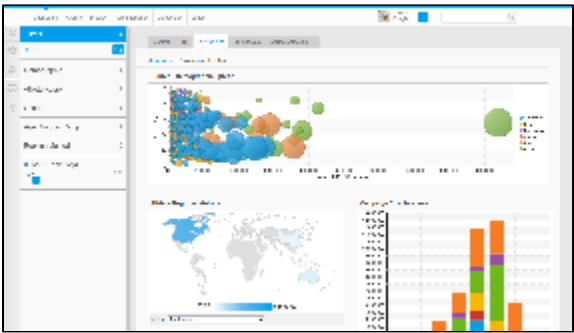


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- 1.
2. 1



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

Off

Linked Reports

Click to link filters from this report to target reports

Linked	Report	Linkage
<input checked="" type="checkbox"/>	Athlete Age & Gender Breakdown	
<input checked="" type="checkbox"/>	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

Off

Linked Reports

Click to link filters from this report to target reports

Linked	Report	Linkage
<input checked="" type="checkbox"/>	Athlete Age & Gender Breakdown	
<input checked="" type="checkbox"/>	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] [On]

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 [v]

Link filter Age Group at Camp to:

- ☐ No Link
- ☒ Filter

Age Group at Camp: Age Group at Camp [v]

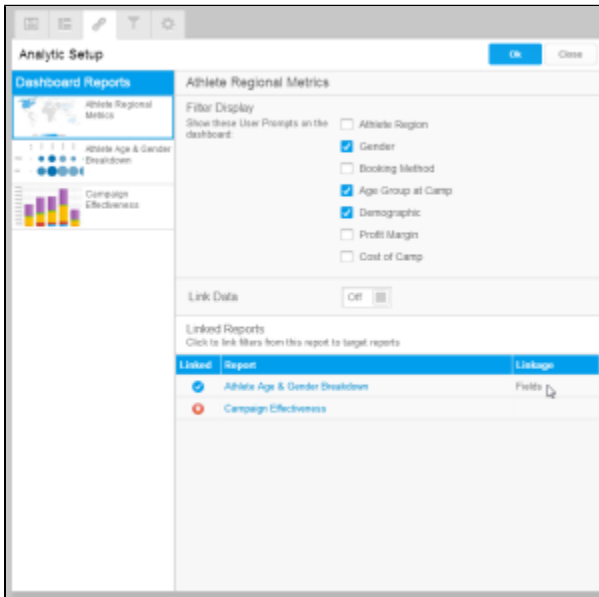
Link filter Demographic to:

- ☐ No Link
- ☒ Filter

Demographic: Demographic [v]

[Save] [Clear] [Cancel]

7.



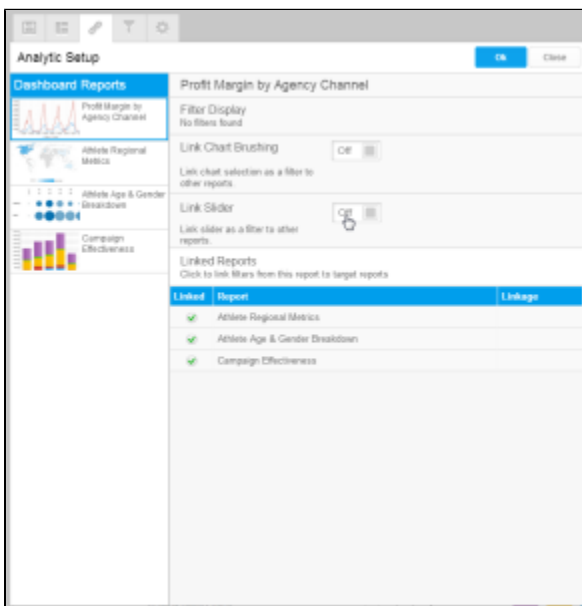
8. 47OK

1.

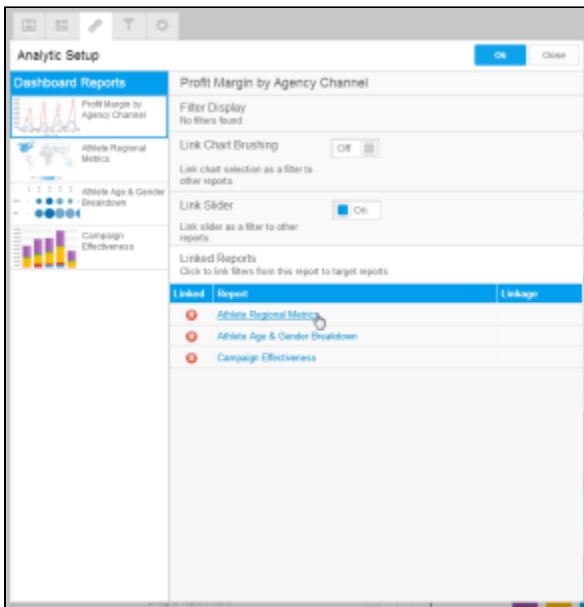


2.

