KPI Definitions

1. 2% month-over-month increase in the number of customers taking part in our tournaments compared to the previous month.

**Name:**

Number\_of\_Customers

**Value expression:**

[Measures].[Number of participants]

**Goal expression:**

( KPIValue( "Number\_of\_Customers" ), ParallelPeriod (

[Date].[Tournament\_date\_hierarchy].[Month], 1,

[Date].[Tournament\_date\_hierarchy].CurrentMember ) ) \* 1.02

**Status expression:**

IIf (KPIVALUE( "Number\_of\_Customers" ) > KPIGoal("Number\_of\_Customers"), 1, -1)

**Trend expression:**

IIf ( KPIValue( "Number\_of\_Customers" ) > ( KPIValue( "Number\_of\_Customers" ), ParallelPeriod (

[Date].[Tournament\_date\_hierarchy].[Month], 1,

[Date].[Tournament\_date\_hierarchy].CurrentMember ) ), 1, -1)

1. 2% month-over-month growth in winning prize at our location.

**Name:**

Winning\_Prize

**Value expression:**

[Measures].[Sum of Winning Prize]

**Goal expression:**

( KPIValue( "Winning\_Prize" ), ParallelPeriod (

[Date].[Tournament\_date\_hierarchy].[Month], 1,

[Date].[Tournament\_date\_hierarchy].CurrentMember ) ) \* 1.02

**Status expression:**

IIf (KPIVALUE( "Winning\_Prize" ) > KPIGoal("Winning\_Prize"), 1, -1)

**Trend expression:**

IIf ( KPIValue( " Winning\_Prize " ) > ( KPIValue( " Winning\_Prize " ), ParallelPeriod (

[Date].[Tournament\_date\_hierarchy].[Month], 1,

[Date].[Tournament\_date\_hierarchy].CurrentMember ) ), 1, -1)

Analytical problems queries

**-- What is the impact of the prize pool on the number of participants in 2024?**

SELECT

{[Measures].[Average number of tournament participants]} ON COLUMNS,

{Order([Junk].[Prize Pool].Members, [Measures].[Average number of tournament participants], DESC)} ON ROWS

FROM Warehouse

WHERE ([Date].[Year].[2024]);

**-- What is the maximum amount of participants per each entry fee?**

WITH

MEMBER [Measures].[Max participants per Entry Fee] AS

Max(([Tournament Organization].[Tournament ID].[Tournament ID].Members,

[Junk].[Entry Fee].CurrentMember),

[Measures].[Number of participants])

SELECT

{[Measures].[Max participants per Entry Fee]} ON COLUMNS,

{[Junk].[Entry Fee].[Entry Fee].Members} ON ROWS

FROM Warehouse;

**-- What is the impact of the number of places with money reward on the number of participants?**

SELECT

{[Measures].[Average number of tournament participants]} ON COLUMNS,

{Order([Junk].[Number Of Winning Places].Members, [Measures].[Average number of tournament participants], DESC)} ON ROWS

FROM Warehouse;

**-- 10 most popular games during summer holidays**

SELECT

{[Measures].[Average number of tournament participants]} ON COLUMNS,

{TopCount([Board Game].[Game Name].Members, 10, [Measures].[Average number of tournament participants])} ON ROWS

FROM Warehouse

WHERE {[Date].[Month].[July], [Date].[Month].[August]};

**-- What day of the week is the best for tournament organization?**

SELECT

{[Measures].[Average number of tournament participants]} ON COLUMNS,

{Order([Date].[Day Of Week].Members, [Measures].[Average number of tournament participants], DESC)} ON ROWS

FROM Warehouse;

**-- Are tournaments with free snacks and drinks more popular?**

SELECT

{[Measures].[Average number of tournament participants]} ON COLUMNS,

{Order([Additional Info].[Snack And Drinks].Members, [Measures].[Average number of tournament participants], DESC)} ON ROWS

FROM Warehouse;

**-- Are tournaments only for adult players less popular?**

SELECT

{[Measures].[Average number of tournament participants]} ON COLUMNS,

{Order([Additional Info].[Bringing Children].Members, [Measures].[Average number of tournament participants], DESC)} ON ROWS

FROM Warehouse;

**-- Does the time of tournament (morning/evening) influence the attendance?**

SELECT

{[Measures].[Average number of tournament participants]} ON COLUMNS,

{Order([Additional Info].[Meeting Time].Members, [Measures].[Average number of tournament participants], DESC)} ON ROWS

FROM Warehouse;

**-- What age group is the biggest number of tournament players?**

SELECT

{[Measures].[Number of unique participants]} ON COLUMNS,

{Order([Customer].[Age Group].Members, [Measures].[Number of unique participants], DESC)} ON ROWS

FROM Warehouse;

**-- Average number of tournaments and difference between previous year**

WITH

MEMBER [Measures].[Average number of participants Diff] AS

'([Date].[Year].CurrentMember, [Measures].[Average number of tournament participants]) -

([Date].[Year].PrevMember, [Measures].[Average number of tournament participants])'

SELECT

{[Measures].[Average number of tournament participants], [Measures].[Average number of participants Diff]} ON COLUMNS,

{[Date].[Year].[2024], [Date].[Year].[2025]} ON ROWS

FROM Warehouse;