

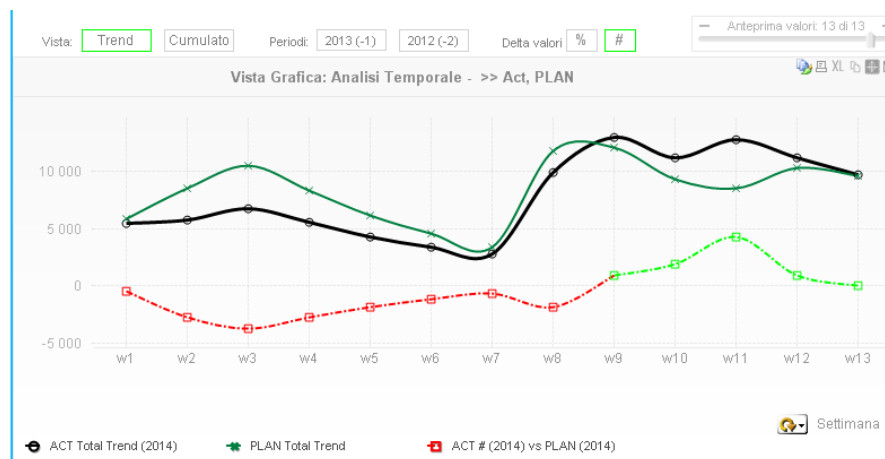
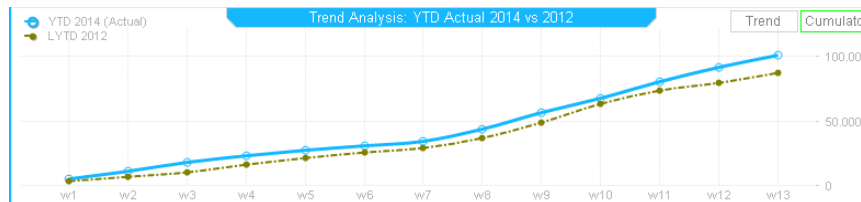
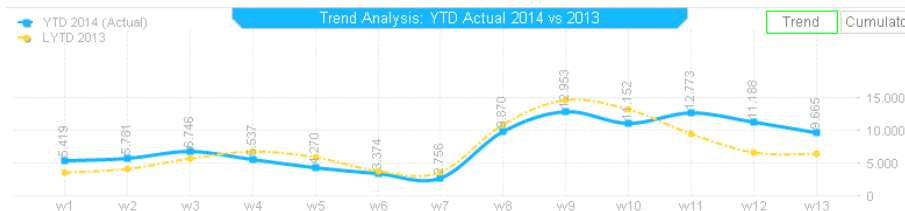
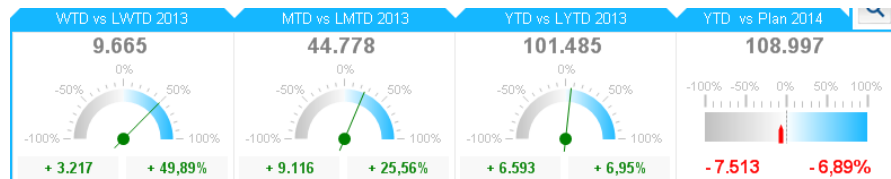


## A *User Experience* with Big <U> !

### The Dashboard with


- In this paper I intend to condense all the distinctive elements of interest for the effective and efficient implementation of a dashboard with QlikView technology . The ultimate goal is not only limited to list a series of "tips " to be applied , often " many and very vague ," but concrete examples that can stimulate the creativity of the player ! The UI requires a certain " predisposition" and its sensitivity and attention to a " very large sphere " of large and small ingredients that together contribute to a result , as I often say " jaw dropping ...", that is when , during the presentation / demo, where the effect of surprise and curiosity is maximum , the real satisfaction is to see the customer / user in silence, eyes big and round , and as the " lower jaw " will start to draw down on his face at the end , the classic " speechless " the squaring of the data, the accuracy / correctness of the valuation we can say that it is " something due ," God forbid ... the great potential of QlikView is the ability to " discover, find " ... almost stumbling over the trend , deviations , pushups, recurring fluctuations , unexpected peaks , all through a real " dip " in the sea of data, as they are free to make the link between them, without them principles thereof soldiers , all ready to be read and evaluated , weighed and measured, not only by the number and / or sign reported, but the context in which they are located , the scenario that combine to delineate characters or less of a recurring event , or reiterating ... The user must have the feeling of being able to "drive" the analysis, different every day, each time deeper , more sophisticated , more accurate and detailed , recovering previous experiences because metabolized ... not everything is immediately feasible , the user is often difficult to delineate the requirements arises because in him a kind of strange feeling of stress " definition, the conclusion ," but knowing you do not have anything to " fire all clear " much less crystal clear ! We must give them time to " familiarize " with the LFA , to tend to a true " self-service bi" conscious ! The extraordinary feeling that you get as it is comparable to the " first crush " ... a true love affair with respect to methodology , simplicity , intuitive use with with is in complete autonomy ... to seek , examine, assess and ultimately decide almost embarrassing! For this reason, the dashboard must be studied in all its parts, to keep up the stimulus over time , feeding on time the interest in its use, a companion of fortune since the need is daily ...
- The key issue is the exaltation of the features and distinctive elements of QlikView , without falling into realization dense and strongly articulated in the graphic , which, although beautiful in appearance, slow and often end up limiting the potential of the instrument. We leave the "scene" to the data, the numbers, the analysis that

immediately our brain begins to develop in sight a "delta % negative" but with a positive trend in the last quarter ...










- QLIKVIEW : UI Best Practices
- Introduction
- The creation of a dashboard requires careful study and accurate with respect to a number of basic elements that represent the right mix between them , the ingredients pivotal in creating an application "BI" exciting . The use of the adjective is not appropriate, provide a user with an analytical tool of "business intelligent " than a traditional system of " reporting" is like passing by consulting a " photo album" to the projection of a "film 3D. " This document is not intended to be a " reference manual" you need to follow and obey , but a set of " field experience " , simple to use as inspiration , taking advantage of the many requirements and needs that emerged during the many activities of construction and development in BI scope Every developer , whether it be " junior or senior or specialist ...", will have a personal "vision" , as the setting and sensitivity "graphics" uniting images and data,

and then analyze , define , structure and organize the information, the structure of the dash , the navigation mode of analysis and exploration implemented , in addition to introducing all those " badges " that can well characterize the final product.

