

- **Match columns** - These contain values that are found in the match column of another source, which relates this source to the other, for example, Customer ID or Product ID.
- **Attribute columns** - These contain text, dates, or numbers that are required individually and aren't aggregated, for example, Year, Category Country, Type, or Name.
- **Measure columns** - These contain values that should be aggregated, for example, Revenue or Miles driven.

You can analyze a data source on its own, or you can analyze two or more data sources together, depending on what the data source contains. If you use multiple sources together, then at least one match column must exist in each source. The requirements for matching are:

- The sources contain common values, for example, Customer ID or Product ID.
- The match must be of the same data type, for example, number with number, date with date, or text with text.

When you save a workbook, the permissions are synchronized between the workbook and the external sources that it uses. If you share the workbook with other users, then the external sources are also shared with those same users.

## Data Sources and Subject Areas

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You can combine data sources with subject areas to explore and analyze the data.

A subject area either extends a dimension by adding attributes or extends facts by adding measures and optional attributes. You can't define hierarchies in data sources.

A subject area organizes attributes into dimensions, often with hierarchies, and a set of measures, often with complex calculations, that can be analyzed against the dimension attributes, for example, the measure net revenue by customer segment for the current quarter, and the same quarter a year ago.

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When you use data from a source such as an Excel file, the file adds information that is new to the subject area. For example, suppose you purchased demographic information for postal areas or credit risk information for customers and want to use this data in an analysis before adding the data to the data warehouse or an existing subject area.

Using a source as standalone means that the data from the source is used independently of a subject area. It's either a single file used by itself or it's several files used together and in both cases a subject area isn't involved.

You can extend a dimension by adding attributes from a data source to a subject area:

- You can only make matches to a single dimension.
- The set of values in matched columns are unique in the data source. For example, if the data source matches on ZIP code, then ZIP codes in the source are unique.
- You make matches between one or composite columns. An example of a one column match is that product key matches product key. For composite columns, an example is that company matches company and business unit matches business unit.
- All other columns must be attributes.