



Enterprise Data Warehousing

Sales Execution

msa

Trade Program Management

Market & Consumer Insights

Dhiva - Business Use Case #5

Top 100 Item List

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Introduction to Document

Dhiva is a web-based query and visualization application that works with any device including mobile devices and with popular browsers including Chrome, Safari, Edge, and Firefox.

The goal of the training guide is to demonstrate how to create reports which will answer common business questions and create interactive visualizations which will enable users to slice, drill, and export data. In addition, the guide will also showcase how to leverage some useful features of the Dhiva application.

The Business Case/training example in this training guide uses the MSA Demo dataset. Please note that the attributes, measures, and default selections may differ on other datasets. Therefore, we recommend users make similar selections from their dataset.

It is recommended that the new users do the training examples in order, beginning with Business Case 1 as the training examples are built on previously demonstrated features and gradually increase in complexity.

Business Case 5: Top 100 Item List

What are my top 100 items within my category for the current 13-week period? Using focus attributes, in which Distributor Warehouses, Chains, and States are these top 100 items?

Note: This example uses a demo database, with privacy filters applied to conceal the displayed data.

Key Learnings/Takeaways

Through this exercise, users will learn how to better use:

- Focus Attributes
- User Filters
- Top/Bottom Filters within Column Options

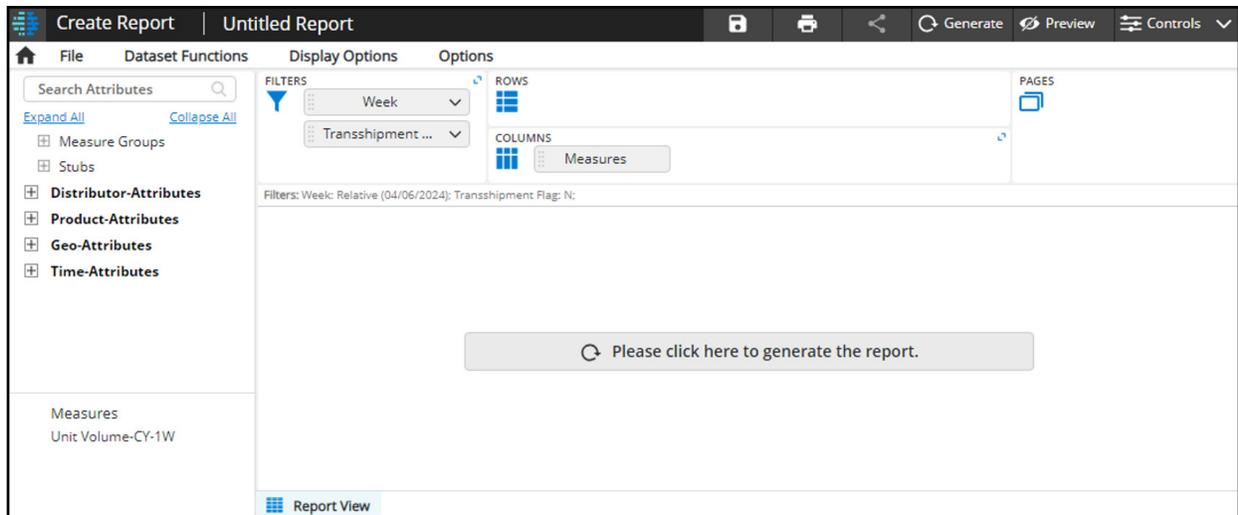
Key Attributes to Work With:

- Item
- Store State
- Distributor Warehouse
- Chain Name
- Measures

Steps to Perform

1. Open the Report Template

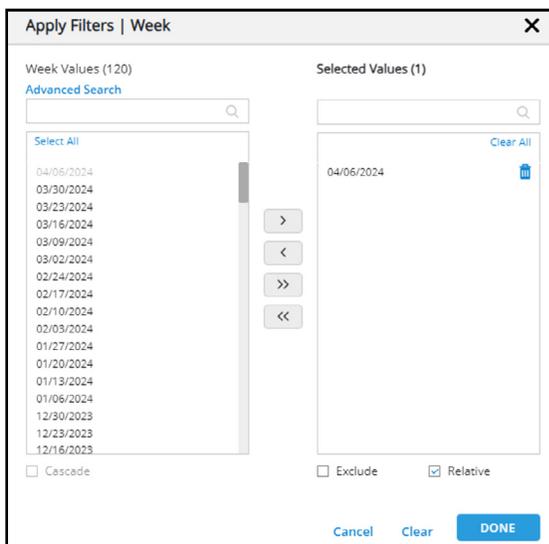
From the **Home Page**, select the desired data domain on the right-hand side of the page to open the **New Report Template** as shown below.



Note: Domains can be set up with default attribute selection and filters as shown in the above screenshot.

2. Add Filters

- 1) Click on the **Week** dropdown arrow in the Filters area and select the **Modify** option.
- 2) In the popup window, select the current week (for example, 04/06/2024) and the **Relative** checkbox. Then click the **Done** button.

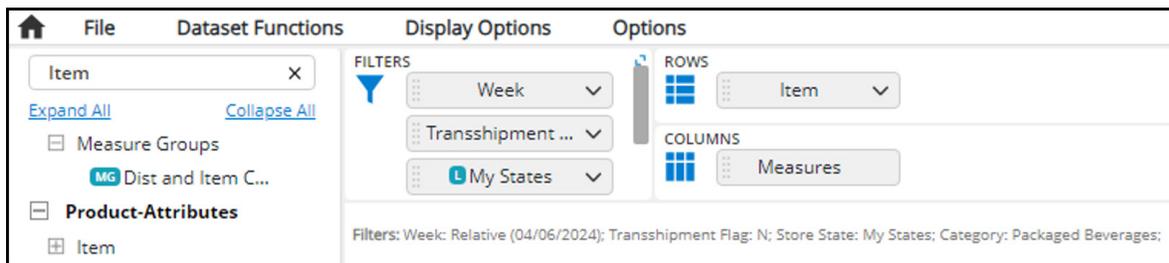


Note: This step may not be required if your client's default template is already set to the current Relative Week.

- 3) Search for the **Category** attribute in the left-hand side panel. Click on the drop down arrow next to this attribute and select **Add User Filter**. On the **Filter Actions and Appearance** dialog box, check the **Mandatory** checkbox to require a Category selection. Then click **Done** to add the Category User Filter.
- 4) From the Category User Filter Dropdown make a desired selection (for example, **Packaged Beverages**).
- 5) Search for the **Store State** attribute in the left-hand side panel. Click on the dropdown arrow next to this attribute and select **Add User Filter**. On the **Filter Actions and Appearance** dialog box, click **Done** to accept the default selections.

3. Create Report Layout

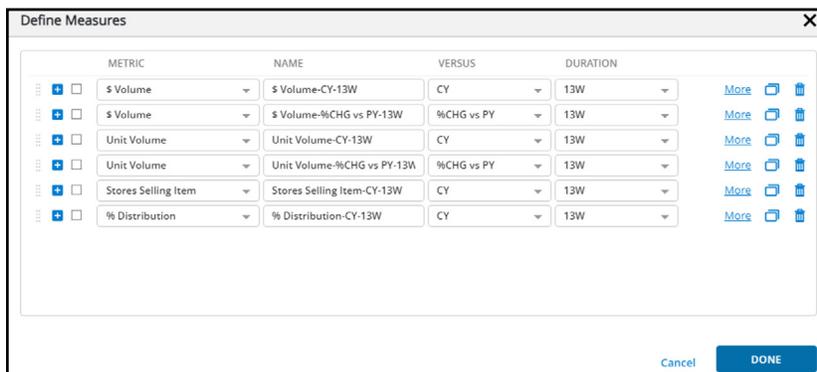
- 1) Search for the **Item** attribute in the left-hand side panel and drag it onto the **Rows** area.



4. Add Measures

Click the **Measures** attribute in the **Columns** area and add the values as shown below in the **Define Measures** pop-up window.