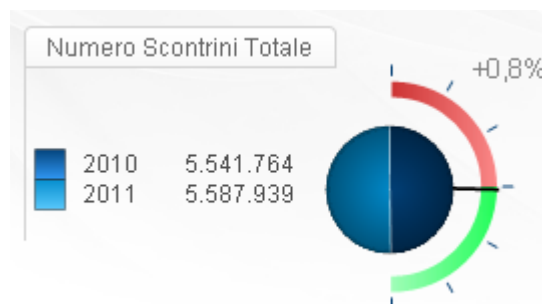
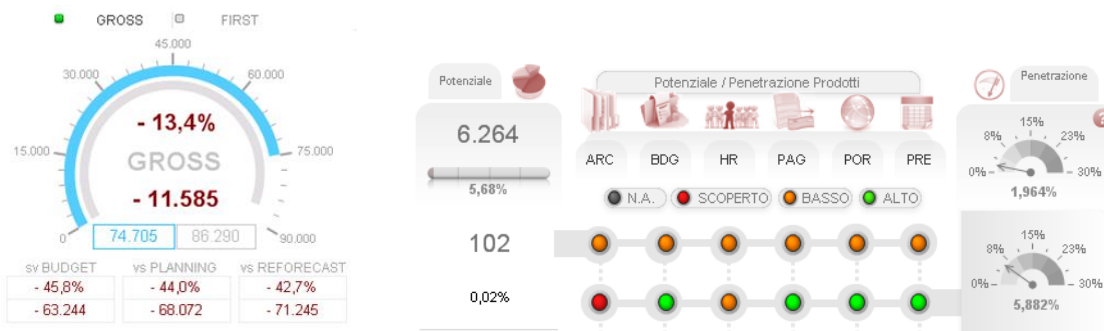
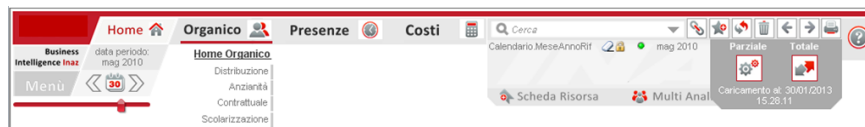
-  The basics :
- Many items are available , it is important to make use of a smart , intelligent , useful and effective , but also unexpected :
- - Text Box: They are used to represent absolute valuations , can be characterized in the background, in the title, the font , the size , shape, round or square etc etc . I always recommend to adopt a " live motive " the plaintiff , differentiating into 2-3 different types , to be used according to the relevance of the data to be presented , simply by altering the color more or less intense, bold or not the font and its size , contour more or less evident. Their assembly must as far as possible integrate into the " body " of the dash .
- - Caselle list : they represent the most common way to display the many dimensions and their valuations of the entire cloud. I prefer the style " led" because it allows more customization of colors, backgrounds , transparency. The end result is really rewarding , having an immediate evidence of selection . When occurrences are indeed many , I recommend the activation of some " icons fast" as search , exclude , delete, block , select excluded etc ... Their customization possibilities is very wide , I suggest you use it in a horizontal direction by eliminating the setting " single column "
- - Linear Chart table / Pivot : The introduction of this object is fundamental in any analysis , they have different powers , the settings are so many , I recommend to relegate their good side of the screen (2/ 3 in the lower part) , integrating some key controls as " visual signals " for conditional formatting , sub total , the function searchable etc etc . Integration into the " body " must always be a must , coming to customize the title of the window, the intensity of the grid , the background etc. .
- - Pie Charts : Used to always representation of the composition (% or number ) with respect to one or more dimensions ( through cyclic group ) . Chosen a style , all the dash will have to present always the same .
- - Graph histograms : Used to represent the absolute numerical value , possibly by customizing the colors of the bars , the labels of the values ( the data point or axis ) , often introducing a separate axis , which displays the % (positive or negative for comparison ) for single series .
- - Line Chart : Used to represent analysis with respect to time periods , with style " soft " and points are always different .
- - Radar Chart : Very dramatic , to be used with caution, as need a lot of space to be viewed with clarity , use the style " translucent " areas and not in lines .
- - Graph block : Same as above
- - Graph Mekko : Same as above
- - Funnel Chart : Same as above
- - Dispersion graph : Same as above
- - Dashboards : Tachometers / hourglasses / traffic lights / thermometers are essential for expressing delta % , trending, and accatticanti very high impact , I suggest you use varying angles and degrees with which they develop, to create new forms and often very convincing.

- - Buttons : Often I resort simply to text objects , adapting them through the actions to command buttons , I find them more flexible in customizing . Playing on their transparency often insert them in contexts where are " camouflaged " .
- - Containers: Very convenient when space is scarce and must make available various objects of selection, then through multiple modalities , I make good use trying to lighten it at the most, minimal labels , background transparency.
- - Multiple Boxes : Really very useful to maximize space , insert them in all situations where the need to make available filters is indispensable. I prefer the vertical arrangement, characterizing the background .
- - Slider / Calendar: I use them in a " surgical " , supporting the function of " front end" , as the number of objects within a preview of graphics / special variable controlled by the slider ) or range of dates that the segment rows of a table ( always with the aid of variables ) .
- - TAB of the sheet: When the analyzes are limited in their usefulness agree , simple and practical , but when the number is growing , having them set on 2 or 3 lines is not very elegant ! I turn then to the menu ( if limited to buttons or list boxes ) to move between them , hiding the tabs in the menu settings document.
- Of course , each project will have its own specific identity , because every company is different, as their users and their specific needs . And therefore ' basic approach from the outset to a detailed analysis of timely , distilling every single aspect ( how many sheets , many forms, many sizes, many kpi ... ), and yet, how to organize them into " areas of analysis " to study a course " exploratory " of the data , starting with a vision " pyramid " of information but , potentially offering an immediate opportunity to jump to detail , a sort of " guide " initial but this only for illustrative purposes , because then" the appetite comes with eating . " The graphics take precedence in terms of "speed" of communication , so it must be used as a " driver " and not just as a side dish choreography , so make it part of the ' experience , making it susceptible to the contexts , clickable , so helpful and not futile .... Always start with a rough draft , containing the main objects , pre configured in the adoption of variable graphics etc etc, so as to start drawing the new body , which gradually takes shape , change , and then found its size. Before arriving at a final version will go through several "review" , all useful "to trim and finish " the look , the shape , the impact , the feeling in the whole. Useful definition is to "print" what works on paper some of the activities of " finishing " the mind are more " attentive and receptive ," less contaminated by the instrument ... As the design progresses, it is an important exercise tend to "eliminate" the superfluous , thus optimizing space , easing the amount of objects / data input, and as a result his understanding . Starting first by a few elements , aiming to finalize a " macro block " such as:
- ☒ pie that represents the % composition of the metric with respect to a cyclic group active on several dimensions that can enrich the understanding of the initial analysis
- ☒ Text box showing the value at that time ( a mode selector must offer a "fast selection " mainly showing : YTD , QTD , MTD , WTD ( Year, Quarter, Month, Weeh to day ) capable of activating the relevant formulas that doing using set analysis will bring back the metric to the range for the period of interest. in a mirror , the selection of a pre-selection , activates the second block objects , introduced for the shows , which show the status of the same metric , compared to two scenarios

particular time , " the current or previous year " , thus being able to have a comparison within the same year or the current year to the previous examples :

