

Forsta Visualizations April 2025 Release



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1.Introduction

This document describes new and improved features in the Forsta Visualizations April 2025 Release.

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

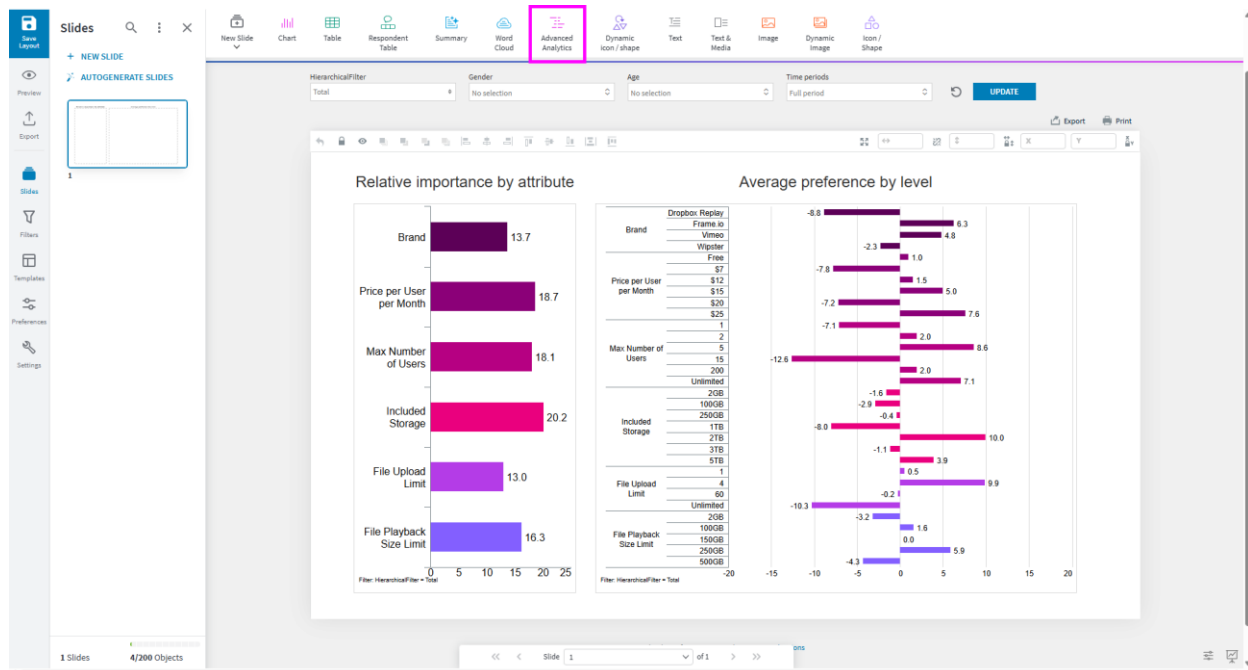
Best Regards,
Forsta Team

2. StoryTeller

Visualizations for Discrete Choice Model from Forsta Surveys (Decipher)

Reporting on a Discrete Choice Model (DCM) created and executed in Forsta Surveys (Decipher) is now available in Forsta Visualizations. To learn more about create the DCM test in Forsta Surveys (Decipher), read more about it [here](#) and [here](#).

Within StoryTeller, we have developed a new object, Advanced Analytics. This allows you to create two different visuals: Relative importance by attribute and Average preference by level. These objects will respect all filters added to the object directly or as Optional Filters.



How to import DCM data

The data for the DCM is separated from the regular survey data and needs to be imported as an additional set within your import task. In the Forsta Surveys (Decipher) task, under Advanced, you will see a new option, Discrete Choice Model.

