

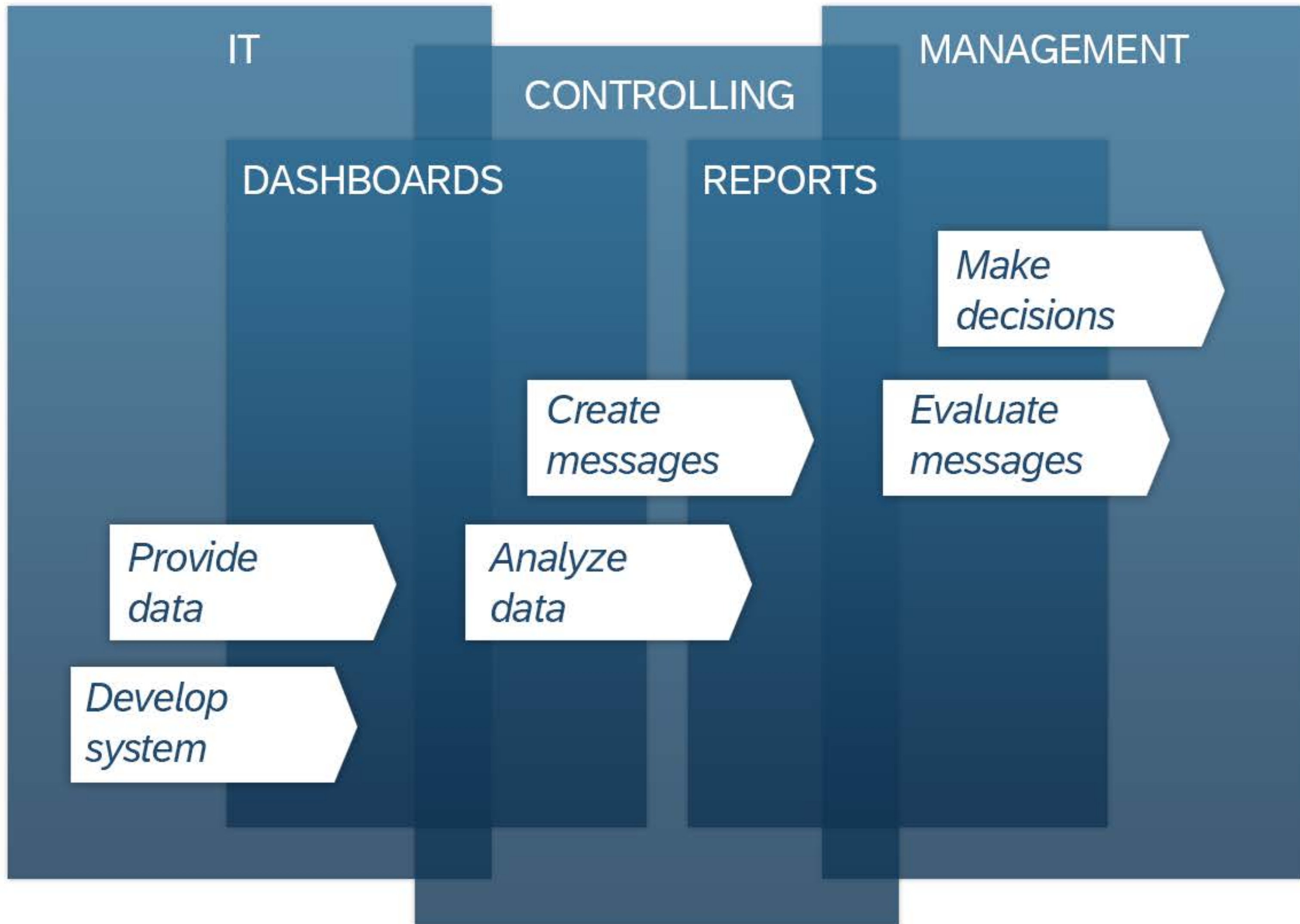
Nico Licht

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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WRANGLE

MODEL

MEASURE

ACCOUNT

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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

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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



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

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

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USE CASE

Datadriven Journalism: Bicycle Race



DASHBOARD



REPORT

USE CASE

Datadriven Business: Bicycle Sales

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

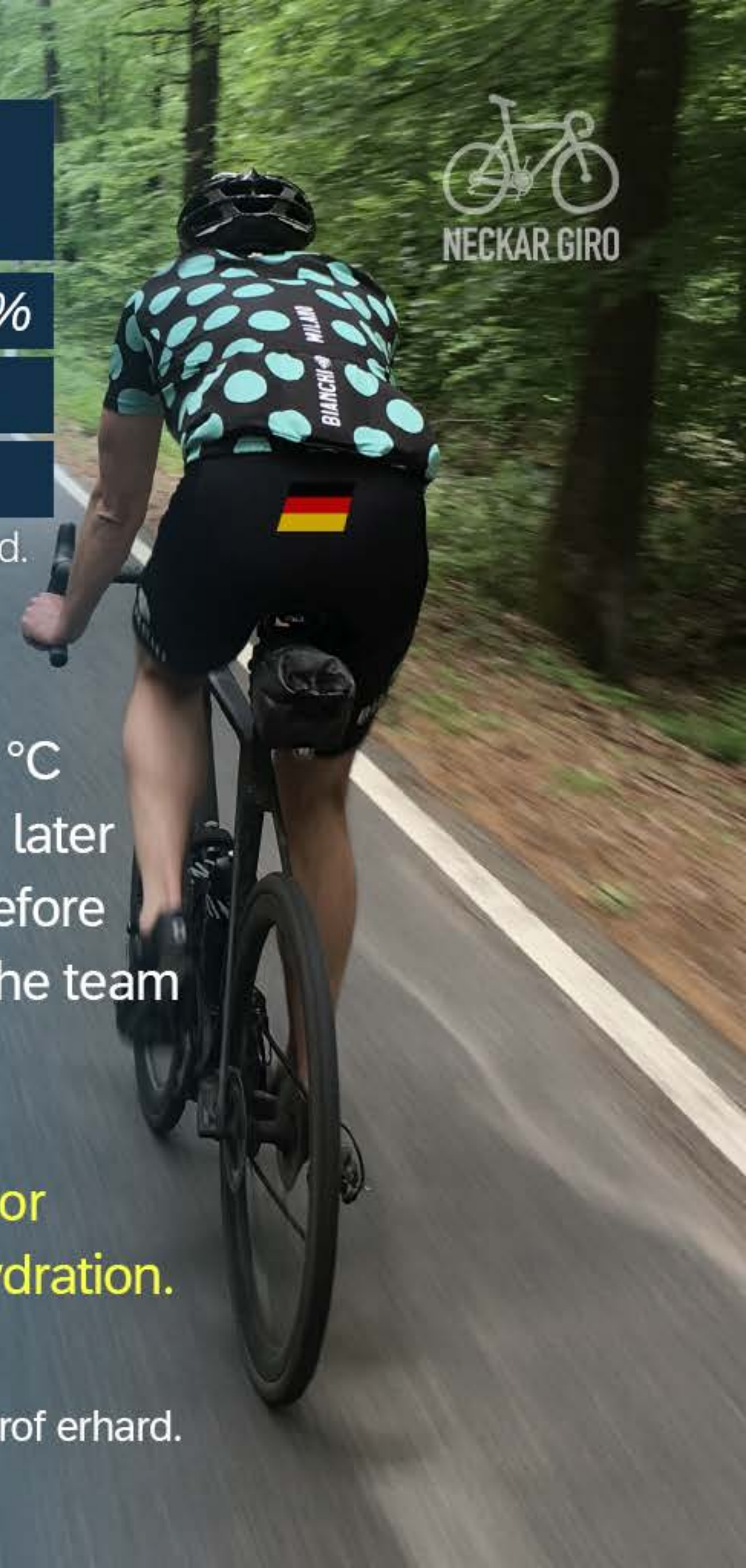


Variance to optimal temperature and sodium level and personal speed record.

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.



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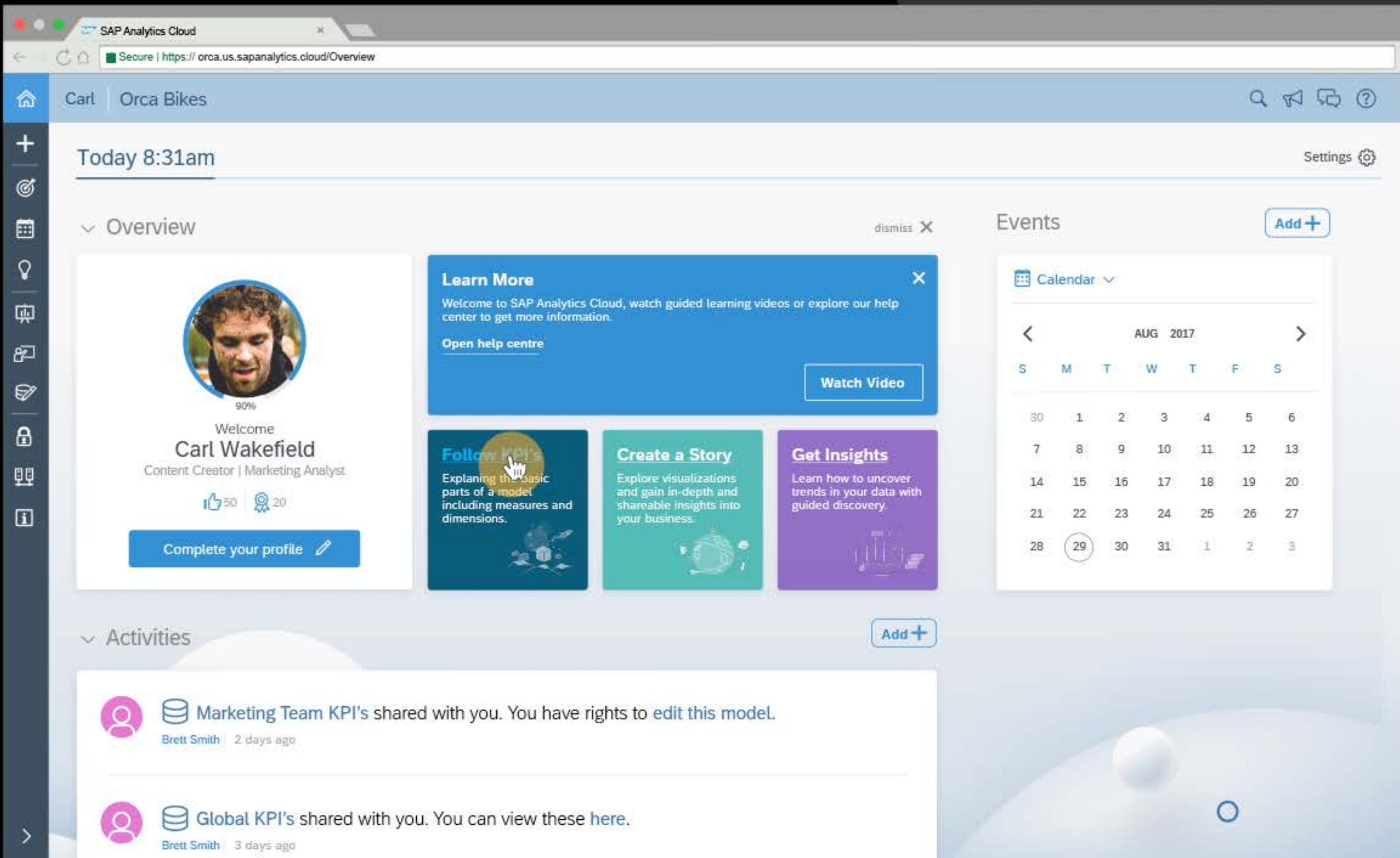
DASHBOARD



REPORT



DASHBOARD



SAP Analytics Cloud

Secure | https://orca.us.sapanalytics.cloud/Overview

Cart Orca Bikes

Exit KPI's ✕

General Type Display
List Card

Global KPI's Follow All

Name	Value / Scale / Unit	Trend	Compared to	Description / Calculation	Related Dimensions	Default Dataset	Actions
> Sales Performance	13.01 kunits	+2.42 ΔPY		Number of total units sold	• Products + 3 more	Sales_Dataset...	⋮
Revenue	\$23.014 mUSD	+ 0.134 ΔPY		Net money received since the start...	• Geography + 4 more	Finance_Dataset_22012	⋮
Costs	\$5.402 mUSD	- 0.31 ΔPY		Manufacturing, Distribution, Loss (...)	• Geography + 2 More	SD_Dataset6	⋮
Sponsorship Costs	\$1.24 mUSD	+1.31 ΔPY		4 teams across all races	• Team	Sponsorship_CSV	⋮
Avg Product to Customer Time	42 Days	-4 ΔPY		From date of purchase to date of...	• Product + 1 More	Customer_Analytics	⋮

Marketing Team Follow All

Sponsorship Costs	13.01 kUSD	+0.52 ΔPQ		Total amount of Sponsorship	• Team	Sponsorship_CSV	⋮
Return of Sponsorhip	23.01 %	+ 1.4 ΔPY		Total spent on Sponsorship divided by...	• Team	Sponsorship_CSV	⋮
Digital Marketing Costs	\$5.402 kUSD	- 0.28 ΔPQ		Total amount on Digital channels - inc...	• Geography + 1 More	Marketing_2018	⋮
Return on Digital Marketing Costs	4.21 %	-0.75 ΔPY		Total spent on Digital Marketing divid...	• Geography + 1 More	Marketing_2018	⋮
Traditional Marketing	\$7.524 kUSD	+5.214 ΔPQ		Total amount spent on Marketing inclu...	• Geography	Finance_Dataset_22012	⋮
Return on Traditional Marketing Costs	12.41 %	-0.75 ΔPY		Total spent on Traditional Marketing d...	• Georgraphy	Finance_Dataset_22012	⋮
Event Budget	\$3.241 kUSD	0.031 ΔPY		Main events - salary + set up + material...	• Geography + 1 More	Finance_Dataset_22012	⋮

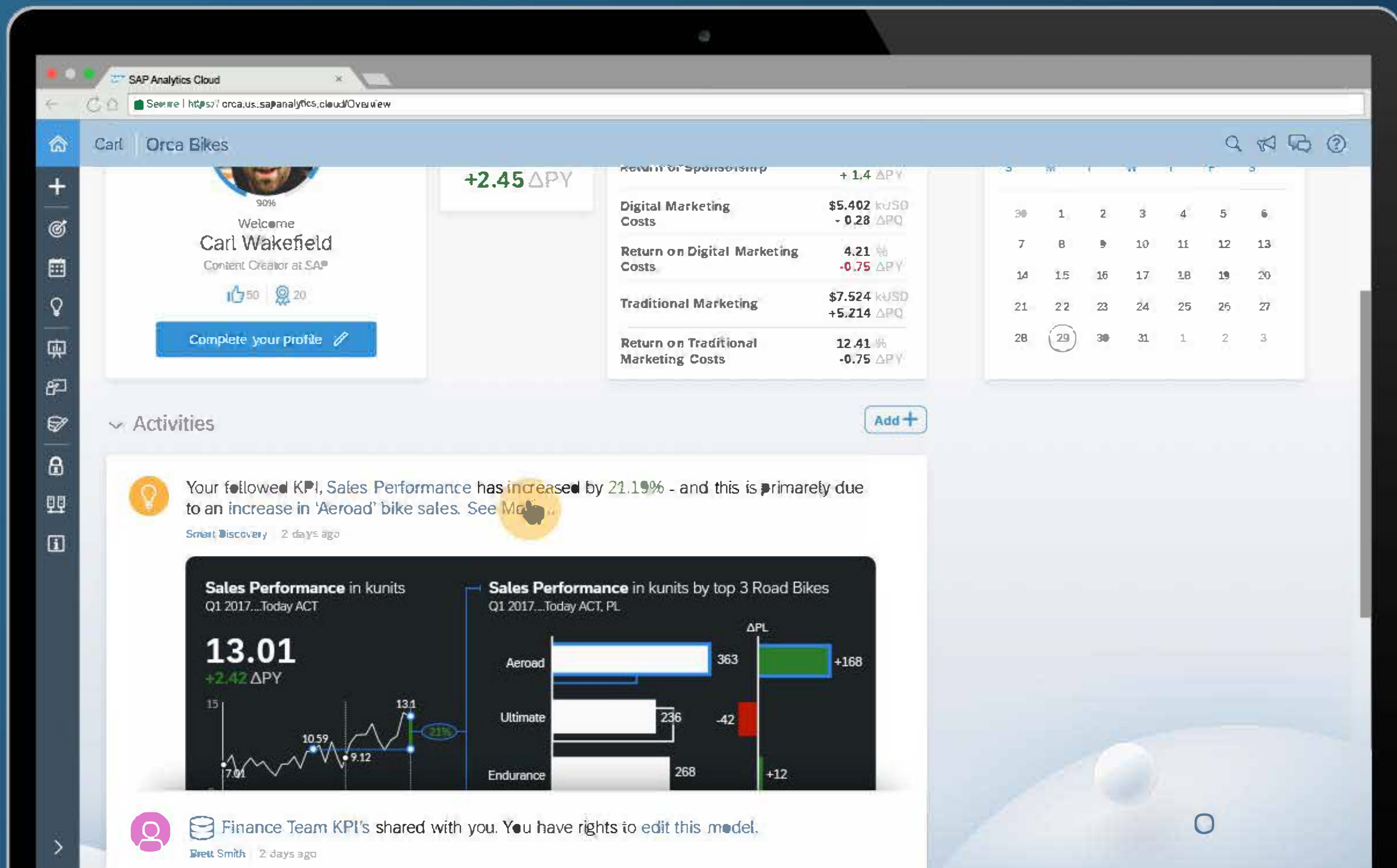
+ Add KPI

Product Management Request Access

[Request Access](#)

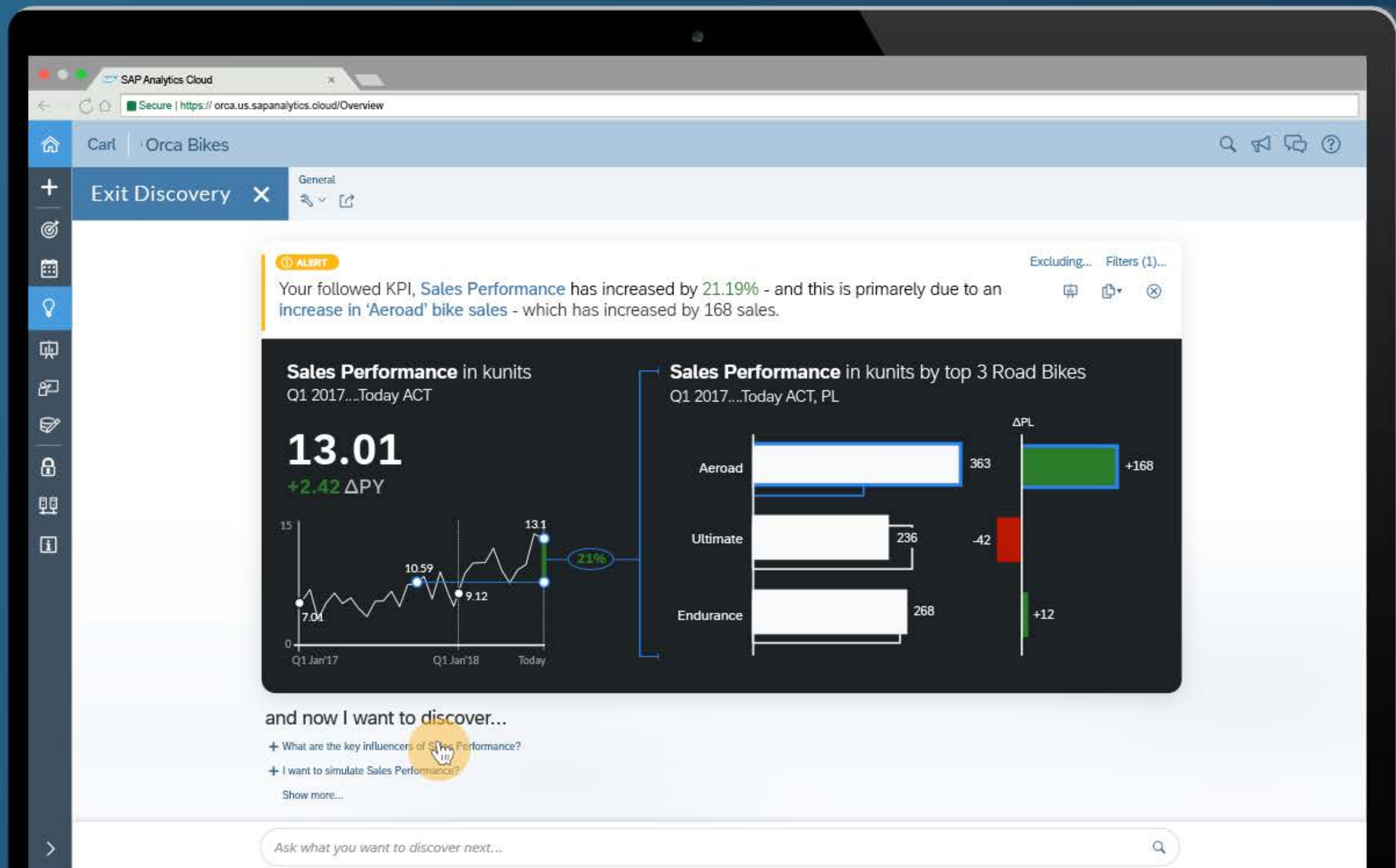
Bicycle Sales: Marketing Manager Carl Wakefield

Sales Performance increased due to 'Aerobike' Sales



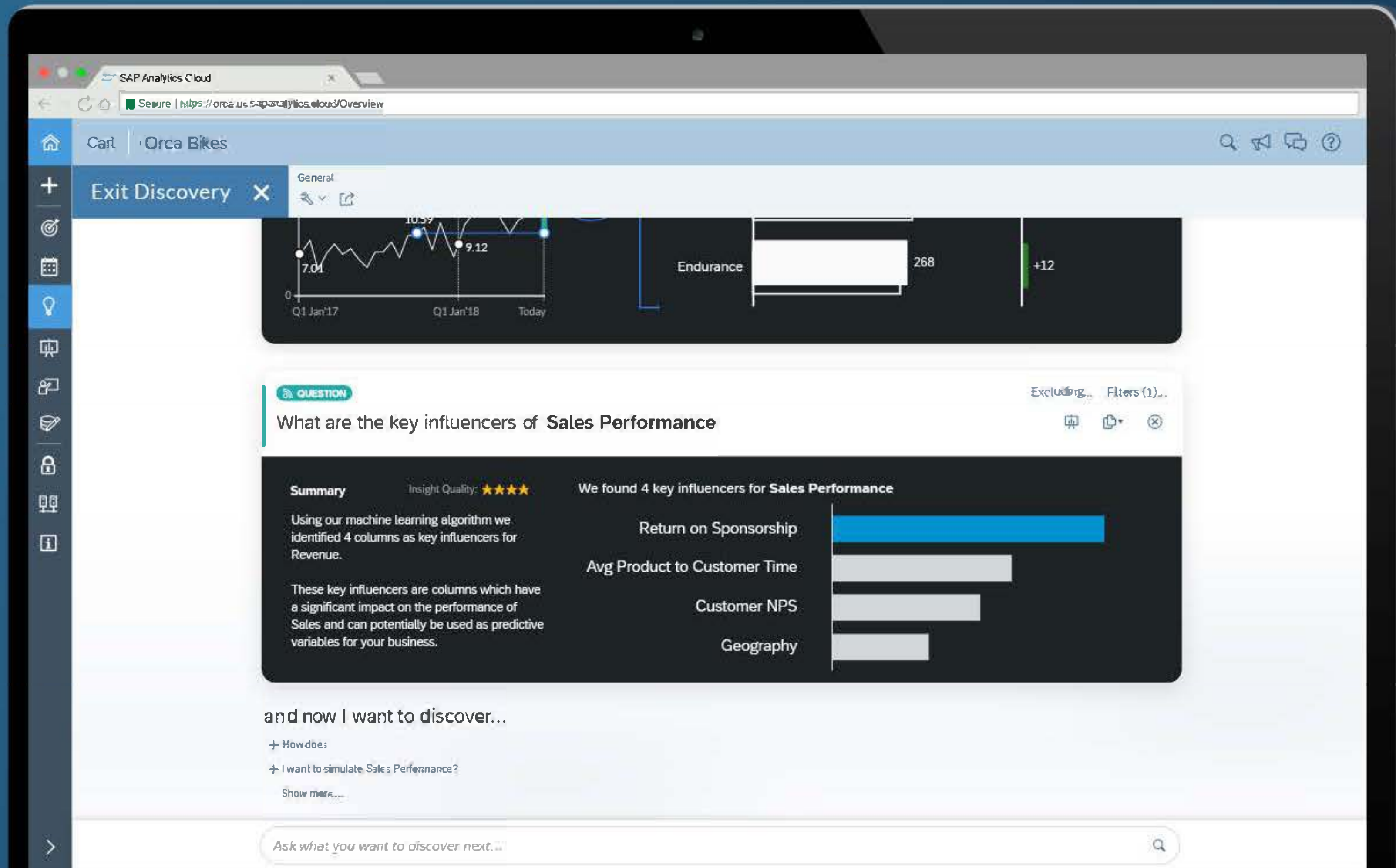
Bicycle Sales: Marketing Manager Carl Wakefield

What are the key influencers 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?

USE CASE Datadriven Journalism: Bicycle Race

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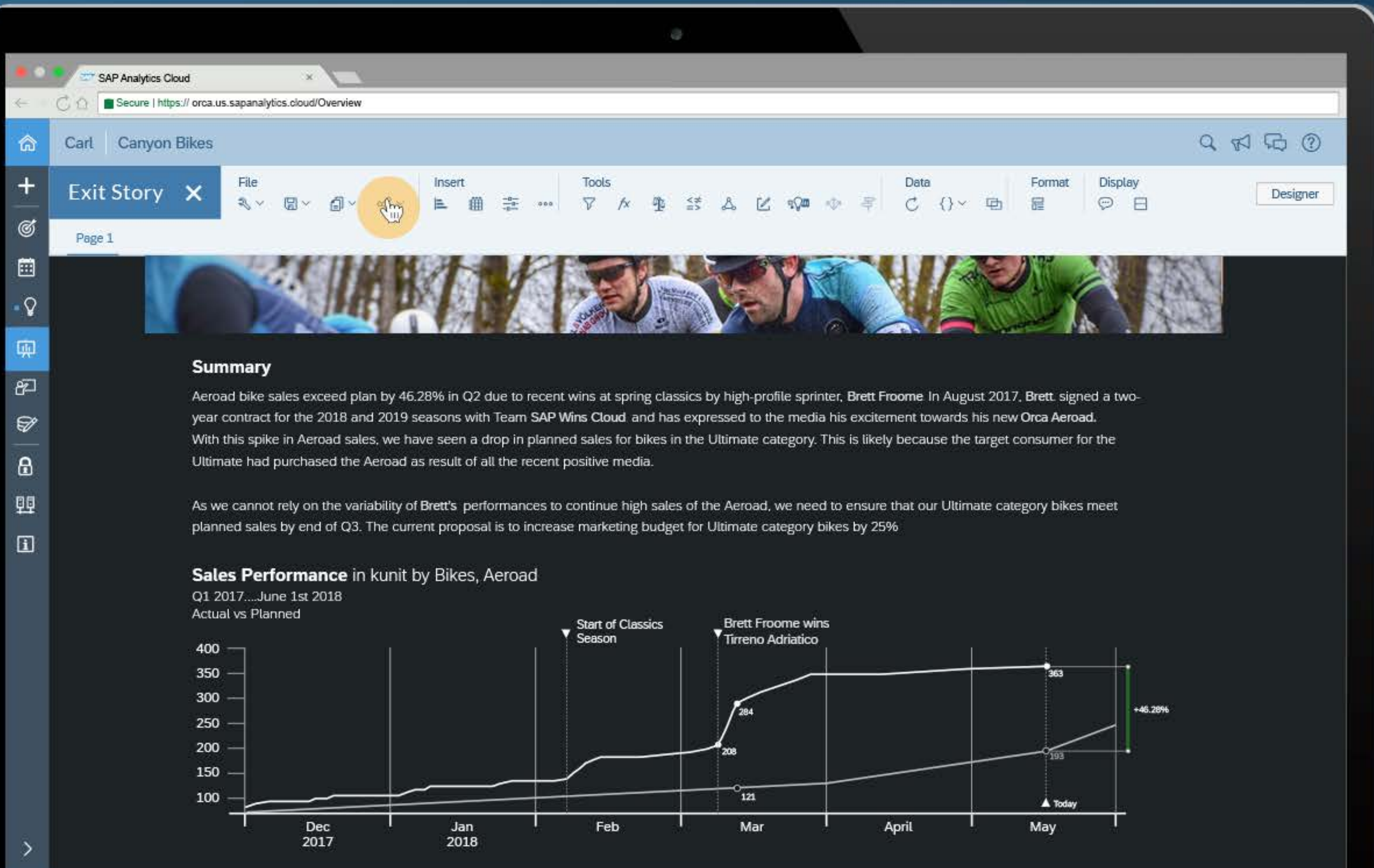
DASHBOARD



REPORT

Bicycle Sales: Marketing Manager Carl Wakefield

Compile story to explain sales increase with success of sponsored rider



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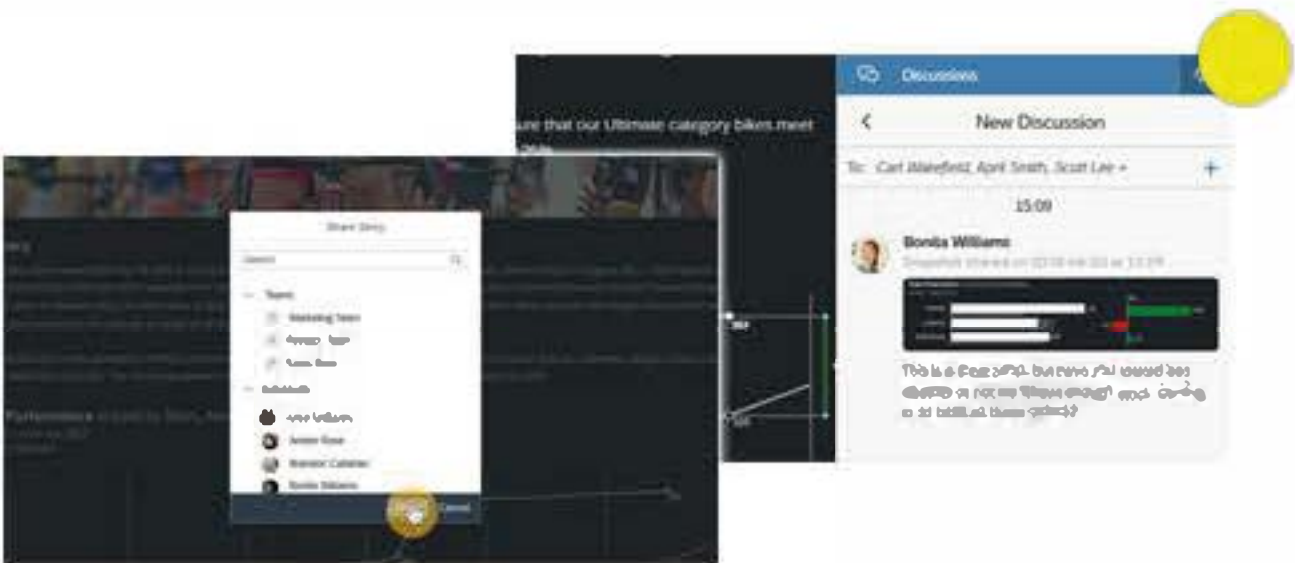
REPORT



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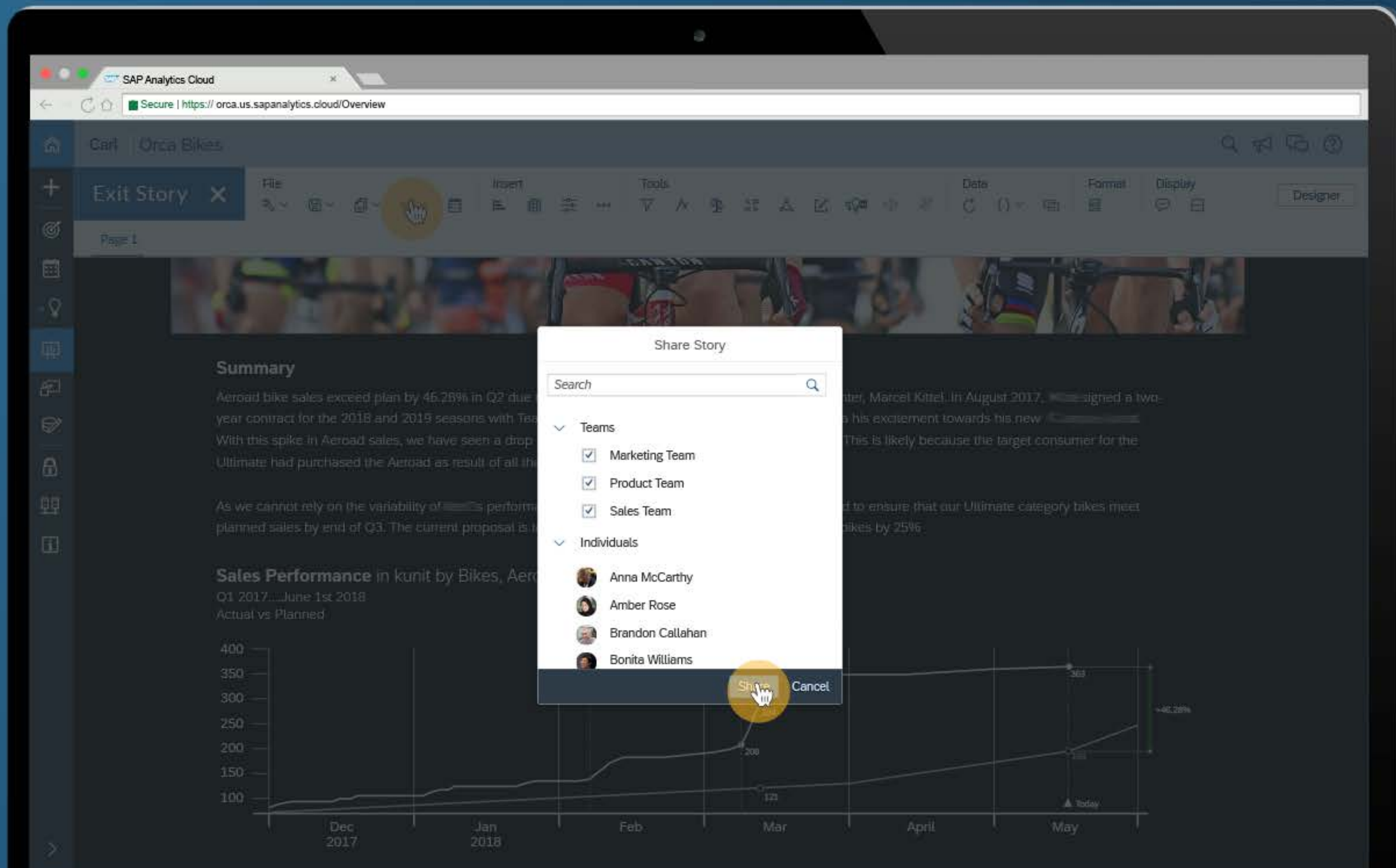


REPORT



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

The screenshot displays the SAP Analytics Cloud interface for user Bonita Williams. The browser address bar shows the URL `https://orca.us.sapanalytics.cloud/Overview`. The interface includes a sidebar with navigation icons, a top header with the user's name and role, and a main content area with several sections.

Today 8:31am Settings

Overview Add +

Welcome Bonita Williams
Viver | Production Team
50 20
[Complete your profile](#)

Learn More
Welcome to SAP Analytics Cloud, watch guided learning videos or explore our help center to get more information.
[Open help centre](#) Watch Video

Follow KPIs
Explaining the basic parts of a model including measures and dimensions.

Get Insights
Learn how to uncover trends in your data with guided discovery.

Events Add +

Calendar

AUG 2017						
S	M	T	W	T	F	S
30	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31	1	2	3

Activities Add +

Orca Sponsor Report shared with you. You have rights to View this story.
Carl Wakefield 1 days ago

Summary
Aerod bike sales exceed plan by 46.20% in Q2 due to recent wins at spring classics by high profile sprinter, Brett Froome. In August 2017, Brett signed a two-

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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

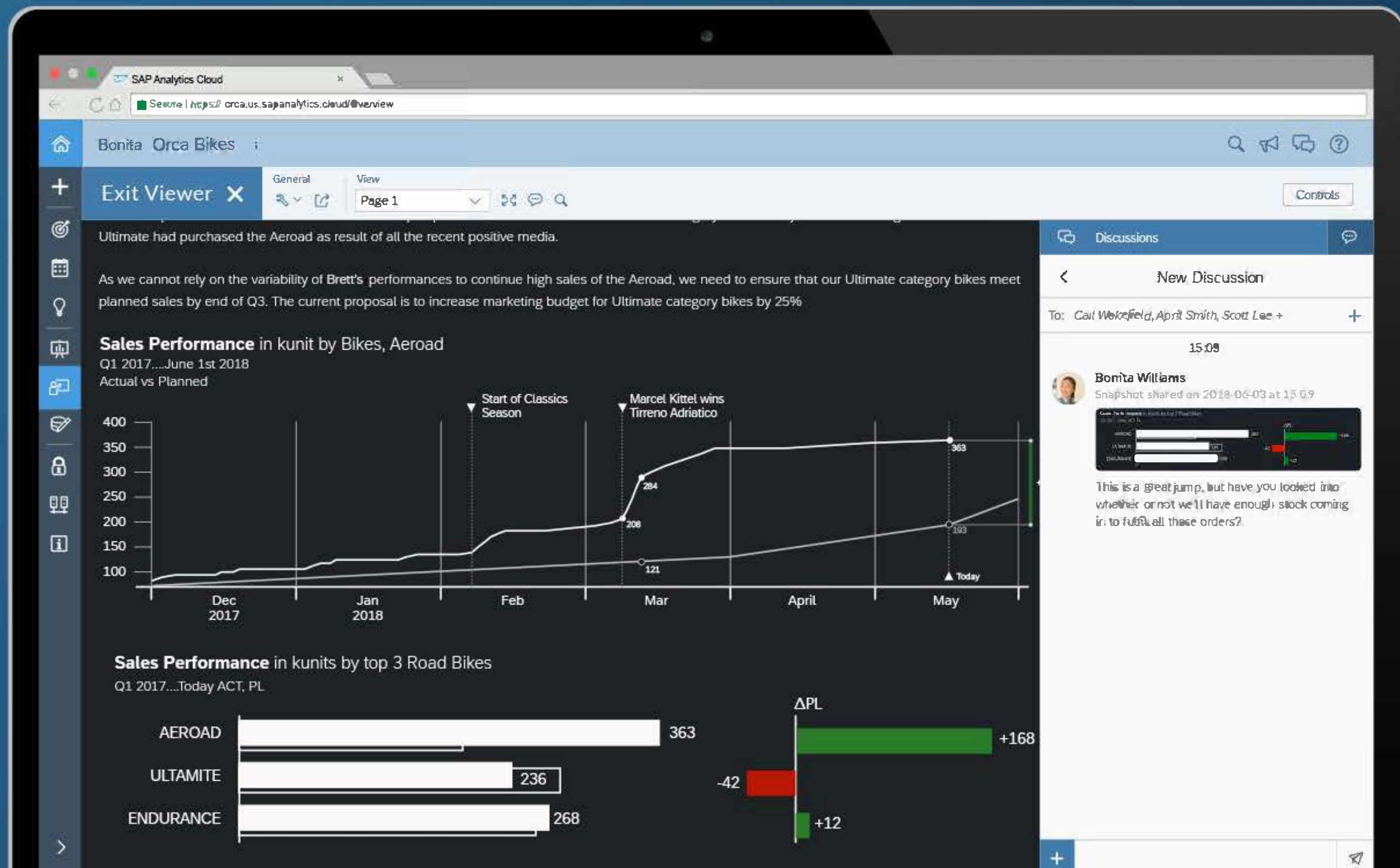
Snapshot shared on 2018-06-03 at 15:09



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?

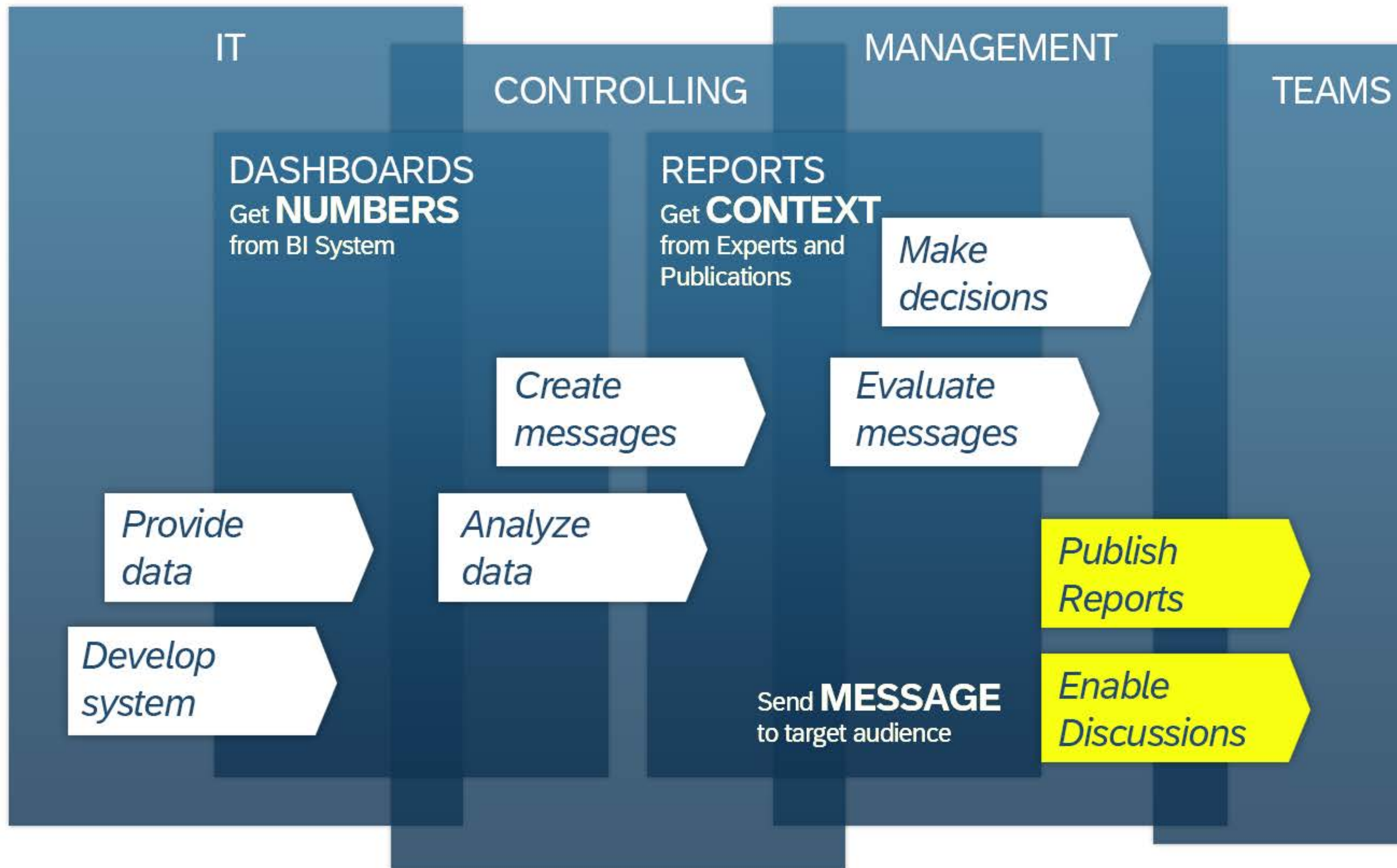
Bicycle Sales: Production Manager Bonita Williams

Discussion about bikes in stock to fulfill 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?

EMPOWERMENT

①

* Boss vs Employee ****

~~Aharchy~~ vs Hierarchy 

②



Young vs Old



Experience vs Naive (Blunt) 

③



Machines vs Humans

Automation vs Performance