- Scenario Current Year : (2013) :
- Q4 2013 vs. Q3 2013 November 2013 vs. October 2013 , 45 weeks vs. 44 weeks
- Scenario previous year (2013) :
- Q4 2013 vs. Q4 2012, November 2013 vs. November 2012 , 45/2013 vs. week 45/2012
-  Text Box that expresses the absolute delta (+ / -)
-  Text Box for the " delta %" ( in this case, handle the color ( green / red ) with respect to the sign obtained by capturing the user's attention , the color has a higher priority than the number ...
-  Text box showing the value / delta relative to a "target" goal ( color management ... )
-  Introduction of a speedometer contextualized that expresses and emphasizes the "state "
-  Chart histogram that represents the trend of absolute valuations
-  Line chart that expresses the trend with respect to the chosen time step (year, half , quarter , month and week). Through a switch of type " list box or button with the use of a variable" can provide a preview of "standard trend and cumulative ) using the native function of QlikView . All graphics must be sensitive to a selector that highlights (numeric | percentage ) , offering the possibility to represent the measurements in two ways . A second switch ( Trend | cumulative | Percentage ) will offer the opportunity to consult with a preview different values . Here are some examples :
-  Here are some concrete examples with respect to the above ( examples) .



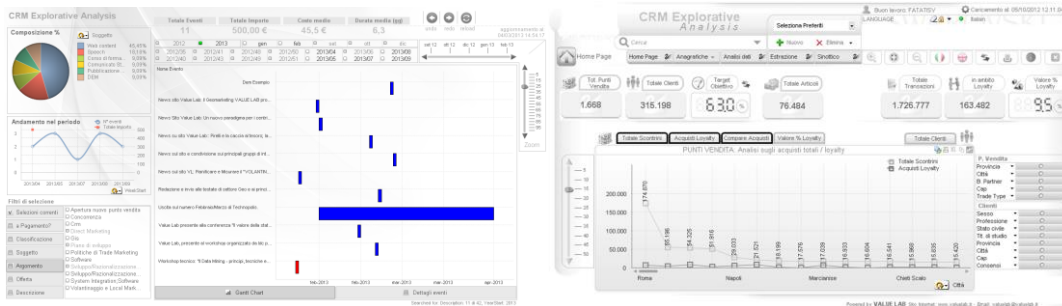


- Once designed and optimized using it as a " block default ) than the " pages of analysis "inside as needed , starting to manage the" space " remaining than necessary. This may require a revision of the block objects , or if it already reduced to " bare minimum , " reshape "the body " of the sheet. The structure of the application should as far as possible to maintain uniformity in general guarantee a standard of reference , thus eliminating the " ad hoc management " that often create misconceptions and misunderstandings . Obviously, the home page will have different powers from one module as the " shows" , so it's a viable " adjustment " of the layout, but within certain limits. The feedback from colleagues outside the project and / or development (ie unconditional) facilitates the activity of " tuning" general on what works , sometimes changing the point of view of and approach to the use , can " flush out " inefficiencies , inconsistencies , functional limitations or worse ... opportunity " uneducated ... " . Native objects in Qlik , such as the speedometer , can take a considerable number of " different shapes " , based on

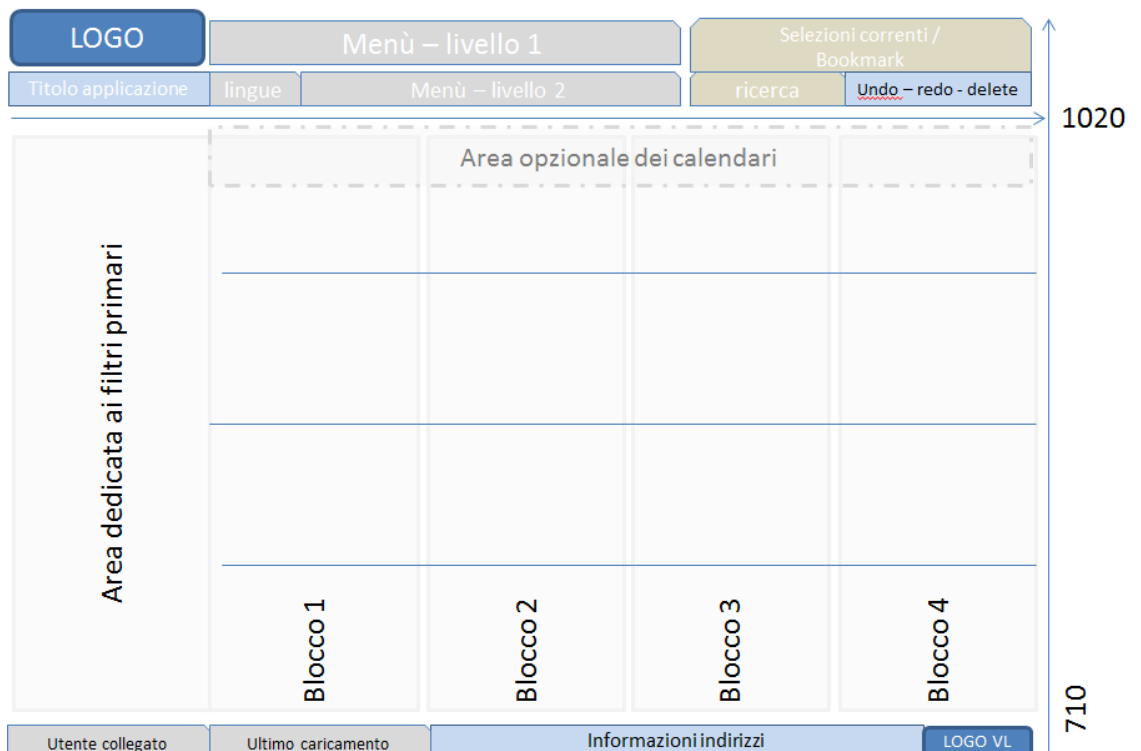
the orientation , the thickness , the graduated scale enabled, the introduction of text and calculations to its internal space , and still playing cleverly on a " superposition " of objects, which seem virtually " a single one ." It is important to experience and learn about all the possible " variants " viable , the only way to keep the " creativity " always ready and responsive , fertile and productive .







