METRIC INSIGHTS

Create a Statistical Model (Datasets)

Metric Insights allows Users to easily create a Statistical Model to find anomalies in data containing a large number of Dimension Values. This process can surface specific anomalies across thousand of records and Dimensions, allowing Reports and Metrics to be easily created with this reduced information.

For an example, we will create a Stats Model from an existing Dataset containing sales data from our test database. We want to find any values of 'Cost of Product', 'Sales Amount' or 'Gross Profit' that fall outside of 2 standard deviations from a 30-day moving average. We want to perform this evaluation across these dimensions: Country, Channel, and Product sub-category.

You can only create Stats Models on Datasets that 'keep history', aka <u>Snapshot</u> <u>Datasets</u>, and you need to use the 'All Data' View.

To learn more about security requirements for Power Users, check <u>Understanding</u> <u>Power Users</u> and <u>Dataset/User Map Security Overview.</u>

1. Creating Statistical Models from the Dataset Viewer

Stats Models can only be created from the 'All Data' Views.

All data			9	New	🕲 Admin 🗸 🧧 Anna 🛛 👻 🗌
All data Save as View					Actions -
	Dataset colle	cted: Sunday 12/31/2017			
	Defee filters				Build Report
Select text & date fields					Build Stats Model
	AND OR				Download
					View SQL
e country					plied
Strainer I product subcatagony					
= produc_oublaitogory					
Select numeric fields					
✓ sum(total_cost)					
sum(total_sales_amount)					
sum(total_gross_profit)					
✓ avg(percent_gross_margin)					
+ Derived Field					
Results					Show: All of 62588 re
calendar_date country channel	product_subcategory	sum(total_cost)	sum(total_sales_amount) 3	sum(total_gross_profit) 4	avg(percent_gross_margin)
08/03/17 Australia corporate sales	bottle opener	\$5,486	\$8,537	\$3,051	37.9
08/03/17 Australia corporate sales	champagne	\$18,315	\$24,542	\$6,227	27.4
08/03/17 Australia corporate sales	Chardonnay	\$9,735	\$16,613	\$6,878	41.6
08/03/17 Australia corporate sales	Cylinder	\$7,607	\$11,550	\$3,943	34.1

In our example, the **All data View** of the Dataset provides the following:

Measures :

- 1. Cost of product
- 2. Sales amount
- 3. Gross profit amount

Dimensions:

- Product_subcategory
- Country
- Channel

2. Defining Settings

Access Actions > Build Stats Model to open the Stats Model Editor

A Datasets / Daily Sales Data	/ All data					▲ 9 New ▼ In Content ▼	🗟 Admin 🔻 🔒 Anna 🔹 🖓
K Back All data		1).			8	Dataset Collected: Sunday 12/31/2017
Name Daily sales Data Statistical M Date column Calendar_date Moving Average Interval 10 Calculate UCL and LCL base Only include rows where vola Compute volatility for Latest	d on 3 standard deviations tillty is greater than 3 standard d calendar_date	eviations	ons y nemion ude totals for each Dimension / Dimensions with NULL values as N//	A	v Sur sur ∎ In	utotal_cost) Tried	(a) where the anomaly occurs Save or cancel
Results							Show: All of 62588 rows
calendar_date	country	channel	product_subcategory	sum(total_cost)	sum(total_sales_amount)	sum(total_gross_profit)	avg(percent_gross_margin)
08/03/17	Australia	corporate sales	bottle opener	\$5,486	\$8,537	\$3,051	37.9
08/03/17	Australia	corporate sales	champagne	\$18,315	\$24,542	\$6,227	27.4
08/03/17	Australia	corporate sales	Chardonnay	\$9,735	\$16,613	\$6,878	41.6