Import Forsta survey

×

Select Questions to be included in import

Include all survey questions ⓘ

Exclude questions with exclude flag

▼

Additional filter expression

Question

▼

Status

▼

APPLY

Filter expression

qualified

×

▲

▼

Discrete Choice Model

Discrete Choice Models

Meta data settings

Hide(inactivate) missing questions and answers from reporting

Overwrite questions and answer labels from reporting

Questions sharing answer block

Smart detection of similar answer lists

▼

Meta data transformation

Allow coding of open-ended questions to categorical in Meta data transformation ⓘ

CANCEL

IMPORT NOW

Once enabled, a dropdown will show all DCM tests connected to the selected survey.

forsta.com

page 5



Import Forsta survey

Select Questions to be included in import

Include all survey questions

Exclude questions with exclude flag

Additional filter expression

Question

Status

Filter expression

qualified

APPLY

Discrete Choice Model

Discrete Choice Models

Select...

q1

Hide (inactivate) missing questions and answers from reporting

Overwrite questions and answer labels from reporting

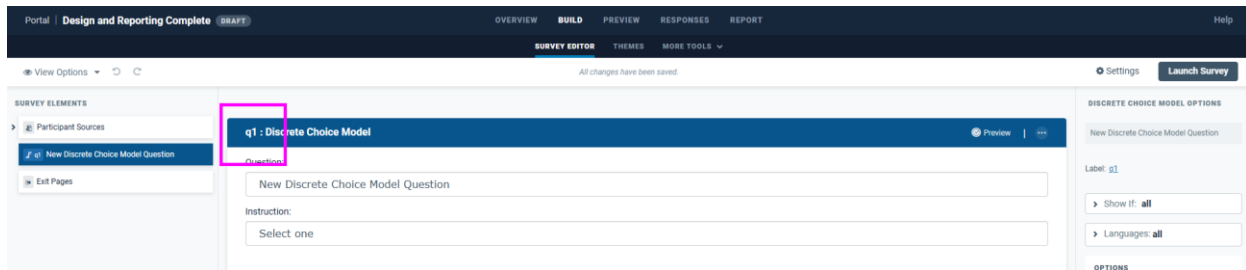
Questions sharing answer block

Smart detection of similar answer lists

CANCEL

IMPORT NOW

The names of the DCM tests are the question codes from the survey.



Once imported, the DCM data will be represented in a separate row on the data page
See below.

NOTE!

When importing DCM data, you will import all respondents from the DCM table within your survey, replacing it with the DCM data already imported to your project.

The DCM data includes respondents from the last test execution of test on Forsta Surveys (Decipher). New respondents might be added, and some may be deleted, but not updated in the DCM calculations.



Forsta HX Platform

Visualizations

Switch to old interface

Data Sources

Variables

Hierarchy

Reports

Report Users

Events

Legacy Features

Project Settings

Data Batches

SPSS Export

Excel Export

Reference Data

Text Analytics

DESIGN REPORTS

Forsta

Import data from Forsta

Import data file

SPSS, Triple-S, Excel, CSV

Import data from other source

Recent data sources

Forsta Surveys

Design and Reporting Complete

Last import: 2025/04/15 3:48 PM

Next import: No schedule

Imported data batches

Apply to All (3)

APPLY ACTIVATIONS

NOTIFICATIONS

ACTIVATION LOG

EDIT TAGS

DELETE DATA

☐	Active	ID	File name	Survey	Batch type	Respondent groups	Date	Respondents (responses)	Meta Data Transformations	Tags	
☒	Active		Discrete Choice model		New Data		2025-04-15 3:49 PM	1,000 Active, 0 In...			
☒	Active		Discrete Choice model		New Data		2025-04-15 3:49 PM	1,000			
☐	Inactive	2	Main_selfserve_..._top_	250200	New data and replace ...		2025-04-15 3:49 PM	1,000			

<< 1-3 of 3 >>

<

Collapse menu

This data will behave similarly to our Input data. As long as the respondent ID in the main data is activated, the DCM data for that respondent will be available. In the event that all primary survey data is deactivated, DCM data will be excluded from the reporting as well.

To delete DCM data, you must delete the corresponding respondents from the main survey data.