3.



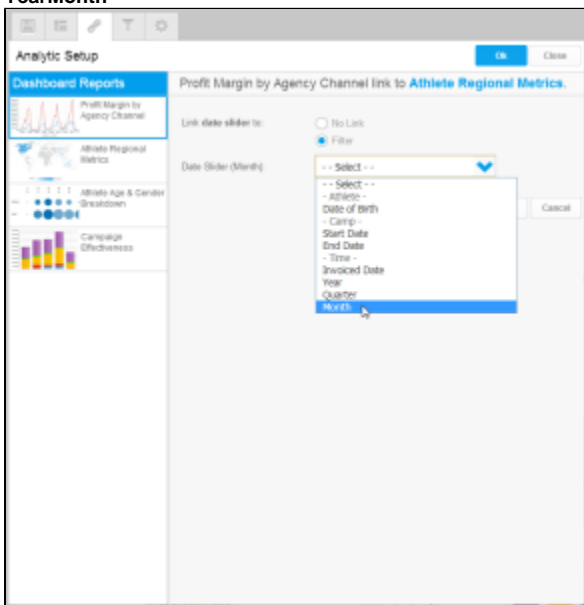
4.



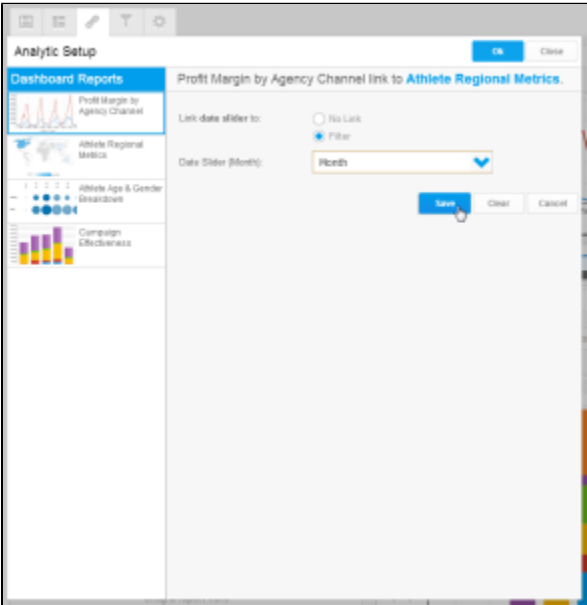
5.

6.

YearMonth



7.



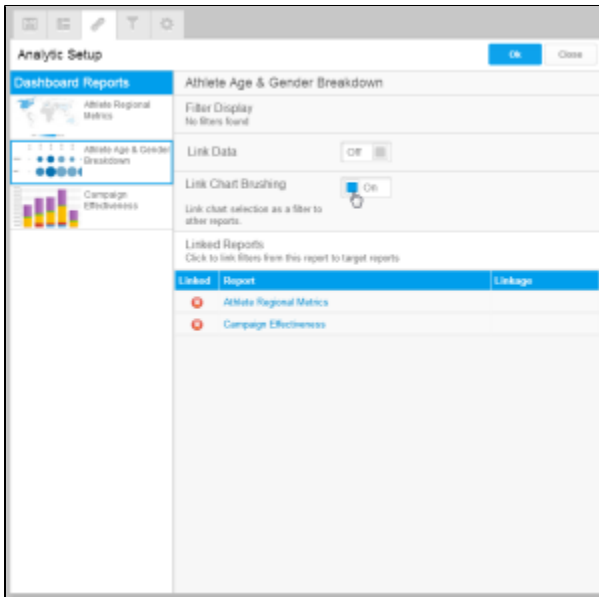
8. 47OK

1.

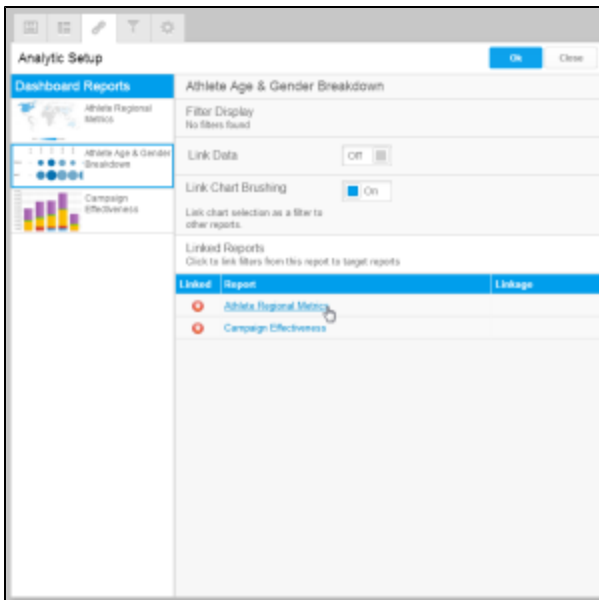


2.