- 1. Name: Default is 'Statistical Model' appended to your Dataset Name
- 2. **Date column**: Choose a date from the Results field or use 'Snapshot Date' if your Dataset is snapshotted
- 3. **Moving Average Interval**: Select a moving average range that will produce statistically relevant data
- 4. **Calculate UCL and LCL based on .. standard deviations**: Upper (UCL) and Lower Control Limits (LCL) provide calculations used in I-MR statistics. Provide the multiplier used to generate upper and lower control boundaries
- 5. **Only include rows where volatility is greater than .. standard deviations**: Set your Volatility limit to control the number of records returned in your Stats Model. The generated Stats Model returns only records that fall outside of a specified number of standard deviations. Lower numbers will include more significantly anomalous results
- 6. **Compute volatility for**: You can compute volatility for the either the current (latest) Calendar date or for all Calendar values
- 7. **Dimensions**: Dimension Value is defaulted, but can be changed or added to by clicking **[+Dimension]**
- 8. **Measure**: Measure values is also defaulted but can be changed or added to by clicking **[+Field]**

2017-08-03 00:00:00

2017-08-03-00:00:00

Australia

Australia

e-mail marketing

store visit

3. Select Dimensions (Filters) and Measures for the Stats Model Results

A Datasets / Daily Sales Data	ı / All data						▲0 New ▼	🛅 Content 🔫	🚳 Admin 👻	Alex	• ?
K Back All data									Dataset Co	ollected: Monday	01/01/2018
Name Daily Sales Data Statistical M Data column calendar_date Moving Average Interval 30 Calculate UCL and LCL base Only include rows where vol Compute volatility for Lates	lodel ed on 3 standard deviation tillity is greater than 2 st calendar_date	ons andard deviations	Dimensions country channel product_subcategory include totals for each Dir Show Dimensions with NU	nension LL values as N/A	• \$ • \$ • \$		Measure sum(total_cost) sum(total_sales_amount sum(total_gross_profit)) ow <u>particular mea</u> row	asure(s) where	the anomaly occ	m m m m m m m m
Results				10					Show: A	JI v of	62588 rows
calendar_date	country	channel	product_subcategory	sum(total_cost)	sum(total_s	ales_amou	int)	sum(tota	I_gross_profit)		
2017-08-03 00:00:00	Australia	e-mail marketing	white wine	8,069	12,863	_		4,795			
2017-08-03 00:00:00	Australia	e-mail marketing	wine glasses	10,890	16,133			5,243			

1. **Dimensions:** There are 3 filters selected. The **Include Totals for each Dimension** checkbox is also selected to generate stats for every unique combination of filter values against all other filter values including aggregated totals. In this example, a Total Value will be calculated for All Countries, All Channels, All Product-subcategories, as well as all channels and products for each country, all countries and products for each channel, etc

5.174

12.084

1.412

4.272

3.762

7.812

- 2. Measures: Select those measures you are interested in
- 3. [+Derived Field] to add add any number of computed fields

wine rack

bottle opener

- For more details about Derived Fields, check Understanding Derived Fields article
- 4. **Include column to show particular measure(s) where the anomaly occurs**: Check to include a generated column that concatenates all Measure Names greater than your specified volatility limit (in this example, all measures with values greater than 2 standard deviations from 30-day moving average)
- 5. **List one measure per row**: Select to alternately display one row for each separate measure with an anomaly instead of concatenating
- 6. **[Save]** to create your Stat Dataset

NOTE: Stat Dataset creation process may take some time and you can exit this page while processing is still going

