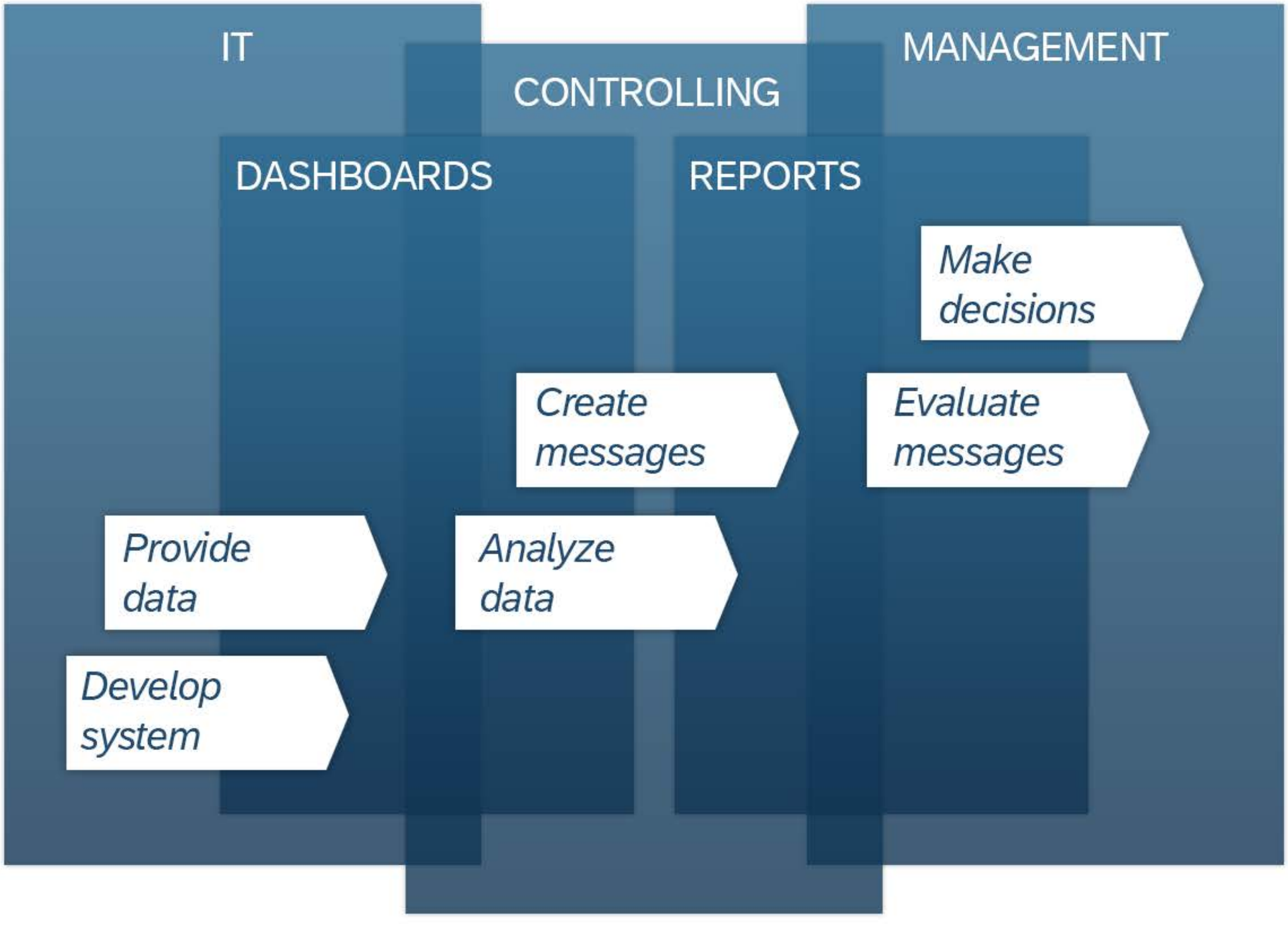
Nico Licht
Vice President UX Design
SAP Analytics Development

