

FastStats Designer™

Design and connect data



Benefits

- Build a FastStats system with just a few mouse clicks
- Create a single view from multiple data sources
- Optimise large data volumes for high performance analysis
- Automatic data quality checks ensure accurate results
- Refresh a FastStats system without interrupting users
- Built-in quality control reporting
- Transform data into structures most useful for marketing purposes

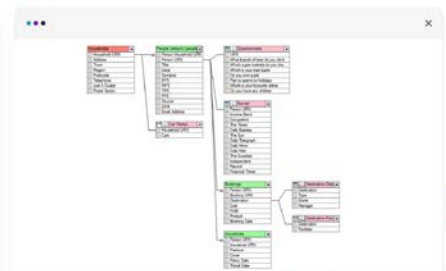
Build FastStats® systems with ease

FastStats Designer is a graphical Extract, Transform and Load tool for building FastStats systems so that your data is available across the Apteco Marketing Suite of software applications. You can connect to standard data sources and create a FastStats data analysis and visualisation 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.

Data optimisation for better performance

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

Name	Type	Size
<input checked="" type="checkbox"/> Household URN	Reference	6
<input checked="" type="checkbox"/> Address	Text	30
<input checked="" type="checkbox"/> Town	Selector	22
<input checked="" type="checkbox"/> Region	Selector	2
<input checked="" type="checkbox"/> Postcode	Text	8
<input checked="" type="checkbox"/> Telephone	Selector	6



Transform data structures for marketing purposes

It is easy to use FastStats 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 teams.

Refresh data without interrupting users

FastStats 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.

Built in reporting for quality control

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.



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Features

- Build FastStats databases from multiple data sources
- Attach to standard databases with ADO.Net providers, OLE DB, or ODBC
- Attach to files in delimited or fixed column formats
- Attach to Salesforce data with the Bulk Query API V2
- 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
- Automated deployment of the updated FastStats system



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Specification

Extract, Transform and Load (ETL) tool for creating FastStats databases

General

- Build FastStats databases
- Data joins between different data source types
- Interactive and scheduled operation
- Include / Exclude orphaned records
- Environment variables (both user defined and system defined) supported throughout design

Data sources

- ADO.Net providers supported include SQL Server, Oracle, MySQL, MariaDB, PostgreSQL, Amazon Redshift, IBM Db2 / Informix, Intersystems Cache, Google BigQuery, Snowflake, Exasol, Teradata, SQLite, SAP Hana, Ingres
- OLE DB connections to any database with a suitable driver (including MS Access, Excel, etc.)
- ODBC connections to MySQL, Access, SQL Server, dBase, SPSS and FoxPro
- Delimited, Fixed column and DBF files
- Data extract from Tables, Views or through custom SQL
- Incremental data extraction for append only data sources
- Delta data extraction supports append / update / delete transactional processing
- SQL Server BCP (Bulk Copy Process) extraction
- Use Dynamic Database Data Sources to specify tables using metadata
- Salesforce data source extracts data using Bulk Query v2 API. Delta extracts supported

Data structure

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

Data model

- Graphical table relationships diagram
- One to Many, One to One and Many to One relationships
- Transform One to Many relationships to multi-answer or flag variable
- Transform some 'Many to Many' relationships to multi-answer array or flag array variable
- Linked Systems - share core data across multiple customer views
- Exclude individual tables from build
- Create design templates and merge them into new or existing designs

Variable types

- Text and Integer Row identifier
- Single and Multi-answer coded selector with up to 200,000 codes and optional summary levels
- Standard numeric formats - 32 bit and 64 bit
- Currency
- Date and DateTime
- Text Fields (AES encryption supported)
- Elapsed Time
- Multi-answer array and binary flag array

Decoding information

- Manual, clipboard, file or database query
- Auto explore data

Data mappings

- Uppercase / Lowercase / Propercase
- Numeric / Character banding
- UK Postcode formatting
- Date formatting
- Basic data cleansing



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International data

- ANSI / OEM / Unicode 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
- Orphan record report
- HTML / XML summary report
- Build Performance report
- Long term build statistics recorded

Deployment

- Automatic zip and upload to web server
- Volatility check against previous data
- Continuous user sessions through data refresh
- Direct deployment to FastStats Service
- Offline Virtual Variable Refresh support

Performance

- Dependent on data structure, server configuration and data sources
- Hundreds of thousands or millions of rows per minute
- 4 billion rows capacity per table
- Available as 32 or 64 bit version
- Fast custom parallel sort component
- Takes advantage of modern multi-core processors

Interface

- Multiple document window interface
- Toolbar, menu and button bar
- Extensive tool tips, Context sensitive help, Online Forum, Training Guide
- Command-Line interface available

Platform

- Windows with .Net Framework v4.6.2 and above
- Supported on client OS Windows 7 / 8.1 / 10
- Support on Windows Server version 2008R2 / 2012 / 2012R2 / 2016 / 2019
- 64 bit and 32 bit editions available
- Simple installation

Pre load custom actions

- Environment variables
- Data cleansing
- Send email
- Run external commands
- Database queries
- Wait for trigger file

Post load custom actions

- 2001 UK Census data matched on Postcode
- 2011 UK Census data matched on Postcode Sector
- Deployment
- Volatility check
- Time window check
- Database queries
- Offline Virtual Variable processing
- External commands
- Email notification