

# SAS BI Dashboard 4.3/4.31

## Tips og eksempler

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# Innhold

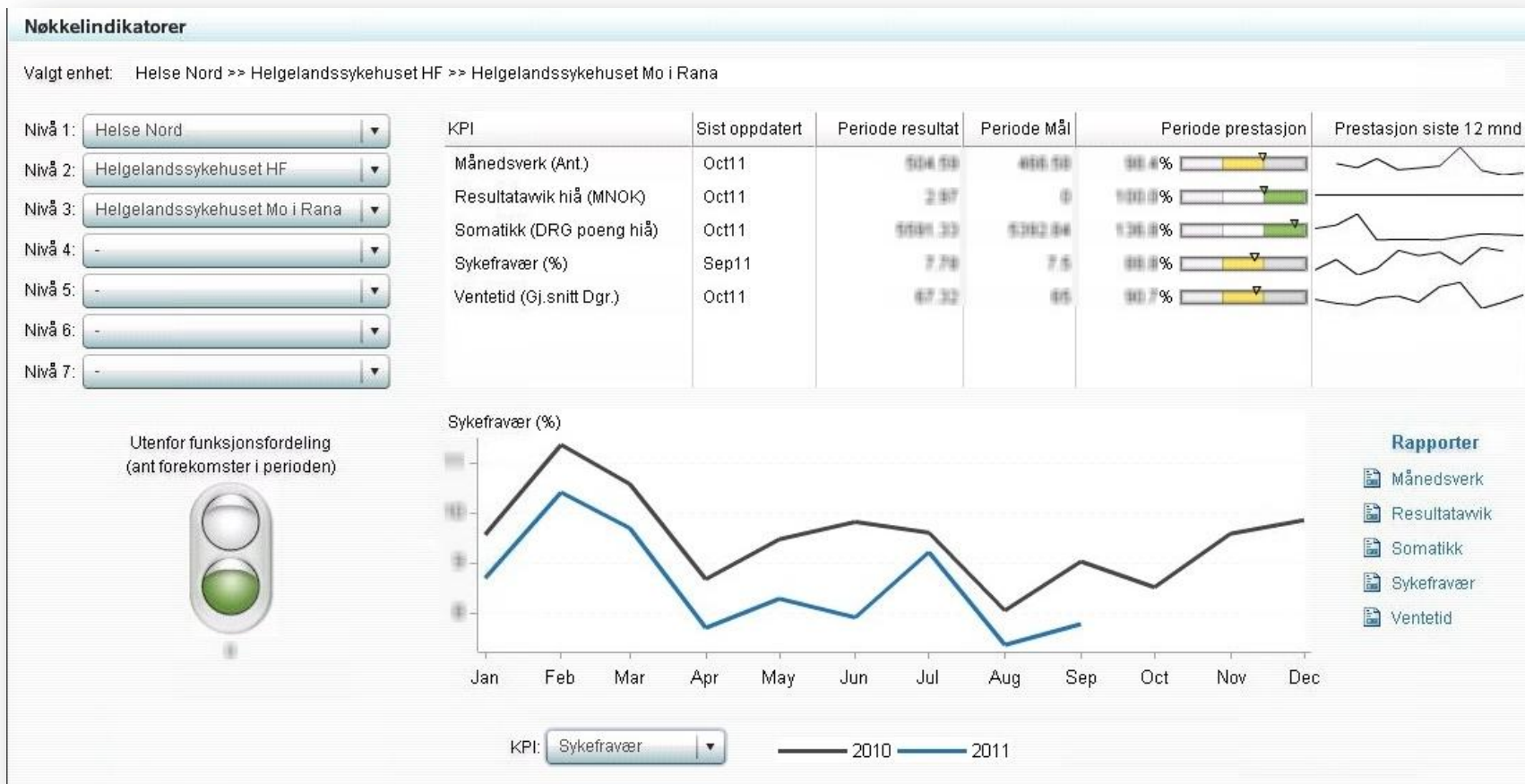
- Noen grunnleggende tips for bruk av BI Dashboard
- Eksempel på bruk av BI Dashboard i Helse Nord
- Eksempel på meny og navigering i BI Dashboard
- Demo - eksempel på interaktiv analyse i BI Dashboard



