Strategy Companion

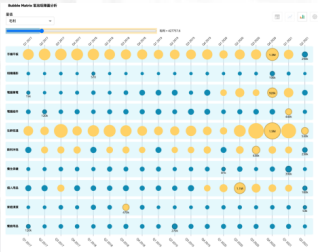
EXTEND THE POWER OF ANALYTICS TO YOUR ENTIRE ORGANIZATION

Strategy Companion

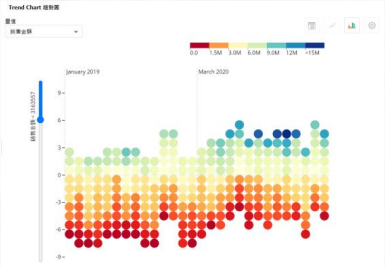
37 U-Charts

8 Categories

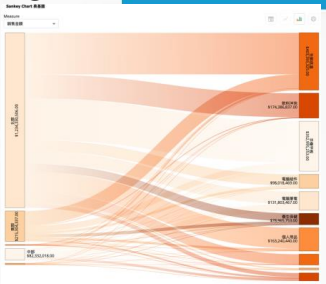
Comparison



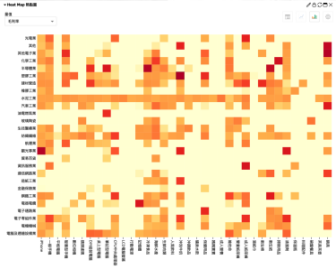
Trend



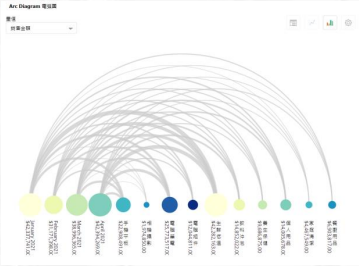
Flow



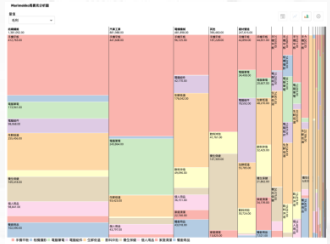
Distribution



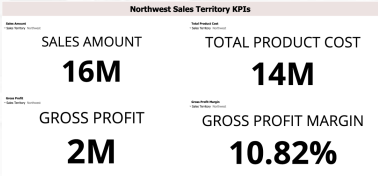
Relation



Hierarchical



Indication

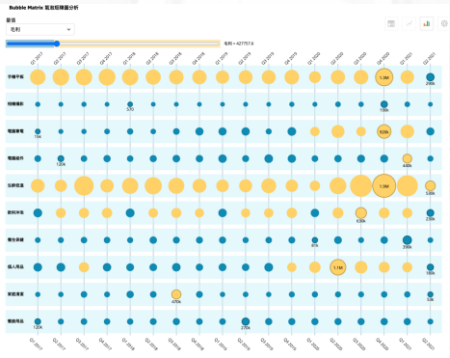


Spatial

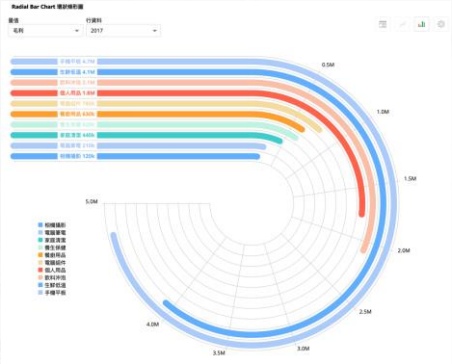
Comparison

Visualizations that help show the differences or similarities between values

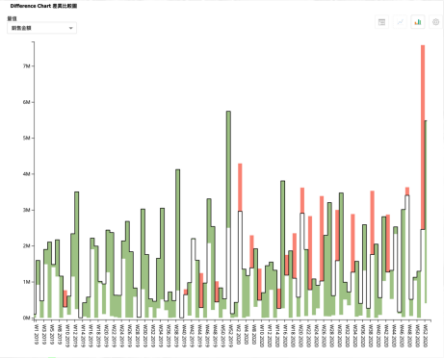
Bubble Matrix



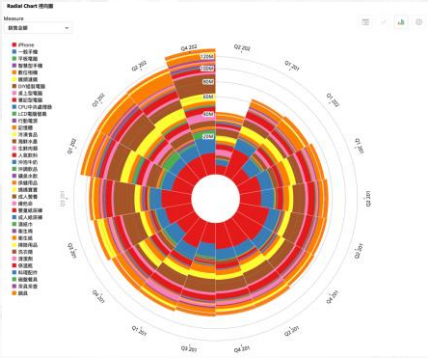
Radial Bar Chart



Difference Chart



Radial Chart



Multi Donut Chart

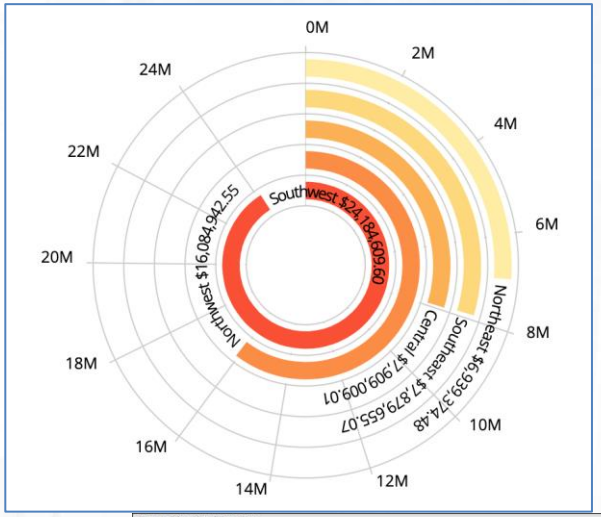
Bubble Matrix

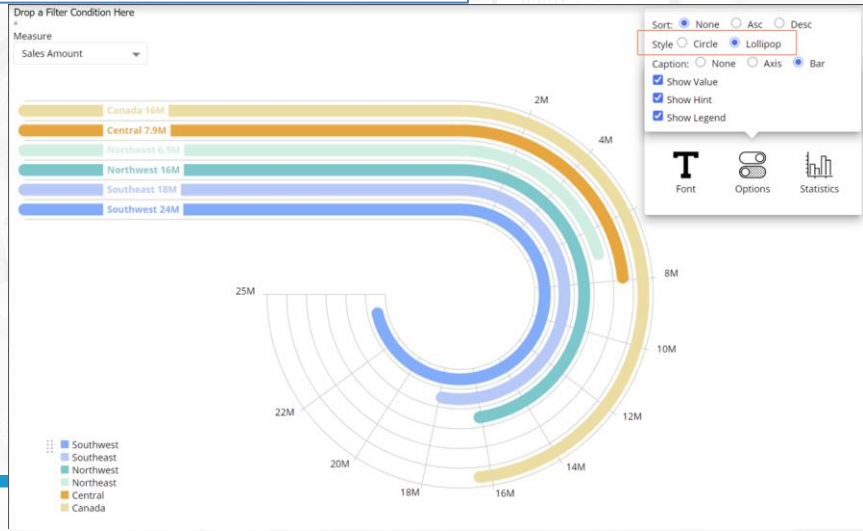
Bubble Matrix - uses two colors and bubble size to represent measures between two dimensions. For example in the chart below, the blue bubbles are below the set threshold (by default is set to be the average), the yellow ones are above the set threshold. The threshold can be changed by the slider and the bubbles would change accordingly (double-click to reset back to using the average).

Radial Bar Chart

Radial Bar Charts represents a traditional Bar Chart in a circular way allowing for a better use of space than a long bar chart.

- The Radial Bar Chart can be sorted in ascending or descending order
- You can hide the captions or display them on the axis or at the end of the bar
- You can choose to hide or display the Values, Hints and Legend
- Bars with negative numbers will be drawn counterclockwise
- If Caption and Value cannot be drawn, they will be automatically dropped for better clarity





Radial Chart

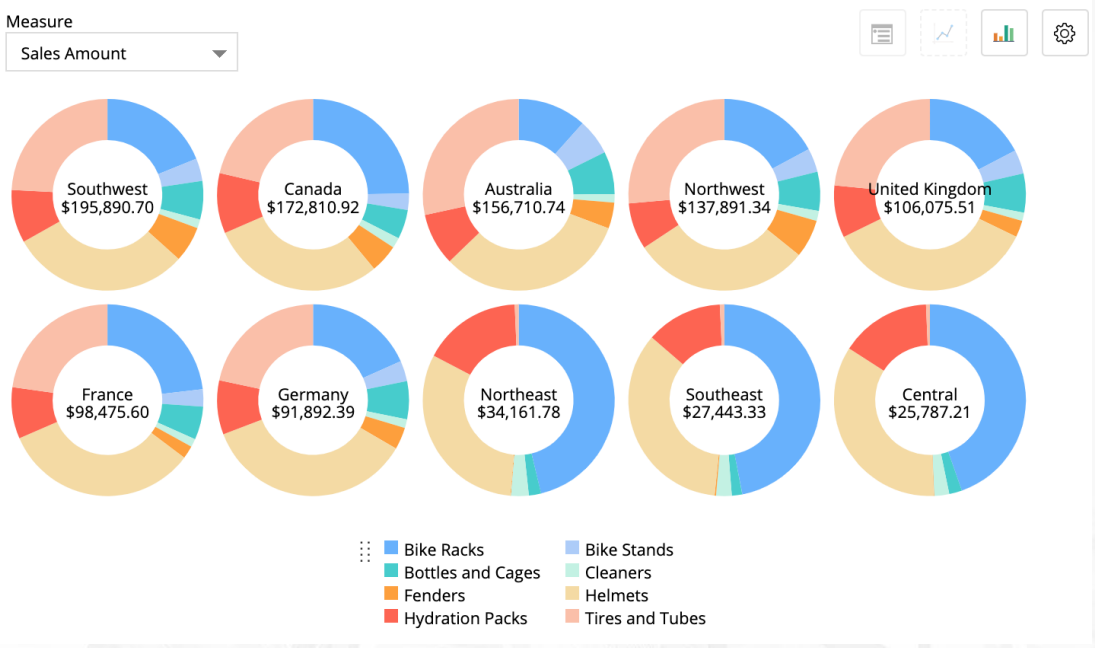
The Radial Chart is like a stacked area chart for two dimensions with the member stacks radiating out from the center of the circle. Each ring going out in the chart represents increasing levels in the data

- Sort can be set to ‘None’, ’Ascending’ or ‘Descending’
- Label Length can be abbreviated
- Label Placement can be Inside or Outside
- You can ‘Normalize’ the Radial Chart so it becomes a 100%-Stacked Radial Chart
- You can hover on a member in the Legend to highlight the corresponding members in the chart and display the ‘Statistics Tooltip’ to get additional information about that member group.

Multi-Donut Chart

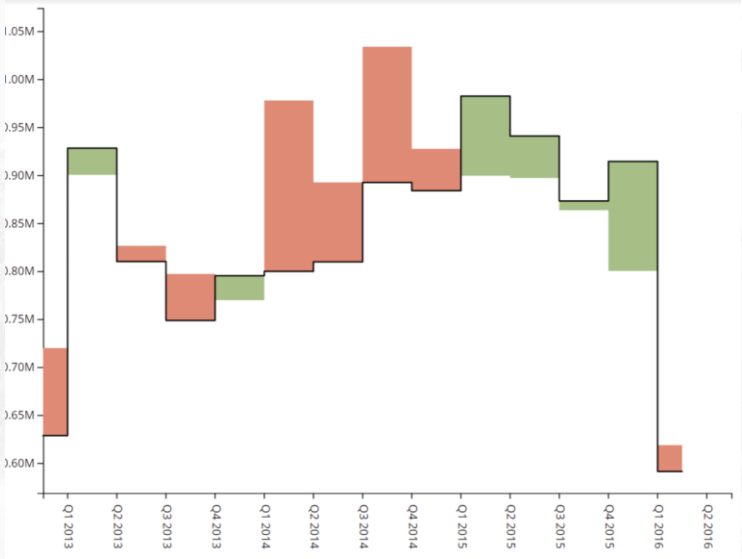
The Multi-Donut Chart is useful when you want to show proportional parts of multiple wholes and want to give the reader an extra data point in the middle.

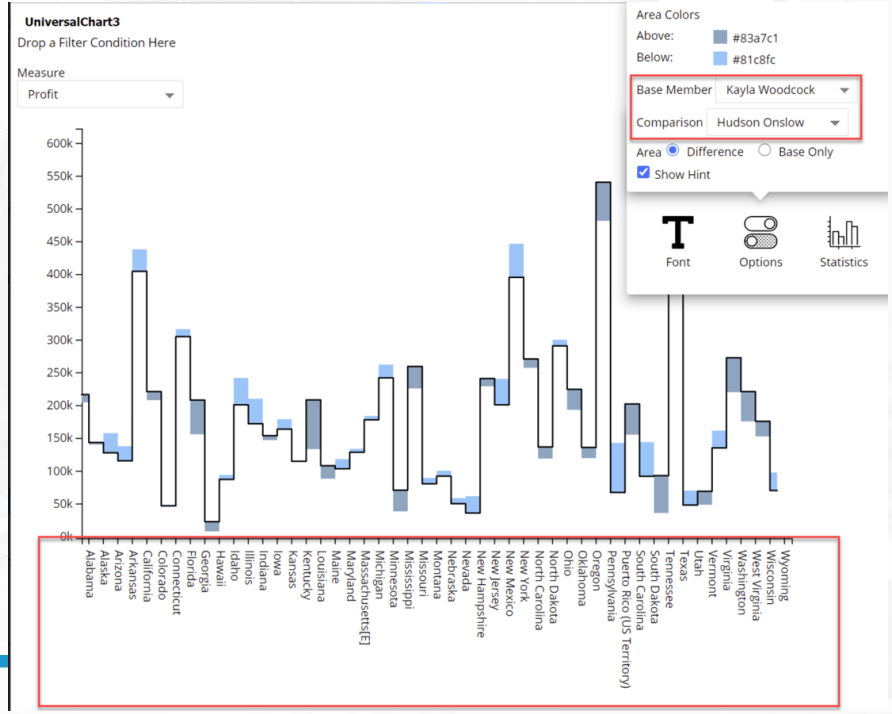
- It can be used as a Gauge, and at the same time you can see the performance ratios within each donut.
- You can sort the donuts – None, Asc, Desc
- Display or Hide the Caption Labels, Value labels or Legend
- Hovering on a member in the Legend will highlight the corresponding arc for that member in each donut chart as well as displaying the percent to total of that member to the whole donut



Difference Chart

The row-axis is time (it can be any dimension), the columns are for the dimensions to be compared. The user can select the two dimensions, the base member and the member to be compared for display.



