List of Report Names and Descriptions

BI4ALL ReportsWorksheet.XML

Version: V3.01.00

Submodel: BI4ALLCPA

Language: 1

	#	#	Report Name Short	Report Name Long	Submodel	Frequency	Owner	Tech Support	Reporting Tool	Short Description	Long Description
	0	ACPA0100	ACPA0100	ACPA0100 - Campaign Revenue Variance Summary	BI4ALLCPA	OnRequest	Instant BI	Instant BI	ReportServices	This is the summary report for Campaign Response Revenue and Units Variance Plan vs Actual by the set of 6 common segmentation factors. Age, Gender, Marital Status, Income Band, Life Stage and Number of Dependents.	This is the summary report for Campaign Response Revenue and Units Variance Plan vs Actual by the set of 6 common segmentation factors. Age, Gender, Marital Status, Income Band, Life Stage and Number of Dependents.
	1	ACPA0200	ACPA0200	ACPA0200 - Campaign Response Rate Variance Summary	BI4ALLCPA	OnRequest	Instant BI	Instant BI	ReportServices	This is the summary report for Campaign Response Rate Over/Under Representation by segment against overall average by the set of 6 common segmentation factors. Age, Gender, Marital Status, Income Band, Life Stage and Number of Dependents.	This is the summary report for Campaign Response Rate Over/Under Representation by segment against overall average by the set of 6 common segmentation factors. Age, Gender, Marital Status, Income Band, Life Stage and Number of Dependents.
	2	ACPA0202	ACPA0202	ACPA0202 - Campaign Response Variance By Amounts Summary	BI4ALLCPA	OnRequest	Instant BI	Instant BI	ReportServices	This is the summary report for Campaign Response Amount Over/Under Representation by segment against overall average by the set of 6 common segmentation factors. Age, Gender, Marital Status, Income Band, Life Stage and Number of Dependents.	This is the summary report for Campaign Response Amount Over/Under Representation by segment against overall average by the set of 6 common segmentation factors. Age, Gender, Marital Status, Income Band, Life Stage and Number of Dependents.
	3	CPA0100A	CPA0100A	CPA0100A - Campaign Revenue Plan vs Actual Summary	BI4ALLCPA	OnRequest	Instant BI	Instant BI	ReportServices	This is a summary report showing the status of an individual sub campaign	This is a summary report showing the status of an individual sub campaign
	4	CPA0101A	CPA0101A	CPA0101A - Campaign Revenue Variance	BI4ALLCPA	OnRequest	Instant BI	Instant BI	ReportServices	This report shows the plan vs actual amounts for solicitations, responses for revenue and units. It can be drilled by year and month as well as by Campaign Hierarchy.	This report shows the plan vs actual amounts for solicitations, responses for revenue and units. It can be drilled by year and month as well as by Campaign Hierarchy.
	5	CPA0101B	CPA0101B	CPA0101B - Campaign Revenue Variance By Age	BI4ALLCPA	OnRequest	Instant BI	Instant BI	ReportServices	This report shows the plan vs actual amounts for solicitations, responses for revenue and units by Age Band. It can be drilled by year and month as well as by Campaign Hierarchy down to the level of Age Band.	This report shows the plan vs actual amounts for solicitations, responses for revenue and units by Age Band. It can be drilled by year and month as well as by Campaign Hierarchy down to the level of Age Band.
	6	CPA0101C	CPA0101C	CPA0101C - Campaign Revenue Variance By Gender	BI4ALLCPA	OnRequest	Instant BI	Instant BI	ReportServices	This report shows the plan vs actual amounts for solicitations, responses for revenue and units by Gender. It can be drilled by year and month as well as by Campaign Hierarchy down to the level of Gender.	This report shows the plan vs actual amounts for solicitations, responses for revenue and units by Gender. It can be drilled by year and month as well as by Campaign Hierarchy down to the level of Gender.
	7	CPA0101D	CPA0101D	CPA0101D - Campaign Revenue Variance By Marital Status	BI4ALLCPA	OnRequest	Instant BI	Instant BI	ReportServices	This report shows the plan vs actual amounts for solicitations, responses for revenue and units by Marital Status. It can be drilled by year and month as well as by Campaign Hierarchy down to the level of Marital Status.	This report shows the plan vs actual amounts for solicitations, responses for revenue and units by Marital Status. It can be drilled by year and month as well as by Campaign Hierarchy down to the level of Marital Status.
	8	CPA0101E	CPA0101E	CPA0101E - Campaign Revenue Variance By Income Band	BI4ALLCPA	OnRequest	Instant BI	Instant BI	ReportServices	This report shows the plan vs actual amounts for solicitations, responses for revenue and units by Income Band. It can be drilled by year and month as well as by Campaign Hierarchy down to the level of Income Band.	This report shows the plan vs actual amounts for solicitations, responses for revenue and units by Income Band. It can be drilled by year and month as well as by Campaign Hierarchy down to the level of Income Band.