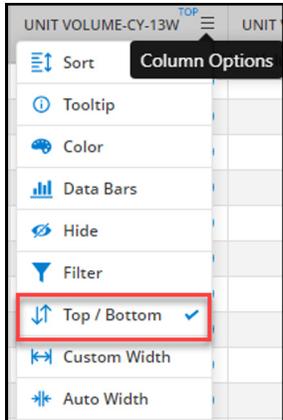
- 1) Under the **Metrics** dropdown menu, select the **\$ Volume** option.
- 2) Under the **Versus** dropdown menu, select the **CY** option.
- 3) Under the **Duration** dropdown menu, select the **13W** option.
- 4) Click the blue plus sign to add another measure and select the measures in the screenshot below.
- 5) Once the user has finished adding all the measures shown in the screenshot below, click **Done** to add the measures and return to the report layout.



Note: As this example is using a demo domain, the measures shown above may vary across domains.

5. Generate Report and Add a Top Sort

- 1) Generate the report to create a list of Items within the Category.
- 2) To create the Top 100 Items in the Category, navigate to the desired measure (For example, Unit Volume-CY-13W) and click **Column Options**. Select the **Top/Bottom** option.

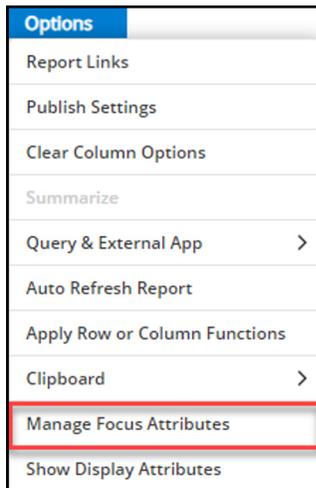


- 3) In the **Top/Bottom** dialog box, select **Top** checkbox and enter the desired number (for example, **100**) in the **Value** textbox, then click **Done**. This will display the Top 100 Items based on Unit Volume in the current 13 Week timeframe.



6. Add Focus Attributes

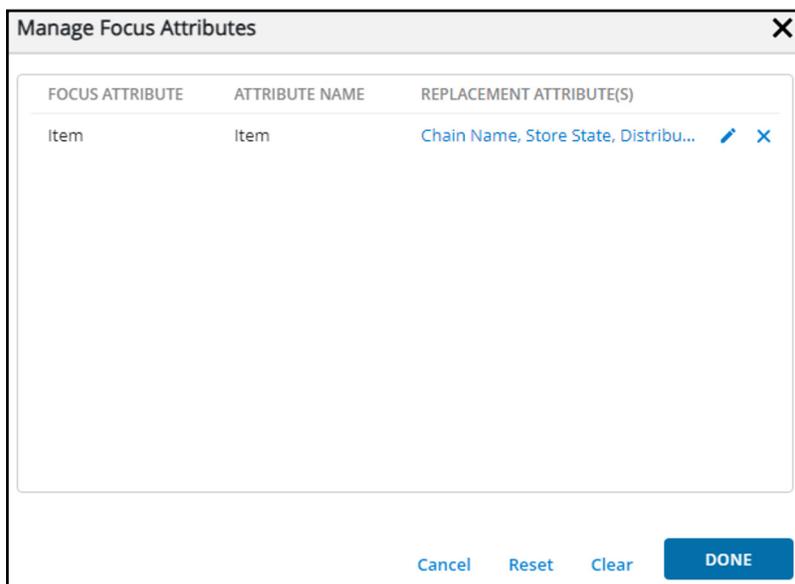
1) Under the **Options** menu at the top of the screen, select **Manage Focus Attributes**.



Note: For this option to be available the report must be generated and populated.

2) Under the Replacement Attribute(s) column select the **Configure** link to configure replacement attributes for **Item**.

3) Locate and select **Chain Name**, **Store State**, and **Distributor Warehouse**. Then click **Done**. This will create a blue hyperlink on the Item attribute values. These three attributes will be what the user can swap the Item attribute with.



Note: The user may select multiple attributes at once. Replacement Attribute(s) will be unavailable if already placed on Rows, Columns, or Pages.

