

# Survey Data Modeler

Getting Marketing Survey (raw) data into MarketingTracker



## Introduction

Consumer Survey data are difficult to handle in most business software because of..

- Exotic de-normalized data formats

- Many variables (fields) per record

- Multiple response variables

- Etc etc

Still it is the speciality of the typical survey software (SPSS, SAS etc).

but ..

DataModeler is software to get typical raw survey data into the multi-dimensional cubes for Oracle Express / Oracle OLAP 9i/10 databases, as easy as using specialised survey software.

It is an ETL tool

It is also an OLAP database design tool



## DataModeler

To create a Consumer Survey datamart and load the data into the data cubes;

To analyze and report consumer survey data with MarketingTracker

To make this data available for a wide community in the organization;

No special technical Oracle Express/AW skills are needed;

Application is fully template / menu driven;

Users with some knowledge of survey software are able to use Survey DataModeler.

## How does DataModeler work ?

Description of the data files(s) (variables/fields position etc.)

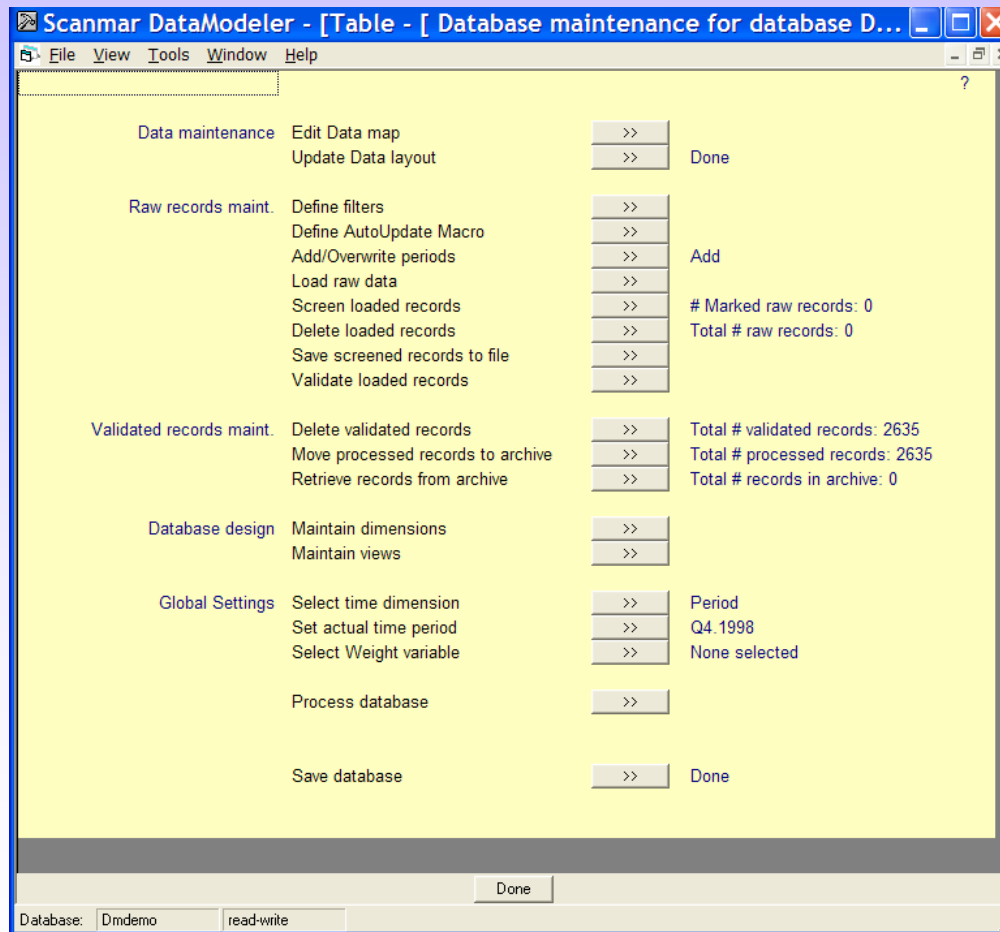
Loading the data

Cleansing data/creating new variables/ recoding

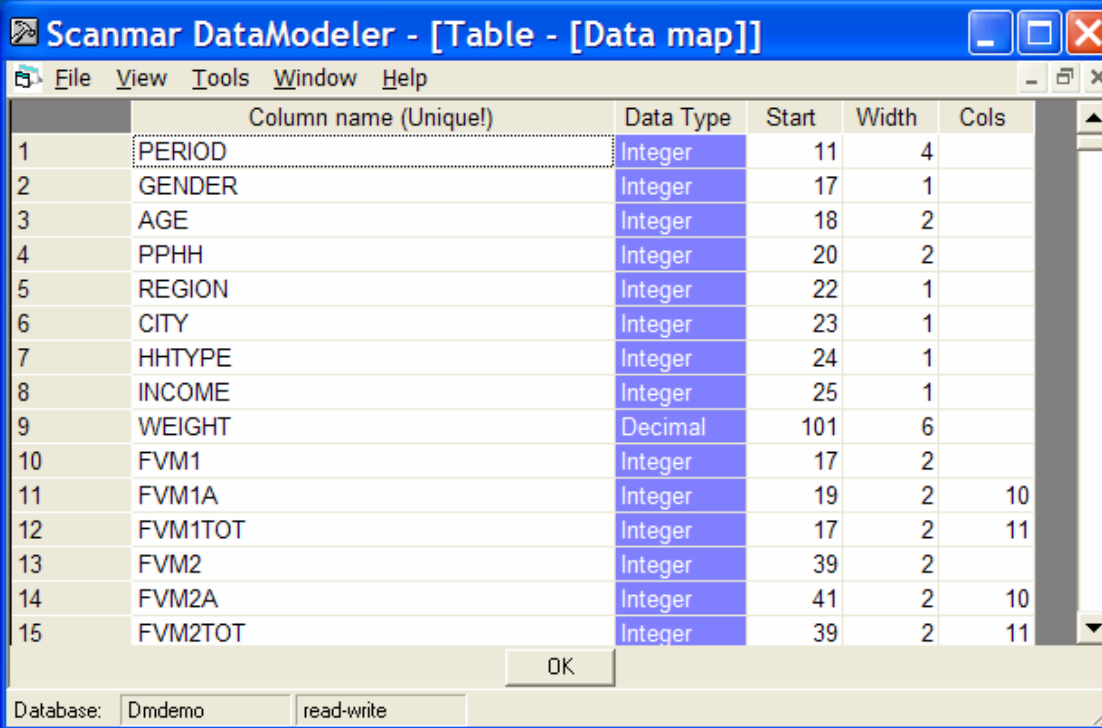
Defining views (cubes/crosstabs)