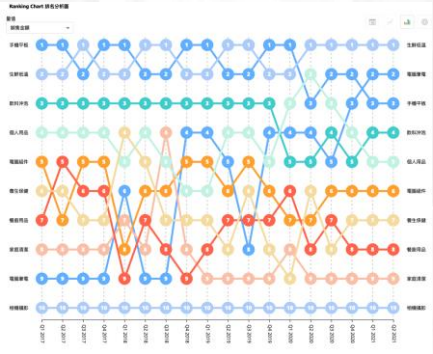


上圖是比較Plains和Southwest兩個區域的Profit, 紅色的部分是Southwest > Plains的差異, 綠色是Plains > Southwest的差異. **(黑線是Base Member的數值)**

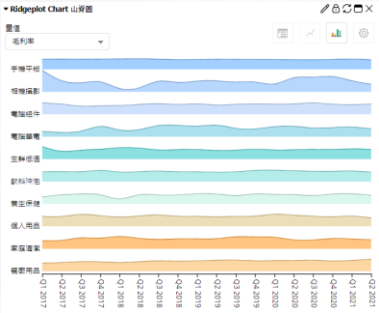
Trend

Visualizations showing changes in data over a time period

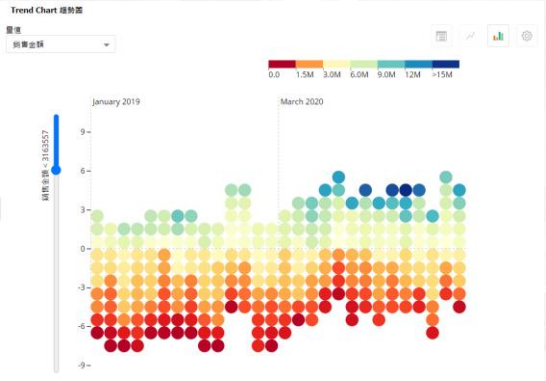
Ranking Chart



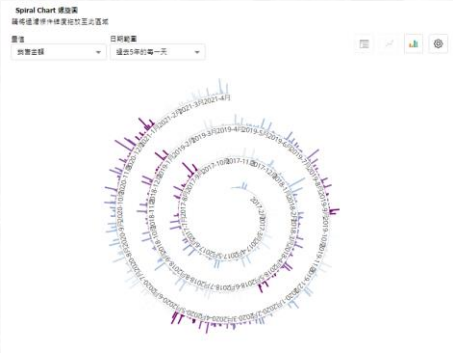
Ridgeplot Chart



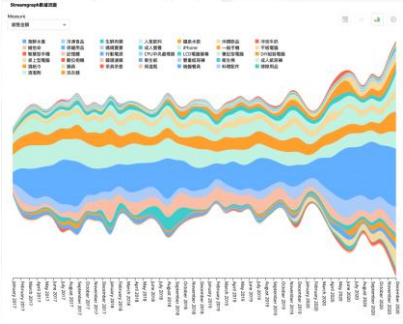
Trend Chart



Spiral Chart



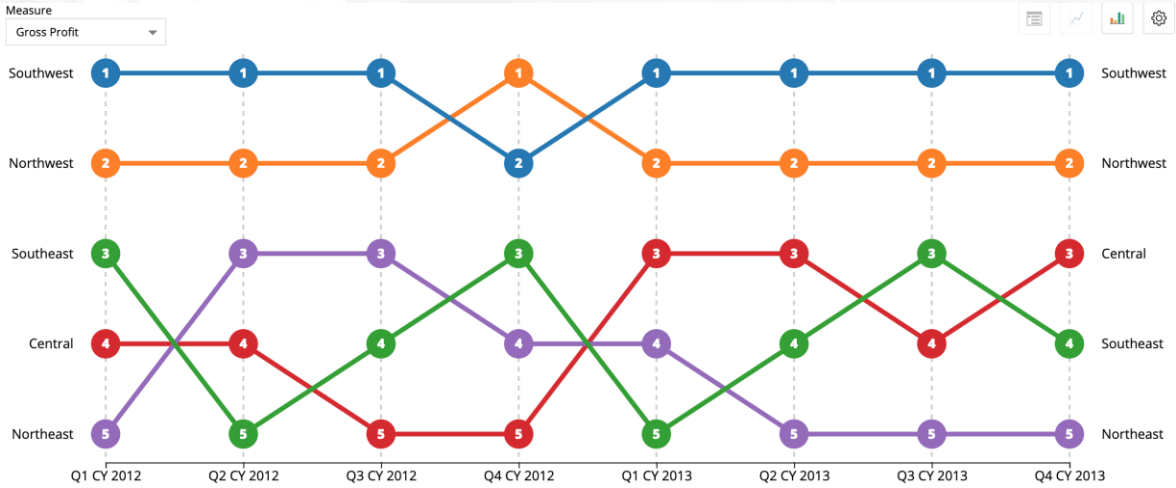
Streamgraph



Bump Chart

Bump Charts are best for visualizing changes in ‘rank’ over time.

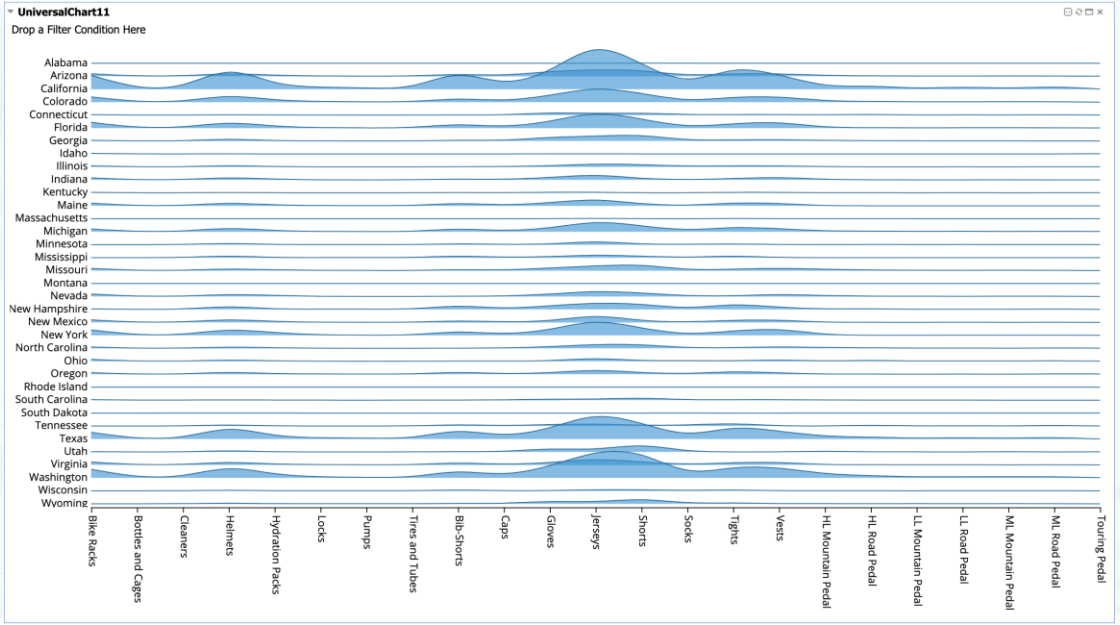
- Hover will automatically highlight a single series and the corresponding members of the two Y-axes.
- Show Hint displays information about the node that you are hovering over.
- You can ‘Show Guidelines’ to help visually organize the nodes
- The ‘Show Ranking’ option can be set to display the ranking numbers ‘Always’ or only on ‘Hover’.
- You can choose between one of three different drawing styles.



Ridgeplot Chart

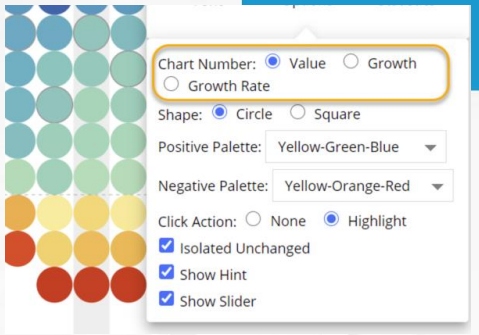
The principle of a Ridgeplot is to disperse the multiple series of an Area Chart and arrange them vertically, allowing Areas to overlap to save space and facilitate observation of particularly prominent values.

- Column sets the Y axis, Row sets the X axis
- Overlap sets the maximum allowable span of Area
- You can use Curve or Step Line to represent Area
- Color can be specified or you can use the color palette

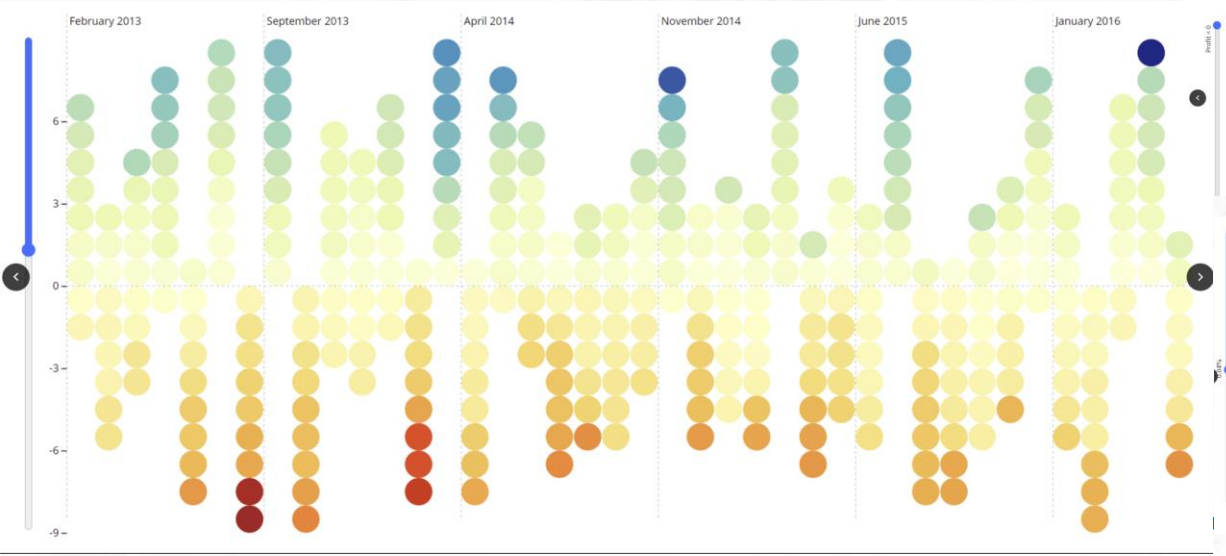


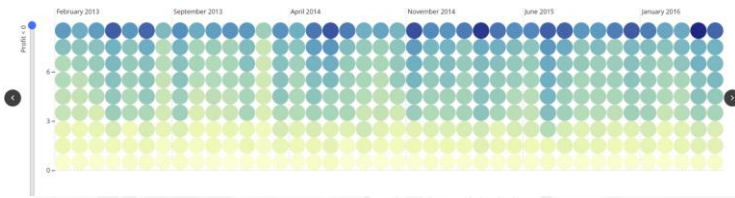
Trend Chart

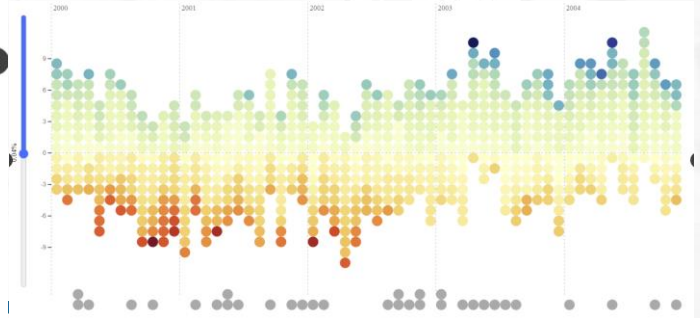
Trend Chart - an alternative way to display the trending of the data (values, growth, or growth rate). The X-axis is usually set as time, however, there is no limit on what can be used. The Y-axis is set to the category. For every time unit, the data is ordered by growth from top to bottom. The top half of the chart displays items that are above the set threshold and the bottom half is below the set threshold. The threshold can be changed by the slider on the left.



The gray dots denote the same as the prior period, this behavior can be changed via options.

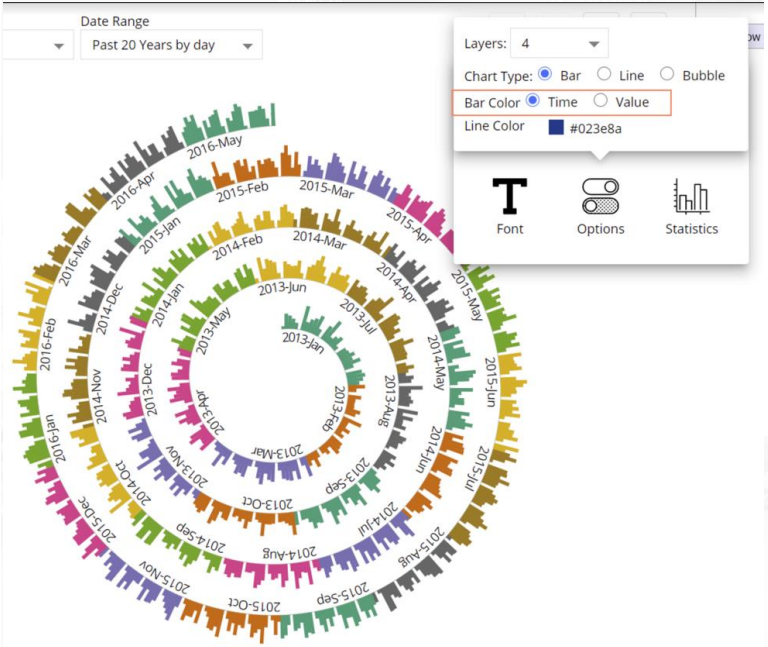


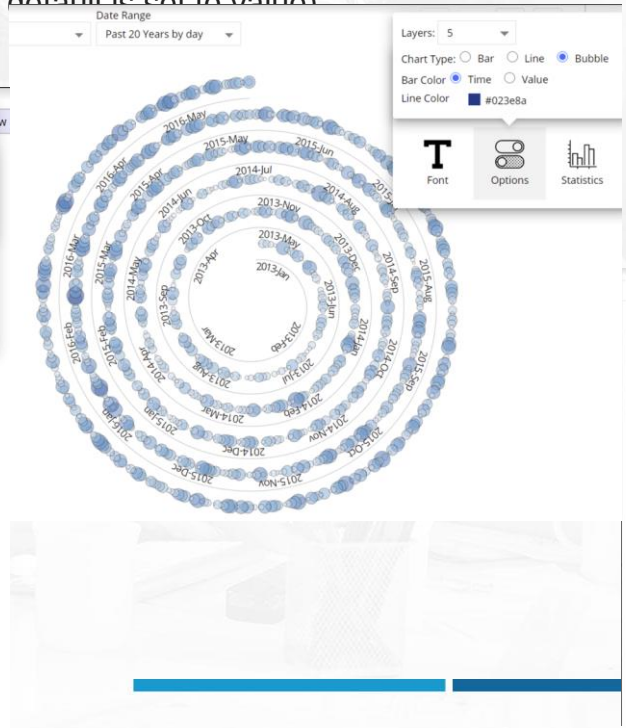


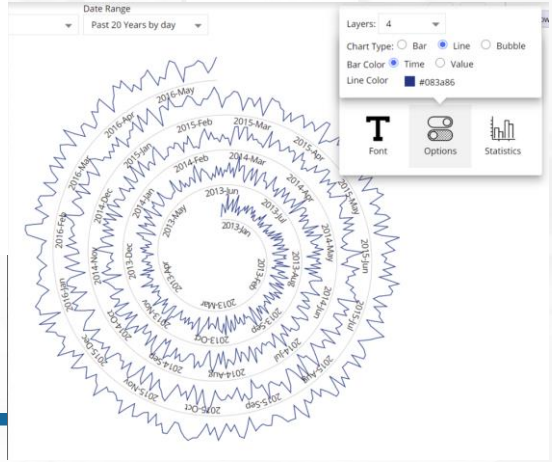


Spiral Chart

Spiral Chart is suitable for displaying data with a long period duration, to observe trends and patterns. The color can be set to either value or time for display (the default is set to value).



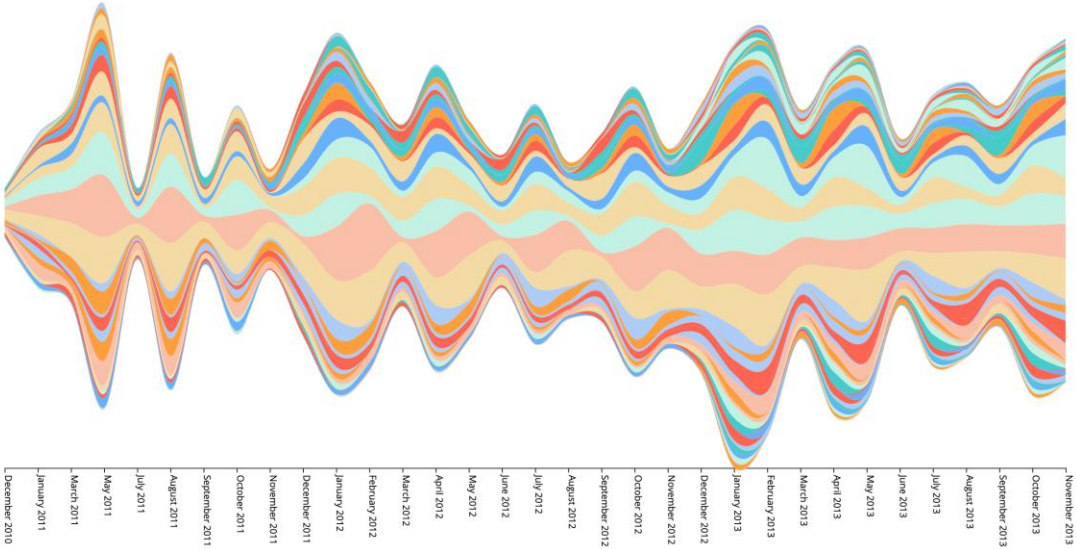




Streamgraph

Streamgraphs are great for visualizing the performance trends for several groups which may start or stop at different times.

- Hovering over a stream highlights the whole stream for that particular member across time.
- You can use several different Area Styles for your charts based on common Spline functions such as *Basis, Cardinal, Catmull-Rom, Linear, Natural* and *Step*
- In addition to the Streamgraph, you can also display as 'Area' or 'Normalized Area'
- Sorting can be used for the 'Area Chart' and 'Normalized Area Chart'

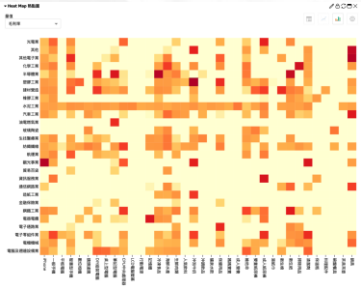


Strategy Companion

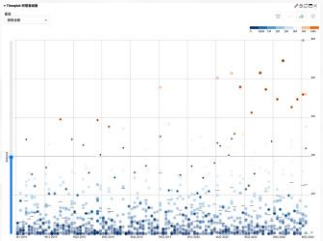
Distribution

Visualizations focusing on data frequency or how data is spread out over an interval or is grouped

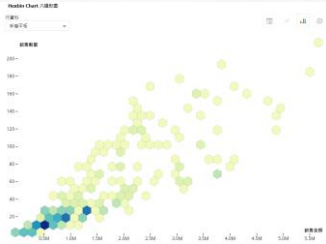
HeatMap



Timeplot

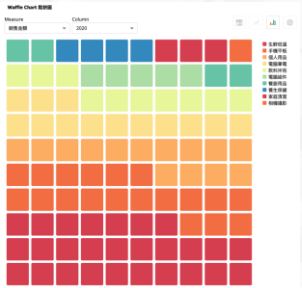


Hexbin Chart

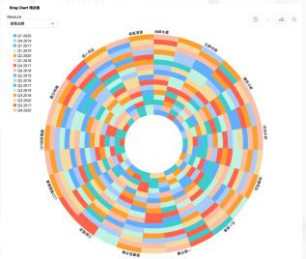


Bubble Pie Chart

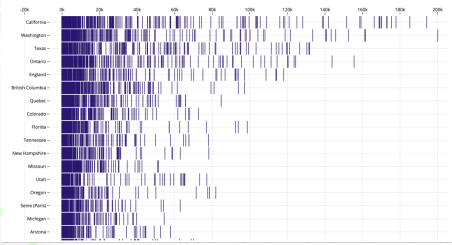
Waffle Chart



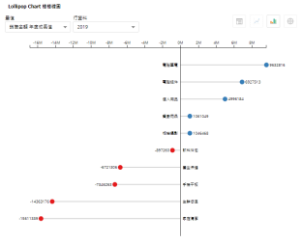
Ring Chart



Bar Code Chart

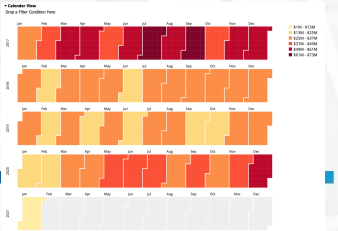


Lollipop Chart



Dot Plot Chart

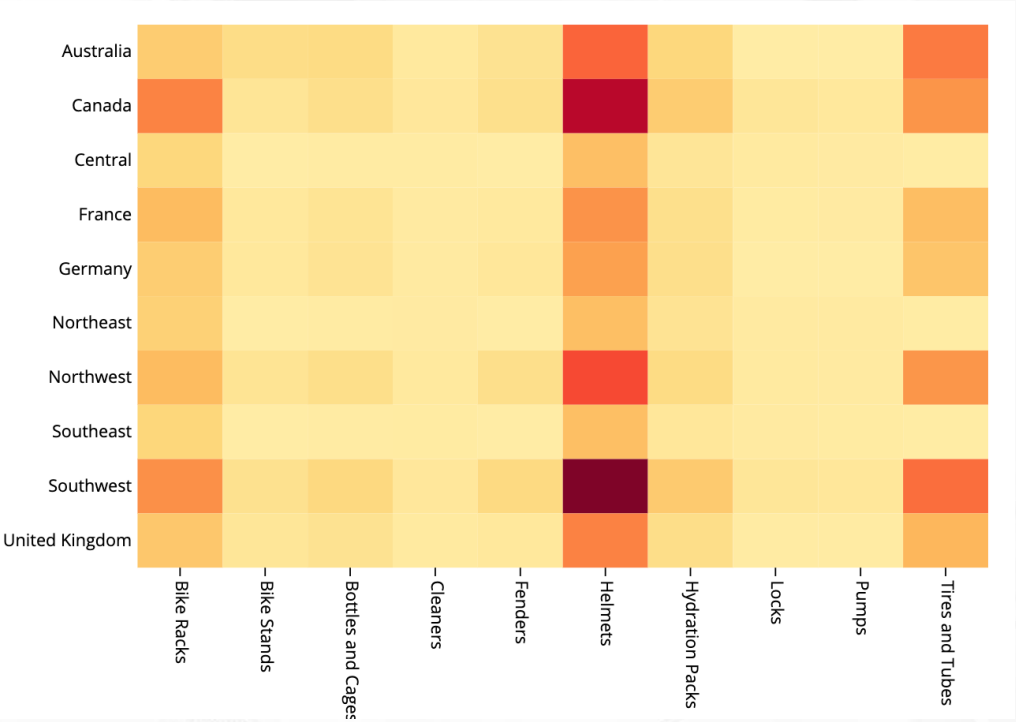
Calendar View



Heatmap

Heat maps make it easy to visualize complex data and understand it at a glance: The variation in color or hue gives obvious visual cues to the reader.

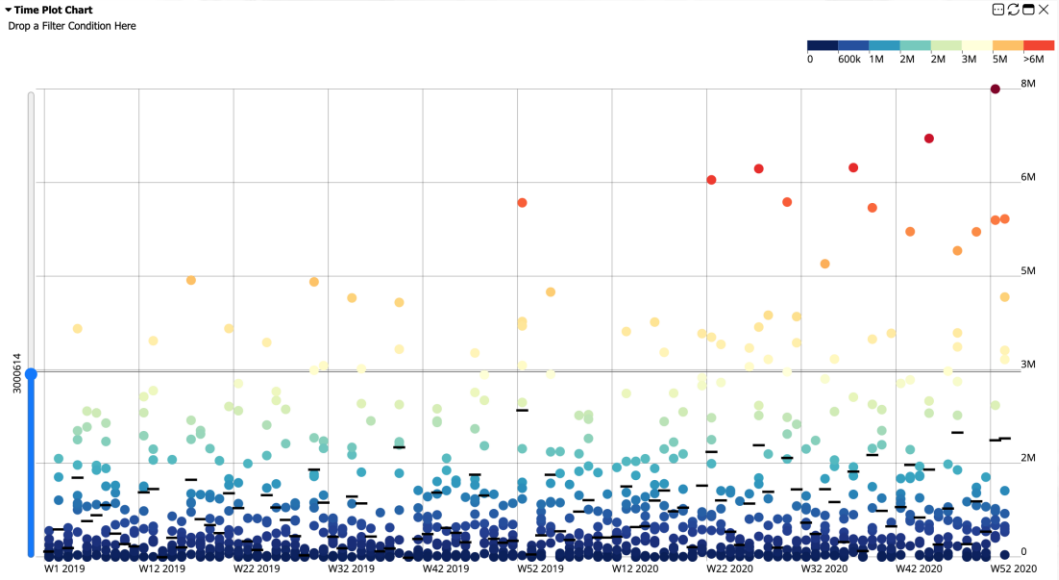
- You can use the *Show Hint* feature to see the specific value of any cell while hovering.
- You can use the standard U-Chart Palette which is limited to 8 colors, or..
- You can choose Color By ‘Select’ which allows you to choose your own ‘Low’ ‘Mid’ and ‘High’ colors. Analyzer will automatically vary the colors between. (not limited to only 8 colors)
- You can choose a Rectangle shape - shows more subtlety in color gradient. Or the..
- Circle shape - makes it easier to focus on specific nodes.
- You can use padding with the rectangle shape to create some space between cells.



Time Plot Chart

Time Plot Charts are another good distribution visualization often using two dimensions with time plotted on the X-axis and the other dimension plotted on the Y-axis. You can see the range and distribution of your data across time.

- You can set the Color Scheme to better identify patterns and to group by range
- You can highlight groups of data by clicking on an individual point to see all other related points across time or by clicking on the range legend.
- You can choose to display hints or averages.
- You can use the Slider feature to change the distribution range focus.

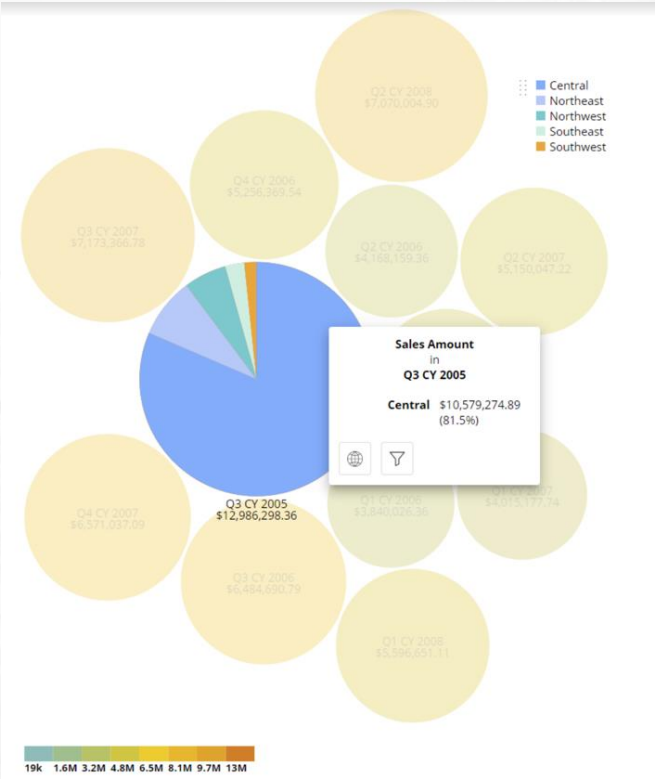


Hex-Bin Chart

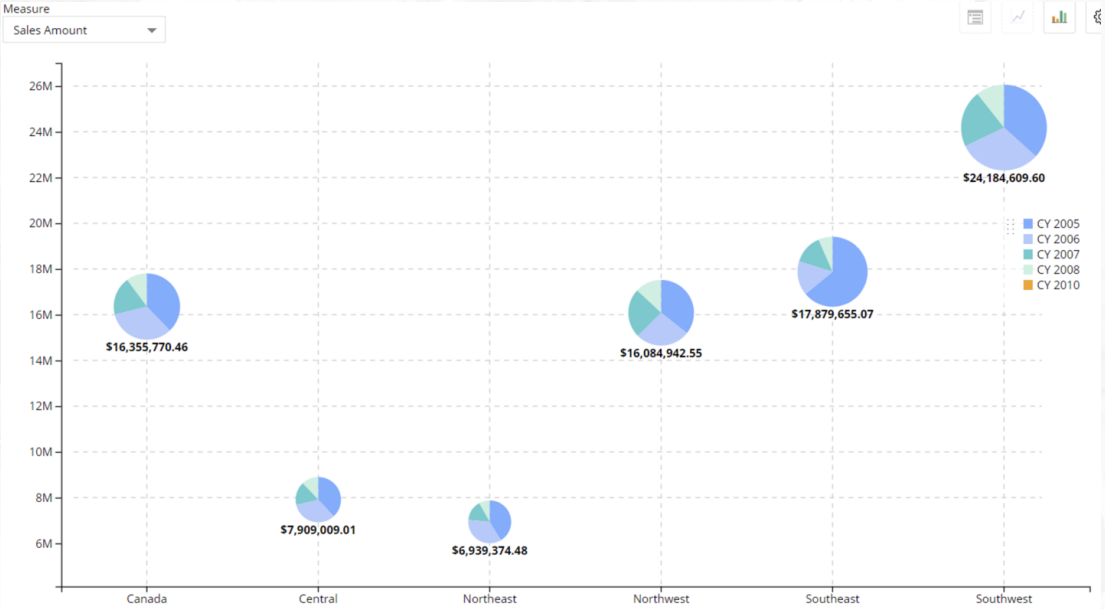
Hex-bin Charts are good for visualizing data distributions. They use hexagons and colors to express an X-Y Scatter Chart. The darker the hexagon, the higher the density of the range.

- Because a Hexagon contains multiple data points, you can choose a specific data point from the ‘hover hint’ and ’drill-to’ or ‘slice’ other components for a deeper dive.
- You can change the radius of the hexagons displayed. The larger the Radius, the more data it contains.
- You can choose to increase the radius size based on the density
- Change display from hexagons to circles.