Delete data batch

Are you sure you want to delete the **Main_** data batch? **top_aceu0jtfmm4.json**
This is a permanent action and can't be undone.

Additional data

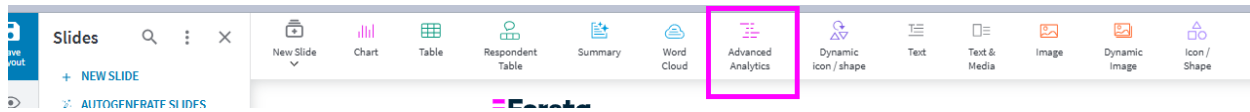
 To delete any additional data connected to the respondents you are about to delete, please select the type here. If no additional data is selected, it will remain stored in the system. If the same respondent ID is imported later, the additional data will be available again.

☐ Delete conjoint data for the selected respondents

CANCEL
DELETE

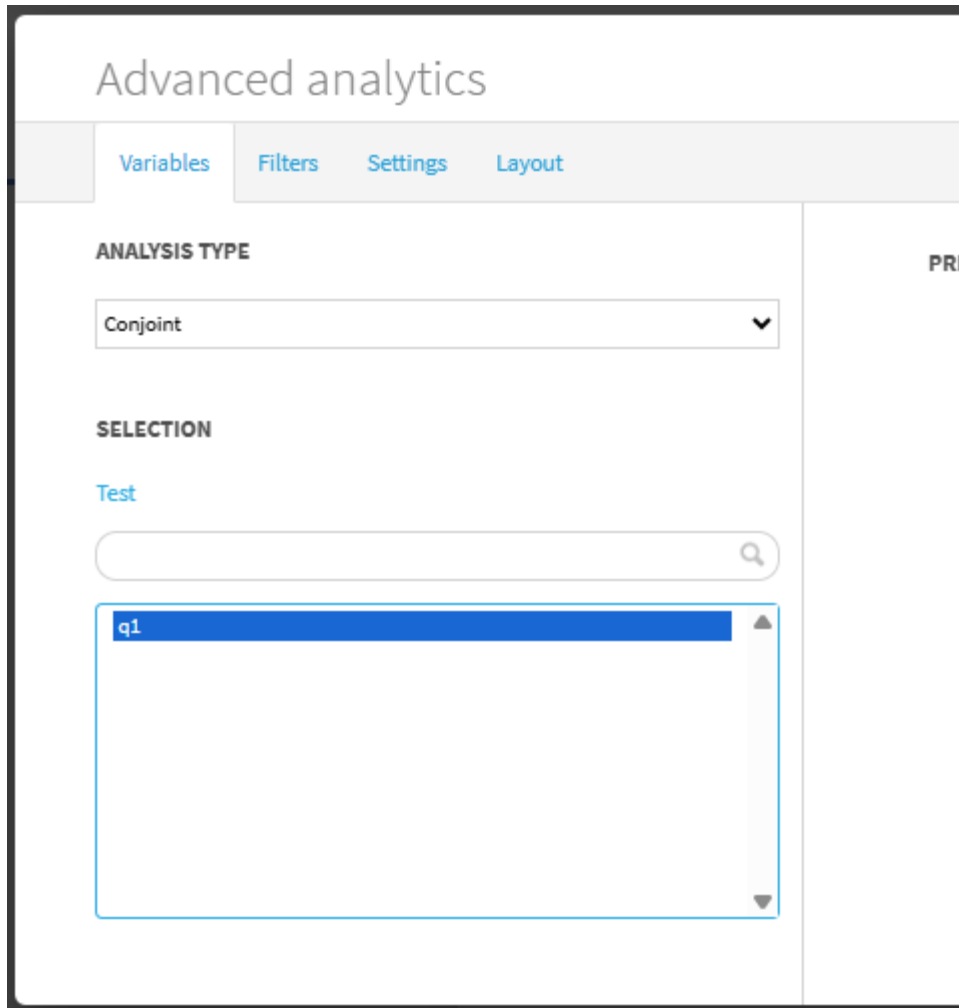
How to create DCM objects

Within your StoryTeller, a new object will be shown, Advanced Analytics.



