NABCA

Diver Platform® powered by Spectre®
Getting Started

Glossary

| Term/Word	Meaning
Console	The navigational window through which the diving process is managed.
Dimension Column	A column of data retrieved by diving on a dimension within the Console.
Dimension Counts Box	Dimension Counts display the number of values for all dimensions.
Dive Window	The default window is a Tabular window with the familiar row and column layout of a spreadsheet,
Dive/Diving	Is the process of using ProDiver to retrieve particular parts of the data.
DiveBook	DiveBooks are divided into Areas and Topics. When you view a DiveBook, the DiveBook displays the Areas it contains; when you select an Area, the Area displays the Topics it contains. DiveBook file names end with the extension .dbk (the Idaho DiveBook file name is id.dbk).
Empty Column Header	The header part of the empty column to the right of the last column of data. Double clicking on the empty column header will allow you to add a new column.
File Name	A unique name that properly identifies the file.
Column Labels	In a dive window, the "top row" contains the column labels (headers).
Marker	A Marker file is used to save the specific details of the dive. Saving a Marker is like putting a bookmark at a point to which you want to return. Later, you can use the Marker to jump directly to the saved dive. ProDiver "Markers" end with the extension .mrk.
Model Columns Box	Allows you to add a column from summary fields included in the Model.
Named Groups	Allow you to include a calculated column based on "filtering" on certain Values.
Named Groups Box	Allows you to use Named Groups that have already been created; also, Named Groups created by you will be stored in the Named Groups Box.
Named Groups Button	Allows you to create Named Groups.
Other Columns Box	Allows you to use calculations that have already been created.
Picklist QuickView	Allows you to select a value(s) from a list.
ProDiver Icon	The ProDiver Icon is automatically placed on your desktop (monitor) when the software is installed.
Pulldown QuickView	Works like a pull-down menu…. allows you to select "one" value from a list.
Summary Column	A numerical column on which mathematical calculations can be done.
Toolbar	Allows fast access to the most commonly used features.
Username & Password	Assigned to you by the NABCA giving you access to the data.

The Toolbar

1	Undo will erase the last change to the window.
2	Redo reverses the undo.
3	File Open opens a DiveBook or Marker.
4	DiveBook opens a DiveBook only.
5	Print a standard print command will be issued to your operating system.
6	Print Preview allows you to see the page before you print it.
7	Tabular converts the current dive window to the Tabular format with the familiar row and column layout of a spreadsheet.
8	MultiTab converts the current dive window to the MultiTab format; also, the Dimensions in the Console now have right facing arrows indicating you can add them to your window. After clicking this and dimension chosen will appear to the right of the starting Dimension's column e.g. if state is the starting dimension, "city" may be the next MultiTab.
9	Cross Tabular opens a dialog box that allows you to convert the current dive window to the CrossTab format….use this button when doing a "single" CrossTab.
10	MultiCrossTab opens a dialog box that allows you to convert the current dive window to the MultiCrossTab format….use this button when doing "multiple" CrossTabs.
11	Report opens a dialog box that allows you to convert the current dive window to a report.
12	Graph opens a dialog box that allows you to convert the current dive window to a graph.
13	Flip Axes swaps the vertical information with the horizontal information.
14	Focus allows you to look closely at a selected item(s) by removing the others from view.
15	Group allows you to select and treat multiple values as a unit.
16	Sort Up sorts the selected column in ascending order.
17	Sort Down sorts the selected column in descending order.
18	Find allows you to search for desired values.
19	Time Series allows comparison between two different time-based dimensions such as month, date, or quarter.
20	Period Comparison allows you to replace the current summary columns with new columns that can be used to make a comparison between sets of data from different points in time.
21	Hide Console/Show Console hides the console/shows the console.

List of All Dive Books
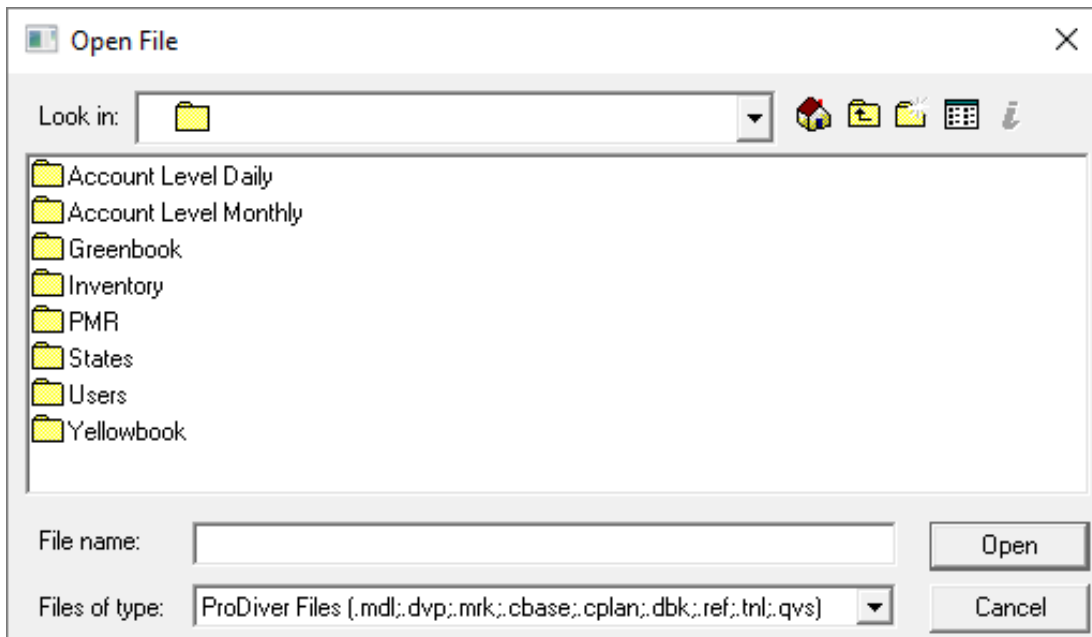
Account Level Daily	Daily sales in dollars and cases to licensees or consumers
Account Level Monthly	Monthly sales in dollars and cases to licensees or consumers
Greenbook	Audited monthly sales in dollars and cases as published by the state authority
Inventory	Daily inventory level in state warehouses by SKU
PMR	Preliminary Month Results. Early view of sales (unaudited or checked) in dollars and cases
States	Access to each states' available range of DiveBooks
Users	Access to the subscriber's user folders or files
Yellowbook	District Reports for MI, OH, PA and VA.

Data Matrix

State Name	Green Book Sales From	Sales Reporting Period	Approx. Rct.	SAM Granularity	Sunday Sales	Retail By	Spirits / Wine	Pricing
Alabama	Retail C	M	2nd Week	1	No	State/Pvt	S-L-F-V	Retail, Shelf
Idaho	Retail B	M	2nd Week	1	Yes	State/Agency	S-L-F-V	Retail, Shelf
Iowa	Warehouse B	M	1st Week	3	Yes	Private	S	Wholesale
Maine	Warehouse B	M	1st Week	4	Yes	Private	S	Retail, Shelf
Montgomery County MD	Retail D	M	1st Week	1	Yes	County/Pvt	S-T-F-V- *	Retail, Shelf
Michigan	Warehouse A	4,4,5	3rd Week	2	Yes	Private	S	Min Retail
Mississippi	Warehouse A	M	3rd Week	2	No	Private	S-T-F-V- *	Wholesale
Montana	Warehouse B	M	1st Week	3	No	Private	S-F-V	Wholesale
New Hampshire	Retail C	4,4,5	1st Week	1	Yes	State/Agency/Pvt	S-T-F-V- *	Retail, Shelf
North Carolina	Retail A	M	2nd Week	5	No	State	S	Retail, Shelf
Ohio	Retail A	M	2nd Week	1	Yes	Agency	S	Retail, Shelf
Oregon	Retail A	M	3rd Week	1	Yes	Agency	S-V	Retail, Shelf
Pennsylvania	Retail C	4,5,4	2nd Week	1	Yes	State/Pvt	S-T-F-V- *	Retail, Shelf
Utah	Retail C	4,4,5	1st Week	1	No	State/Pvt	S-T-F-V- *	Retail, Shelf
Vermont	Retail A	M	1st Week	1	Yes	Agency	S-F-V	Retail, Shelf
Virginia	Retail A	M	1st Week	1	Yes	State	S-L-V	Retail, Shelf
West Virginia	Warehouse B	M	1st Week	3	No	Private	S-F-V	Wholesale
Wyoming	Warehouse A	M	1st Week	2	Yes	Private	S-T-F-V- *	Wholesale

Retail by

State Store = Operated by state

Agency = State owned inventory, Independent retailer is paid a commission for sales

Pvt Package Store = Initially purchased thru ABC warehouse, products are owned/sold by independent retailers/stores

Greenbook Sales

Retail A = Consumer takeaways from state store or agency and wholesale sales to on-prem licensees

Retail B = Consumer takeaways from state store and agency, and wholesale sales to on-prem licensees

Retail C = Consumer takeaways from state store and whs depletions to package stores & on-prem licensees

Retail D = Consumer takeaways from state store, wholesale sales to pkg stores or on-premise licensees

Warehouse A = Warehouse depletions to on-prem and off-prem licensees

Warehouse B = Warehouse depletions to off-prem licensees

SAM Granularity:

1 = State store/agency and on-prem licensee detail

2 = Off-premise and on-prem licensee detail

3 = Total off-prem sales which include on-prem licensee purchases

4 = Total off-prem sales which include on-prem licensee purchases, on-prem licensee detail in a separate model

5 = N2 Model Data is account level (on & off premise) for 39 boards and total board level for the balance

Spirits / Wine:

S = Distilled Spirits

T = Table Wine

L = Locally Produced Table Wine

F = Fortified Wine

V = Vermouth

* = Sole Wholesaler of Wine

Pricing

Shelf Price: The lowest price the product sells for in the time period

Retail Price: The output from a mark-up formula.

Wholesale Price: Output from a mark-up formula in a wholesale state

Minimum Price: The lowest price that a product can be sold for in a given month in MI
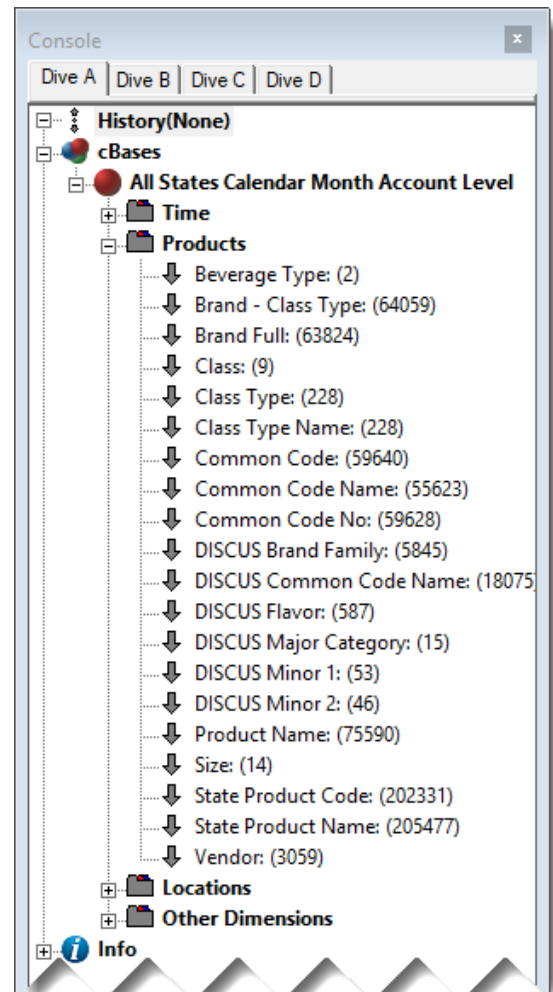
The Console and Dimensions

Time

- Daily cBases - (where available) 2 years plus current year

- Monthly cBases – 5 years plus current year

- Greenbook – monthly since January 1999

- Inventory – Daily for 2 years plus current year
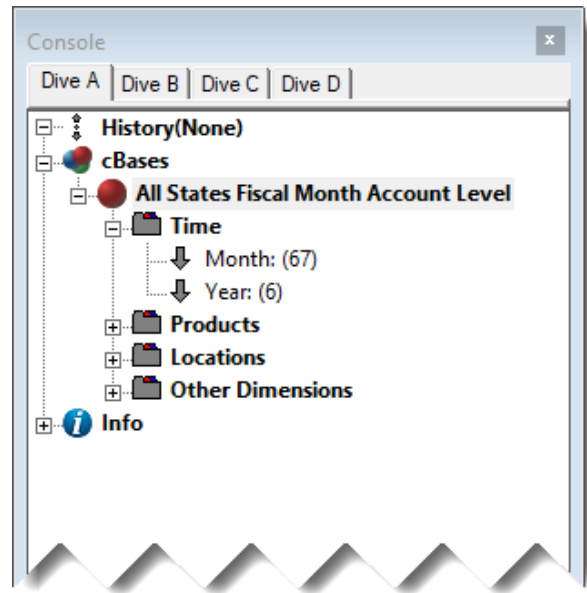
Products (Same dimensions in all cBases)

- Beverage Type – Wine or Spirits

- Brand – Name of Brand

- Class Type – TTB classification

- Common Code – Code assigned to a brand by NABCA

- Common Code Name – Abbreviated brand name associated with the common code for both wines & spirits

- DISCUS Common Code Name – Spirit brand name associated with the common code

- Product Name –Brand/category/class/size

- State Product Name – Brand/category/class/size/state code

The Console and Dimension, cont.

Locations

- Premise Indicator – On Premise, Off Premise or Combined
- Store License Type – License coding applied by each state
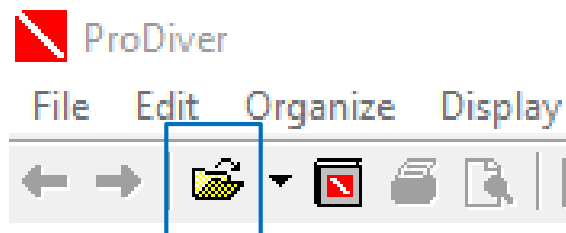
Other

- TDLinx account classifications (separate TD Linx subscription required)
- Lesser used dimensions eg:
  - Proof
  - Pack size
  - Cluster
  - County
  - UPC
  - SCC
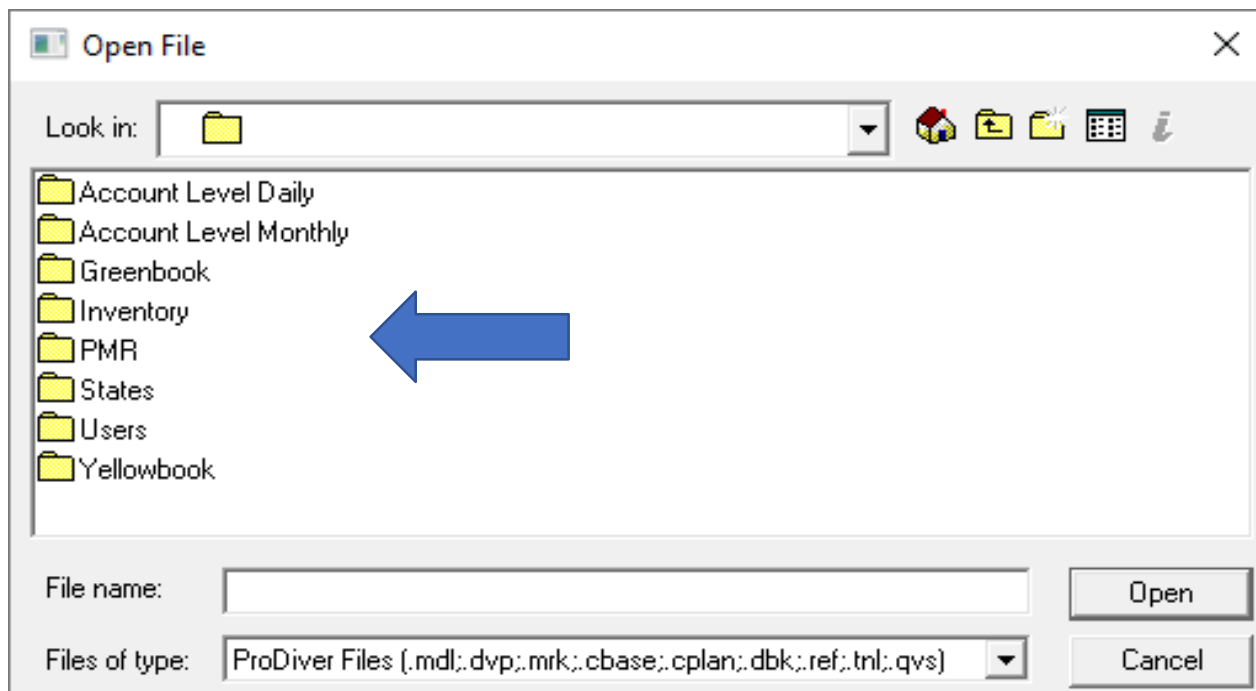 - Import/Domestic
- Legacy dimensions
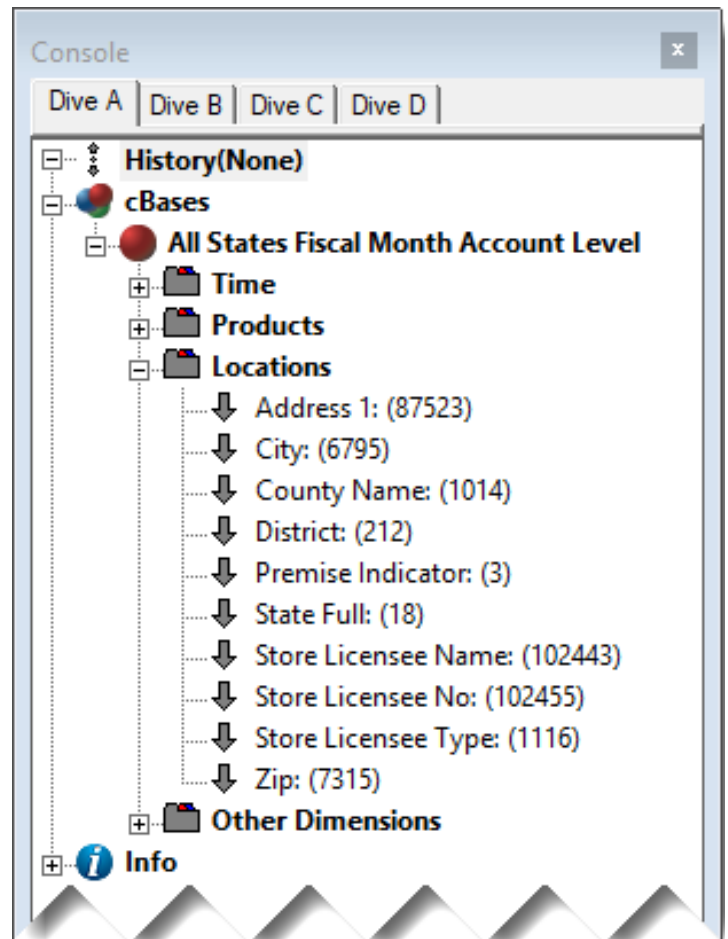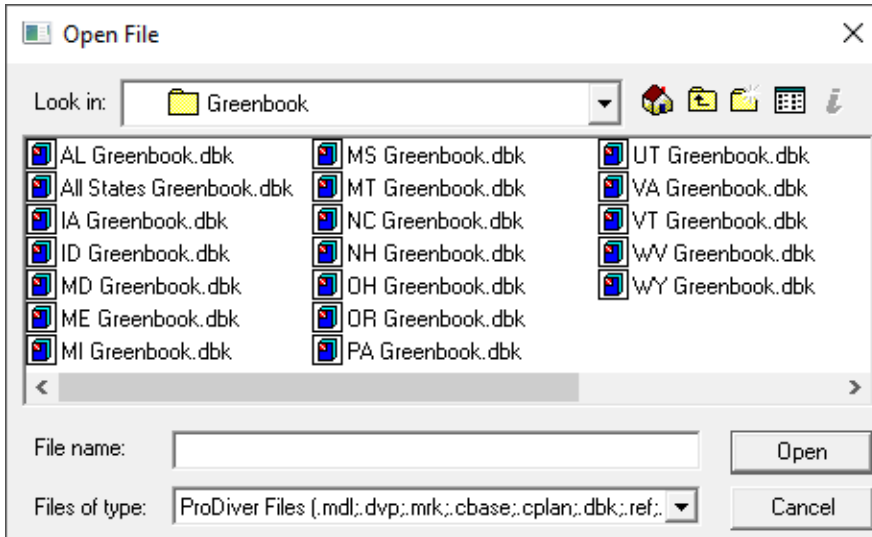
Getting Started

1.   Click the file open icon


2.   Double click on a folder to open the DiveBook menu

3. Double click on a DiveBook to open the DivePlan menu, choose Ad Hoc Analysis and Sales Current and click OK to open a Dive window

4. Double click on a dimension from within the Console dimension choices

   This opens the initial "dive" and creates the left column on the tabular

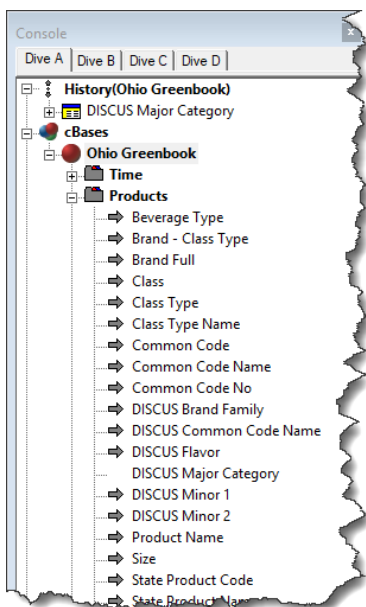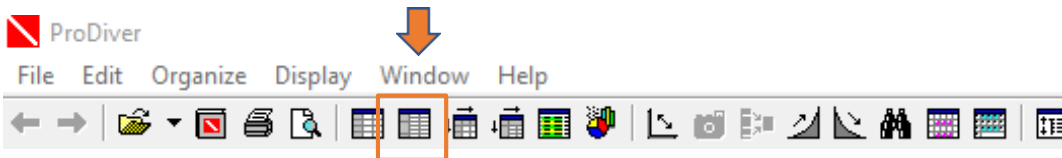5. For example purpose DISCUS Major Category is chosen
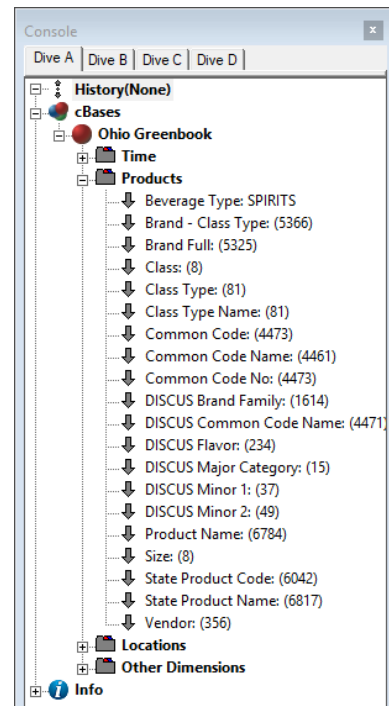
Getting Started, cont.

Initial dive   Preformatted measures (for Greenbook 22 years!)

DISCUS Major Category	Units	Cases Standard	Cases 9L	Dollars Retail	Dollars Shelf	
Totals	1,058,149,018	88,181,035.00	101,592,677.00	17,695,499,603.55	17,660,324,900.99	
	6,396	66.00	47.67	63,386.01	50,906.01	
BRANDY / COGNAC	107,327,954	6,147,172.00	6,632,447.34	1,601,741,858.75	1,596,649,084.59	
CACHACA	103,747	8,651.00	10,239.30	2,131,504.85	2,130,672.76	
CANADIAN	117,687,279	10,230,060.00	11,790,362.24	1,883,730,495.89	1,881,960,186.68	
COCKTAILS	1,771,250	153,202.00	201,115.88	14,680,098.50	14,668,152.55	
CORDIALS	65,369,264	5,223,221.00	6,071,418.97	1,273,438,103.39	1,272,165,667.78	
DOMESTIC WHISKEY	160,586,840	13,906,008.00	15,979,816.19	3,075,659,810.17	3,069,849,772.14	
GIN	57,308,220	4,752,570.00	5,510,633.81	780,225,029.72	778,721,089.95	
IRISH	11,208,428	889,820.00	1,029,235.46	316,080,366.23	315,649,710.46	
NEUTRAL GRAIN SPIRIT	635,202	57,968.00	62,206.44	10,804,694.43	10,792,333.35	
OTHER IMPORTED WHISKY	60,661	5,056.00	5,055.17	3,126,655.06	3,126,488.12	
RUM	104,935,243	9,261,388.00	10,905,895.96	1,485,502,082.09	1,481,288,801.62	
SCOTCH	27,274,034	2,662,521.00	3,079,092.95	762,045,524.40	760,793,154.44	
TEQUILA	73,629,652	5,786,369.00	6,701,922.06	1,550,082,959.65	1,548,263,683.48	
VODKA	330,244,848	29,096,963.00	33,613,187.56	4,936,187,034.41	4,924,215,197.06	

Click on the MultiTab icon to add additional dimensions to the dive

ProDiver

File   Edit   Organize   Display   Window   Help

Console
Dive A | Dive B | Dive C | Dive D |
- History(Ohio Greenbook)
  - DISCUS Major Category
- cBases
  - Ohio Greenbook
    - Time
    - Products
      - Beverage Type
      - Brand - Class Type
      - Brand Full
      - Class
      - Class Type
      - Class Type Name
      - Common Code
      - Common Code Name
      - Common Code No
      - DISCUS Brand Family
      - DISCUS Common Code Name
      - DISCUS Flavor
      - DISCUS Major Category
      - DISCUS Minor 1
      - DISCUS Minor 2
      - Product Name
      - Size
      - State Product Code
      - State Product Name

Note that the arrows beside each dimension now point to the right. Double clicking on a dimension will add a column to the right of your initial dive.

Example: DISCUS Minor 1

Adding Measures

DISCUS Major Category	DISCUS Minor 1	Units	Cases Standard	Cases 9L	Dollars Retail	Dollars Shelf
Totals	Totals	1,058,149,018	88,181,035.00	101,592,677.00	17,695,499,603.55	17,660,324,900.99
		6,396	66.00	47.67	63,386.01	50,906.01
BRANDY / COGNAC	ARMAGNAC	5,631	459.00	469.25	232,013.82	232,013.82
BRANDY / COGNAC	COGNAC	49,110,360	2,559,758.00	2,741,180.92	1,098,554,149.63	1,094,853,341.97
BRANDY / COGNAC	DOMESTIC	55,935,229	3,417,934.00	3,719,755.87	471,821,713.12	470,479,968.90
BRANDY / COGNAC	IMPORTED	2,276,734	169,021.00	171,041.30	31,133,982.18	31,083,759.90
CACHACA	CACHACA	103,747	8,651.00	10,239.30	2,131,504.85	2,130,672.76
CANADIAN	FLAVORED	22,424,917	1,455,014.00	1,621,772.18	377,842,927.44	377,703,694.68
CANADIAN	FOREIGN BLEND	31,949,106	2,559,408.00	2,987,239.93	768,745,023.72	767,732,430.11
CANADIAN	US BLEND	63,313,256	6,215,638.00	7,181,350.13	737,142,544.73	736,524,061.89
COCKTAILS	COCKTAILS	19,036	2,087.00	2,575.11	169,882.39	168,753.91
COCKTAILS	LONG ISLAND ICED TEA	1,721,915	148,580.00	195,784.76	13,908,501.36	13,900,241.43
COCKTAILS	MANHATTAN	8,094	682.00	674.48	244,051.89	244,051.89
COCKTAILS	MARGARITA	4,794	402.00	399.52	81,195.38	80,168.66
COCKTAILS	MINT JULEP	8,324	694.00	924.78	128,804.23	128,804.23
COCKTAILS	OTHER COCKTAILS	1,517	125.00	126.44	26,320.98	26,320.98

1. Highlight the preformatted columns and press the delete key on your keyboard

2. Double click in the empty space above the black line where the measures you deleted were previously

3. This opens the Add a Column dialogue box

Adding Measures, cont

1. Start by choosing a measure from the model column box.

2. From the **Named Groups** choose a time period, (e.g. CMTY).

3. The formula will automatically feed into the **Definition box**.

4. The **Name** will also appear, but you can change it.

5. Repeat (1) for previous year period (e.g. CMLY).

Saving A Marker
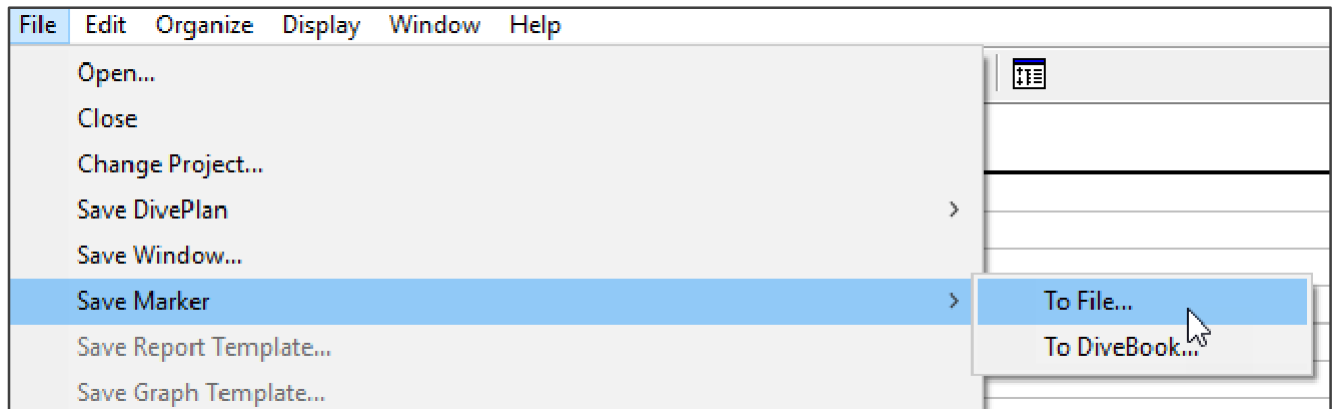
1. From the top menu choose File – save marker- to file

2. Save in: Users (you can create your own folder with the Create New Folder icon

3. Name the marker (suggest using the cBase-state-purpose-date created)

Download to Excel

1. From the top menu choose Edit – copy

2. In Excel choose a cell, right click and choose "paste"

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