Bubble Pie Chart



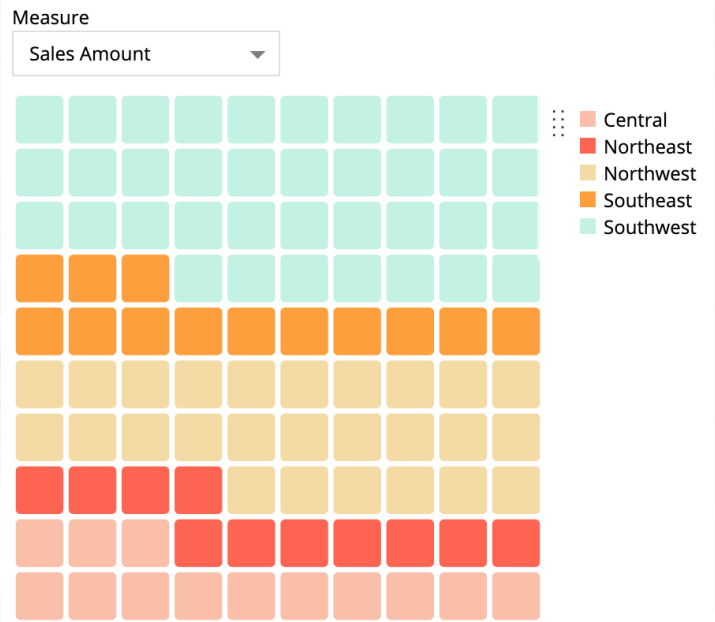
Bubble Pie Chart2 – X-axis are rows' members, Y-axis and the size of the pie is the measure, columns' members are pie slices. Suitable for display target data showing the distribution ratio of the column member reflecting the rows with the height and size of the pie.

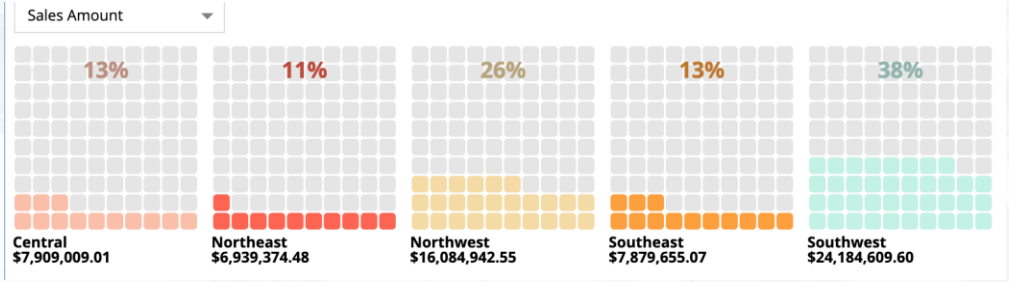


Waffle Chart

Waffle charts are a great way of visualizing the percent contribution of members to a total. Waffle charts divide a square into a 10×10 grid. Each cell represents 1% making them easy to interpret.

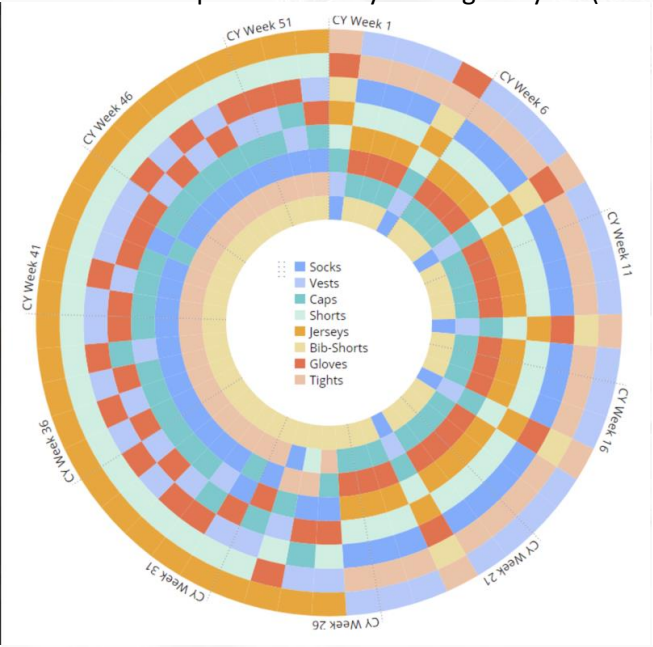
- Whole – Displays **all** of the members as parts of the 10x10 whole grid
- Portion – Displays **each** member in it's own 10x10 grid and displays 1 grid per member
- Sort – Ascending, Descending
- Show Hint – Displays a popup on hover that displays the 'measure' value of the hovered member.
- Show Legend – Legend is only visible with the 'Whole' Display – When hiding 'Legend' chart gets bigger to take up the extra space.
- Shape display – Square or Circle

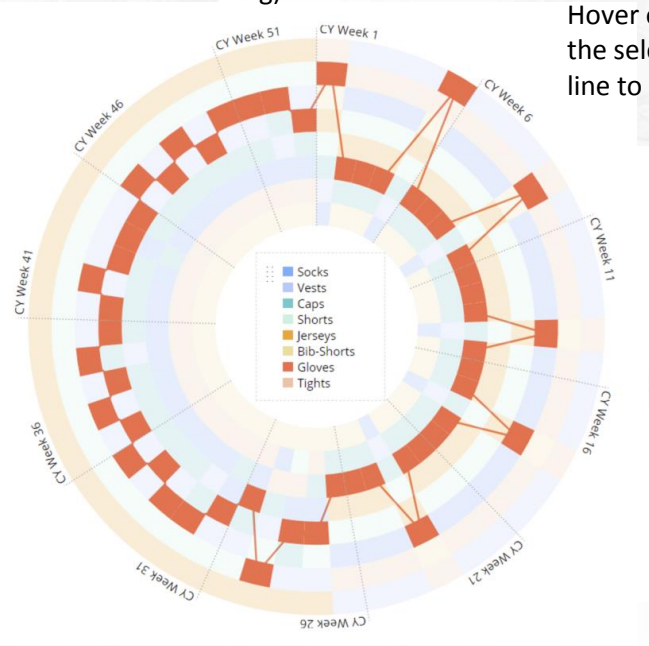




Ring Chart

Ring Chart - turns periods into color rings ordered by value or ranking to observe changes within a specific time frame inside a single diagram. The dimension of the ring is presented by the rows, normally it is a time dimension, however, there is no limit on the type of dimension that can be used here. The vertical column shows variations over the period, as the example below shows product weekly ranking in a year (the default is set to ranking).



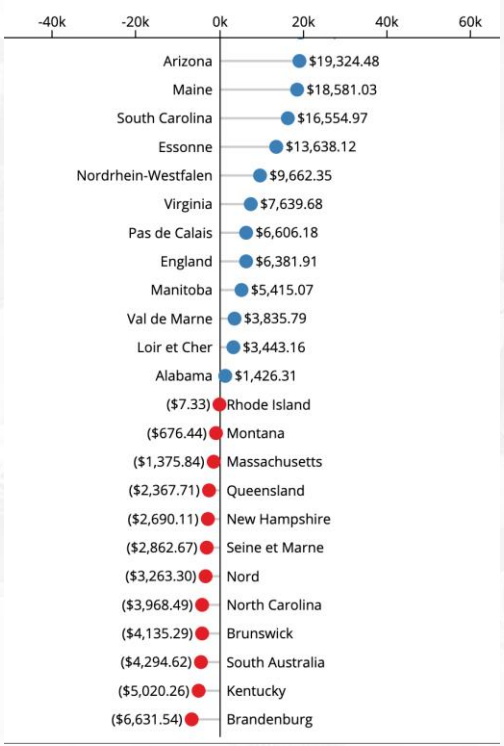


Hover on top of a block or legend will highlight the selected member and connect its values by line to see the changes in ranking.

Lollipop Chart

The principle of Lollipop Chart is the same as that of a Bar chart, but the presentation method focuses on the endpoint. The default is to display positive/negative values in two contrasting colors, so that the key points can be clearly seen.

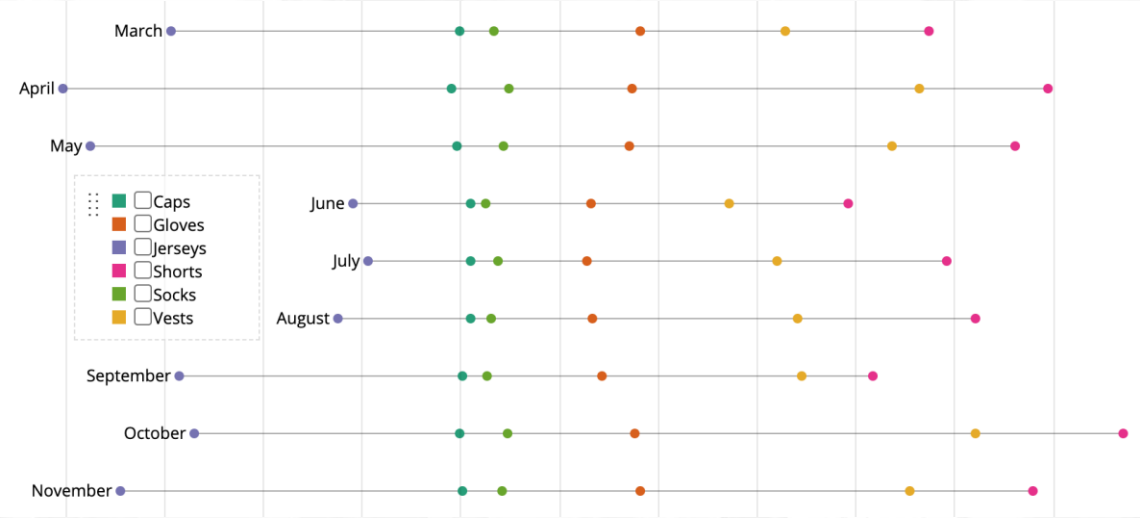
- You can sort Ascending or Descending
- You can set the color to two contrasting colors representing Positive/Negative values or you can choose ‘Color by Value’ which allows you to group by range.
- You can hover over a range in the legend to highlight the qualifying members in the chart and use the ‘Statistics Tooltip’ for additional statistical information about the range.



Dot Plot Chart

A **dot plot chart** is a great alternative to a bar or column chart to show the distribution of data visually.

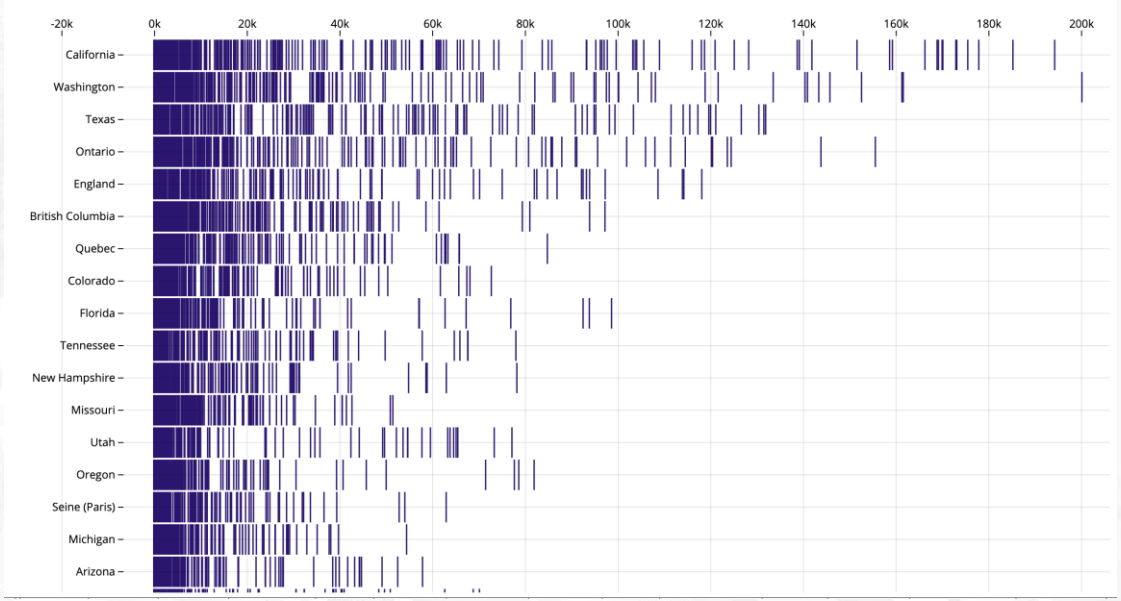
- Hover on a legend member to highlight that member in the chart. Select the member to sort by that member
- Axis tics can be set to use numeric or percentage values
- You can use the Statistics Tooltip to get additional information
- Using the Legend you can display the Statistics Tooltip providing additional information about your member. You can also hover over an individual point to display the basic tool tip



Barcode Chart

Barcode Chart uses lines to display the density of the displayed data - which looks like a Barcode that is convenient for observing the distribution of data (dense or particularly scattered)

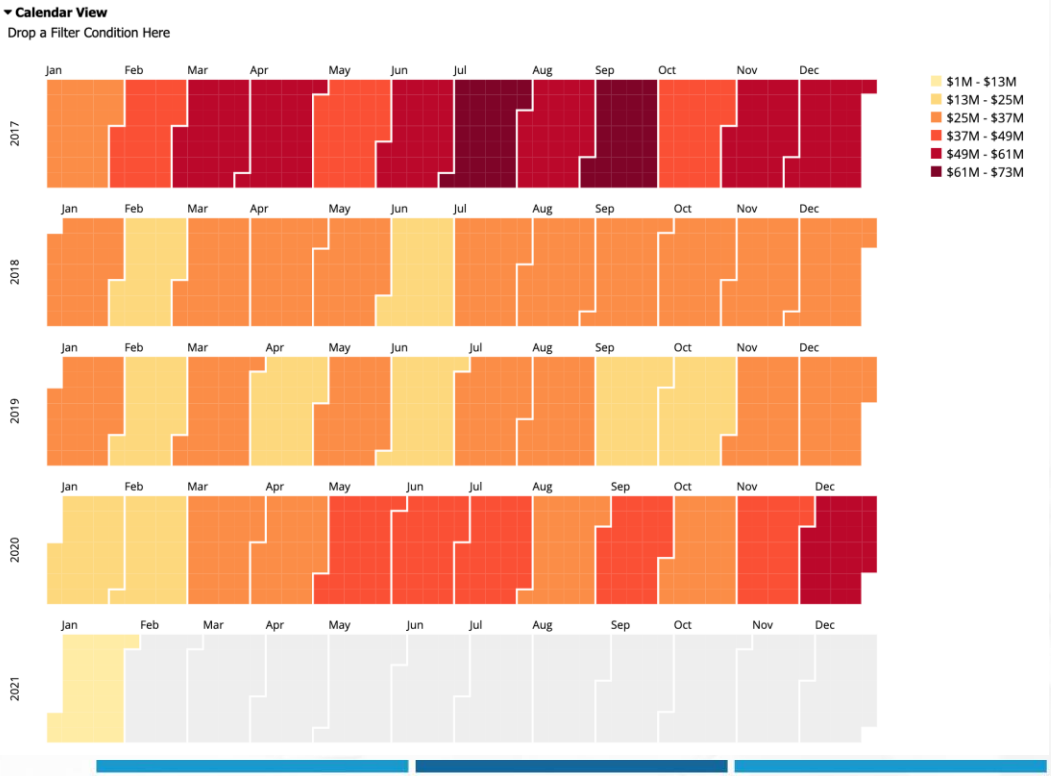
- You can sort Ascending or Descending
- The scale can be set to use numbers or percentages
- The Barcode color can be changed
- You can drag to view data beyond the screen range



Calendar View Chart

The Calendar View Chart combines a heat map with a calendar to create a unique time-based distribution visualization.

