

Dapresy 2021

May Release



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1 – Introduction

This document describes new and improved features in the Dapresy 2021 May Release.

If you would like to know more about these features, please contact the support team at supportdapresy@confirmit.com and they will be able to assist you.

Best Regards,

Dapresy Team

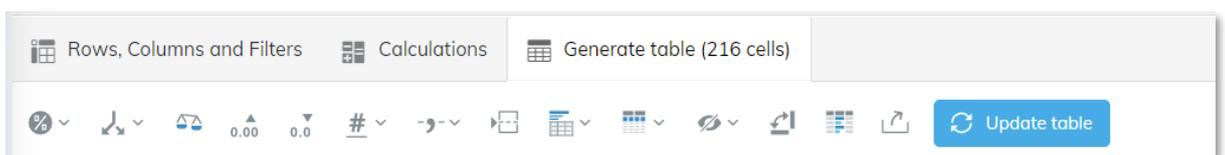
Email: supportdapresy@confirmit.com

2 - Overview

The Dapresy 2021 May update contains some large improvements, particularly to the Cross Table, here is a summary:

Cross Table tool

- A new toolbar, with most used table settings, is introduced in the result table for a more efficient workflow. Now you can easily update number of decimals, enable the base size, insert table breaks etc. when viewing the table without switching tab.



- The information displayed in the table summary information: “the table key” is now customizable. Now it is possible to choose among a set of items to be displayed, such as time period, filters, significance test type and level, if the result weighted or unweighted etc. If tables breaks are used you can also choose if a table key should be displayed for each table or just one for all tables like in the example below.

Sheet 1

Time period: 2011-01-01 to 2011-02-27
 Filter: Gender (Man), Household Income (25 000-35 000 Euro, 35 001 - 45 000 Euro)
 Weighted calculation
 Significance test: Two independent Z test, Level: 10%, Comparison value: First column, Base limit: 30, Count limit: 10
 Benchmark calculation: Units, Comparison value: First column
 Hiding series with base lower than 10, Warning for series with base lower than 30

Brand awareness Top of mind

		Age group										
		15-24		25-34		35-44		45-54		55-64		
		%	Benchmark	%	Benchmark	%	Benchmark	%	Benchmark	%	Benchmark	
Brand awareness Top of mind	Dapresy Telecom	19.3 *	+19.9	39.3	+19.9	44.9 *	+25.6	28.1 *	+8.8	20.7 *	+1.3	28.0 *
	Four	5.0 *	-3.3	1.8	-3.3	0.0 *	-5.0	8.5 *	+3.4	0.0 *	-5.0	2.8 *
	Swedish Telecom	11.1 *	-11.1	0.0	-11.1	7.5 *	-3.6	16.3 *	+5.2	6.2 *	-4.9	6.2 *

Brand awareness In mind

		Age group				
		15-24	25-34	35-44	45-54	55-64

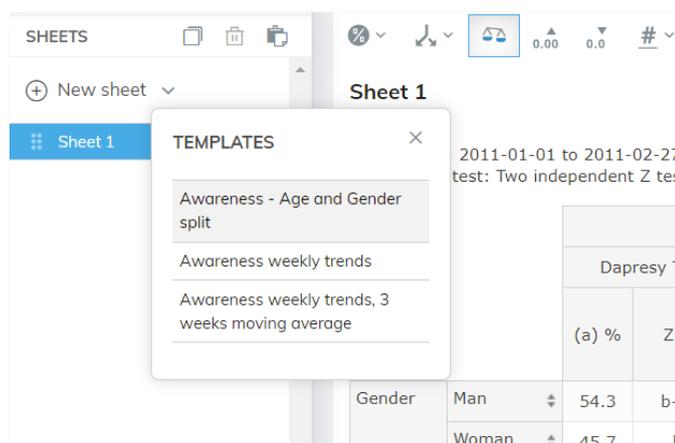
As an Administrator user you can specify, on a Cross Table tool level, which items to be shown by default in the table key for a more efficient workflow for the Report users.

- The significance test, ranking and benchmarking result is now displayed in separate cells by default. With this new logic tables are easier to read and easier to further process in Excel and other tools after export. The new logic is applied by default to newly created tables, existing tables in saved workbooks/favorites displays the result in same cell as before. A switch is available for changing display logic. Below is the new display option to the left and the old to the right.

	Age group							
	15-24		25-34		35-44		45-54	
	(a) %	Z test, 10%	(b) %	Z test, 10%	(c) %	Z test, 10%	(d) %	Z test, 10%
Dapresy Telecom	16.7	b-,c-,d-	41.8	a+	32.0	a+	37.2	a+
Four	3.1		6.8		6.0		5.0	
Swedish Telecom	16.6	b+	2.6	a-	8.8		8.5	
Sweet Talk	11.4		12.1		15.5		12.4	

	Age group			
	15-24	25-34	35-44	45-54
	(a) %	(b) %	(c) %	(d) %
Dapresy Telecom	16.7 (b-,c-,d-)	41.8 (a+)	32.0 (a+)	37.2 (a+)
Four	3.1	6.8	6.0	5.0
Swedish Telecom	16.6 (b+)	2.6 (a-)	8.8	8.5
Sweet Talk	11.4	12.1	15.5	12.4

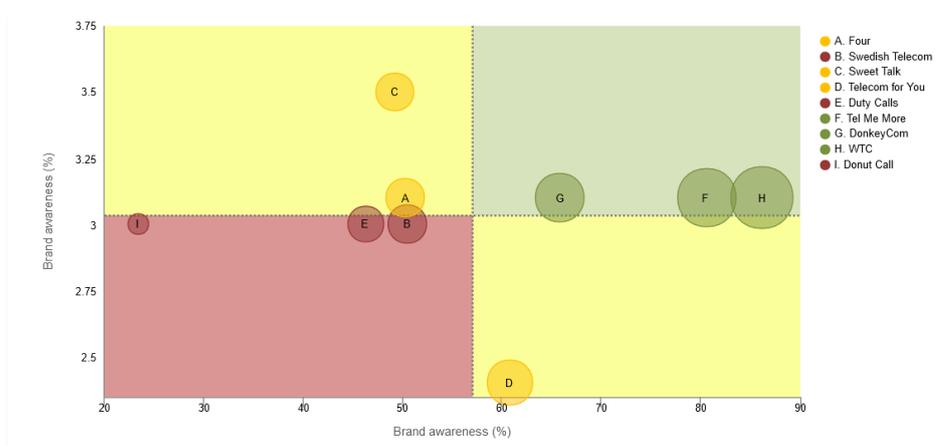
- The Template sheet process has been slightly updated for a more efficient and streamlined workflow. Now you can choose a template sheet directly when adding a new sheet to the workbook, previously you first had to add a new blank sheet and then apply a template. Below we see how to select a template sheet when inserting a new sheet.



- Previously the significance testing function was disabled when all questions were removed from the table definition but now it stays enabled. The new logic streamlines the workflow as the significance test function does not need to be enabled every time all questions are removed.
- A new Clipboard concept has been introduced to support copying sheets between workbooks. You can for example load a shared workbook, add the interesting sheets to the clipboard and later paste the sheets into your own workbook. The new Clipboard is available as beta version and is not enabled by default in any Cross Table tool report but can be activated via the Setup menu.

StoryTeller

- Scatter and bubble charts now support mean value lines on X and Y axis, colored quadrants and coloring of series by quadrant belonging as shown in the examples below. Other improvements make the scatter/bubble charts easier to read, like for example partially transparent series colors and displaying a shorter version of series label in the grid area and full label in legend.