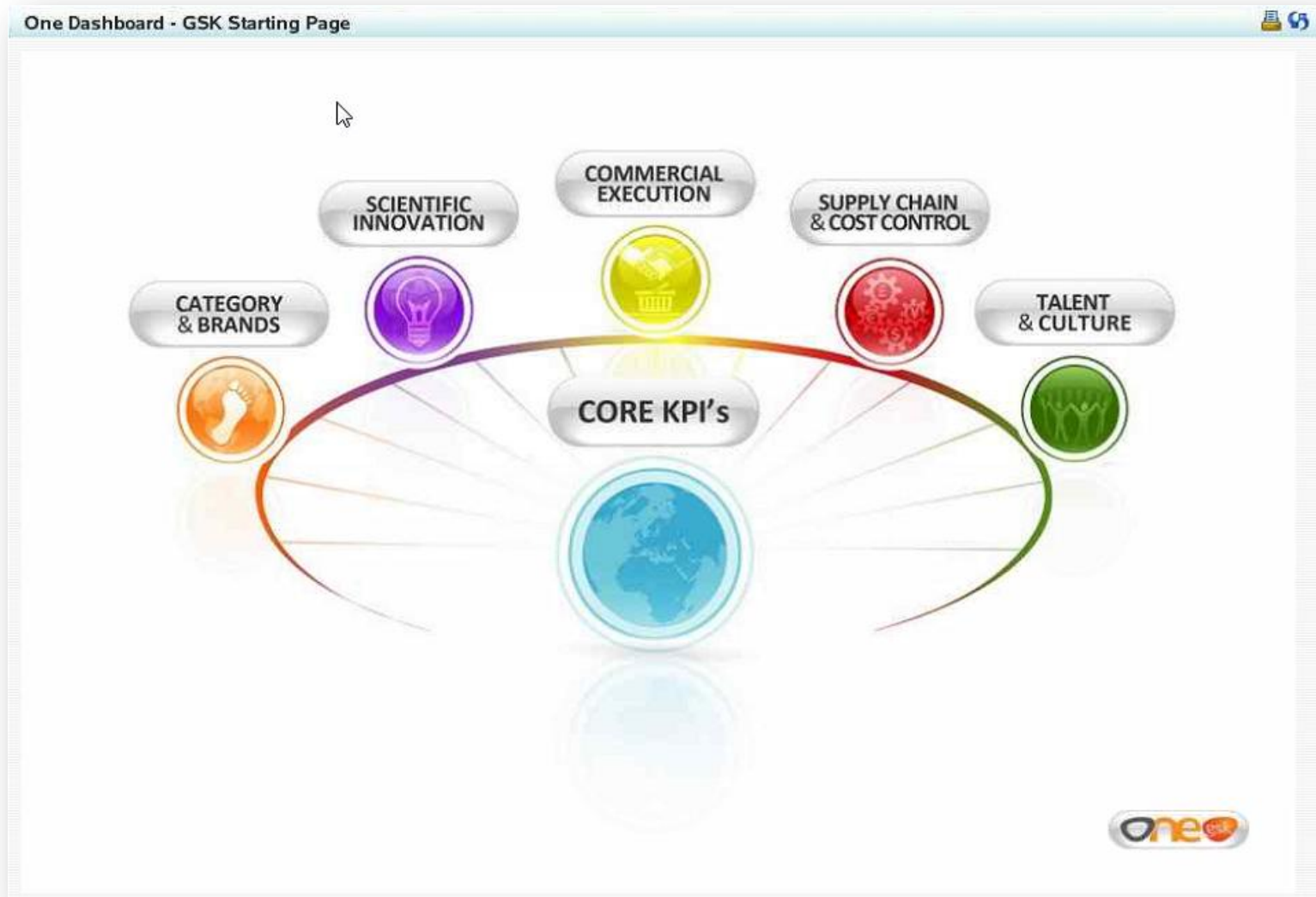
# Noen grunnleggende tips

- BI Dashboard Viewer eller BI Dashboard portlet?
- Startside med brukervennlig navigering
- Mest mulig «ferdigtygde» data
- Kun 1 BI Dashboard portlet i en portalside
- Grundig vurdering av indikatortyper og støttet funksjonalitet (parametere, linking, varslinger og ranges)
- Samspill mellom BI Dashboard og WRS/STP
- Bruk av Stored Process som kilde og output
- Mulighet for å skru på caching for bedre ytelse

