

## DINE - Custom Download (Help Document)



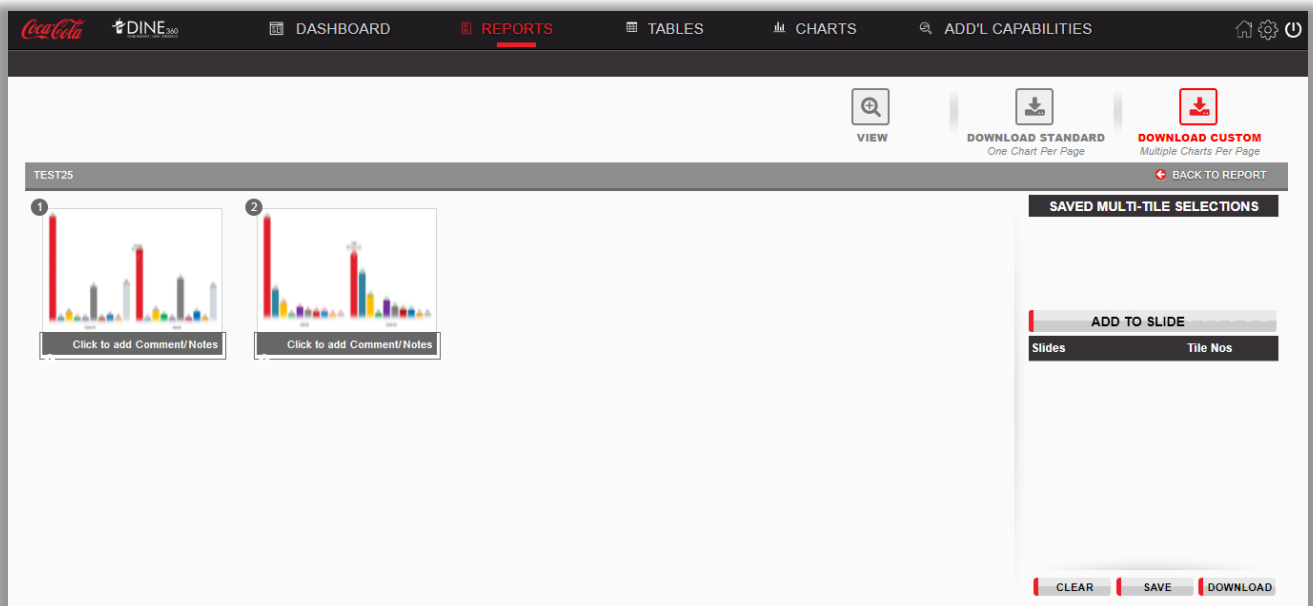
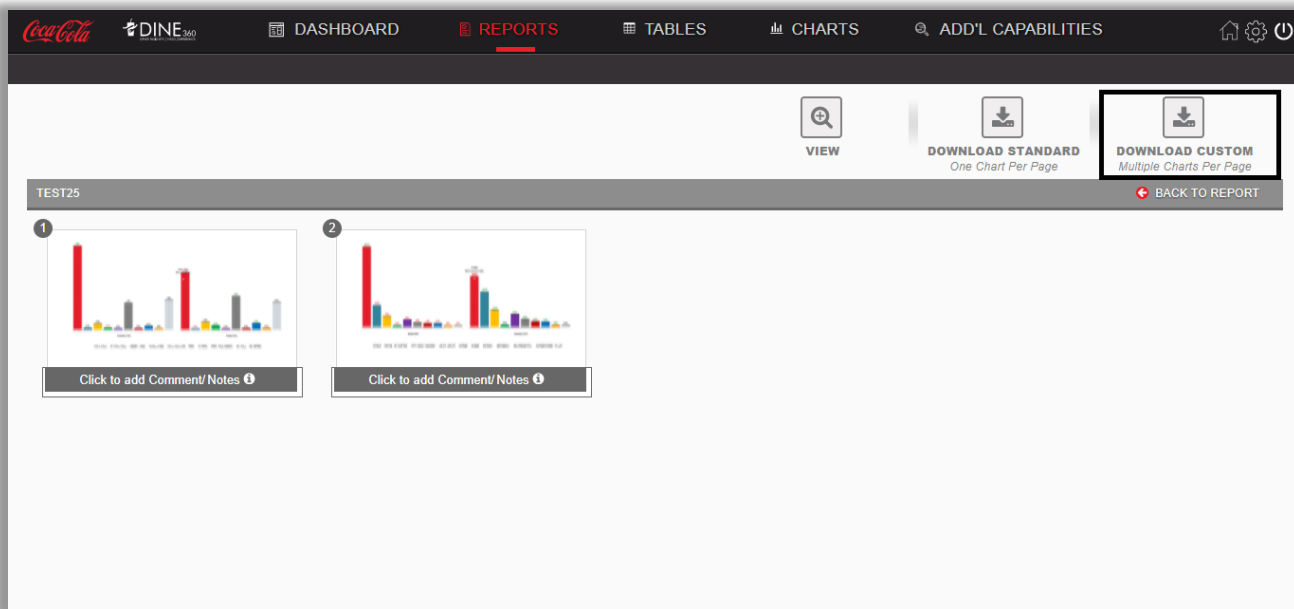
Custom Downloads allows the user to combine various charts and download in the desired report format. Depending on the chart type a maximum of 4 charts can be downloaded per slide.

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 Saved reports.



## 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 in 1 slide and click on “Add to Slide”.

The screenshot shows the DINE 360 interface with the 'REPORTS' tab selected. The top navigation bar includes 'Coca-Cola', 'DINE 360', 'DASHBOARD', 'REPORTS', 'TABLES', 'CHARTS', and 'ADD'L CAPABILITIES'. Below the navigation bar, there are icons for 'VIEW', 'DOWNLOAD STANDARD' (One Chart Per Page), and 'DOWNLOAD CUSTOM' (Multiple Charts Per Page). The main area displays five chart tiles, each with a 'Click to add Comment/Notes' button. The tiles are numbered 1 through 5. To the right, the 'SAVED MULTI-TILE SELECTIONS' panel is visible, showing an 'ADD TO SLIDE' button and a table with columns 'Slides' and 'Tile Nos'. The table is currently empty.

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

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Slides	Tile Nos
Slide 1	2,3
Slide 2	3,4
Slide 3	1,5
Slide 4	1,2,3

## 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 DINE360 interface with the 'REPORTS' tab selected. The main area displays five bar charts, each with a 'Click to add Comment/Notes' button. On the right, a sidebar titled 'SAVED MULTI-TILE SELECTIONS' lists 'Selection 1' and 'Selection 2'. Below this is an 'ADD TO SLIDE' section with 'Slides' and 'Tile Nos' tabs. At the bottom right, there 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.

This screenshot is similar to the previous one, but the 'SAVED MULTI-TILE SELECTIONS' list on the right now includes a 'Cross' icon (a circle with an X) next to 'Selection 2', indicating it can be deleted. The rest of the interface, including the charts and the 'ADD TO SLIDE' section, remains the same.

## Chart Combinations

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

Unique Combinations	Chart Type		
	Table/ Chart with changes (Table)	Trend/ Point in time	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

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

### Unique Combination 1:

Total Visits	Day of the Week		
	KFC	McDonald's	Subway
Sample Size	122	1360	375
Sunday	20.9%	11.9%	11.1%
Monday	12.4%	12.2%	15.1%
Tuesday	6.4%	15.1%	17.0%
Wednesday	15.7%	15.0%	14.9%
Thursday	20.4%	14.6%	13.4%
Friday	15.1%	16.5%	16.1%
Saturday	9.3%	14.8%	12.3%

Time Period : 6/MTT Jul 2017

Stat tested at 95% CL against - TOTAL DINE



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

Classified - Confidential

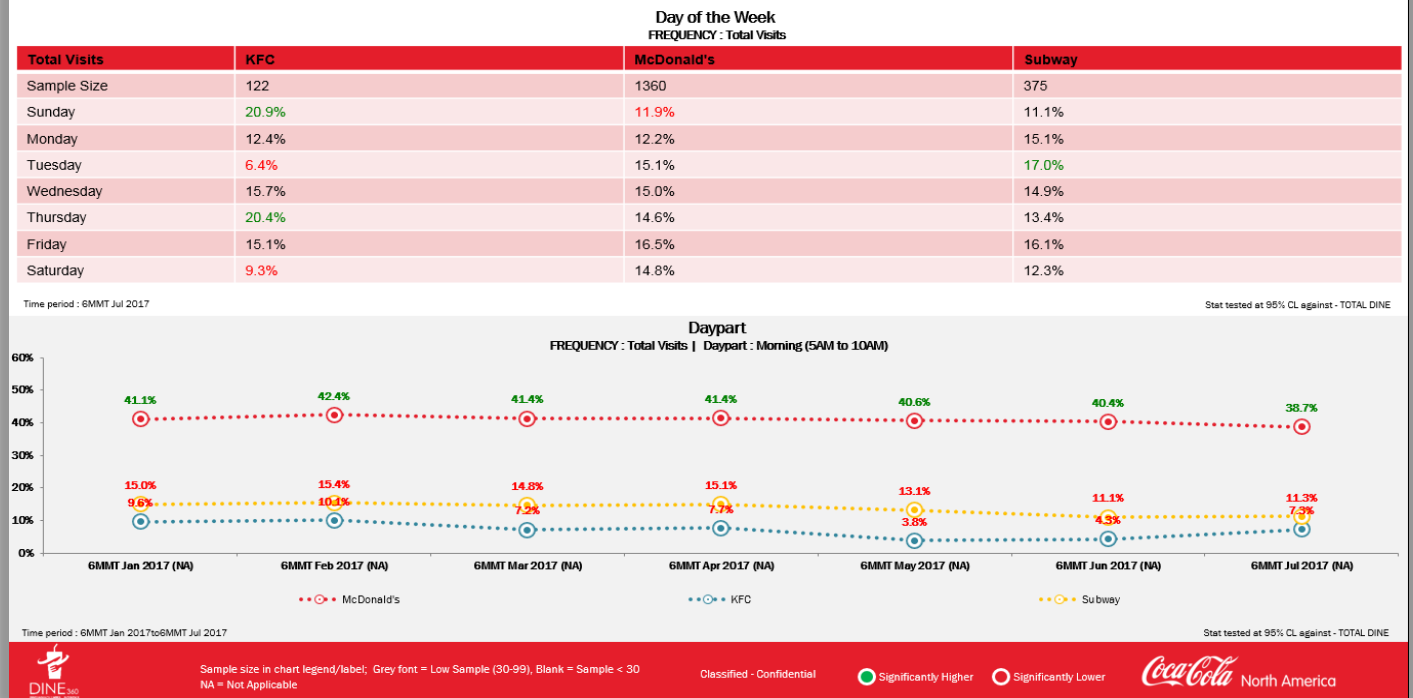
Significantly Higher

Significantly Lower

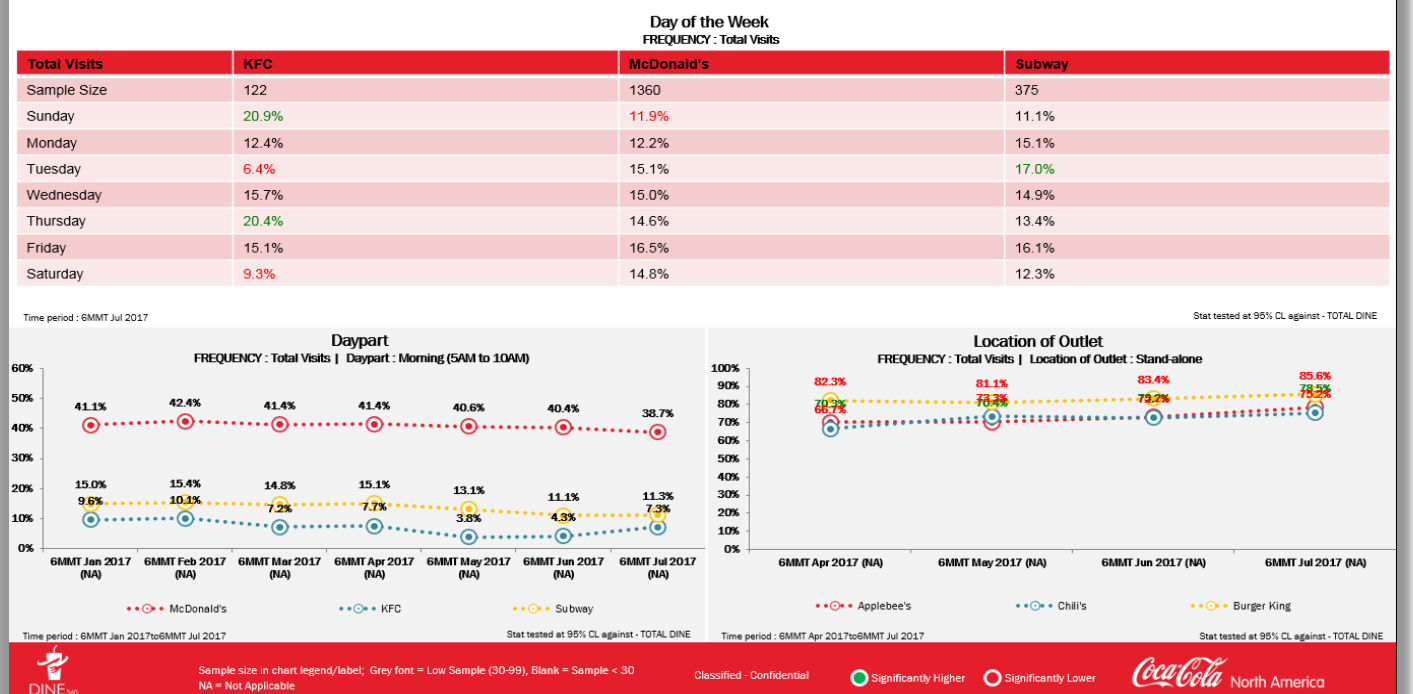


North America

## Unique Combination 2:



## Unique Combination 3:



## Unique Combination 4:

Location of Outlet				
FREQUENCY : Total Visits   Location of Outlet : Stand-alone				
Total Visits	6MMT Apr 2017	6MMT May 2017	6MMT Jun 2017	6MMT Jul 2017
Establishment				
Sample Size	115	111	106	116
Applebee's	70.3%	70.4%	73.2%	78.5%
Sample Size	60(Use Directionally)	60(Use Directionally)	62(Use Directionally)	64(Use Directionally)
Chili's	66.7%	73.3%	72.7%	75.2%
Sample Size	374	357	337	365
Burger King	82.3%	81.1%	83.4%	85.6%

Time period : 6MMT Apr 2017 to 6MMT Jul 2017

Stat tested at 95% CL against - TOTAL DINE

Day of the Week			
FREQUENCY : Total Visits			
Total Visits	KFC	McDonald's	Subway
Sample Size	122	1360	375
Sunday	20.9%	11.9%	11.1%
Monday	12.4%	12.2%	15.1%
Tuesday	6.4%	15.1%	17.0%
Wednesday	15.7%	15.0%	14.9%
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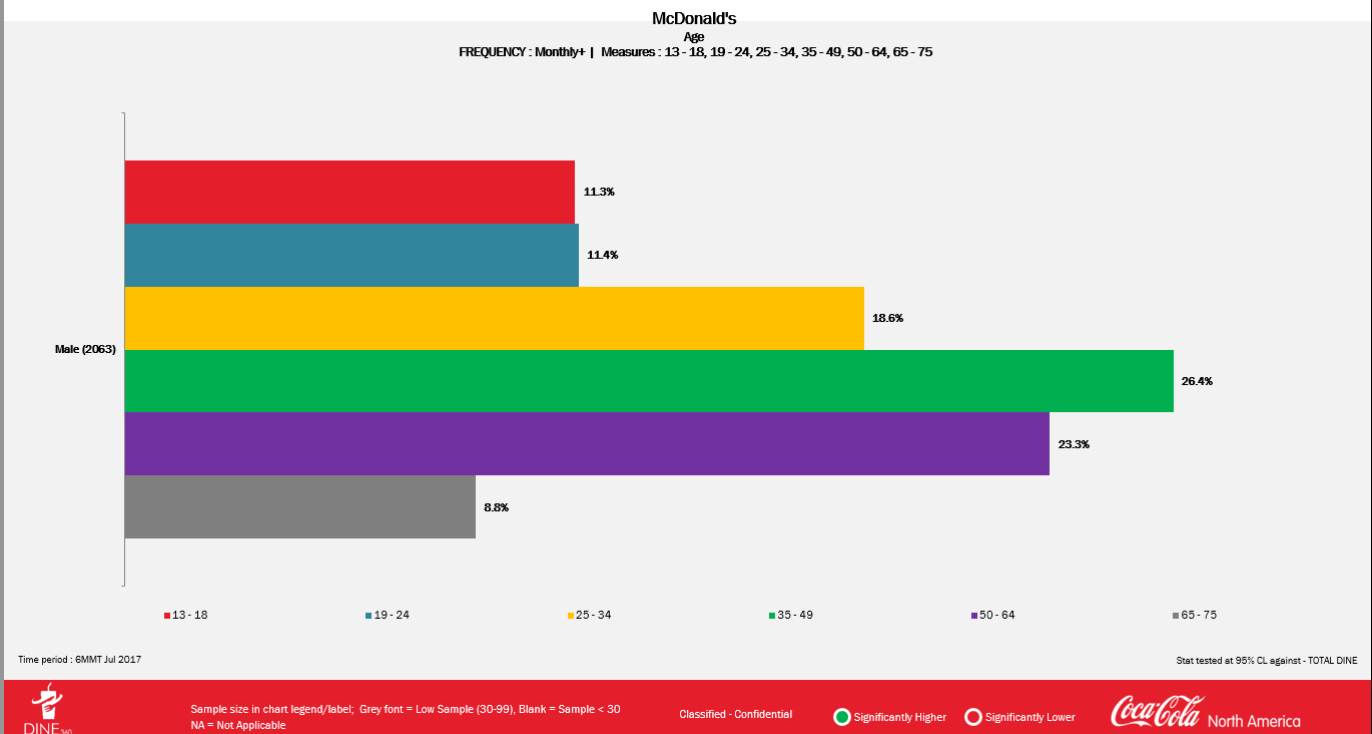
Significantly Higher



Significantly Lower



## Unique Combination 5:



Sample size in chart legend/label; Grey font = Low Sample (30-99), Blank = Sample < 30  
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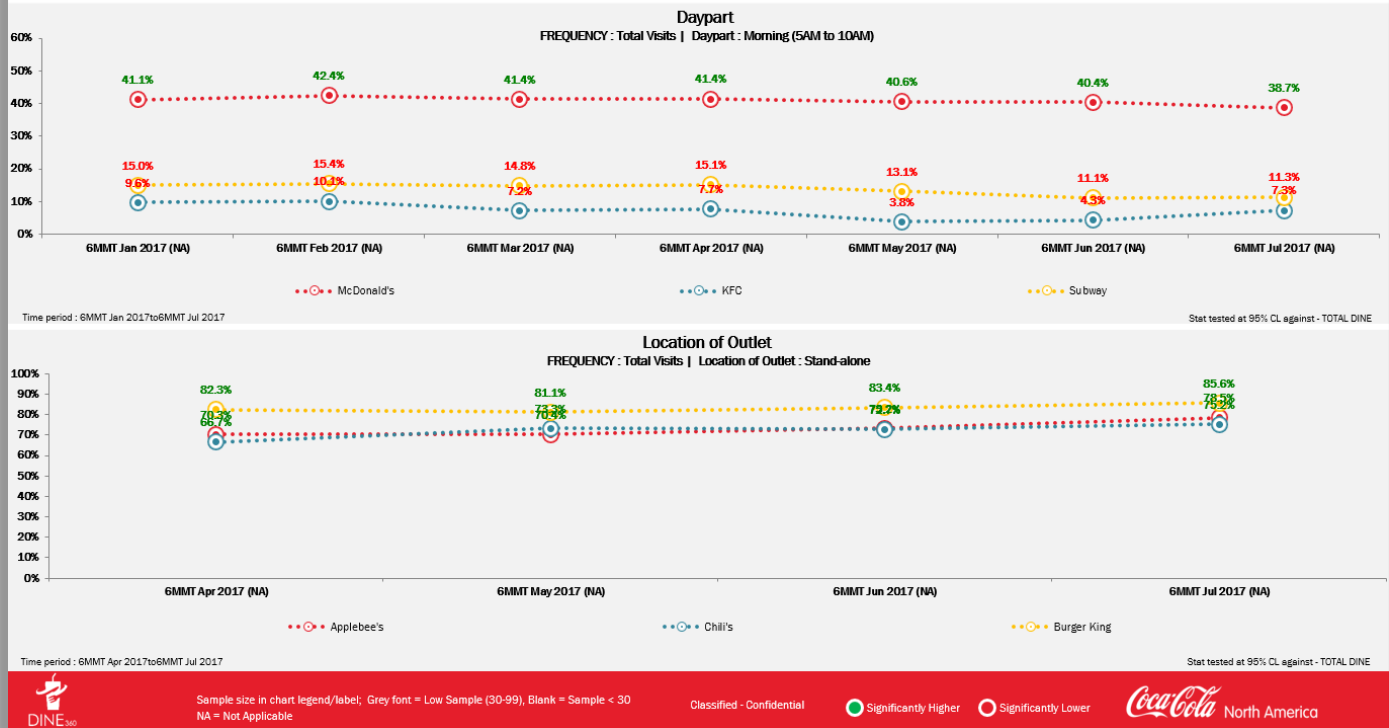
Significantly Higher



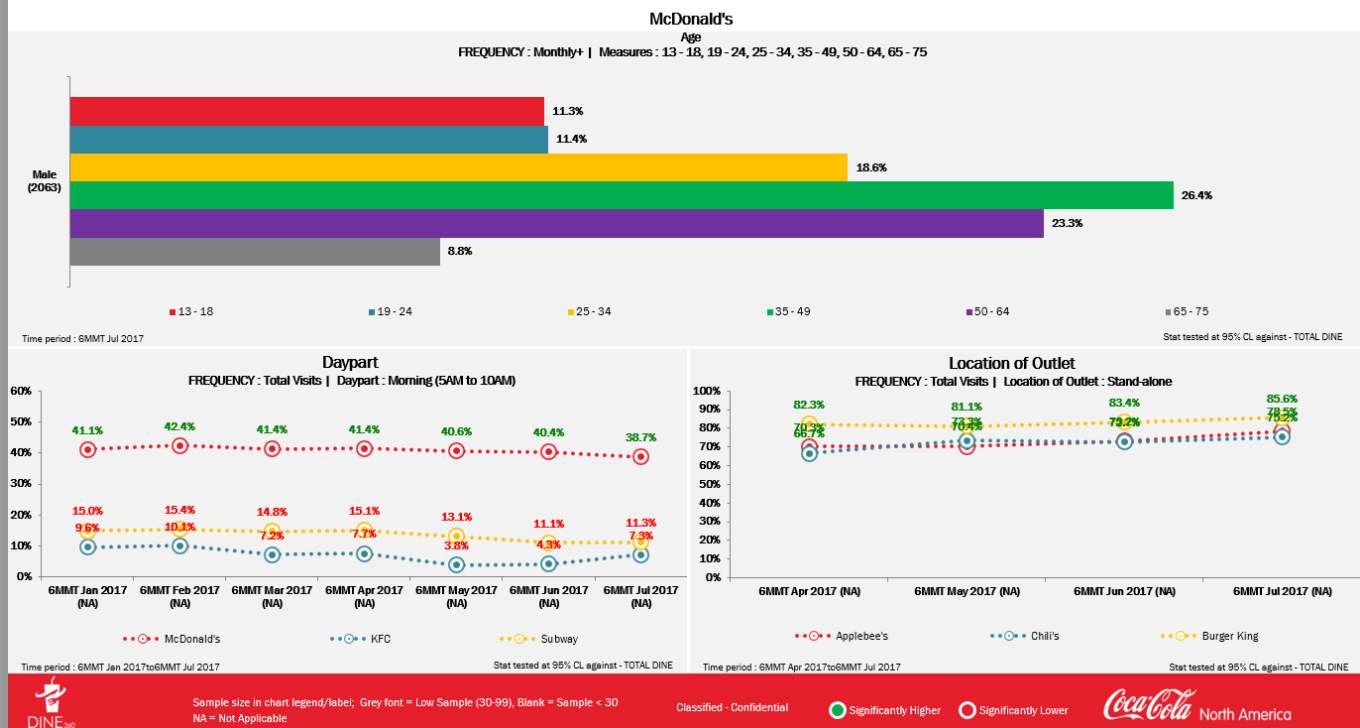
Significantly Lower



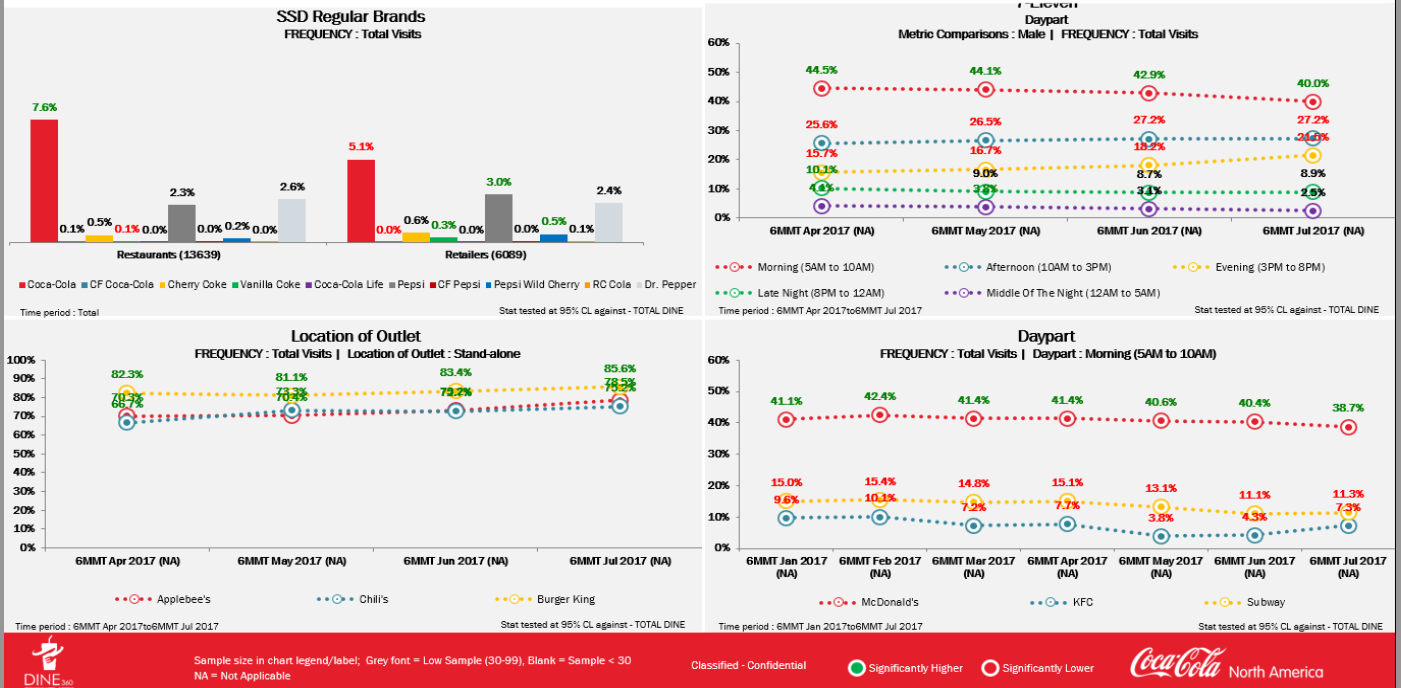
## Unique Combination 6:



## Unique Combination 7:



## Unique Combination 8:



## Unique Combination 9:

