Bev360 Drinkers – Custom Download

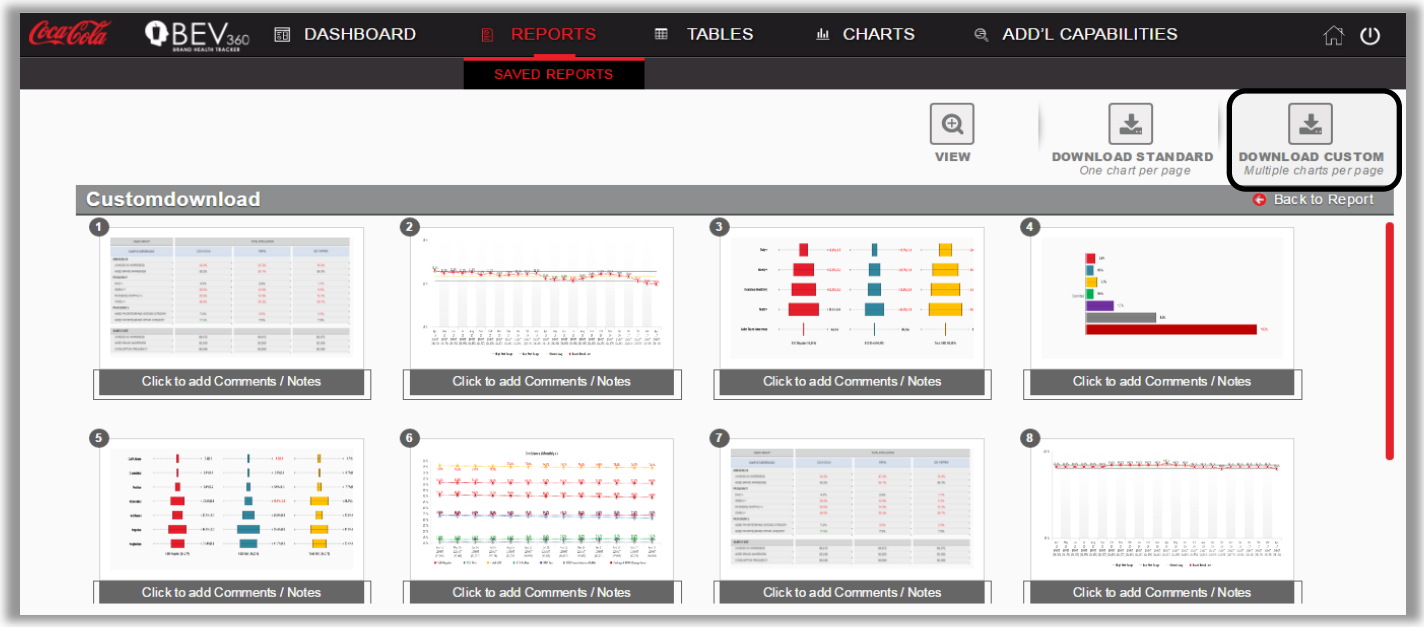
Custom Downloads allows the user to combine various charts and download in the desired report format. Depending on the chart type a maximum of 4 charts can be downloaded per slide.

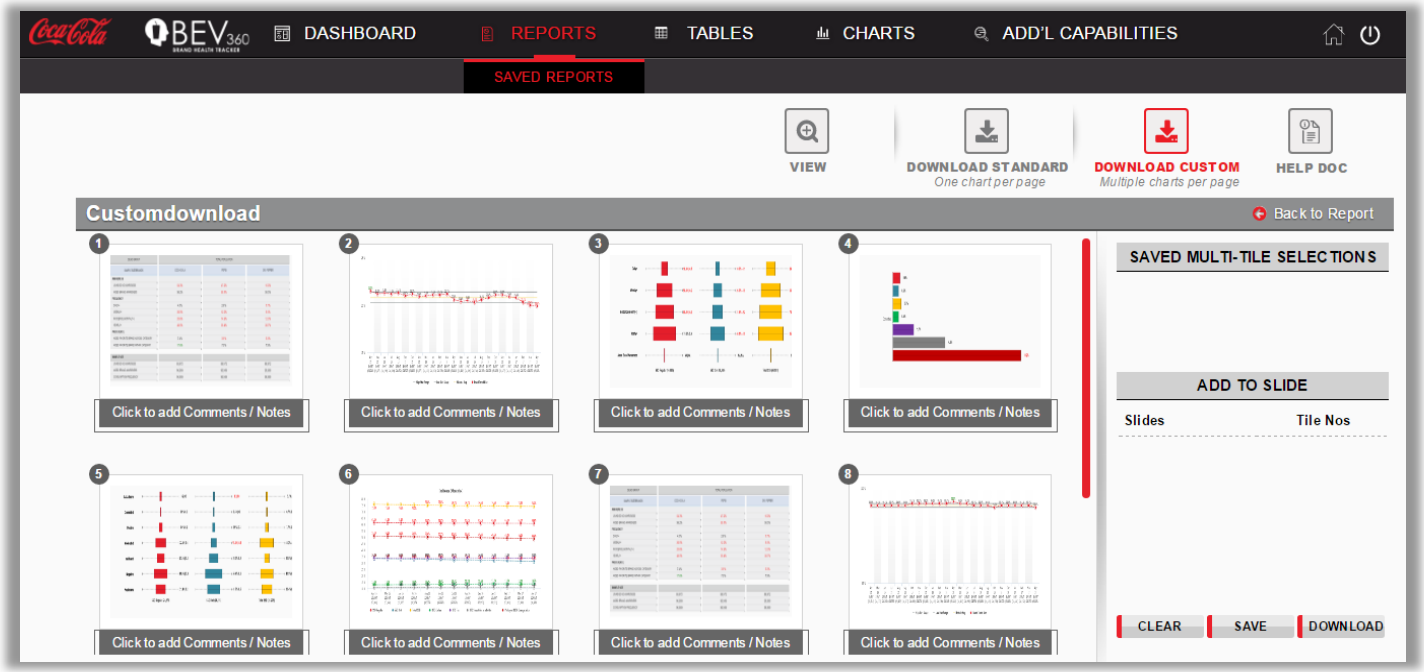
The user may also save the selection (template) created for a report for future use. However, such selections would not remain valid if a tile/chart is added or deleted from the report.