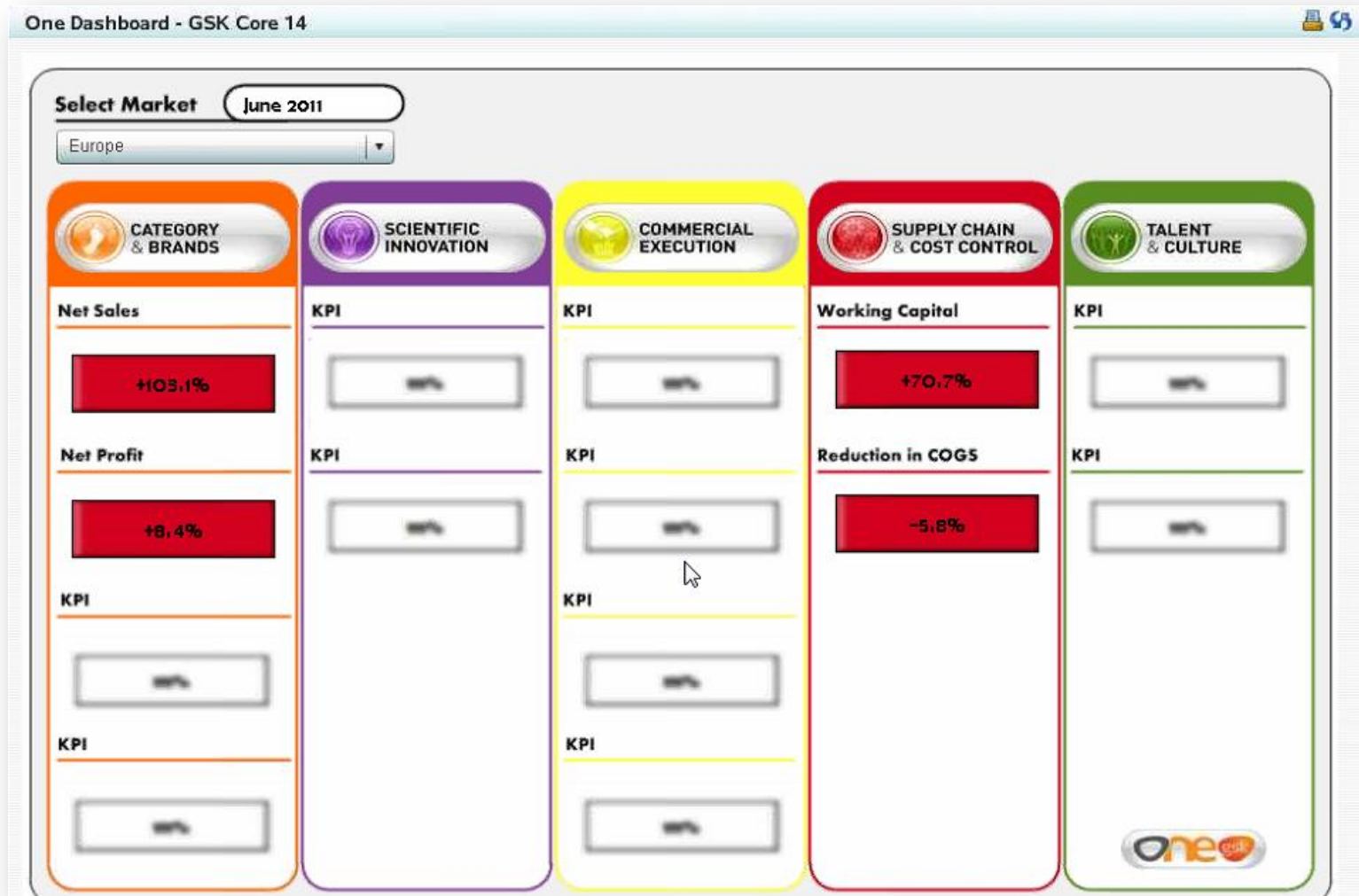
# Eksempel på bruk av BI Dashboard i Helse Nord



