

# 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.

The screenshot shows the Bev360 interface with the 'REPORTS' tab selected. The 'SAVED REPORTS' section is active, displaying a grid of 8 charts and tables. The interface includes a top navigation bar with 'Coca-Cola', 'BEV360 BRAND HEALTH TRACKER', 'DASHBOARD', 'REPORTS', 'TABLES', 'CHARTS', and 'ADD'L CAPABILITIES'. On the right, there are icons for 'VIEW', 'DOWNLOAD STANDARD' (One chart per page), and 'DOWNLOAD CUSTOM' (Multiple charts per page). The 'DOWNLOAD CUSTOM' option is highlighted. Below the grid, there is a 'Back to Report' button. Each chart in the grid has a 'Click to add Comments / Notes' button.

This screenshot shows the Bev360 interface with the 'REPORTS' tab selected. The 'SAVED REPORTS' section is active, displaying a grid of 8 charts and tables. The interface includes a top navigation bar with 'Coca-Cola', 'BEV360 BRAND HEALTH TRACKER', 'DASHBOARD', 'REPORTS', 'TABLES', 'CHARTS', and 'ADD'L CAPABILITIES'. On the right, there are icons for 'VIEW', 'DOWNLOAD STANDARD' (One chart per page), 'DOWNLOAD CUSTOM' (Multiple charts per page), and 'HELP DOC'. The 'DOWNLOAD CUSTOM' option is highlighted. Below the grid, there is a 'Back to Report' button. Each chart in the grid has a 'Click to add Comments / Notes' button. On the right side, there is a sidebar titled 'SAVED MULTI-TILE SELECTIONS' with an 'ADD TO SLIDE' button. Below this, there are sections for 'Slides' and 'Tile Nos'. At the bottom right, there are buttons for 'CLEAR', 'SAVE', and 'DOWNLOAD'.

## 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”.

The screenshot shows the QBEV360 interface with the 'REPORTS' tab selected. The 'Customdownload' section displays 8 tiles (1-8) arranged in a 2x4 grid. Each tile has a 'Click to add Comments / Notes' button below it. The sidebar on the right is titled 'SAVED MULTI-TILE SELECTIONS' and contains an 'ADD TO SLIDE' button. Below this button are two columns: 'Slides' and 'Tile Nos'. At the bottom of the sidebar are 'CLEAR', 'SAVE', and 'DOWNLOAD' buttons.

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

The screenshot shows the QBEV360 interface with the 'REPORTS' tab selected. The 'Customdownload' section displays 8 tiles (1-8) arranged in a 2x4 grid. Each tile has a 'Click to add Comments / Notes' button below it. The sidebar on the right is titled 'SAVED MULTI-TILE SELECTIONS' and contains an 'ADD TO SLIDE' button. Below this button is a table with two columns: 'Slides' and 'Tile Nos'. At the bottom of the sidebar are 'CLEAR', 'SAVE', and 'DOWNLOAD' buttons.

Slides	Tile Nos
Slide 1	1,2
Slide 2	3
Slide 3	6,8,4
Slide 4	1,2,6

## 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.

The screenshot shows the QBEV 360 interface with the 'REPORTS' tab selected. The 'SAVED REPORTS' section is active, displaying a grid of eight numbered tiles (1-8) under the 'Customdownload' header. Each tile contains a different visualization: tile 1 is a table, tile 2 is a line chart, tile 3 is a bar chart, tile 4 is a bar chart, tile 5 is a table, tile 6 is a line chart, tile 7 is a table, and tile 8 is a line chart. Each tile has a 'Click to add Comments / Notes' button. On the right side, the 'SAVED MULTI-TILE SELECTIONS' panel is visible, showing three saved selections: Selection1, Selection2, and Selection3. Each selection has a 'Cross' icon for deletion. Below this is the 'ADD TO SLIDE' section with 'Slides' and 'Tile Nos' columns. At the bottom right are 'CLEAR', 'SAVE', and 'DOWNLOAD' buttons.