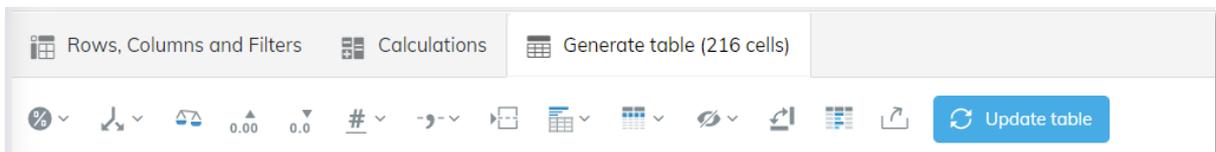


3 Cross Table tool updates

3.1 Toolbar

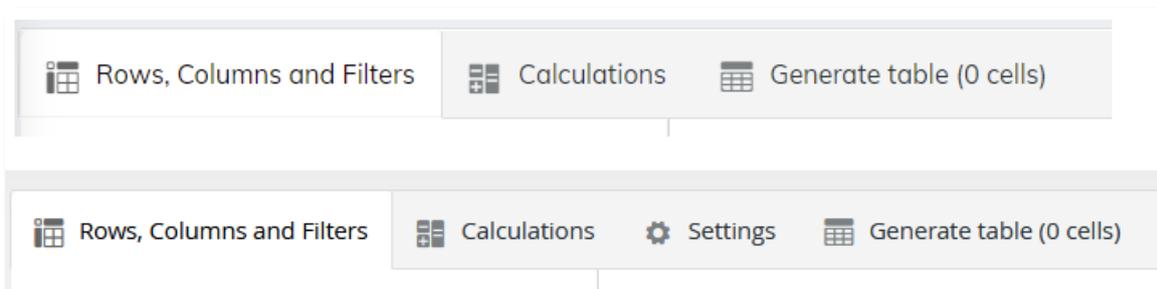
A new toolbar, with most used table settings, is introduced in the result table for a more efficient workflow. Now you can easily update number of decimals, enable the base size, insert table breaks etc. when viewing the table without switching tab.

The new toolbar.



As a result of the new toolbar the Settings tab is no longer used in the Cross Table tool, the Base size selection settings have been moved into the Calculation tab and the rest of the settings are in the new toolbar.

Here we see new (first image) and the old (second image) tab structure in the Cross Table tool.

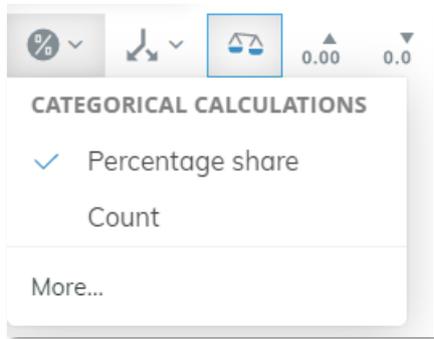


The details about the table settings that can be updated in the new toolbar are described in the following section.

Calculations

Standard calculations such as %, Count, Mean, Sum, etc. can be enabled in the

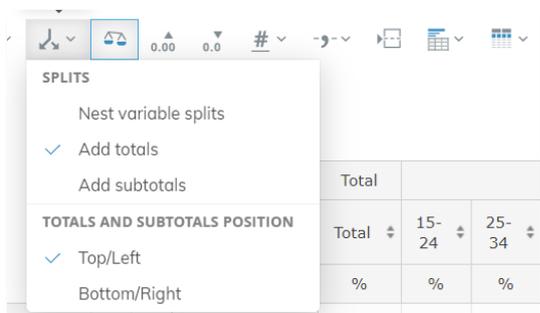
Calculation menu, only calculation types applicable to the selected questions are shown in the menu.



The more advanced calculations options such as Significance testing, Ranking, Correlation and Benchmarking are still set in the Calculations tab.

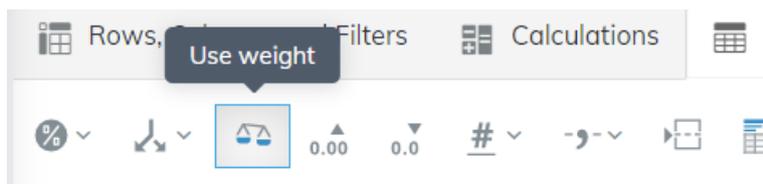
Split settings

In the Splits menu select if splits should be nested or unnested and if Totals and Sub totals should be displayed.



Weight

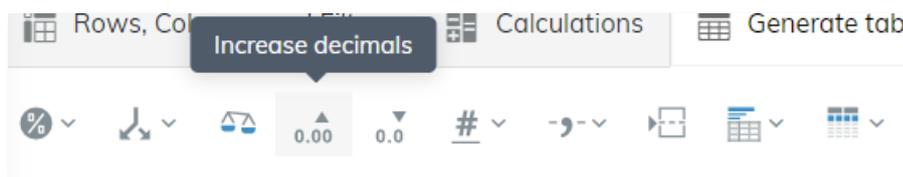
Weight can be turned on and off from the toolbar, if multiple weight variables are available choose which one to be used from here.



Note, if the user is not allowed to change between weighted and unweighted result the Weight option is not displayed in the toolbar.

Number of decimals

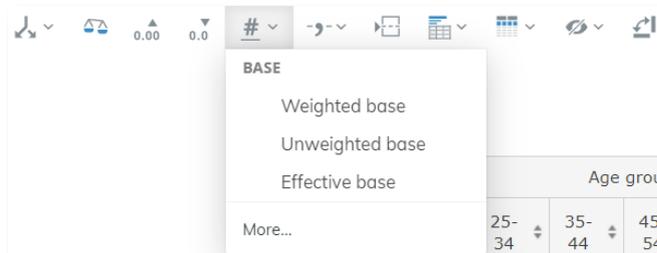
Number of decimal places can be increased/decreased from the toolbar. As different calculation types can have different number of decimals places applied the decimal setting in the toolbar increases/decreases each calculation type with one decimal place. Example, the table displays count with 0 decimals and % with 1 decimal. By increasing the number of decimals with one place the count is displayed with 1 decimal and the % with 2 decimals.



Note, the number of decimal setting in the toolbar effects the result only and not displayed base sizes.

Base sizes

In the base size menu the base size is turned on and off and the position changed. The weighted base size options are only available when calculation is weighted.



Decimal and thousand separators

The decimal and thousand separators can be changed from the toolbar.

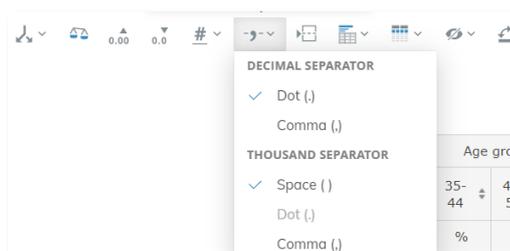


Table breaks

From the toolbar Table breaks can be inserted between every question, all the added table breaks can also be removed by clicking the same option. If table breaks should be inserted in customized positions that is like before done in the “Rows, Columns and Filters” tab.