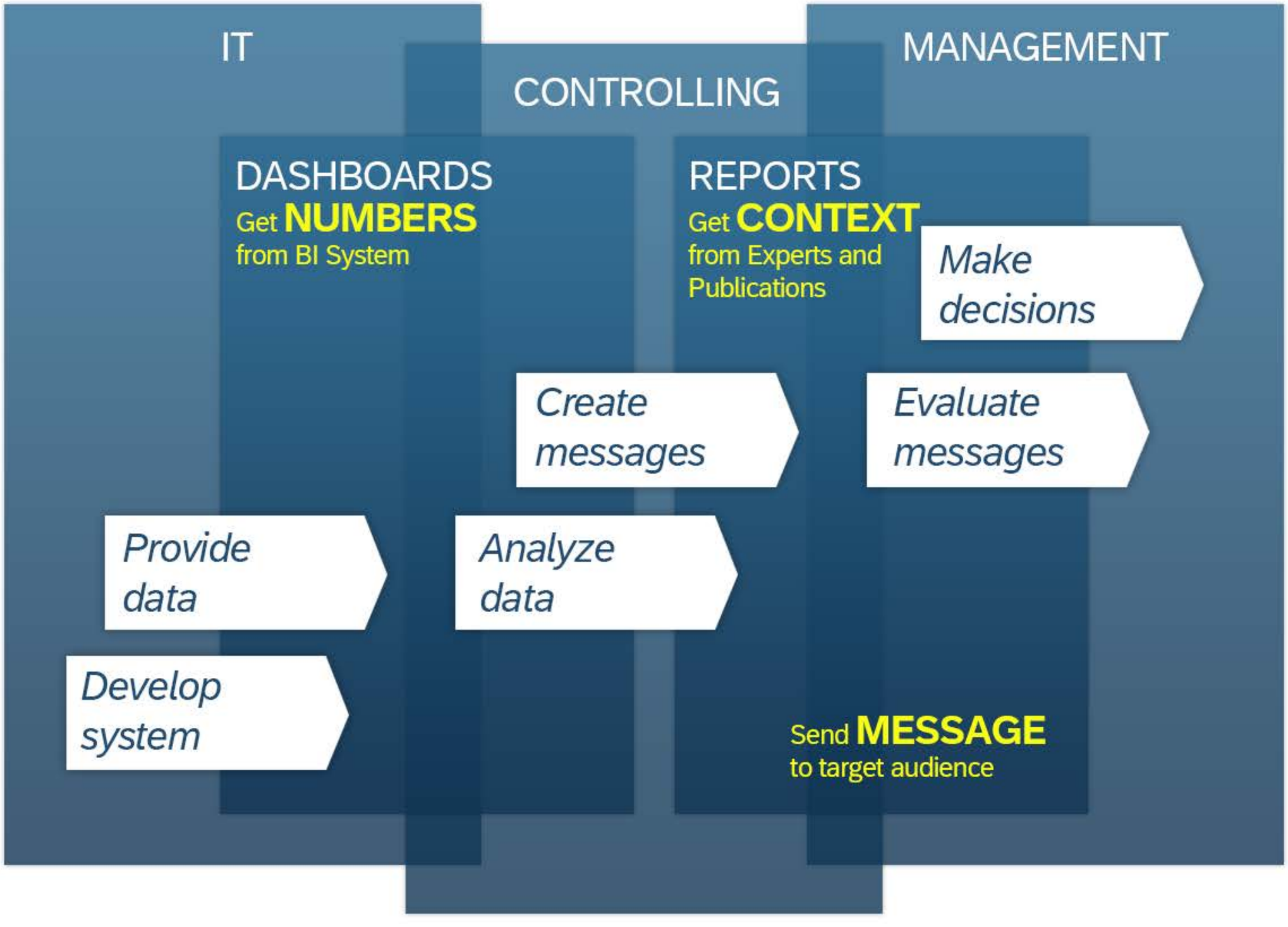
Conceptual Design: SAY and STRUCTURE

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*

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

LOAD

CONNECT

WRANGLE

MODEL

MEASURE

ACCOUNT

DIMENSION

ACCESS

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*

LOAD

CONNECT

WRANGLE

MODEL

MEASURE

ACCOUNT

DIMENSION

ACCESS

CALCULATION

SEMANTICS

KPI

TABLE

CHART

FILTER

DRILL

FACET

SEARCH

SNIPPET

CHAT

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*

LOAD

CONNECT

WRANGLE

MODEL

MEASURE

ACCOUNT

DIMENSION

ACCESS

CALCULATION

SEMANTICS

KPI

TABLE

CHART

FILTER

DRILL

FACET

SEARCH

SNIPPET

CHAT

SHARE

RECEIVE

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

How to broadcast IBCS® compliant reports?

USE CASE

Datadriven Journalism: Bicycle Race

USE CASE

Datadriven Business: Bicycle Sales

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

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*

USE CASE

Datadriven Journalism: Bicycle Race

DASHBOARD

USE CASE

Datadriven Business: Bicycle Sales

STAGE 6
Time Trail Königstuhl

2nd Checkpoint

1	CAN	WAKEFIELD	10:32.32	20.3	+ 15%
7	IND	RAMESH	13:50.10	13.0	- 26%
8	GER	LICHT	16:06.12	9.9	- 44%

Time in minutes, average speed in km/h and variance to personal record.

How to broadcast IBCS® compliant reports?

USE CASE

Datadriven Journalism: Bicycle Race

USE CASE

Datadriven Business: Bicycle Sales

Get **NUMBERS** from BI System

1 DATA PREPARATION

2 INSIGHT DETECTION

DASHBOARD

Get **CONTEXT** from Experts and Publications

3 EXTERNAL ENRICHMENT

4 EXPLAIN & SUGGEST

REPORT

Send **MESSAGE** to target audience

5 PUBLISH & DISCUSS

Licht lost Giro victory due to substantial dehydration during yesterdays epic heat battle at Königstuhl.

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.