## 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.

The screenshot shows the QBEV 360 interface with the 'REPORTS' tab selected. The 'SAVED REPORTS' section is active, displaying a grid of eight numbered tiles (1-8) under the 'Customdownload' header. Each tile contains a different visualization: tile 1 is a table, tile 2 is a line chart, tile 3 is a bar chart, tile 4 is a bar chart, tile 5 is a table, tile 6 is a line chart, tile 7 is a table, and tile 8 is a line chart. Each tile has a 'Click to add Comments / Notes' button. On the right side, the 'SAVED MULTI-TILE SELECTIONS' panel is visible, showing three saved selections: Selection1, Selection2, and Selection3. Each selection has a 'Cross' icon for deletion. Below this is the 'ADD TO SLIDE' section with 'Slides' and 'Tile Nos' columns. At the bottom right are 'CLEAR', 'SAVE', and 'DOWNLOAD' buttons.

## 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 file)
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 VALUES		TOTAL POPULATION			
APR 17 2007		COCA-COLA	CF COCA-COLA	CHERRY COKE	VANILLA COKE
AWARENESS	UNAIDED AD AWARENESS	64.0%	0.0%	0.1%	0.0%
	AIDED BRAND AWARENESS	89.0%	88.1%	87.4%	85.4%
FREQUENCY	DAILY+	4.3%	0.2%	0.4%	0.1%
	WEEKLY+	19.9%	0.7%	2.3%	1.1%
	INCIDENCE (MONTHLY+)	26.2%	0.9%	4.1%	1.6%
	YEARLY+	43.2%	4.2%	16.9%	7.3%
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%	0.9%

Time Period: Apr 17 2007

Stat based at 95% CL legend - Prev/Year

Source: CCNA Bev360 Tracker Sample size in chart legend/table: Grey font = Low Sample (30-99), Blank = Sample < 30  
NA = Not Applicable

Classified - Confidential

Significantly Higher Significantly Lower

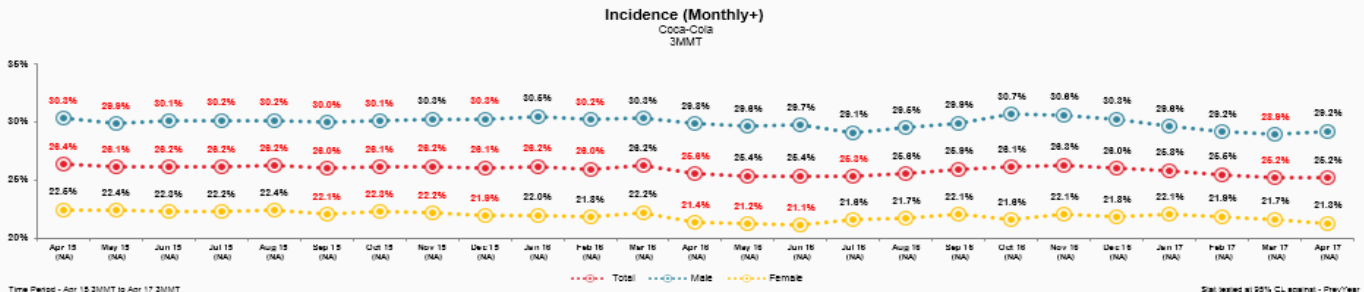
Coca-Cola North America

## Unique Combination 2:

CURRENT VALUES		TOTAL POPULATION			
APR 17 3MMT		COCA-COLA	CF COCA-COLA	CHERRY COKE	VANILLA COKE
AWARENESS	UNAIDED AD AWARENESS	84.3%	0.0%	0.1%	0.0%
	AIDED BRAND AWARENESS	88.3%	88.1%	87.4%	86.4%
FREQUENCY	DAILY+	4.3%	0.2%	0.4%	0.1%
	WEEKLY+	18.8%	0.7%	2.8%	1.1%
	INCIDENCE (MONTHLY+)	25.2%	0.8%	4.1%	1.6%
	YEARLY+	45.2%	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%	1.9%	0.9%

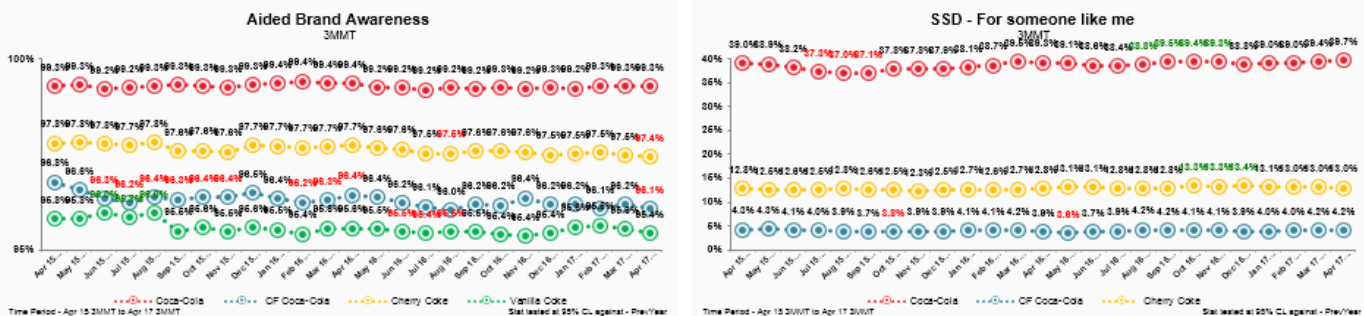
Time Period - Apr 17 3MMT

Stat tested at 95% CL against - Prev/Year



## 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	252,634	252,634	252,634	252,634
	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			
	Change vs. PY/PP	0.0			



## Unique Combination 4:

CURRENT VALUES		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	88.3%	88.1%	87.4%	86.4%
FREQUENCY	DAILY+	4.3%	0.2%	0.4%	0.1%
	WEEKLY+	18.8%	0.7%	2.8%	1.1%
	INCIDENCE (MONTHLY+)	25.2%	0.9%	4.1%	1.6%
	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%	0.8%

Time Period - Apr 17 3MMT

PITA  
3MMT

Stat based at 25% CL against - Prev/Year

		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%	1.6%
	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	2.6	2.3
	Change vs. PY/PP	-0.1	1.2	0.1	0.0
A	Amount - Sample Size	538		40	
	Current Period	12.4		12.4	
	Change vs. PY/PP	0.0		-0.3	

Time Period - Apr 17 3MMT

Stat based at 25% CL against - Prev/Year

Source: CCNA Bev360 Tracker Sample size in chart legend/table; Grey font = Low Sample (30-99), Blank = Sample < 30  
NA = Not Applicable

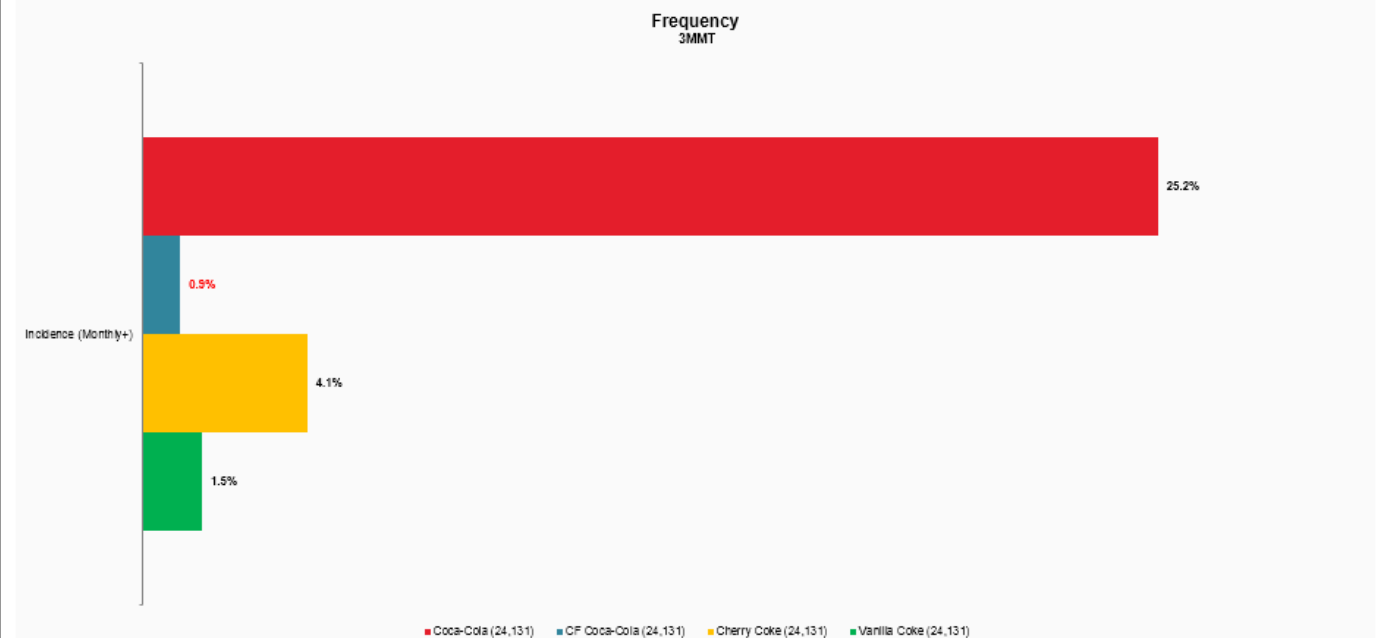
Classified - Confidential

Significantly Higher Significantly Lower

Coca-Cola North America

6

## Unique Combination 5:



Source: CCNA Bev360 Tracker Sample size in chart legend/table; Grey font = Low Sample (30-99), Blank = Sample < 30  
NA = Not Applicable

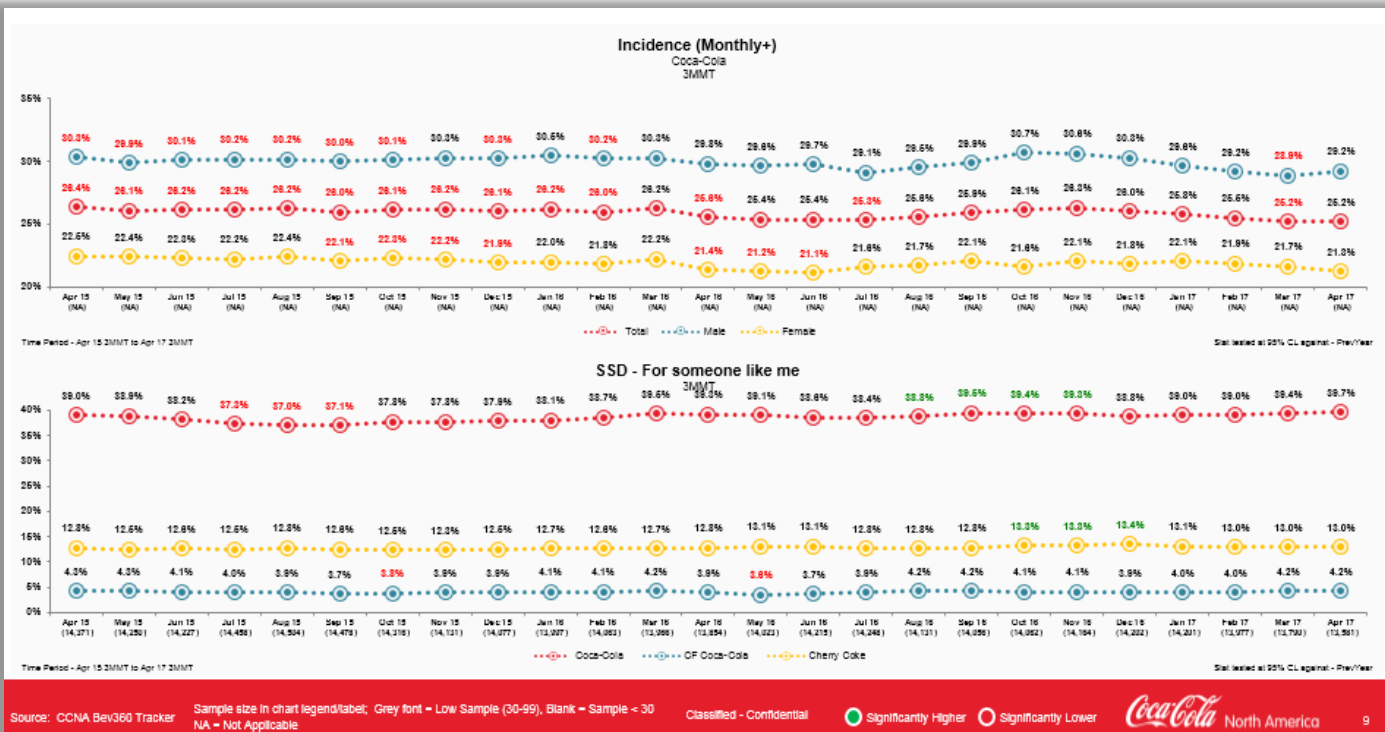
Classified - Confidential

Significantly Higher Significantly Lower

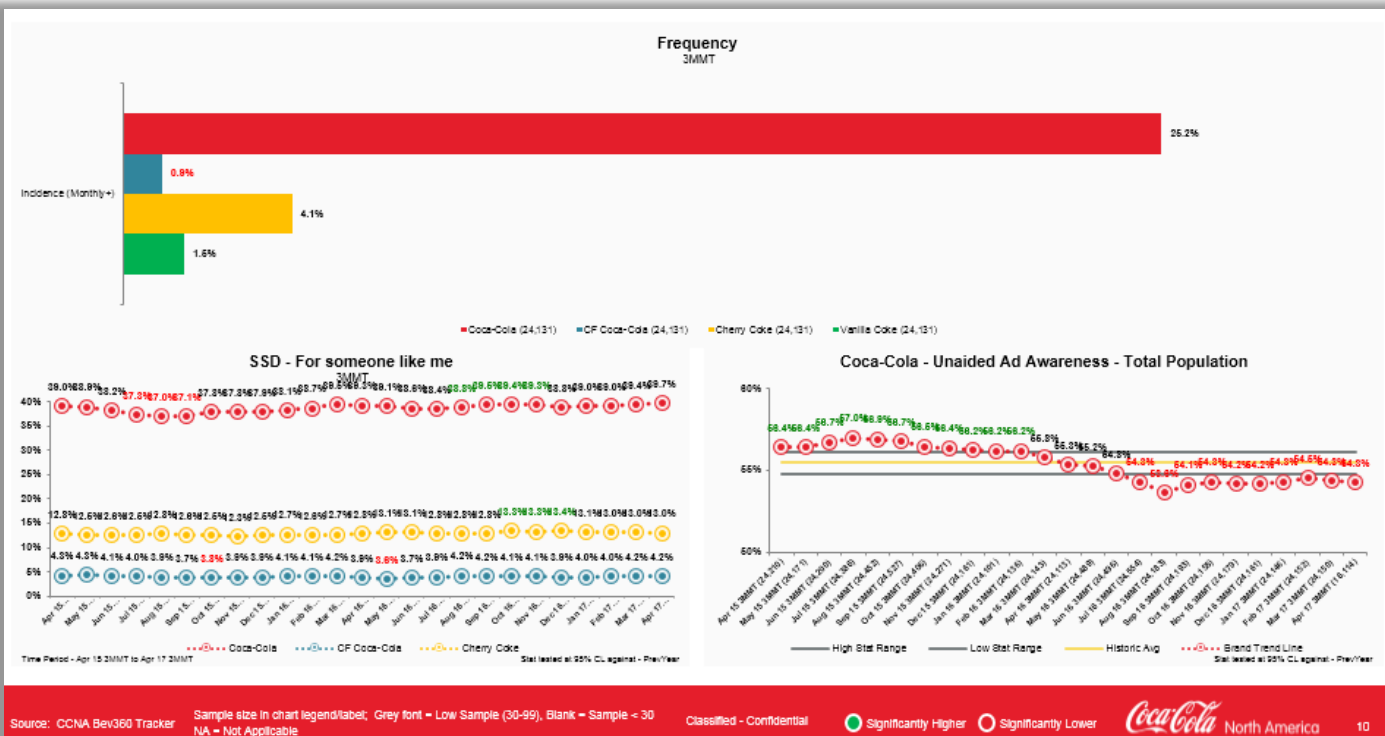
Coca-Cola North America

8

## Unique Combination 6:

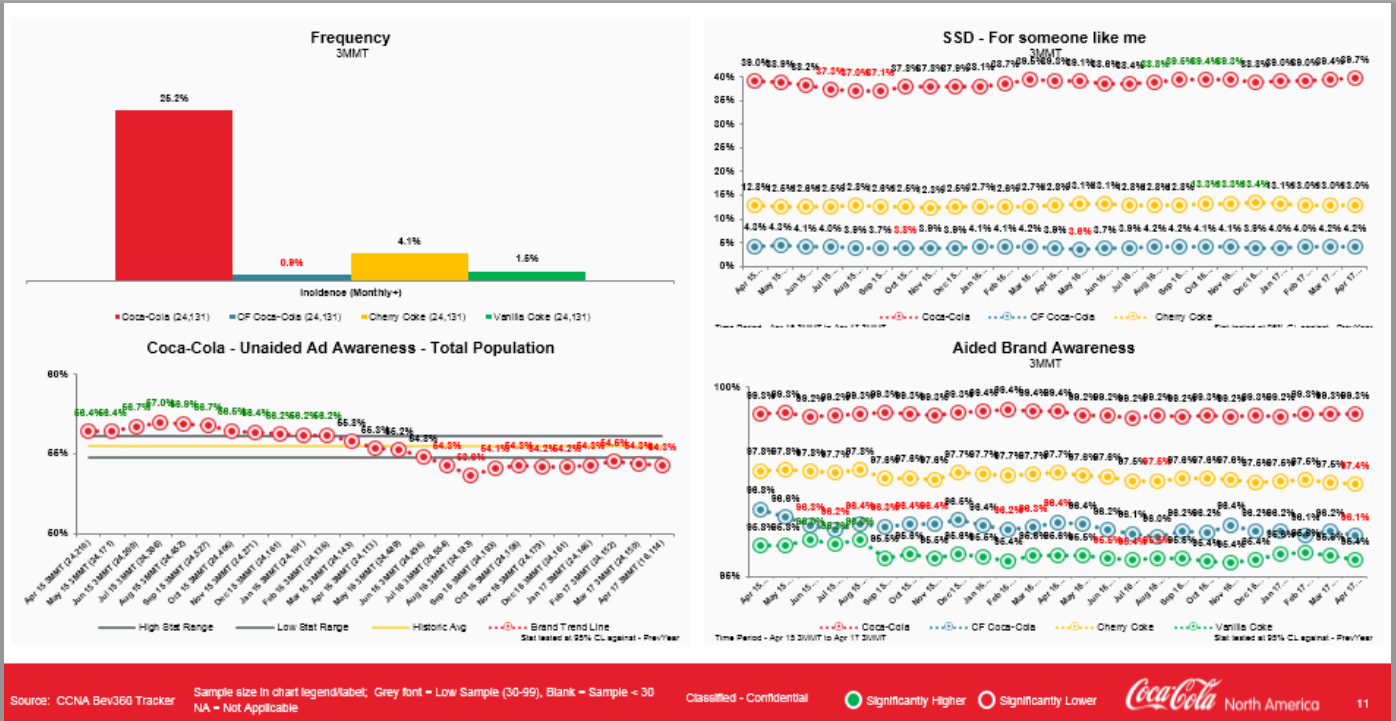


## Unique Combination 7:





## Unique Combination 8:



## Unique Combination 9:

