

# **SAP BusinessObjects BI**

Set Analysis in Information Design Tool & SAP BusinessObjects Web Intelligence

Pierpaolo Vezzosi, Director Product Management

SAP

**Expert Webinar Series**



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# Agenda

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**Situation/Problem/Solution**

**Some examples of use cases**

**Where to find Sets in BI 4.2**

**Set Analysis 3.x replacement**

**Support matrix**

**Roadmap**

**Detailed**

We live with lists

CALL:

- MARC
- ~~Plumber~~ ✓
- MOM

\$ ACT

SUGAR

MILK

BISCUITS (2 PACKS)

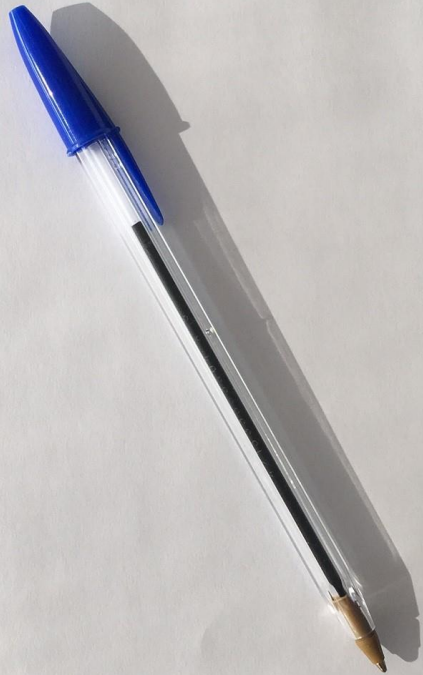
HONEY

SOAP

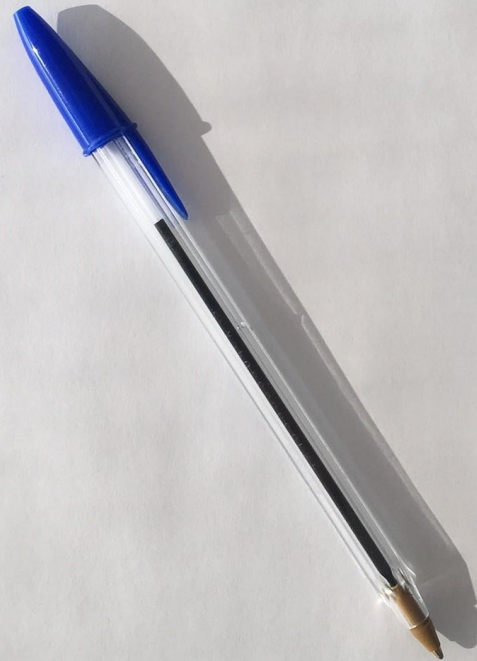
Those were easy ones, but what about these?



Target customers for  
marketing campaign



Top seller products



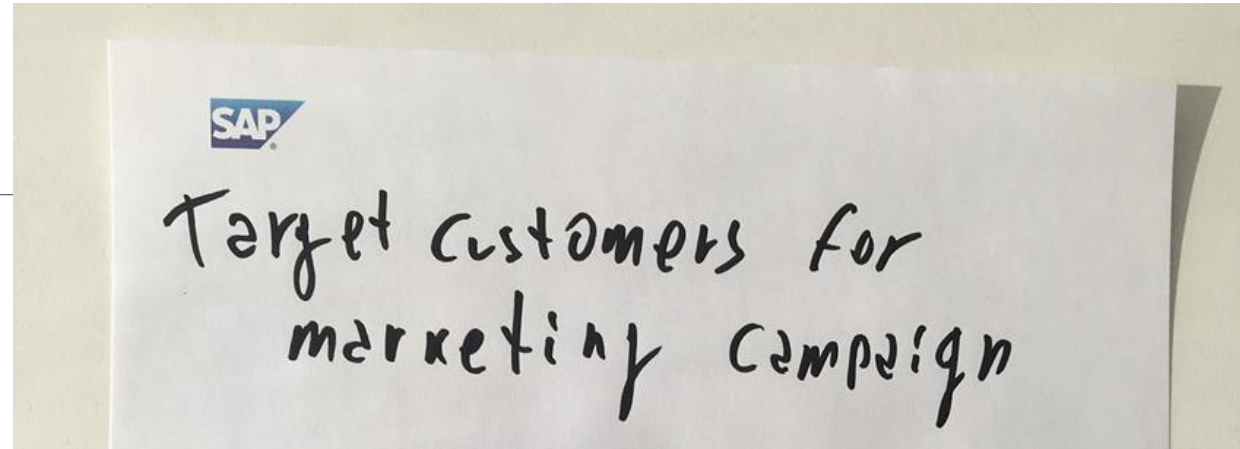
How do you build them? How do you keep track of them?