3.



4.



5.

6.

YearMonth

Analytics Setup

Dashboard Reports

Athlete Regional Metrics

Athlete Age & Gender Breakdown

Campaign Effectiveness

Athlete Age & Gender Breakdown

Athlete Age & Gender Breakdown

Athlete Age & Gender Breakdown

Athlete Age & Gender Breakdown link to Athlete Regional Metrics.

Link brushing Age Group at Camp to:

No Link

Filter

Brushing (Age Group at Camp):

Link brushing Gender to:

Brushing (Gender):

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

7.

4.

Analytic Setup [OK] [Close]

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 ☒ On
Use data in this report as filter values in linked reports

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

Athlete ID dropdown options:

- Select --
- Athlete ID
- First Name
- Last Name
- Invoked
- Invoked To
- Rank of Invoked (Pref Currency)

5.

6.

7.

YearMonth

Analytic Setup [OK] [Close]

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 link to Customer By Location

Link filter Top N Rank (Top)

- ☒ No Link
- ☐ Filter

Link data Athlete ID to:

- ☐ None
- ☒ Field

Athlete ID dropdown options:

- 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.

The screenshot shows the 'Analytic Setup' dialog box for the 'Top N Customers' report. The left sidebar lists various reports: 'Bubble - Demographic Spread', 'Top N Customers', 'Athlete Regional Metrics', 'Athlete Age & Gender Breakdown', 'Customer By Location', 'Campaign Effectiveness', and 'Athlete Analysis'. The main panel is titled 'Top N Customers link to Customer By Location'. It contains two sections: 'Link filter Top N Rank (Top) to:' with options 'No Link' (selected) and 'Filter'; and 'Link data Athlete ID to:' with options 'None' and 'Field' (selected). A dropdown menu shows 'Athlete ID'. At the bottom are 'Save', 'Clear', and 'Cancel' buttons.

The screenshot shows the 'Analytic Setup' dialog box for the 'Top N Customers' report. The left sidebar is the same as the previous screenshot. The main panel is titled 'Top N Customers'. It contains three sections: 'Filter Display' with a checkbox 'Show these User Prompts on the dashboard' (checked) and three sub-options 'Top N Rank (Top)' (checked), 'Gender', 'Demographic', and 'Athlete Region'; 'Link Data' with a checkbox 'On' (checked) and a dropdown menu showing 'Athlete ID'; and 'Linked Reports' with a sub-header 'Click to link filters from this report to target reports'. Below this is a table with columns 'Linked', 'Report', and 'Linkage'.

Linked	Report	Linkage
<input checked="" type="checkbox"/>	Bubble - Demographic Spread	
<input checked="" type="checkbox"/>	Athlete Regional Metrics	
<input checked="" type="checkbox"/>	Athlete Age & Gender Breakdown	
<input checked="" type="checkbox"/>	Customer By Location	Data
<input checked="" type="checkbox"/>	Campaign Effectiveness	
<input checked="" type="checkbox"/>	Athlete Analysis	

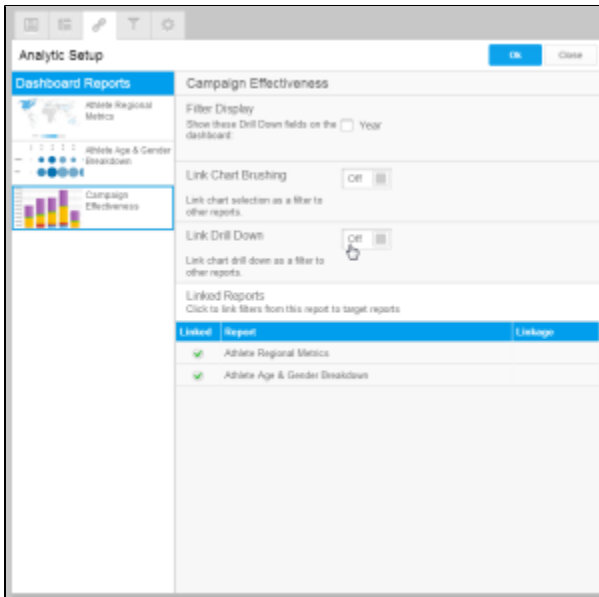
9. 48OK

1.

