



Dhiva - Time and Measures

Weekly Data Reference Guide

Introduction

This document provides guidelines and examples for specifying time and metric combinations to output desired results. These examples are based on a weekly dataset. Please refer to the daily time and measures document for examples on a daily dataset.

Calendar Assumptions

The examples shown in this document are based on the 4-4-5 calendar with week as the lowest time granularity and no calendar creep adjustment in the selected or versus period. The 4-4-5 calendar converts weeks to months where the first month is 4W, the second month is 4W, and the third month is 5W. The entire week is assigned to a month; Weeks are not prorated to a true "calendar" month.

4-4-5 Calendar Prior Month Lookbacks											
Jan (4-wk)	Feb (4-wk)	Mar (5-wk)	Apr (4-wk)	May (4-wk)	June (5-wk)	July (4-wk)	Aug (4-wk)	Sept (5-wk)	Oct (4-wk)	Nov (4-wk)	Dec (5-wk)
Week 1 ←	Week 1 ←	Week 1 ←	Week 1 ←	Week 1 ←	Week 1 ←	Week 1 ←	Week 1 ←	Week 1 ←	Week 1 ←	Week 1 ←	Week 1 ←
Week 2 ←	Week 2 ←	Week 2 ←	Week 2 ←	Week 2 ←	Week 2 ←	Week 2 ←	Week 2 ←	Week 2 ←	Week 2 ←	Week 2 ←	Week 2 ←
Week 3 ←	Week 3 ←	Week 3 ←	Week 3 ←	Week 3 ←	Week 3 ←	Week 3 ←	Week 3 ←	Week 3 ←	Week 3 ←	Week 3 ←	Week 3 ←
Week 4 ←	Week 4 ←	Week 4 ←	Week 4 ←	Week 4 ←	Week 4 ←	Week 4 ←	Week 4 ←	Week 4 ←	Week 4 ←	Week 4 ←	Week 4 ←
		Week 5 ←			Week 5 ←			Week 5 ←			Week 5 ←

Note: Other calendar options include 5-4-4, 4-5-4, or best fit (where the week is placed in the month that has the most days).

All time and versus selections are complete in the examples. However, the current and/or oldest month, quarter or year may be incomplete. If the time and/or versus selections are incomplete, the results will be different than what these examples show. If the selected time period is incomplete, the versus period will be the same duration as the incomplete period.

If the versus period (compared period) is incomplete, then the current selected complete time period will be compared to the incomplete versus period.



Predefined Durations and Versus Options

Weekly Duration Options and Definitions		DURATION
Duration Options	Definitions	
1W	1-Week	1W
4W/13W/26W/52W	Aggregate of weeks for the selected Duration	✓ 1W
QTD	(Quarter-To-Date) Aggregate of weeks from the beginning of the quarter until selected Week	4W
YTD	(Year-To-Date) Aggregate of weeks from the beginning of the year until selected Week	13W
		26W
		52W
		QTD
		YTD
Versus Options and Calculations		VERSUS
Versus Options*	Definition	
CY	Current Year	CY
PP	Prior Period	✓ CY
PY	Prior Year	PP
PM	Prior Month	PY
PQ	Prior Quarter	PM
Chg Vs PP	Difference versus Prior Period (Selected Period minus Prior Period)	PQ
% Chg Vs PP	Percent Change versus Prior Period (Selected Period minus Prior Period) divided by Prior Period) multiplied by 100)	CHG vs PY
Chg Vs PY	Difference versus Prior Year (Selected Year minus Prior Year)	% CHG vs PY
% Chg Vs PY	Percent Change versus Prior Year (Selected Year minus Prior Year) divided by Prior Year) multiplied by 100)	CHG vs PP
Chg Vs PM	Difference versus Prior Month (Selected Month minus Prior Month)	% CHG vs PP
% Chg Vs PM	Percent Change versus Prior Month (Selected Month minus Prior Month) divided by Prior Month) multiplied by 100)	CHG vs PM
Chg Vs PQ	Difference versus Prior Quarter (Selected Quarter minus Prior Quarter)	% CHG vs PM
% Chg Vs PQ	Percent Change versus Prior Quarter (Selected Quarter minus Prior Quarter) divided by Prior Quarter) multiplied by 100)	CHG vs PQ
		% CHG vs PQ

*Some versus titles may differ per site (i.e. PY as YAGO; PQ as QAGO; PM as MAGO) and some of these options may not currently be available on some data domains.



