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| Schneider Electric |
| Marimekko, Punch Card |
| Maricard Apps |

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| Gilbert BRAULT  Q1 2018 |

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# Introduction

Marimekko and Punch Cards are business graphs presenting Market information in a quite handy and readable outcome.

Both graphics are derived from a pivot table build with this App upon simple .csv file user input.

Processed data is stored into files residing in a Firebase Google database.

## Accessing maricard App

To access maricard App a user must use chrome Google web browser logged with a Google account at the following URL

<https://deepdivemaricard.firebaseapp.com>

## Usual use cases and associated workflow

Supposing user logged in

* Creating graphs from fresh data source
  + Go to the pivot screen (click on the pivot tab)
  + Drag and drop an csv file to create a new pivot
  + Setup the pivot table per the graph target
  + Save As menu (new data), providing a pivot name
  + Save Marimekko or Punch Card accordingly
  + Go to the file menu and load the created graph
* Revising an existing graph
  + Delete the graph file
  + Select the pivot and load it
  + Change the pivot per your goal
  + Save the graph
  + Go to the File screen and load the generated graph
* Creating new graph from existing data
  + In the File screen, select a dta file, and use the “Make Pivot from dta”
  + Select the pivot and use the “revising an existing graph” use case (except graph deletion)

## Marimekko

Marimekko graphs have the following attributes

* A title provides definition of the Market presented with the global value and the associated currency. A market share threshold is also indicated.
* Market segments are presented biggest to smallest on the left side column, the segment size without currency is next to the segment name.
* The height of the segment row is proportional to the segment size relative to the Total market.
* Next to the first columns, in a row, one can find competitors in a decreasing order except for the ‘Other’ which is placed at the end.
* The competitors displayed have a Market Share which size is bigger than the given threshold in the title.
* The width of the competitor rectangle is proportional to the competitor market share.
* The competitor label is composed of the competitor name followed by the market share with a trailing % sign
* Colors can be defined for each competitor
* Rows of the Marimekko are columns of the underlying pivot and row rectangle competitive data is derived from pivot lines

