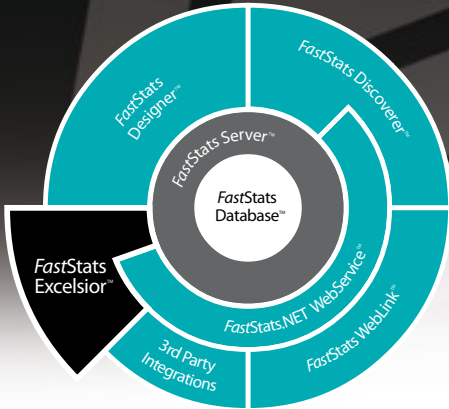


# FastStats Excelsior™



## Customised reporting of marketing data

### ▶ Combining the power of *FastStats* & *Microsoft Excel*

FastStats Excelsior provides a reporting environment for marketers which combines the analytical power of FastStats with the flexibility of Microsoft Excel to manipulate and present data driven results. FastStats results can be combined with external data to produce integrated reports customised to suit an organisation's unique reporting requirements. Non technical users can interact with the report to determine which results are displayed and refresh it with a single click for on-demand reporting.

### ▶ Simple configuration of reports

Creating a FastStats Excelsior report is simple. Create and save selections, cubes, charts etc. in FastStats Discoverer as usual. Login to FastStats Excelsior using a secure user-id and password and open these saved items in Excel ready for customisation. Excel functionality, such as formulae and charts can be used to manipulate the data, derive results and present them in an attractive format.

## Benefits:

- ▶ Customise reports precisely to your requirements
- ▶ Integrate data from multiple sources
- ▶ Enable others to refresh reports from their own PC
- ▶ Create interactive reports with predefined choices for non-technical users
- ▶ Save valuable time when producing regular reports
- ▶ Cost effective add-on to existing FastStats applications
- ▶ Familiar user interface reduces training required
- ▶ Produce more powerful reports than either FastStats or Excel can create alone
- ▶ Utilise existing investment in Excel to distribute reports to a much wider audience



The following FastStats analysis results can be used in FastStats Excelsior:

- ▶ Selections
- ▶ Cubes
- ▶ Charts
- ▶ Trees
- ▶ Venn Diagrams
- ▶ Data Grids
- ▶ Maps
- ▶ Profile Reports



# FastStats Excelsior™

## Features:

- ▶ The analytical power of FastStats with the flexibility of Excel
- ▶ Refresh reports at the touch of a button
- ▶ Allocate three types of user: Developers, Viewers and Excel Users
- ▶ Software installed locally on PC's
- ▶ Prepare high level summaries & management dashboards
- ▶ User access rights controlled through FastStats WebService
- ▶ Automatic scheduled refresh and email delivery of reports

## ▶ Refresh at the touch of a button

A FastStats Excelsior report is based on embedded FastStats results. These results are linked to the FastStats system and can be refreshed at any time with the latest data. Once a report has been created it can be refreshed at the touch of a button, eliminating time spent compiling monthly or weekly reports.

## ▶ Allowing others to refresh reports

FastStats Excelsior supports three types of users; Excelsior Developers, Excelsior Viewers and Excel Users. Once a Developer has created a report, it can be distributed to any number of Viewers who can then independently refresh and publish it.

The Developer need only create a report once, enabling Viewers to serve themselves, removing the ongoing need to prepare and distribute updates. An Excelsior Viewer can publish a report as a standard Excel spreadsheet document. This can be distributed to any Excel user without any further FastStats Excelsior Viewer licences. Reports can also be scheduled to refresh automatically and then sent by email to a distribution list of your choice.



	Report Functionality			FastStats Requirements	
	Create	Refresh & Publish	View Published	FastStats Access Required?	FastStats Discoverer Licence Required?
Excelsior Developer	✓	✓	✓	Yes	Yes
Excelsior Viewer	✗	✓	✓	Yes	No
Excel User	✗	✗	✓	No	No



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**FastStats™**  
Marketing Data Analysis Software

## ▶ Incorporating external data

FastStats Excelsior allows you to incorporate data from external sources with FastStats data in a single report. Additional information from an organisation's budget, sales, operations etc. can all be integrated with FastStats marketing data using the FastStats Excelsior workbook to create truly powerful reports customised for the business and its unique reporting needs.

Period	Target Values			Performance vs Target			Total Sales	Number of Transactions	Number of Customers
	Total Sales	Number of Transactions	Number of Customers	Sales	Cumulative Sales				
Jan	£ 21,245,121	35,230	80,256	69%	69%	£ 14,851,224	19,126	13,410	
Feb	£ 27,447,500	44,851	71,543	62%	69%	£ 38,596,756	61,371	37,821	
Mar	£ 32,447,520	55,351	80,217	52%	71%	£ 26,576,547	55,891	38,558	
Apr	£ 34,894,578	57,352	87,862	51%	74%	£ 40,742,343	64,948	39,415	
May	£ 37,242,779	47,723	76,434	59%	81%	£ 35,902,770	56,822	23,136	
Jun	£ 75,055,395	44,504	72,539	61%	88%	£ 24,948,822	35,360	19,412	
Jul	£ 30,885,980	45,891	75,817	100%	100%	£ 21,102,041	41,370	26,479	
Aug	£ 30,256,636	45,334	76,330	97%	97%	£ 9,126,862	13,017	11,634	
Sep	£ 34,894,018	34,456	56,584	-	-	£ -	-	-	
Oct	£ 78,774,884	30,012	37,076	-	-	£ -	-	-	
Nov	£ 16,600,958	16,587	38,351	-	-	£ -	-	-	
Dec	£ 13,609,383	14,352	27,190	-	-	£ -	-	-	
<b>Total</b>	<b>£ 307,848,268</b>	<b>460,203</b>	<b>271,298</b>			<b>£ 222,135,545</b>	<b>349,905</b>	<b>197,349</b>	

Now it is easy to produce refreshable reports that present marketing analysis in conjunction with other business data.