Sets in BI 4.2 are the solution to define and track complex lists

## With SAP BI 4.2 you can

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**Quickly define the characteristics of customers who should be contacted**

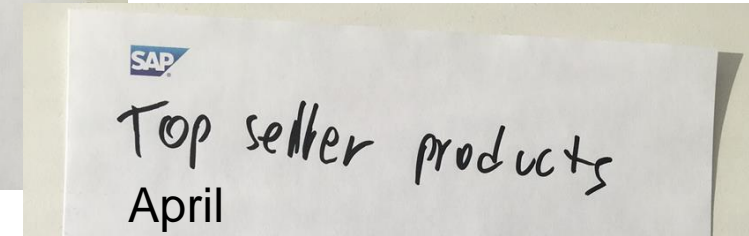
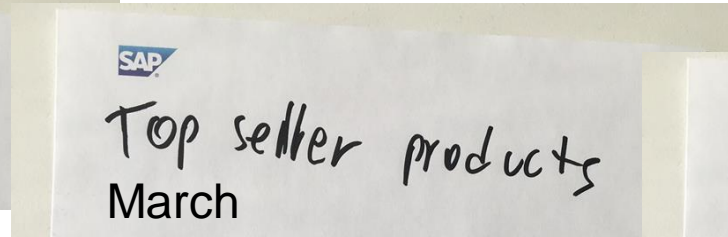
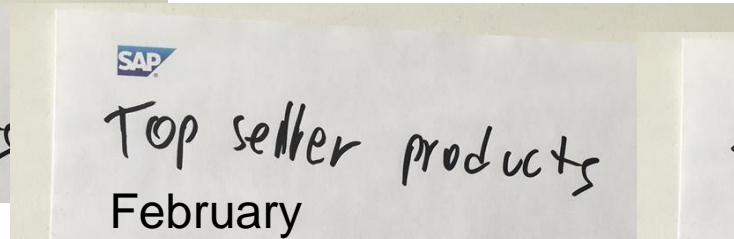
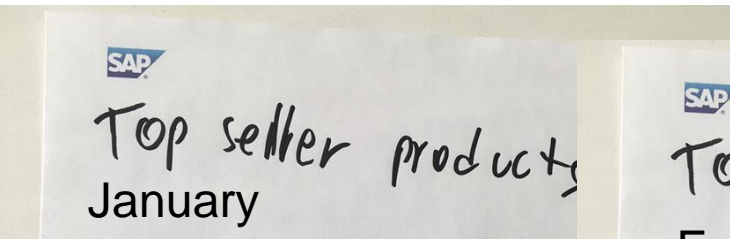
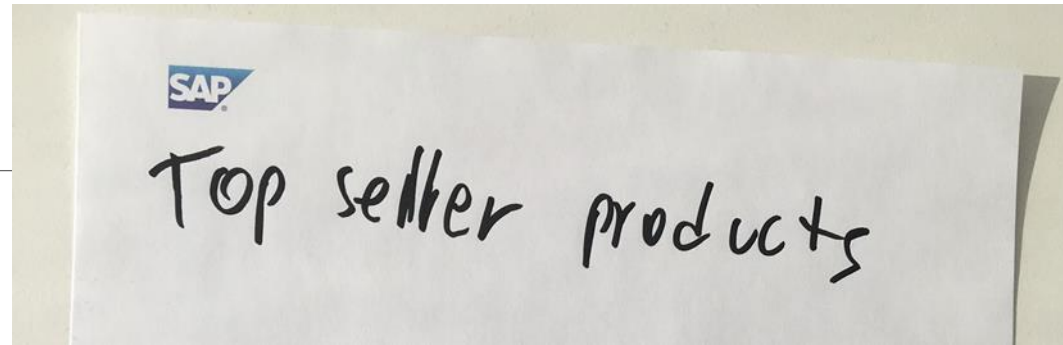
**Create a fixed list of customers, save it and share it with your colleagues**