- [?] The buyer begin to know
- [?] Draw an accurate identikit master user : guess the level of knowledge of computer science in general, proficient in the use of tools, capable of both technical and functional expertise covered in the scope , character setting , level of education , presence , special inclinations / predilections . All this is to be able to identify themselves in the user, imagining the expectation , the approach , how to use etc ...
- [?] Collect all the material available , both digital and paper , in marketing / communication , specifically identifying the shades / tints of colors and their shades , fonts , use of shapes, designs , clipart, communicative way. All this certificate as a starting point , with respect to the customer's desired in terms of " communication and presentation" to the outside, to customers ...
- [?] Observe the location of the company as an additional " food for thought " in taste, in the study of space ... All this in order to enrich the idea rather than identikit .








- [?] The design : start values
- [?] Define and well cordon off the area of design analysis ( Loyalty , Finance , CRM .. ) deepening and taking the specific terminology of the industry / market , getting a "communication" more efficient and effective in the presentation of the same information .



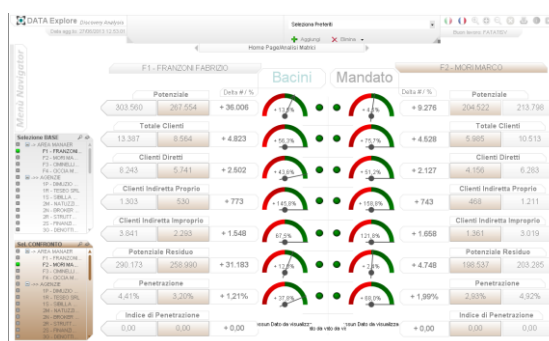
- ☑ Prepare the main indicators related to the project perimeter , as reward measures , notes and consolidated by adopting a standard approved in terms of " assessment , weight , projections, trends , deviations , delta, shows" reference ...
- ☑ Structuring the " shell " of the application by defining the organization of the different analyzes ( primary and secondary ), creating an exploration of the information natural, simple and immediate
- ☑ Through an internal alignment with the component "functional" , both internal and client-side , obtain an official certificate and with all the "user req . " Project .
- ☑ Through a " survey " to get a precise picture of the IT infrastructure of the customer, with respect to the serving stations , operating systems , licenses, BI tools existing high number of users, competitive access , device fruition , estimate the size of the data, the level of granularity, temporal depth ...
- ☑ collect from the outset in terms of numbers the different types of analysis / views , indicators native and derivatives, such as the size attributes, such as filtering, etc. deduce value , thus determining the possible common filters and then to certain specific / individual contexts ...
- 
- ☑ Dashboard: The macro organizational structure
- ☑ Qlik The application must be configured in such a way to be able to use the full potential in terms of IU , therefore
- ☑ Activate the settings of the document "style advanced"
- ☑ Prepare for each property of the document / object (eg background color of the page, label , etc. ) a variable so as to allow a "switch " quick appearance, through dedicated buttons integrated graphics.
- 
- ☑ E ' useful to standardize the variables in such a way that they can manage with simplicity and immediacy , as the UI makes it a continuous use, following a naming convention :
- // Vg\_ = generic variable
- // Vi\_ = variable used in the graphical management (front end / UI)
- // Vk\_ = variable expressions that identify the KPIs
- // Variable = vs\_ script parameter ( value in the input string odbc ... )
- SetupParam : LOAD REPLACE VarName , VarVal , VarFlag FROM [ .. \ 021\_APL\_CFG \ Setup.xlsx ] ( OOXML , embedded labels , table is VAR) WHERE VarFlag = 1; vVariableNo for = 0 to NoOfRows ( ' SetupParam ' ) Let vVariableName = peek ( ' VarName ' , vVariableNo , ' SetupParam ' ) Let \$ ( vVariableName ) = peek ( ' VarVal ' , vVariableNo , ' SetupParam ' ) ; next vVariableNo
- 
- (for simplicity, you can make use of an excel file where the variables and prepare the dictionary containing the possible languages in addition to the contents of the menus and users.
- 
- Welcome Page :
- This page usually welcomes the user to the first access, providing an introduction to the application , explaining the context of analysis , the sponsor inside, with a reference to an important guide to the use of QlikView in the basic functionality (such as select , as clear a filter , use the bookmarks , the ability to click on the

graphs etc etc) as well as a precise detail on how they were created logically " kpi " presented ( style legend ) . It provides a button that can hide the sheet to subsequent accesses ( variable). An example :

- 
- Some objects :
- 
- Below are the main points of attention in the StartUp realization :
- 
-  Application Structure :
-  Primary Areas of analysis :
-  Splash Image:
  - • When an application QlikView (both from the portal "access point" that the desktop) you can see , if properly configured in the setup of the project, the preview image of the dashboard , as well as the customization of a new "creativity" instead of " standard Qlik " .
-  Welcome Page
  - • This page will contain a " macro vision" of the main indicators , pointing to offering immediacy with the "pulse of the situation" , minimizing the need to click, opting for a pre- established and temporal analysis of synergy, where the selection and change of time step of analysis ( from the current year quarter ) all information (text boxes , charts, and delta) are updated automatically. The only care crucial in this page is to give you an area where the measures in total " are always visible " , then a panel that brings the value, even as counters , so that a " glance" , l ' user can " weigh" the current values ( quarter ) compared to those totals, despite being inserted delta values . Provide details such comparisons then , delta % % to the average of the period and the total period , the best 3-5 best- worst etc ... Here are some examples :
- 
-  Summary Page
  - • This page is the hub of condensation of the analysis , one sheet capable of articulating the different analyzes in an integrated manner , enriching each of these information with others , through numerical and graphical representations. Ideally we need to imagine to divide the sheet into areas equidistant , both horizontally and vertically , taking a step in keeping the amount of data to be presented (4 to 8 are max .) Here's an example :
- 
- The application must ensure the highest " ease of use " during the many activities of exploration data . Therefore, the following list of items useful to the QlikView user support :
- 
- At the top we see the logo positioned client, application title , menus of 1st and 2nd level , the selector languages, the search box and actions to operate on the current selections : forward / backward - deletes everything. In the central space we have the area available for the insertion of objects QlikView , usually in the leaves of analysis, the portion immediately to the left is dedicated to the " filters / analysis " , sometimes extended to make room in the extreme top the " calendars" organized by time step (Year, Trim , Month, Sept).

