SAINT - Numeric 2 Classifications

Numeric 2 classifications provide custom, flexible metrics that you can import into the system via SAINT. A common way to use numeric 2 classifications is for variables that change over time for different items, such as cost and budget values for the Marketing Channel report. SAINT's export and import feature lets you create classifications on the Conversion Classification page, and then use SAINT to export a file, make edits, and then importing into SiteCatalyst.

The following table illustrates the differences among classification types:

Table 2.1: Differences Between Classifications

FEATURE	TEXT	NUMERIC 1.0	NUMERIC 2.0
Displays as a report	Yes	No	No
Can be used as a metric	No	Yes	Yes
Calculated based on events	No	Yes	Yes
Multiple rows per key	No	No	Yes
Can have different values for different time periods	No	No	Yes
Can be created on the base report	Yes	No	Yes

Table 2.1:

The following topics are described in this section:

- Creating Numeric 2 Classifications
- Importing and Exporting

Creating Numeric 2 Classifications

You create numeric 2 classifications the same way you create other classifications.

1. Click **Admin Console** > **Report Suites.**
2. Select the report suite, then click **Edit Settings** > **Conversion** > **Conversion Classifications**.
3. Click **Add Classification**.
4. On **Create a New Classification**, complete the following options:
   Select Type: Select **Numeric 2.0**.

Name: Type a name for the classification.

Numeric: Select whether this classification is **Percent (%)** or **Currency ($)**.

5. Click **Save**.

Importing and Exporting

The file for importing an exporting numeric 2 classifications includes six columns. The following definitions assume that your numeric 2 classification name is *MyCost*.

~MyCost: A descriptive name for the row.

~MyCost^~id~: The ID for editing an existing row. When you add a new row, this should be blank. An ID is automatically assigned when you export from the SAINT Classification manager.

~MyCost^~value~: The value for the row. If the rate column is fixed, then this is a flat value distributed over the whole period. If the rate column is an event, then this is the multiplier for that event. This entry should not contain commas.

~MyCost^~period~: The period of time to which this row corresponds. This must include a begin and end period, separated by a dash, with each format in YYY/MM/DD.

~MyCost^~rate~: The event to multiply by the Value column. Valid values are:

- fixed - used to indicate that value is a flat value to be spread over the period.
- revenue
- order
- unit
- scopen
- scviews
- instance
- click
- checkout
- scadd
- scremove
- event1
- event2
- etc

~MyCost^~hinge~: The event to use to distribute the value during a breakdown. Should either be **none** or the same as **~MyCost^~rate~** unless you are an advanced user.

Example 1: Rate

This example shows two classifications, a text classification named **MyText**, and a numeric 2 classification named **MyCost.** In this case, you created the classification on the Classification Conversion manager and are wanting to import the Jan values:

Key	MyText	~MyCost	~MyCost^~id~	~MyCost^~value~
Product1	Text1	Cost1_jan_var		.2
Product2	Text2	Cost2_jan_var		.3

~MyCost^~period~	~MyCost^~rate~	~MyCost^~hinge~
2010/01/01 - 2010/01/31	revenue	revenue
2010/01/01 - 2010/01/31	revenue	revenue

In January, Product1 had a cost of 20% of its revenue (shown in **~MyCost^~value~**) and Product2 had a cost of 30% of its revenue. Because you are importing a new row, ~MyCost^~id~ is blank.

Result

An example of output from the report is shown here:

Period: Jan 2010

Report: Products

Products	Revenue	MyCost
Product1	$10,000.23	$2000.05
Product2	$9,000.04	$2700.01

Example 2: Rate

Expanding on the previous example, the customer exports the data from January and adds the data for February:

Key	MyText	~MyCost	~MyCost^~id~	~MyCost^~value~
Product1	Text1	Cost1_jan_var	1	.2
Product2	Text2	Cost2_jan_var	2	.3
Product1	Text1	Cost1_feb_var		.15
Product2	Text2	Cost2_feb_var		.25

~MyCost^~period~	~MyCost^~rate~	~MyCost^~hinge~
2010/01/01 - 2010/01/31	revenue	revenue
2010/01/01 - 2010/01/31	revenue	revenue
2010/02/01 - 2010/02/28	revenue	revenue
2010/02/01 - 2010/02/28	revenue	revenue

In February, the user's cost for Product1 went down to 15% of the revenue and Product2 went down to 25% of its revenue.

