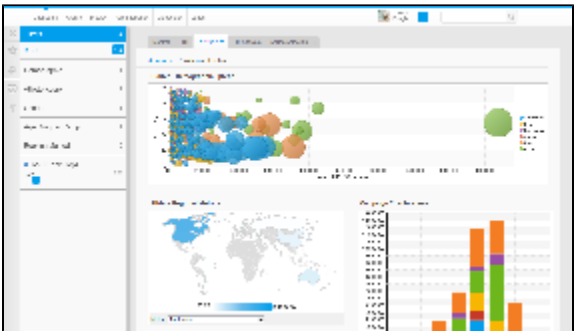


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-
-
-

1



- 1.
2. 1

Unknown macro: 'html'

- 1.



2.

Analytics Setup

OK

Close

Dashboard Reports

Athlete Regional Metrics

Athlete Age & Gender Breakdown

Campaign Effectiveness

Athlete Regional Metrics

Filter Display

Show these User Prompts on the dashboard

☐ Athlete Region

☐ Gender

☐ Booking Method

☐ Age Group at Camp

☐ Demographic

☐ Profit Margin

☐ Cost of Camp

Link Data

Link Reports

Click to link filters from this report to target reports

Linked

Report

Linkage

☒ Athlete Age & Gender Breakdown

☒ Campaign Effectiveness

3.

Analytics Setup

OK

Close

Dashboard Reports

Athlete Regional Metrics

Athlete Age & Gender Breakdown

Campaign Effectiveness

Athlete Regional Metrics

Filter Display

Show these User Prompts on the dashboard

☐ Athlete Region

☒ Gender

☐ Booking Method

☒ Age Group at Camp

☒ Demographic

☐ Profit Margin

☐ Cost of Camp

Link Data

Link Reports

Click to link filters from this report to target reports

Linked

Report

Linkage

☒ Athlete Age & Gender Breakdown

☒ Campaign Effectiveness

4.

Analytic Setup [OK] [Close]

Dashboard Reports

- Athlete Regional Metrics
- Athlete Age & Gender Breakdown
- Campaign Effectiveness

Athlete Regional Metrics

Filter Display
Show these User Prompts on the dashboard:

- ☐ Athlete Region
- ☒ Gender
- ☐ Booking Method
- ☒ Age Group at Camp
- ☒ Demographic
- ☐ Profit Margin
- ☐ Cost at Camp

Link Data [Off]

Linked Reports
Click to link filters from this report to target reports.

Linked	Report	Linkage
☒	Athlete Age & Gender Breakdown	
☒	Campaign Effectiveness	

5.

6.

YearMonth

Analytic Setup [OK] [Close]

Dashboard Reports

- Athlete Regional Metrics
- Athlete Age & Gender Breakdown
- Campaign Effectiveness

Athlete Regional Metrics link to Athlete Age & Gender Breakdown.

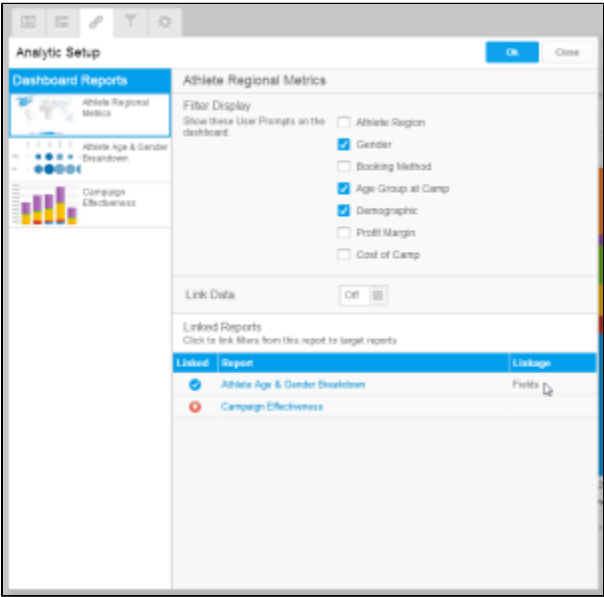
Link Filter Gender to: ☐ No Link ☒ Filter
Gender: Gender

Link Filter Age Group at Camp to: ☐ No Link ☒ Filter
Age Group at Camp: Age Group at Camp

Link Filter Demographic to: ☐ No Link ☒ Filter
Demographic: Demographic

[Save] [Clear] [Cancel]

7.



