

## TWBX File Analysis Report

### Formulas

1

"This Week"

"close"

"Ad Spend"

"Channel"

IF [Parameters].[Parameter 5]='Channel' THEN SUM([Amount])

ELSEIF [Parameters].[Parameter 5]='Campaign' THEN SUM([Amount])\*1.5

ELSE SUM([Amount])+(SUM([Amount])\*1.5)

END

"Channel"

[Parameters].[Parameter 5]="Channel"

TRUE

[Parameters].[Parameter 5]="Campaign"

## TWBX File Analysis Report

[Parameters].[Parameter 5]="Total"

FALSE

"Channel"

[Calculation\_356347370759471104]=[Parameters].[Parameter 1]

True

FALSE

IF INDEX()<=3 THEN INDEX()

END

IF INDEX()=1 THEN INDEX()-1

ELSEIF INDEX()= 3 THEN INDEX()+1 END

"down arrow"

"right arrow"

"close"

"open"

## TWBX File Analysis Report

[Parameters].[Parameter 3]='close'

[Period]=[Parameters].[Parameter 2]

IF [Parameters].[Parameter 1]=1 THEN [Type]='Ad Spend'

ELSEIF [Parameters].[Parameter 1]=2 THEN [Type]='Conversion Rate'

ELSE [Type]='Revenue'

END

IF [Calculation\_356347370759774211]=4 THEN

IF [Parameters].[Parameter 1]=3 THEN 3

ELSE

[Parameters].[Parameter 1]+1

END

ELSEIF [Calculation\_356347370759774211]=0 THEN

IF [Parameters].[Parameter 1]=1 THEN 1

ELSE

[Parameters].[Parameter 1]-1

END

END

INDEX()

## TWBX File Analysis Report

2

[Period]=[Parameters].[Parameter 2]

IF [Calculation\_356347370759774211]=0 THEN "left"

ELSEIF [Calculation\_356347370759774211]=4 THEN "right"

END

[Type]

[Parameters].[Parameter 3]='open'

1

"This Week"

"close"

True

FALSE

1

2

## TWBX File Analysis Report

TRUE

FALSE

"This Week"

True

FALSE

MIN(0.1)

MAX(0)

[Period]=[Parameters].[Parameter 2]

1

"This Week"

[Period]=[Parameters].[Parameter 2]

IF [Parameters].[Parameter 1]=1 THEN [Type]='Ad Spend'

ELSEIF [Parameters].[Parameter 1]=2 THEN [Type]='Conversion Rate'

ELSE [Type]='Revenue'

## TWBX File Analysis Report

END

1

"This Week"

[Period]=[Parameters].[Parameter 2]

IF [Parameters].[Parameter 1]=1 THEN [Type]='Ad Spend'

ELSEIF [Parameters].[Parameter 1]=2 THEN [Type]='Conversion Rate'

ELSE [Type]='Revenue'

END

1

[Calculation\_356347370759471104]=[Parameters].[Parameter 1]

True

FALSE

IF INDEX()<=3 THEN INDEX()

END

IF INDEX()=1 THEN INDEX()-1

## TWBX File Analysis Report

ELSEIF INDEX()= 3 THEN INDEX()+1 END

IF [Calculation\_356347370759774211]=4 THEN

IF [Parameters].[Parameter 1]=3 THEN 3

ELSE

[Parameters].[Parameter 1]+1

END

ELSEIF [Calculation\_356347370759774211]=0 THEN

IF [Parameters].[Parameter 1]=1 THEN 1

ELSE

[Parameters].[Parameter 1]-1

END

END

INDEX()

1

2

IF [Calculation\_356347370759774211]=0 THEN "left"

ELSEIF [Calculation\_356347370759774211]=4 THEN "right"

END

"This Week"

## TWBX File Analysis Report

True

FALSE

0

"down arrow"

0

"open"

"Channel"

IF [Parameters].[Parameter 5]='Channel' THEN SUM([Amount])

ELSEIF [Parameters].[Parameter 5]='Campaign' THEN SUM([Amount])\*1.5

ELSE SUM([Amount])+(SUM([Amount])\*1.5)

END

"Channel"

"Channel"

"Bar"



## TWBX File Analysis Report

0

0

[Parameters].[Parameter 5]="Channel"

TRUE

FALSE

"Channel"

"Bar"

0

0

"Campaign"

TRUE

[Parameters].[Parameter 5]="Campaign"

FALSE

## TWBX File Analysis Report

"Channel"

"Bar"

0

0

"Total"

TRUE

[Parameters].[Parameter 5]="Total"

FALSE

0

True

FALSE

"close"

**Fields**

## TWBX File Analysis Report

p.Type

p. period

p. open | close ?

P. Type Str

Channel type