**Use the list as a filter to analyze the profiles of the selected customers**

**Pick up the same list, after the marketing campaign, to check the effectiveness of the action**

**Remove customers in this list from the next marketing campaign**

# With SAP BI 4.2 you can



**Quickly define what a 'top seller product' is and build a list of such products**

**Monitor over time which products make it to the Top Seller list and which ones move out of it**

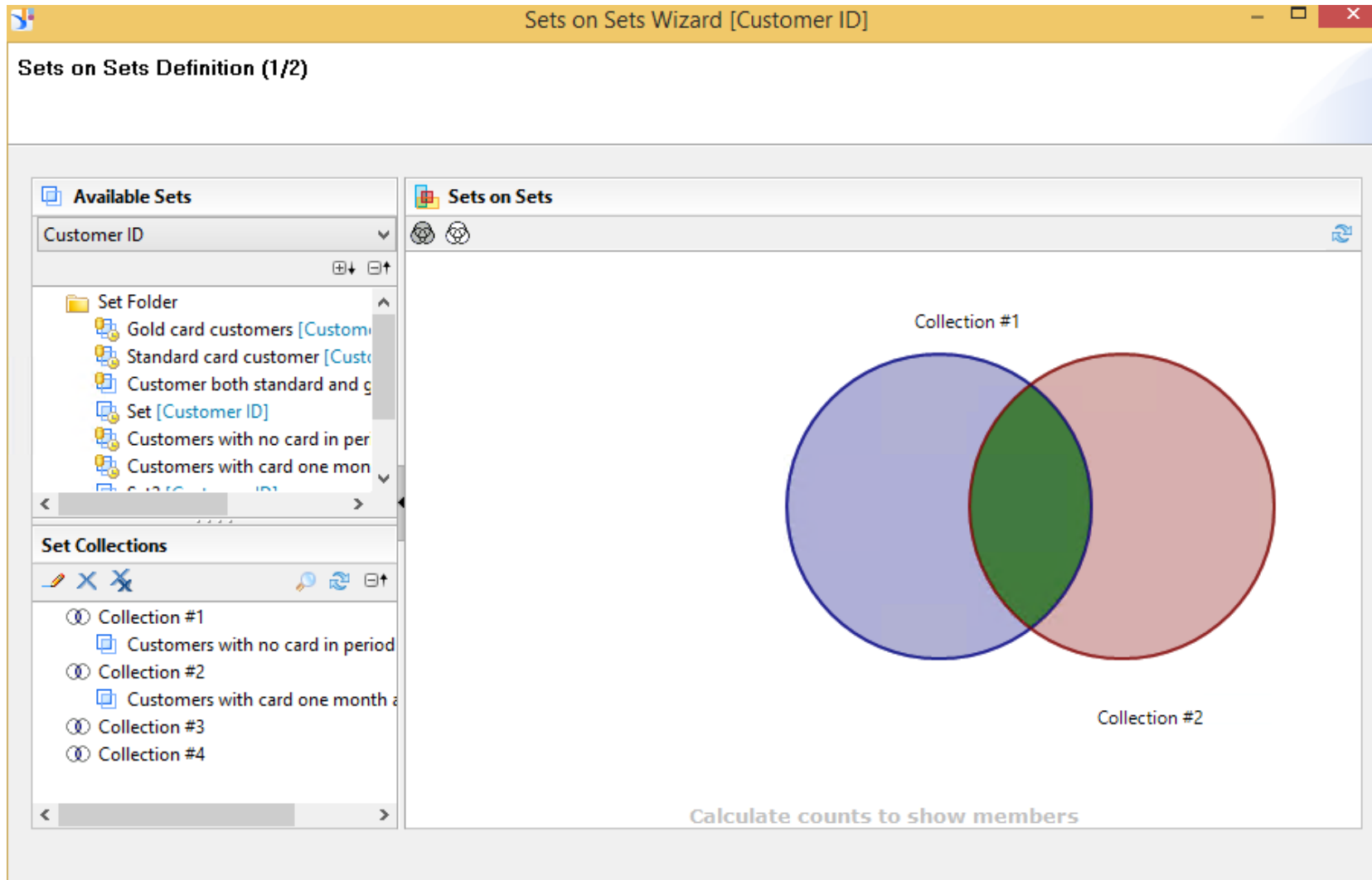
**Check the effectiveness of marketing campaigns by monitoring if their target products make it to the list after they have run**