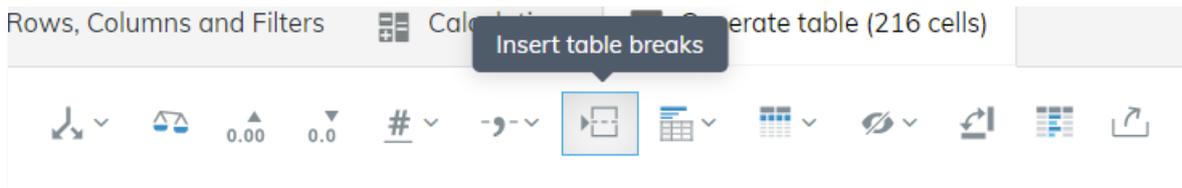
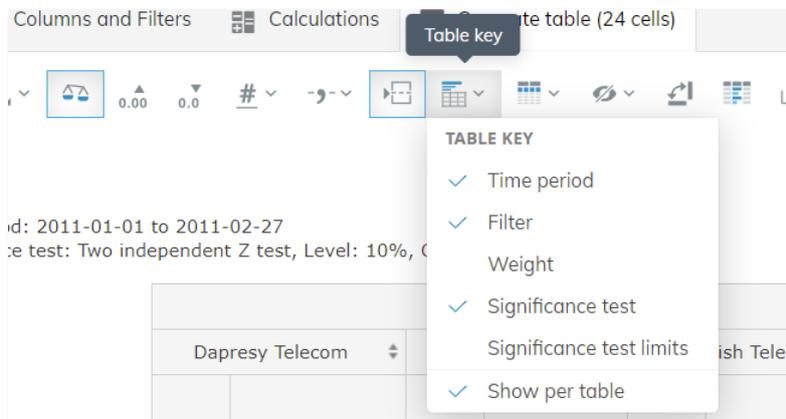


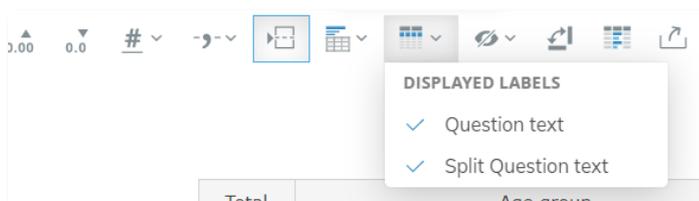
Table key

In the Table key menu you select which information, like applied filters and time period, to be shown above the table. See more information about the new table key functionality in chapter 3.2



Displayed labels

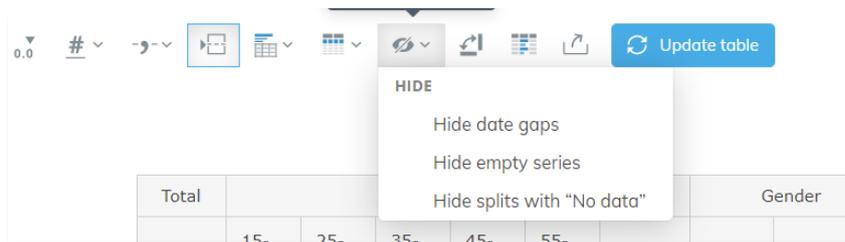
Question and Split question texts can be turned on and off from here.



Note, the settings for hiding question and split question texts were previously located in the Settings tab which has been removed, these settings are now only available in the toolbar.

Hide empty series

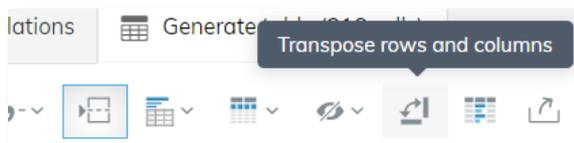
In the Hide Empty series menu the settings for hiding date gaps, empty series and splits with no data are enabled and disabled.



Note, the settings for hiding empty series were previously located in the Settings tab which has been removed, these settings are now only available in the toolbar.

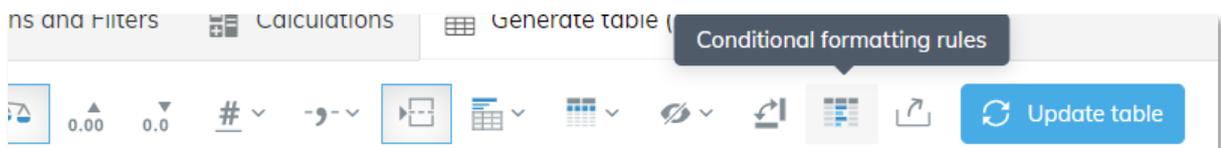
Transpose

The transpose function to transpose rows and columns is now available in the toolbar.



Formatting rules

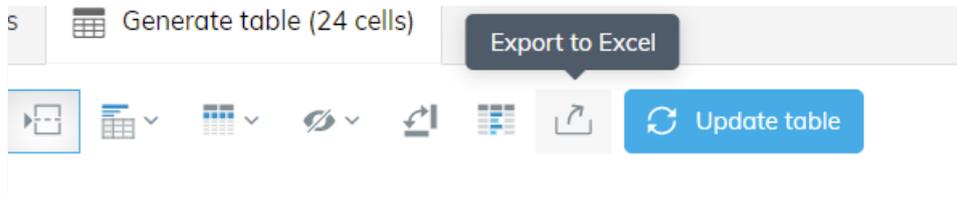
The Formatting rules panel is also now opened from the new toolbar.



Note, the Formatting rules panel were previously located in the Settings tab which has been removed, the Formatting rules panel can only be opened from the toolbar.

Export

The current sheet can be exported from the toolbar.



3.2 Table key

The information displayed in the table summary information: “the table key” is now customizable. Now it is possible to choose among a set of items to be displayed, such as time period, filters, significance test type and level, if the result weighted or unweighted etc. If tables breaks are used you can also choose if a table key should be displayed for each table or just one for all tables like in the example below.

Here we see example where all items are enabled in the Table key.

Sheet 1

Time period: 2011-01-01 to 2011-02-27
 Filter: Gender (Man), Household Income (25 000-35 000 Euro, 35 001 - 45 000 Euro)
 Weighted calculation
 Significance test: Two independent Z test, Level: 10%, Comparison value: First column, Base limit: 30, Count limit: 10
 Benchmark calculation: Units, Comparison value: First column
 Hiding series with base lower than 10, Warning for series with base lower than 30

Brand awareness Top of mind

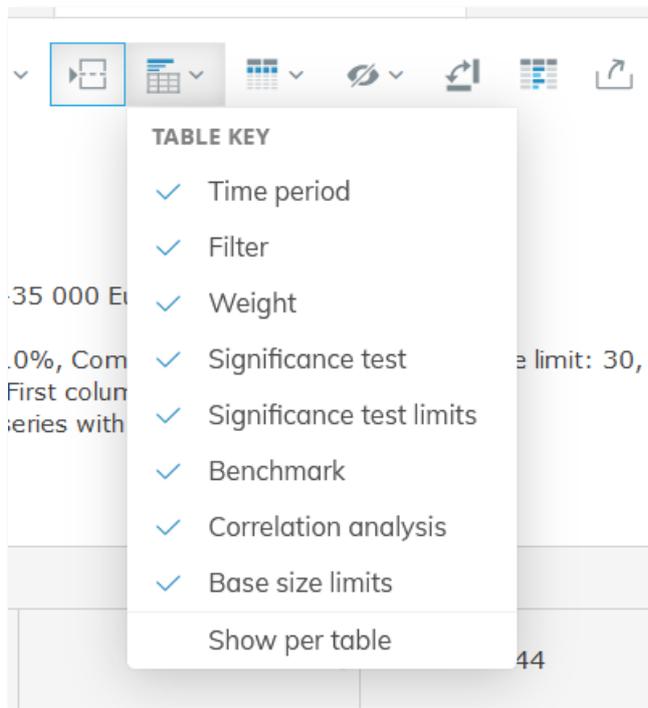
		Age group									
		15-24		25-34		35-44		45-54		55-64	
		%	Benchmark	%	Benchmark	%	Benchmark	%	Benchmark	%	Benchmark
Brand awareness Top of mind	Dapresy Telecom	19.3 *	39.3	+19.9	44.9 *	+25.6	28.1 *	+8.8	20.7 *	+1.3	28.0 *
	Four	5.0 *	1.8	-3.3	0.0 *	-5.0	8.5 *	+3.4	0.0 *	-5.0	2.8 *
	Swedish Telecom	11.1 *	0.0	-11.1	7.5 *	-3.6	16.3 *	+5.2	6.2 *	-4.9	6.2 *

Brand awareness In mind

		Age group				
		15-24	25-34	35-44	45-54	55-64

What information to display in the table key is selected in the new toolbar located in the Result tab as shown below. The content in the menu depends on what type of data is displayed in the table, the benchmark option is only available if benchmark values are applied, the significance test options are only available if significance testing is applied and so on.

