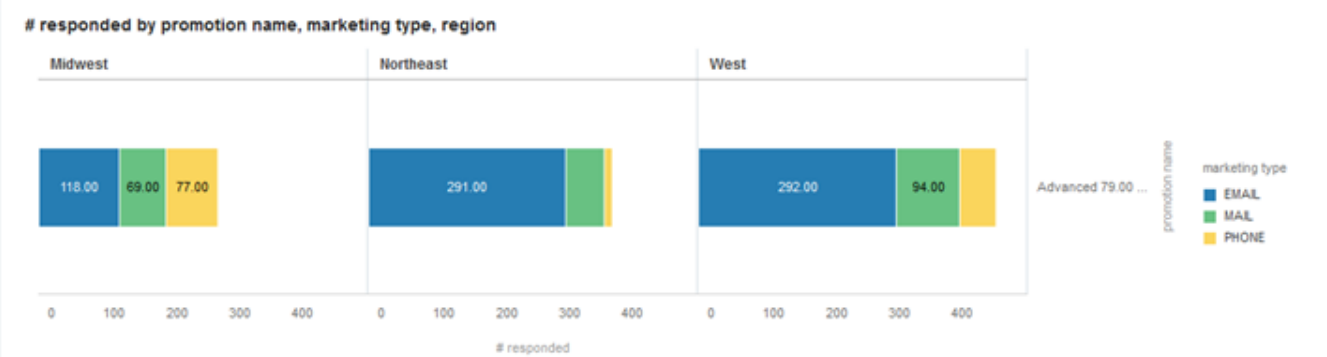
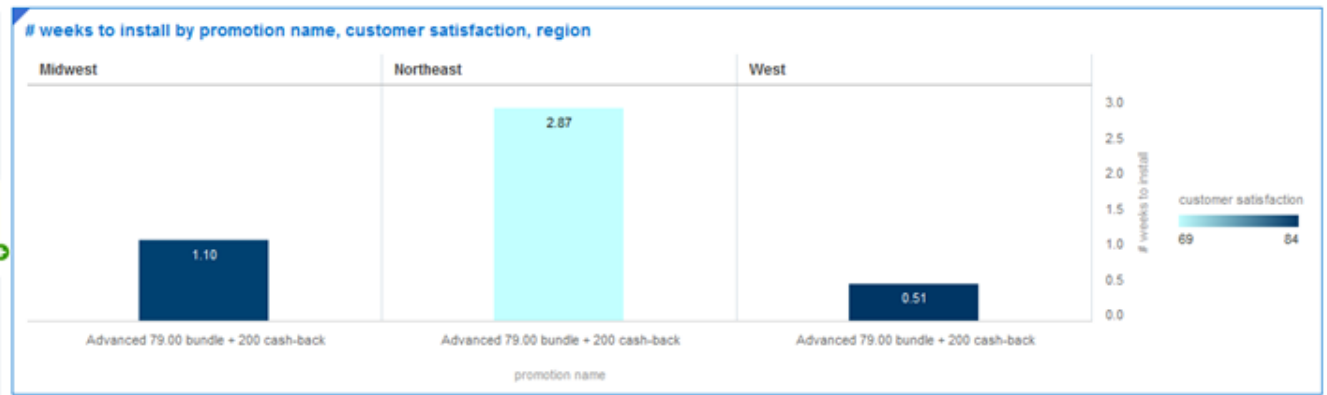
Trellis Rows

Values (Y-Axis)
weeks to install

weeks for offer redeem
Category (X-Axis)
promotion name

Color
customer satisfaction

Size (Width)



- advanced_communications-data
 - promotion name
 - start date
 - end date
 - marketing type
 - # years highered
 - household income
 - # targeted
 - # responded
 - customer satisfaction
 - industry
 - region
 - # weeks for offer redeem
 - # weeks to install
- My Calculations
 - Value Labels