8. 47OK

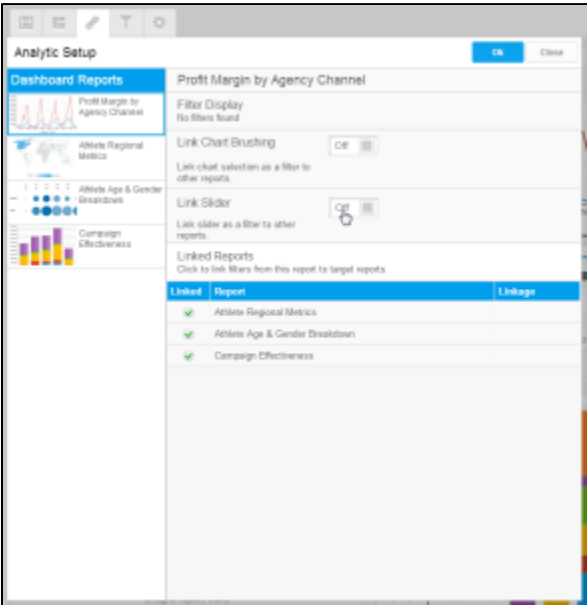
Unknown macro: 'html'

1.

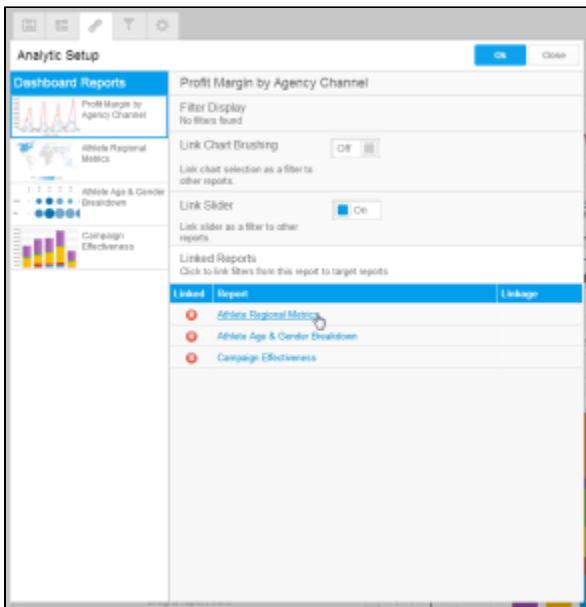


2.

3.



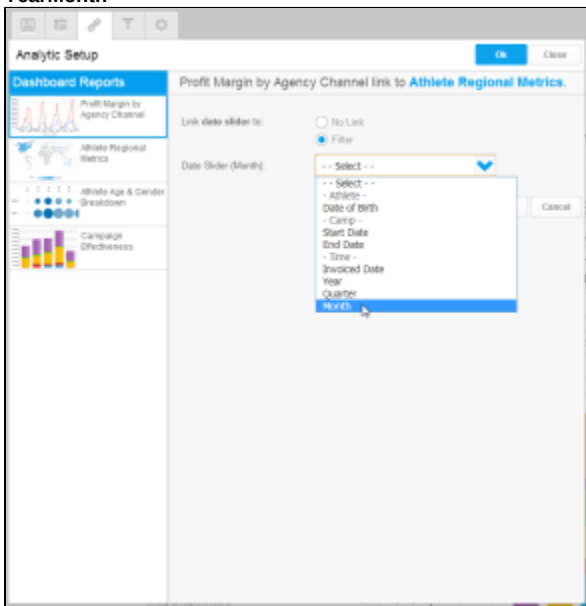
4.