	9	CPA0101F	CPA0101F	CPA0101F - Campaign Revenue Variance By Life Stage	BI4ALLCPA	OnRequest	Instant BI	Instant BI	ReportServices	This report shows the plan vs actual amounts for solicitations, responses for revenue and units by Life Stage. It can be drilled by year and month as well as by Campaign Hierarchy down to the level of Life Stage.	This report shows the plan vs actual amounts for solicitations, responses for revenue and units by Life Stage. It can be drilled by year and month as well as by Campaign Hierarchy down to the level of Life Stage.
	10	CPA0101G	CPA0101G	CPA0101G - Campaign Revenue Variance By Num Dependents	BI4ALLCPA	OnRequest	Instant BI	Instant BI	ReportServices	This report shows the plan vs actual amounts for solicitations, responses for revenue and units by Num Dependents. It can be drilled by year and month as well as by Campaign Hierarchy down to the level of Num Dependents.	This report shows the plan vs actual amounts for solicitations, responses for revenue and units by Num Dependents. It can be drilled by year and month as well as by Campaign Hierarchy down to the level of Num Dependents.
	11	CPA0201A	CPA0201A	CPA0201A - Campaign Response Rate Variance By Campaign	BI4ALLCPA	OnRequest	Instant BI	Instant BI	ReportServices	This report shows the campaign response rate variance plan vs actual for the overall campaign down to the subcampaign level. The data is presented at total, year month levels as well as graphically for totals.	This report shows the campaign response rate variance plan vs actual for the overall campaign down to the subcampaign level. The data is presented at total, year month levels as well as graphically for totals.
	12	CPA0201B	CPA0201B	CPA0201B - Campaign Response Rate Variance By Age	BI4ALLCPA	OnRequest	Instant BI	Instant BI	ReportServices	This report shows the Response Rate Over/Under part vs group by Age Band. It is a 5 part report breaking down the Over/Under variances to sub campaign level. All analysis is for the total period of the campaign.	This report shows the Response Rate Over/Under part vs group by Age Band. It is a 5 part report breaking down the Over/Under variances to sub campaign level. All analysis is for the total period of the campaign.
	13	CPA0201D	CPA0201D	CPA0201D - Campaign Response Rate Variance By Gender	BI4ALLCPA	OnRequest	Instant BI	Instant BI	ReportServices	This report shows the Response Rate Over/Under part vs group by Gender. It is a 5 part report breaking down the Over/Under variances to sub campaign level. All analysis is for the total period of the campaign.	This report shows the Response Rate Over/Under part vs group by Gender. It is a 5 part report breaking down the Over/Under variances to sub campaign level. All analysis is for the total period of the campaign.
	14	CPA0201F	CPA0201F	CPA0201F - Campaign Response Rate Variance By Marital Status	BI4ALLCPA	OnRequest	Instant BI	Instant BI	ReportServices	This report shows the Response Rate Over/Under part vs group by Marital Status. It is a 5 part report breaking down the Over/Under variances to sub campaign level. All analysis is for the total period of the campaign.	This report shows the Response Rate Over/Under part vs group by Marital Status. It is a 5 part report breaking down the Over/Under variances to sub campaign level. All analysis is for the total period of the campaign.
	15	CPA0201H	CPA0201H	CPA0201H - Campaign Response Rate Variance By Income Band	BI4ALLCPA	OnRequest	Instant BI	Instant BI	ReportServices	This report shows the Response Rate Over/Under part vs group by Income Band. It is a 5 part report breaking down the Over/Under variances to sub campaign level. All analysis is for the total period of the campaign.	This report shows the Response Rate Over/Under part vs group by Income Band. It is a 5 part report breaking down the Over/Under variances to sub campaign level. All analysis is for the total period of the campaign.
	16	CPA0201J	CPA0201J	CPA0201J - Campaign Response Rate Variance By Life Stage	BI4ALLCPA	OnRequest	Instant BI	Instant BI	ReportServices	This report shows the Response Rate Over/Under part vs group by Life Stage. It is a 5 part report breaking down the Over/Under variances to sub campaign level. All analysis is for the total period of the campaign.	This report shows the Response Rate Over/Under part vs group by Life Stage. It is a 5 part report breaking down the Over/Under variances to sub campaign level. All analysis is for the total period of the campaign.
	17	CPA0201L	CPA0201L	CPA0201L - Campaign Response Rate Variance By Num Dependents	BI4ALLCPA	OnRequest	Instant BI	Instant BI	ReportServices	This report shows the Response Rate Over/Under part vs group by Num Dependents. It is a 5 part report breaking down the Over/Under variances to sub campaign level. All analysis is for the total period of the campaign.	This report shows the Response Rate Over/Under part vs group by Num Dependents. It is a 5 part report breaking down the Over/Under variances to sub campaign level. All analysis is for the total period of the campaign.