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

USE CASE

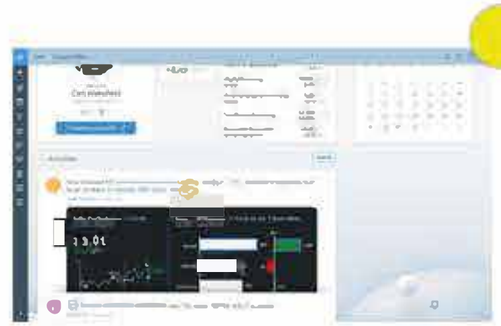
Datadriven Journalism: Bicycle Race

DASHBOARD

REPORT

USE CASE

Datadriven Business: Bicycle Sales

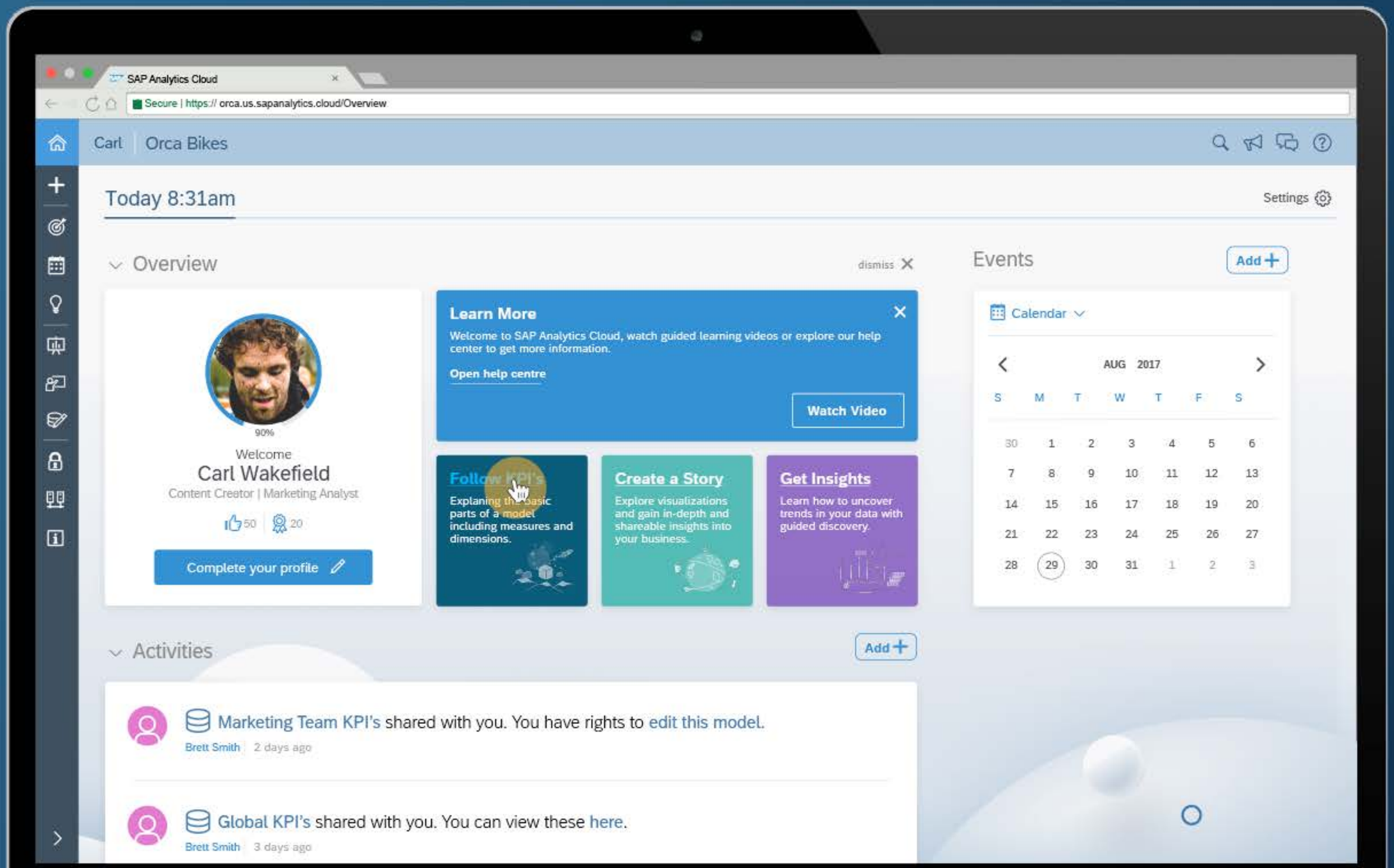


DASHBOARD

LABS PREVIEW

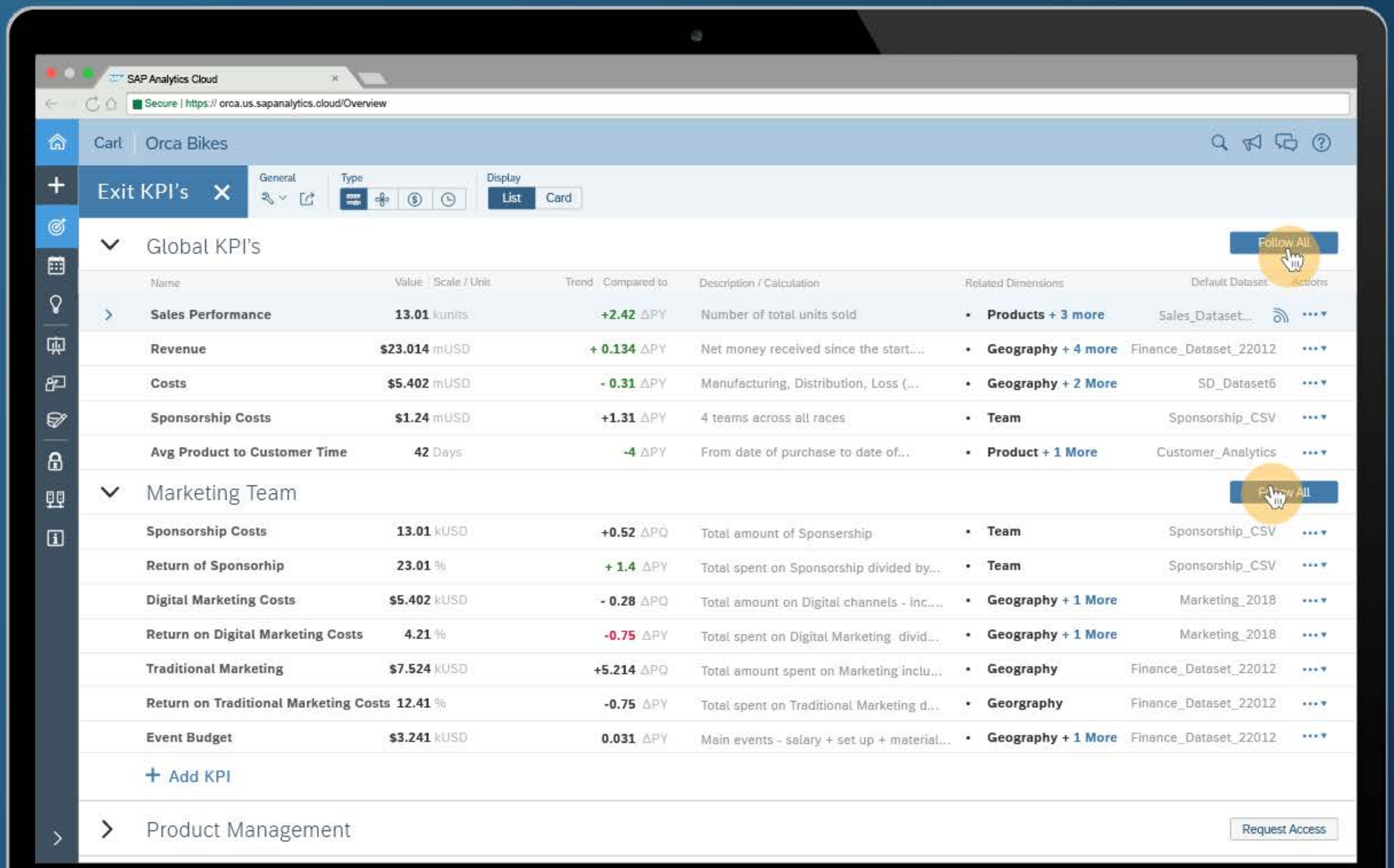
Bicycle Sales: Marketing Manager Carl Wakefield

...follows KPI on Sales Performance



Bicycle Sales: Marketing Manager Carl Wakefield

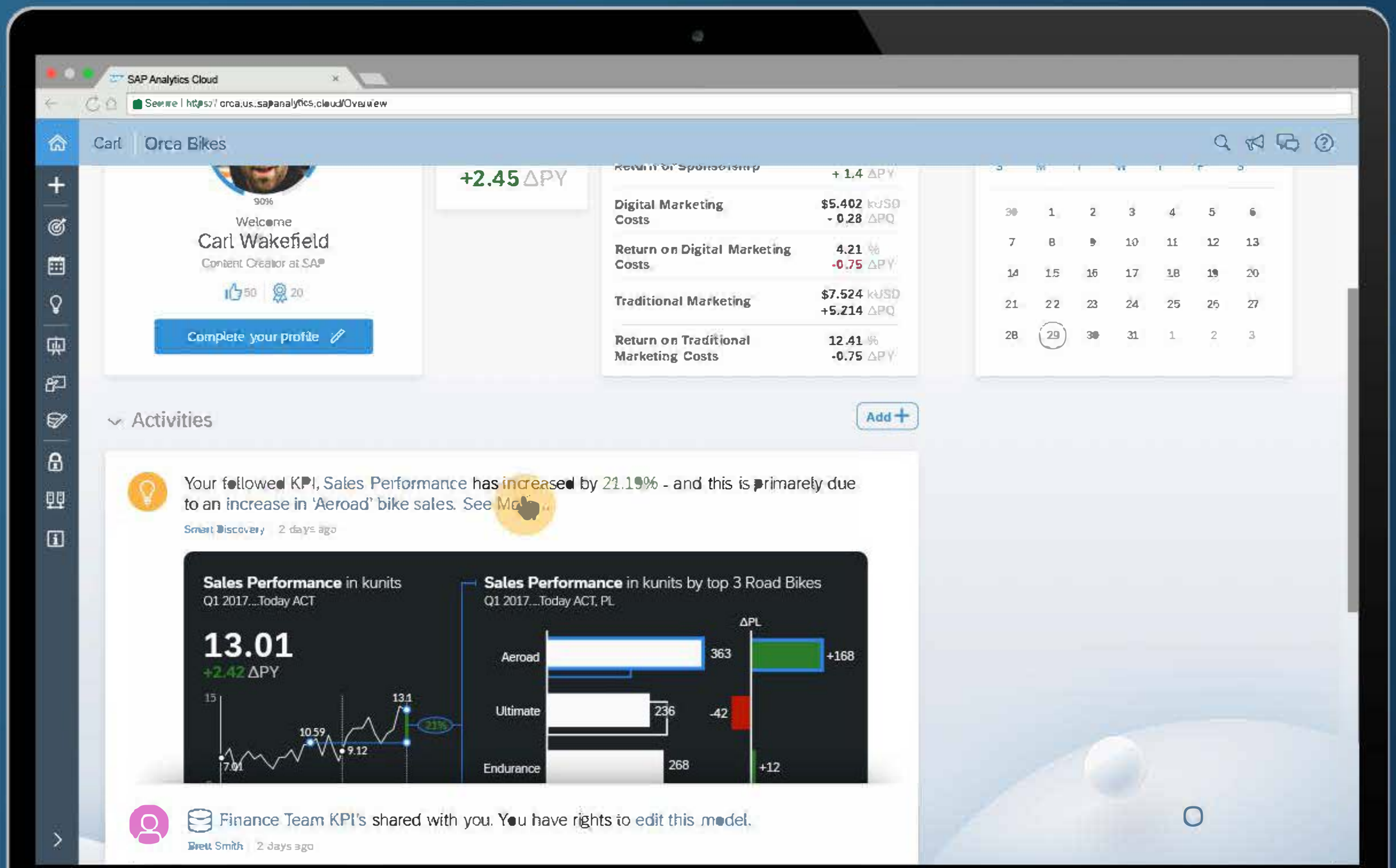
...follows KPI on Sales Performance



LABS PREVIEW

Bicycle Sales: Marketing Manager Carl Wakefield

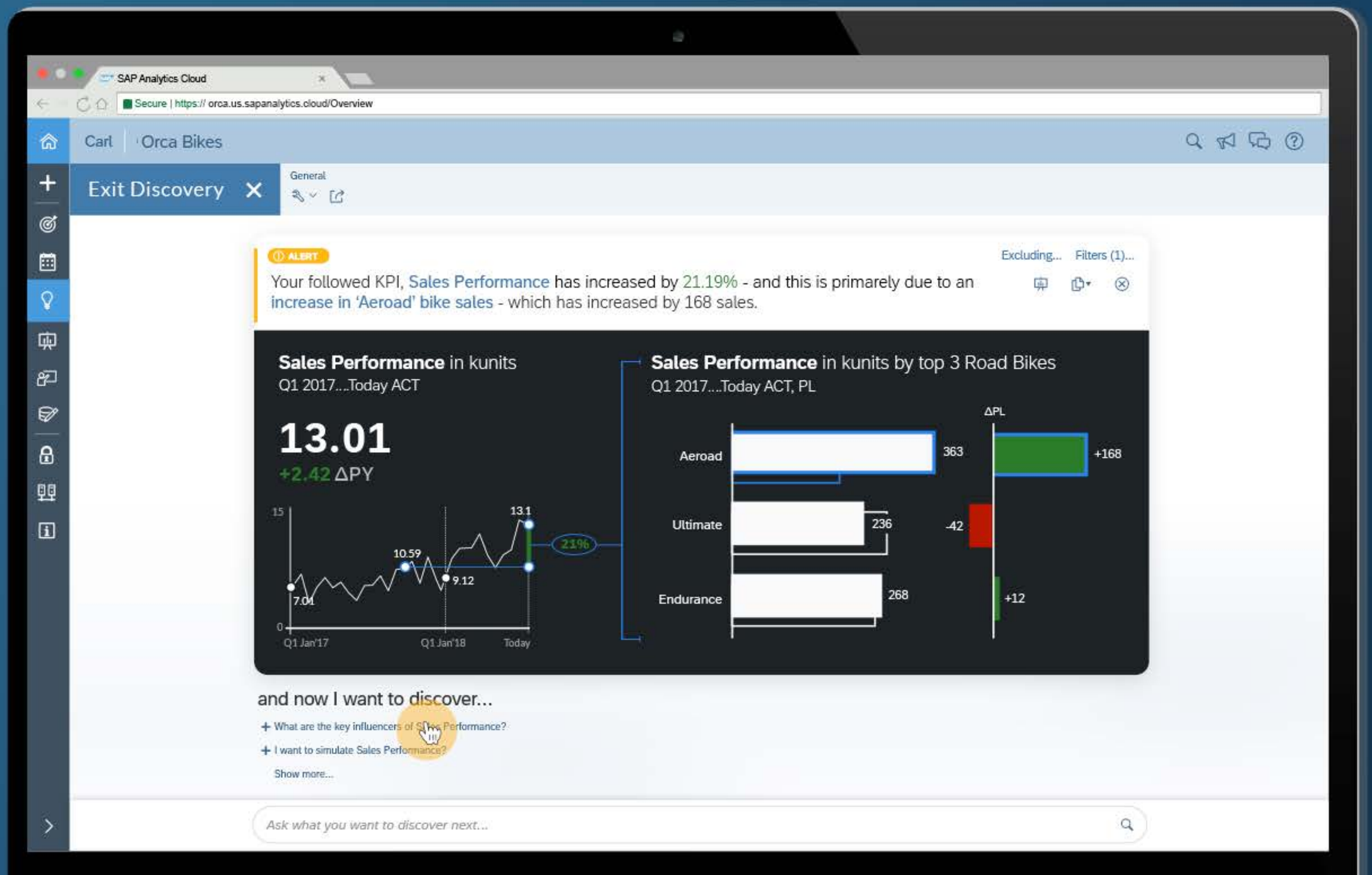
Sales Performance increased due to 'Aerobike' Sales



LABS PREVIEW

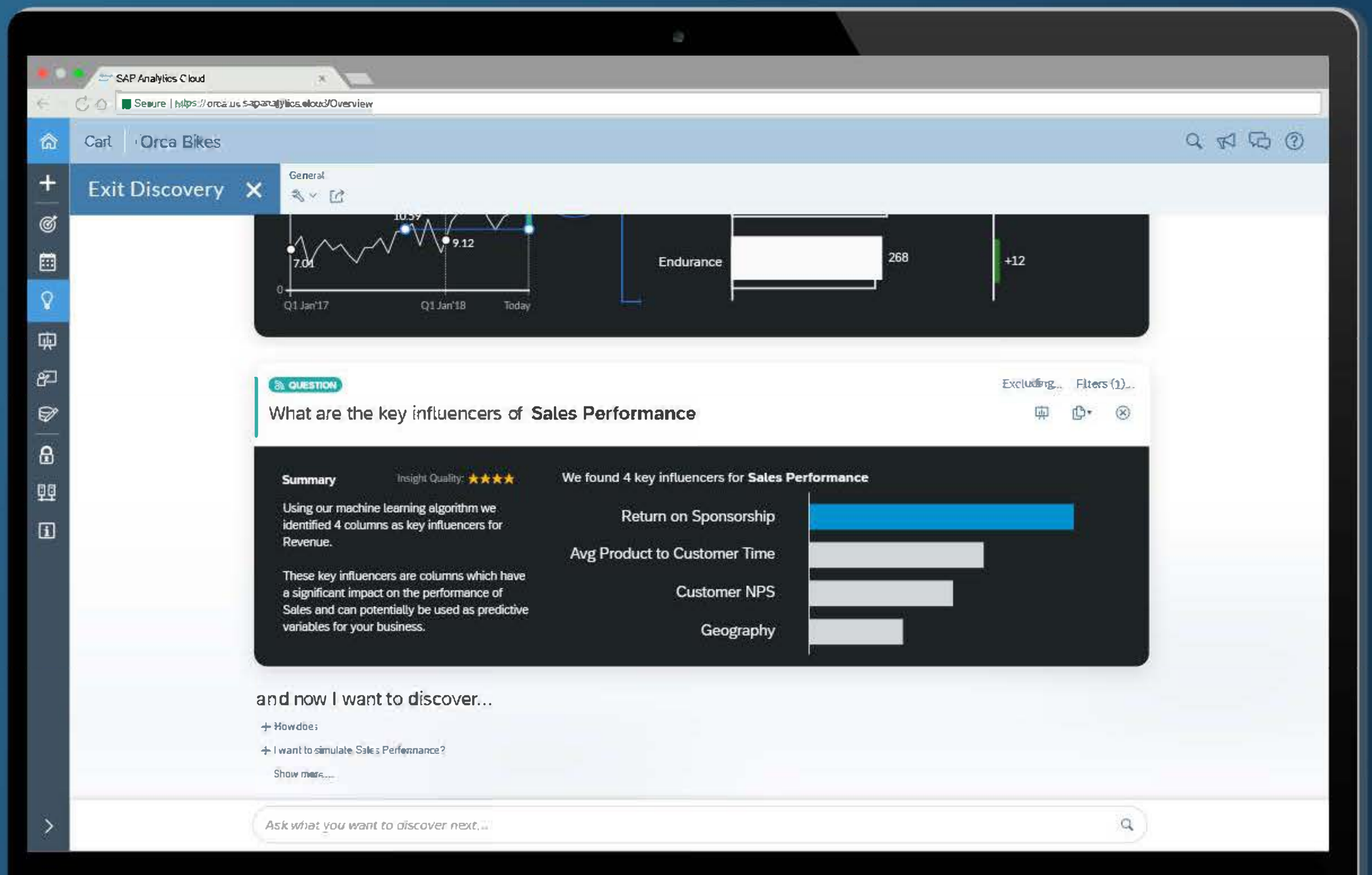
Bicycle Sales: Marketing Manager Carl Wakefield

What are the key influencer of Sales Performance?



Bicycle Sales: Marketing Manager Carl Wakefield

Return on Sponsorship is the key influencer for Sales Performance



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

USE CASE

Datadriven Journalism: Bicycle Race

DASHBOARD

REPORT

USE CASE

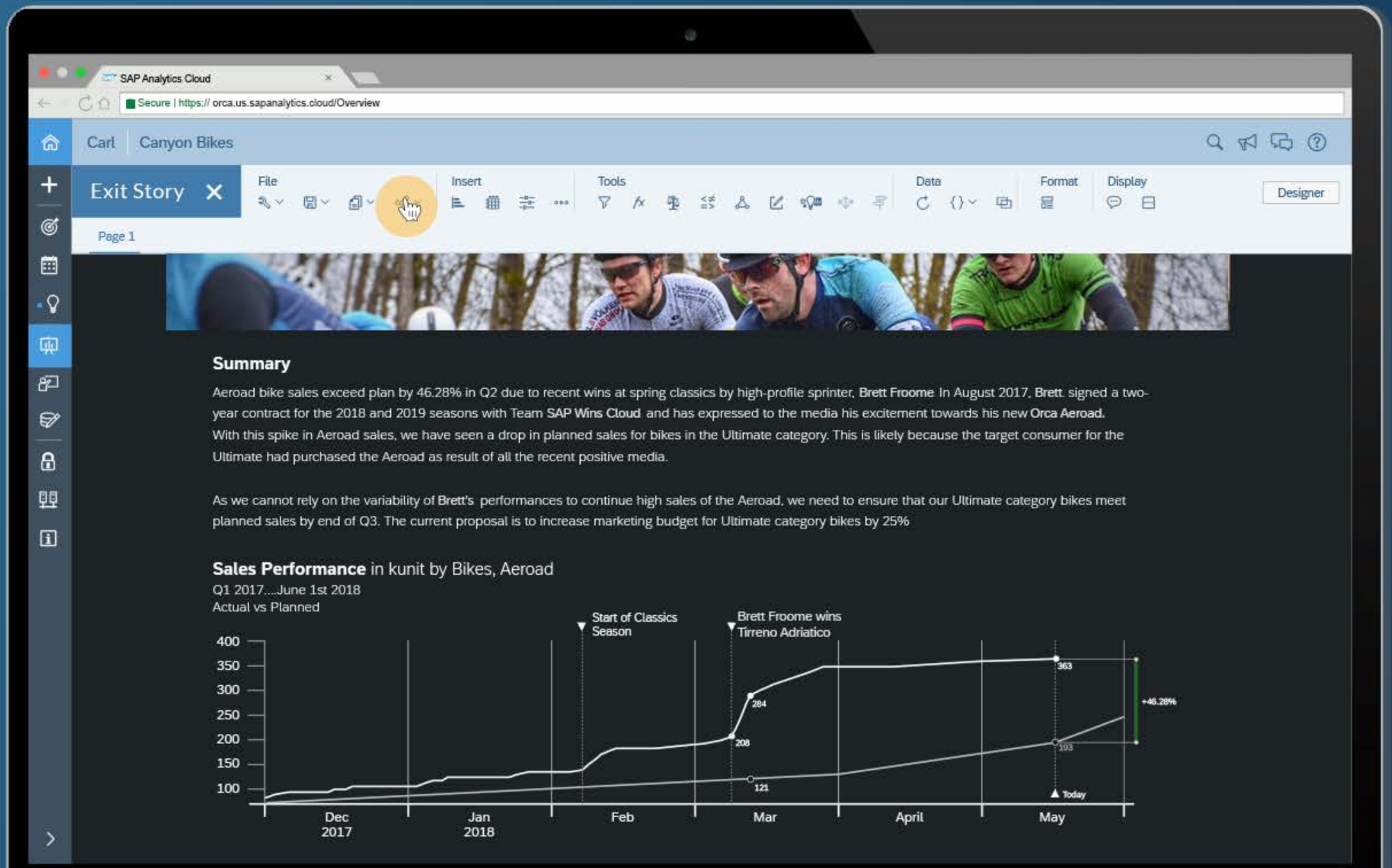
Datadriven Business: Bicycle Sales

DASHBOARD

REPORT

Bicycle Sales: Marketing Manager Carl Wakefield

Compile story to explain sales increase with success of sponsored rider



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

USE CASE

Datadriven Journalism: Bicycle Race

DASHBOARD

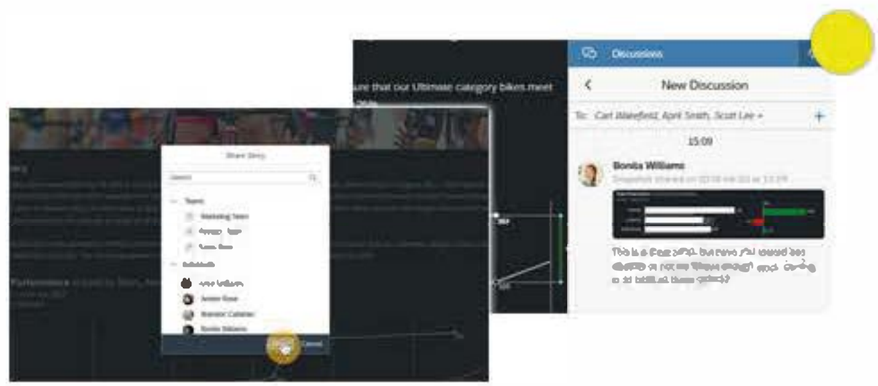
REPORT

USE CASE

Datadriven Business: Bicycle Sales

DASHBOARD

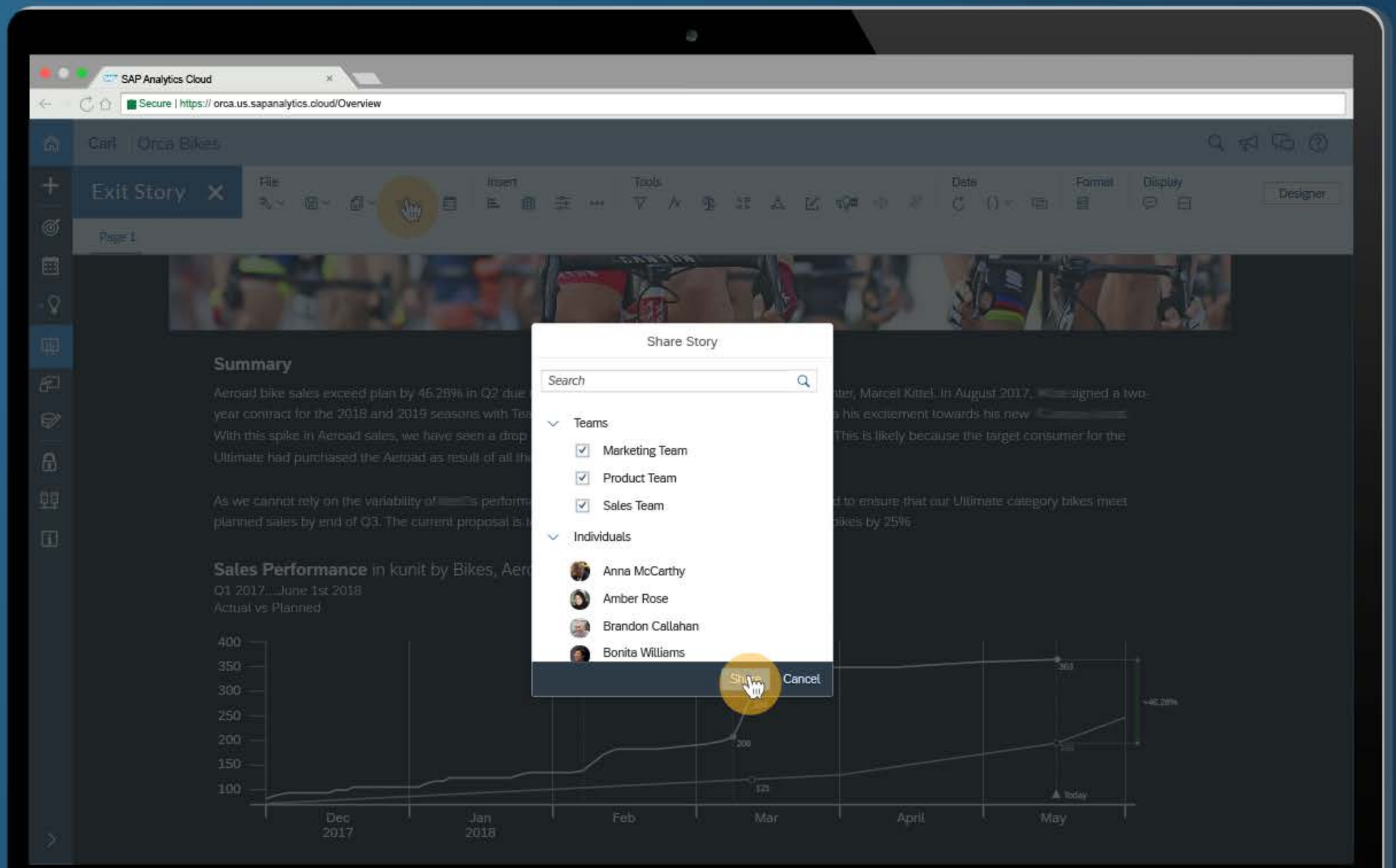
REPORT



LABS PREVIEW

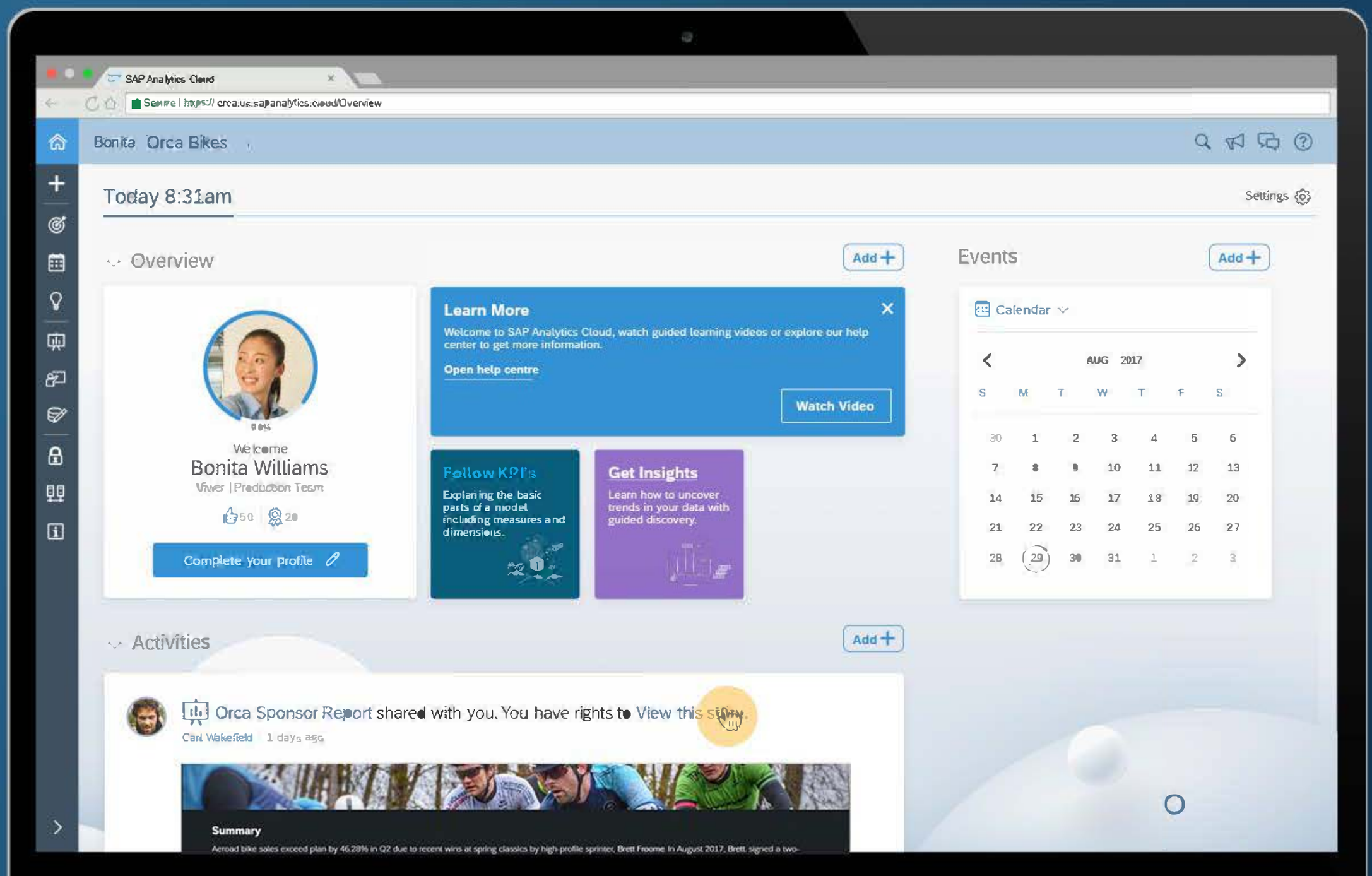
Bicycle Sales: Marketing Manager Carl Wakefield