4. Review Results of One Row Per Measure Setting

A Datasets / Daily Sales Data	Statistical Model / All data						A 9 N	ew 👻 🚺 Content 👻 🚳 Ad	lmin 🕶 🧧 Anna 👻 📍
Daily Sales Data Statistical	Model 👻	🖺 Save as View 🧯							Actions 👻 🏠 Edit
			Single Ins	tance Sunday 12/31/2017	Last Two Instances Current Prior: 5	t: Sunday 12/31/2017 Saturday 12/30/2017			
Select Fields Track Chan	ges		Define filter	°S					
Select text & date fields			AND	DR					+ Rule + Group
									Apply Changes
Channel									• Apply changes
product subcategory									
Measure									
					Note there is one re			Number of rev	ve reduced to 21
Select numeric fields					for each Measure				
					where SD > 2				
Results									Show: All of 21 rows
country	channel	product_subcategory	Measure	Value	Average	SD	NUM SD	UCL	LCL
Australia	corporate sales	full cabinet	sum(total_cost)	82,863	35,823	19,367	2.43	93,925	-22,279.4
Australia	corporate sales	wine rack	sum(total_cost)	18,380	9,781	4,258	2.02	22,556	-2,993.7
Australia	e-mail marketing	Chardonnay	sum(total_cost)	35,831	20,990	6,442	2.30	40,317	1,663
Australia	e-mail marketing	half cabinet	sum(total_cost)	5,385	2,081	1,483	2.23	6,530	-2,367.5
Australia	e-mail marketing	red wine	sum(total_cost)	142,418	79,644	26,638	2.36	159,557	-269.9
Australia	e-mail marketing	white wine	sum(total_cost)	72,581	39,161	14,739	2.27	83,377	-5,055.2
Germany	corporate sales	champagne	sum(total_cost)	18,769	46,743	13,885	2.01	88,397	5,089
Australia	corporate sales	full cabinet	sum(total_sales_amount)	117,405	52,293	27,273	2.39	134,113	-29,525.8
Australia	corporate sales	wine rack	sum(total_sales_amount)	25,012	13,392	5,800	2.00	30,792	-4,008.3
Australia	e-mail marketing	Chardonnay	sum(total_sales_amount)	61,316	35,945	10,980	2.31	68,885	3,006
Australia	e-mail marketing	half cabinet	sum(total_sales_amount)	10,618	4,030	2,925	2.25	12,805	-4,745.2
Australia	e-mail marketing	red wine	sum(total_sales_amount)	216,856	122,494	40,952	2.30	245,348	-360.6
Australia	e-mail marketing	white wine	sum(total_sales_amount)	121,667	63,849	26,067	2.22	142,048	-14,351.2
Germany	corporate sales	champagne	sum(total_sales_amount)	17,982	44,556	13,211	2.01	84,190	4,923
Australia	corporate sales	full cabinet	sum(total_gross_profit)	34,542	16,471	7,952	2.27	40,326	-7,384.2 *

5. Editing Stats Model

To change options access **Edit > Edit Statis Model**

A Datasets / Daily Sales Data Statistical Model / All data			▲9 New	Content 👻 🎯 Admin 👻 🎦 Anna 🛛 🔹 📍
Daily Sales Data Statistical Model Save as View				Actions 👻 🚺 🖨 Edit
	Single Instance Sunday 12/31/2017	Last Two Instances Current: Sunday 12/31/2017 Prior: Saturday 12/30/2017		Edit Dataset Σ Edit Stats Model
Select Fields Track Changes	Define filters			
In Select text & date fields	AND OR			+ Rule + Group
Country				✓ Changes Applied
A Datasets / Daily Sales Data / All data			▲9 New▼	Content 🗸 💿 Admin 👻 🎦 Anna 🔹 📍
All data				Dataset Collected: Sunday 12/31/2017
Name	Dimensions		Measure	
Daily Sales Data Statistical Model	country	•	sum(total_cost)	• 8
Date column	channel	Remove the option to List one	sum(total_sales_amount)	▼ 🗎
calendar_date	product_subcategory	measure per row - and Save	sum(total_gross_profit)	• 🕯
Moving Average Interval	Dimension		+ Field + Derived Field	
	Include totals for each Dimension		Include column to show particular measure	re(s) where the anomaly occurs
Calculate UCL and LCL based on 3 standard deviations	Chau Dimensione with NULL unlose as N/A		List one measure per row	<u>u,,, muu mu munu, uuur</u>
Only include rows where volatility is greater than 2 standard deviations	Show Dimensions with NULL Values as N/A			Save or cancel
Compute volatility for Latest calendar_date	-			