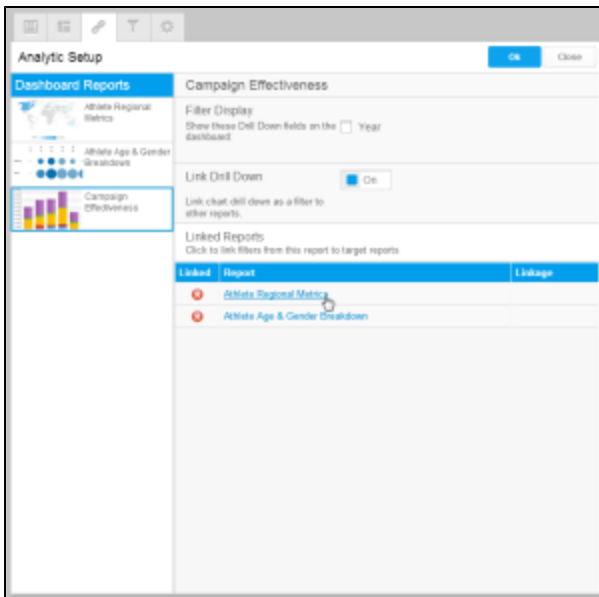


2.

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 showing '-- Select --', '-- 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' (selected), and 'Filters'. 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 'Save', 'Clear', and 'Cancel' buttons.

YearMonth

7.

Analytics Setup

OK

Close

Dashboard Reports

Athlete Regional Metrics

Athlete Age & Gender Breakdown

Campaign Effectiveness

Campaign Effectiveness link to Athlete Regional Metrics.

Link field Year to:

No Link

Drill Down Field

☒ Filters

Year (Dim):

Year (Dim)

Quarter (Dim):

Quarter (Dim)

Month (Dim):

Month (Dim)

Save

Clear

Cancel

Analytics Setup

OK

Close

Dashboard Reports

Athlete Regional Metrics

Athlete Age & Gender Breakdown

Campaign Effectiveness

Campaign Effectiveness

Filter Display

Show these 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
<input checked="" type="checkbox"/>	Athlete Regional Metrics	Fields
<input checked="" type="checkbox"/>	Athlete Age & Gender Breakdown	Fields

8. 47OK

:

!editmenu_filters.png!

Filter Settings

OkClose

General

General Settings

General Settings

Filters

Filters Location

Left Side Nav

Initial filter widget state

Closed ☒ Open ☐

Filter Settings

OkClose

General

General Settings

General Settings

Filters

Filters Location

Left Side Nav

Initial filter widget state

Closed ☐ Open

Filter Settings

OkClose

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. +

The screenshot shows the 'Filter Settings' dialog box. The 'General' tab is selected. Under 'General Settings', 'Filters Location' is set to 'Right' and 'Apply link location' is set to 'Both'. In the 'Filters' section on the left, 'Demographic', 'Gender', and 'Age Group at Comp' are listed. A '+ Add Group' link is visible below the list.

Filter Settings [OK] [Close]

General

General Settings

Filters Location: Right

Apply link location: Both

Filters

- Demographic
- Gender
- Age Group at Comp

+ Add Group

2.

The screenshot shows the 'Filter Settings' dialog box. The 'General' tab is selected. Under 'General Settings', 'Filters Location' is set to 'Right' and 'Apply link location' is set to 'Both'. In the 'Filters' section on the left, 'Demographic', 'Gender', and 'Age Group at Comp' are listed. A '+ Add Group' link is visible below the list. The 'Add a Filter Group:' section on the right contains a text input field with the value 'Affiliate' and an 'Add' button.

Filter Settings [OK] [Close]

General

General Settings

Filters Location: Right

Apply link location: Both

Filters

- Demographic
- Gender
- Age Group at Comp

+ Add Group

Add a Filter Group:

Affiliate [Add]

3.

The screenshot shows the 'Filter Settings' dialog box with the 'Athlete' filter selected. The 'General' tab is active, showing the filter name 'Athlete' and its initial state set to 'Open'. The 'Filters' list on the left includes 'Demographics', 'Gender', 'Age Group at Comp', and 'Athlete'. The 'Save' and 'Delete' buttons are visible in the top right corner.

Filter Settings [OK] [Close]

General Athlete

General Settings Title: Athlete

Initial State: ☒ Open ☐ Closed

Filters

- Demographics
- Gender
- Age Group at Comp
- Athlete

+ Add Group

[Save] [Delete]

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. The filter name is 'Athlete' and the initial state is 'Open'. The 'Filters' list on the left includes 'Demographics', 'Gender', 'Age Group at Comp', and 'Athlete'. The 'Save' and 'Delete' buttons are visible in the top right corner.

Filter Settings [OK] [Close]

General Athlete

General Settings Title: Athlete

Initial State: ☒ Open ☐ Closed

Filters

- Demographics
- Gender
- Age Group at Comp
- Athlete

+ Add Group

[Save] [Delete]