	18	CPA0202B	CPA0202B	CPA0202B - Campaign Response Amount Variance By Age	BI4ALLCPA	OnRequest	Instant BI	Instant BI	ReportServices	This report shows the Response Amount Over/Under part vs group by Age Band. It is a 5 part report breaking down the Over/Under variances to sub campaign level. All analysis is for the total period of the campaign.	This report shows the Response Amount Over/Under part vs group by Age Band. It is a 5 part report breaking down the Over/Under variances to sub campaign level. All analysis is for the total period of the campaign.
	19	CPA0202C	CPA0202C	CPA0202C - Campaign Response Amount Variance By Gender	BI4ALLCPA	OnRequest	Instant BI	Instant BI	ReportServices	This report shows the Response Amount Over/Under part vs group by Gender. It is a 5 part report breaking down the Over/Under variances to sub campaign level. All analysis is for the total period of the campaign.	This report shows the Response Amount Over/Under part vs group by Gender. It is a 5 part report breaking down the Over/Under variances to sub campaign level. All analysis is for the total period of the campaign.
	20	CPA0202D	CPA0202D	CPA0202D - Campaign Response Amount Variance By Marital Status	BI4ALLCPA	OnRequest	Instant BI	Instant BI	ReportServices	This report shows the Response Amount Over/Under part vs group by Marital Status. It is a 5 part report breaking down the Over/Under variances to sub campaign level. All analysis is for the total period of the campaign.	This report shows the Response Amount Over/Under part vs group by Marital Status. It is a 5 part report breaking down the Over/Under variances to sub campaign level. All analysis is for the total period of the campaign.
	21	CPA0202E	CPA0202E	CPA0202E - Campaign Response Amount Variance By Income Band	BI4ALLCPA	OnRequest	Instant BI	Instant BI	ReportServices	This report shows the Response Amount Over/Under part vs group by Income Band. It is a 5 part report breaking down the Over/Under variances to sub campaign level. All analysis is for the total period of the campaign.	This report shows the Response Amount Over/Under part vs group by Income Band. It is a 5 part report breaking down the Over/Under variances to sub campaign level. All analysis is for the total period of the campaign.
	22	CPA0202F	CPA0202F	CPA0202F - Campaign Response Amount Variance By Life Stage	BI4ALLCPA	OnRequest	Instant BI	Instant BI	ReportServices	This report shows the Response Amount Over/Under part vs group by Life Stage. It is a 5 part report breaking down the Over/Under variances to sub campaign level. All analysis is for the total period of the campaign.	This report shows the Response Amount Over/Under part vs group by Life Stage. It is a 5 part report breaking down the Over/Under variances to sub campaign level. All analysis is for the total period of the campaign.
	23	CPA0202G	CPA0202G	CPA0202G - Campaign Response Amount Variance By Num Dependents	BI4ALLCPA	OnRequest	Instant BI	Instant BI	ReportServices	This report shows the Response Amount Over/Under part vs group by Num Dependents. It is a 5 part report breaking down the Over/Under variances to sub campaign level. All analysis is for the total period of the campaign.	This report shows the Response Amount Over/Under part vs group by Num Dependents. It is a 5 part report breaking down the Over/Under variances to sub campaign level. All analysis is for the total period of the campaign.
	24	CPA0300A	CPA0300A	CPA0300A - Email Campaign Summary	BI4ALLCPA	OnRequest	Instant BI	Instant BI	ReportServices	This is a summary report showing the status of an individual sub campaign	This is a summary report showing the status of an individual sub campaign

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	25	ASAA0100	ASAA0100	ASAA0100 - Sales Revenue and Units Variance Summary	BI4ALLSAA	OnRequest	Instant BI	Instant BI	ReportServices	This is the summary for Sales Value and Volume variance for Plan vs Actual by Company Region, Country and Product Category. It is displayed as a set of Bar Charts.	This is the summary for Sales Value and Volume variance for Plan vs Actual by Company Region, Country and Product Category. It is displayed as a set of Bar Charts.
	26	ASAA0101	ASAA0101	ASAA0101 - Sales Variance By Demographics Summary	BI4ALLSAA	OnRequest	Instant BI	Instant BI	ReportServices	This is the summary for Sales Revenue and Units Variance Plan vs Actual by the set of 6 common segmentation factors. Age, Gender, Marital Status, Income Band, Life Stage and Number of Dependents.	This is the summary for Sales Revenue and Units Variance Plan vs Actual by the set of 6 common segmentation factors. Age, Gender, Marital Status, Income Band, Life Stage and Number of Dependents.
	27	ASAA0102	ASAA0102	ASAA0102 - Sales Over Under Revenue By Demographics Summary	BI4ALLSAA	OnRequest	Instant BI	Instant BI	ReportServices	This is the summary for Sales Revenue Over/Under Representation by segment against overall average by the set of 6 common segmentation factors. Age, Gender, Marital Status, Income Band, Life Stage and Number of Dependents.	This is the summary for Sales Revenue Over/Under Representation by segment against overall average by the set of 6 common segmentation factors. Age, Gender, Marital Status, Income Band, Life Stage and Number of Dependents.