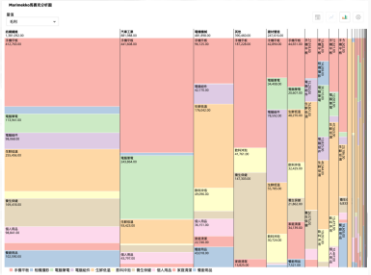
- You can choose a number of different date ranges from a customizable drop-down list (This Quarter by Month, Last 7 Days, etc.)
- You can organize the color palette, Sequential, Diverging, Qualitative and create custom Data Classes
- You can display or hide the Legend and Statistics Tooltip
- You can hover over a range in the legend to highlight the qualifying members in the chart and use the 'Statistics Tooltip' for additional statistical information about the range.



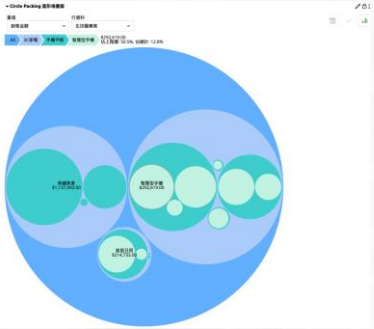
Hierarchical

Visualizations that focus on the organizational structure of related data

Marimekko



Circle Packing

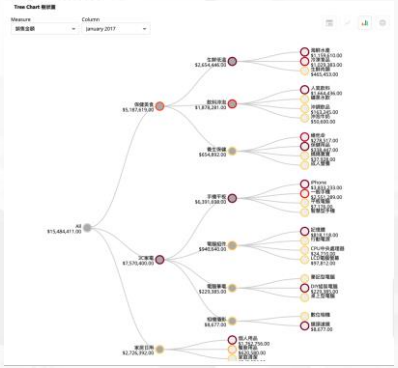


Sunburst Chart

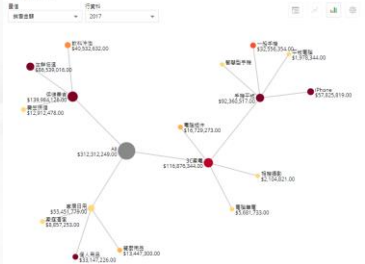
Icicle Chart

Hierarchical Heatmap

Tree Chart



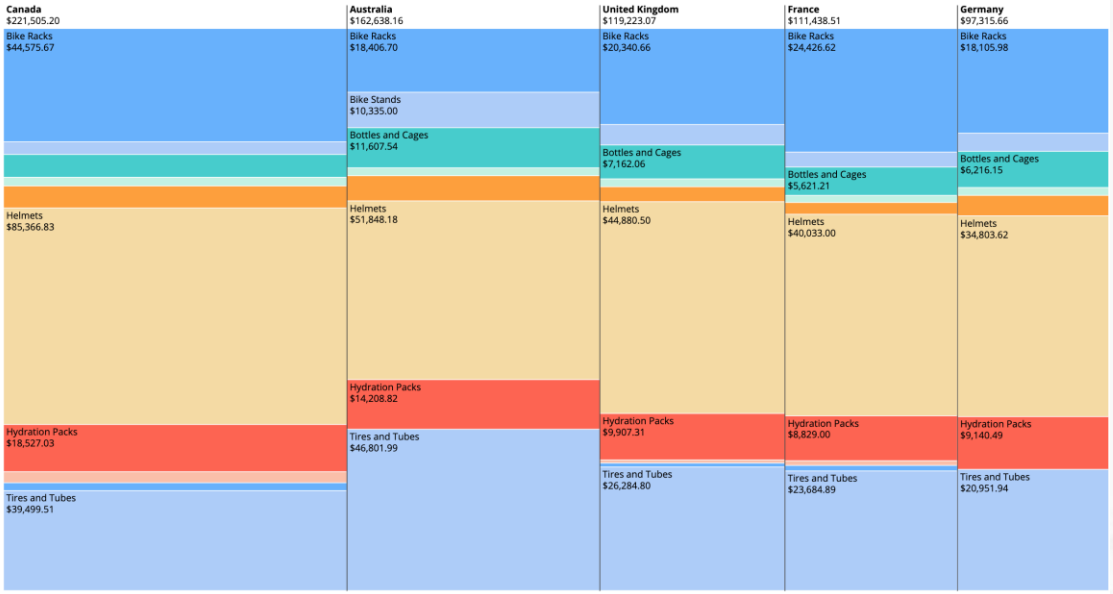
Star Chart



Marimekko Chart

The Marimekko chart is commonly used as a market map or product portfolio snapshot. It displays data for 2 dimensions using a variable column width and variable stack height

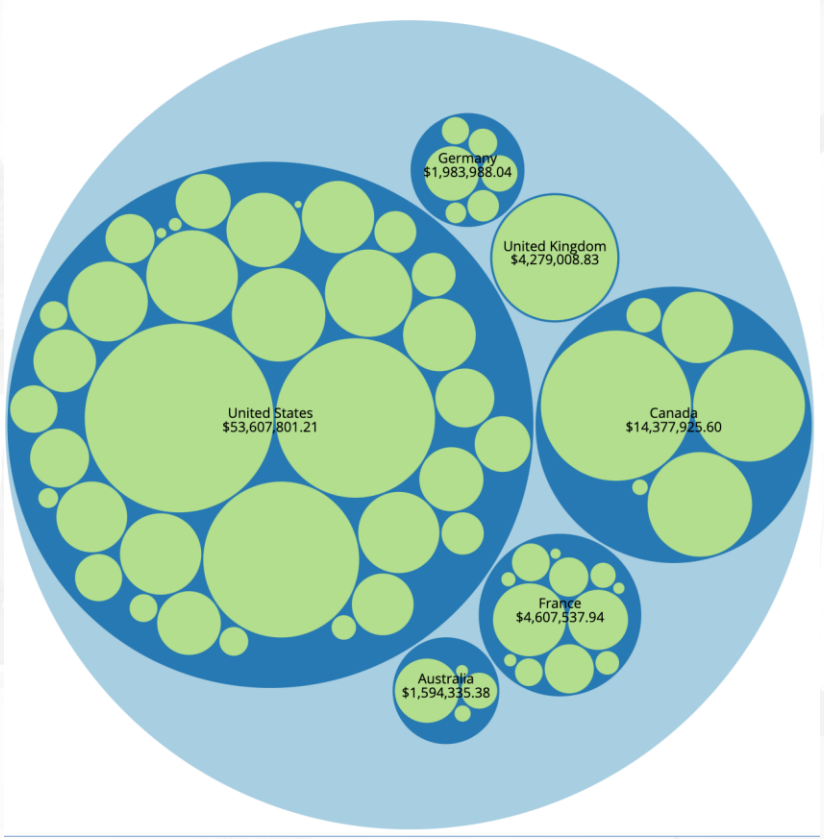
- Sort can be set to ‘None’, ‘Asc’ or ‘Desc’
- The column widths are in proportion to the volume for each column member
- The stack heights are also in proportion to row values within each column.
- You can display or hide the Caption Label and Value Label. The Labels and Values of Columns will always remain displayed.
- Hovering on a member in the Legend will highlight the corresponding stack for for each column. You can also display the Statistics ToolTip for additional statistical information



Circle Packing Chart

Circle Packing uses multi-layer stacked Circles to express the hierarchical structure, similar to a Tree-map but easier to see the distribution and abnormalities (very large or very small) from the map.

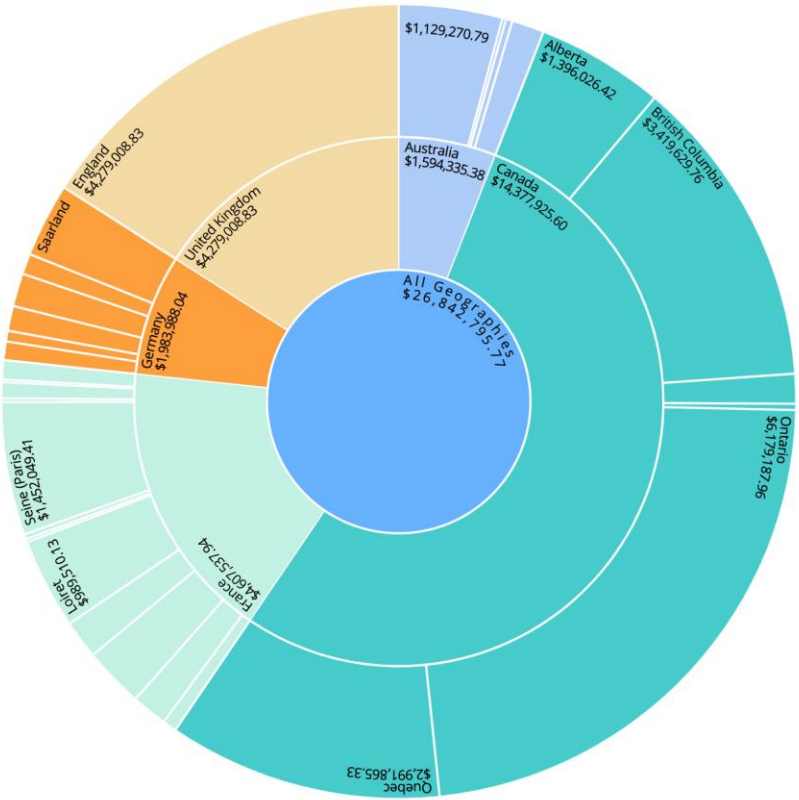
- It is easy to see from the large amount of information what needs attention
- Click will automatically zoom in (default)
- Mouseover will directly display Caption and Value when moving to any Circle
- Hover or click will also display the hierarchical path including % to Parent and % to Root



Sunburst Chart

The Sunburst Chart uses a Multi-level Pie Chart to display the data of the hierarchy, from the innermost circle to the outermost circle from the root to the end of the hierarchy.

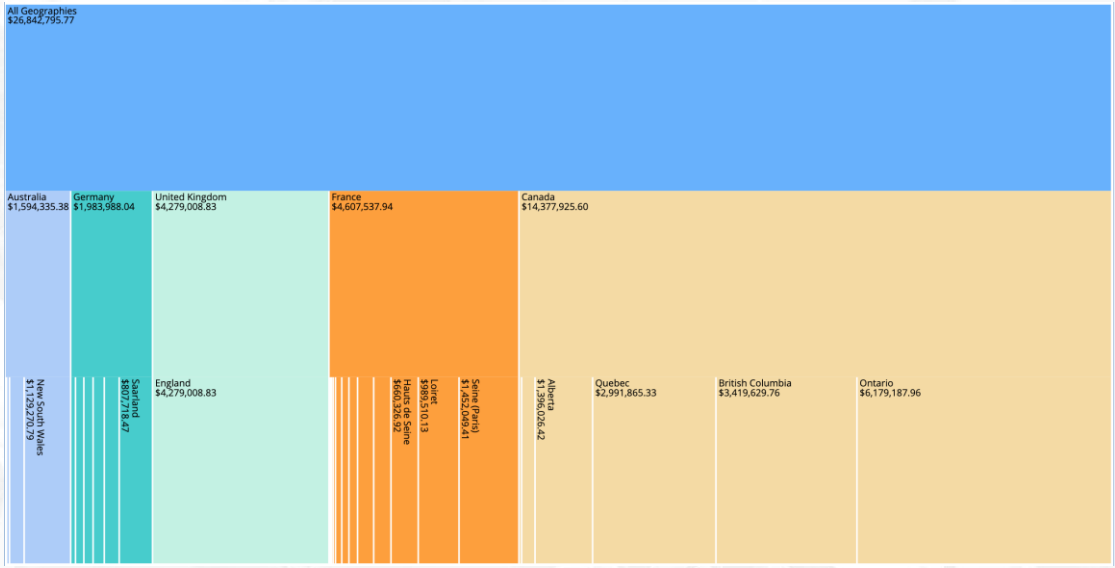
- The depth of the hierarchy can be irregular
- Mouseover will display the hierarchy path including % to Parent and % to Root
- You can set the Click Action. There are three options - None, Expand and Zoom
- Set to Expand - Click will expand the slice to make the data stand out. Click Root to restore original levels
- Set to Zoom, Click will redraw the entire Sunburst Chart. Only the Slice clicked and the Descendants will be drawn



Icicle Chart

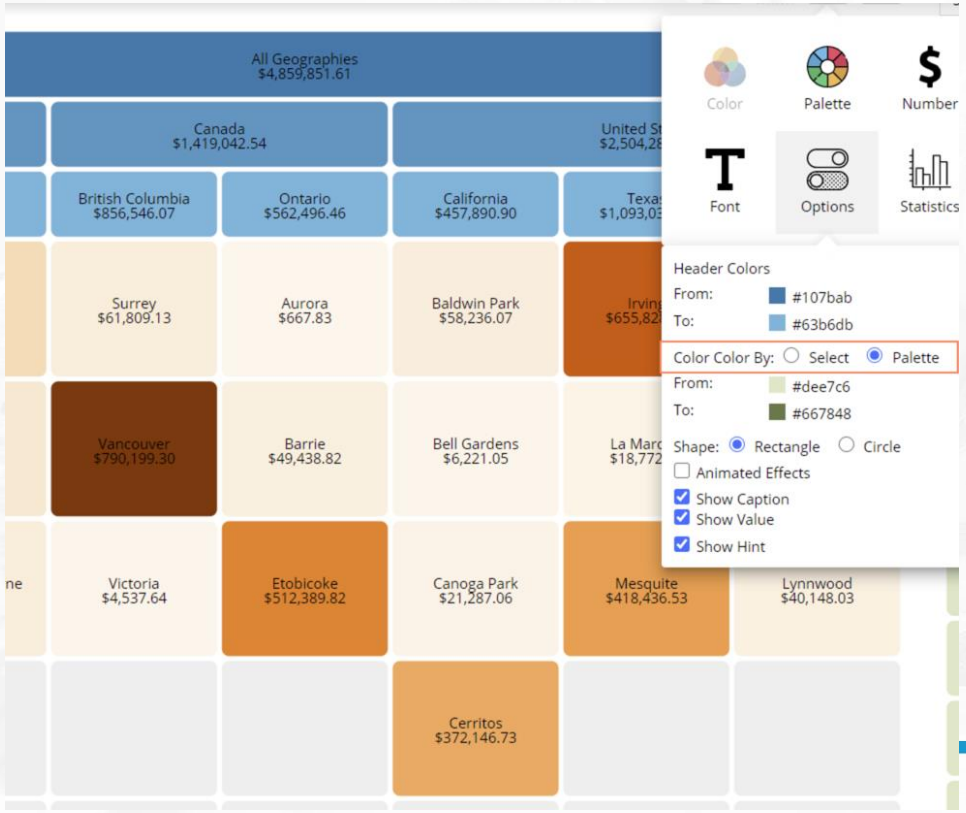
Icicle Charts clearly reveal the hierarchical data structure at a glance. Each layer corresponds to the Levels in a Hierarchy. The width of the block is based on relative value.