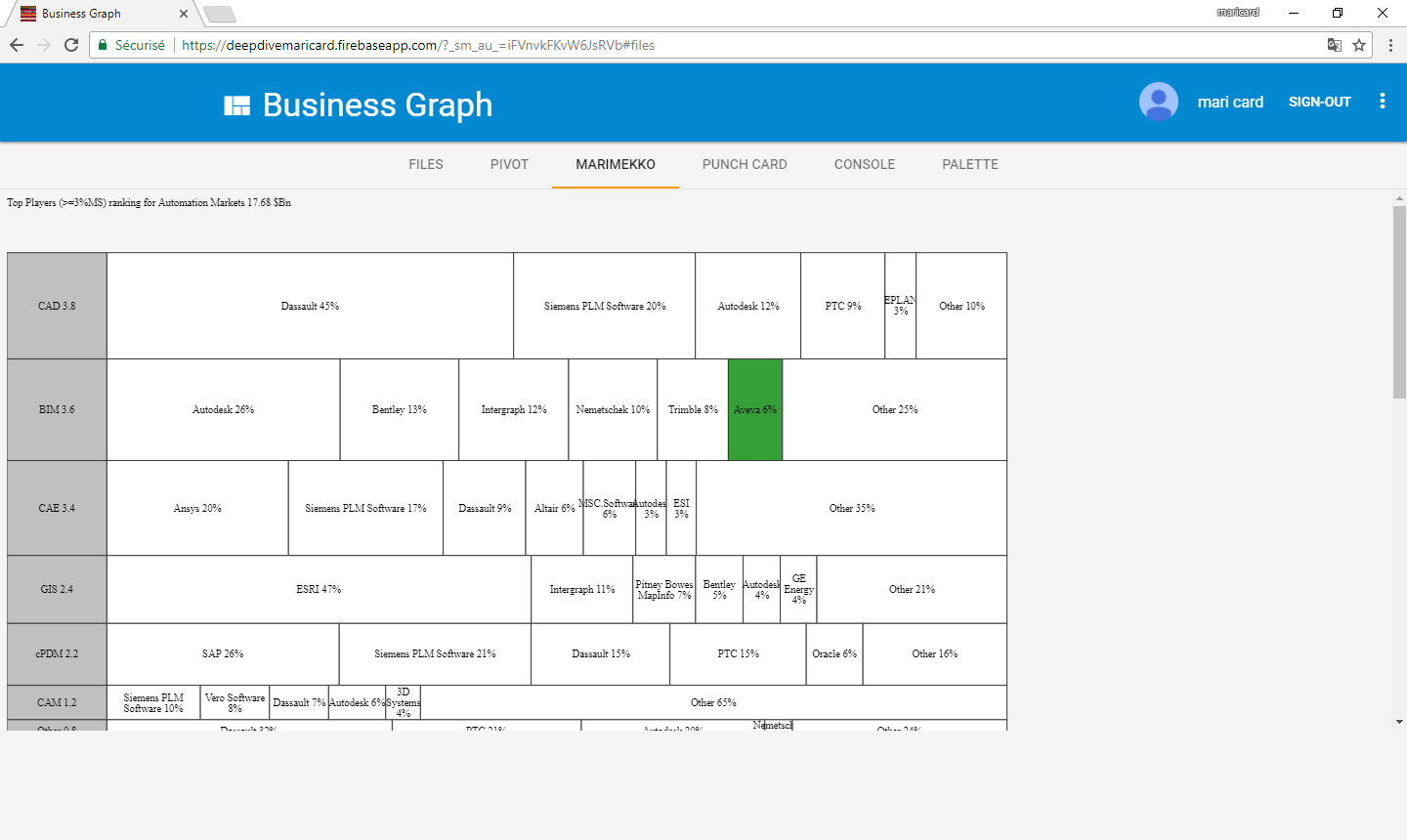


Figure 1 Marimekko screen

## Punch Cards

Punch card graphs have the following attributes

* A title provides definition of the Market presented with the global value and the associated currency.
* Columns, with top headers with a tag providing the product name and the market size in the currency indicated in the title.
* Lines with left headers with a tag providing the Industry name and the market size in the given currency.
* A grid of lines to help locating a given Market Industry pair.
* At each grid nodes, when the size of the market is not zero, a circle which area is proportional to the total market size
* Inside this circle, If the selected competitor has
  + Less than 0.5% market share in this segment, the inner disk is grey
  + Between 0.5% and 2% one quarter is green
  + Between 2% and 5% half is green
  + Between 5% and 10% three quarter is green
  + Above: full green disk