	28	ASAA0103	ASAA0103	ASAA0103 - Sales Units by Cities Summary - Map	BI4ALLSAA	OnRequest	Instant BI	Instant BI	ReportServices	This report shows the units sold in relative amounts by cities and placed onto a map of Germany. It is the summary for units sales by cities on a map.	This report shows the units sold in relative amounts by cities and placed onto a map of Germany. It is the summary for units sales by cities on a map.
	29	ASAA0104	ASAA0104	ASAA0104 - Sales Revenue by Cities Summary - Map	BI4ALLSAA	OnRequest	Instant BI	Instant BI	ReportServices	This report shows the units sold in relative amounts by cities and placed onto a map of Germany. It is the summary for units sales by cities on a map.	This report shows the units sold in relative amounts by cities and placed onto a map of Germany. It is the summary for units sales by cities on a map.
	30	SAA0100A	SAA0100A	SAA0100A - Sales Revenue And Units Variance by Region	BI4ALLSAA	OnRequest	Instant BI	Instant BI	ReportServices	This report shows the plan vs actual amounts for revenue and units by the Company Hierarchy. It can be drilled by year, quarter and month as well as by Company Hierarchy and Product Hierarchy.	This report shows the plan vs actual amounts for revenue and units by the Company Hierarchy. It can be drilled by year, quarter and month as well as by Company Hierarchy and Product Hierarchy.
	31	SAA0100B	SAA0100B	SAA0100B - Sales Revenue And Units Variance by Country	BI4ALLSAA	OnRequest	Instant BI	Instant BI	ReportServices	This report shows the plan vs actual amounts for revenue and units by the Geographic Hierarchy. It can be drilled by year, quarter and month as well as by Geographic Hierarchy and Product Hierarchy.	This report shows the plan vs actual amounts for revenue and units by the Geographic Hierarchy. It can be drilled by year, quarter and month as well as by Geographic Hierarchy and Product Hierarchy.
	32	SAA0100C	SAA0100C	SAA0100C - Sales Revenue And Units Variance by Product	BI4ALLSAA	OnRequest	Instant BI	Instant BI	ReportServices	This report shows the plan vs actual amounts for revenue and units by the Product Hierarchy. It can be drilled by year, quarter and month as well as by Geographic Hierarchy and Product Hierarchy.	This report shows the plan vs actual amounts for revenue and units by the Product Hierarchy. It can be drilled by year, quarter and month as well as by Geographic Hierarchy and Product Hierarchy.
	33	SAA0101B	SAA0101B	SAA0101B - Sales Revenue And Units Variance by Age	BI4ALLSAA	OnRequest	Instant BI	Instant BI	ReportServices	This report shows the plan vs actual amounts for revenue and units by Age Band and Product Hierarchy. It can be drilled by year, quarter and month as well as by Geographic Hierarchy and Product Hierarchy.	This report shows the plan vs actual amounts for revenue and units by Age Band and Product Hierarchy. It can be drilled by year, quarter and month as well as by Geographic Hierarchy and Product Hierarchy.
	34	SAA0101C	SAA0101C	SAA0101C - Sales Revenue And Units Variance by Gender	BI4ALLSAA	OnRequest	Instant BI	Instant BI	ReportServices	This report shows the plan vs actual amounts for revenue and units by Gender and Product Hierarchy. It can be drilled by year, quarter and month as well as by Geographic Hierarchy and Product Hierarchy.	This report shows the plan vs actual amounts for revenue and units by Gender and Product Hierarchy. It can be drilled by year, quarter and month as well as by Geographic Hierarchy and Product Hierarchy.
	35	SAA0101D	SAA0101D	SAA0101D - Sales Revenue And Units Variance by Marital Status	BI4ALLSAA	OnRequest	Instant BI	Instant BI	ReportServices	This report shows the plan vs actual amounts for revenue and units by Marital Status and Product Hierarchy. It can be drilled by year, quarter and month as well as by Geographic Hierarchy and Product Hierarchy.	This report shows the plan vs actual amounts for revenue and units by Marital Status and Product Hierarchy. It can be drilled by year, quarter and month as well as by Geographic Hierarchy and Product Hierarchy.
	36	SAA0101E	SAA0101E	SAA0101E - Sales Revenue And Units Variance by Income Band	BI4ALLSAA	OnRequest	Instant BI	Instant BI	ReportServices	This report shows the plan vs actual amounts for revenue and units by Income Band and Product Hierarchy. It can be drilled by year, quarter and month as well as by Geographic Hierarchy and Product Hierarchy.	This report shows the plan vs actual amounts for revenue and units by Income Band and Product Hierarchy. It can be drilled by year, quarter and month as well as by Geographic Hierarchy and Product Hierarchy.