6. Reading the Results

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Daily Sales	s Data Statistical M	Nodel	▼ 🔛 Save as View											Acti	ons 👻 🔅	Edit
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Sum(to Sum(to Sum(to esults ountry ustralia	channel corporate sa	product_su full cabinet wine rack	Messures over 2 Sandard Deviations sumbtal_cost; sum(tal_sale_umount) sum(tal_gross_profit) sum(tal_gross_profit)	calendar_d 2017-12-31 2017-12-31	sum(total 82,863 18,380	== sum(total 117,405 25,012	sum(total 34.542 6.632	sum(total 2.43 2.02	sum(total 19.367 4.258	sum[total 35,823 9.781	sum(total 93,925 22,556	sum(total -22,279.4 -2 993.7	sum(total 2.39 2.00	Show: sum(total 27,273 5,800	All • sum(total 52,293 13,392	of 9 r
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sum(to sum(to sum(to sum(to ustralia ustralia ustralia ustralia ustralia ustralia	channel corporate sa corporate sa corporate sa e-mail mark e-mail mark	product_su full cabinet wine rack Chardonnay half cabinet red wine white wine	Measures over 2 Standard Deviations sumbtal_cost, sumbtal_asies_amount, sumbtal_gross_profit aumbtal_cost, sumbtal_asies_amount; sumbtal_cost, sumbtal_asies_amount; sumbtal_gross_profit) sumbtal_cost, sumbtal_asies_amount; sumbtal_gross_profit) sumbtal_cost, sumbtal_asies_amount; sumbtal_gross_profit	calendar_d 2017-12-31 2017-12-31 2017-12-31 2017-12-31 2017-12-31 2017-12-31	sum(total 82,863 18,380 35,831 5,385 142,418 72,581	== sum(total 117,405 25,012 61,316 10,618 216,856 121,667	sum(total 34,542 6,632 25,484 5,232 74,439 49,086	sum(total 2.43 2.02 2.30 2.23 2.36 2.27	sum(total 19.367 4.258 6.442 1.483 26.638 14.739	sum(total 35,623 9,781 20,990 2,081 79,644 39,161	sum(total 93,825 22,556 40,317 6,530 159,557 83,377	sum(total -22,279.4 -2.993.7 1.663 -2.367.5 -269.9 -5.055.2	sum(total 2.39 2.00 2.21 2.25 2.30 2.22	Show: sum(total 27.273 5.800 10,380 2.925 40.952 26,067	All sum(total 52,293 13,392 35,945 4,030 122,494 63,849	of 9 n 1 3 6 1 1 1 1 1
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sum(to	channel channel corporate sa e-mail mark e-mail mark e-mail mark e-mail mark e-mail mark	product_su full cabinet wine rack Chardonnay half cabinet red wine white wine gift set champagne	Messures over 2 Sandard Deviations sumptotal_costl; sumptotal_sales_amount); sumptotal_gross_profit) sumptotal_costl; sumptotal_sales_amount) sumptotal_costl; sumptotal_sales_amount) sumptotal_costl; sumptotal_sales_amount); sumptotal_gross_profit) sumptotal_costl; sumptotal_sales_amount; sumptotal_gross_profit) sumptotal_costl; sumptotal_sales_amount; sumptotal_gross_profit) sumptotal_costl; sumptotal_sales_amount; sumptotal_gross_profit) sumptotal_costl; sumptotal_sales_amount; sumptotal_gross_profit)	calendar_d 2017-12-31 2017-12-31 2017-12-31 2017-12-31 2017-12-31 2017-12-31 2017-12-31 2017-12-31	sum(total 82,863 18,380 35,831 5,385 142,418 72,581 25,554 18,769	== sum(total 117,405 25,012 61,316 10,618 2216,856 1221,685 122,687 32,579 17,962	sum(tota] 34,542 6,632 25,484 5,232 74,439 49,085 7,025 -787.8	sum(total 2.43 2.02 2.30 2.23 2.23 2.27 1.90 2.01	sum(total 19.367 4.258 6.442 1.483 26.638 14.739 8.873 13.885	sum[tota] 35,623 9,781 20,990 2,081 79,644 39,161 42,397 46,743	sum(total 93.925 22.556 40.317 6.530 159.557 83.377 60.015 88.397	sum(total -22.279.4 -2.993.7 1.663 -2.367.5 -269.9 -5.055.2 15,780 5.089	sum(total 2.39 2.00 2.31 2.25 2.30 2.22 2.22 1.36 2.201	Show: sum(total 27,273 5,800 10,880 2,925 40,952 28,067 11,424 13,211	All • • • • • • • • • • • • • • • • • •	of 9 ra s 1 3 3 6 6 1 1 2 4 1 4 8 8 8