7. Using Focus Attributes

1) After selecting the replacement attributes, the attributes values on rows will have a blue hyperlink to link to the Replacement Attributes options.

ITEM	\$ VOLUME-CY-1 3W	\$ VOLUME-MCHG V 5 PY-13W	UNIT VOLUME-CY-1 13W	UNIT VOLUME-MCHG HG VS PY-13W	STORES SELLING IT EM-CY-13W	% DISTRIBUTION-C Y-13W
MILOS SWEET TEA ...	\$238,692.46	-7.2%	207,380.0	-6.5%	970	12.1%
ICE MOUNTAIN NA...	\$172,564.25	-14.2%	523,304.0	-21.1%	855	10.7%
Z-SELECT FAVORITE...	\$155,045.92	3.5%	362,591.0	7.8%	574	7.2%
NIAGARA PURIFIED...	\$147,274.29	-22.6%	275,951.0	-0.6%	1,001	12.5%
Z-SELECT SKYRA IC...	\$134,476.28	49.8%	120,924.0	55.5%	581	7.2%
BLUG JUICE FRESH B...	\$130,058.80	-13.9%	138,351.0	-17.1%	2,234	27.9%
ARIZONA GREEN TE...	\$127,785.68	25.1%	150,912.0	22.8%	1,094	13.7%
SIMPLY ORANGE 12...	\$125,263.79	-34.4%	88,240.0	-34.7%	1,763	22.0%
ICE MOUNTAIN SPR...	\$121,643.54	-41.1%	145,910.0	-41.8%	1,039	13.0%
WAIAKEA VOLCANI...	\$118,522.72	16.5%	71,109.0	16.9%	697	8.7%

Note: If the Focus Attribute is also configured as a Display Attribute, then additional columns may be displayed before the measure columns.

2) Upon clicking on any of the **Items** (for example, we chose a Simply Orange item) a **Navigation Options** menu will appear, which allows users to select one of the Replacement Attributes created in the previous step. For example, clicking on **Chain Name** will replace the Item column and enter Focus Mode.



3) As shown below, the Chain Name attribute replaced the Item attribute on rows and the selected Item moved to the top right of the screen to a **Focus Filter (FF)** dropdown menu that functions like a User Filter. The report now displays all Chain Names for the selected Item.

Top 100 Items In My Category

Filters: Week: Relative (04/06/2024); Transshipment Flag: N; Store State: My States;
Category: Packaged Beverages; Item: SIMPLY ORANGE 12/11.5 OZ;

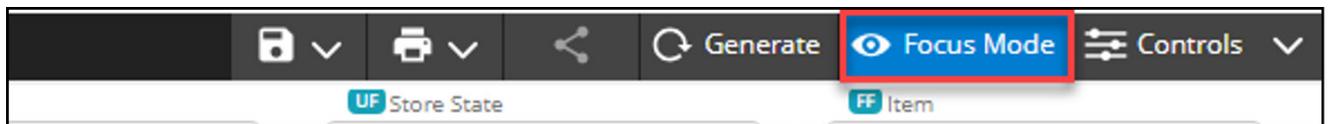
CHAIN NAME	\$ VOLUME-CY-13W	\$ VOLUME-%CHG VS PY-1 3W	UNIT VOLUME-CY-13W	UNIT VOLUME-%CHG VS PY-13W	STORES SELLING ITEM-CY-13W	% DISTRIBUTION-CY-13W
INDEPENDENT	\$47,267.27	-2.2%	31,787.0	-0.7%	716	13.7%
7-ELEVEN	\$26,844.72	-68.9%	19,836.0	-68.9%	405	73.2%
TRISTAR ENERGY LLC	\$9,717.95	-20.7%	6,852.0	-18.0%	83	63.4%
GLOBAL MONTELO	\$5,927.70	-34.0%	4,235.0	-33.7%	70	54.3%
BLARNEY CASTLE OIL CO.	\$5,086.79	-17.8%	3,796.0	-11.6%	86	49.4%
FOLK OIL CO.	\$4,915.31	10.9%	3,632.0	10.9%	35	100.0%
WALTERS-DIMMICK PETR...	\$3,458.24	134.3%	2,496.0	150.6%	56	87.5%
HOLLINGSWORTH OIL CO.	\$2,171.20	59.5%	1,536.0	64.1%	21	51.2%
BEACON AND BRIDGE	\$2,012.42	29.2%	1,487.0	29.2%	24	100.0%
AZTEX	\$1,358.40	-8.9%	960.0	-8.0%	12	66.7%
JACKSONS FOOD STORES	\$1,290.65	-18.3%	996.0	-17.0%	16	100.0%
FORWARD OIL CORPORAT...	\$1,280.64	-13.6%	977.0	-7.1%	25	80.7%
KRIST OIL COMPANY	\$1,060.11	51.8%	688.0	51.9%	32	84.2%
NORTHERN TIER RETAIL	\$961.83	-11.5%	708.0	-11.8%	13	56.5%
SAVINGS OIL CO	\$826.60	54.1%	552.0	53.3%	8	80.0%
COMPASS GROUP	\$710.58	39.3%	468.0	39.3%	3	14.3%

Report View | New Tab
Source: Demo.Mfg - 06 April 2024 | Rows: 108

Displayed above are all the Chain Names that are carrying the Simply Orange product which was selected in the previous step. The selection is also indicated in the filters line.

Note: While in Focus Mode, (indicated in the top right corner) users have limited functionality but are still able to Save, Export, and use Column Functions within the report view.

4) To exit Focus Mode, users can click the **Focus Mode** button located in the top right corner.



5) The user will be prompted to confirm if they want to leave Focus Mode without saving. Click **Yes** to return to the original report screen.

Confirmation

Any changes made in the focus mode will be lost if not saved. Are you sure you want to continue?

No
YES

Top 100 Items In My Category

File Dataset Functions Display Options Options

Search Attributes

Expand All Collapse All

Measure Groups

Stubs

Distributor-Attributes

Product-Attributes

Geo-Attributes

Time-Attributes

Filters: Week: Relative (04/06/2024); Transshipment Flag: N; Store State: My States; Category: Packaged Beverages

Category: Packaged Bever... Store State: Select Store State

ITEM	\$ VOLUME-CY-13 W	\$ VOLUME-%CHG VS PY-13W	UNIT VOLUME-CY-1 3W	UNIT VOLUME-%CH G VS PY-13W	STORES SELLING ITE M-CY-13W	% DISTRIBUTION-CY -13W
MILOS SWEET TEA 6/...	\$238,692.46	-7.2%	207,380.0	-6.5%	970	12.1%
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WAIAKEA VOLCANIC...	\$118,522.72	16.5%	71,109.0	16.9%	697	8.7%
MILOS EXTRA SWEET...	\$112,069.65	13.7%	98,875.0	14.8%	764	9.5%
FILII ARTESIAN WATER...	\$98,639.28	-4.0%	52,127.0	-4.1%	849	10.6%
POLAND SPRING WA...	\$83,251.37	-14.3%	99,951.0	-13.8%	351	4.4%
ARIZONA MUCHO M...	\$80,073.58	27.1%	95,687.0	25.3%	851	10.6%
ARIZONA ARNOLD P...	\$76,557.50	-13.7%	88,684.0	-16.8%	922	11.5%
ARIZONA WTRMELO...	\$72,471.38	-40.6%	87,239.0	40.3%	716	8.9%

Measures

\$ Volume-CY-13W

\$ Volume-%CHG vs PY-13W

Unit Volume-CY-13W

Unit Volume-%CHG vs PY-13...

Report View New Tab

Source: Demo Mfg - 13 April 2024

Rows = 100

Additional Resources

Click the [Dhiva Support Documentation - Management Science Associates, Inc. \(msa.com\)](https://www.msa.com) link to refer to the below mentioned quick start guides and the user guide.

- Dhiva Comprehensive Quick Start Guide
- Apply User Filter Quick Start Guide
- Dhiva 4.0 Release Notes
- Dhiva Producer User Guide version 4.0



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