

**NABCA**

**Diver Platform® powered by Spectre®**

# **User Defined Dimensions**

**“DIY” Series**

**User Defined Dimensions**

# Purpose

User Defined Dimensions (UDDs) allow a user to define a measurable subset within a group of items chosen from a dimension. This subset can be accounts, brands or even states. With a UDD the user can measure one subset against another subset and/or the balance of the dimension e.g. PacNW States vs rest of Control States.

## Creating a User Defined Dimension (UDD)

1. Open Divebook for Virginia Account Level Monthly
2. Dive on Premise Indicator and create a Quickview (QV) Pulldown.
3. Choose On Premise from the QV
4. Dive on Store Name and multi-tab city or identifying feature (zip)
5. Sort by descending volume (or by city or zipcode) to enable easier identification of target accounts, delete unwanted columns (units, retail dollars etc) and add the measure you need to identify the accounts e.g. 9L R12TY (you may also want to define a category first such as Tequila)
6. Right click on anywhere on the tabular and choose "Create User Defined Dimension"

ProDiver - [Store Licensee Name [Virginia Account Level Monthly-Dive A]]

File Edit Data Display Organize Window Help

Premise Indicator ON PREMISE

Store Licensee Name	City	9L R12TY
Totals	Totals	884,504.9
CHIX SEA GRILL ( VA - O - 86959 )	VA, VIRGINIA BEACH	5,286.4
WATERMANS ( VA - O - 33063 )	VA, VIRGINIA BEACH	3,095.2
DON TITO ( VA - O - 86674 )	VA, ARLINGTON	2,780.2
CHICKS OYSTER BAR ( VA - O - 4923 )	VA, VIRGINIA BEACH	2,240.1
BALLY HOOS ( VA - O - 8647 )	VA, VIRGINIA BEACH	2,070.1
THE EAGLES NEST ( VA - O - 52953 )	VA, CHESAPEAKE	2,050.1
TOP OF THE STAIRS ( VA - O - 72592 )	VA, BLACKSBURG	1,998.1
MARRIOTT VIRGINIA BEACH OCEANFRONT ( VA - O - 752403 )	VA, VIRGINIA BEACH	1,994.1
SPIDER KELLYS ( VA - O - 52286 )	VA, ARLINGTON	1,977.26
CLARENDON POPUP ( VA - O - 754043 )	VA, ARLINGTON	1,833.82
BABYLON FUTBOL CAFE ( VA - O - 45616 )	VA FALLS CHURCH	1,818.54

7. In the dialogue box that appears name both your UDD and the "Undefined Values" in this example BOM = Balance of Market
8. Click OK

Create User Defined Dimension

Name: VA On Prem Targets

Undefined Values: BOM

OK Cancel

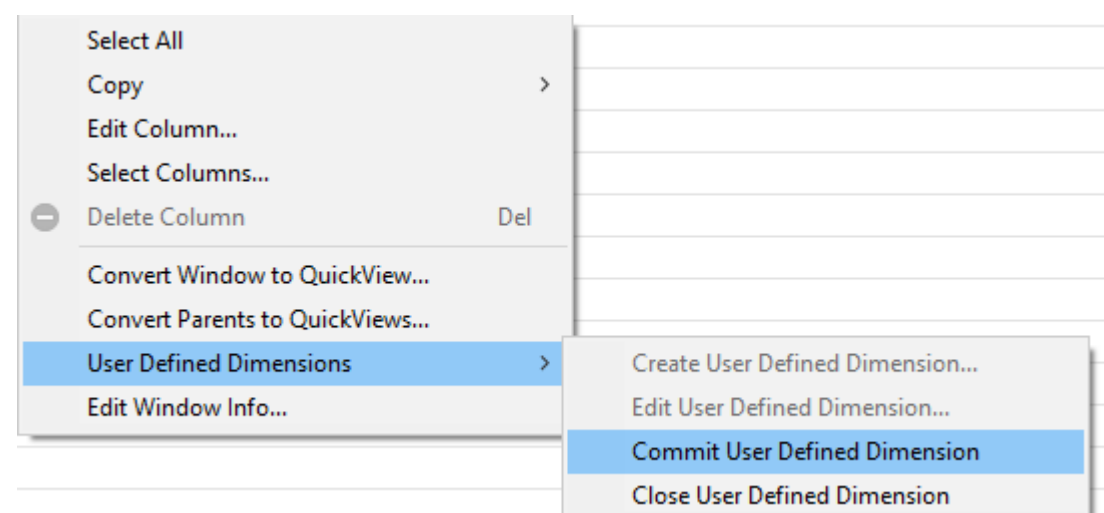
9. This returns the tabular and adds a column with your UDD name in the top and initially all items in the tabular as BOM.