Using Custom Download

The interface

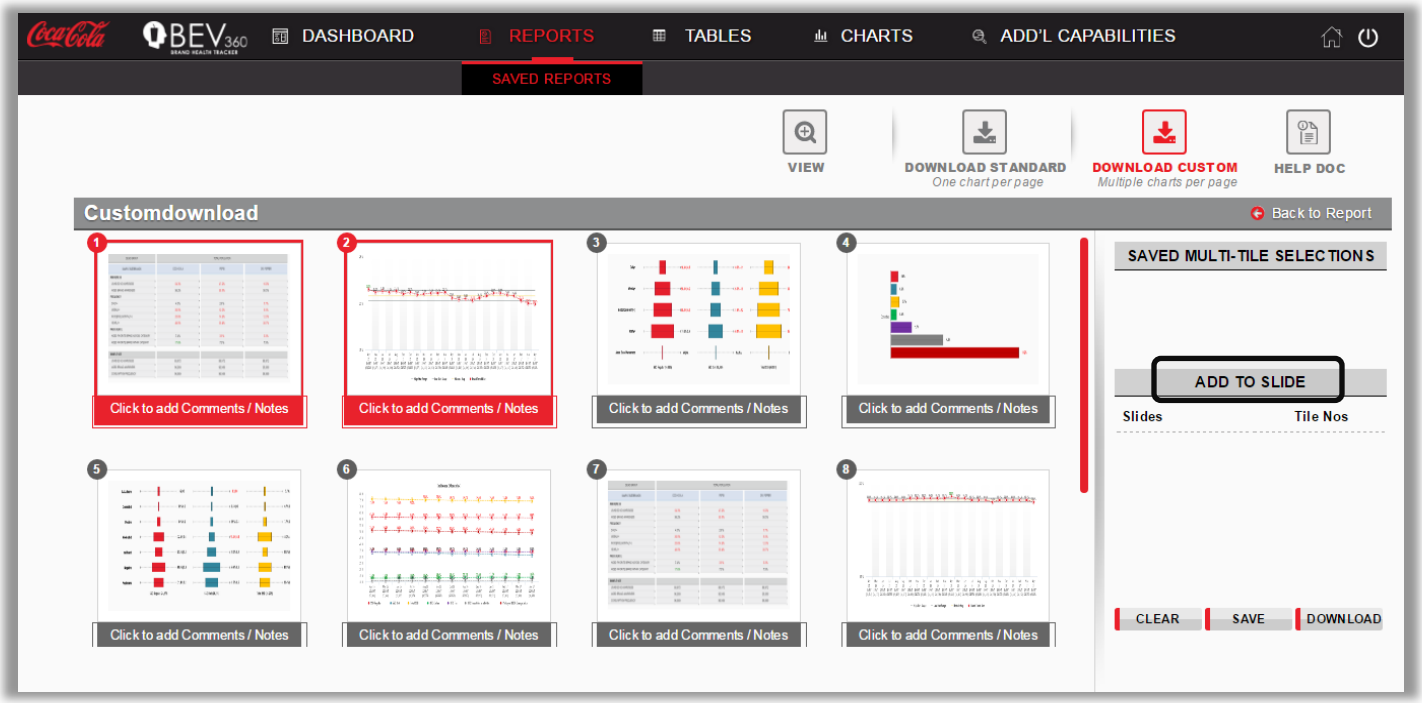
Custom Download interface can be enabled on clicking "Download Custom" button in the Tile view of the Storyboard.



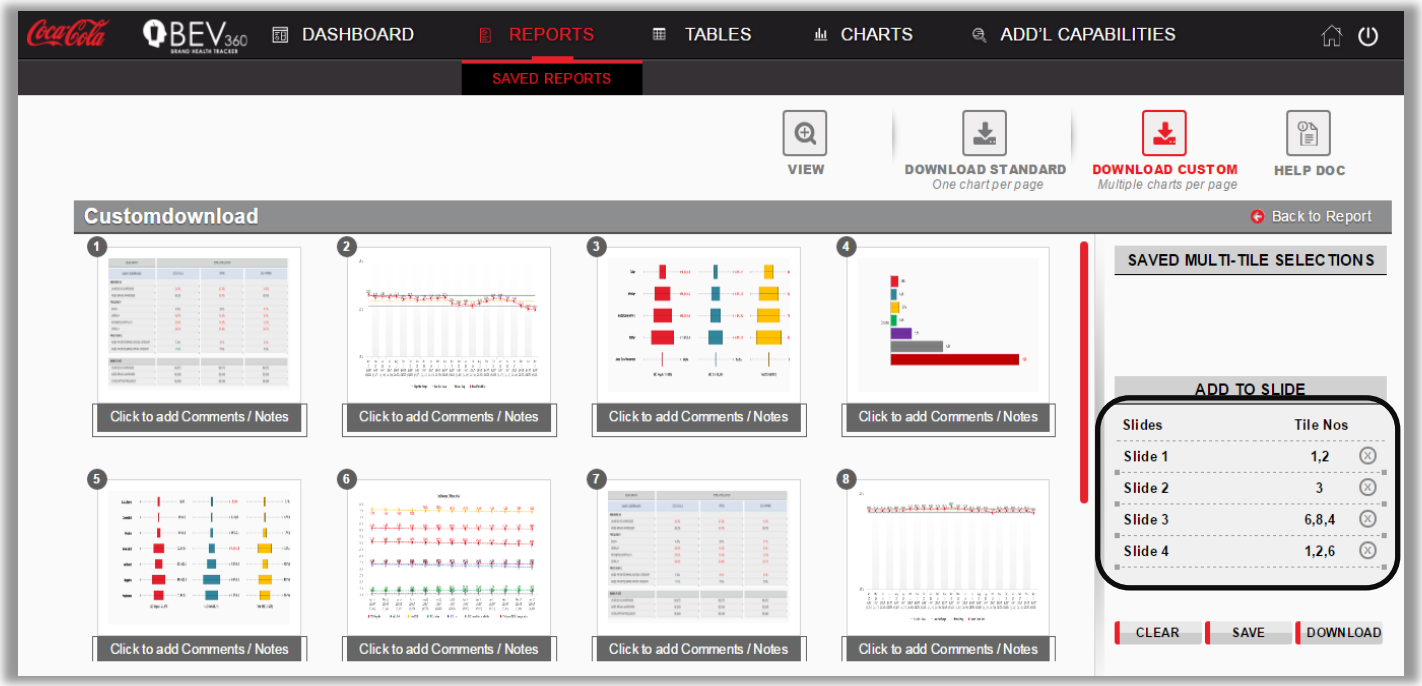


Creating a Custom Slide

The user can select various tiles (please refer next section "Chart Combinations" of this documents for the possible chart/ tile combinations) to be combined together in 1 slide and click on "Add to Slide".