**Analyze the changing characteristics of top seller products over time**

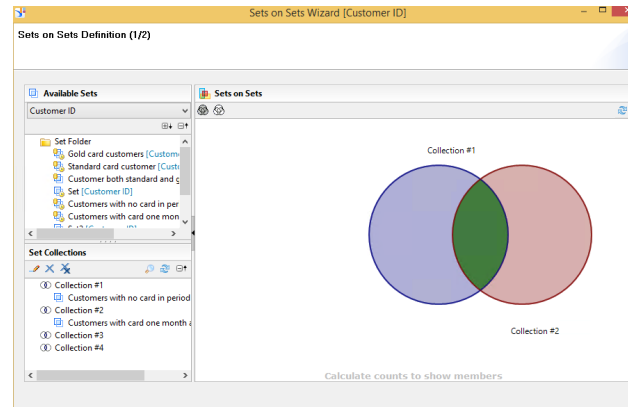


# How does it work:

## Define and instantiate sets with Information Design Tool



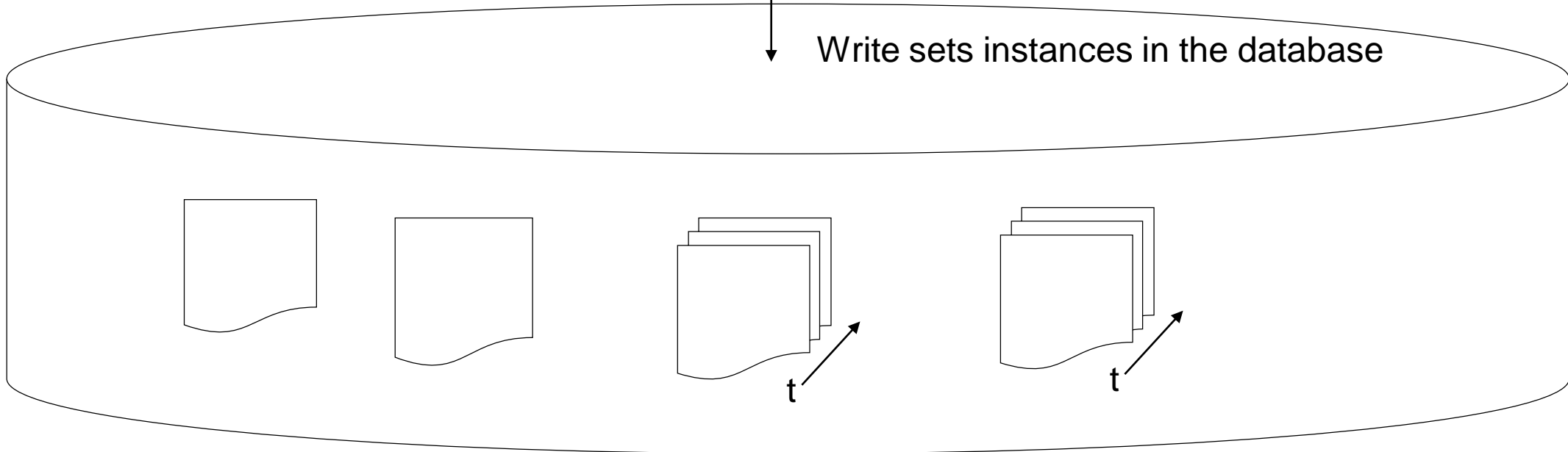
Define sets on top of universes  
in IDT



Universe



Write sets instances in the database



# How does it work:

## Use sets in Web Intelligence queries

The screenshot displays the SAP Web Intelligence Query Designer interface. The top navigation bar includes 'Home', 'Documents', and 'Web Intelligence'. The 'Query Panel' is active, showing a 'Universe outline' on the left and 'Result Objects' and 'Query Filters' on the right.

**Universe outline:** The 'ADM Demo' universe is selected. Under the 'Customer' folder, the following objects are listed: Customer ID, Standard card customer, Gold card customers (highlighted), Gold customers at month+1, Customer both standard and gold, Customer birth date, Customer district, Customer region, Card number, Card type, Customer type, and Card date. Other folders like Transactions, Measures, and Loans are also visible.