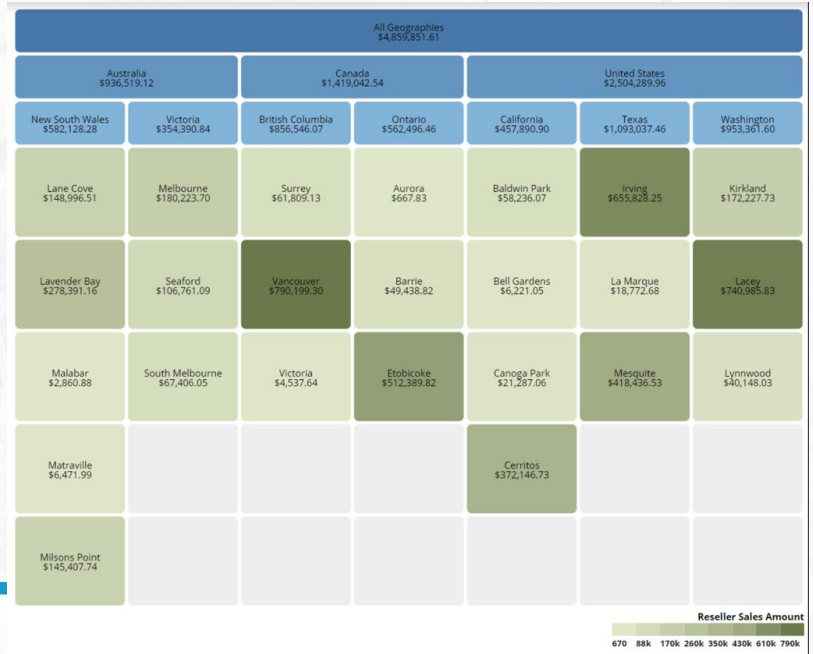
- It is easy to see the distribution of the data regardless of sorting
- Like other Hierarchical Charts, the total value uses Visual Totals
- The depth of the hierarchy can be irregular
- Will automatically determine the display direction of Caption and Value or not display according to the size of the grid
- If Click is set to Zoom (Default), clicking on a block will zoom in and only display the block and the lower levels
- Mouseover will display the hierarchy path including % to Parent and % to Root



Hierarchical Heatmap

Hierarchical Heatmap - displays the leaf level of a hierarchy as a heatmap and all other levels in different colors. For ease of viewing data in the leaf level plus to quickly identify a cell's ancestor. In the example below, the blue area is the members from the above level, and the leaf nodes are shown in green in the order of the parent nodes. The empty area is represented with grey boxes.

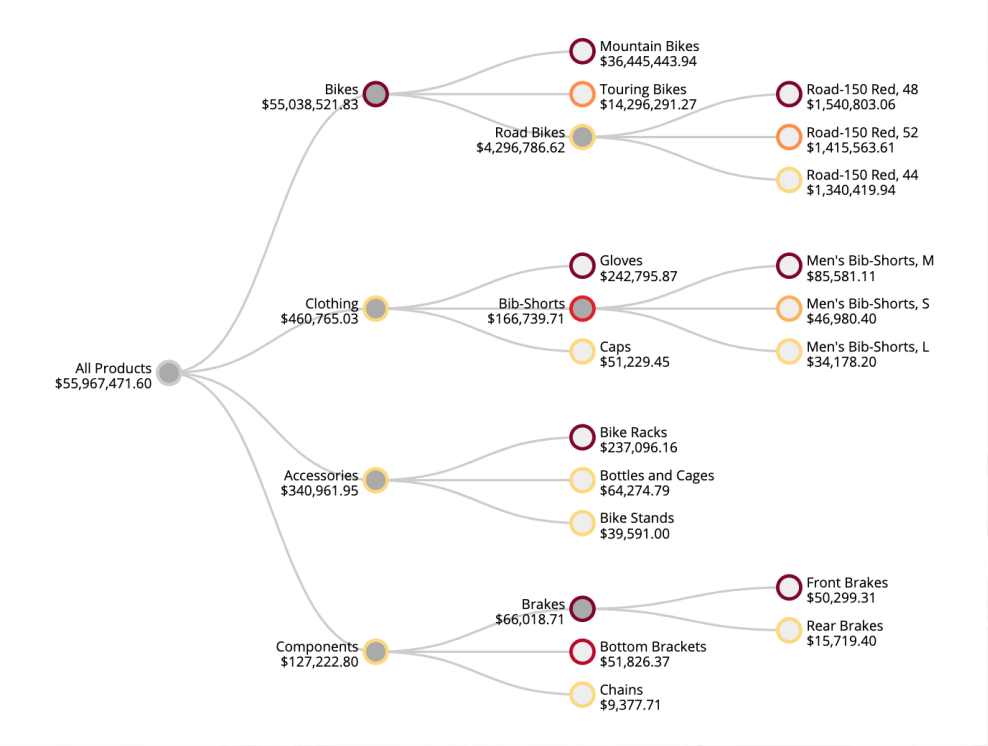




Tree Chart

The Tree Chart, historically used for organizational structures or family trees is used for representing hierarchical data in a tree-like structure with branches and sub-branches.

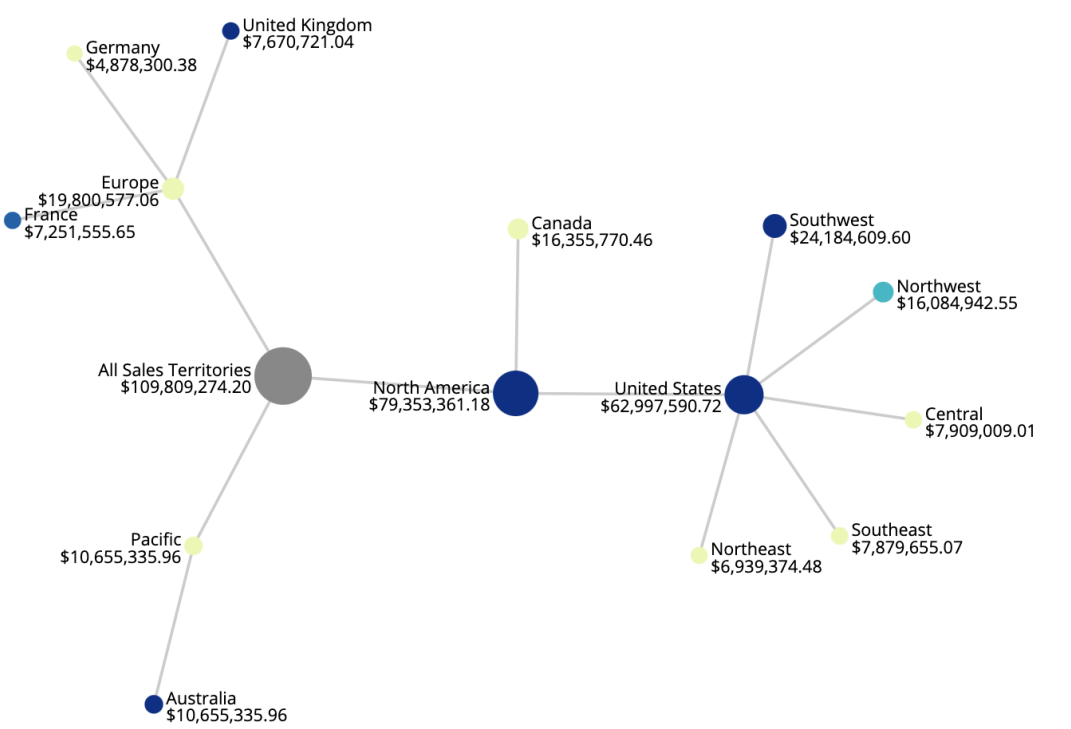
- Sort – None, Ascending, Descending
- Display Horizontal or Vertical
- Root node can be set at any level – not just the top level
- You can expand or collapse the nodes



Star Chart

Star charts are useful to visualize a data hierarchy. You can drag and drop to manipulate the various nodes to focus on particular areas of the hierarchy.

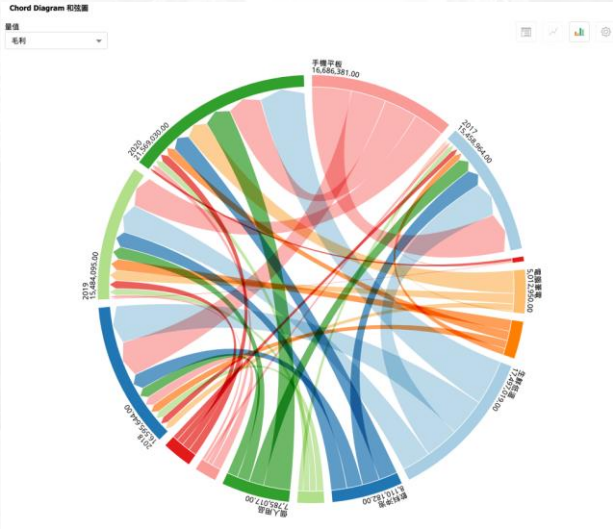
- You can drag around the whole structure.
- You can zoom in or out.
- You can click on nodes to expand or collapse a part of the hierarchy.
- The size of the node reflects the value of the member



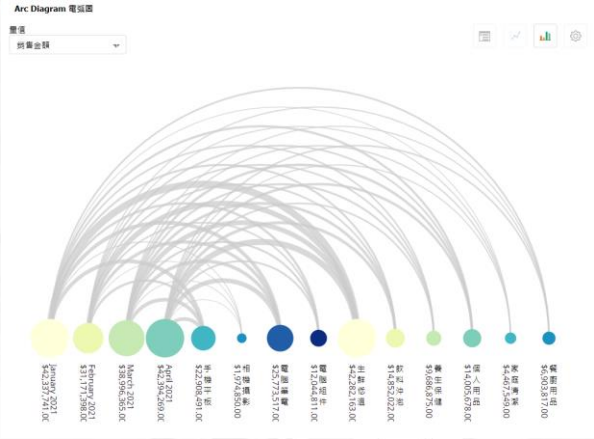
Relation

Visualizations that show relationships, correlations and connections between two or more dimensions

Chord Diagram



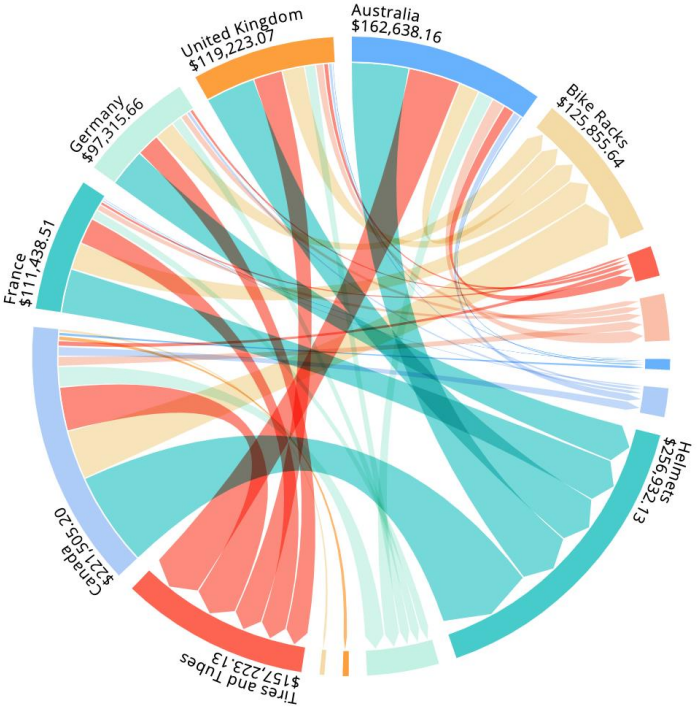
Arc Diagram



Chord Diagram

Chord Diagrams are good for visualizing and understanding the value and flow relationships between two dimensions and a measure. The volume of that relationship is represented by the thickness of the arc between them.

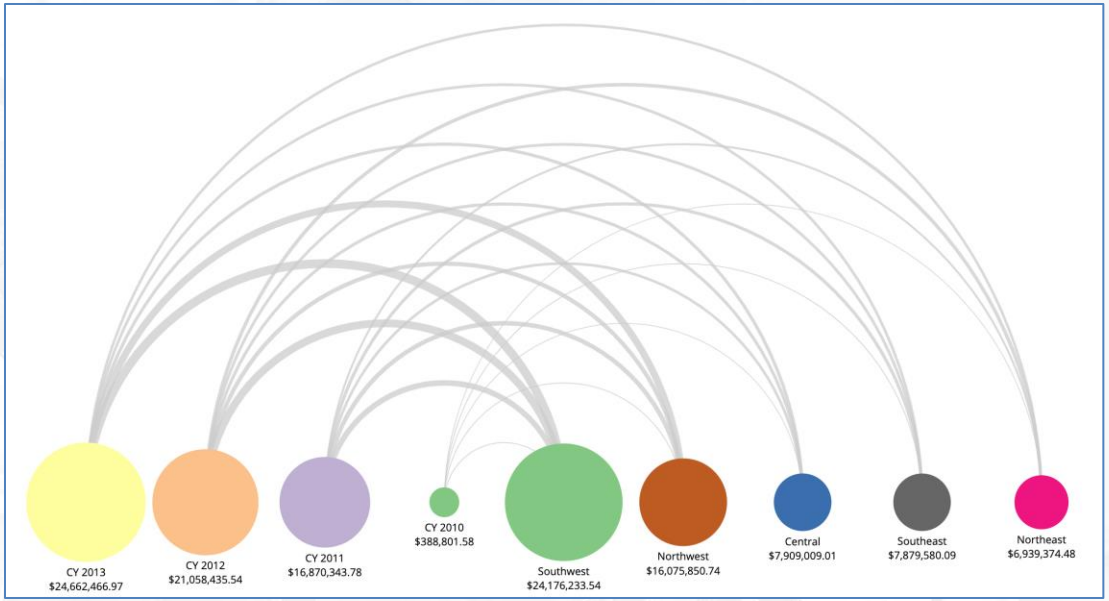
- Mouseover a member on the perimeter will highlight related members and links
- Mouseover Link will highlight the link and the Source and Target members
- The color of the link can be switched to Source or Target
- The direction of Links can also be reversed
- If the length of the Label or Value exceeds the Arc length, it will automatically drop for better readability



Arc Diagram

Arc Diagrams are great for visualizing the relationships between two dimensions and a measure. The thickness of the Arc represents the value between the two related members, and the size of the circle represents the value of the member itself.