Review **Results** of this Model will quickly highlight those elements with Anomalies:

- 1. For email Marketing in Australia, Chardonnay has anomalies in all 3 Measures *Total Cost, Total Sales Amount, Total Gross Profit*
- 2. For Website Visits in Australia, the Gift Set has only one measure showing an anomaly -*Total Gross Profit*
- 3. And Germany is showing anomalies for Champagne in two channels

7. Save Stat Model as a New View

Datasets / Daily Sales Data Statistical Model / All data			▲9 New ▼ Content ▼	🖗 Admin 👻 🤮 Anna 🔹 👻
Daily Sales Data Statistical Model 🔹 🔛 Save as View	Add Dataset View	×		Actions 👻 🚺 🏠
Select Fields Track Changes	Name Daily Sales Statistical Model with multiple measures per row 3 Visibility			+ Rule + Group
Select text & date fields Secontry Sec	Save or cancel			✓ Apply Change
product_subcategory	•			e
Datasets / Dany Sales Data / All data All data All data All data			A 9 New • Content •	Actions
new soft view one	Dataset collected: Sunday 12/31/2017			
Daily Sales Data Statistical Model - Daily Sales Statistical Model with separate rows - Daily Sales Statistical Model with multiple measures per row 5				+ Rule + Group

You can create Rules for the Stats Dataset and save these as Views.

1. [Save as View]

2. **Name**: Add meaningful name for your View

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- 3. **Visibility**: Select "Public" if you want others to be able to View and Use this Stat Model, otherwise it this view will only be available to you
- 4. **[Save]**

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5. Statistical Models are saved as Views

All editing of Statistical Models must be done from the Dataset Viewer as Stat Datasets will not appear in Dataset List (**Content** > **Datasets**)

8. Creating Reports and Metrics from the View

atasets / Daily Sales Data Statistical Model / All	data			▲ 9 New マ Conten
ily Sales Data Statistical Model	Save as View			
		Single Instance Sunday 12/31/2017	O Last Two Instances Current: Sunday 12/31/2017	
ect Fields Track Changes		Define filters		
Select text & date fields		AND OR		
country				
channel				
product_subcategory				
Measures With Anomalies				
calendar_date				
Select numeric fields				
sum(total_cost)	-			
sum(total_sales_amount)	•			
sum(total_gross_profit)				
avg(percent_gross_margin)	•			
sum(total_cost) NUM SD	•			
sum(total_cost) SD	•			
sum(total_cost) AVG	•			
sum(total_cost) UCL	•			
sum(total_cost) LCL	•			
sum(total_sales_amount) NUM SD	•			
um(total_sales_amount) SD	 Reports and Me 	trics created from these Statistical		
sum(total_sales_amount) AVG	Views will underlying sta	now nave access to all of the atistics generated from the Model		
sum(total_sales_amount) UCL				
and the second to be	•			

Selecting **Action > Build Report** will take you directly to a defaulted report that you can edit, or simply Publish and Enable to display on your Homepage.

For details on creating elements from Statistical Datasets refer to this article for more information: Sourcing Reports / Metrics / Dimensions from "Existing Datasets - SQL"