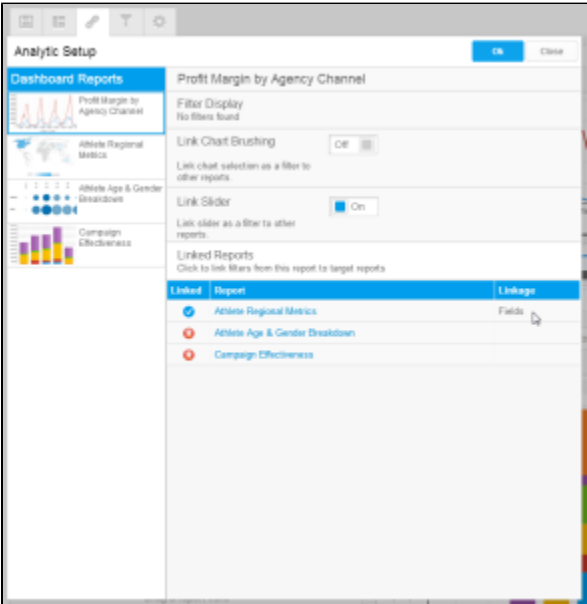
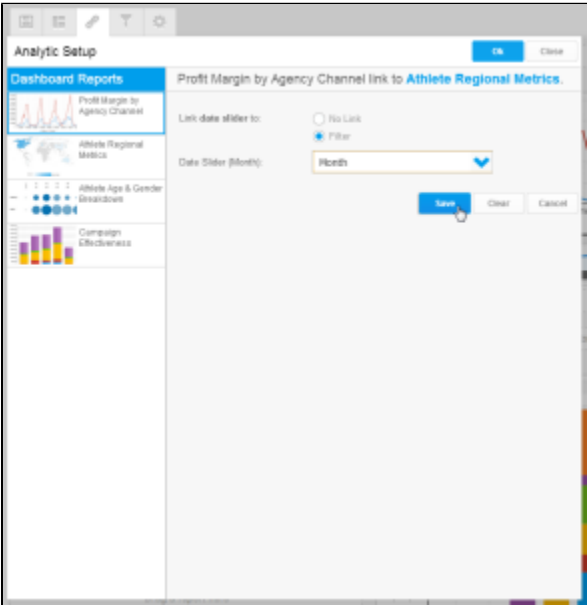
5.

6.

YearMonth



7.



8. 47OK

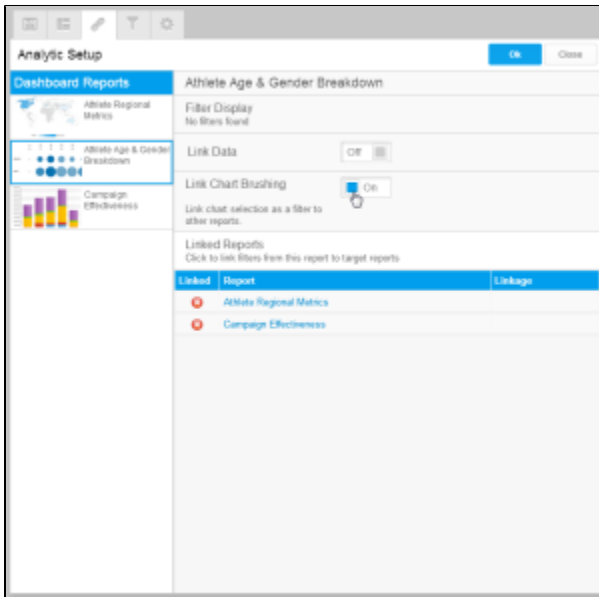
 Unknown macro: 'html'

1.