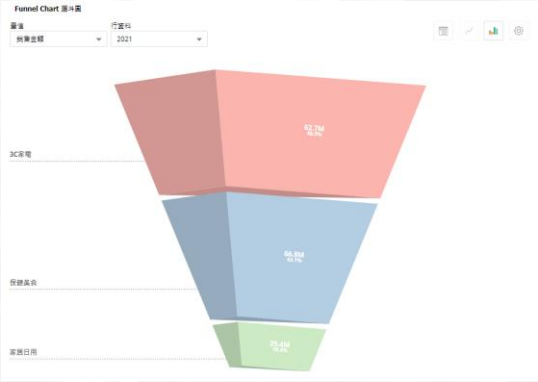
- Mouseover an Arc - highlights the arc and the two related nodes.
- The ‘Hint’ display is very useful when hovering on an arc as it shows the specific value between the two nodes.
- Mouseover a Node highlights all of the related nodes and arcs to those nodes.
- ‘Click-Action’ - Highlight - will be locked after Click
- Sorting – You can sort by ‘Group’ or ‘All’
- You can choose to hide or display the ‘Captions and Labels’



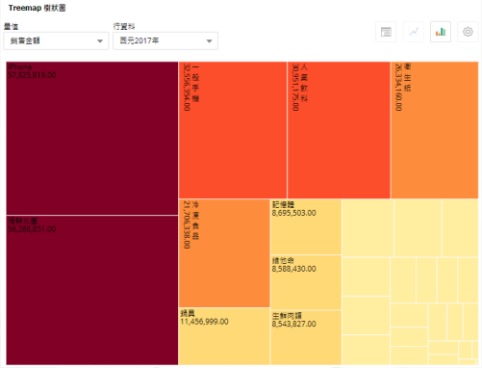
Flow

Visualizations that are useful for showing movement or the flow of data

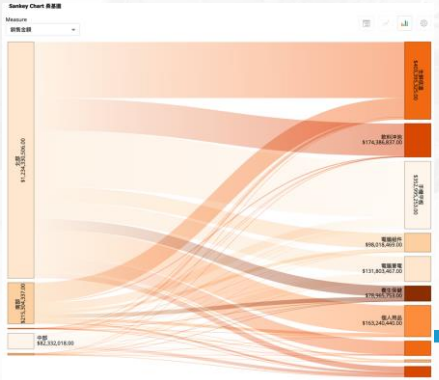
Funnel Chart



Treemap



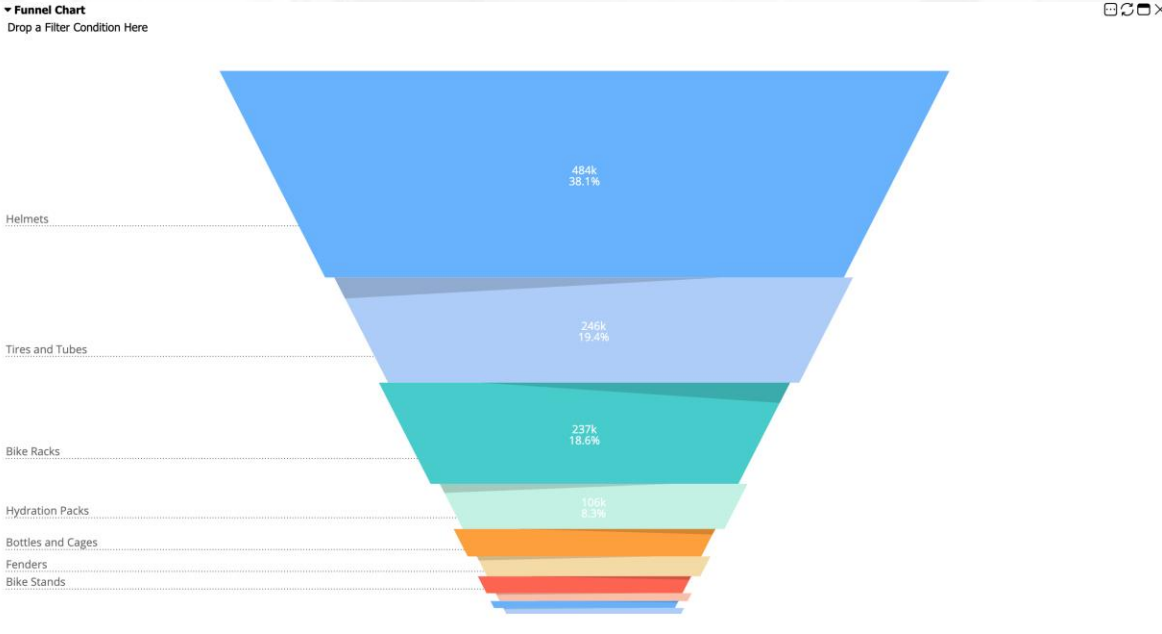
Sankey Chart



Funnel Chart

Funnel Charts are often used to look at the flow of data through intermediate stages for example leads to conversions. They can also be used for example to show the contribution of parts to a whole, such as sales percentages.

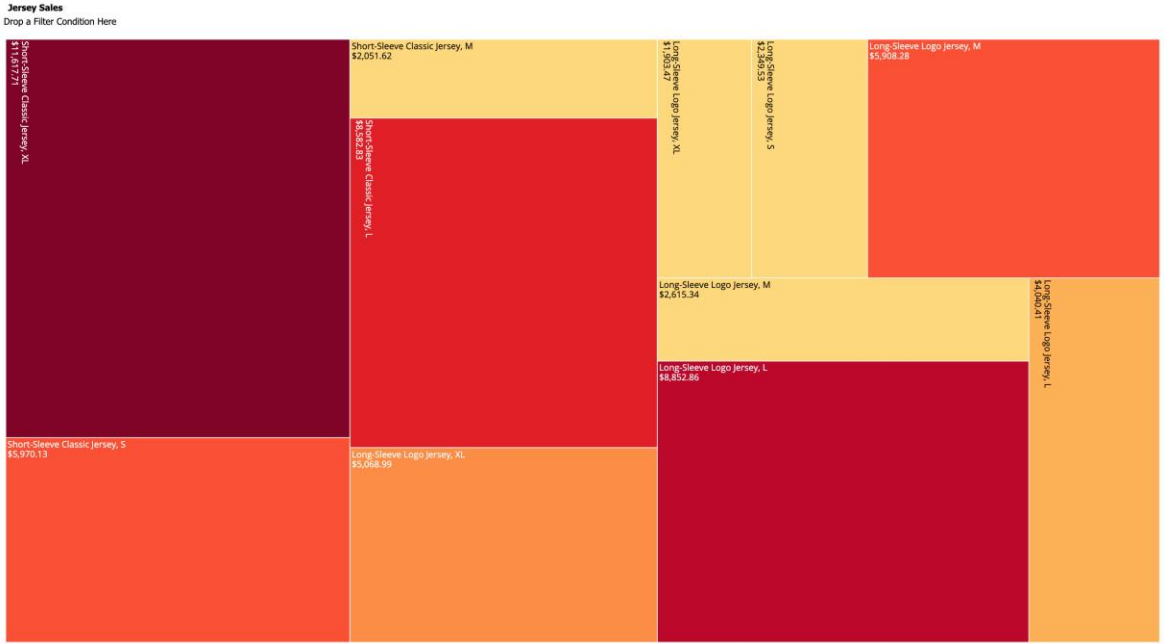
- Sort – None, Ascending, Descending
- Style – 2D, 3D or Flat
- Percentage – First or Previous
- You can choose a ‘Streamlined’ display
- Show or hide percentage displays and hints
- Change color pallets and number formatting



Tree Map

The size and colors of the rectangles in a Tree Map are configured based on the numerical values assigned to each node. This makes it easy to identify the trends and patterns between the nodes of all the categories plotted on the chart.

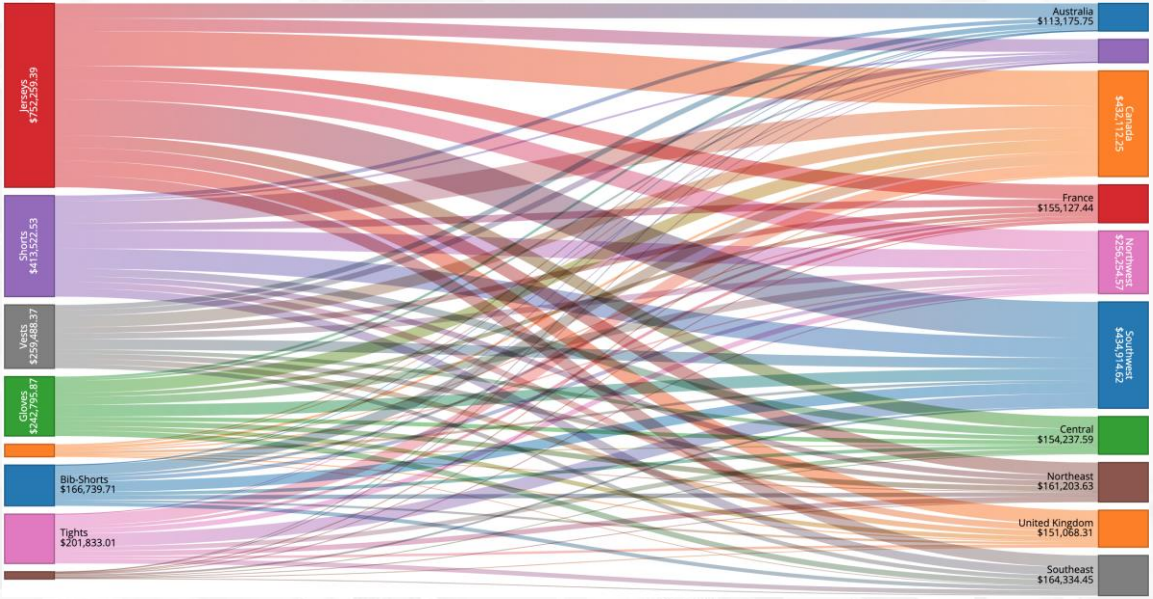
- Sort – None, Ascending, Descending
- Show or Hide Caption labels, Value labels and Legend
- Drop labels based on rectangle size
- You can hover over a range in the legend to highlight the qualifying members in the chart and use the 'Statistics Tooltip' for additional statistical information about the range.



Sankey Chart

Sankey Charts are good for visualizing the relationships between two dimensions and a measure. In Sankey Charts, the two related dimensions are displayed as members on opposite sides with arcs connecting the related members.

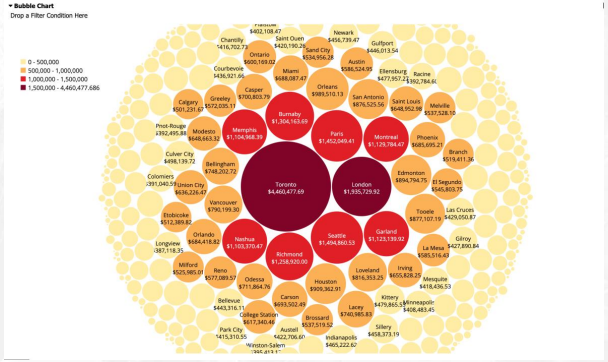
- The Arc thickness represents the value between the connected members.
- The color of the link can be set to Gradient or Monochrome
- Mouseover or Click will highlight related objects on the other side and the links between them.
- You can display the Sankey Chart either horizontally or vertically.



Spatial

Visualizations that use size or area to show differences or similarities between values

Bubbles

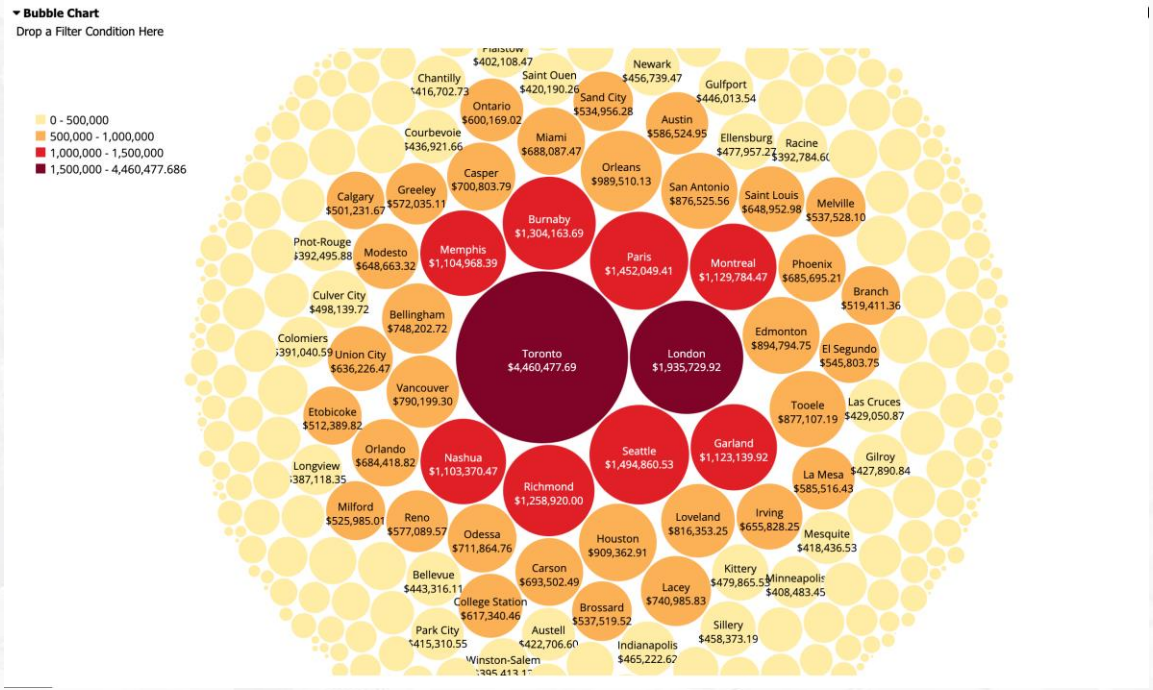


Word Cloud

Bubbles Chart

The Bubbles chart is useful for visualizing the relative performance and relationships between members based on bubble size and color.

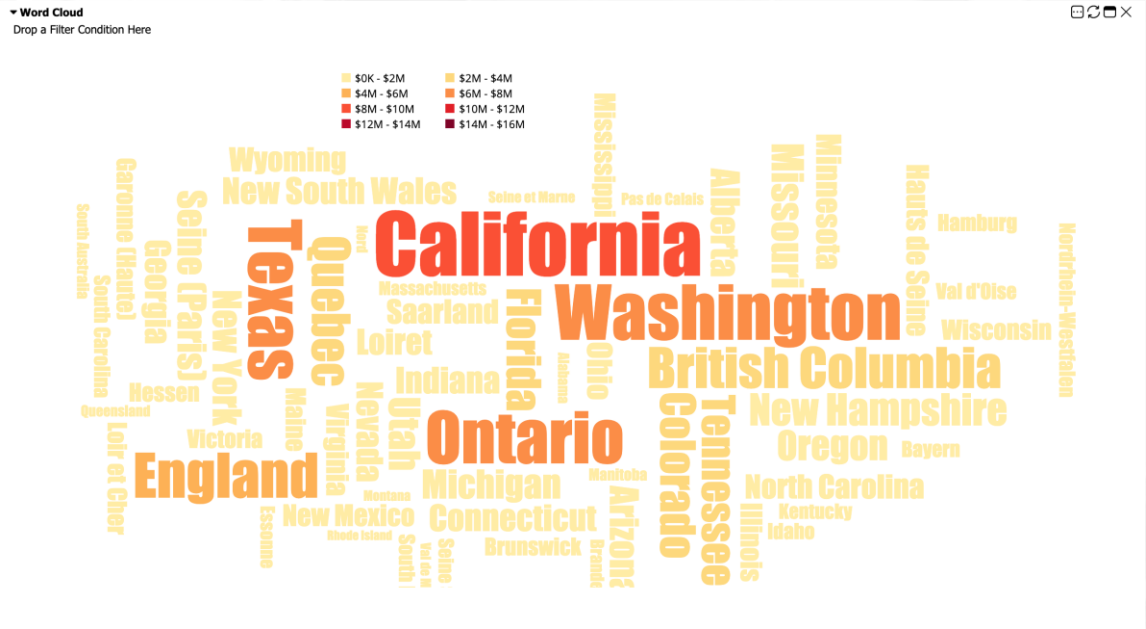
- You can Sort to focus on high or low performers or outliers
- Control the layout by displaying or hiding Caption labels, Value labels Statistics Tooltip and Legend
- Automatically drop labels based on radius
- Choose to group by color or focus only on bubble size
- You can hover over a range in the legend to highlight members in the chart and use the ‘Statistics Tooltip’ for additional information about the range.



Word Cloud Chart

The Word Cloud chart is a visual representation of text data with higher relative values indicated by font size and color, which makes it easy to quickly understand the data.

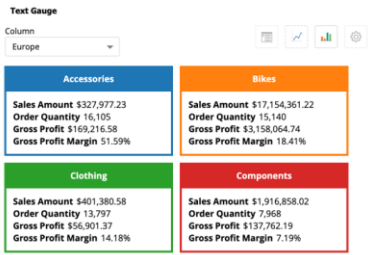
- Drag and Zoom
- Hover over a member to display specific information about that member as well as drill and slice data
- Control the layout by displaying or hiding Statistics Tooltip and Legend
- Choose to group by color or focus only on font size
- You can hover over a range in the legend to highlight members in the chart and use the ‘Statistics Tooltip’ for additional information about the range.