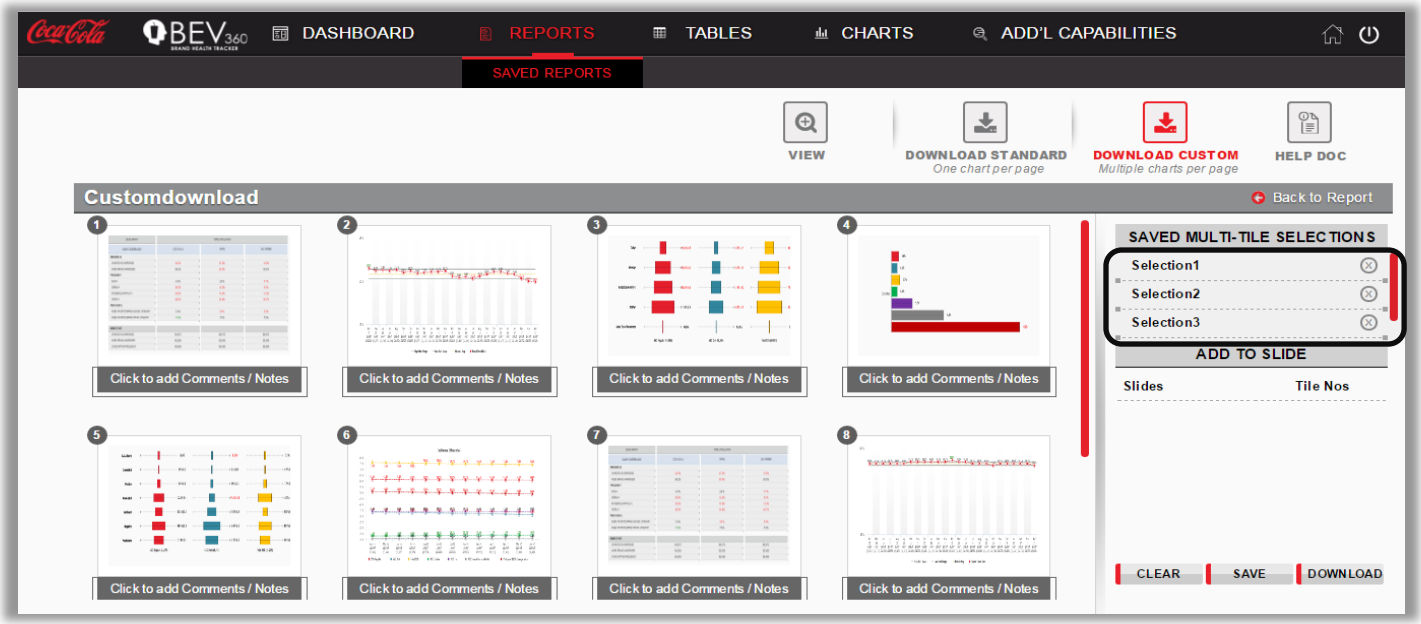


Multiple slides can be created and downloaded together in a single click.



Saving a Multi-Tile Selection

After creating a custom template (slides), click on "Save" to save the selection with the desired name. A maximum of 4 selections can be saved per report.



Using/ Deleting a saved selection

To use a saved template select the same from the list of saved selections, the slide combinations would be displayed in the interface area. User may choose to "Download" or "Clear" the same. A saved selection would not be valid in case of change in the structure/ combinations due to addition or deletion of tile(s).

A saved selection can be deleted by clicking on *'Cross'* given next to it.

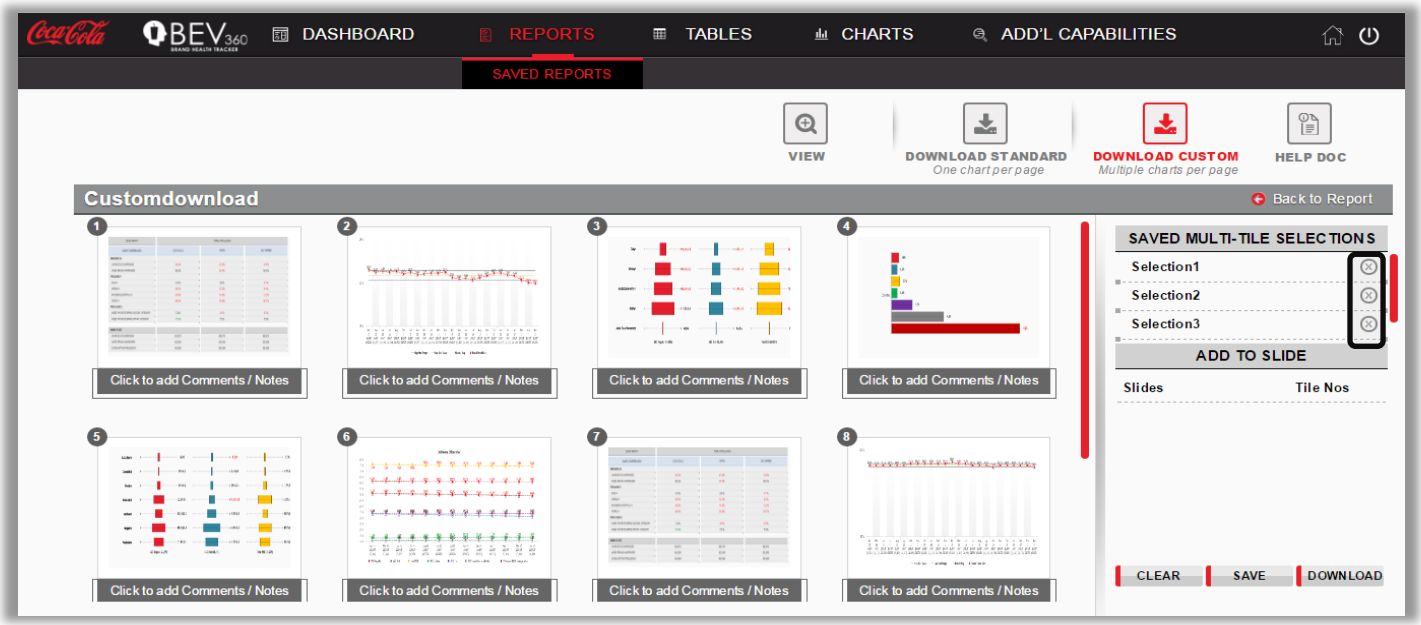


Chart Combinations

The below table lists the possible chart combinations that could be created using custom download.