	37	SAA0101F	SAA0101F	SAA0101F - Sales Revenue And Units Variance by Life Stage	BI4ALLSAA	OnRequest	Instant BI	Instant BI	ReportServices	This report shows the plan vs actual amounts for revenue and units by Life Stage and Product Hierarchy. It can be drilled by year, quarter and month as well as by Geographic Hierarchy and Product Hierarchy.	This report shows the plan vs actual amounts for revenue and units by Life Stage and Product Hierarchy. It can be drilled by year, quarter and month as well as by Geographic Hierarchy and Product Hierarchy.
	38	SAA0101G	SAA0101G	SAA0101G - Sales Revenue And Units Variance by Number Dependents	BI4ALLSAA	OnRequest	Instant BI	Instant BI	ReportServices	This report shows the plan vs actual amounts for revenue and units by Number Dependents and Product Hierarchy. It can be drilled by year, quarter and month as well as by Geographic Hierarchy and Product Hierarchy.	This report shows the plan vs actual amounts for revenue and units by Number Dependents and Product Hierarchy. It can be drilled by year, quarter and month as well as by Geographic Hierarchy and Product Hierarchy.
	39	SAA0102A	SAA0102A	SAA0102A - Sales Revenue and Units Variance - Detailed	BI4ALLSAA	OnRequest	Instant BI	Instant BI	ReportServices	This report shows the plan vs actual amounts for revenue and units over time. It is intended as a template report to be customized as it goes all the way down to the postcode level in the Geographic Hierarchy. It can be drilled by year, quarter and month as well as by Geographic Hierarchy and Product Hierarchy.	This report shows the plan vs actual amounts for revenue and units over time. It is intended as a template report to be customized as it goes all the way down to the postcode level in the Geographic Hierarchy. It can be drilled by year, quarter and month as well as by Geographic Hierarchy and Product Hierarchy.
	40	SAA0102B	SAA0102B	SAA0102B - Sales Revenue Over Under By Age	BI4ALLSAA	OnRequest	Instant BI	Instant BI	ReportServices	This report shows the Sales Revenue Over/Under part vs group by Age Band. It is a 5 part report breaking down the Over/Under variances by Product Hierarchy. It can be drilled by year, quarter and month as well as by Geographic Hierarchy and Product Hierarchy.	This report shows the Sales Revenue Over/Under part vs group by Age Band. It is a 5 part report breaking down the Over/Under variances by Product Hierarchy. It can be drilled by year, quarter and month as well as by Geographic Hierarchy and Product Hierarchy.
	41	SAA0102C	SAA0102C	SAA0102C - Sales Revenue Over Under By Gender	BI4ALLSAA	OnRequest	Instant BI	Instant BI	ReportServices	This report shows the Sales Revenue Over/Under part vs group by Gender. It is a 5 part report breaking down the Over/Under variances by Product Hierarchy. It can be drilled by year, quarter and month as well as by Geographic Hierarchy and Product Hierarchy.	This report shows the Sales Revenue Over/Under part vs group by Gender. It is a 5 part report breaking down the Over/Under variances by Product Hierarchy. It can be drilled by year, quarter and month as well as by Geographic Hierarchy and Product Hierarchy.
	42	SAA0102D	SAA0102D	SAA0102D - Sales Revenue Over Under By Marital Status	BI4ALLSAA	OnRequest	Instant BI	Instant BI	ReportServices	This report shows the Sales Revenue Over/Under part vs group by Marital Status. It is a 5 part report breaking down the Over/Under variances by Product Hierarchy. It can be drilled by year, quarter and month as well as by Geographic Hierarchy and Product Hierarchy.	This report shows the Sales Revenue Over/Under part vs group by Marital Status. It is a 5 part report breaking down the Over/Under variances by Product Hierarchy. It can be drilled by year, quarter and month as well as by Geographic Hierarchy and Product Hierarchy.
	43	SAA0102E	SAA0102E	SAA0102E - Sales Revenue Over Under By Income Band	BI4ALLSAA	OnRequest	Instant BI	Instant BI	ReportServices	This report shows the Sales Revenue Over/Under part vs group by Income Band. It is a 5 part report breaking down the Over/Under variances by Product Hierarchy. It can be drilled by year, quarter and month as well as by Geographic Hierarchy and Product Hierarchy.	This report shows the Sales Revenue Over/Under part vs group by Income Band. It is a 5 part report breaking down the Over/Under variances by Product Hierarchy. It can be drilled by year, quarter and month as well as by Geographic Hierarchy and Product Hierarchy.
	44	SAA0102F	SAA0102F	SAA0102F - Sales Revenue Over Under By Life Stage	BI4ALLSAA	OnRequest	Instant BI	Instant BI	ReportServices	This report shows the Sales Revenue Over/Under part vs group by Life Stage. It is a 5 part report breaking down the Over/Under variances by Product Hierarchy. It can be drilled by year, quarter and month as well as by Geographic Hierarchy and Product Hierarchy.	This report shows the Sales Revenue Over/Under part vs group by Life Stage. It is a 5 part report breaking down the Over/Under variances by Product Hierarchy. It can be drilled by year, quarter and month as well as by Geographic Hierarchy and Product Hierarchy.