The new Table key menu in the toolbar with all available options.



Here are some examples of each option that can be displayed in the table key.

Time period, displays the applied time period.

Time period: 2011-01-01 to 2011-02-27

Filter, displays the applied filters.

Filter: Gender (Man), Household Income (Less than 25 000 Euro, 25 000-35 000 Euro)

Weight, shows if data is weighted or not and which weight variable is applied if there are more than one to choose from.

Unweighted calculation

Weighted calculation

Significance test, displays the selected test, applied confident level and the comparison value.

Significance test: Two independent Z test, Level: 10%, Comparison value: Previous column

Significance test limits, displays the base size and count limits.

Significance test: Base limit: 30, Count limit: 10

Benchmark, displays the applied benchmark calculation type and comparison value.

Benchmark calculation: Units, Comparison value: First column

Base size limits, displays the applied limits for warning and hiding result due to low base size.

Hiding series with base lower than 30, Warning for series with base lower than 10

As an Administrator user you can specify, on a Cross Table tool level, which items to be shown by default in the table key for a more efficient workflow for the Report users.

Here is the Cross Table tool Setup menu where you as an Administrator selects which table key options to be shown by default.

The screenshot shows a configuration menu for a Cross Table tool. It features several expandable sections: 'OPTIONAL FEATURES', 'TABLE KEY', and 'DEVICE FILTERING'. The 'TABLE KEY' section is currently expanded, showing a list of options to be displayed by default. The options are arranged in three columns. The first column contains 'Time period' (checked), 'Filter text' (checked), and 'Weight' (checked). The second column contains 'Benchmark' (unchecked), 'Significance test' (unchecked), and 'Significance test limits' (unchecked). The third column contains 'Correlation' (unchecked) and 'Base limits' (unchecked). Each option is accompanied by a checkbox.

3.3 Significance test, ranking and benchmarking result displayed in separate cells

The significance test, ranking and benchmarking result is now displayed in separate cells by default, previously the result of these calculation types were shown in the same cell as the value. With this new logic tables are easier to read and easier to further process in Excel and other tools after export. The new logic is applied by default to newly created tables, existing tables in saved workbooks/favorites displays the result in same cell like before. A switch is available for changing display logic.

Below you see the new display option to the left and the old to the right.

	Age group							
	15-24		25-34		35-44		45-54	
	(a) %	Z test, 10%	(b) %	Z test, 10%	(c) %	Z test, 10%	(d) %	Z test, 10%
Dapresy Telecom	16.7	b-,c-,d-	41.8	a+	32.0	a+	37.2	a+
Four	3.1		6.8		6.0		5.0	
Swedish Telecom	16.6	b+	2.6	a-	8.8		8.5	
Sweet Talk	11.4		12.1		15.5		12.4	

	Age group			
	15-24	25-34	35-44	45-54
	(a) %	(b) %	(c) %	(d) %
Dapresy Telecom	16.7 (b-,c-,d-)	41.8 (a+)	32.0 (a+)	37.2 (a+)
Four	3.1	6.8	6.0	5.0
Swedish Telecom	16.6 (b+)	2.6 (a-)	8.8	8.5
Sweet Talk	11.4	12.1	15.5	12.4

Below you see where to specify if significance test, ranking and benchmark result should be shown in separate cells or not.

Significance test setup. The new option is only available when significance test result is visualized with symbols, if the result is visualized with colored values/cell background the new

option is not available.

Analysis type
Two independent Z test

Significance level
10%

Base size
Weighted

Test between
Columns

Comparison columns
Previous column

Base limit
0

Weighted

Respondent count limit
0

Show result as
Symbols

Show result in
Separate cell
Value cell, same row
Value cell, extra row
Separate cell

BENCHMARK

Rank setup.

Enable ranking

Rank direction
High to low

Rank between
Columns

Rank object
All items

Show only rank values

Show number of ranked values as suffix

Show rank in
Separate cell
Value cell, same row
Value cell, extra row
Separate cell

Benchmark setup.

Enable benchmark calculation

Calculation
Units

Show only benchmarks

Benchmark between
Columns

Comparison columns
First column

Comparison behavior
Leave comparison columns

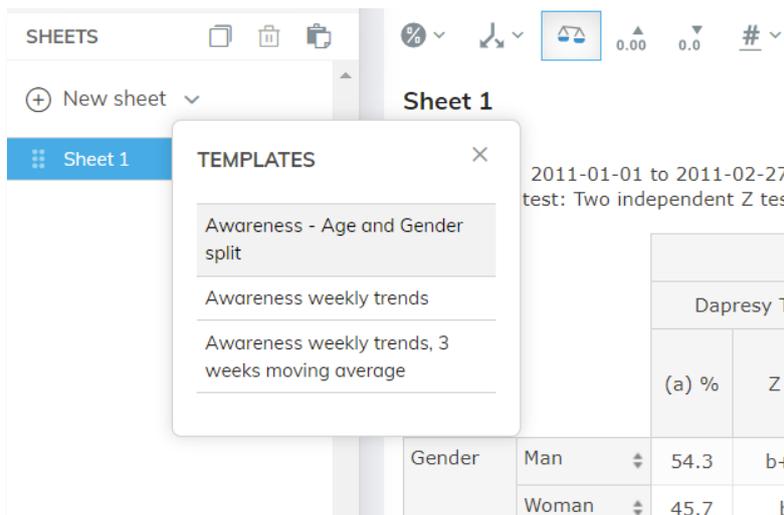
Show comparison in
Separate cell
Value cell, same row
Value cell, extra row
Separate cell

RANK

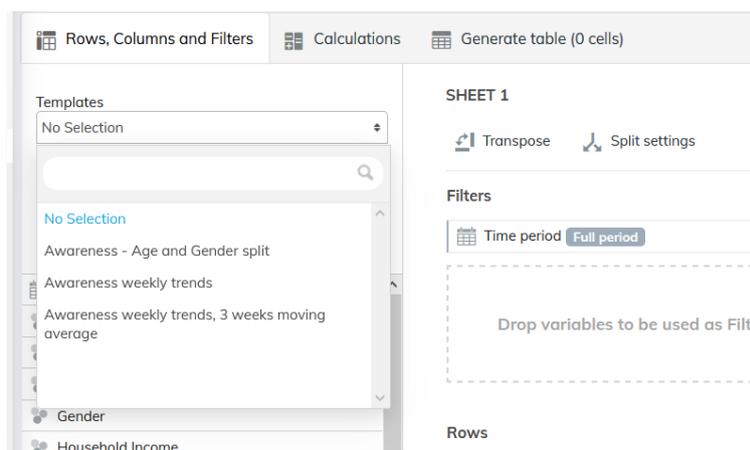
3.4 Improved template logic

The Template sheet process has been slightly updated for a more efficient and streamlined workflow. Now you can choose a template sheet directly when adding a new sheet to the workbook, previously you first had to add a new blank sheet and then apply a template.

Here we see how to select a template sheet when inserting a new sheet.



Like before a template can also be applied to an already existing sheet via the dropdown list shown in the image below.