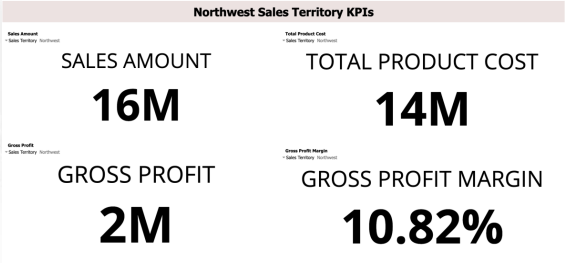
Indication

Visualizations that make use of text data, indicators or gauges for KPIs and dashboards

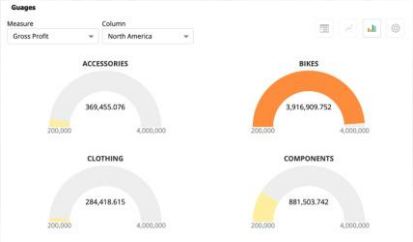
Text Gauge



Card Chart

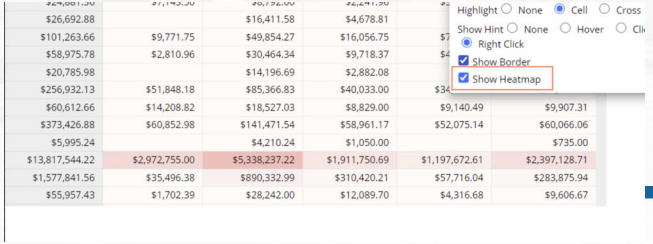


Gauges



Single Gauge

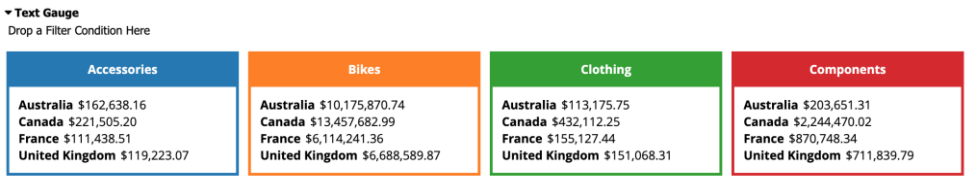
Data Table

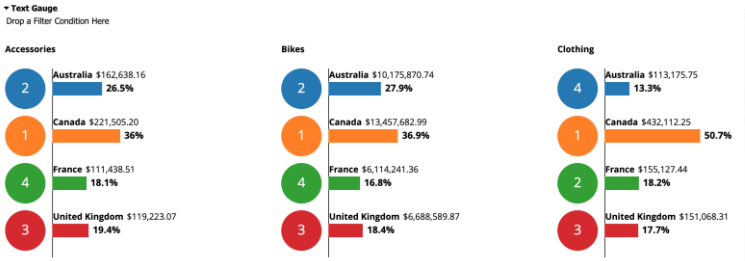


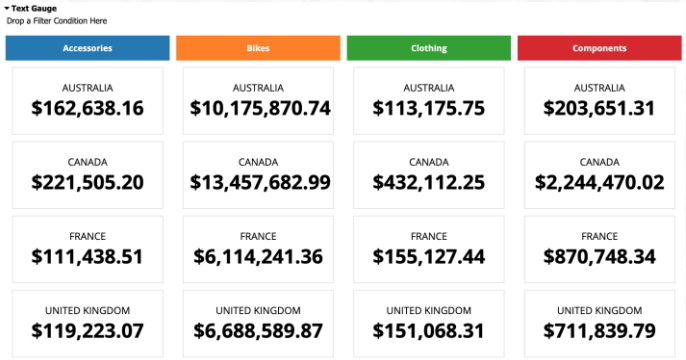
Text Gauge

The Text Gauge is a very versatile visualization that is commonly used in Dashboards to group KPI's together and display them using text and sometimes icons or symbols.

- Group Series by Measure or Column
- Choose one of several display styles - Bars, Boxy, Monotone, Stacked
- You can choose to display and pick from several different icons or symbols
- Choose to color the text based on custom color ranges
- Adjust Color Pallets and Schemes - Sequential, Diverging, Qualitative
- Modify Number Formatting



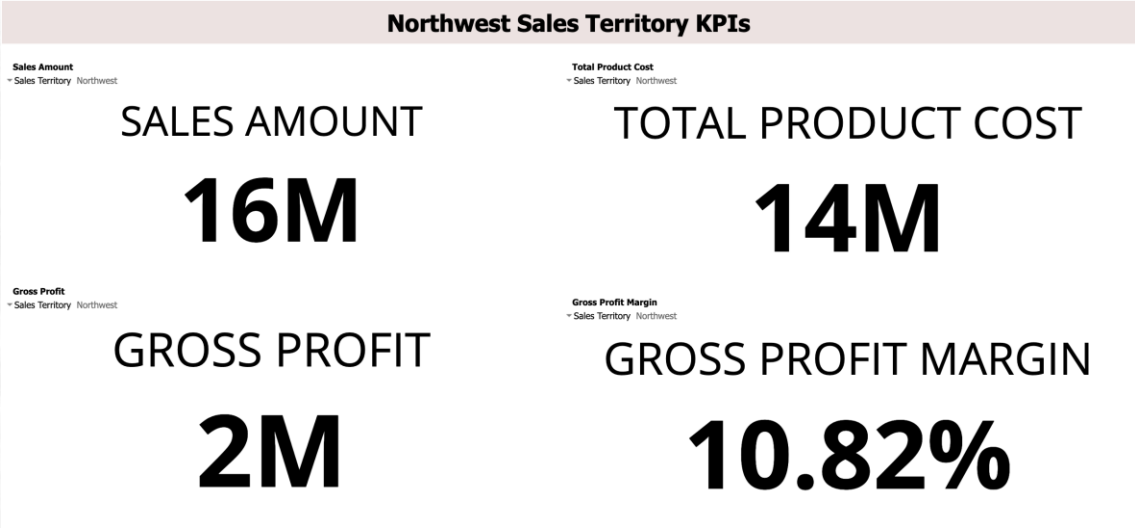




Card Chart

The Card Chart is a simplified single Text Gauge that can be used in a variety of ways as part of a standard report or KPI Dashboard.

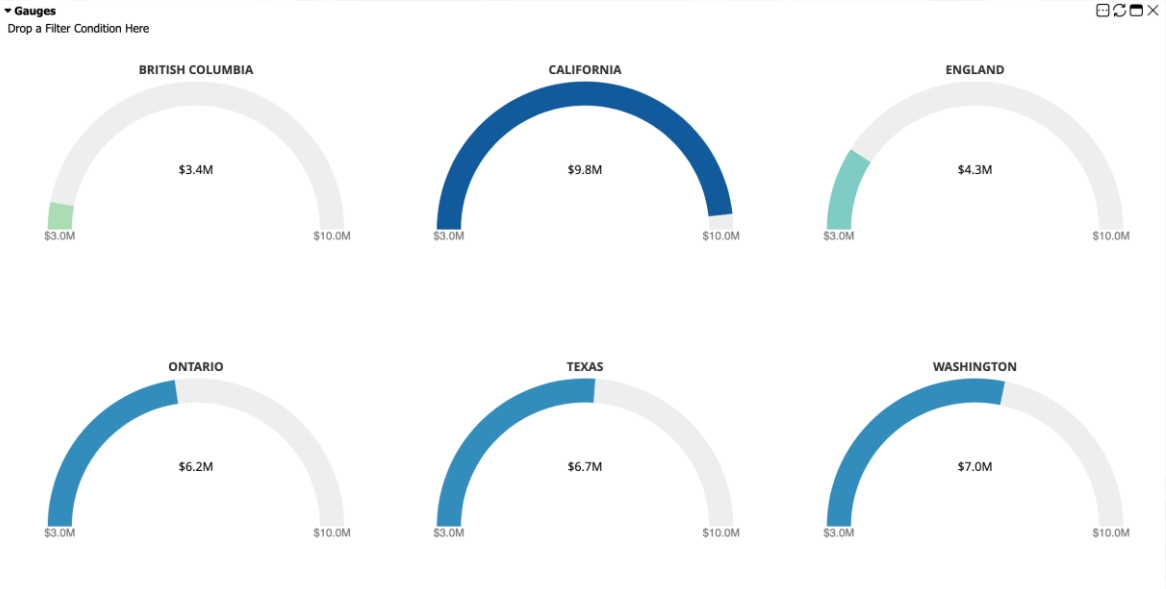
- Can be used with any measure
- Value is easily changed with ‘Slicer’
- Can be duplicated and sized to use in any report or dashboard
- You can change the font color
- Works well with ‘Free Text’ component



Gauges

The Gauges Universal Chart displays a group of gauges with a single gauge for each selected member in the series. All gauges will use the same min/max value scale.

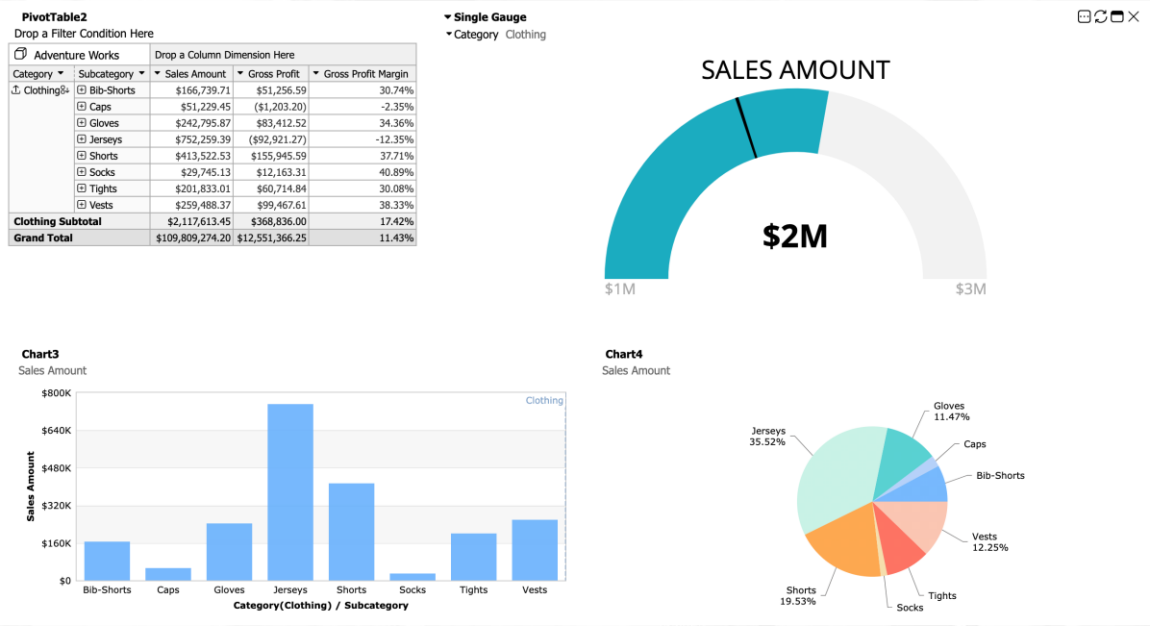
- You can choose to display an arc or donut
- Adjust the arc thickness by slider
- Choose to place the caption on the top or bottom of the gauge
- Choose the minimum and maximum settings for the scale
- Choose the color scheme and number formatting



Single Gauge

The Single Gauge is a stand-alone visualization that can be used with other Single Gauges or as a KPI component in a dashboard

- You can choose to set and display a target goal as a line on the gauge
- Choose the minimum and maximum settings for the scale
- Choose a specific color for the gauge
- Define number formatting
- Add a column dimension or slicer



Category	Subcategory	Sales Amount	Gross Profit	Gross Profit Margin
Clothing	Bib-Shorts	$166,739.71	$51,256.59	30.74%
	Caps	$51,229.45	($1,203.20)	-2.35%
	Gloves	$242,795.87	$83,412.52	34.36%
	Jerseys	$752,259.39	($92,921.27)	-12.35%
	Shorts	$413,522.53	$155,945.59	37.71%
	Socks	$29,745.13	$12,163.31	40.89%
	Tights	$201,833.01	$60,714.84	30.08%
	Vests	$259,488.37	$99,467.61	38.33%
Clothing Subtotal		**$2,117,613.45**	**$368,836.00**	**17.42%**
Grand Total		**$109,809,274.20**	**$12,551,366.25**	**11.43%**

Data Table

1 2 3 4 5 ... 9

25 50 75

City	All Products	Bib-Shorts	Bike Racks	Bottles and Cages	Bottom Brackets	Brakes	Caps	Chains	Cleaners	Cranksets	Derailleu
All Geographies	$90,450,596.98	$166,739.71	$197,736.16	$7,476.60	$51,826.37	$66,018.71	$31,541.35	$9,377.71	$11,188.37	$203,942.62	$70,2
Bellingham	$748,202.72	$269.97	$2,212.99	$118.97	$1,312.06	$1,022.40	$197.74	$121.44	$149.63	$3,377.59	$8
Berks	$141,834.27	$2,861.68					$190.26				
Berkshire	$302,043.77	$1,079.88	$1,728.00	$35.93			$192.93		$62.01		
Berlin	$144.00		$144.00								
Berlin	$3,372.45									$105.29	
Berlin	$4,689.13				$145.79						
Berlin	$26,427.37										
Berlin	$220,496.69				$801.80	$1,278.00		$133.58		$2,543.31	$1,1
Billings	$9,530.02										
Biloxi	$76,463.87										
Birmingham	$20,510.74				$218.68						
Birmingham	$7,047.60										
Bluffton	$5,670.23										
Bobigny	$66,126.32		$432.00	$5.99	$218.68						
Bothell	$3,252.74										
Boulogne-sur-Mer	$54,633.66	$377.96	$1,584.00	$56.89							
Bountiful	$6,947.54										
Bracknell	$309,675.84	$647.93	$1,728.00	$56.89							
Bradenton	$184,837.33		$2,622.29	$106.36							
Braintree	$32,646.32										
Brampton	$269,007.30	$3,185.65		$8.98							

$26,692.88		$16,411.58	$4,678.81		
$101,263.66	$9,771.75	$49,854.27	$16,056.75	$7	
$58,975.78	$2,810.96	$30,464.34	$9,718.37	$4	
$20,785.98		$14,196.69	$2,882.08		
$256,932.13	$51,848.18	$85,366.83	$40,033.00	$34	
$60,612.66	$14,208.82	$18,527.03	$8,829.00	$9,140.49	$9,907.31
$373,426.88	$60,852.98	$141,471.54	$58,961.17	$52,075.14	$60,066.06
$5,995.24		$4,210.24	$1,050.00		$735.00
$13,817,544.22	$2,972,755.00	$5,338,237.22	$1,911,750.69	$1,197,672.61	$2,397,128.71
$1,577,841.56	$35,496.38	$890,332.99	$310,420.21	$57,716.04	$283,875.94
$55,957.43	$1,702.39	$28,242.00	$12,089.70	$4,316.68	$9,606.67

Highlight ○ None ● Cell ○ Cross

Show Hint ○ None ○ Hover ○ Cli

● Right Click

☑ Show Border

☑ Show Heatmap

Use a table to display the uChart data. Visual totals are shown for rows and columns and it's locked in place so won't get scroll off.

Thank You

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