Calculating permanent cubes / or use virtual cubes

# Scanmar DataModeler



## Description of data file

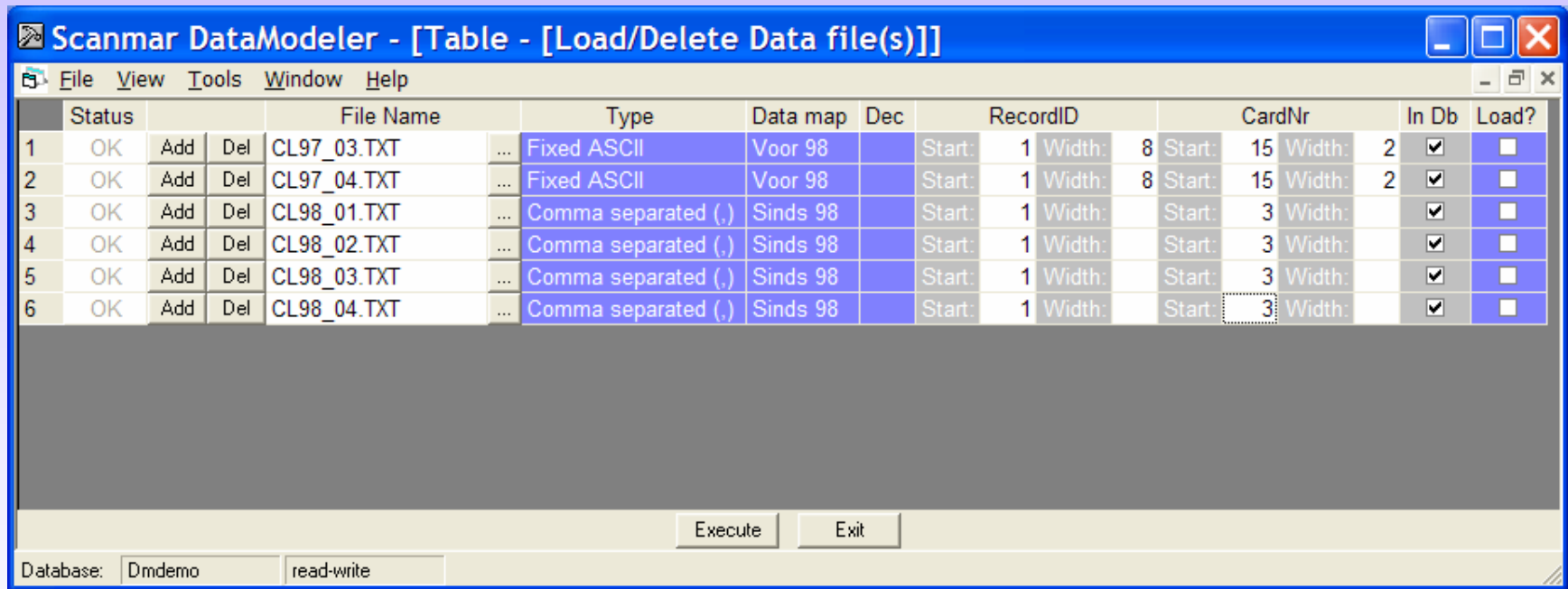


The screenshot shows the 'Scanmar DataModeler - [Table - [Data map]]' window. It features a menu bar with 'File', 'View', 'Tools', 'Window', and 'Help'. Below the menu is a table with columns: 'Column name (Unique!)', 'Data Type', 'Start', 'Width', and 'Cols'. The table lists 15 columns with their respective data types and positions. An 'OK' button is located at the bottom right of the table area. At the very bottom, there are fields for 'Database: Dmdemo' and 'read-write'.

	Column name (Unique!)	Data Type	Start	Width	Cols
1	PERIOD	Integer	11	4	
2	GENDER	Integer	17	1	
3	AGE	Integer	18	2	
4	PPHH	Integer	20	2	
5	REGION	Integer	22	1	
6	CITY	Integer	23	1	
7	HHTYPE	Integer	24	1	
8	INCOME	Integer	25	1	
9	WEIGHT	Decimal	101	6	
10	FVM1	Integer	17	2	
11	FVM1A	Integer	19	2	10
12	FVM1TOT	Integer	17	2	11
13	FVM2	Integer	39	2	
14	FVM2A	Integer	41	2	10
15	FVM2TOT	Integer	39	2	11

- Various file formats (Flat ASCII/CSV)
- Supports multiple records per respondent