	45	SAA0102G	SAA0102G	SAA0102G - Sales Revenue Over Under By Number Dependents	BI4ALLSAA	OnRequest	Instant BI	Instant BI	ReportServices	This report shows the Sales Revenue Over/Under part vs group by Number Dependents. It is a 5 part report breaking down the Over/Under variances by Product Hierarchy. It can be drilled by year, quarter and month as well as by Geographic Hierarchy and Product Hierarchy.	This report shows the Sales Revenue Over/Under part vs group by Number Dependents. It is a 5 part report breaking down the Over/Under variances by Product Hierarchy. It can be drilled by year, quarter and month as well as by Geographic Hierarchy and Product Hierarchy.
	46	SAA0103A	SAA0103A	SAA0103A - Sales Revenue And Units Variance - Detailed	BI4ALLSAA	OnRequest	Instant BI	Instant BI	ReportServices	This report shows the plan vs actual amounts for revenue and units over time at a summary level. It can be drilled by year, quarter and month as well as by Product Hierarchy.	This report shows the plan vs actual amounts for revenue and units over time at a summary level. It can be drilled by year, quarter and month as well as by Product Hierarchy.

Submodel: BI4ALLSGM

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	47	SGM0101A	SGM0101A	SGM0101A - Segment Membership Points	BI4ALLSGM	OnRequest	Instant BI	Instant BI	ReportServices	This report presents the number of points that have been accumulated by members over the period analysed for the segmentation run. The user is able to specify a minimum number of points for inclusion into the segment for analysis purposes. The report shows the segments, Number of Customers, Number of Points and the Points per customer for all those customers who qualify for the segment. The user generally selects a single segment or reports on all segments in the parameters of this report.	This report presents the number of points that have been accumulated by members over the period analysed for the segmentation run. The user is able to specify a minimum number of points for inclusion into the segment for analysis purposes. The report shows the segments, Number of Customers, Number of Points and the Points per customer for all those customers who qualify for the segment. The user generally selects a single segment or reports on all segments in the parameters of this report.
	48	SGM0101B	SGM0101B	SGM0101B - Segment Membership Points Variance	BI4ALLSGM	OnRequest	Instant BI	Instant BI	ReportServices	This report presents the variances in the number of points that have been accumulated by members over the period analysed for two segmentation runs. The user is able to specify a minimum number of points for inclusion into the segment for analysis purposes. The report shows the variance in segments, Number of Customers, Number of Points and the Points per customer for all those customers who qualify for the segment.	This report presents the variances in the number of points that have been accumulated by members over the period analysed for two segmentation runs. The user is able to specify a minimum number of points for inclusion into the segment for analysis purposes. The report shows the variance in segments, Number of Customers, Number of Points and the Points per customer for all those customers who qualify for the segment.
	49	SGM0101C	SGM0101C	SGM0101C - Segment Membership Points	BI4ALLSGM	OnRequest	Instant BI	Instant BI	ReportServices	This report presents the number of points that have been accumulated by members over the period analysed for the segmentation run on a single 8 x 8 chessboard. The user is able to specify a minimum number of points for inclusion into the segment for analysis purposes. The report shows the segments, Number of Customers, Number of Points and the Points per customer for all those customers who qualify for the segment. Placement on the chessboard can imply meaning.	This report presents the number of points that have been accumulated by members over the period analysed for the segmentation run on a single 8 x 8 chessboard. The user is able to specify a minimum number of points for inclusion into the segment for analysis purposes. The report shows the segments, Number of Customers, Number of Points and the Points per customer for all those customers who qualify for the segment. Placement on the chessboard can imply meaning.
	50	SGM0101D	SGM0101D	SGM0101D - Segment Membership Points Variance	BI4ALLSGM	OnRequest	Instant BI	Instant BI	ReportServices	This report presents the variance in the number of points that have been accumulated by members over the periods analysed by two segmentation runs on a single 8 x 8 chessboard. The user is able to specify a minimum number of points for inclusion into the segment for analysis purposes. The report shows the variance in segments, Number of Customers, Number of Points and the Points per customer for all those customers who qualify for the segment. Placement on the chessboard can imply meaning.	This report presents the variance in the number of points that have been accumulated by members over the periods analysed by two segmentation runs on a single 8 x 8 chessboard. The user is able to specify a minimum number of points for inclusion into the segment for analysis purposes. The report shows the variance in segments, Number of Customers, Number of Points and the Points per customer for all those customers who qualify for the segment. Placement on the chessboard can imply meaning.
	51	SGM0102A	SGM0102A	SGM0102A - Segment Membership Recency	BI4ALLSGM	OnRequest	Instant BI	Instant BI	ReportServices	This report presents the recency segment and number of members who belong to the recency segment. The report shows the Recency segments and the Number of Customers for all those customers who qualify for the segment.	This report presents the recency segment and number of members who belong to the recency segment. The report shows the Recency segments and the Number of Customers for all those customers who qualify for the segment.
