Decomposition Trees allow the user to visualise how data (measures or aggregates) is distributed across multiple dimensions.

Decomposition Trees can be configured manually for data exploration, or leverage AI to support root cause analysis.

Supposing that the executive come back to me and say 'Our Return Rate is higher than we are comfortable with. What might be the root cause or diagnose what's driving that return rate?

In the 1st example I analysed the measure Return Rate at a very high level of Product Brand, and also at the Product Name level.

In the 2nd example I analysed Total Number of Transactions at Product Brand and Product Name levels.
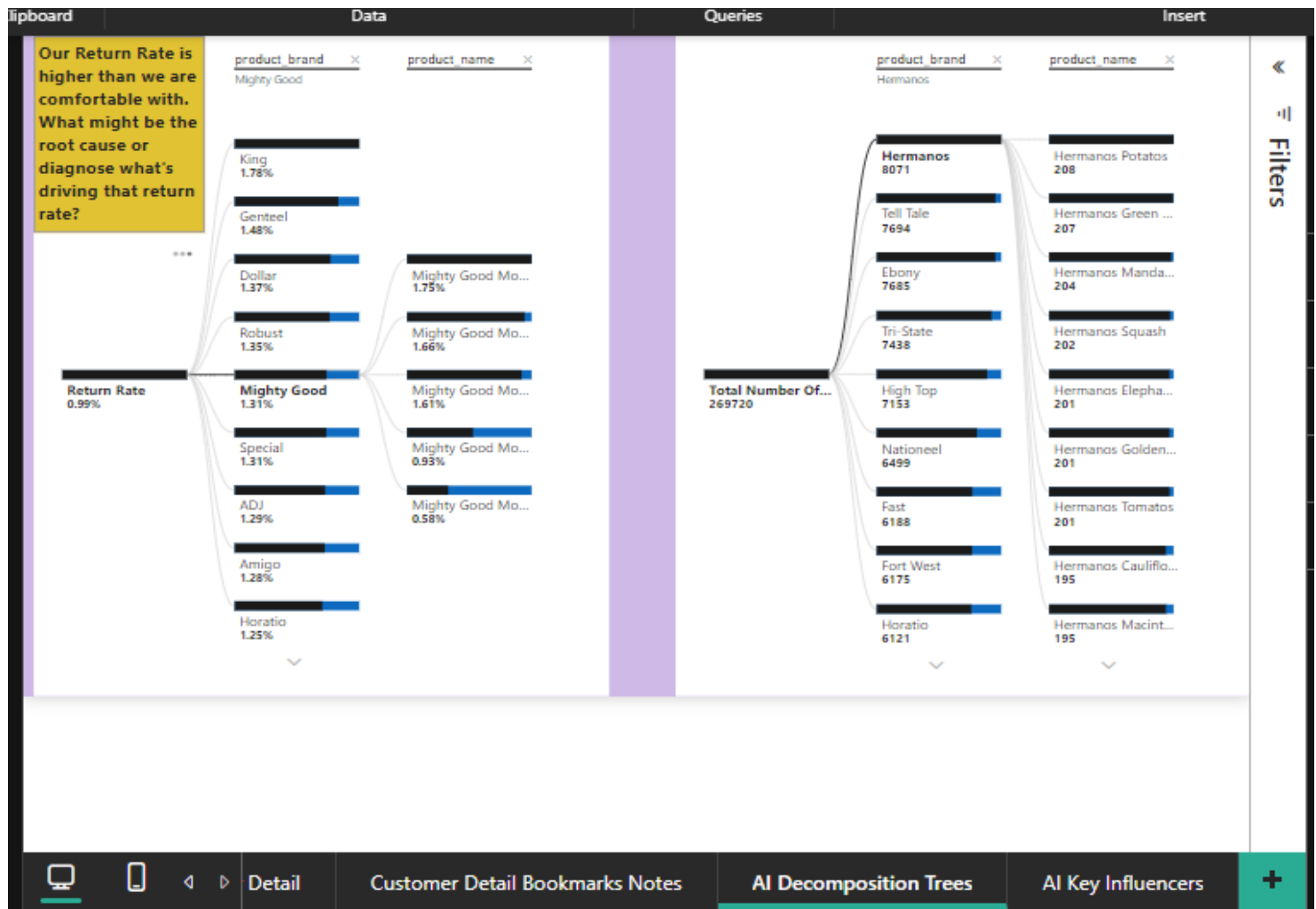
The key influencer visual helps the user understand the factors that drive specific metric or outcomes.

What drives whether or not a customer owns a home?

Analyse: HomeOwner

Explained by: Yearly Income, Education, Marital Status and Occupation

What drives whether or not a customer owns a home

Key influencers   Top segments

What influences homeowner to be [Y] ?

When...

...the likelihood of homeowner being Y increases by

| marital_status is M | 1.64x |

| yearly_income is $110K - $130K | 1.39x |

| yearly_income is $130K - $150K | 1.37x |

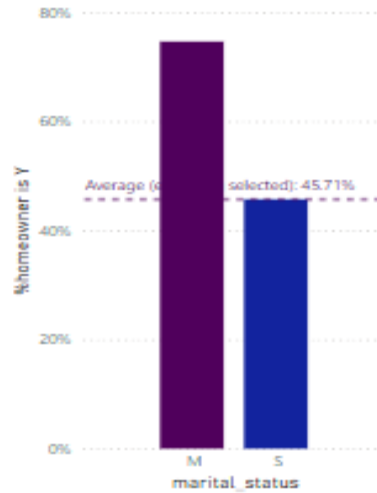| yearly_income is $90K - $110K | 1.31x |

| yearly_income is $150K + | 1.25x |

| education is Graduate Degree | 1.14x |

| occupation is Professional | 1.09x |

← homeowner is more likely to be Y when marital_status is M than otherwise (on average).

Average (selected): 45.71%

%homeowner is Y

80%
60%
40%
20%
0%

marital_status

M   S

☐ Only show values that are influencers