## Loading (multiple) files

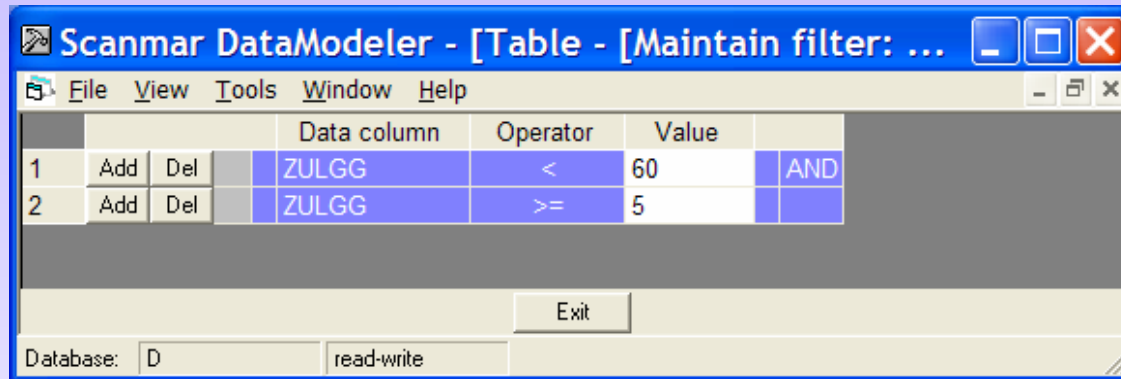


The screenshot shows the Scanmar DataModeler application window titled "Scanmar DataModeler - [Table - [Load/Delete Data file(s)]]". The window has a menu bar with "File", "View", "Tools", "Window", and "Help". Below the menu bar is a table with the following columns: Status, File Name, Type, Data map, Dec, RecordID, CardNr, In Db, and Load?. The table contains six rows of data, each representing a loaded file. The first two rows are "Fixed ASCII" files, and the last four are "Comma separated" files. The "In Db" column has checkboxes, and the "Load?" column has checkboxes. At the bottom of the window, there are "Execute" and "Exit" buttons, and a status bar showing "Database: Dmdemo read-write".

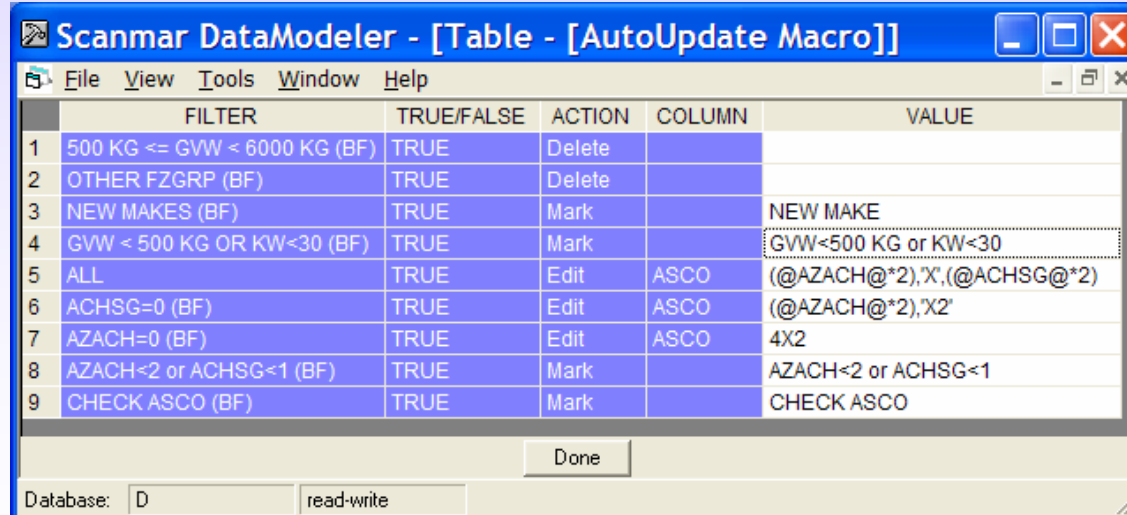
Status	File Name	Type	Data map	Dec	RecordID	CardNr	In Db	Load?
1 OK Add Del	CL97_03.TXT	Fixed ASCII	Voor 98		Start: 1 Width: 8	Start: 15 Width: 2	<input checked="" type="checkbox"/>	<input type="checkbox"/>
2 OK Add Del	CL97_04.TXT	Fixed ASCII	Voor 98		Start: 1 Width: 8	Start: 15 Width: 2	<input checked="" type="checkbox"/>	<input type="checkbox"/>
3 OK Add Del	CL98_01.TXT	Comma separated (,)	Sinds 98		Start: 1 Width:	Start: 3 Width:	<input checked="" type="checkbox"/>	<input type="checkbox"/>
4 OK Add Del	CL98_02.TXT	Comma separated (,)	Sinds 98		Start: 1 Width:	Start: 3 Width:	<input checked="" type="checkbox"/>	<input type="checkbox"/>
5 OK Add Del	CL98_03.TXT	Comma separated (,)	Sinds 98		Start: 1 Width:	Start: 3 Width:	<input checked="" type="checkbox"/>	<input type="checkbox"/>
6 OK Add Del	CL98_04.TXT	Comma separated (,)	Sinds 98		Start: 1 Width:	Start: 3 Width:	<input checked="" type="checkbox"/>	<input type="checkbox"/>