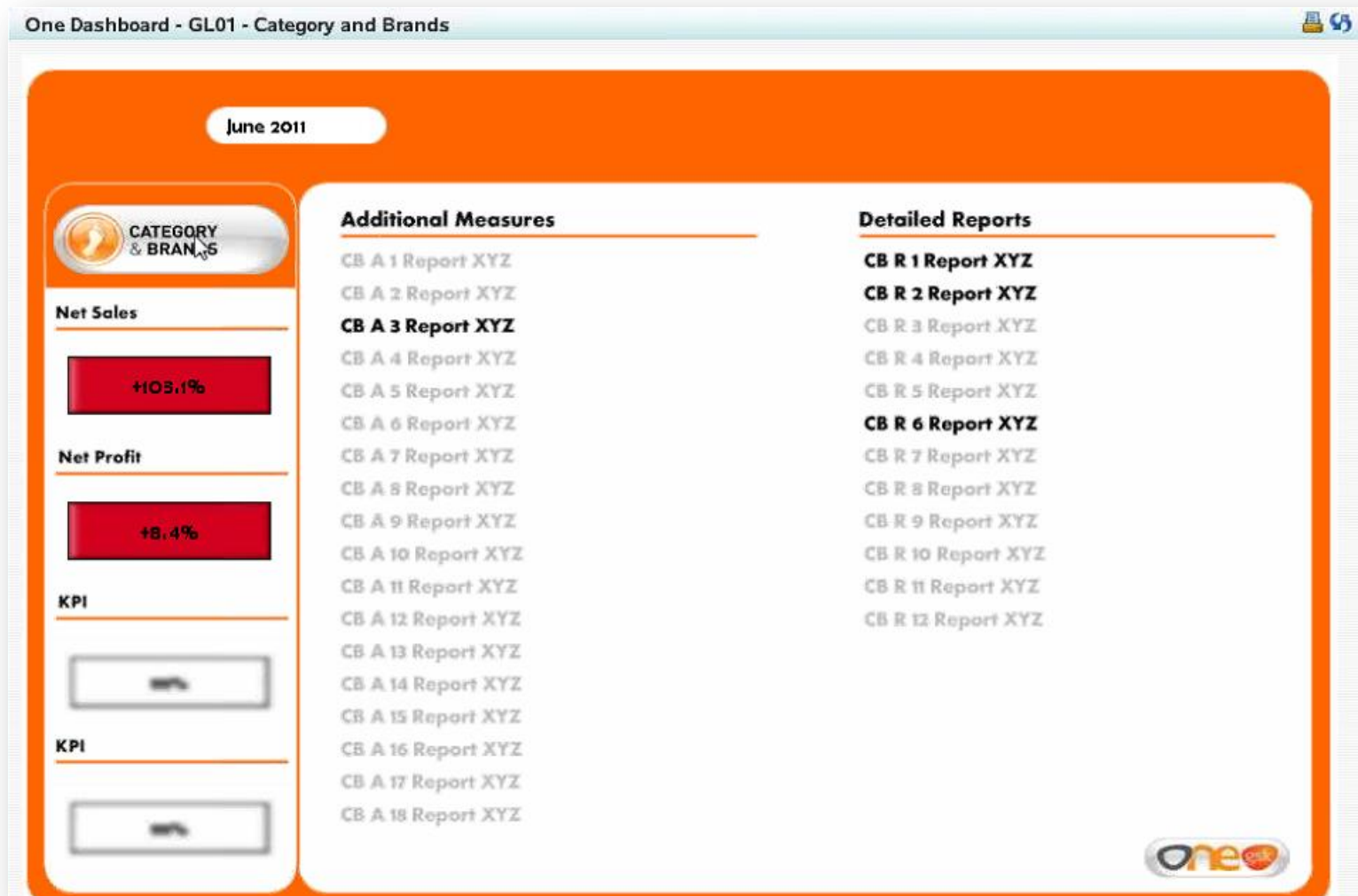
# Eksempel på meny og navigering i BI Dashboard



# Eksempel på meny og navigering i BI Dashboard



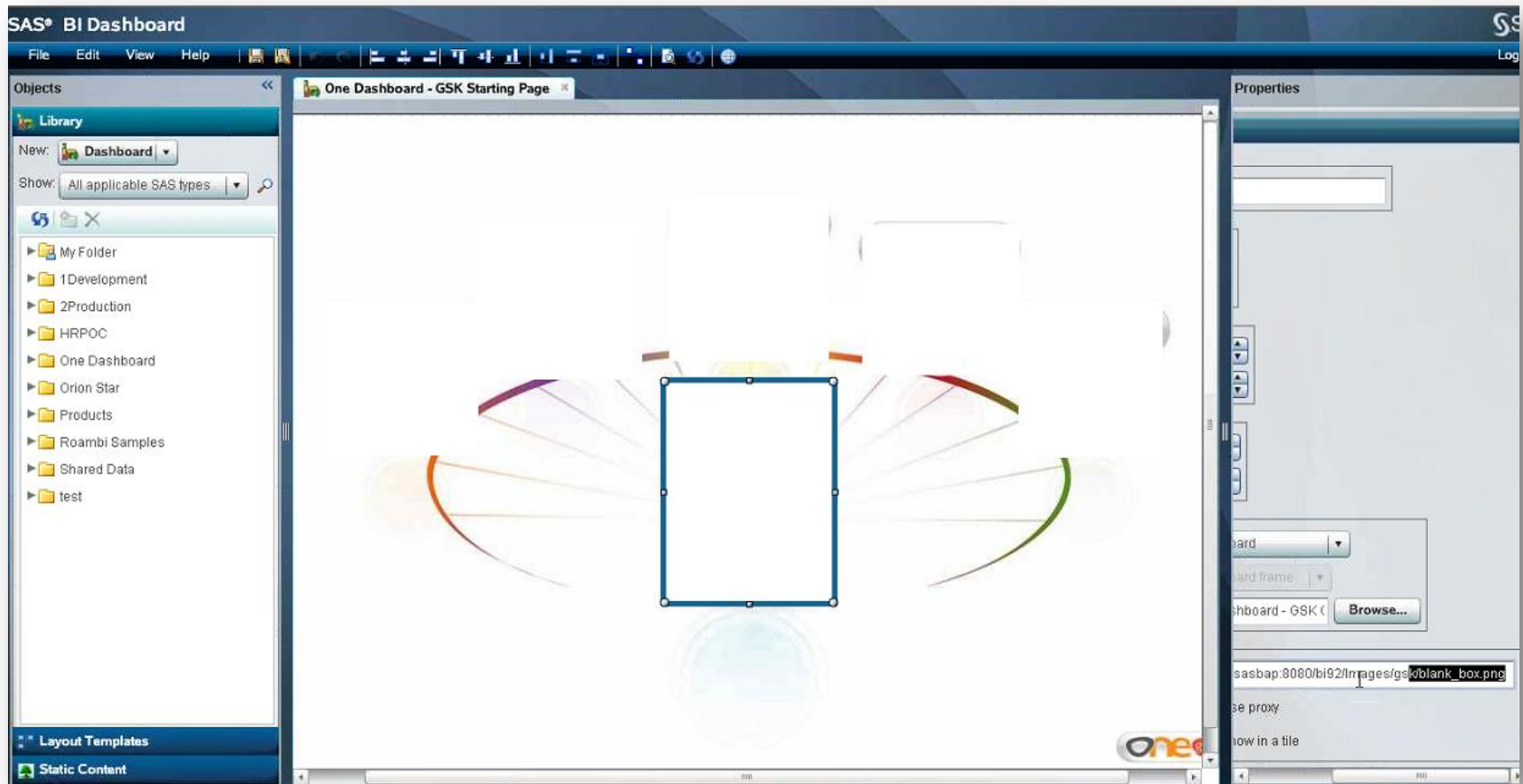
# Eksempel på meny og navigering i BI Dashboard



# Eksempel på meny og navigering i BI Dashboard



# Linking - blanke transparente png-bilder



# Linking - blanke transparente png-bilder

The screenshot displays the SAS BI Dashboard interface. The main window shows a dashboard for 'June 2011' with the following sections:

- Category & Brands:** A header section with a circular icon.
- Net Sales:** A red box showing a value of +103.1%.
- Net Profit:** A red box showing a value of +8.4%.
- KPI:** Two empty boxes with percentage symbols.
- Additional Measures:** A list of reports including 'CB A 1 Report XYZ' through 'CB A 18 Report XYZ'. A mouse cursor is hovering over 'CB A 6 Report XYZ'.
- Detailed Reports:** A list of reports including 'CB R 1 Report XYZ' through 'CB R 12 Report XYZ'. A blue selection box is visible around 'CB R 5 Report XYZ'.

The right-hand side features a 'Properties' panel for the selected object 'CB R 6 Sales Phasing'. The panel includes the following settings:

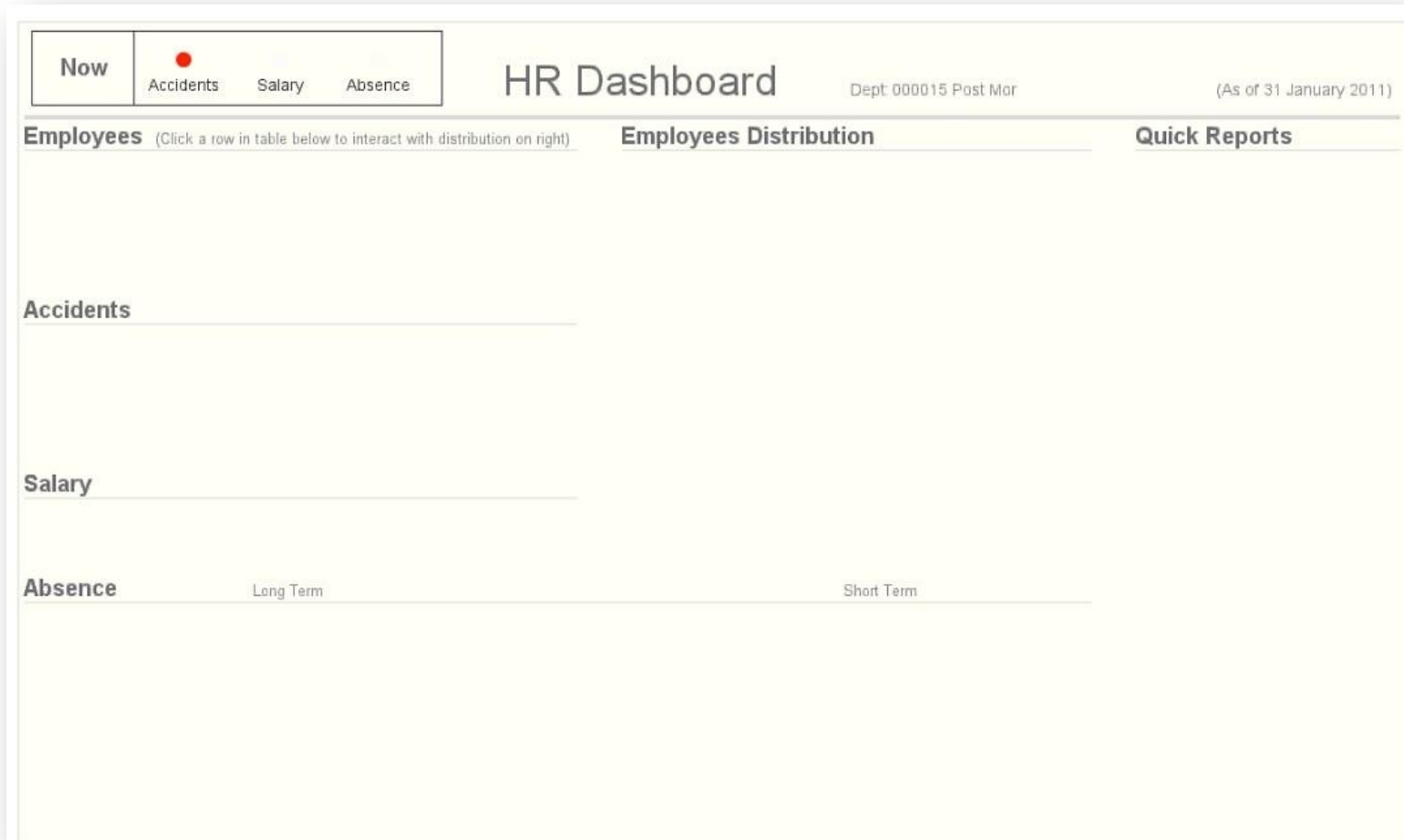
- Object:** Name: CB R 6 Sales Phasing
- Position:** Left: 608, Top: 258
- Size:** Width: 150, Height: 26
- Zoom (%):** Width: 100, Height: 100
- Link Setup:** Link type: External Link, Link target: New window, Link: <https://gskasasaasenonprod.accent>
- Options:** Image URL: <http://vm337402.ams20.vzbl.ca>,  Use proxy,  Show in a tile

# Lage bakgrunnsbilder i ønsket verktøy

The screenshot shows the Microsoft Visio interface with a slide layout. The slide has an orange background and contains the following content:

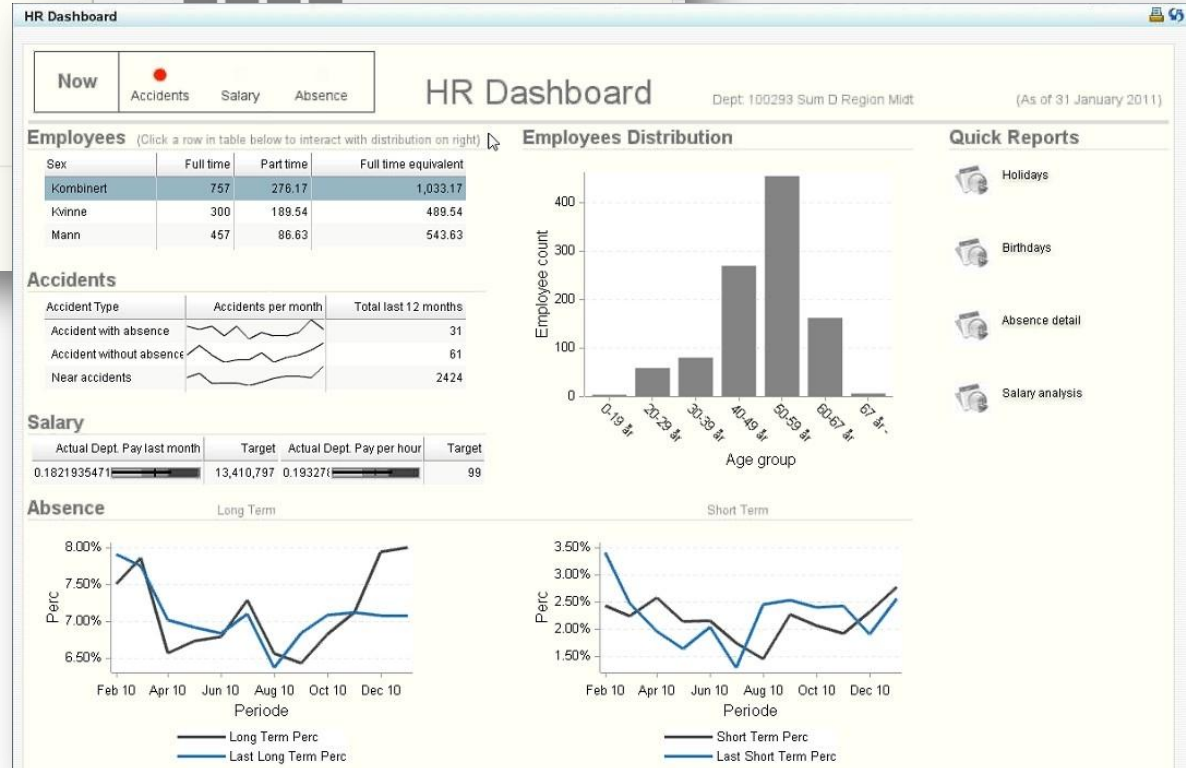
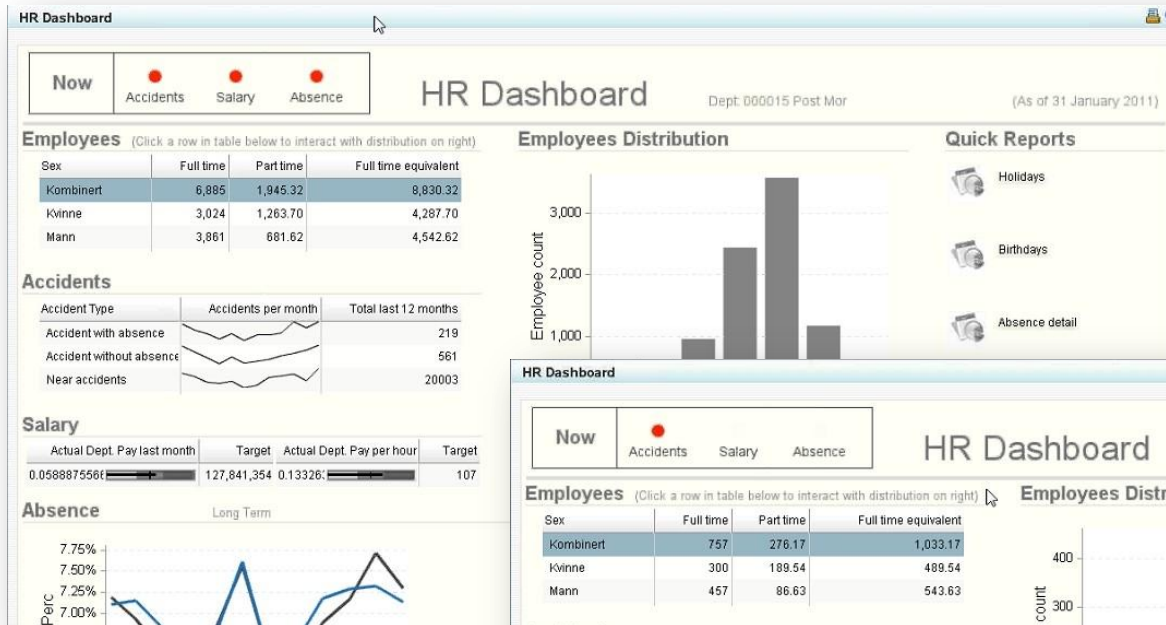
- Net Sales**
- Net Profit**
- Market Share**
- Brand Equity Index**
- Additional Measures**
  - CB A 1 Category/Brand Drive
  - CB A 2 Leadership Index
  - CB A 3 Global brand % of total sales & total spend
  - CB A 4 Share of Voice
  - CB A 5 Brand Penetration
  - CB A 6 Brand Awareness
  - CB A 7 % repeat purchases
  - CB A 8 # of repeats/repeater
  - CB A 9 TV comms effectiveness
  - CB A 10 Brand Equity 'Buyer Profile'
  - CB A 11 Average weighted purchase
  - CB A 12 Brand image attribute weighting
  - CB A 13 Total site visits
  - CB A 14 Cost per visit
  - CB A 15 Average PPC rank
  - CB A 16 % of site visits SEO vs PPC
  - CB A 17 Search impressions share
  - CB A 18 Duration index
- Detailed Reports**
  - CB R 1 P&L Statement
  - CB R 2 Brand Contribution
  - CB R 3 Net Sales vs Net Media
  - CB R 4 Daily Sales
  - CB R 5 Gross Sales to Net Sales
  - CB R 6 Sales Phasing
  - CB R 7 Overhead Expense Analysis
  - CB R 8 Media Spend by Channel by Brand
  - CB R 9 Marketing ROI
  - CB R 10 Advertising Analysis
  - CB R 11 Promotion Analysis
  - CB R 12 Media Activity Calendar