**Result Objects:** Four objects are displayed: Customer ID, Customer region, Customer district, and Card type.

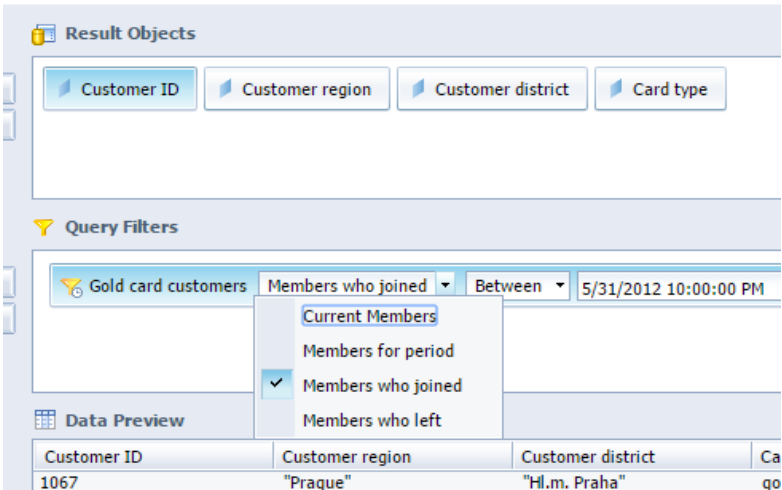
**Query Filters:** A filter is applied to 'Gold card customers' with the condition 'Members who joined' (selected from a dropdown menu) 'Between' the dates '5/31/2012 10:00:00 PM' and '12/31/2013 11:00:00 PM'.

**Data Preview:** The following table shows the results of the query:

Customer ID	Customer region	Customer district	Card type
1067	"Prague"	"Hl.m. Praha"	gold
1089	"Prague"	"Hl.m. Praha"	gold
3136	"Prague"	"Hl.m. Praha"	gold
15067	"Prague"	"Hl.m. Praha"	gold
15089	"Prague"	"Hl.m. Praha"	gold
17136	"Prague"	"Hl.m. Praha"	gold
29067	"Prague"	"Hl.m. Praha"	gold
29089	"Prague"	"Hl.m. Praha"	gold
31136	"Prague"	"Hl.m. Praha"	gold
43067	"Prague"	"Hl.m. Praha"	gold



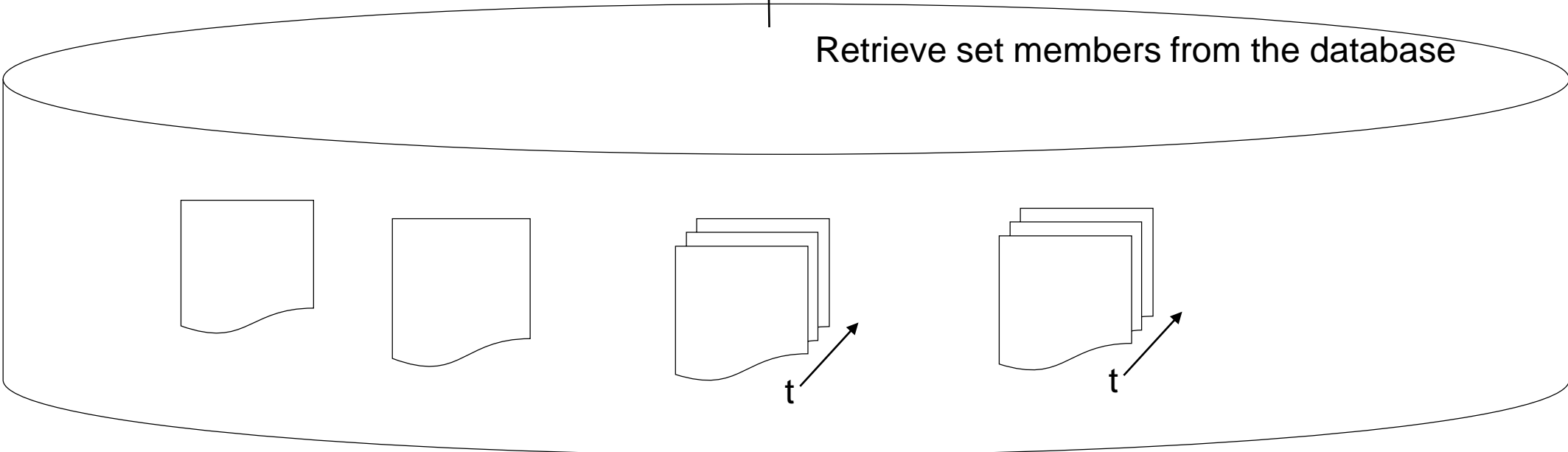
Filter universe data with sets and analyze member information in Web Intelligence



Universe



Retrieve set members from the database



# Support platform as of BI 4.2 SP3

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## **BI platform:**

- **Windows Server**

## **Databases:**

- **HANA**
- **MSFT SQL Server**
- **Oracle**
- **IBM Puredata (Netezza)**



# Thank you

**Contact information: Pierpaolo Vezzosi**  
**Title: Director Product Management**

**Email: [pierpaolo.vezzosi@sap.com](mailto:pierpaolo.vezzosi@sap.com)**