- From this page, and all the rest , it is necessary to provide always a few items " native QlikView " useful and essential to navigation and interaction with the same information :
- • Box of your current selections with buttons (text or image ) to the ' undo, redo , and reset
- • Box of favorites, with the creation of a predefined set of research / analysis utility
- • Text box with the date of the last upload occurred
- • Text box with the maximum date of this transaction to DB
- • Text Box with the user name connected
- • Search Box
- • icon or text in return for aid to analysis / current sheet
- • Information , email and website of the company which made it
- • Customer's logo
- • Text Box with the " Application title " and " title / description of the analysis
- • Icons for the language selection (if necessary , but the logic should be implemented for a possible future development over the use of the dictionary)
- • Buttons graphs: Offer the possibility to change theme ( eg high - low contrast) , widely used in tablet ( shades of black and white) as well as alternative chromatic color
- • First level menu to allow navigation between the main areas of analysis
- • Second level menu to allow navigation between support functions introduced. (the two distinct and distant menu to avoid confusion ) . To have a better ability to organize information , often the amount of data to be presented is very remarkable , and as far as you want to optimize, often you are forced to restrict the presentation , both in regard to the content / spaces, both to the maintenance of a acceptable level of performance etc. . I often use this for 2-3 types of views on the home page , differentiating them by " manner of presentation of data " in: ( some examples )
- 
- Numeric
- 
- Graphic
- 
- Sentiment
- 
- Page  Analysis:
- These pages will aim to promptly detailing all information pertaining to the field chosen , introducing all the useful and necessary , rewarding course the point of view of the entity / measure characterizing the same analysis .
- 
- • Sales
- 
- • Products
- 
- • Points
- 
- • Customers

- 
- **Support Features :**
- **Compare analysis**
- **Module Compare :** This analysis should allow for the possibility through the use of alternating states , to assess the KPI selected as the most rewarding , as well as a set of defined dimensions (reference) with respect to a "comparison " mirror . The size should be the most rewarding , organized if possible to left and right of the sheet, possibly themed colors differently. At the center will be set up : Absolute value of the KPI (reference) , the absolute value of the KPI (comparison ) , delta absolute value ( with sign and color ) , delta % ( with sign and color ) , image that shows the state (positive / negative coloring, eg . traffic light or arrow ) . Kingdom to numerical information text , provide a graphical display (speedometer for delta % , histogram for the absolute values ) in order to enrich the information . Any other signs complete the scene . The information developed from the start with the left, in a hierarchical / identata going to create a sort of " invisible structure " , able to guide you in the consultation. To the right are articulated values , relying on the " size and color" of the character , thus resulting in a prevalence . The arrows with immediacy transmit the status of the comparison , irrespective of the deviation in terms of value ! . And ' essential to the accuracy in the alignment of the objects in the right to relegate their "living space " in order to be read with ease . Important is the comparison of the shapes (angles or curves ) , their proportion between height / width etc. ... Some information are more rewarding than others, as they can be recognized by the client in a " direct and immediate " , such as the use images as " logos " of selection . This explains why in fact , giving an example , the road signs are designed to images with different shapes , from simple and linear shapes , playing with colors, also can not write to extended / compressed the "sense / meaning " ... and ' good when possible, provide also a view " table " of the following values by allowing the user an easy export native excel , in order to be able to reuse the same information in other contexts. Here are some examples :



- **Data Extraction**
- This function will allow the user to select the size and preventive measures of their own interest, in such a way that they can be extracted in its native format excel . At the top was made using the spin buttons or list boxes ( inline ) to "activate / deactivate " the information of interest , so going to compose the table below. Increasing and decreasing the number of columns , the table by its nature, size fise active on the left , go to the right to expand dynamically to hold all the information, enabling the horizontal scroll bar . E ' useful to provide the "switch" between linear and pivot , thus offering different modes of organization and presentation of the data. In order to limit the introduction of objects " individual " is potentially useful to introduce a list box with predetermined values (Table INLINE or excel ) in such a way to " scroll " vertically values , better maintainable over time. Here are some examples :

Table of Details information:

Territory Liv. 1	Territory Liv. 2	Schools.Type	Schools.Name	Tot. Tech. Supp. Female	Tot. Tech. Supp. Male	Tot. ATA Female	Tot. ATA Male	Tot. Labs	Tot. Pc Desk	Tot. Pc Laptop	Tot. Pc Total
AREA 1	PIEMONTE	Scuole Secondaria Di Secondo Grado	J. Bocconi	42	30	23	0	7	0	0	7
			P. Bossi	30	7	31	14	0	149	0	149
			A. Prever	19	7	0	0	1	80	0	80
			V. Bossi - A. Monti	19	6	22	5	0	348	0	348
			Ist. Prof. Ser. Alb. E. Rist. S...	17	5	0	0	0	31	0	31
			I.I.S. Vello Mucci	16	8	20	7	0	302	0	302
			G.Ravizza	16	7	26	10	0	77	0	77
			Rh G. Colombato	16	0	39	9	0	0	0	0
			Amaldi	15	4	0	0	2	140	0	140
			G. Galilei	14	5	32	17	1	348	0	348
			I.T.A. Penna	14	3	0	0	0	80	0	80
			Cuneo S. Grandis	14	0	0	0	0	186	0	186
			B. Vittone	14	4	24	9	2	188	0	188
			G. Galilei	14	7	21	12	0	0	0	0
			Ispet. C.I. Giulio	14	3	19	11	2	210	0	210
			G. Dalmaso	14	15	24	13	0	0	0	0
			I.P. Servizi Comm.B. Lanino	14	4	0	0	2	206	0	206
			Isidor G. Pastore Castellana	14	5	0	0	0	24	0	24
			Erasmus Da Rotterdam	13	6	27	7	2	290	0	290
			A. Pasconi	13	1	17	12	0	4	0	4
			E. Zegna - Ipcar	12	6	26	10	0	100	0	100
			Francis Lombardi	12	4	18	10	1	174	0	174
			A. Castiglano	11	3	20	17	2	218	0	218

Anagrafica Contratti selezionati: 757.877 su: 776.963 >> (97,5%)