Files loaded into one datamart may have different lay-out for the same variables (change of the survey over time or multiple country surveys)

## Data cleansing and processing/editing



creating filters...



... and process/edit data.

These operations are stored and processed automatically.

## Define breakdown dimensions

Scanmar DataModeler - [Table - [Maintain dimension: Profile]]

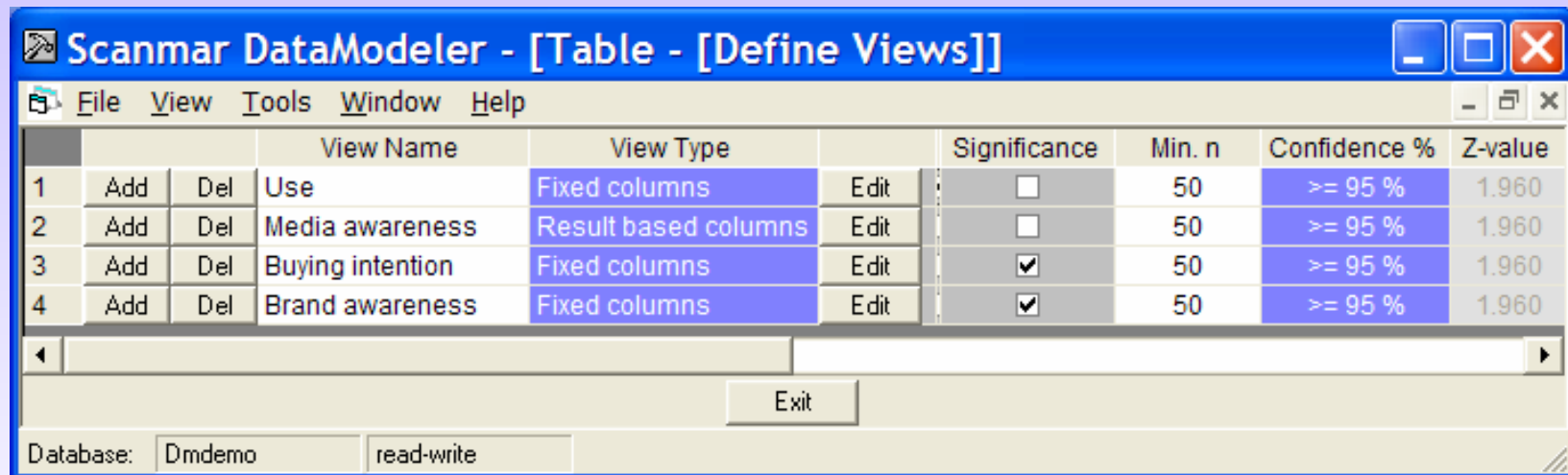
File View Tools Window Help

			Profile - Label	Parent	% Base	Data column	Selection rule	Data value
000001	Add	Del	Total				Total	
000002	Add	Del	GENDER	000001		GENDER		
000003	Add	Del	male	000002		GENDER	Equals (=)	1
000004	Add	Del	female	000002		GENDER	Equals (=)	2
000005	Add	Del	REGION	000001		REGION		
000006	Add	Del	3 Largest cities	000005		REGION	Equals (=)	1
000007	Add	Del	Rest West	000005		REGION	Equals (=)	2
000008	Add	Del	North	000005		REGION	Equals (=)	3
000009	Add	Del	East	000005		REGION	Equals (=)	4
000010	Add	Del	South	000005		REGION	Equals (=)	5
000011	Add	Del	CITY SIZE	000001		CITY		
000012	Add	Del	Big city	000011		CITY	Equals (=)	1
000013	Add	Del	city	000011		CITY	Equals (=)	2
000014	Add	Del	town	000011		CITY	Equals (=)	3
000015	Add	Del	small town	000011		CITY	Equals (=)	4
000016	Add	Del	rural	000011		CITY	Equals (=)	5
000017	Add	Del	HH Phase	000001		PPHH		
000018	Add	Del	Young single	000017		PPHH	Equals (=)	1
000019	Add	Del	single > 34 years	000017		PPHH	Equals (=)	2
000020	Add	Del	>1 person, no children, h...	000017		PPHH	Equals (=)	3
000021	Add	Del	>1 person, no children, h...	000017		PPHH	Equals (=)	4
000022	Add	Del	Household, only young c...	000017		PPHH	Equals (=)	5
000023	Add	Del	Household, only old childr...	000017		PPHH	Equals (=)	6
000024	Add	Del	Household, young and ol...	000017		PPHH	Equals (=)	7
000025	Add	Del	INCOME	000001		INCOME		
000026	Add	Del	below average	000025		INCOME	Lesser/Eqs. (<=)	2
000027	Add	Del	Average	000025		INCOME	Between (>X & <Y)	2 And 5
000028	Add	Del	Above average	000025		INCOME	Greater/Eqs. (>=)	5

Exit

Database: Dmdemo read-write

## Define views (cubes/cross tabs)



The screenshot shows the 'Scanmar DataModeler - [Table - [Define Views]]' window. It features a menu bar with 'File', 'View', 'Tools', 'Window', and 'Help'. Below the menu is a table with columns for 'View Name', 'View Type', 'Significance', 'Min. n', 'Confidence %', and 'Z-value'. Each row also includes 'Add' and 'Del' buttons. An 'Exit' button is located below the table. At the bottom, the 'Database' is set to 'Dmdemo' with 'read-write' permissions.

			View Name	View Type		Significance	Min. n	Confidence %	Z-value
1	Add	Del	Use	Fixed columns	Edit	<input type="checkbox"/>	50	>= 95 %	1.960
2	Add	Del	Media awareness	Result based columns	Edit	<input type="checkbox"/>	50	>= 95 %	1.960
3	Add	Del	Buying intention	Fixed columns	Edit	<input checked="" type="checkbox"/>	50	>= 95 %	1.960
4	Add	Del	Brand awareness	Fixed columns	Edit	<input checked="" type="checkbox"/>	50	>= 95 %	1.960