Weekly Database Combos

Duration Selection	Versus Selection					
	*Week = 11/12/22	CY (Current Year)	PY (Prior Year)	PP (Prior Period)	PM (Prior Month)	PQ (Prior Quarter)
1W	1 Week	Week 11/12/22	Week 11/13/21	11/5/2022	10/15/2022	8/13/2022
4W	4-Week Aggregate	Weeks 10/22/22 through 11/12/22	Weeks 10/23/21 through 11/13/21	Weeks 9/24/22 through 10/15/22	N/A	N/A
13W	13-Week Aggregate	Weeks 8/20/22 through 11/12/22	Weeks 8/21/21 through 11/13/21	Weeks 5/21/22 through 8/13/22	N/A	N/A
26W	26-Week Aggregate	Weeks 5/21/22 through 11/12/22	Weeks 5/22/21 through 11/13/21	Weeks 11/20/21 through 5/14/22	N/A	N/A
52W	52-Week Aggregate	Weeks 11/20/21 through 11/12/22	Weeks 11/21/20 through 11/13/21		N/A	N/A
QTD	QTD Aggregate	Weeks 10/08/22 through 11/12/22	Weeks 10/09/21 through 11/13/21	Weeks 7/09/22 through 8/13/22	N/A	Weeks 7/09/22 through 8/13/22
YTD	YTD Aggregate	Weeks 1/08/22 through 11/12/22	Weeks 1/9/21 through 11/13/21		N/A	N/A

*If selecting more than one week, the Week attribute must be placed on the report to output each week individually.

Note: If an incompatible combination of Time and Duration is selected, a warning message will be displayed to change your selections.



Custom Time with Versus

Duration Selection = 1W*	Time Selections**	CY	PY	PP	PM***	PQ***
Week(s)	Weeks 11/12/2022, 11/05/22, 10/29/22, 10/22/22, 10/15/22	Weeks 10/15/22 through 11/12/22	Weeks 10/16/21 through 11/13/21	Weeks 10/08/22 through 11/05/22	Weeks 10/15/22, 10/08/22, 10/01/22, 9/17/22, and 9/10/22	Weeks 7/16/22, 7/23/22, 7/30/22, 8/06/22, and 8/13/22
Month(s)	Months 10/22 and 11/22 (Both 4-week months; 8-week period)	Months 10/22 through 11/22 (Weeks 10/08/22 through 11/26/22)	Months 10/21 through 11/21 (Weeks 10/09/21 through 11/27/21)	Weeks 10/01/22 through 11/19/22 (rolls back 1W)	Months 9/22 and 10/22	Months 7/22 and 8/22
	Months 9/22 and 10/22 (5-week and 4-week month; 9-week period)	Months 9/22 through 10/22 (Weeks 9/03/22 through 10/29/22)	Months 9/21 through 10/21 (Weeks 9/04/21 through 10/30/21)	Weeks 8/27/22 through 10/22/22 (rolls back 1W)	Months 8/22 and 9/22	Months 6/22 and 7/22
Quarter(s)	Quarters Q2 2022 and Q3 2022	Quarters 2Q22 through 3Q22 (Weeks 4/09/22 through 10/01/22)	Quarters 2Q21 through 3Q21 (Weeks 4/10/21 through 10/02/21)	Weeks 4/02/22 through 9/24/22 (rolls back 1W)	N/A	Quarters 1Q22 and 2Q22
Year(s)	Year 2022	Year 2022 (Weeks 1/08/22 through 12/31/22)	Year 2021 (Weeks 1/09/21 through 1/01/22)	Weeks 1/01/22 through 12/24/22 (rolls back 1W)	N/A	N/A

*If a Duration other than 1W is selected then the time attribute must be placed on the report to display each Time selection. If the Time attribute is not placed on report, a warning message is displayed to change your selections.

**With 1W duration selected, by default Time selections will be output as a total Time aggregate if the Time attribute is not placed on the report (Rows, Columns or Pages). If the Time attribute is placed on the report, the individual Time periods will be output.

***If selecting multiple time periods with PM or PQ, then the time attribute must be placed on the report to output each time selection.

Best Practices

- Months, quarters, and years are not compatible with durations 4W, 13W, 26W, 52W, QTD, and YTD. Select 1W duration when selecting months, quarters, and years in the time selector.
- If selecting multiple weeks and a duration other than 1W, place the week attribute on the report (rows, columns, or pages) to output individual time aggregations.
- The compatibility set for duration selections are:
 - PQ Versus is compatible with the 1W duration, QTD duration, and with week selection(s).
 - PM Versus is only compatible with the 1W duration and with week selection(s).
 - PQ Versus is also compatible with month or quarter selections with the 1W duration.
 - PM Versus is also compatible with month selections with the 1W duration.
- To output multiple time selections, the Time attribute must be placed on the report (rows, columns, or pages) and the 1W duration selected to populate PM and PQ for each time selection.

