

# FastStats Designer

## FastStats Designer

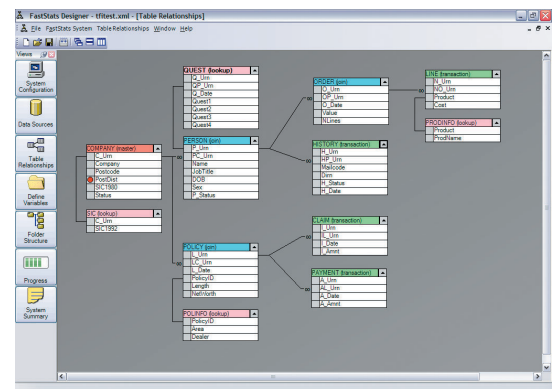
Designer is a graphical Extract, Transform and Load tool for configuring and loading FastStats systems. You can connect to standard data sources and build a FastStats system with just a few mouse clicks. This speed and ease of use makes it practical to use FastStats to explore ad hoc marketing data.

### Features

- Build FastStats databases from multiple data sources
- Attach to standard data sources including OLE DB or ODBC databases, delimited and fixed column files
- Drag and drop to link data tables and specify join relationships
- Single click fast extract and load
- Auto detect name, size, data type and content of variables
- Auto verify data sources
- Report statistics and frequency of coded items
- Report table and join statistics
- Single click zip and deploy to install the updated FastStats system

## Extract & Load

Designer connects into your business data resources to create FastStats databases that are optimised for high performance marketing data analysis. Multiple data sources of different types can be included to build a single view of your customers.



## Representation

It is easy to use Designer to transform your raw data into the structures most useful for marketing purposes. All variables can be presented with descriptive names and all data items decoded for maximum usability by non technical staff.

## Automation

Designer automatically checks data for validity and consistency ensuring accurate results for the marketing team. Scheduled Designer builds can deploy the refreshed database to the server automatically while users remain online.

## Reporting

FastStats Designer produces fully itemised quality control statistics for all the tables, fields and joins processed. Frequencies of all category codes are reported for quality control.

# FastStats Designer

## Specification

Extract Transform and Load tool for creating FastStats databases

### General

- Build FastStats databases
- Data joins between different data source types
- Interactive and scheduled operation

### Data Sources

- Native connections to SQL Server, Oracle
- OLE DB connections to any database with a suitable driver (including Access, Excel, etc.)
- ODBC connections to MySQL, Access, SQL Server, FoxPro, dBase, SPSS etc.
- Delimited, Fixed column and DBF files
- Data extract from Tables, Views or through custom SQL

### Data Structure

- Automatic attribute detection
- Data consistency check
- Automatic variable sizing
- Copy and Paste attribute definition of files

### Data Model

- Graphical table relationships diagram
- One to Many, One to One and Many to One relationships
- Transform One to Many relationship to multi-answer or flag variable

### Variable Types

- Row identifier
- Single and Multi-answer coded selector with up to 65,500 codes and optional summary level
- Standard numeric formats
- Currency
- Date
- Multi-answer binary flag array

### Coded Variable Decode Information

- Manual definition
- Import from file or database query
- Auto explore data

### Data Mappings

- Uppercase / Lowercase
- Numeric / Character banding
- UK Postcode formatting
- Date formatting

### International Data

- ANSI / OEM international character handling
- International number handling

### Quality Control

- Comprehensive load and frequency reports
- Frequency count of Valid / Invalid codes
- Minimum / Maximum / Mean / Standard Deviation of numeric values
- Number of Zero / Missing / Valid / Invalid values per variable
- HTML summary report

### Deployment

- Automatic zip and upload to web server
- Volatility check against previous data
- Continuous user sessions through data refresh

### Performance

- Dependent on data structure, server configuration and data sources
- Hundreds of thousands or millions of rows per minute

### Interface

- Multiple document window interface
- Dockable toolbar, menu and button bar
- Extensive tool tips, Context sensitive help, Online forum

### Platform

- Windows with Windows.NET framework v1.1 and above
- Supported on Windows NT 4, Windows 2000, Windows XP, Windows 2003 and above

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