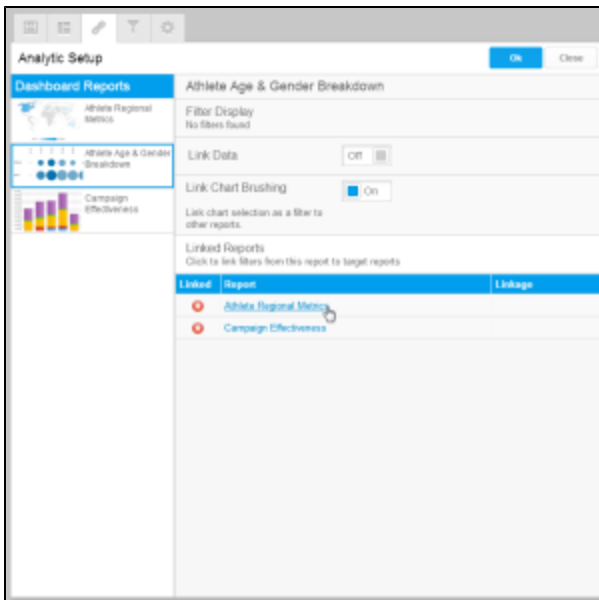


2.

3.



4.



5.

6.

YearMonth

Analytics Setup

Dashboard Reports

Athlete Regional Metrics

Athlete Age & Gender Breakdown

Campaign Effectiveness

Link brushing Age Group at Camp to:

Link brushing Gender to:

Brushing (Age Group at Camp):

Brushing (Gender):

No Link

Filter

Age Group at Camp

-- Select --

Existing Filters:

Athlete Region

Booking Method

Age Group at Camp

Demographic

Agency

Agency Name

Agency Country

Agency Region

Agency Type

Agency Demographic

Athlete

Last Name

Age Group at Camp

Demographic

Gender

First Name

Athlete Location

Athlete Region

Cancel

Athlete Age & Gender Breakdown link to **Athlete Regional Metrics**.

7.

Analytic Setup [Ok] [Close]

Dashboard Reports

- Athlete Regional Metrics
- Athlete Age & Gender Breakdown
- Campaign Effectiveness

Athlete Age & Gender Breakdown link to Athlete Regional Metrics.

Link brushing Age Group at Camp to: ☐ No Link ☒ Filter
Brushing (Age Group at Camp): Age Group at Camp

Link brushing Gender to: ☐ No Link ☒ Filter
Brushing (Gender): Gender

[Save] [Clear] [Cancel]

Analytic Setup [Ok] [Close]

Dashboard Reports

- Athlete Regional Metrics
- Athlete Age & Gender Breakdown
- Campaign Effectiveness

Athlete Age & Gender Breakdown

Filter Display: No filters found

Link Data: ☒ On

Link Chart Brushing: ☒ On

Link chart selection as a filter to other reports.

Linked Reports: Click to link filters from this report to target reports

Linked	Report	Linkage
☒	Athlete Regional Metrics	Brushing
☐	Campaign Effectiveness	

8. 47OK

Unknown macro: 'html'

1.



2.

3.

4.

Analytic Setup

Dashboard Reports

- Bubble - Demographic Spread
- Top N Customers
- Athlete Regional Metrics
- Athlete Age & Gender Breakdown
- Customer By Location
- Campaign Effectiveness
- Athlete Analysis

Top N Customers

Filter Display
Show these User Prompts on the dashboard:

- ☒ Top N Rank (Top)
- ☐ Gender
- ☐ Demographic
- ☐ Athlete Region

Link Data
Use data in this report as filter values in linked reports:

☒ On

Linked Reports
Click to link filters from this report to:

Linked	Report
☒	Bubble - Demographic Spread
☒	Athlete Regional Metrics
☒	Athlete Age & Gender Breakdown
☒	Customer By Location
☒	Campaign Effectiveness
☒	Athlete Analysis

5.