Result

Period: Jan 2010

Report: Products

Products	Revenue	MyCost
Product1	$10,000.23	$2000.05
Product2	$9,000.04	$2700.01

Period: Feb 2010

Report: Products

Products	Revenue	MyCost
Product1	$15,500.75	$2,325.11
Product2	$12,300.52	$3,075.13

Period: Jan 1 2010 – Feb 28 2010

Report: Products

Products	Revenue	MyCost
Product1	$25,500.98	$4325.16
Product2	$21,300.56	$5,775.14

Example 3: Fixed

For March, the user doesn't have per-unit cost data, but they do know they had a total of $3000 in costs for Product1 for the whole month of March. The user would therefore import the following data:

Key	MyText	~MyCost	~MyCost^~id~	~MyCost^~value~
Product1	Text1	Cost1_mar_fixed		3000
Product2	Text2	Cost2_mar_fixed		2000

~MyCost^~period~	~MyCost^~rate~	~MyCost^~hinge~
2010/03/01 - 2010/03/31	fixed	none
2010/03/01 - 2010/03/31	fixed	none

Result

Period: Mar 2010

Report: Products

Products	Revenue	MyCost
Product1	$11,023.75	$3000.00
Product2	$8,000.12	$2000.00

Advanced Usage: Multiple Rows

Example 4: Multiple Row per Time Period

Part of the power of numeric 2 classifications is the ability to have multiple rows per time period to reflect multiple costs. Every item can have as many rows of cost for any arbitrary time periods that the report calls for. In this example, the user wants to add a $500 shipping charge to Product1 for January and a $600 shipping charge to February.

Key	MyText	~MyCost	~MyCost^~id~	~MyCost^~value~
Product1	Text1	Cost_jan_var	1	.2
Product1	Text1	Cost_jan_fixed		500
Product1	Text1	Cost_feb_var	2	.15
Product1	Text1	Cost_feb_fixed		600

~MyCost^~period~	~MyCost^~rate~	~MyCost^~hinge~
2010/01/01 - 2010/01/31	revenue	revenue
2010/01/01 - 2010/01/31	fixed	none
2010/02/01 - 2010/01/31	revenue	revenue
2010/02/01 - 2010/01/31	fixed	none

For those rows which were previously imported, they have an id to indicate that they’re not new costs.

Result

An example of output from the report is shown here:

Period: Jan 2010

Report: Products

Products	Revenue	MyCost
Product1	$10,000.23	$2500.05

Advanced Usage: Hinge

The **hinge** field determines how the value is distributed when the report is broken down. The most common usage of **hinge** is where the rate is fixed and you want to determine which event should determine the distribution of the value, but it can also be used with the rate in interesting ways. **WARNING: this feature is for advanced users to approximate values. The resulting information should not be treated as exact values.**

Example 6: Identical Rate/Hinge

The **hinge** determines how the value is distributed during a breakdown. Normally, this means that the **rate** and **hinge** fields are the same. The following illustrates this:

Key	MyText	~MyCost	~MyCost^~id~	~MyCost^~value~
Product1	Text1	Cost1_mar_var		1

~MyCost^~period~	~MyCost^~rate~	~MyCost^~hinge~
2010/03/01 - 2010/03/31	order	order

Result

Period: Mar 2010

Report: Product by Page

Products by Page	Orders	MyCost
Product1	1000	$1000.00

Home Page	600	$600
Shopping Cart	400	$400

Example 7: Fixed/No Hinge

Going back to the information from example 3, we'll first show what happens during a breakdown when there's no hinge value set.

Key	MyText	~MyCost	~MyCost^~id~	~MyCost^~value~
Product1	Text1	Cost1_mar_fixed		3000
Product2	Text2	Cost2_mar_fixed		2000

~MyCost^~period~	~MyCost^~rate~	~MyCost^~hinge~
2010/03/01 - 2010/03/31	fixed	none
2010/03/01 - 2010/03/31	fixed	none

Result

Period: Mar 2010

Report: Product by Page

Products by Page	Orders	MyCost
Product1	1000	$3000.00
Home Page	600	0
Shopping Cart	400	0

Example 8: Fixed/Hinge

Instead of putting **none** as the value of hinge, the user wants to distribute the value by orders when they're breaking down products. The following file would be imported:

Key	MyText	~MyCost	~MyCost^~id~	~MyCost^~value~
Product1	Text1	Cost1_mar_fixed		3000
Product2	Text2	Cost2_mar_fixed		2000

~MyCost^~period~	~MyCost^~rate~	~MyCost^~hinge~
2010/03/01 - 2010/03/31	fixed	revenue
2010/03/01 - 2010/03/31	fixed	revenue

Result

Period: Mar 2010

Report: Product by Page

Products by Page	Orders	MyCost
Product1	1000	$3000.00
Home Page	600	$1,800.00
Shopping Cart	400	$1,200.00

Example 8: Different Rate/Hinge

Now, instead of using a rate of **fixed** or having the **hinge** and **rate** the same, an advanced user can set the values to be different. For example, let's say that the cost was based on the number of orders, but they want to distribute it during a breakdown by revenue. The following file would be imported:

Key	MyText	~MyCost	~MyCost^~id~	~MyCost^~value~
Product1	Text1	Cost1_mar_var		3

~MyCost^~period~	~MyCost^~rate~	~MyCost^~hinge~
2010/03/01 - 2010/03/31	order	revenue

Result

Period: Mar 2010

Report: Product by Page

Products by Page	Orders	Revenue	MyCost
Product1	1000	$1500.00	$3000.00
Home Page	600	$500.00	$1000.00
Shopping Cart	400	$1000.00	$2000.00