Unique Combinations	Chart Type		
	KPI or Custom Scorecard/ PITA table/ Chart with changes (Table)	Trend/ Point in time/ Significance trend	Pyramid (max 4 per tile)
1	1		
2	1	1	
3	1	2	
4	2		
5		1	
6		2	
7		3	
8		4	
9			1

Note:

1.) Pyramid type charts cannot be combined with any chart type

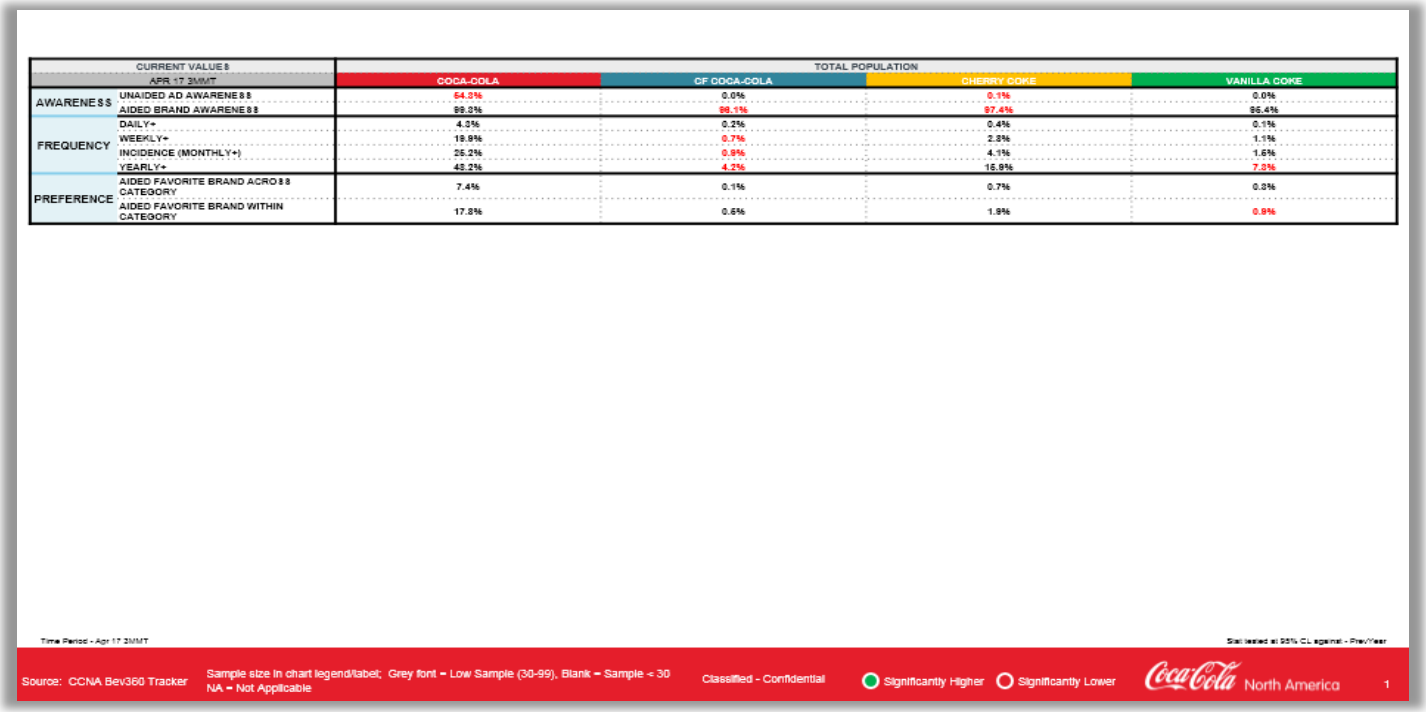
2.) Pyramid charts will be downloaded in 4 charts per slide format only

3.) The sample size tables for KPI Scorecards and Custom Tables will be downloaded on the next slide

4.) Slide fit of the KPI Scorecards and Custom Tables would depend on the number of groups and measures selected

The following charts show examples for each of the above mentioned unique combinations and can be used as a reference to understand allowed combinations and restrictions associated with Custom Download functionality.

Unique Combination 1:



CURRENT VALUE\$ APR '17 3MMT		TOTAL POPULATION			
		COCA-COLA	CF COCA-COLA	CHERRY COKE	VANILLA COKE
AWARENESS	UNAIDED AD AWARENE\$\$	64.3%	0.0%	0.1%	0.0%
	AIDED BRAND AWARENE\$\$	99.3%	98.1%	97.4%	96.4%
FREQUENCY	DAILY+	4.3%	0.2%	0.4%	0.1%
	WEEKLY+	19.9%	0.7%	2.8%	1.1%
	INCIDENCE (MONTHLY+)	25.2%	0.9%	4.1%	1.6%
	YEARLY+	43.2%	4.2%	16.9%	7.2%
PREFERENCE	AIDED FAVORITE BRAND ACRO\$\$ CATEGORY	7.4%	0.1%	0.7%	0.3%
	AIDED FAVORITE BRAND WITHIN CATEGORY	17.8%	0.6%	1.9%	0.9%

Time Period - Apr 17 3MMT

Stat testing at 95% CL against: - Prev Year

Source: CCNA Bev360 Tracker

Sample size in chart legend/label: Grey font = Low Sample (30-99), Blank = Sample < 30
NA = Not Applicable