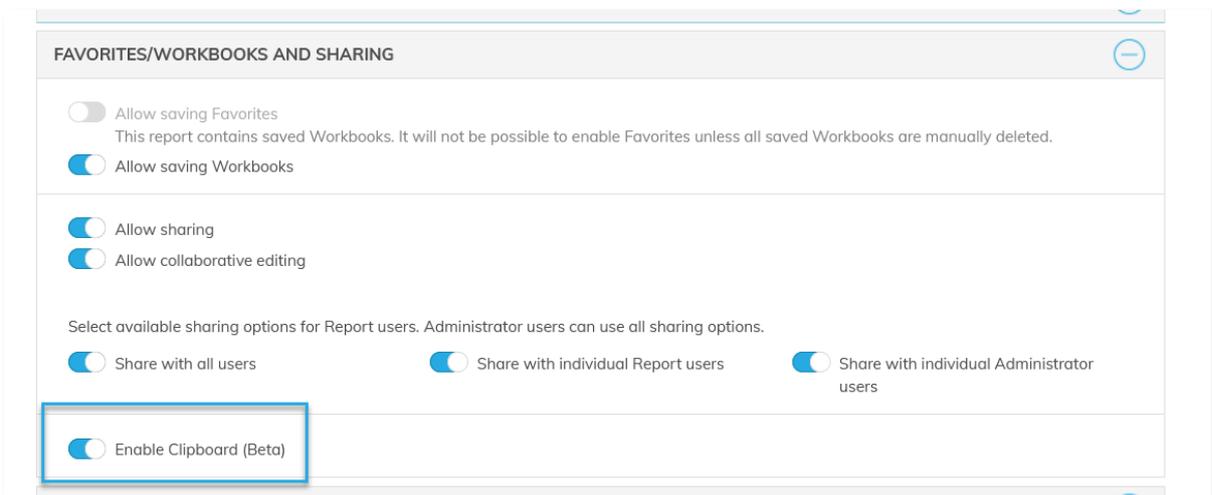
3.5 Clipboard

A new Clipboard concept has been introduced to support copying sheets between workbooks. You can for example load a shared workbook, add the interesting sheets to the clipboard and later paste the sheets into your own workbook.

3.5.1 Activate Clipboard

The new Clipboard is available as beta version and is not enabled by default in any Cross Table tool report but can be activated via the Setup menu.

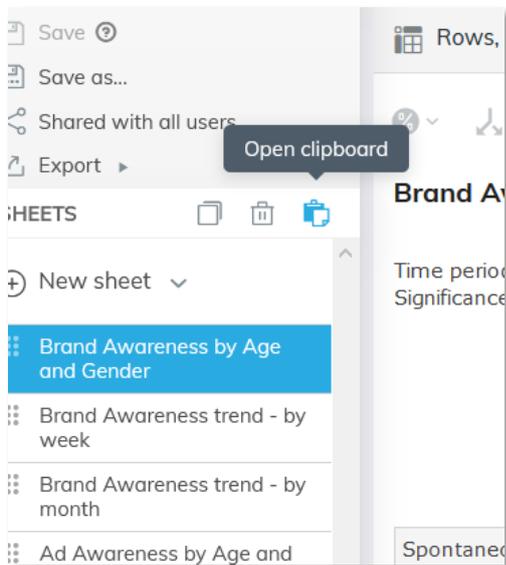
Here we see how to activate the clipboard in the Cross Table tool setup. When clipboard is activated all users with access to the Cross Table tool report can use it.



3.5.2 Work in Clipboard

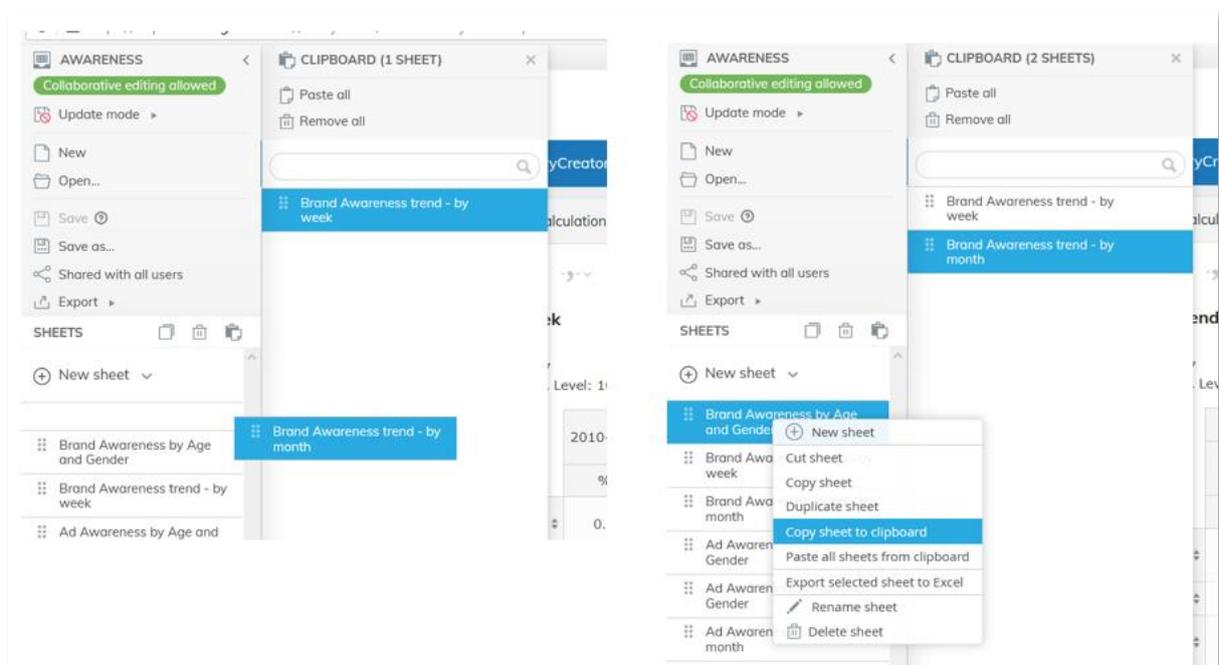
The Clipboard is opened by clicking the Clipboard icon highlighted in the image below.

Click [here](#) to open the Clipboard.



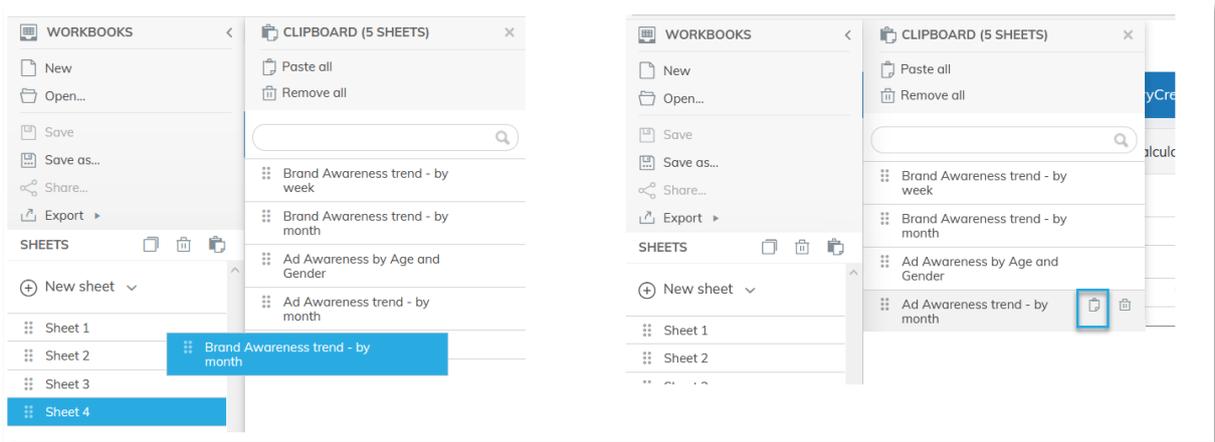
Once the Clipboard is open you can copy sheets from the open workbook to the clipboard with drag and drop or by using the “Copy sheet to clipboard” option in the context menu.