Cod Contratto	Data Att.	Data Sisp.	Attivo?	Sum.	Indirizzo	Id Build.	P...	Scala	Fig MySKY
14173075	26/06/2012	23/06/2012	No	M	VIA ISOLA DELBA	7185133	0	0	0
14554751	15/02/2013	14/02/2013	Si	F	VIA NAZIONALE	2457823	0	0	0
14595937	02/08/2013	02/08/2013	Si	M	VIA SPURZA	0	0	0	0
14555443	14/01/2013	09/01/2013	Si	F	VIA DOGGANA	12613631	0	0	0
14364036	07/12/2012	12/10/2012	Si	F	VIA SAURO NAZARIO	3399753	0	0	0
14375267	23/10/2012	20/10/2012	Si	F	VIA NETTUNO	7999121	0	0	0
14373066	30/06/2013	20/06/2013	Si	F	PALAZZA VITTORIO EMAN...	4654651	0	0	0
13930305	07/01/2012	04/01/2012	No	F	VIA PAOLO VI	7662610	0	0	0
13942198	18/01/2012	12/01/2012	No	F	VIALE BELFORTE	11077764	0	0	0
13954209	31/01/2012	20/01/2012	Si	M	VIA ROMA	12689662	0	0	0
13966347	07/02/2012	27/01/2012	Si	M	VIA GENERALE DALLA	7688126	0	0	0
13990495	13/02/2012	13/02/2012	No	F	VIA MONTA	9729124	0	0	0
14024449	28/02/2012	22/02/2012	No	M	VIA DON BARTOLOMEO	4734304	0	0	0
14026403	14/03/2012	09/03/2012	Si	M	CORSO VITTORIO EMA...	13297784	0	0	0
14037702	16/03/2012	16/03/2012	No	M	VIA STATUTO	13773877	0	0	0
14049897	31/03/2012	22/03/2012	Si	M	VIA GIOVANNI DE CALVI	4402861	0	0	0
14050016	03/04/2012	27/03/2012	No	M	VIA BENEDETTO CROCE	11044158	0	0	0
14071008	31/03/2012	31/03/2012	Si	F	VIA RIGNANO	14814179	0	0	0
14083760	17/04/2012	13/04/2012	Si	F	VIALE ANTONIO GRAMSCI	417041	0	0	0
14096300	19/05/2012	24/04/2012	Si	M	VIA DI VALLE ROMANA	3918757	0	0	0
14109088	07/05/2012	07/05/2012	Si	M	VIA CASALE	2680465	0	0	0
14135462	06/06/2012	01/06/2012	Si	M	VIA MADONNA DEL BOSCO	6590311	0	0	0
14146979	15/06/2012	11/06/2012	Si	M	VIA CARONALI	1904697	0	0	0
14160873	19/06/2012	18/06/2012	Si	M	VIA CAMPANA	6946378	0	0	0
14185313	04/07/2012	29/06/2012	Si	M	CONTRADA CUCCO	13520509	0	0	0
14197394	19/07/2012	09/07/2012	Si	F	VIA DOMENICO MORELLI	11678145	0	0	0
14211156	24/07/2012	24/07/2012	No	M	VIA NOTAR CRISTOFARO...	3819157	0	0	0
14223964	03/08/2012	02/08/2012	No	M	VIA OMBROSA	5748981	0	0	0
14235510	28/08/2012	10/08/2012	Si	M	VIA GIOTTO	11668787	0	0	0
14246999	24/08/2012	21/08/2012	Si	M	VIA MASACCIO	12973344	0	0	0
14258512	30/08/2012	26/08/2012	Si	F	VIA FINAITA MAZZARRA'	15266516	0	0	0
14270224	30/08/2012	30/08/2012	Si	M	VIA GIUSEPPE CARLUCCI	3350529	0	0	0
14293834	11/09/2012	09/09/2012	Si	F	VIA DOMENICO ANGELO	3323006	0	0	0
14340172	29/09/2012	26/09/2012	Si	M	ORCONVALLAZIONE M...	15325757	0	0	0
14387981	31/10/2012	26/10/2012	Si	M	VIA ALDO MORO	874679	0	0	0
14399862	12/11/2012	05/11/2012	Si	M	VIA VALLAFRANCA	6941236	0	0	0
14411891	17/11/2012	13/11/2012	Si	M	VIA MASSIMO D'AZEGLIO	2242771	0	0	0
14436237	13/12/2012	01/12/2012	No	M	VIA EMBLIA	9088939	0	0	0
14446317	24/12/2012	09/12/2012	Si	F	VIA CURELE	8994007	0	0	0
14460248	18/12/2012	14/12/2012	Si	M	VIA LUCIANO MANARA	6124073	0	0	0
14471713	07/02/2013	19/12/2012	Si	F	VIA SANTA MARIA	4596351	0	0	0

- **Performance Page**
- This page must be able to meet effectively the performance possible in an absolute sense , indexed, totalitarian , mediated matrix . This analysis must be

expressed through an "index " , the absolute value of a selected KPI compared to the entire database ( eg customer db ) , allowing them to weigh in on the basis of 100 results.

- • The information starting with the development from the left, in a hierarchical / identata going to create a sort of " invisible structure " , able to guide you in the consultation. To the right are articulated values , relying on the " size and color" of the character , thus resulting in a prevalence . The arrows with immediacy transmit the status of the comparison , irrespective of the deviation in terms of value ! . And ' essential to the accuracy in the alignment of the objects in the right to relegate their "living space " in order to be read with ease . Important is the comparison of the shapes (angles or curves ) , their proportion between height / width etc. ... Some information are more rewarding than others, as they can be recognized by the client in a " direct and immediate " , such as the use images as " logos " of selection . This explains why in fact , giving an example , the road signs are designed to images with different shapes , from simple and linear shapes , playing with colors, also can not write to extended / compressed the "sense / meaning " ... and ' good when possible, provide also a view " table " of the following values by allowing the user an easy export native excel , in order to be able to reuse the same information in other contexts.

- A few examples:

- 

-  Data Quality re -view

- • This type of analysis is not always present inside the dashboard , but I believe that it is essential to transfer the right degree of completeness user user, both in terms of numbers (absolute and%) of the total number of information, both in terms quality of the same. How can assess the% of customers subscribing to LOYALTY distinguished by the size of "sex" when inside the entire database , the attribute is enhanced by 35% , and maybe even with outliers, of course, this analysis is meaningless . That's why implement a view that can " photograph" the goodness of the information as a warning / traffic lights trust .