# Bruk av dynamiske bakgrunnsbilder

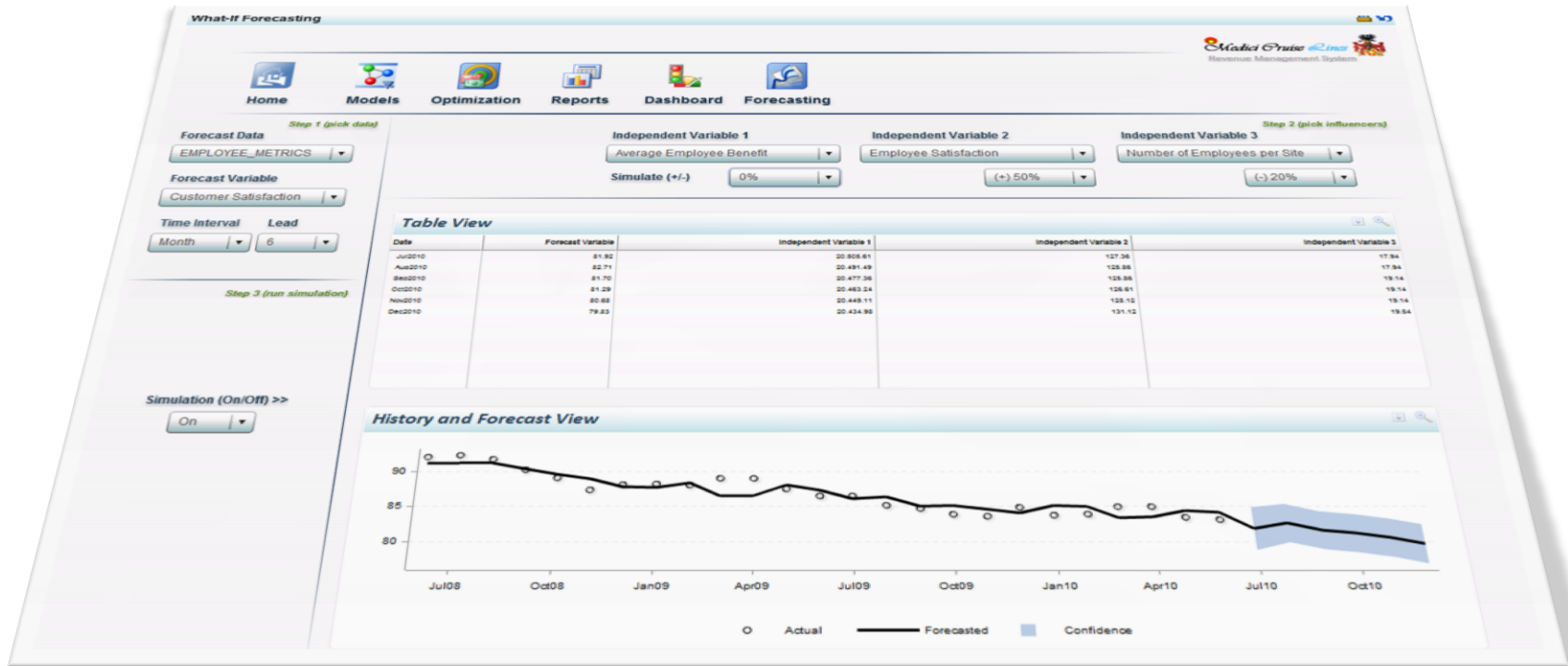


Bruk av stored process og proc annotate gir mulighet for å generere dynamiske png-bilder. Bildene kan genereres dynamisk f.eks basert på innhold i data og innlogget bruker.

# Bruk av dynamiske bakgrunnsbilder



# Demo - interaktiv analyse med BI Dashboard



[Paper: Predictive Analytics and the SAS BI Dashboard 4.3](#)



[www.sas.com](http://www.sas.com)