promotion name
Advanced 79.00 bundle + 200 cash-back

region
Midwest, Northeast, West

Bar

Trellis Columns
region

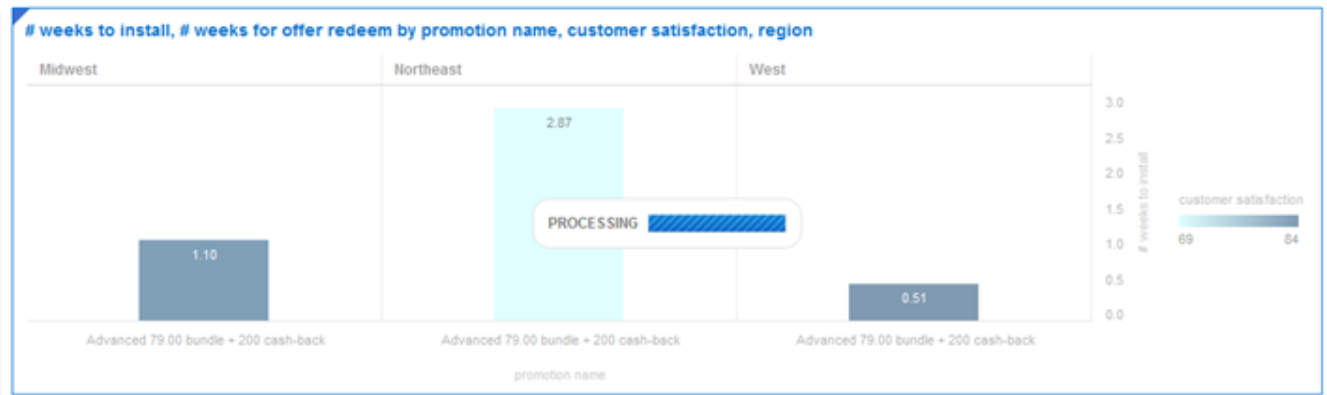
Trellis Rows

Values (Y-Axis)
weeks to install
weeks for offer re...

Category (X-Axis)
promotion name

Color
customer satisfaction

Size (Width)



- advanced_communications-data
 - promotion name
 - start date
 - end date
 - marketing type
 - # years highered
 - household income
 - # targeted
 - # responded
 - customer satisfaction
 - industry
 - region
 - # weeks for offer redeem
 - # weeks to install
- My Calculations
- Value Labels

promotion name
Advanced 79.00 bundle + 200 cash-back

region
Midwest, Northeast, West

Bar

Trellis Columns

region

Trellis Rows

Values (Y-Axis)

weeks to install

weeks for offer re...

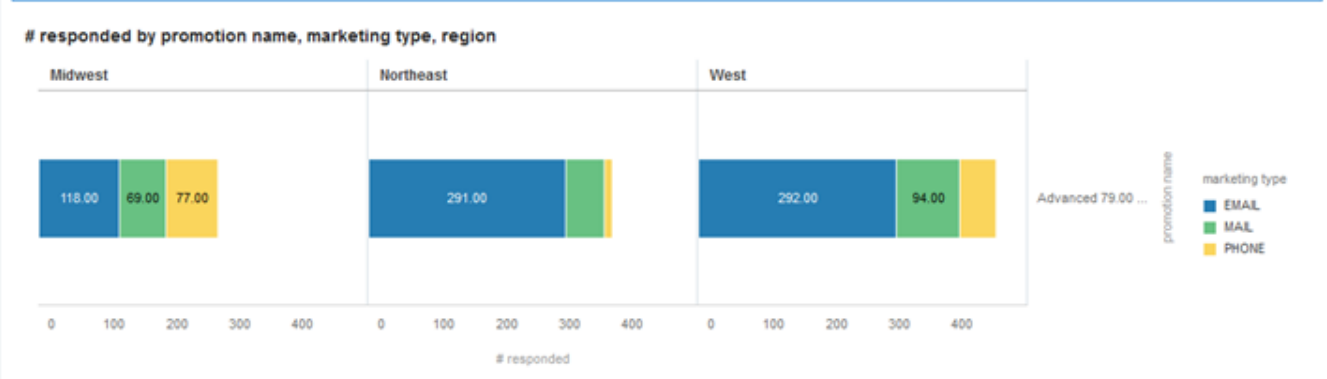
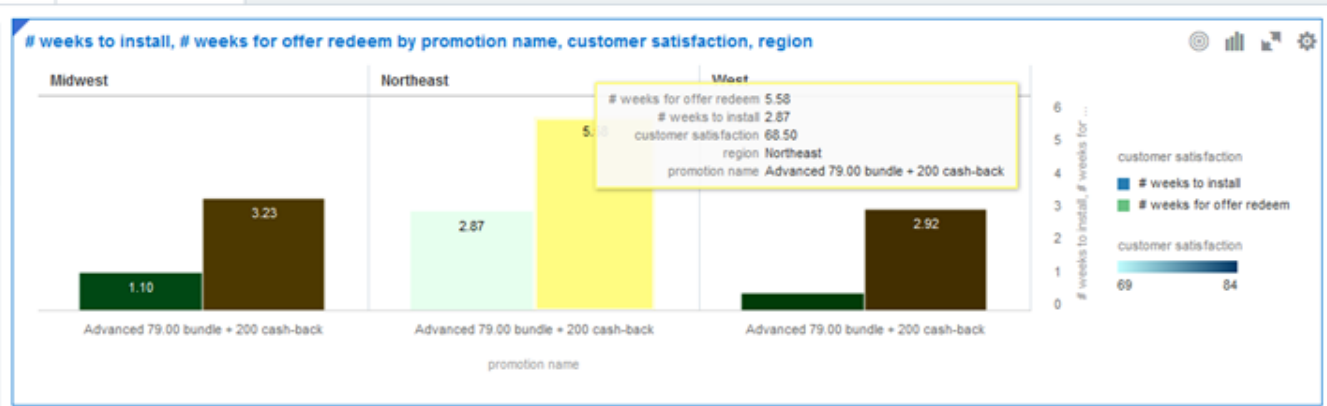
Category (X-Axis)

promotion name

Color

customer satisfaction

Size (Width)



- advanced_communications-data
 - promotion name
 - start date
 - end date
 - marketing type
 - # years highered
 - household income
 - # targeted
 - # responded
 - customer satisfaction
 - industry
 - region
 - # weeks for offer redeem
 - # weeks to install
- My Calculations
- Value Labels

promotion name
Advanced 79.00 bundle + 200 cash-back

region
Midwest, Northeast, West

Bar

Trellis Columns
region

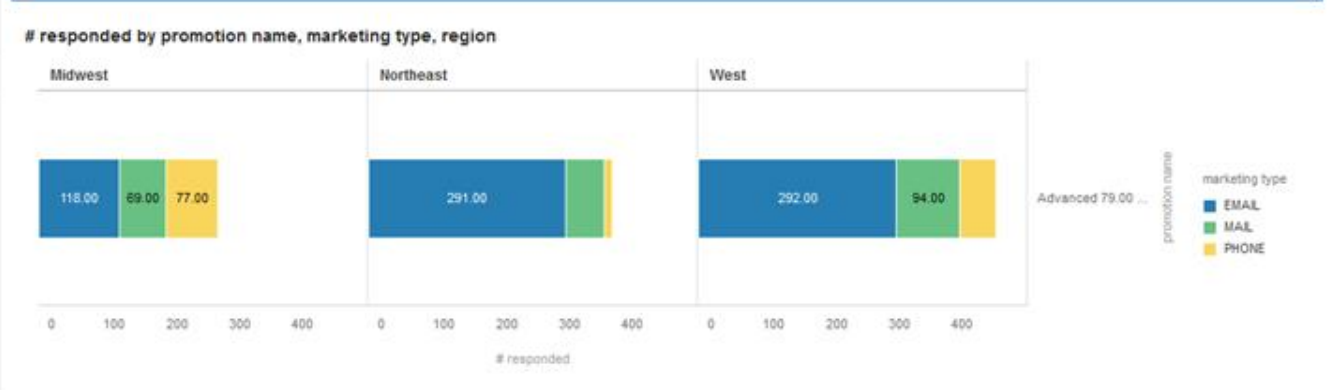
Trellis Rows

Values (Y-Axis)
weeks to install
weeks for offer re...

Category (X-Axis)
promotion name

Color
customer satisfaction

Size (Width)



Search

Untitled

- advanced_communications-data
 - promotion name
 - start date
 - end date
 - marketing type
 - # years highered
 - household income
 - # targeted
 - # responded
 - customer satisfaction
 - industry
 - region
 - # weeks for offer redeem
 - # weeks to install
- My Calculations
- Value Labels

promotion name: Advanced 79.00 bundle + 200 cash-back
 region: Midwest, Northeast, West

Bar

Trellis Columns: region

Trellis Rows:

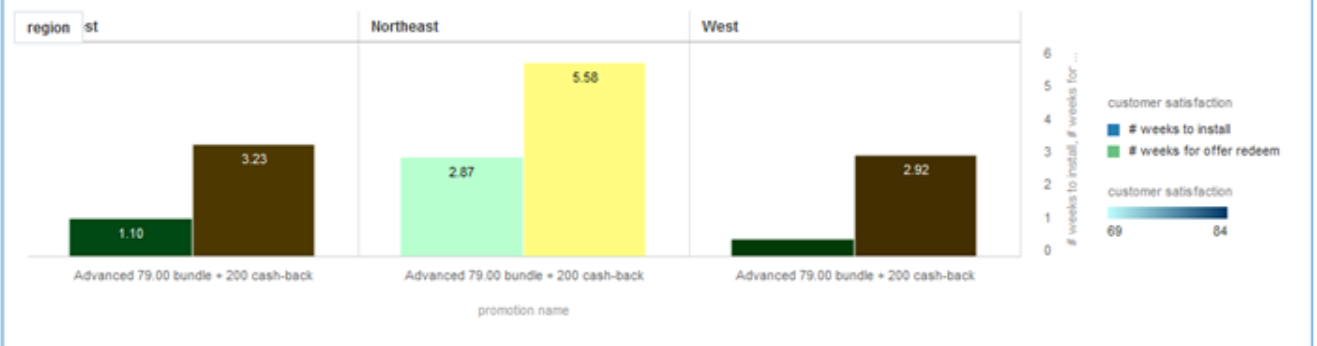
Values (Y-Axis): # weeks to install, # weeks for offer re...

Category (X-Axis): promotion name

Color: customer satisfaction

Size (Width):

weeks to install, # weeks for offer redeem by promotion name, customer satisfaction, region



responded by promotion name, marketing type, region