6.

7.

YearMonth

Analytic Setup

Top N Customers link to Customer By Location

Link filter Top N Rank (Top) to:

- ☐ No Link
- ☐ Filter

Link data Athlete ID to:

- ☐ None
- ☒ Field

Field Selection:

- Select --
- Select --
- Athlete --
- Age at Camp
- Athlete Counter
- Athlete ID
- Athlete Location --
- Athlete Latitude
- Athlete Longitude
- Athlete Payment --
- Cancellation Fee
- Cost of Camp
- Days Between Invoice and Camp
- Exchange Rate
- Invoice Estimate
- Invoice (Pref Currency)
- Invoice Amount
- Profit Margin
- Camp --
- Camp Days
- Camp ID

8.

Analytic Setup [OK] [Close]

Dashboard Reports

- Buttle - Demographic Spread
- Top N Customers**
- Athlete Regional Metrics
- Athlete Age & Gender Breakdown
- Customer By Location
- Campaign Effectiveness
- Athlete Analysis

Top N Customers link to Customer By Location

Link filter Top N Rank (Top) to: ☒ No Link ☐ Filter

Link data Athlete ID to: ☐ None ☒ Field
 Athlete ID [v]

[Save] [Clear] [Cancel]

Analytic Setup [OK] [Close]

Dashboard Reports

- Buttle - Demographic Spread
- Top N Customers**
- Athlete Regional Metrics
- Athlete Age & Gender Breakdown
- Customer By Location
- Campaign Effectiveness
- Athlete Analysis

Top N Customers

Filter Display
 Show these User Prompts on the dashboard: ☒ Top N Rank (Top)
☐ Gender
☐ Demographic
☐ Athlete Region

Link Data ☒ On
 Use data in this report as filter values in linked reports: Athlete ID [v] +

Linked Reports
 Click to link filters from this report to target reports

Linked	Report	Linkage
☒	Buttle - Demographic Spread	
☒	Athlete Regional Metrics	
☒	Athlete Age & Gender Breakdown	
☒	Customer By Location	Data
☒	Campaign Effectiveness	
☒	Athlete Analysis	

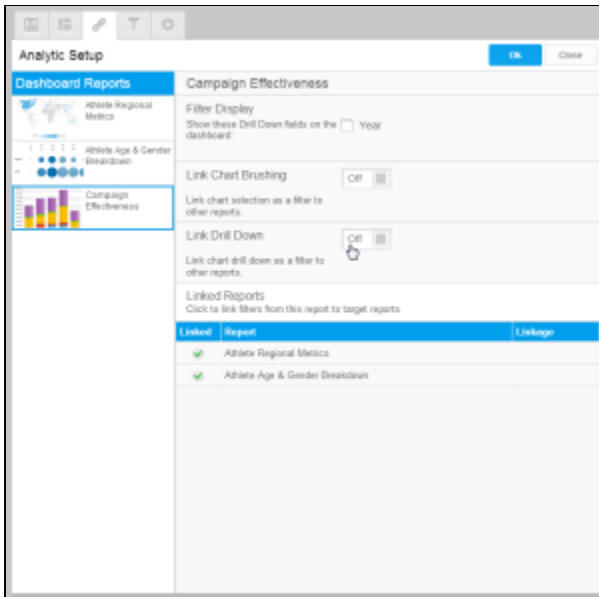
9. 48OK

1.