Classified - Confidential

Significantly Higher Significantly Lower

Coca-Cola North America

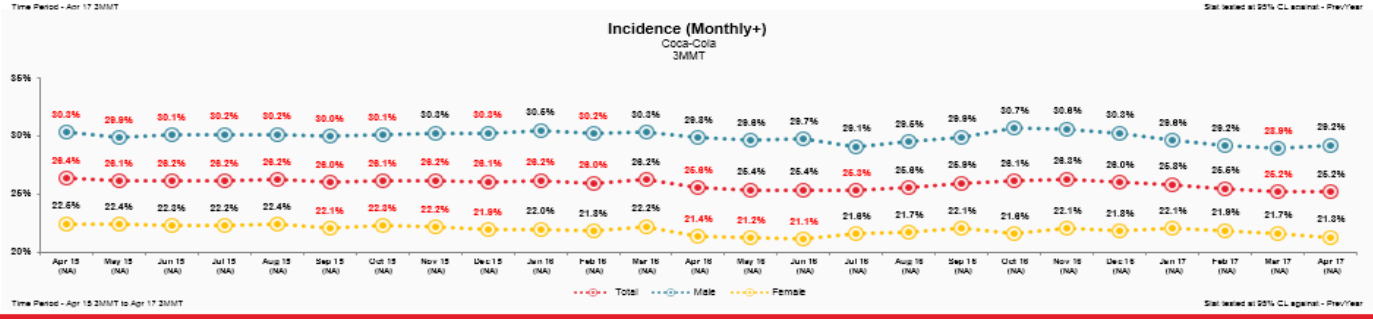
1

Unique Combination 2:

CURRENT VALUE S		TOTAL POPULATION			
APR 17 3MMT		COCA-COLA	CF COCA-COLA	CHERRY COKE	VANILLA COKE
AWARENESS	UNAIDED AD AWARENESS	54.3%	0.0%	0.1%	0.0%
	AIDED BRAND AWARENESS	98.3%	98.1%	97.4%	96.4%
FREQUENCY	DAILY+	4.3%	0.2%	0.4%	0.1%
	WEEKLY+	19.9%	0.7%	2.8%	1.1%
	INCIDENCE (MONTHLY+)	25.2%	0.9%	4.1%	1.5%
	YEARLY+	48.2%	4.2%	15.8%	7.3%
PREFERENCE	AIDED FAVORITE BRAND ACROSS CATEGORY	7.4%	0.1%	0.7%	0.3%
	AIDED FAVORITE BRAND WITHIN CATEGORY	17.3%	0.6%	1.8%	0.9%

Time Period - Apr 17 3MMT

Stat tested at 95% CL against - PrevYear



Time Period - Apr 15 3MMT to Apr 17 3MMT

Stat tested at 95% CL against - PrevYear

Source: CCNA Bev360 Tracker

Sample size in chart legend/label; Grey font = Low Sample (30-99), Blank = Sample < 30
NA = Not Applicable

Classified - Confidential

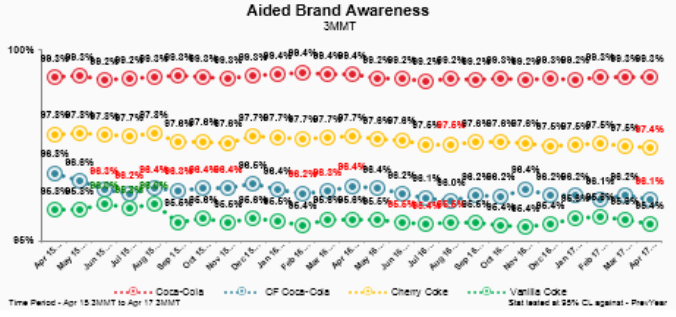
Significantly Higher Significantly Lower

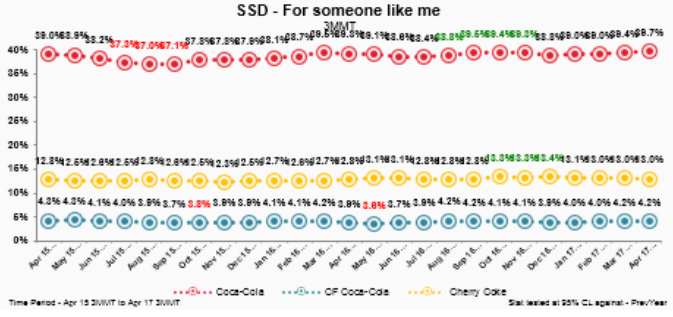
Coca-Cola North America

Unique Combination 3:

PITA
3MMT

		Coca-Cola	CF Coca-Cola	Cherry Coke	Vanilla Coke
P	Population - *Sample Size*	24,131	24,131	24,131	24,131
	Current Period	252,834	252,834	252,834	252,834
	Change vs. PY/PP	1793.0	1793.0	1793.0	1793.0
I	Incidence (Monthly+) - *Sample Size*	24,131	24,131	24,131	24,131
	Current Period	25.2%	0.9%	4.1%	1.5%
	Change vs. PY/PP	-0.3	-0.3	0.1	0.0
T	Times (Avg drinks/wk amongst Monthly+ drinkers) - *Sample Size*	24,131	24,131	24,131	24,131
	Current Period	3.7	4.0	2.5	2.3
	Change vs. PY/PP	-0.1	1.2	0.1	0.0
A	Amount - *Sample Size*	536		40	
	Current Period	12.4		12.4	
	Change vs. PY/PP	0.0		-0.3	





Time Period - Apr 15 3MMT to Apr 17 3MMT

Stat tested at 95% CL against - PrevYear

Source: CCNA Bev360 Tracker

Sample size in chart legend/label; Grey font = Low Sample (30-99), Blank = Sample < 30
NA = Not Applicable

Classified - Confidential

Significantly Higher Significantly Lower

Coca-Cola North America

Unique Combination 4:

CURRENT VALUES		TOTAL POPULATION			
APR 17 3MMT		COCA-COLA	CF COCA-COLA	CHERRY COKE	VANILLA COKE
AWARENESS	UNAIDED AD AWARENESS	64.3%	0.0%	0.1%	0.0%
	AIDED BRAND AWARENESS	98.3%	98.1%	97.4%	96.4%
FREQUENCY	DAILY+	4.3%	0.2%	0.4%	0.1%
	WEEKLY+	18.9%	0.7%	2.8%	1.1%
	INCIDENCE (MONTHLY+)	25.2%	0.9%	4.1%	1.5%
	YEARLY+	48.2%	4.2%	15.9%	7.9%
PREFERENCE	AIDED FAVORITE BRAND ACROSS CATEGORY	7.4%	0.1%	0.7%	0.3%
	AIDED FAVORITE BRAND WITHIN CATEGORY	17.8%	0.6%	1.9%	0.8%