Store Licensee Name	VA On Premise Targets	City	9L R12TY
Totals	Totals	Totals	884,504.97
CHIX SEA GRILL ( VA - O - 86959 )	BOM	VA, VIRGINIA BEACH	5,286.68
WATERMANS ( VA - O - 33063 )	BOM	VA, VIRGINIA BEACH	3,095.29
DON TITO ( VA - O - 86674 )	BOM	VA, ARLINGTON	2,780.21
CHICKS OYSTER BAR ( VA - O - 4923 )	BOM	VA, VIRGINIA BEACH	2,240.09
BALLY HOOS ( VA - O - 8647 )	BOM	VA, VIRGINIA BEACH	2,070.80
THE EAGLES NEST ( VA - O - 52953 )	BOM	VA, CHESAPEAKE	2,050.92
TOP OF THE STAIRS ( VA - O - 72592 )	BOM	VA, BLACKSBURG	1,998.06
MARRIOTT VIRGINIA BEACH OCEANFRONT ( VA - O - 752403 )	BOM	VA, VIRGINIA BEACH	1,994.67
SPIDER KELLYS ( VA - O - 52286 )	BOM	VA, ARLINGTON	1,977.26
CLARENDON POPUP ( VA - O - 754043 )	BOM	VA, ARLINGTON	1,833.82
BABYLON FUTBOL CAFE ( VA - O - 45616 )	BOM	VA, FALLS CHURCH	1,818.54
GUAPOS ( VA - O - 11485 )	BOM	VA, ARLINGTON	1,781.57
SHARKEYS WING & RIB JOINT ( VA - O - 39631 )	BOM	VA, BLACKSBURG	1,638.95
WATERSIDE DISTRICT ( VA - O - 91157 )	BOM	VA, NORFOLK	1,602.64
CALYPSO BAR & GRILL ( VA - O - 65032 )	BOM	VA, VIRGINIA BEACH	1,566.96
WILSON HARDWARE ( VA - O - 91035 )	BOM	VA, ARLINGTON	1,557.46
HILTON HOTEL THE MAIN ( VA - O - 91527 )	BOM	VA, NORFOLK	1,552.11
HOSSS DELI BURLS SEAFOOD ( VA - O - 67387 )	BOM	VA, NEWPORT NEWS	1,452.96
VOLAS DOCKSIDE GRILL & THE HI TIDE LOUNGE ( VA - O - 89829 )	BOM	VA, ALEXANDRIA	1,451.24
BROCKS RIVERSIDE GRILL ( VA - O - 7900 )	BOM	VA, FREDERICKSBURG	1,433.64
JOSE TEQUILAS MEXICAN GRILL & BAR ( VA - O - 66514 )	BOM	VA, NEWPORT NEWS	1,424.83

10. From here you can double click in any of the highlighted cells and change the name to “Target” as an example.

Store Licensee Name	VA On Premise Targets	City	9L R12TY
Totals	Totals	Totals	884,504.97
CHIX SEA GRILL ( VA - O - 86959 )	Target	VA, VIRGINIA BEACH	5,286.68
WATERMANS ( VA - O - 33063 )	Target	VA, VIRGINIA BEACH	3,095.29
DON TITO ( VA - O - 86674 )	Target	VA, ARLINGTON	2,780.21
CHICKS OYSTER BAR ( VA - O - 4923 )	BOM	VA, VIRGINIA BEACH	2,240.09
BALLY HOOS ( VA - O - 8647 )	Target	VA, VIRGINIA BEACH	2,070.80
THE EAGLES NEST ( VA - O - 52953 )	Target	VA, CHESAPEAKE	2,050.92
TOP OF THE STAIRS ( VA - O - 72592 )	Target	VA, BLACKSBURG	1,998.06
MARRIOTT VIRGINIA BEACH OCEANFRONT ( VA - O - 752403 )	BOM	VA, VIRGINIA BEACH	1,994.67
SPIDER KELLYS ( VA - O - 52286 )	Target	VA, ARLINGTON	1,977.26
CLARENDON POPUP ( VA - O - 754043 )	BOM	VA, ARLINGTON	1,833.82

11. After selections have been made (you can have more than one choice e.g. Target A, Target B etc) right click anywhere on the tabular to bring back the menu.
12. Click on Commit User Defined Dimension followed by another right click and Close User Defined Dimension
13. Save the Marker!
14. Your UDD will appear at the bottom of “Other Dimensions” in the console.

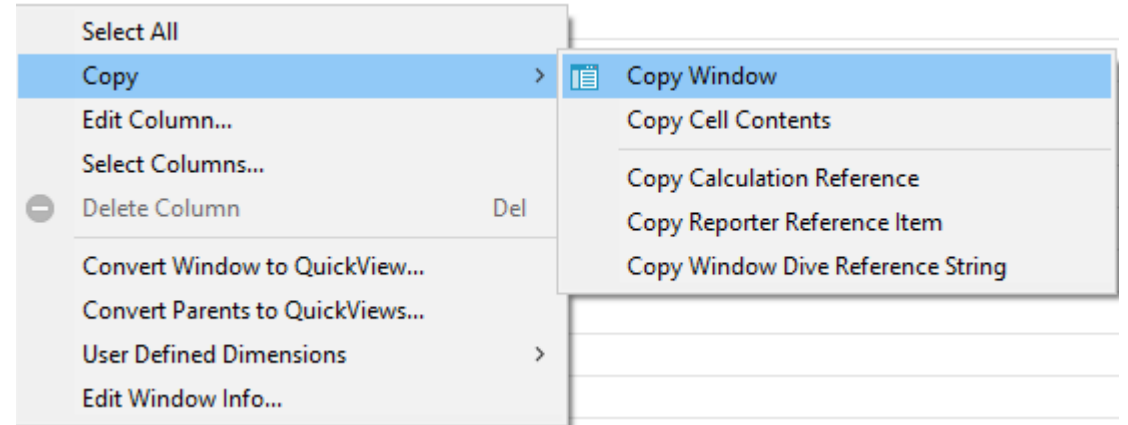


### Edit a User Defined Dimension

1. Right click anywhere on the tabular to bring up the menu.
2. Choose "Edit User Defined Dimension" and choose the name of the UDD you chose in Step 7.
3. Make changes and "Commit" followed by "Close" (Steps 12 & 13)

### Making multiple target accounts or changes to your UDD

1. Follow steps 1 – 9 or "Edit User Defined Dimension" Right click anywhere on the tabular and choose "Copy Window". This copies the window you are working on which you can then paste into excel.
2. When in excel you can make multiple changes (in example below in column B) by "copy and paste", "drag down" etc but make sure you do not change the order that the accounts appear on the page



	A	B	C	D
1	Store Licensee Name	VA On Prem Targets	City	9L R12TY
2	Totals	Totals	Totals	616420.7
3	CHIX SEA GRILL ( VA - O - 86959 )	BOM	VA, VIRGINIA BEACH	3358.27
4	WATERMANS ( VA - O - 33063 )	BOM	VA, VIRGINIA BEACH	2306.64
5	DON TITO ( VA - O - 86674 )	BOM	VA, ARLINGTON	1770.43
6	CHICKS OYSTER BAR ( VA - O - 4923 )	BOM	VA, VIRGINIA BEACH	1683.37
7	BABYLON FUTBOL CAFE ( VA - O - 45616 )	BOM	VA, FALLS CHURCH	1507.96
8	GUAPOS ( VA - O - 11485 )	BOM	VA, ARLINGTON	1328.03
9	WHITLOWS ON WILSON ( VA - O - 72571 )	BOM	VA, ARLINGTON	1318.42
10	THE EAGLES NEST ( VA - O - 52953 )	BOM	VA, CHESAPEAKE	1317.48
11	THE BEACH HOUSE ( VA - O - 52501 )	BOM	VA, GLEN ALLEN	1230.08
12	HILTON HOTEL THE MAIN ( VA - O - 91527 )	BOM	VA, NORFOLK	1212.3
13	MARRIOTT VIRGINIA BEACH OCEANFRONT ( VA - O - 752	BOM	VA, VIRGINIA BEACH	1190.26
14	SHARKEYS WING & RIB JOINT ( VA - O - 39631 )	BOM	VA, BLACKSBURG	1102.33

4. When all changes have been made copy the column details from excel **1** (the full column not including the heading) and paste back into the exact same cell in Spectre **2**  
In the example to the right the accounts were changed to NoVA or SoVA target accounts rather than just Target

SoVA	<b>1</b>
SoVA	
NoVA	
SoVA	
SoVA	
SoVA	
BOM	
BOM	
NoVA	
NoVA	

VA On Premise Targets	VA On Premise Targets	City
Totals	Totals	Totals
SoVA	Target	VA, VIRGINIA BEACH
SoVA	Target	VA, VIRGINIA BEACH
NoVA	Target	VA, ARLINGTON
SoVA	BOM	VA, VIRGINIA BEACH
SoVA	Target	VA, VIRGINIA BEACH
SoVA	Target	VA, CHESAPEAKE
BOM	Target	VA, BLACKSBURG
BOM	BOM	VA, VIRGINIA BEACH
NoVA	Target	VA, ARLINGTON
NoVA	BOM	VA, ARLINGTON
BOM	BOM	VA, FALLS CHURCH

5. Follow steps 12 & 13 by "Commit" and "Close" the UDD and **SAVE!!!**



Premise Indicator ON PREMISE			
Store Licensee Name	VA On Premise Targets	City	9L R12TY
Totals	Totals	Totals	884,504.97
CHIX SEA GRILL ( VA - O - 86959 )	SoVA	VA, VIRGINIA BEACH	5,286.68
WATERMANS ( VA - O - 33063 )	SoVA	VA, VIRGINIA BEACH	3,095.29
DON TITO ( VA - O - 86674 )	NoVA	VA, ARLINGTON	2,780.21
CHICKS OYSTER BAR ( VA - O - 4923 )	SoVA	VA, VIRGINIA BEACH	2,240.09
BALLY HOOS ( VA - O - 8647 )	SoVA	VA, VIRGINIA BEACH	2,070.80
THE EAGLES NEST ( VA - O - 52953 )	SoVA	VA, CHESAPEAKE	2,050.92
TOP OF THE STAIRS ( VA - O - 72592 )	BOM	VA, BLACKSBURG	1,998.06
MARRIOTT VIRGINIA BEACH OCEANFRONT ( VA - O - 752403 )	BOM	VA, VIRGINIA BEACH	1,994.67
SPIDER KELLYS ( VA - O - 52286 )	NoVA	VA, ARLINGTON	1,977.26
CLARENDON POPUP ( VA - O - 754043 )	NoVA	VA, ARLINGTON	1,833.82

Your User Defined Dimension is found at the bottom of the "Other Dimensions" console folder. You can use this as a primary dive or a multi-tab.

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