This object has the same structure as our other data objects, where you first select what test to show, select filters, choose the type of visualization you are looking for, and then make some tweaks to the layout of the object.

If multiple tests have been imported, each test will be listed here, showing the test name



In Settings, choose your desired Output. The two options are:

- Relative importance by attribute
- Average preference by level

Advanced analytics

Variables
Filters
Settings
Layout

CHART

Output

Relative importance by attribute

Relative importance by attribute
Average preference by level

Invert Chart
Allow zooming

Colour Source
Auto

Show values
No. of decimals
1

Chart rendering
By shown decimals

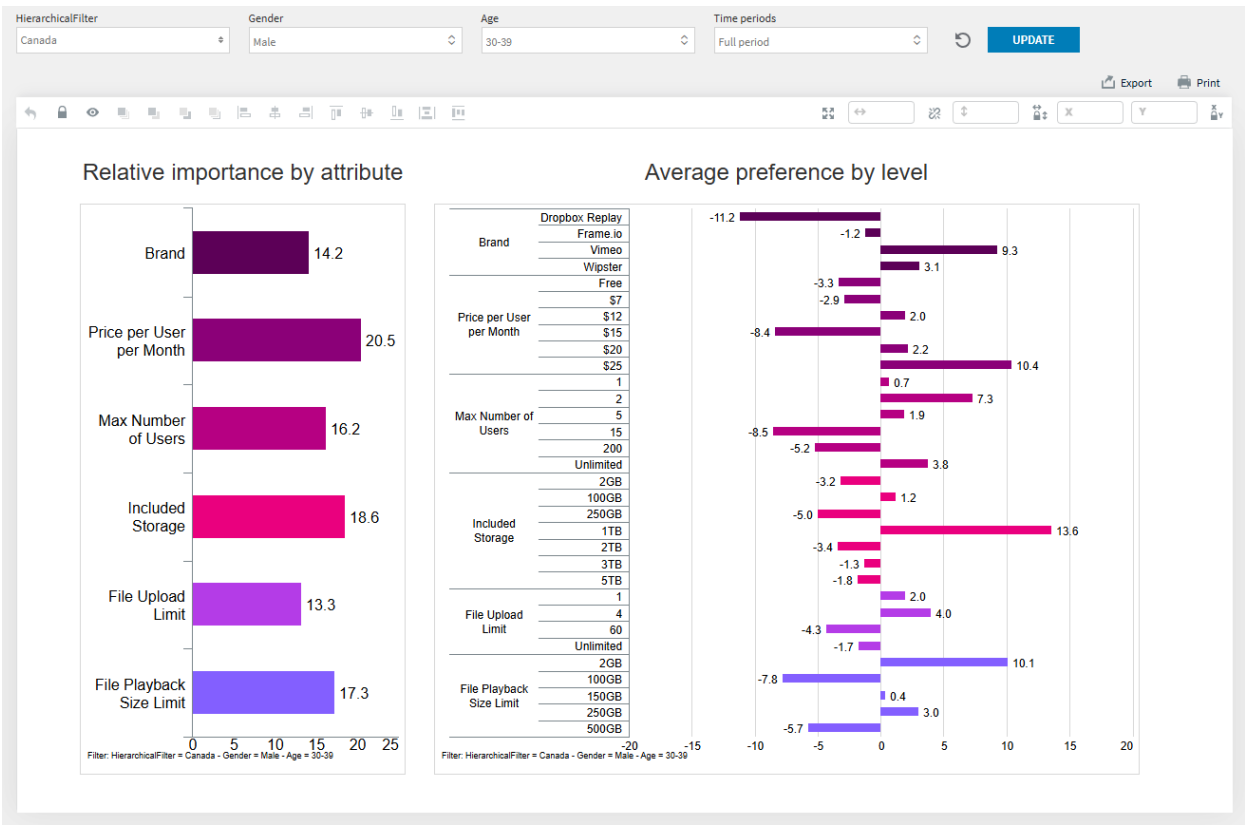
TIME SELECTIONS

AXIS AND TEXT

TOOLTIP

PREVIEW

Both outputs will be presented as bar charts. To display both outputs on a slide, it is necessary to create two objects.



The settings and features of this new object have been adjusted to be suitable for DCM tests.

Calculation

Most DCM calculations are performed in Forsta Surveys, while respondent-level calculations occur in Forsta Visualizations.

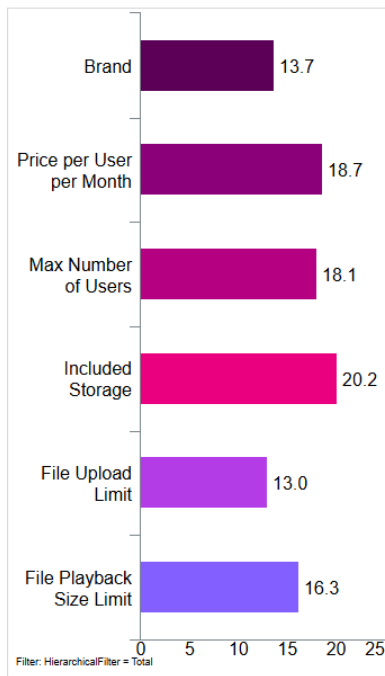
Part-worth utilities, preference range within attributes and attribute preference ratio are imported to your project. To get the raw data, export it from your Survey in Forsta Surveys.

NOTE!

In-Memory must be enabled for DCM calculations. If In-Memory isn't used, DCM charts can not be produced.

For the relative importance by attribute chart, the average ratio for each level, respecting all filters, will be calculated. The average ration for levels is included in the DCM data imported to your project.

Relative importance by attribute



For the Average preference by level chart, some additional calculation is needed. All calculations are completed with respect to filters.

Here is an example of calculations. Thin lines show values included in the calculation. The thick line shows results of the calculation.

- Calculate average for each level item (Average over F4-F12)

	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P
1																
2																
3																
4																
5																
6																
7																
8																
9																
10																
11																
12																
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16																
17																
18																
19																
20																
21																
22																
23																

- Calculate average for all level items within an attribute (Average over D16 to G16)

	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P
1																
2																
3																
4																
5																
6																
7																
8																
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16																
17																
18																
19																
20																
21																
22																
23																

- Rescale each level average (D16-D17, E16-D17...)

	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P
1																
2																
3																
4																
5																
6																
7																
8																
9																
10																
11																
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14																
15																
16																
17																
18																
19																
20																
21																
22																
23																

- Calculate the range of the rescaled average (MaxValue(D18-G18)-MinValue(D18-G18))