Time Period - Apr 17 3MMT

Stat tested at 95% CL against - Prev Year

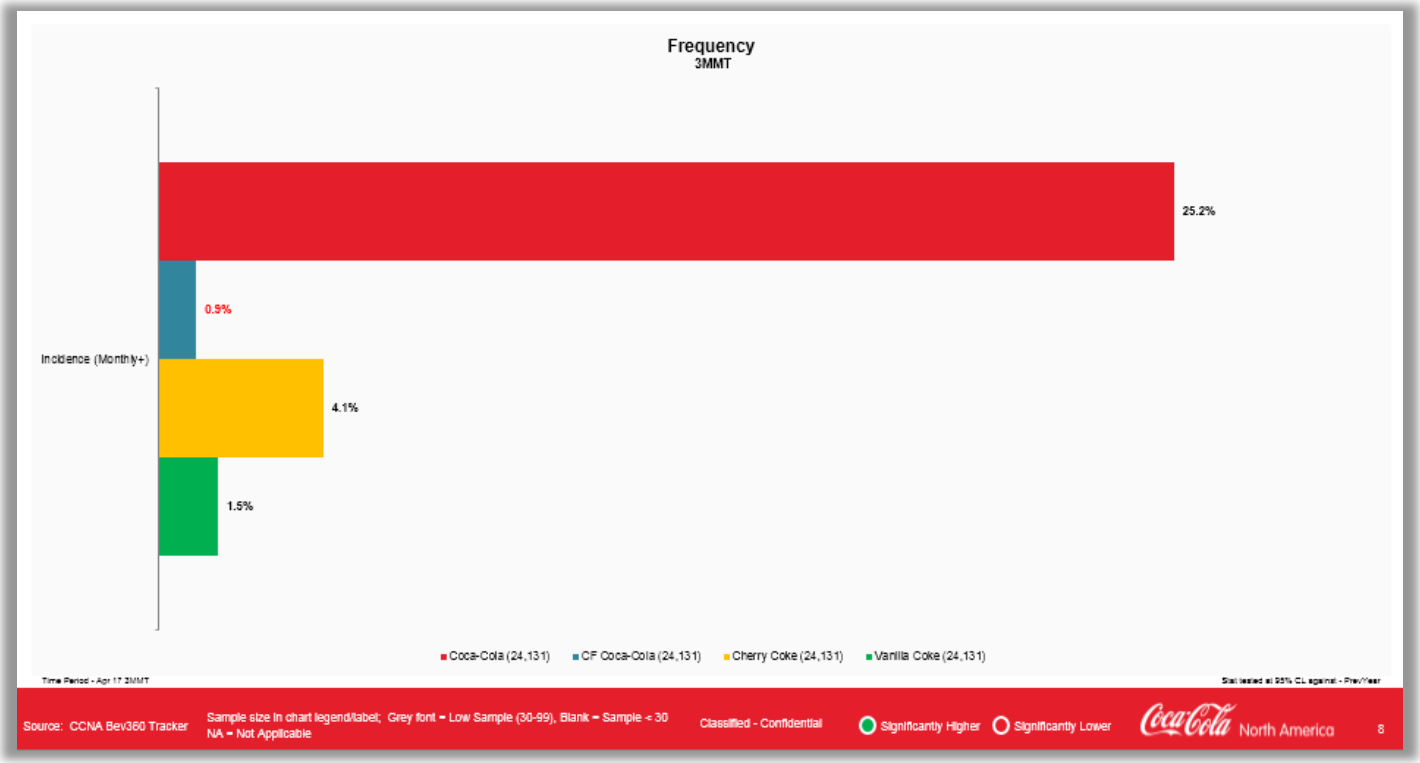
PITA
3MMT

		Coca-Cola	CF Coca-Cola	Cherry Coke	Vanilla Coke
P	Population - *Sample Size*	24,131	24,131	24,131	24,131
	Current Period	252,834	252,834	252,834	252,834
	Change vs. PY/PP	1793.0	1793.0	1793.0	1793.0
I	Incidence (Monthly+) - *Sample Size*	24,131	24,131	24,131	24,131
	Current Period	25.2%	0.9%	4.1%	1.5%
	Change vs. PY/PP	-0.3	-0.3	0.1	0.0
T	Times (Avg drinks/wk amongst Monthly+ drinkers) - *Sample Size*	24,131	24,131	24,131	24,131
	Current Period	3.7	4.0	2.5	2.3
	Change vs. PY/PP	-0.1	1.2	0.1	0.0
A	Amount - *Sample Size*	536		40	
	Current Period	12.4		12.4	
	Change vs. PY/PP	0.0		-0.3	