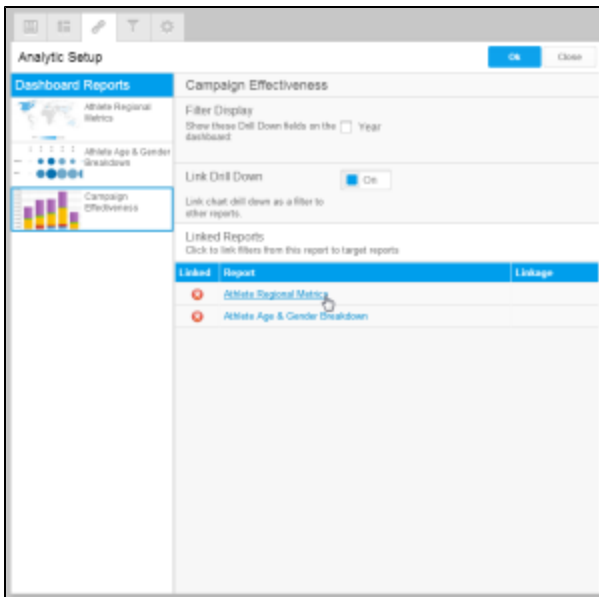


2.

3.



4.



5.

a.

b.

6.

a. ...

The screenshot shows the 'Analytic Setup' dialog box. The title bar says 'Analytic Setup' with 'OK' and 'Close' buttons. The main title is 'Campaign Effectiveness link to Athlete Age & Gender Breakdown'. On the left, there's a sidebar with 'Dashboard Reports' and a tree view showing 'Athlete Regional Metrics', 'Athlete Age & Gender Breakdown', and 'Campaign Effectiveness'. The main area has a 'Link field Year to:' section with three radio buttons: 'No Link', 'Drill Down Field' (selected), and 'Filters'. Below this is a 'Year:' dropdown menu with '-- Select --' and 'Year' (highlighted). At the bottom right are 'Save', 'Clear', and 'Cancel' buttons.

b.

The screenshot shows the 'Analytic Setup' dialog box. The title bar says 'Analytic Setup' with 'OK' and 'Close' buttons. The main title is 'Campaign Effectiveness link to Athlete Regional Metrics'. On the left, there's a sidebar with 'Dashboard Reports' and a tree view showing 'Athlete Regional Metrics', 'Athlete Age & Gender Breakdown', and 'Campaign Effectiveness'. The main area has a 'Link field Year to:' section with three radio buttons: 'No Link', 'Drill Down Field', and 'Filters' (selected). Below this are three dropdown menus: 'Year (Dim):' with 'Year (Dim)' selected, 'Quarter (Dim):' with 'Quarter (Dim)' selected, and 'Month (Dim):' with '-- Select --' selected. A list of dimensions is shown below the 'Month (Dim)' dropdown, including 'Athlete Payment', 'Currency Code', 'Booking', 'Booking Status', 'Booking Method', 'Booking Step', 'Camp', 'Camp - Geo Country', 'Camp Country', 'Camp Region', 'Camp Demographic', 'Camp Name', 'Campaign', 'Target Demographic', 'Media', 'Media Category', 'Campaign', 'Time', 'Month (Dim)' (highlighted), and 'Day (Dim)'. At the bottom right are 'Cancel' and 'OK' buttons.

YearMonth

7.

Analytic Setup [OK] [Close]

Dashboard Reports

- Athlete Regional Metrics
- Athlete Age & Gender Breakdown
- Campaign Effectiveness

Campaign Effectiveness Link to Athlete Regional Metrics.

Link to Report: ☐ No Link ☐ Drill Down Field ☒ Filters

Link Field: Year (Dim) [v]

Link Type: Quarter (Dim) [v]

Link Type: Month (Dim) [v]

[Save] [Clear] [Cancel]

Analytic Setup [OK] [Close]

Dashboard Reports

- Athlete Regional Metrics
- Athlete Age & Gender Breakdown
- Campaign Effectiveness

Campaign Effectiveness

Filter Display
Show Drill Down Fields on the ☐ Year dashboard

Link Drill Down ☒ On

Link chart drill down as a filter to other reports.