	52	SGM0102B	SGM0102B	SGM0102B - Segment Membership Recency	BI4ALLSGM	OnRequest	Instant BI	Instant BI	ReportServices	This report presents the recency segment and number of members who belong to the recency segment in both a graphical and tabular format. The user generally selects a single segment in the parameters of this report.	This report presents the recency segment and number of members who belong to the recency segment in both a graphical and tabular format. The user generally selects a single segment in the parameters of this report.
	53	SGM0102C	SGM0102C	SGM0102C - Segment Membership Recency Variance	BI4ALLSGM	OnRequest	Instant BI	Instant BI	ReportServices	This report shows the variance in recency segment and number of members who belong to the recency segment for all those customers who qualify for the segment in two segmentation runs by the selected parameters.	This report shows the variance in recency segment and number of members who belong to the recency segment for all those customers who qualify for the segment in two segmentation runs by the selected parameters.
	54	SGM0103A	SGM0103A	SGM0103A - Segment Membership Frequency	BI4ALLSGM	OnRequest	Instant BI	Instant BI	ReportServices	This report presents the frequency segment and number of members who belong to the frequency segment. The report shows the Frequency segments and the Number of Customers for all those customers who qualify for the segment.	This report presents the frequency segment and number of members who belong to the frequency segment. The report shows the Frequency segments and the Number of Customers for all those customers who qualify for the segment.
	55	SGM0103B	SGM0103B	SGM0103B - Segment Membership Frequency	BI4ALLSGM	OnRequest	Instant BI	Instant BI	ReportServices	This report presents the frequency segment and number of members who belong to the frequency segment in both a graphical and tabular format. The user generally selects a single segment in the parameters of this report.	This report presents the frequency segment and number of members who belong to the frequency segment in both a graphical and tabular format. The user generally selects a single segment in the parameters of this report.
	56	SGM0103C	SGM0103C	SGM0103C - Segment Membership Frequency Variance	BI4ALLSGM	OnRequest	Instant BI	Instant BI	ReportServices	This report shows the variance in frequency segment and number of members who belong to the frequency segment for all those customers who qualify for the segment in two segmentation runs by the selected parameters.	This report shows the variance in frequency segment and number of members who belong to the frequency segment for all those customers who qualify for the segment in two segmentation runs by the selected parameters.
	57	SGM0104A	SGM0104A	SGM0104A - Segment Membership Monetary	BI4ALLSGM	OnRequest	Instant BI	Instant BI	ReportServices	This report presents the monetary segment and number of members who belong to the monetary segment. The report shows the Monetary segments and the Number of Customers for all those customers who qualify for the segment.	This report presents the monetary segment and number of members who belong to the monetary segment. The report shows the Monetary segments and the Number of Customers for all those customers who qualify for the segment.
	58	SGM0104B	SGM0104B	SGM0104B - Segment Membership Monetary	BI4ALLSGM	OnRequest	Instant BI	Instant BI	ReportServices	This report presents the monetary segment and number of members who belong to the monetary segment in both a graphical and tabular format. The user generally selects a single segment in the parameters of this report.	This report presents the monetary segment and number of members who belong to the monetary segment in both a graphical and tabular format. The user generally selects a single segment in the parameters of this report.

List of Report Names and Descriptions										
	#	#	Report Name Short	Report Name Long	Submodel	Frequency	Owner	Tech Support	Reporting Tool	Short Description	Long Description
	59	SGM0104C	SGM0104C	SGM0104C - Segment Membership Monetary Variance	BI4ALLSGM	OnRequest	Instant BI	Instant BI	ReportServices	This report shows the variance in monetary segment and number of members who belong to the monetary segment for all those customers who qualify for the segment in two segmentation runs by the selected parameters.	This report shows the variance in monetary segment and number of members who belong to the monetary segment for all those customers who qualify for the segment in two segmentation runs by the selected parameters.
	60	SGM0105A	SGM0105A	SGM0105A - Segment Membership Monetary Value	BI4ALLSGM	OnRequest	Instant BI	Instant BI	ReportServices	This report presents the monetary segment, monetary value and the number of members who belong to the monetary segment. Monetary Value is simply the amount in the defined currency that was spent in that monetary segment. The report shows the Monetary segments and the Number of Customers for all those customers who qualify for the segment.	This report presents the monetary segment, monetary value and the number of members who belong to the monetary segment. Monetary Value is simply the amount in the defined currency that was spent in that monetary segment. The report shows the Monetary segments and the Number of Customers for all those customers who qualify for the segment.
	61	SGM0105B	SGM0105B	SGM0105B - Segment Membership Monetary Value	BI4ALLSGM	OnRequest	Instant BI	Instant BI	ReportServices	This report presents the monetary segment, monetary value and the number of members who belong to the monetary segment in both a graphical and tabular format. The user generally selects a single segment in the parameters of this report.	This report presents the monetary segment, monetary value and the number of members who belong to the monetary segment in both a graphical and tabular format. The user generally selects a single segment in the parameters of this report.
	62	SGM0105C	SGM0105C	SGM0105C - Segment Membership Monetary Value Variance	BI4ALLSGM	OnRequest	Instant BI	Instant BI	ReportServices	This report shows the variance in monetary segment/value and number of members who belong to the monetary segment/value for all those customers who qualify for the segment in two segmentation runs by the selected parameters.	This report shows the variance in monetary segment/value and number of members who belong to the monetary segment/value for all those customers who qualify for the segment in two segmentation runs by the selected parameters.
	63	SGM0106A	SGM0106A	SGM0106A - Segment Correlation Strength	BI4ALLSGM	OnRequest	Instant BI	Instant BI	ReportServices	This report presents the statistical measure that has been calculated for the intersection of the two segments. The measure is usually the level of co-relation of the two segments. This presents as 64 x 64 matrix showing the statistical measure for each segment pair.	This report presents the statistical measure that has been calculated for the intersection of the two segments. The measure is usually the level of co-relation of the two segments. This presents as 64 x 64 matrix showing the statistical measure for each segment pair.
	64	SGM0106B	SGM0106B	SGM0106B - Segment Correlation Strength - Details	BI4ALLSGM	OnRequest	Instant BI	Instant BI	ReportServices	This report presents the statistical measure, number of customers, number of points and points per customer that has been calculated for the intersection of the two segments. This presents as 64 x 64 matrix showing the measures for each segment pair.	This report presents the statistical measure, number of customers, number of points and points per customer that has been calculated for the intersection of the two segments. This presents as 64 x 64 matrix showing the measures for each segment pair.
	65	SGM0106C	SGM0106C	SGM0106C - Segment Correlation Strength - Details - Variance	BI4ALLSGM	OnRequest	Instant BI	Instant BI	ReportServices	This report presents the variance in the statistical measure, number of customers, number of points and points per customer that has been calculated for the intersection of the two segments in two segmentation runs. This presents as 64 x 64 matrix showing the measures for each segment pair.	This report presents the variance in the statistical measure, number of customers, number of points and points per customer that has been calculated for the intersection of the two segments in two segmentation runs. This presents as 64 x 64 matrix showing the measures for each segment pair.
	66	SGM0107A	SGM0107A	SGM0107A - Segment Correlation Opportunity	BI4ALLSGM	OnRequest	Instant BI	Instant BI	ReportServices	This report presents the perceived opportunity for cross selling between segments based on the statistics generated for the segment, the revenue produced by the segments. It is based on the probability of being able to cross sell customers in the base segment products in the compare segment. It is based on the parameters selected for the report.	This report presents the perceived opportunity for cross selling between segments based on the statistics generated for the segment, the revenue produced by the segments. It is based on the probability of being able to cross sell customers in the base segment products in the compare segment. It is based on the parameters selected for the report.
	67	SGM0108A	SGM0108A	SGM0108A - Customer Segmentation	BI4ALLSGM	OnRequest	Instant BI	Instant BI	ReportServices	This report presents the number of points that have been accumulated by members over the period analysed for the segmentation run on a single 4 x 4 grid. The user is able to specify a minimum number of points for inclusion into the segment for analysis purposes. The report shows the segments, Number of Customers, Number of Points and the Points per customer for all those customers who qualify for the segment. Placement on the grid implies meaning as it plots strength and value of reltionship from low to high.	This report presents the number of points that have been accumulated by members over the period analysed for the segmentation run on a single 4 x 4 grid. The user is able to specify a minimum number of points for inclusion into the segment for analysis purposes. The report shows the segments, Number of Customers, Number of Points and the Points per customer for all those customers who qualify for the segment. Placement on the grid implies meaning as it plots strength and value of reltionship from low to high.
	68	SGM0108B	SGM0108B	SGM0108B - Customer Segmentation Variance	BI4ALLSGM	OnRequest	Instant BI	Instant BI	ReportServices	This report presents the variance in the number of points that have been accumulated by members over the periods analysed by two segmentation runs on a single 4 x 4 grid. The user is able to specify a minimum number of points for inclusion into the segment for analysis purposes. The report shows the variance in segments, Number of Customers, Number of Points and the Points per customer for all those customers who qualify for the segment. Placement on the grid implies meaning as it plots strength and value of reltionship from low to high.	This report presents the variance in the number of points that have been accumulated by members over the periods analysed by two segmentation runs on a single 4 x 4 grid. The user is able to specify a minimum number of points for inclusion into the segment for analysis purposes. The report shows the variance in segments, Number of Customers, Number of Points and the Points per customer for all those customers who qualify for the segment. Placement on the grid implies meaning as it plots strength and value of reltionship from low to high.