Elements

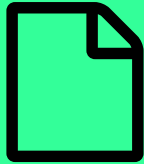**project**

A *project* is a folder which contains scenarios. A client can have one or more projects

There is one "**Master Project**" which contains the "**current plan of record**" which contains the unmodified "cubes" for any particular client
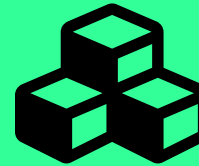
scenario template

Every scenario has a template. Currently there are two: **Strategy** and **Action.** The template determines the dimensions and values which are available for each analysis element.

scenarios
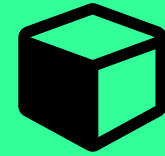
A *scenario* is a set of instructions on how to manipulate the cubes. Each scenario can manipulate zero to all of the cubes.

cubes

- Competitive Incentive Spend
- Competitive Intent
- Competitive Marketshare
- Competitive Product Lifecycle
- Competitive Vehicle Price
- Floating Base

The *cubes* are all the data related to a specific client. A *cube* is a subsection of that data. Each cube can have one or more views. Each cube has one *active* analysis element.

analysis elements

- Preloaded simulation
- Preloaded simulation
- Preloaded simulation
- Preloaded simulation
- Preloaded simulation
- Preloaded simulation

An *analysis element* is the active data within the cube. There can be one or more analysis elements within a cube, but only one can be active.

views

- view #1
- view #2
- view #n

A *view* describes how a slice of data, represented by dimensions and filters, is to be displayed.

Actions

edit

The data in an analysis element is edited to change economic inputs.

calculation

A calculation is when a scenario's cubes are processed through the client's model and the outputs (spend and KPI) are determined.

There are two types of calculation: **optimization** and **simulation**.

results

A result is when one scenario's results is compared to another's, typically the current plan of record.

Application
Version 2.2