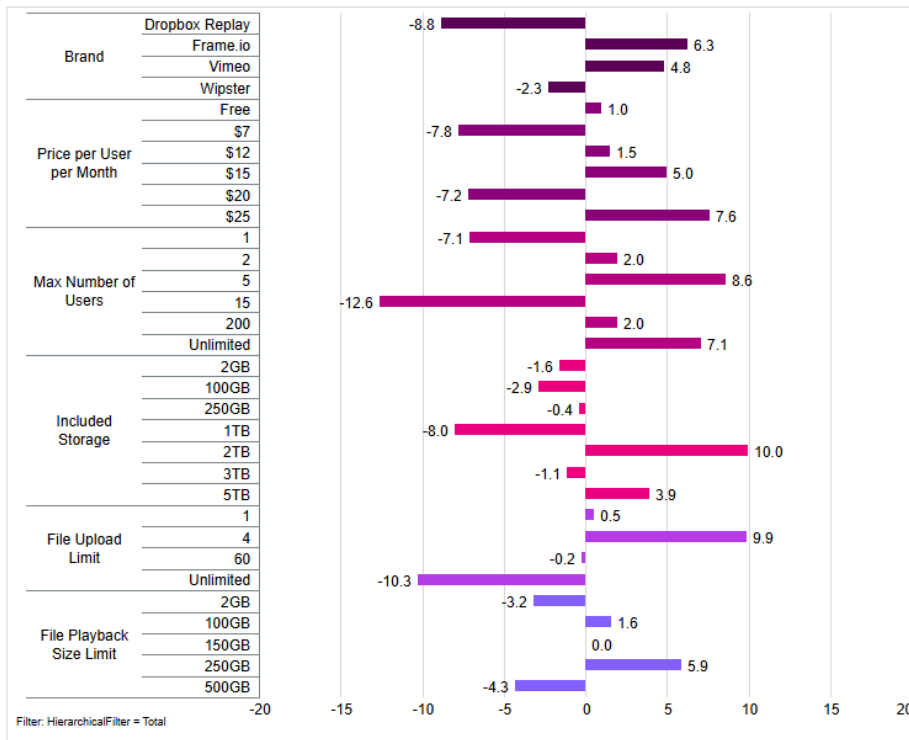
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P
1																
2																
3																
4																
5																
6																
7																
8																
9																
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20																
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22																
23																

- Calculate the Ratio for each level (D18/(SumOfAll Range of rescaled average))

	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P
1																
2																
3																
4																
5																
6																
7																
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- Show Ratio for each level in the chart

Average preference by level



3. CrossTable tool

Enable/Disable Weights/Dates

When projects have multiple Weight and Date variables, often just one should be used within CrossTables. We have now enabled the option to select which Weight and Date should be available for report users to choose from.

You define as admin which Weights/Dates should be available in the CrossTable and what option should be default.

Within each CrossTable tool report Settings, two new views have been added.

Under the section Weighting in the setup panel, available weights variables are shown, and by default, all of them are selected, and the main weight, set as default on our question page, will be default selected.

If weight variables should be hidden, simply uncheck them and make sure one of the available weights is used as default.

The same approach is used for Date variables. Under the section Time Period, a new section shows available Date variables. By default, all available dates will be selected, and the main date will be set as default. If only one date should be available, uncheck the others, and set the available one to default.



QUESTIONS

CALCULATION TYPES

STATIC FILTERS

TIME PERIOD

Default

☒ Full period

☒ Select last X periods...

☒ Year-to-Date

☒ Static date range...

Available Date variables

Disabling these options will remove the corresponding settings from workbooks and saved favorites for all users. Please review carefully before proceeding, as this action affects everyone.

Default

☐ Response Date

☒ StaticDate

INTERVAL

WEIGHTING

Disabling these options will remove the corresponding settings from workbooks and saved favorites for all users. Please review carefully before proceeding, as this action affects everyone.

Available to user

☒ Weighted result

☒ Unweighted result

Available Weight variables

Default

☐ Weight

☒ CountryWeight

MOVING AVERAGE

BASE

BASE SIZE LIMITS

FAVORITES/WORKBOOKS AND SHARING

EXPORT OPTIONS

4. Project administration

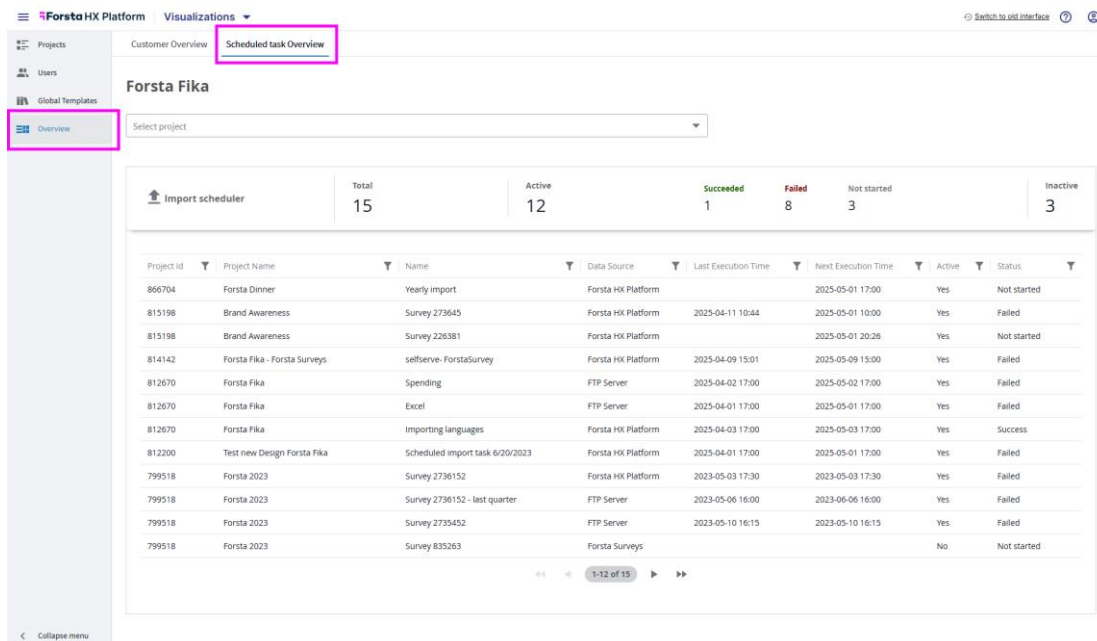
Scheduled task overview

To enhance the customer experience and provide a comprehensive overview of your account, we have introduced a page that displays all current import tasks within your projects.

We have added aggregated information for:

- Number of Import tasks
- Number of active tasks
- Number of succussed tasks
- Number of failed tasks
- Number of not started tasks
- Number of inactive tasks

Underneath the aggregated values, you will see a table of each task, with additional information. You will see what source it uses, the last and next execution time and the status of the last execution.



Forsta HX Platform Visualizations Switch to old interface

Projects
Users
Global Templates
Overview

Customer Overview **Scheduled task overview**

Forsta Fika

Select project

Import scheduler		Total	Active	Succeeded	Failed	Not started	Inactive
		15	12	1	8	3	3

Project Id	Project Name	Name	Data Source	Last Execution Time	Next Execution Time	Active	Status
866704	Forsta Dinner	Yearly import	Forsta HX Platform		2025-05-01 17:00	Yes	Not started
815198	Brand Awareness	Survey 273645	Forsta HX Platform	2025-04-11 10:44	2025-05-01 10:00	Yes	Failed
815198	Brand Awareness	Survey 226381	Forsta HX Platform		2025-05-01 20:26	Yes	Not started
814142	Forsta Fika - Forsta Surveys	selfserve-ForstaSurvey	Forsta HX Platform	2025-04-09 15:01	2025-05-09 15:00	Yes	Failed
812670	Forsta Fika	Spending	FTP Server	2025-04-02 17:00	2025-05-02 17:00	Yes	Failed
812670	Forsta Fika	Excel	FTP Server	2025-04-01 17:00	2025-05-01 17:00	Yes	Failed
812670	Forsta Fika	Importing languages	Forsta HX Platform	2025-04-03 17:00	2025-05-03 17:00	Yes	Success
812200	Test new Design Forsta Fika	Scheduled import task 6/20/2023	Forsta HX Platform	2025-04-01 17:00	2025-05-01 17:00	Yes	Failed
799518	Forsta 2023	Survey 2736152	Forsta HX Platform	2023-05-03 17:30	2023-05-03 17:30	Yes	Failed
799518	Forsta 2023	Survey 2736152 - last quarter	FTP Server	2023-05-06 16:00	2023-06-06 16:00	Yes	Failed
799518	Forsta 2023	Survey 2735452	FTP Server	2023-05-10 16:15	2023-05-10 16:15	Yes	Failed
799518	Forsta 2023	Survey 835263	Forsta Surveys			No	Not started

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