Database: Dmdemo read-write

# Define analytical dimensions for each view

Brands: EasyClean

			Label in MT	% Base	Statistics	Data type	Data column	Selection rule	Data value
000001	Add	Del	Total		Count			Total	
000002	Add	Del	definitely		Count	Integer	FVM20A	Equals (=)	1.00
000003	Add	Del	probably		Count	Integer	FVM20A	Equals (=)	2.00
000004	Add	Del	perhaps		Count	Integer	FVM20A	Equals (=)	3.00
000005	Add	Del	probably not		Count	Integer	FVM20A	Equals (=)	4.00
000006	Add	Del	definitely not		Count	Integer	FVM20A	Equals (=)	5.00
000007	Add	Del	don't know		Count	Integer	FVM20A	Greater than (>)	5.00
000008	Add	Del	Average		Average	Integer	FVM20A	Between (>=X & <=Y)	1.00 And 5.00
000009	Add	Del	Std.Dev		St.Dev	Integer	FVM20A	Between (>=X & <=Y)	1.00 And 5.00

Intention:

Database: Dmdemo read-write

... and the relevant breakdown dimensions

Buying intention

	Select	Values
Period	<input checked="" type="checkbox"/>	
Profile	<input checked="" type="checkbox"/>	1: Total
Gender	<input type="checkbox"/>	
Region	<input type="checkbox"/>	
City size	<input type="checkbox"/>	
HH Phase	<input type="checkbox"/>	
Income	<input type="checkbox"/>	

Database: Dmdemo read-write

# Calculating the views

	Data storage	Type changed	View modified	To do:	Periods to process:	Calculate data variable
Use	Formula	<input type="checkbox"/>	<input checked="" type="checkbox"/>	Q1.1998, Q2.1998, Q3.1998, Q4.1998,	Q1.1998, Q2.1998, Q3.1998, Q4.1998,	NO
Media awareness	Variable	<input type="checkbox"/>	<input type="checkbox"/>	Q1.1998, Q2.1998, Q3.1998, Q4.1998,	Q1.1998, Q2.1998, Q3.1998, Q4.1998,	for NEW periods
Buying intention	Variable	<input type="checkbox"/>	<input checked="" type="checkbox"/>	Q1.1998, Q2.1998, Q3.1998, Q4.1998,	Q1.1998, Q2.1998, Q3.1998, Q4.1998,	for ALL periods
Brand awareness	Variable	<input type="checkbox"/>	<input checked="" type="checkbox"/>	Q1.1998, Q2.1998, Q3.1998, Q4.1998,	Q1.1998, Q2.1998, Q3.1998, Q4.1998,	for ALL periods

Views

Update Exit

Database: Dmdemo read-write

Formula based view  
(no aggregated data storage)

Variable based view  
(aggregated data storage)

# DataModeler OLAP database in MarketingTracker

Scanmar MarketingTracker - [New Table 1 - Buying intention (Buying intention)]

File Edit View Reports Tools Add-Ins Window Help

Profile (4) Statistics (2) Significance (3) Brands (2)

Total Abs. None ↕↔ ↕↔ Period (6)

	Brighteous						Spic & Span					
	Q3.1997	Q4.1997	Q1.1998	Q2.1998	Q3.1998	Q4.1998	Q3.1997	Q4.1997	Q1.1998	Q2.1998	Q3.1998	Q4.1998
<b>Total</b>	430	431	437	447	460	430	430	431	437	447	460	430
<b>definitely</b>	55	52	58	71	66	41	36	38	35	32	37	24
<b>probably</b>	28	19	26	25	23	27	16	21	16	22	15	19
<b>perhaps</b>	30	29	36	27	42	28	25	25	35	32	31	32
<b>probably not</b>	47	46	45	37	45	36	56	48	57	43	69	43
<b>definitely not</b>	227	238	228	237	225	256	256	252	251	267	249	268
<b>don't know</b>	6	10	9	12	12	12	4	10	8	13	12	14
<b>Average</b>	3.94	4.04	3.91	3.87	3.85	4.13	4.23	4.18	4.20	4.24	4.19	4.33
<b>Std.Dev</b>	1.495	1.455	1.504	1.586	1.536	1.396	1.292	1.342	1.285	1.285	1.283	1.196

Intention (9) ↕↔

database 'DM Demo' MT CALC COMB



## More information ?

### Contacts

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