Linked Reports
Click to link flows from this report to target reports

Linked	Report	Linkage
☒	Athlete Regional Metrics	Fields
☒	Athlete Age & Gender Breakdown	Fields

8. 47OK

Filter Settings

OKClose

General

General Settings

General Settings

Filters

Demographics

Gender

Age Group at Cont

Filters Location

Left Side Nav

Initial filter widget state

Closed ☒ Open ☐

Filter Settings

Close

General

General Settings

General Settings

Filters

Filters Location

Left Side Nav

Initial filter widget state

Closed ☐ Open ☐

Filter Settings

Ok Close

General

Demographic

General Settings

Filters

Demographic

Gender

Age Group at Camp

Title

Demographic

Display

☒ List ☐ Checkboxes ☐ Popup

List Size

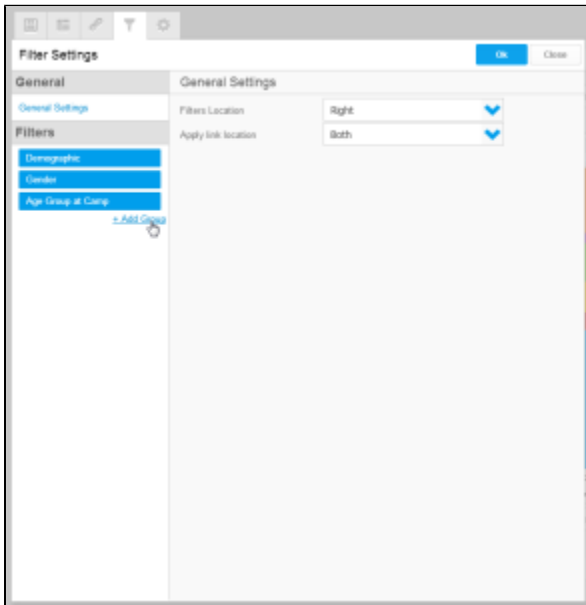
Default Value

Adventure
Culture
Family
Luxury
Relaxation

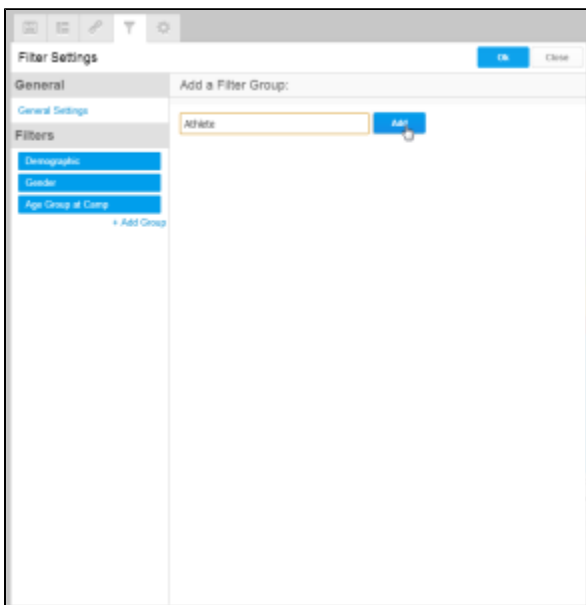
Select: All | None

Save

1. +



2.



3.

The screenshot shows the 'Filter Settings' dialog box with the 'Athlete' filter selected. The 'General' tab is active, showing the 'Title' field with the value 'Athlete' and the 'Initial State' set to 'Open'. The 'Filters' list on the left includes 'Demographics', 'Gender', 'Age Group at Camp', and 'Athlete'. The 'Save' and 'Delete' buttons are visible at the bottom right.

4.

This screenshot is identical to the one above, but with a mouse cursor clicking the 'Save' button. The 'Filter Settings' dialog box for the 'Athlete' filter is shown with the 'General' tab active, 'Title' set to 'Athlete', and 'Initial State' set to 'Open'. The 'Filters' list on the left includes 'Demographics', 'Gender', 'Age Group at Camp', and 'Athlete'. The 'Save' and 'Delete' buttons are visible at the bottom right.