Here we see how Sheets can be copied to the clipboard, either via drag and drop or via the context menu.



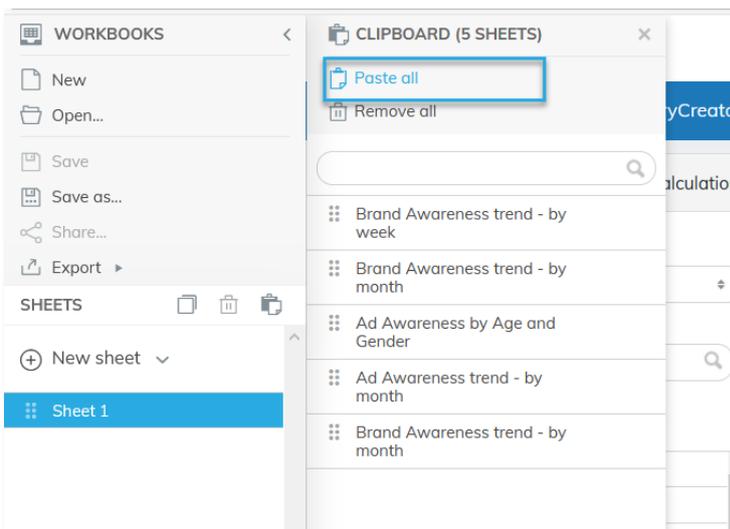
To paste sheets from the clipboard into the current workbook use drag and drop or the “paste” option highlighted in the image to the right below.

Here we see how Sheets can be pasted into the current workbook, either via drag and drop or by using the paste option. When drag and drop is used the sheets are positioned where you drop them, if the Paste option is used the sheets will be added after the selected sheet.



If all sheets in the clipboard should be pasted into the workbook use the “Paste all” option available at the top of the Clipboard.

Here we see the Paste all option.

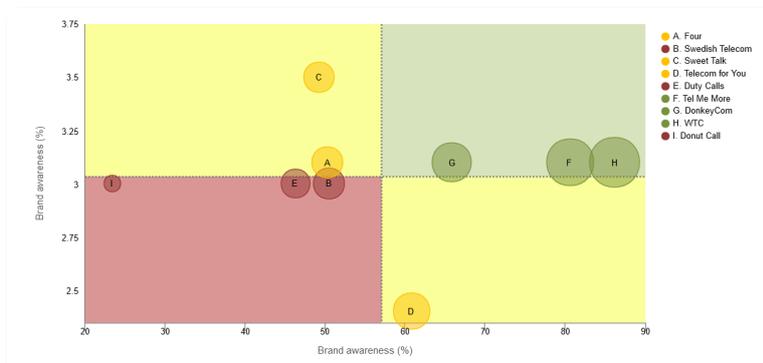


The sheets stay in the clipboard until you delete the sheets from the clipboard, select another project or log out.

4 StoryTeller updates

4.1 Scatter and bubble charts improvements

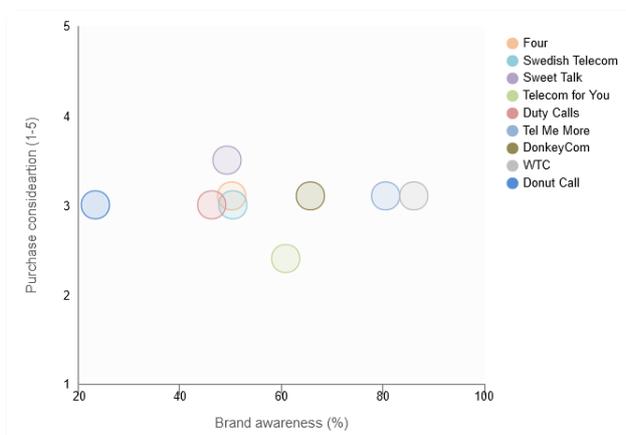
Scatter and bubble charts now support mean value lines on X and Y axis, colored quadrants, and coloring of series by quadrant belonging as shown in the examples below. Other improvements make the scatter/bubble charts easier to read, like for example partially transparent series colors and displaying a shorter version of series label in the grid area and full label in legend.



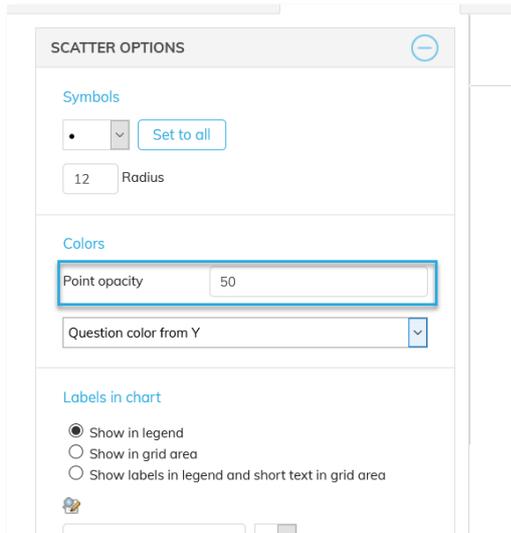
4.1.1 Transparent data points

Data points can now be partially transparent, improving chart legibility when multiple series have similar values. In the example below three brands are displayed close to each other but the partially transparent colors make it easy to see the position of each brand.

Example of transparent data points.



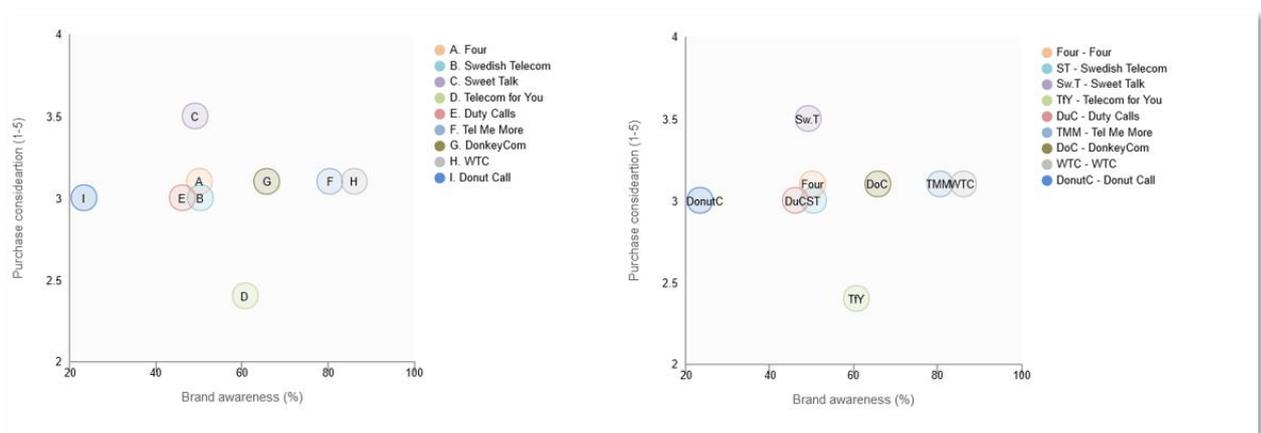
In the setup of the scatter and bubble charts a new “opacity” setting defines the transparency level of the data points. 100% is equal to solid colors, i.e. totally opaque. Newly created scatter and bubble charts have the opacity set to 50% by default, all the existing charts have opacity set to 100% (solid colors).