Time Period - Apr 17 3MMT

Stat tested at 95% CL against - Prev Year

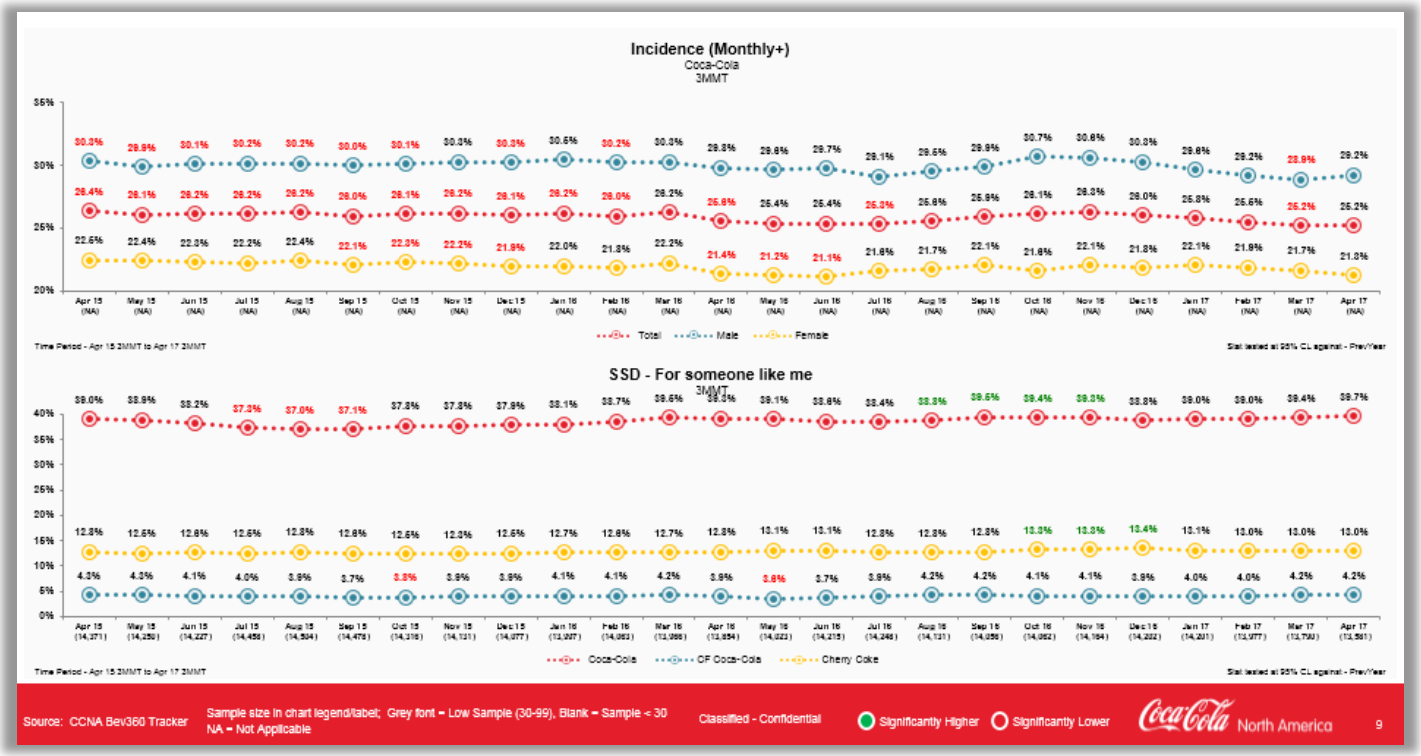
Unique Combination 5:



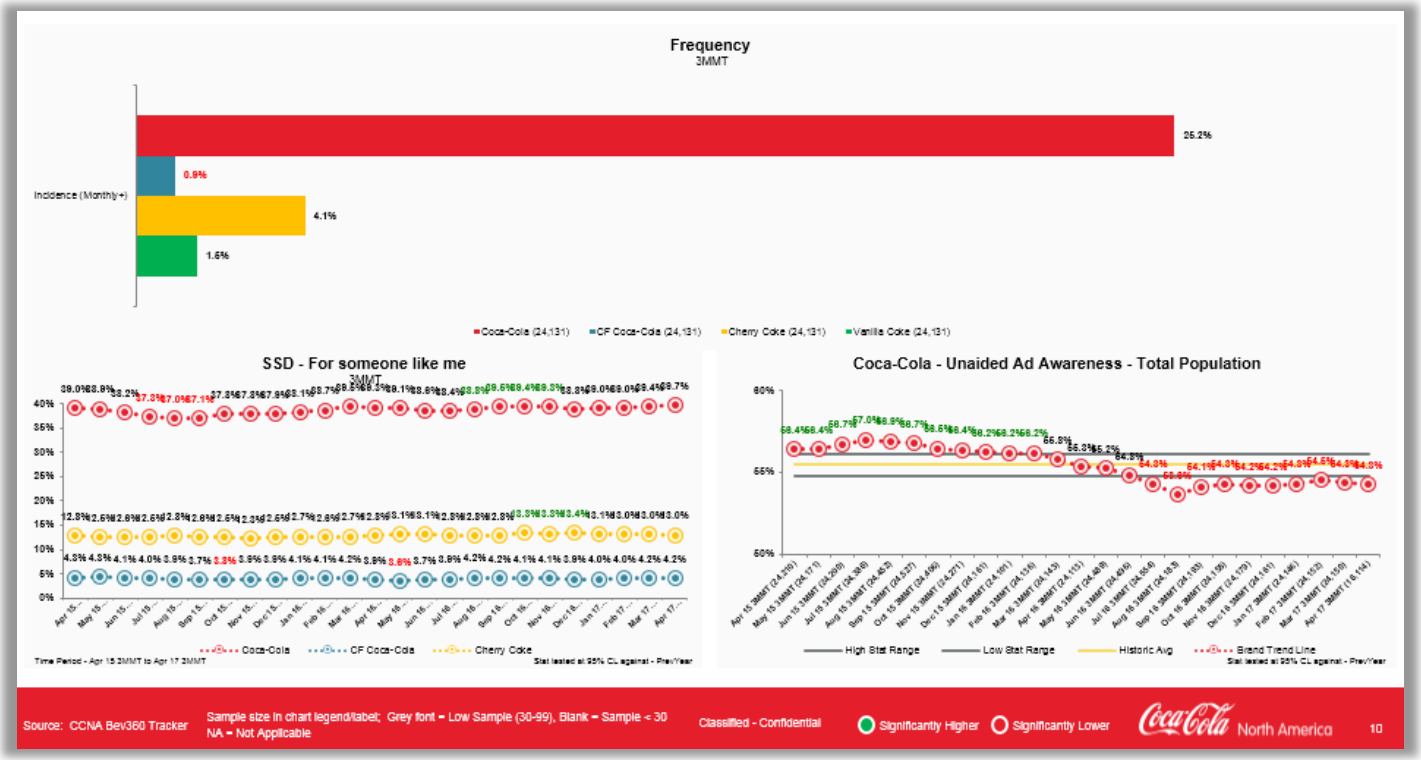
Time Period - Apr 17 3MMT

Stat tested at 95% CL against - Prev Year

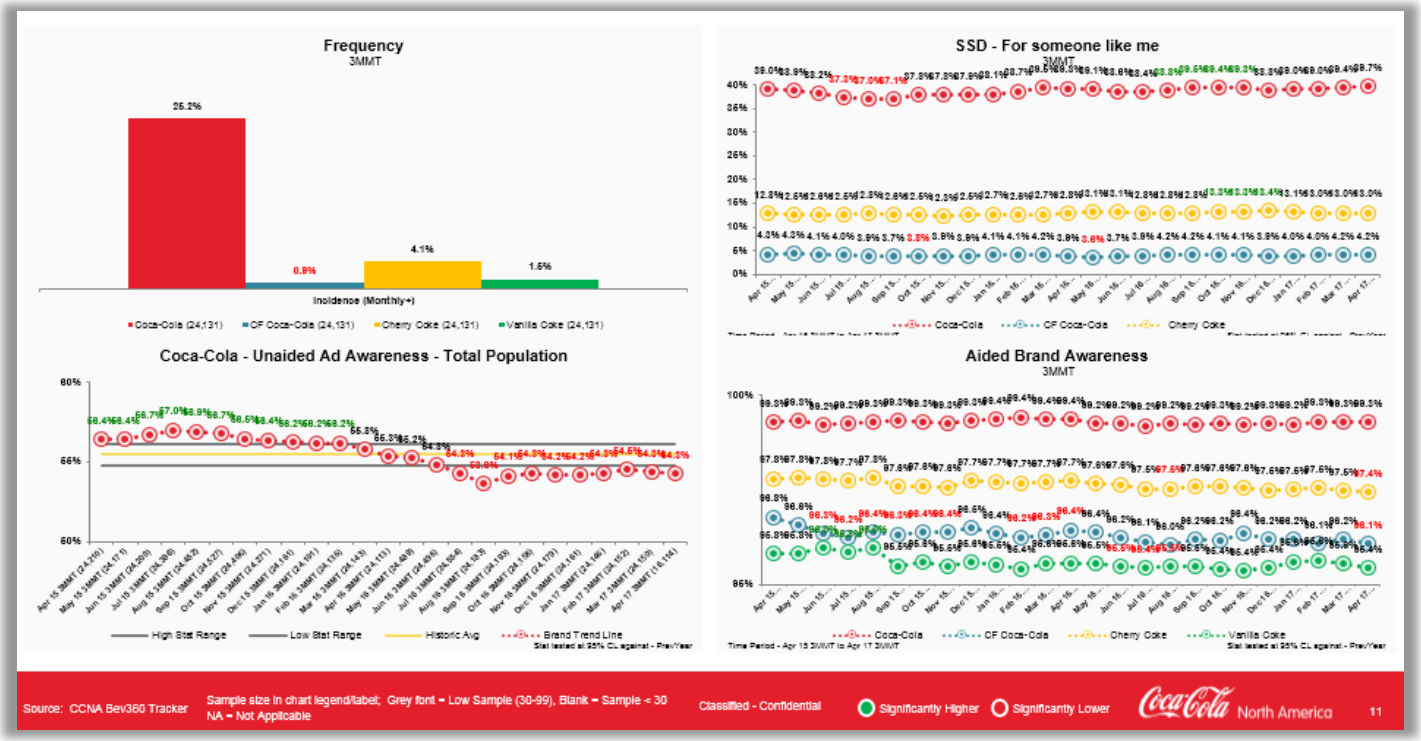
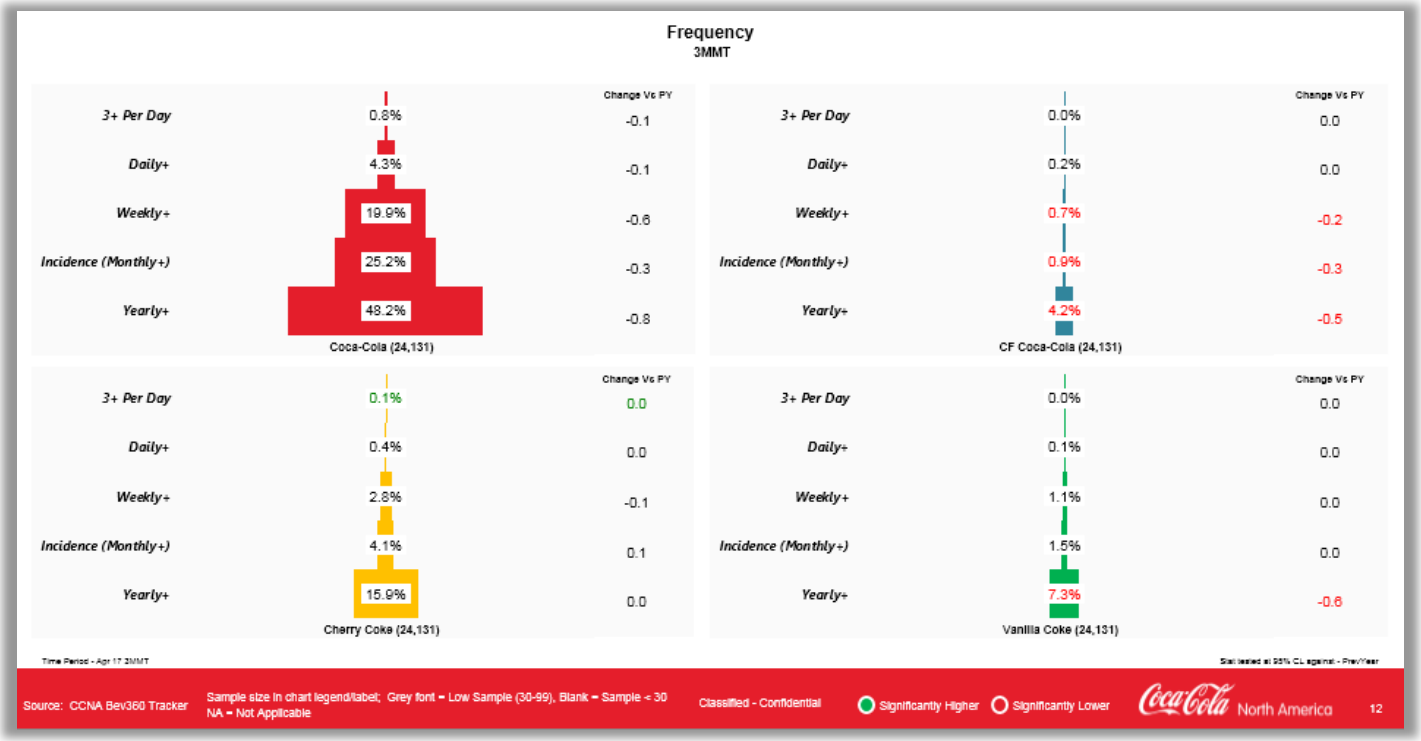
Unique Combination 6:



Unique Combination 7:



Unique Combination 8:



Unique Combination 9: