Nico Licht
Vice President UX Design
SAP Analytics Development
Conceptual Design: SAY and STRUCTURE
Reports convey messages, whereas dashboards don’t
How to broadcast IBCS® compliant reports?
Get numbers. Get context. Send message.
How to broadcast IBCS® compliant reports?

Get **NUMBERS** from BI System

1 **DATA PREPARATION**

2 **INSIGHT DETECTION**

Get **CONTEXT** from Experts and Publications

3 **EXTERNAL ENRICHMENT**

4 **EXPLAIN & SUGGEST**

Send **MESSAGE** to target audience

5 **PUBLISH & DISCUSS**
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LOAD
CONNECT
WRANGLE
MODEL
MEASURE
ACCOUNT
DIMENSION
ACCESS
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<table>
<thead>
<tr>
<th>LOAD</th>
<th>CALCULATION</th>
</tr>
</thead>
<tbody>
<tr>
<td>CONNECT</td>
<td>SEMANTICS</td>
</tr>
<tr>
<td>WRANGLE</td>
<td>KPI</td>
</tr>
<tr>
<td>MODEL</td>
<td>TABLE</td>
</tr>
<tr>
<td>MEASURE</td>
<td>CHART</td>
</tr>
<tr>
<td>ACCOUNT</td>
<td>FILTER</td>
</tr>
<tr>
<td>DIMENSION</td>
<td>DRILL</td>
</tr>
<tr>
<td>ACCESS</td>
<td>FACET</td>
</tr>
<tr>
<td></td>
<td>SEARCH</td>
</tr>
<tr>
<td></td>
<td>SNIPPET</td>
</tr>
<tr>
<td></td>
<td>CHAT</td>
</tr>
</tbody>
</table>
How to broadcast IBCS® compliant reports?

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Send MESSAGE to target audience

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KPI
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DRILL
FACET
SEARCH
SHARE
SNIPPET
RECEIVE
CHAT
UNDERSTAND
ACT
Experience the future of decision making

From financial planning to sales and marketing, SAP Analytics Cloud helps businesses make end-to-end decisions with confidence.

Start your free 30-day trial

BENEFITS

Start making better decisions backed by data
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**USE CASE**
Datadriven Journalism: Bicycle Race

**USE CASE**
Datadriven Business: Bicycle Sales
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USE CASE
Datadriven Journalism: Bicycle Race

USE CASE
Datadriven Business: Bicycle Sales
# STAGE 6
Time Trail Königstuhl

## 2nd Checkpoint

<table>
<thead>
<tr>
<th></th>
<th></th>
<th>CAN</th>
<th>WAKEFIELD</th>
<th>10:32.32</th>
<th>20.3</th>
<th>+ 15%</th>
</tr>
</thead>
<tbody>
<tr>
<td>7</td>
<td>IND</td>
<td>RAMESH</td>
<td>13:50.10</td>
<td>13.0</td>
<td>- 26%</td>
<td></td>
</tr>
<tr>
<td>8</td>
<td>GER</td>
<td>LICHT</td>
<td>16:06.12</td>
<td>9.9</td>
<td>- 44%</td>
<td></td>
</tr>
</tbody>
</table>

Time in minutes, average speed in km/h and variance to personal record.
How to broadcast IBCS® compliant reports?

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**USE CASE**
Datadriven Journalism: Bicycle Race

**USE CASE**
Datadriven Business: Bicycle Sales
Licht lost Giro victory due to substantial dehydration during yesterday's epic heat battle at Königshuhl.

<table>
<thead>
<tr>
<th>Parameter</th>
<th>Value</th>
<th>Variance</th>
</tr>
</thead>
<tbody>
<tr>
<td>Temperature</td>
<td>37 °C</td>
<td>+ 40%</td>
</tr>
<tr>
<td>Blood Sodium Level</td>
<td>142 mEq/L</td>
<td>- 12%</td>
</tr>
<tr>
<td>Average Speed</td>
<td>9.9 km/h</td>
<td>- 44%</td>
</tr>
</tbody>
</table>

Variance to optimal temperature and sodium level and personal speed record.

Licht's poor performance in the Time Trial was a result of substantial dehydration. The race day temperature was 14 °C above optimal and as a result Licht's performance suffered later in the race as his power output dropped. Blood readings before the event suggested that Licht was properly hydrated but the team did not account for the sudden extreme temperature.

To limit this factor in the future, it will be important to monitor blood sodium levels closer to race day to ensure proper hydration.

SOURCE PubMed Article on blood responses during exercises; Team doc prof erhard.
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**USE CASE**
Datadriven Business: Bicycle Sales
Bicycle Sales: Marketing Manager Carl Wakefield

...follows KPI on Sales Performance
Bicycle Sales: Marketing Manager Carl Wakefield
...follows KPI on Sales Performance

<table>
<thead>
<tr>
<th>KPI</th>
<th>Value</th>
<th>Trend</th>
<th>Calculation</th>
<th>Related Dimensions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sales Performance</td>
<td>13.01 units</td>
<td>+2.42 APY</td>
<td>Number of total units sold</td>
<td>Products + 3 more, Sales_Dataset...</td>
</tr>
<tr>
<td>Revenue</td>
<td>$23,014 mUSD</td>
<td>+0.134 APY</td>
<td>Net money received since the start</td>
<td>Geography + 4 more, Finance_Dataset_22012</td>
</tr>
<tr>
<td>Costs</td>
<td>$5,402 mUSD</td>
<td>-0.31 APY</td>
<td>Manufacturing, Distribution, Loss...</td>
<td>Geography + 2 More, SD_Datasets...</td>
</tr>
<tr>
<td>Sponsorship Costs</td>
<td>$1,24 mUSD</td>
<td>+1.31 APY</td>
<td>4 teams across all races</td>
<td>Team, Sponsorship_CSV...</td>
</tr>
<tr>
<td>Avg Product to Customer Time</td>
<td>42 Days</td>
<td>-4 APY</td>
<td>From date of purchase to date of...</td>
<td>Product + 1 More, Customer_Analytics...</td>
</tr>
<tr>
<td>Sponsorship Costs</td>
<td>13.01 KUSD</td>
<td>+0.52 APY</td>
<td>Total amount of Sponsorship</td>
<td>Team, Sponsorship_CSV...</td>
</tr>
<tr>
<td>Return of Sponsorship</td>
<td>23.01 %</td>
<td>+1.4 APY</td>
<td>Total spent on Sponsorship divided by...</td>
<td>Team, Sponsorship_CSV...</td>
</tr>
<tr>
<td>Digital Marketing Costs</td>
<td>$5,402 KUSD</td>
<td>-0.28 APY</td>
<td>Total amount on Digital channels - incl...</td>
<td>Geography + 1 More, Marketing_2018...</td>
</tr>
<tr>
<td>Return on Digital Marketing Costs</td>
<td>4.21 %</td>
<td>-0.75 APY</td>
<td>Total spent on Digital Marketing divided by...</td>
<td>Geography + 1 More, Marketing_2018...</td>
</tr>
<tr>
<td>Traditional Marketing</td>
<td>$7,524 KUSD</td>
<td>+5.214 APY</td>
<td>Total amount spent on Marketing incl...</td>
<td>Geography, Finance_Dataset_22012...</td>
</tr>
<tr>
<td>Return on Traditional Marketing Costs</td>
<td>12.41 %</td>
<td>-0.75 APY</td>
<td>Total spent on Traditional Marketing divided by...</td>
<td>Geography, Finance_Dataset_22012...</td>
</tr>
<tr>
<td>Event Budget</td>
<td>$3,741 KUSD</td>
<td>+0.031 APY</td>
<td>Main events - salary + set up + material...</td>
<td>Geography + 1 More, Finance_Dataset_22012...</td>
</tr>
</tbody>
</table>

+ Add KPI

Product Management
Bicycle Sales: Marketing Manager Carl Wakefield
Sales Performance increased due to ‘Aerobike’ Sales
Bicycle Sales: Marketing Manager Carl Wakefield
What are the key influencer of Sales Performance?

Sales Performance in kunits
Q1 2017...Today ACT
13.01
+2.42 ΔPY

and now I want to discover...
+ What are the key influences of Sales Performance?
+ I want to simulate Sales Performance.
Bicycle Sales: Marketing Manager Carl Wakefield

Return on Sponsorship is the key influencer for Sales Performance

What are the key influencers of Sales Performance

Summary

Using our machine learning algorithm we identified 4 columns as key influencers for Revenue.

These key influencers are columns which have a significant impact on the performance of Sales and can potentially be used as predictive variables for your business.

and now I want to discover...

+ More...
+ I want to simulate Sales Performance?
+ Show more...

Ask what you want to discover next...
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USE CASE
Datadriven Journalism: Bicycle Race

USE CASE
Datadriven Business: Bicycle Sales
Bicycle Sales: Marketing Manager Carl Wakefield

Compile story to explain sales increase with success of sponsored rider

**Summary**

Aeroad bike sales exceeded plan by 46.20% in Q2 due to recent wins at spring classics by high-profile sprinter, Brett Finucane. In August 2017, Brett signed a two-year contract for the 2018 and 2019 seasons with Team SAP Wms Cloud, and has expressed to the media his excitement towards his new Orca Aeroad.

With this spike in Aeroad sales, we have seen a drop in planned sales for bikes in the Ultimate category. This is likely because the target consumer for the Ultimate had purchased the Aeroad as result of all the recent positive media.

As we cannot rely on the variability of Brett's performances to continue high sales of the Aeroad, we need to ensure that our Ultimate category bikes meet planned sales by end of Q3. The current proposal is to increase marketing budget for Ultimate category bikes by 25%.

**Sales Performance**

In kilm by Bikes, Aeroad

Q1 2017...June 1st 2018

![Graph showing sales performance over time]
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Bicycle Sales: Marketing Manager Carl Wakefield
Publish story to Marketing, Product and Sales Teams

Summary

Aggregate bike sales exceeded plan by 46.4% in Q2 due to a strong first-year contract for the 2018 and 2019 seasons with Team Astana. With the spike in Astana sales, we have seen a drop in Ultimate sales. The Astana had purchased the Ultimate last year as a result of all the positives around training in Astana. We need to ensure that our Ultimate category bike meet planned sales by end of Q3. The current proposal is 1,000 units, with a 20% improvement in sales compared to 2017.

Sales Performance in kumis by Bikes, Aero Q1 2017...June 14 2018

[A chart showing sales performance over time]
Bicycle Sales: Production Manager Bonita Williams

...receives the Orca Sponsor Report
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**RECEIVE**
**CHAT**
**UNDERSTAND**
**ACT**
The doubt, the feeling that something might be wrong, will truly unite us.

The conviction however, that is used to make others believe, leads rather to separation.

Elisabeth Schweeger  Austrian Literature Scientist
Bicycle Sales: Production Manager Bonita Williams

...has a doubt about customer satisfaction

This is a great jump, but have you looked into whether or not we'll have enough stock coming in to fulfill all these orders?
Bicycle Sales: Production Manager Bonita Williams
Discussion about bikes in stock to fulfill demand

Ultimate had purchased the Aerostar as a result of all the recent positive media. As we cannot rely on the variability of Brent’s performances to continue high sales of the Aerostar, we need to ensure that our Ultimate category bikes meet planned sales by the end of Q3. The current proposal is to increase marketing budget for Ultimate category bikes by 25%.

Sales Performance in kums by Bikes, Aerostar
Q1 2017 – June 1st 2018
Actual vs Planned

Sales Performance in kums by top 3 Road Bikes
Q1 2017 – Today ACT. PL

<table>
<thead>
<tr>
<th>Category</th>
<th>ACT</th>
<th>PL</th>
<th>ΔPL</th>
</tr>
</thead>
<tbody>
<tr>
<td>AEROSTAR</td>
<td></td>
<td>363</td>
<td></td>
</tr>
<tr>
<td>ULTIMATE</td>
<td>236</td>
<td></td>
<td>-42</td>
</tr>
<tr>
<td>ENDURANCE</td>
<td>288</td>
<td></td>
<td>+12</td>
</tr>
</tbody>
</table>
How to broadcast IBCS® compliant reports?

Empower teams to run the business and turn knowledge into actions.
Discussion on: How to broadcast IBCS compliant reports?

- Empowerment

1. Boss vs Employee
   - Anarchy vs Hierarchy
   - Young vs Old
   - Experience vs Naïve (Blind)

2. Machines vs Humans
   - Automation vs Governance