Publish story to Marketing, Product and Sales Teams



Bicycle Sales: Production Manager Bonita Williams

...receives the Orca Sponsor Report



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*

LOAD

CONNECT

WRANGLE

MODEL

MEASURE

ACCOUNT

DIMENSION

ACCESS

CALCULATION

SEMANTICS

KPI

TABLE

CHART

FILTER

DRILL

FACET

SEARCH

SNIPPET

CHAT

SHARE

RECEIVE

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

15:09

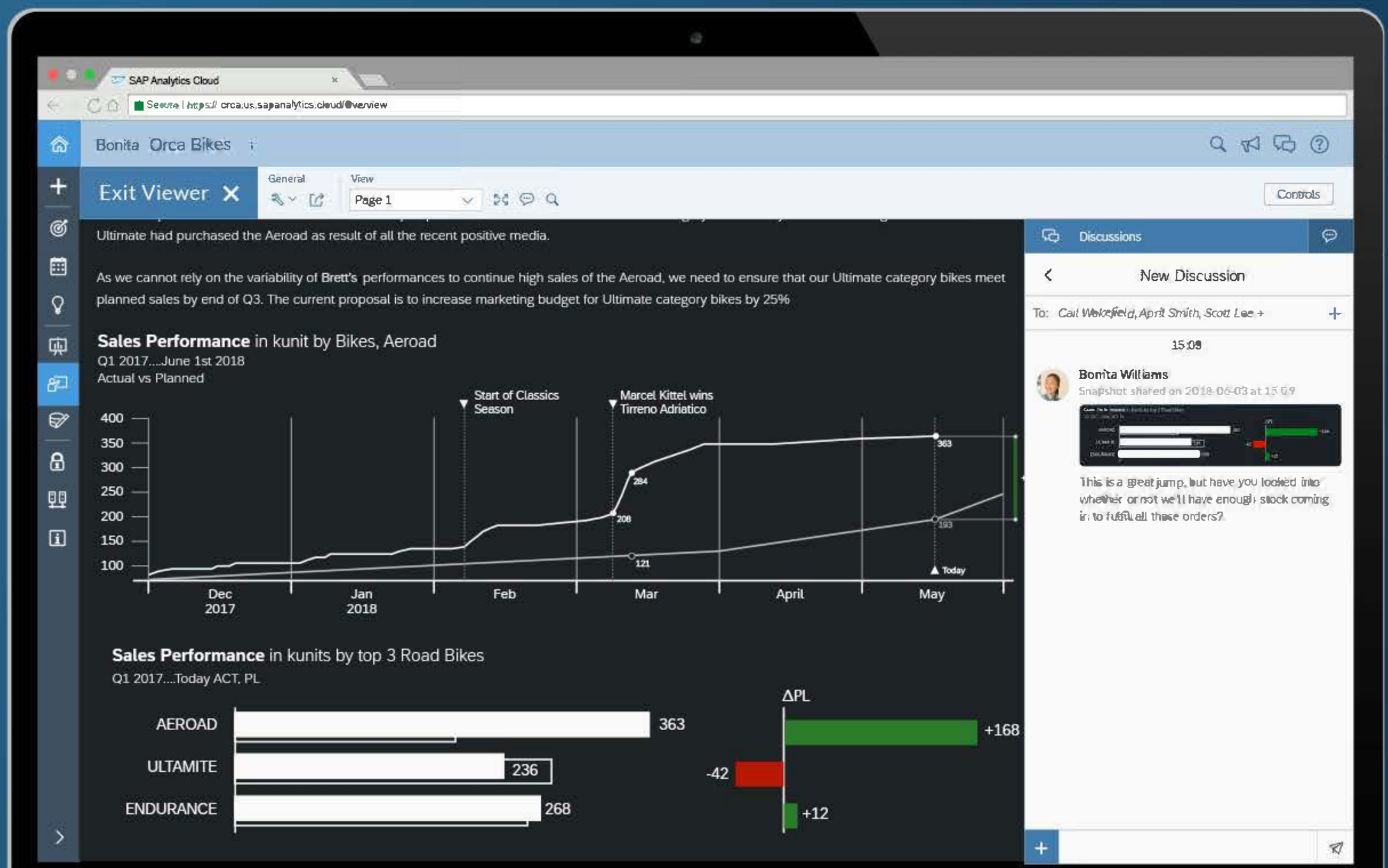
Bonita Williams

Snapshot shared on 2018-06-03 at 15:09

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?

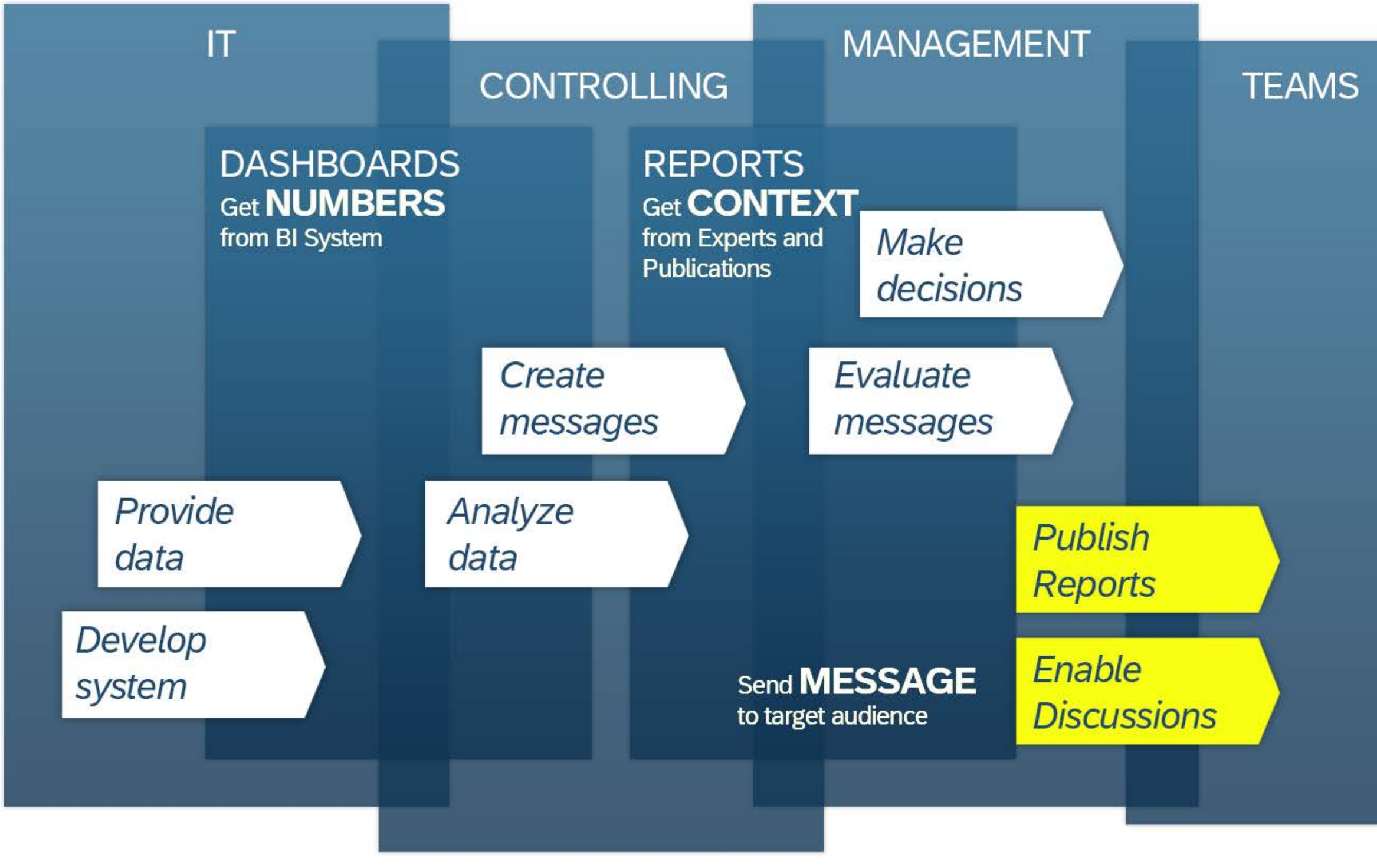
Bicycle Sales: Production Manager Bonita Williams

Discussion about bikes in stock to fullfill demand



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?

1. Boss vs Employee
   Anarchy vs Hierarchy

2. Young vs Old
   Experience vs Naive (Blind)

3. Machines vs Humans
   Automation vs performance