4.1.2 Shorter version of series text in grid area

A shorter version of series label can now be displayed in the grid area and full label in legend. The short version can either be an alpha or numeric prefix or a custom short text defined manually.

Example of alpha prefix to the left and custom short text to the right,



This is how to enable the option to display shorter version of series text in grid area and full in legend.

Question color from Y

Labels in chart

Show in legend

Show in grid area

Show labels in legend and short text in grid area

Short text

Custom short text

Custom short text

Numeric prefix (1, 2, 3...)

Alpha prefix (a, b, c...)

Alpha prefix (A, B, C...)

Four Four

ST Swedish Telecom

Sw.T Sweet Talk

TfY Telecom for You

DuC Duty Calls

TMM Tel Me More

DoC DonkeyCom

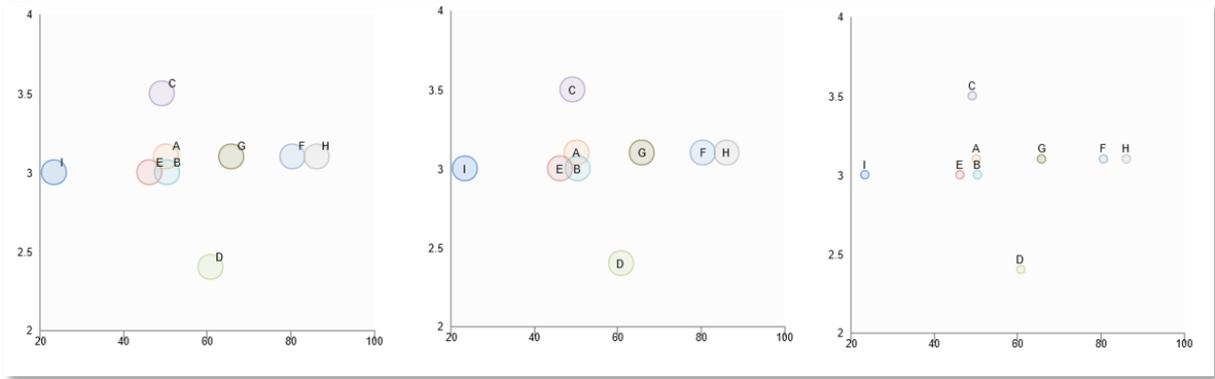
WTC WTC

DonutC Donut Call

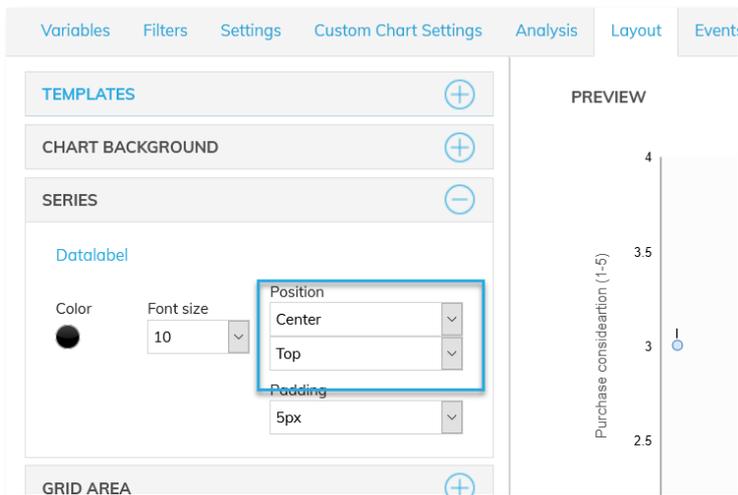
4.1.3 Data label position

Data label position can now be defined vertically and horizontally. It is recommended to display the data label centered, which is default position in all newly created scatter and bubble charts, but if data points size is small it might look better to not center the data points as shown in the example below.

To the left we see old logic, data labels where always displayed top-right. In the middle we see new default logic where data labels are centered. The chart to the most right has data labels positioned top-centered which is recommended if data points are small.



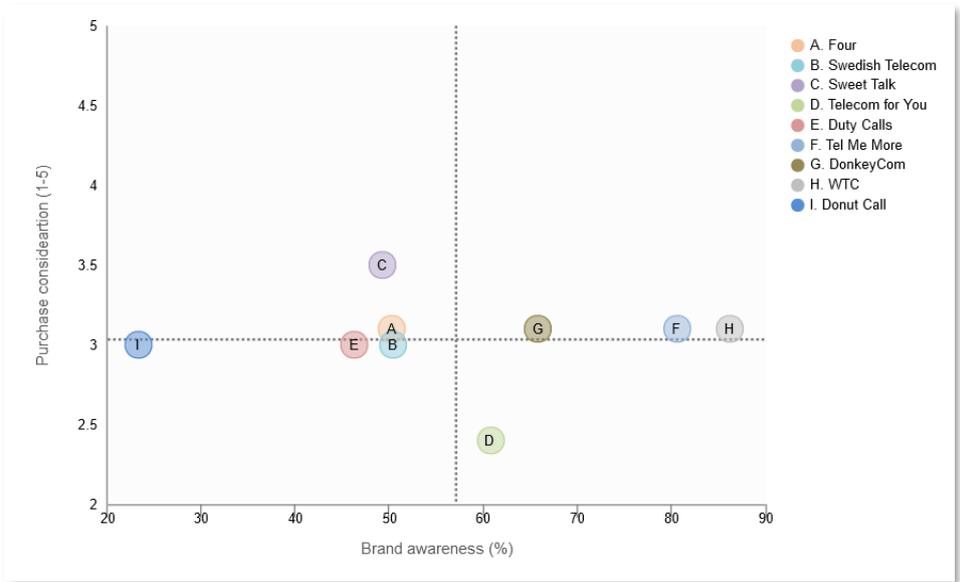
Below you see the new setting for defining vertical and horizontal position of the data points. The data point position is centered by default in newly created charts and top-right in existing charts.



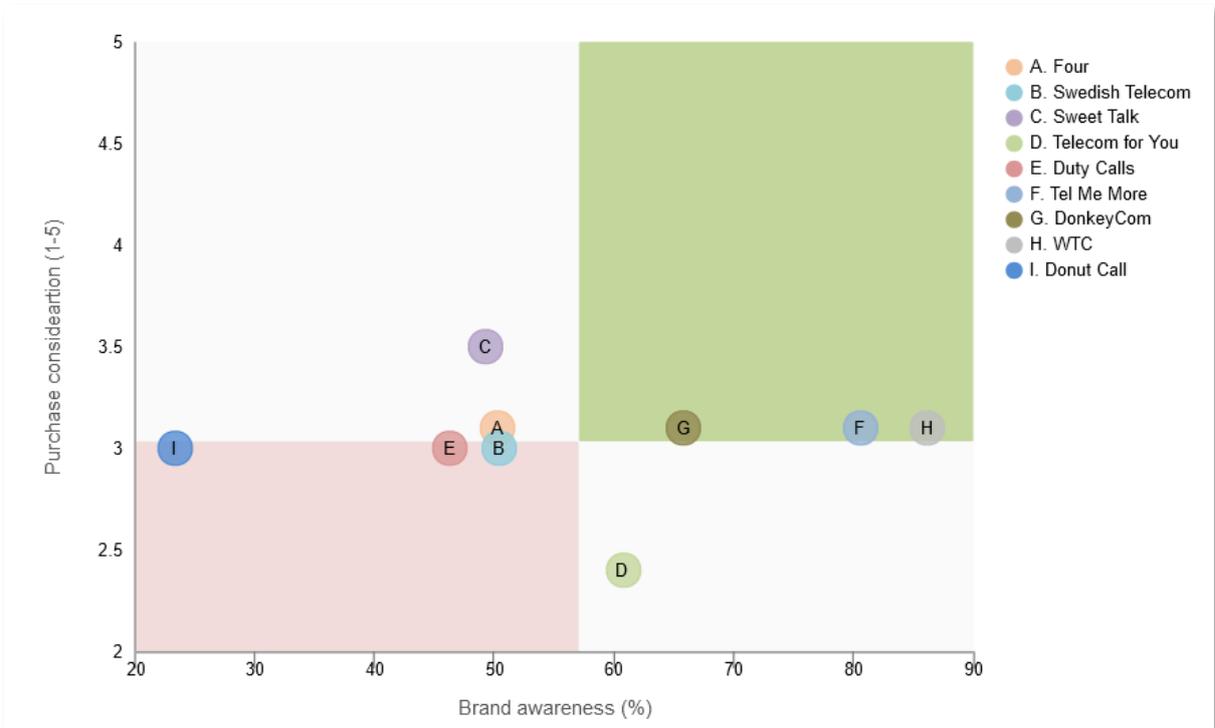
4.1.4 Mean value lines and colored quadrants

Scatter and bubble charts now support mean value lines on X and Y axis and colored background quadrants which are based on the data points in the chart.

Example of mean value lines in scatter. The style of the line is defined during setup of the chart.



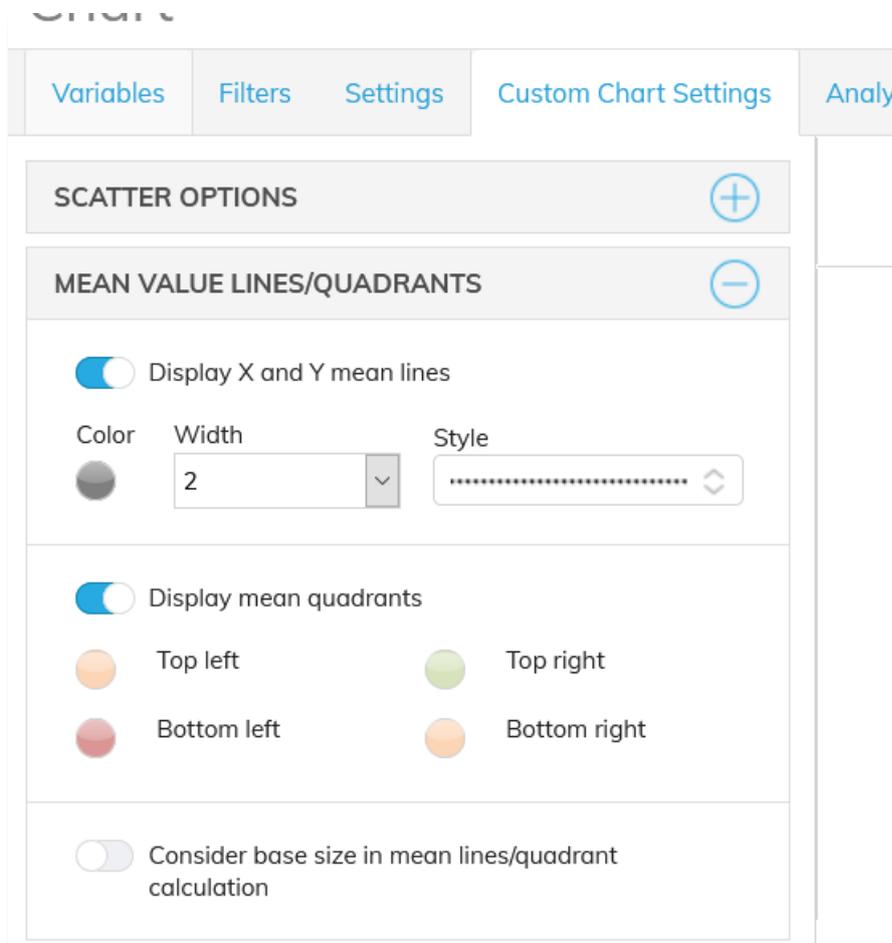
Example of colored quadrants. The color of each quadrant is defined in the setup of the chart.



The mean value lines and quadrants values are based on all the data points in the chart. The mean values can either be calculated as an average of the data points, ignoring the base for each value, or as the average of all of the responses (base sizes of each value is taken into consideration when the average of the values is calculated).

Mean value lines and colored quadrants are added to the scatter and bubble charts in the Custom chart settings tab as shown below.

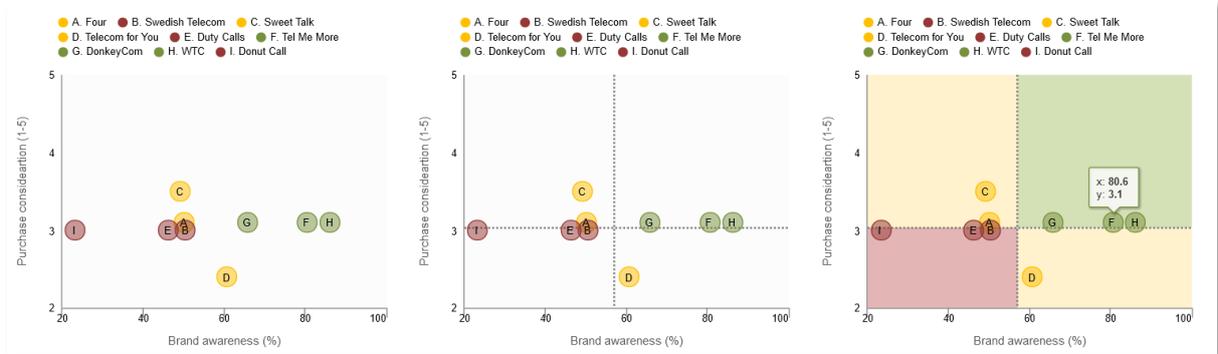
Here we see the setup of mean value lines and colored quadrants. In this example both are enabled but one (or none) of the options can be enabled only.



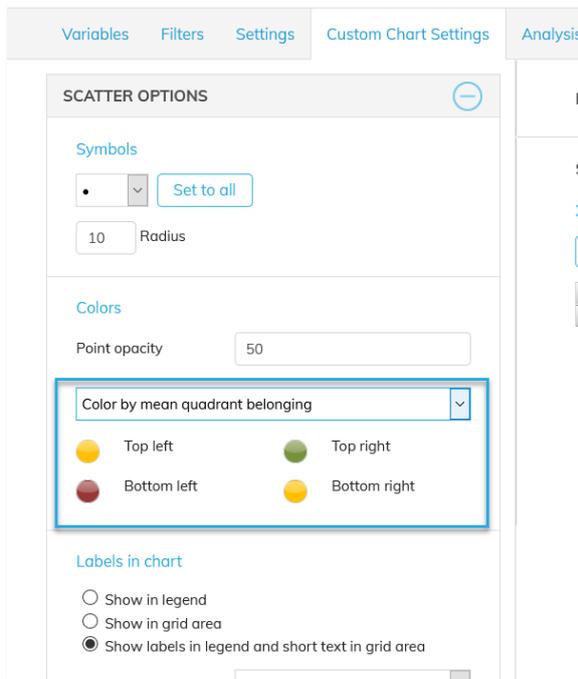
4.1.5 Colored datapoints by quadrant belonging

The data points in scatter and bubble charts can now be colored by quadrant belong and be combined with the new mean lines and colored background quadrants as shown in the examples below.

Here we see three different examples.



The new option to color the data points by quadrant belonging:



Note: a data point gets the top/right quadrant color if value is equal to or higher than the mean value. If value is lower than the mean value it gets the bottom/left color.