- 

-  Filters Page

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- Here are some examples :

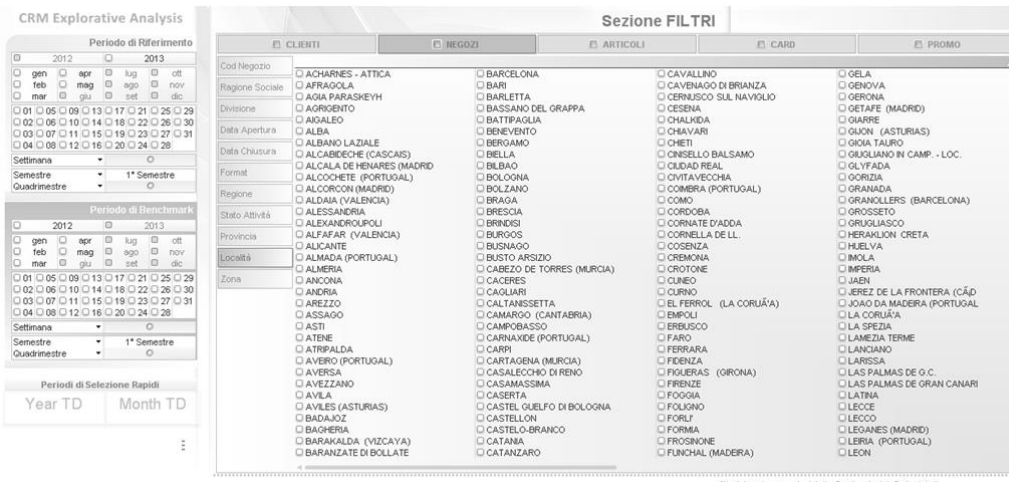
- 

- Here's an example :

- 

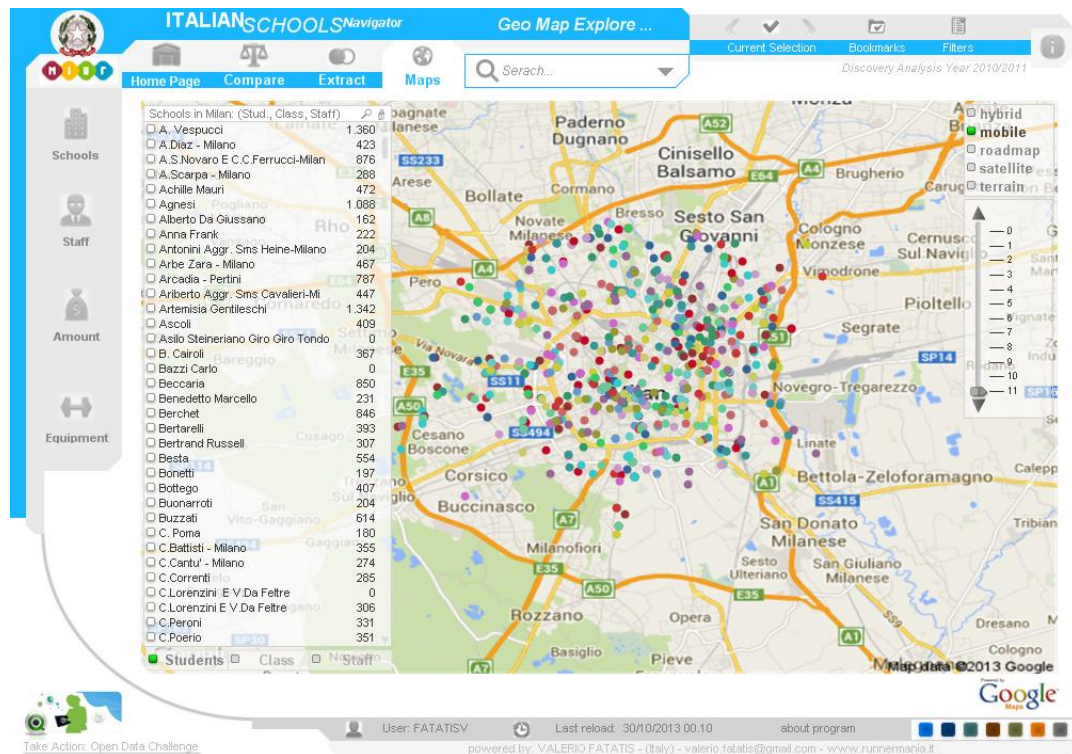
- Filters Page

All'interno di questa pagina occorre presentare in maniera esaustiva tutte le dimensioni disponibili dando modo all'utente di poter valutare con cognizione l'intera nuvola qlik e le possibili concatenazioni di ricerca.

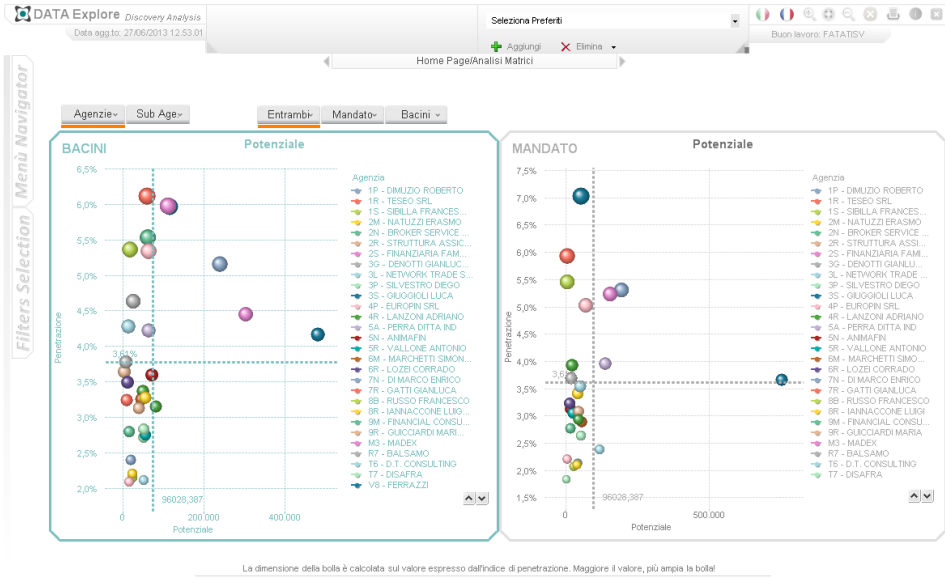


Geo Maps:

Fondamentale è offrire la possibilità di poter tematizzare con gradienti di colore i molteplici KPI introdotti, puntualmente afferenti alle dimensioni di analisi presenti all'interno della nuvola Qlik. Vengono prescelte un set di dimensioni da utilizzare come filtro. Per quanto possibile, prediligere la grandezza della mappa, lasciandole il giusto "spazio" che merita. A contorno, introducendo eventualmente i container, racchiudere/organizzare le dimensioni di analisi e le misure prescelte. Occorre introdurre una legenda che illustra "in quintili" la scala di valori trattasi (fasce) afferenti alle diverse colorazioni dei punti/aree. Tutte le logiche Qlik rimangono inalterate, pertanto anche i filtri rispetto agli assi temporali. Di seguito alcuni esempi:



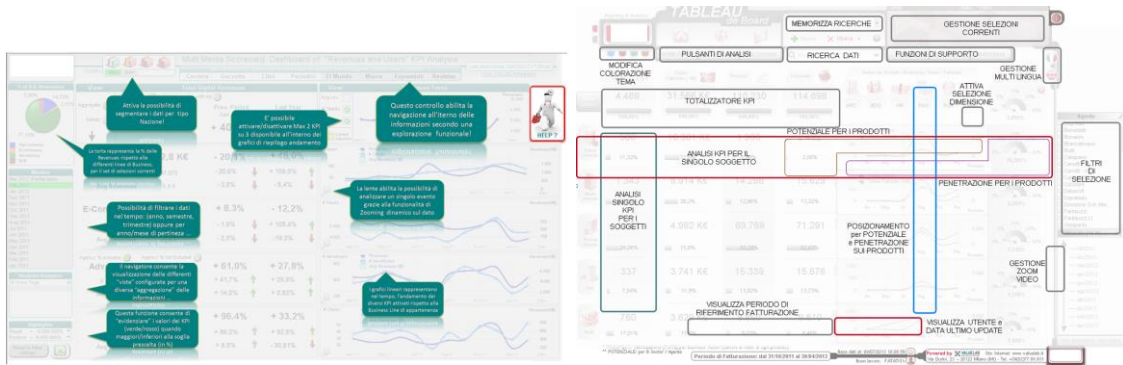




■ Help/Info details

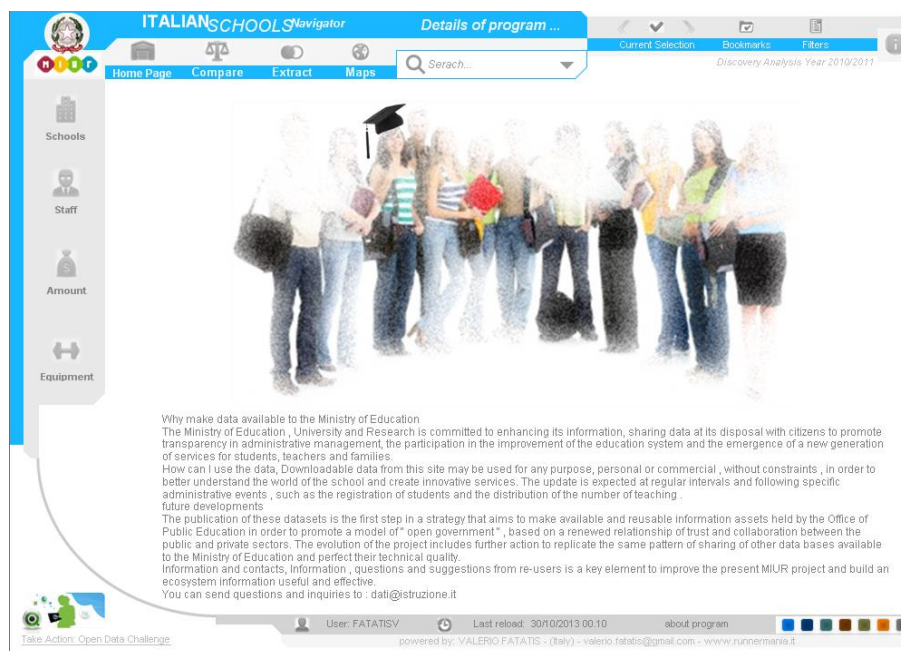
E' sempre utile inserire delle specifiche informazioni a riguardo i progetto, il suo scopo, l'ambito di analisi, le fonti dati, gli obiettivi preposti etc.. Di seguito un esempio:





- Print data
  - Sempre più richiesta è la possibilità di poter stampare delle schede “pre formattate” a riguardo le principali analisi rispetto alle dimensioni principali, come ad esempio: scheda cliente, scheda prodotto, scheda campagna/promo, dove raccogliere le informazioni anagrafiche ma arricchite di tutte le numeriche utili a presentare uno stato definitivo e relativo scenario. Di seguito un semplice esempio:
  
- About
 

Questo modulo permette un apprendimento immediato, direttamente all’interno dell’applicazione, andando ad esplicitare i concetti e funzionalità indispensabili alla fruizione delle informazioni. Facendo leva sulla possibilità dei “livelli di visibilità” gli oggetti vengono attivati/disattivati. Di seguito un semplice esempio:



- Setup
 

In questa pagina è bene predisporre tutte le variabili che per motivi parametrici vengono introdotte all’interno del cruscotto al fine di poter gestire valorizzazioni, target, obiettivi, colorazioni personalizzate, soglie %, visibilità di oggetti etc etc. Attraverso una corretta e puntuale gestione delle funzioni native di Section Access/application, l’accesso a questo foglio sarà profilato, consentendone l’uso ai soli

key user. Questi potranno in maniera opportuna modificare le impostazioni ove necessario.

#### 📄 Filters Page

Within this page must be presented in a comprehensive manner all sizes available giving the user a way to be able to make an informed assessment the entire cloud QlikView and the possible concatenations of research.

#### 📄 Geo Maps:

Essential is to offer the possibility to thematise with color gradients multiple KPI introduced , punctually afferent analysis dimensions present inside the cloud QLIK . They are selected from a set of dimensions to be used as a filter. As much as possible , prefer the size of the map , leaving the right " space " that it deserves. In outline, possibly by introducing the container , enclose / organize the dimensions of analysis and the measures chosen . Necessary to introduce a legend that illustrates " into quintiles " question the scale of values ( ranges ) related to the different colors of the points / areas . All QlikView logic remain the same , so also the filters with respect to the time axes . Here are some examples :

#### 📄 Help / Info details

It 's always useful to include the specific information about the project , its purpose , the scope of analysis , data sources , their goals , etc. .. Here's an example :

#### 📄 Print date

- More and more demand is the ability to be able to print cards "pre -formatted " about the main analysis with respect to the principal dimensions, such as: customer card , data sheet , card campaign / promo , where gather demographic information but enriched by all the numerical useful to present a definitive state and its scenery . Here is a simple example :

#### 📄 About

This module allows an immediate learning directly within the application, going to explain the concepts and capabilities necessary to fruition delle information. Leveraging on the possibility of "levels of visibility" objects are activated / deactivated . Segutio of a simple example:

#### 📄 Setup

On this page you should prepare all the reasons for parametric variables that are introduced inside the dashboard in order to manage valuation , target, targets , customized colors , % thresholds , visibility of objects etc etc. . Through proper and timely management of the native functions of Section Access / application , the access to this sheet will be profiled , allowing its use only to key users . These can in a timely manner to change the settings if necessary .