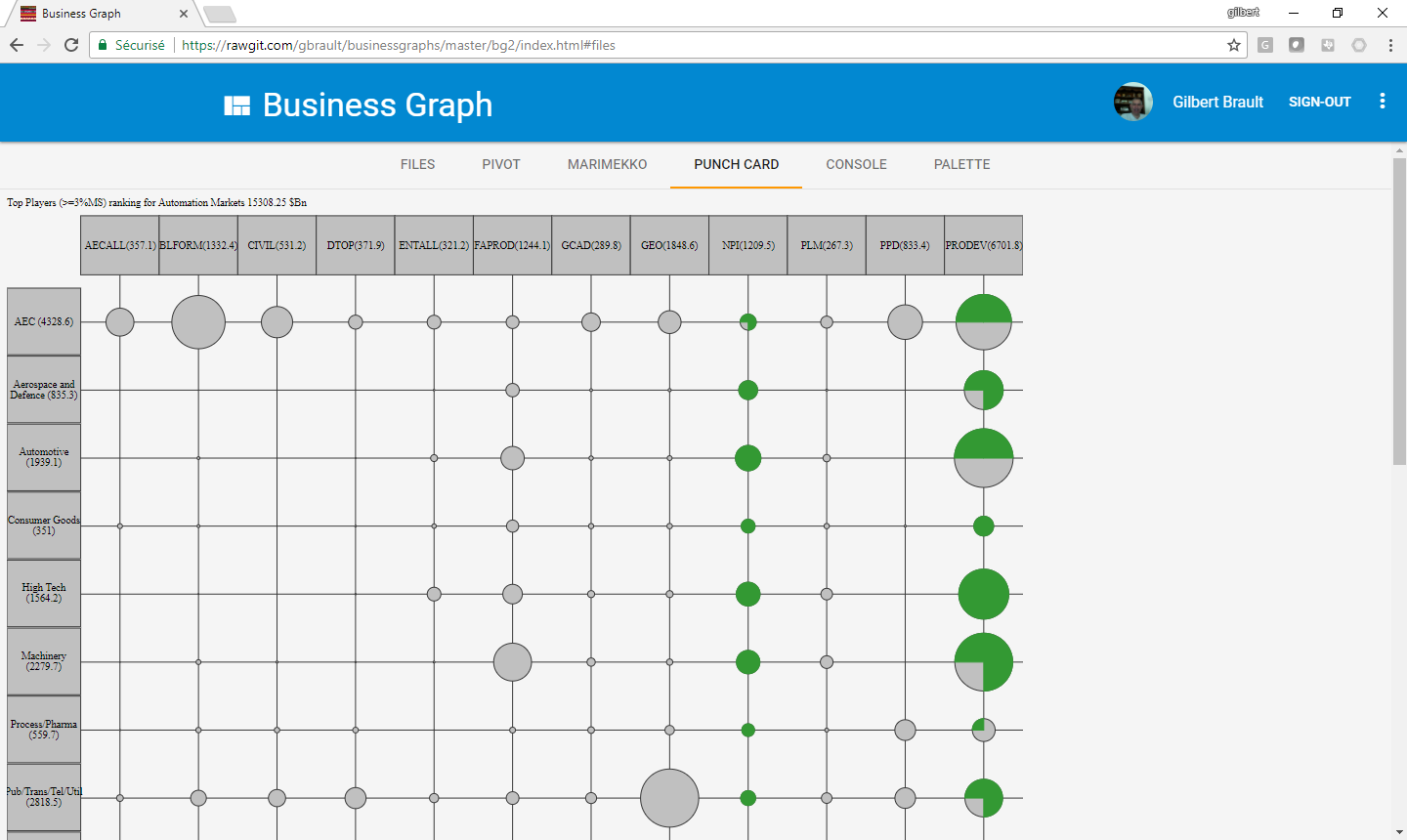


Figure 2 Punch Card screen

## Pivot tables

Pivot table are created from csv files.

Row headers are displayed on the top header line next to the drop down with a default label “Table”.

After defining the values to process (see pivot paragraph for details), one can set the rows and lines of the pivot table dragging and dropping the headers in the column and lines definition pads.

For Marimekko graphs, only one header must be selected per columns and lines.

For Punch card, for columns only one header to be selected; for lines two headers should be selected. The first one is the “Industries”, the second one are the competitors. Competitors must have at least two selected competitors, the one targeted by the Punch Card and the “total” which is the sum of all competitors.

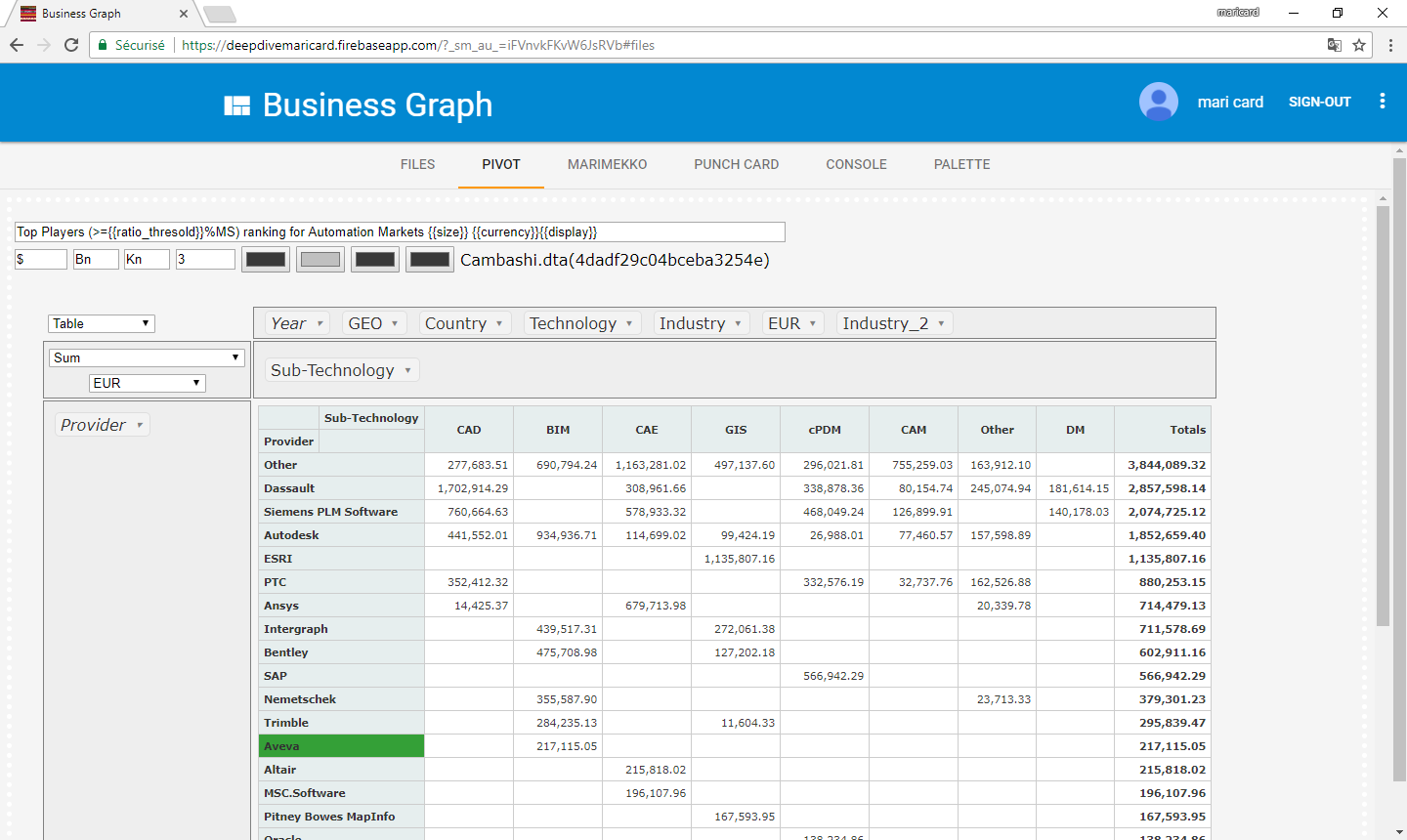


Figure 3 Pivot table screen

# Files

At start, the maricard App display the user files. Each file has an extension name

|  |  |
| --- | --- |
| Extension | Definition |
| .dta | Data table |
| .mmk | Marimekko file |
| .pcd | Punch Card file |
| .pvt | Pivot file |

The following files attributes are displayed in the file list

* A file name (provided by the user)
* A creation date
* A size in byte
* An internal type (application/json)
* A UUID: a unique identifier

To “open a file”, select the check box and using the menu , select the action per the file selected or

* Show File to see the text content
* Copy File to make a copy of a File
* Rename File to rename it
* Delete Files (you can check more than one)

One special menu item “Make Pivot from dta” allows to create a pivot file, based upon the .dta file. Like that, you can have many pivots based upon the same data table which make clear you are using the same base ground.

The .dta reference associated with a pivot is displayed on the pivot screen (second line from the top)

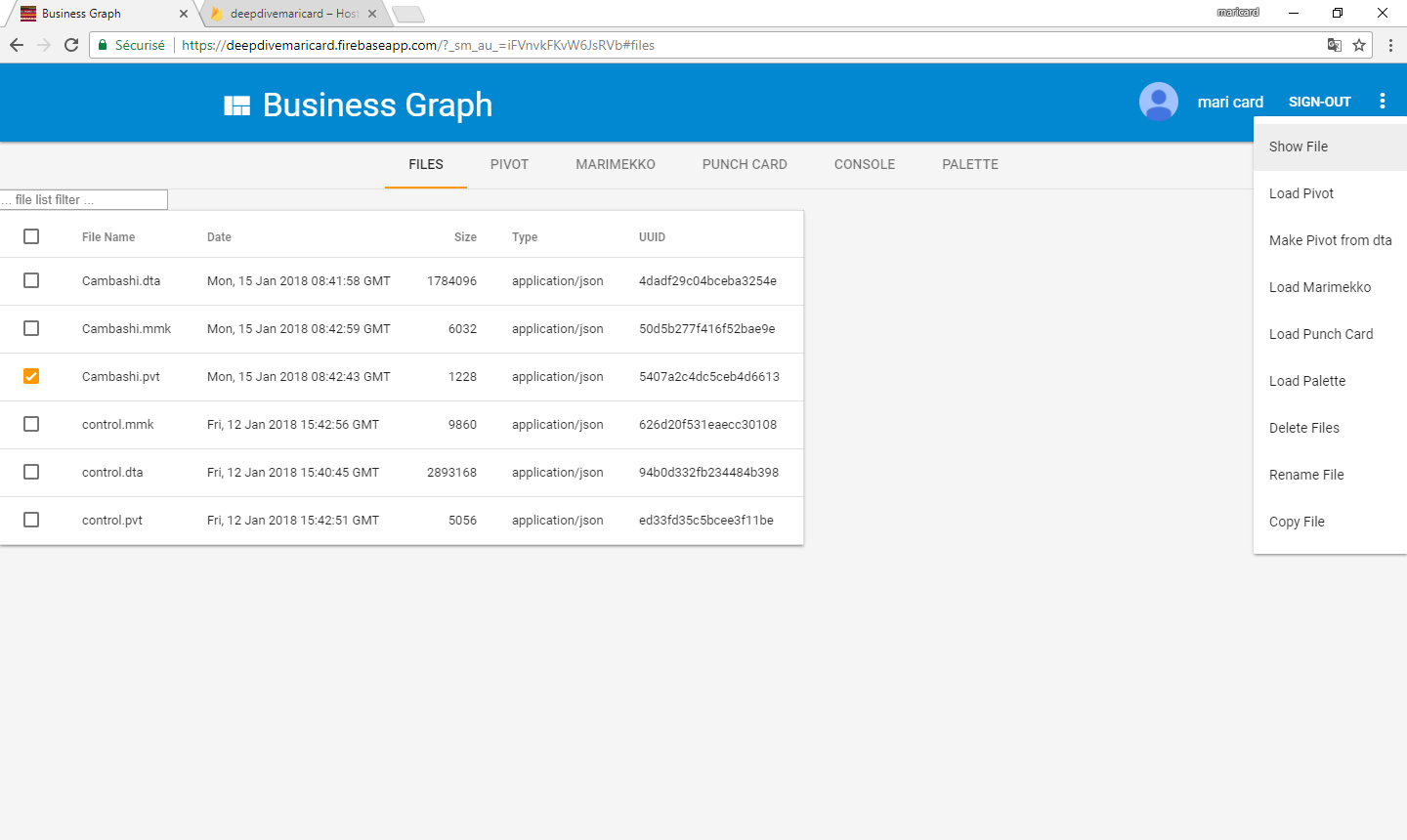


Figure 4 File listing and Menus

# Pivot

For pivot table, one can

* Create a pivot table with a .csv file located in its desktop
* Edit the pivot table with two different settings
  + One for a Marimekko graph
  + Another for a Punch Card graph
* Save (modify existing) or Save As (newly created) the pivot table
* Generate graphs
  + Marimekko
  + Punch Card

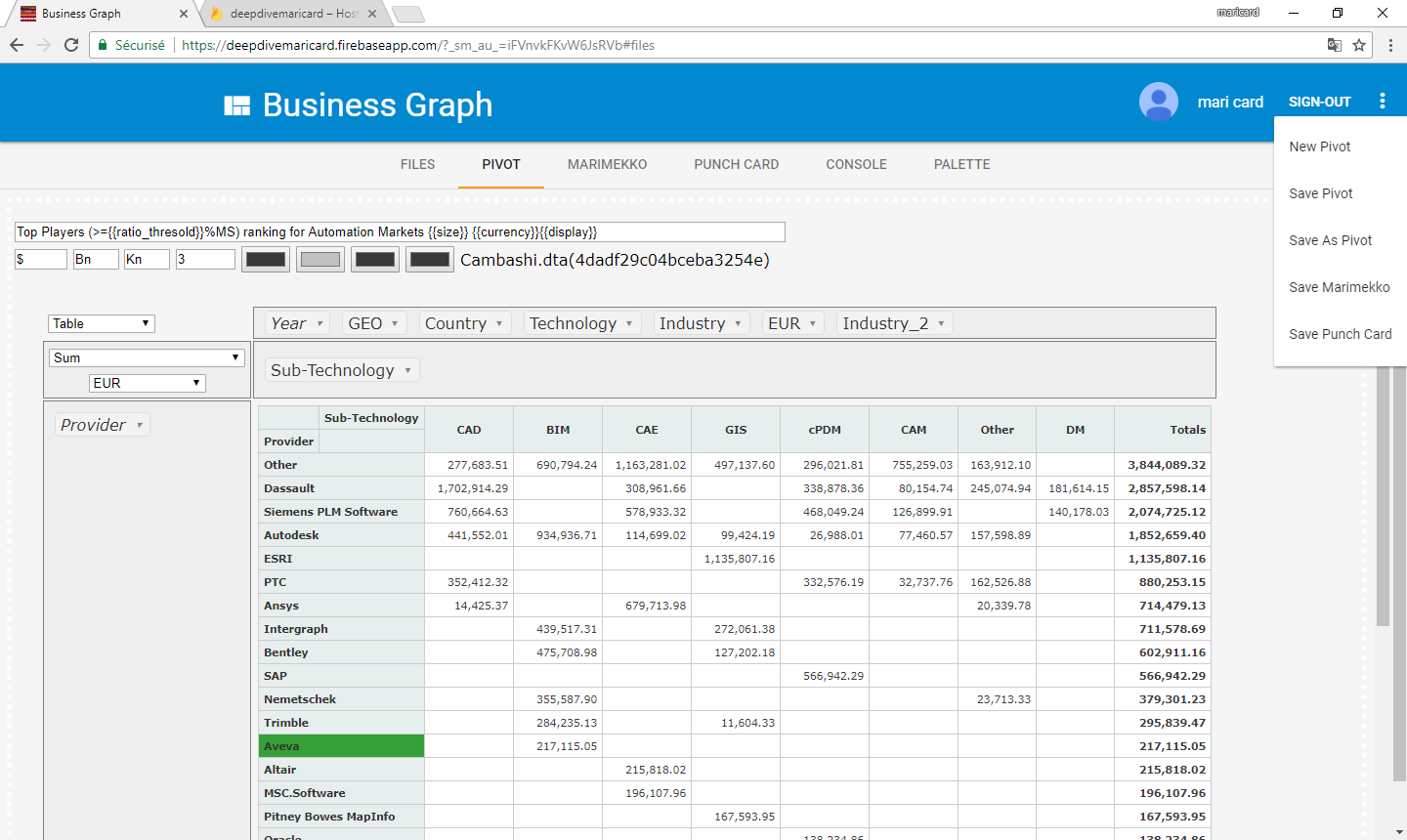
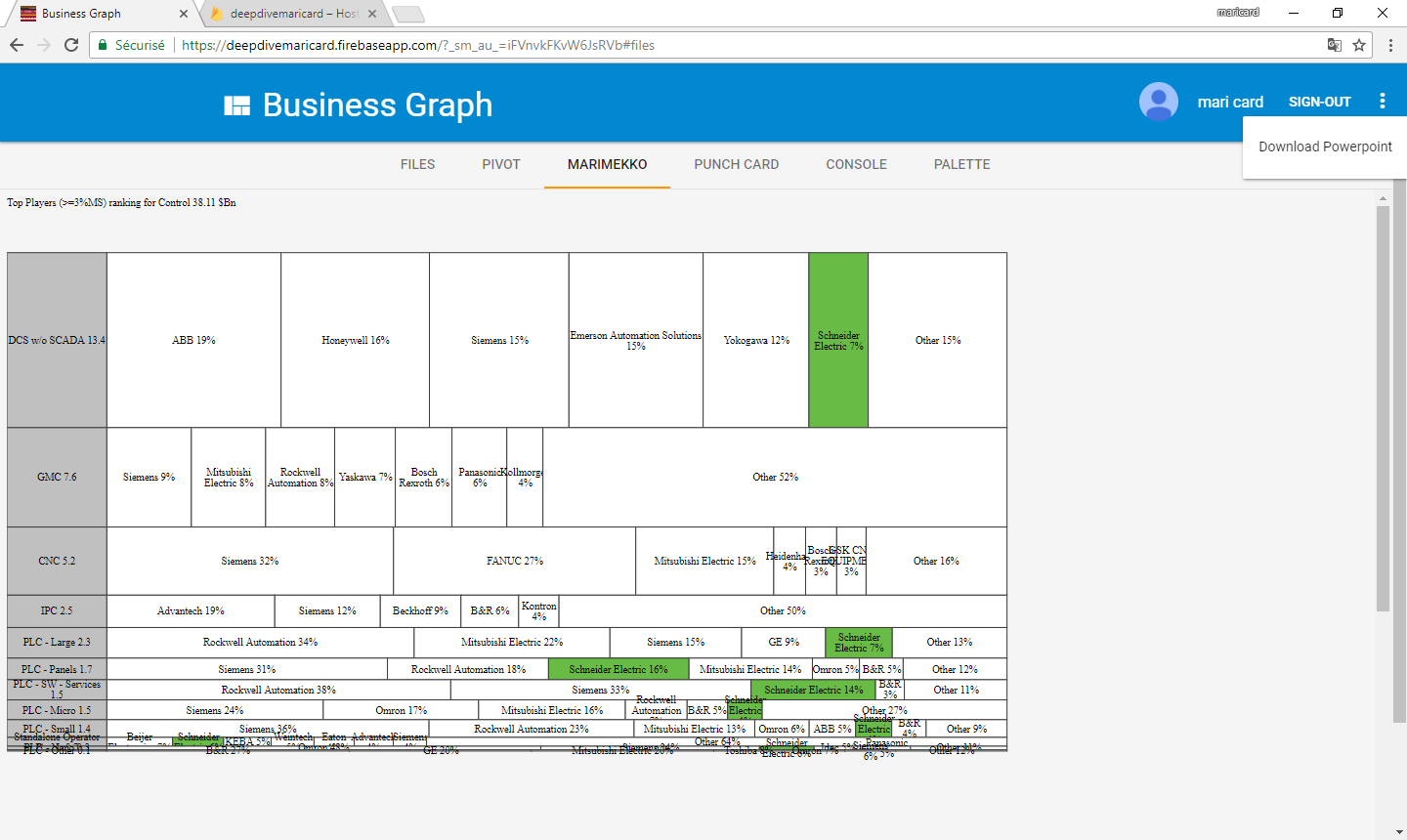


Figure 5 Pivot Menus

## Setup pivot for Marimekko

## Setup pivot for Punch Card

# Marimekko



# Punch Card

# Prepare a CSV file

# Console

# Palette

# Maricard App details

The maricard (contraction of Marimekko + Punch Card) has the following resources

|  |  |
| --- | --- |
| Apps URL | <https://deepdivemaricard.firebaseapp.com> |
| Maricard admin google account | Gmail address: maricardse@gmail.com  Password: maricardse.carros  Use this credential to manage the firebase application  <https://console.firebase.google.com/>  On needs to open the above link while using a chrome session using maricard admin credential  Regular users don’t (shouldn’t) use this credential |
| Firebase app | The app in firebase admin console is deepdivemaricard |
| GitHub account | user: maricad  passwd: maricard06.vence  <https://github.com/maricad>  This is where the source code of the Firebase App is stored for development and test |

To access maricard App, one must have a google account. If you don’t want to use the maricard admin account and if you don’t have a google account, you can create one using the directions given there: <https://accounts.google.com/SignUp?hl=en>.

It can be handy to manage a set of google user accounts if you need to keep track of graphs with different data sources. Use one account for each data source.