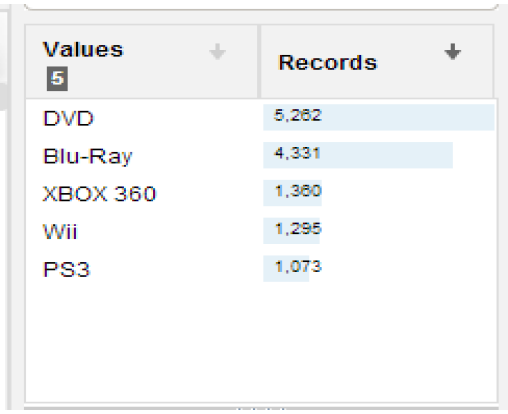
Objective 1

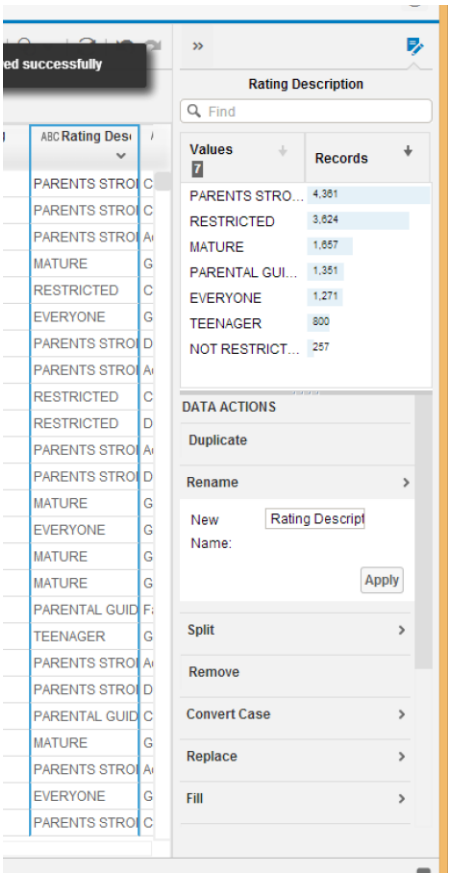
See Attached Lumira File titled VollkommerObjective1

Objective 2

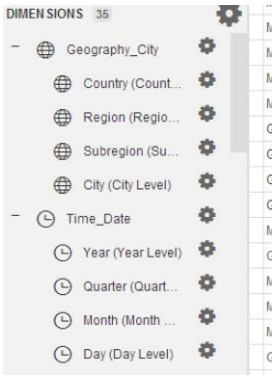
XBX 360 corrected to XBOX 360



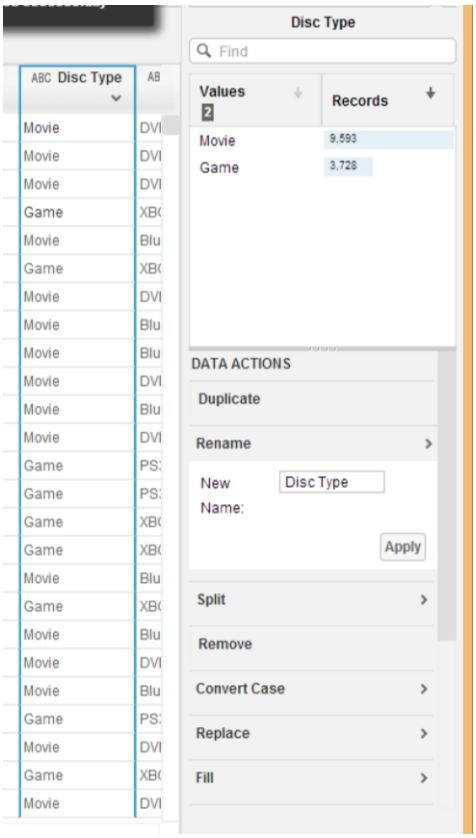
Create Rating Description



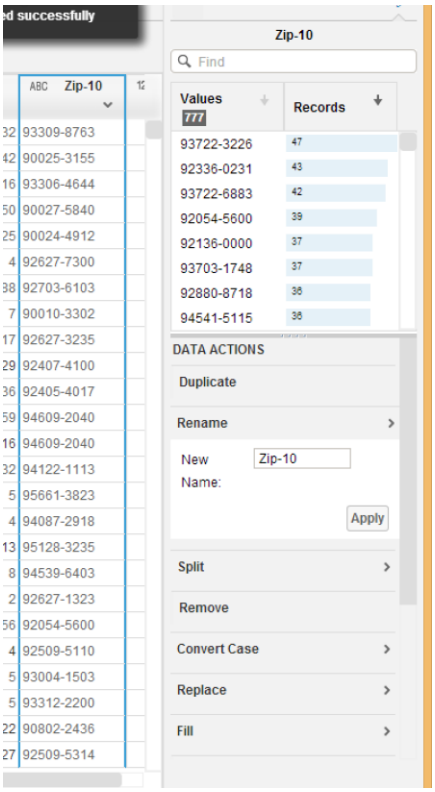
Date and Geo Hierarchy



Disc Type

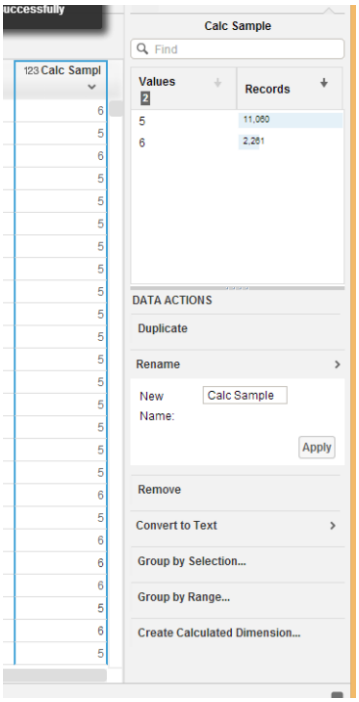


Zip-10

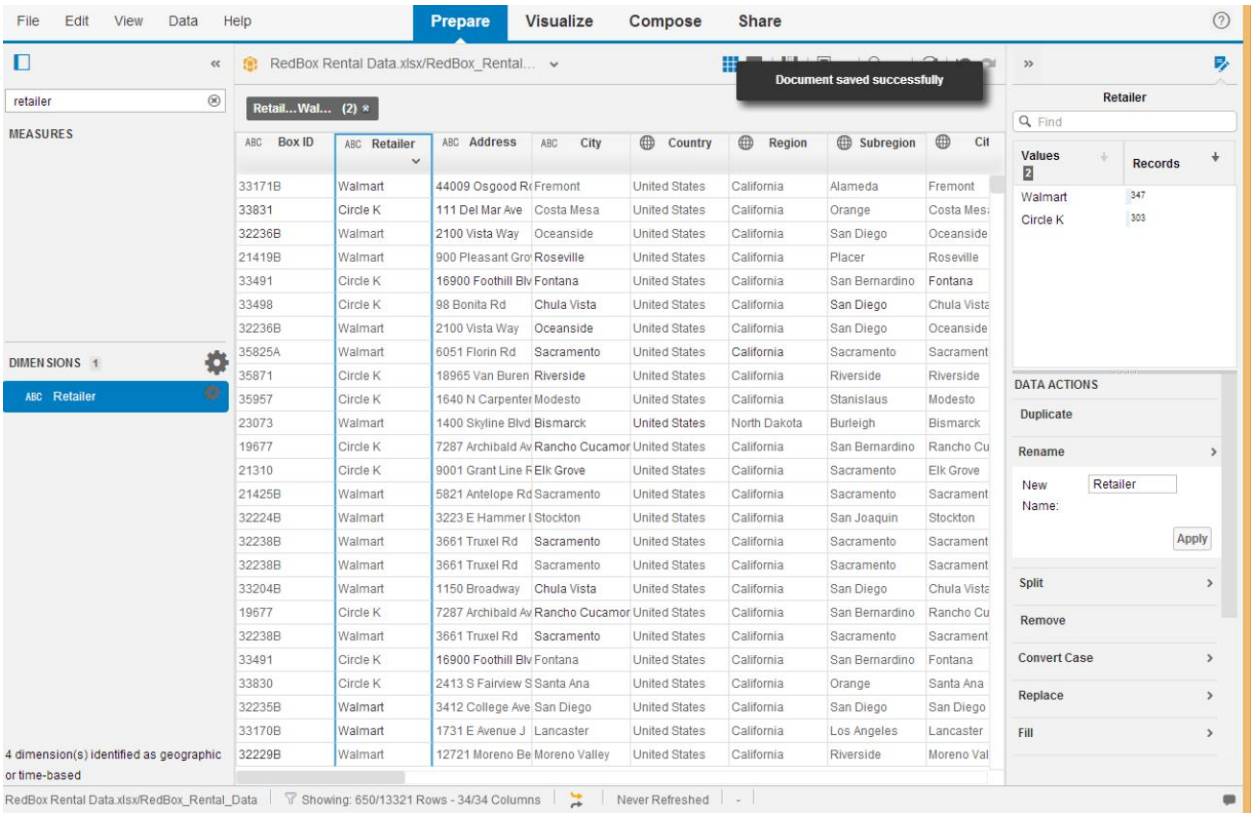


Custom Calculation

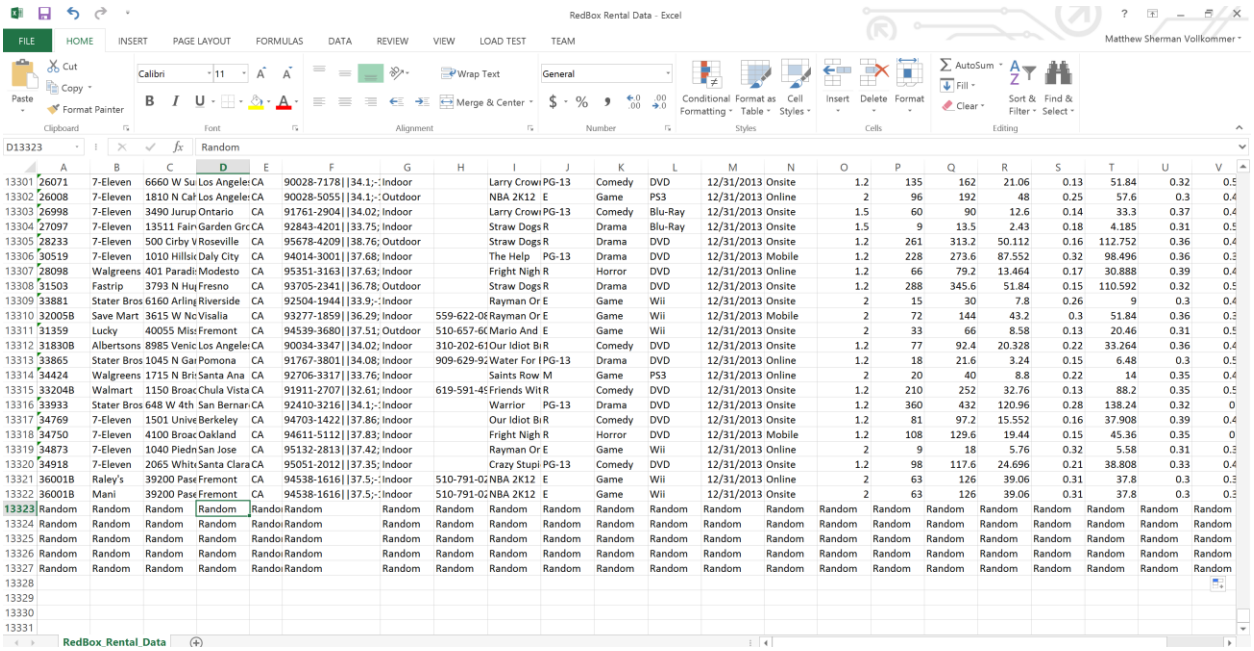
Length({Box ID})



Walmart and Circle K Filter

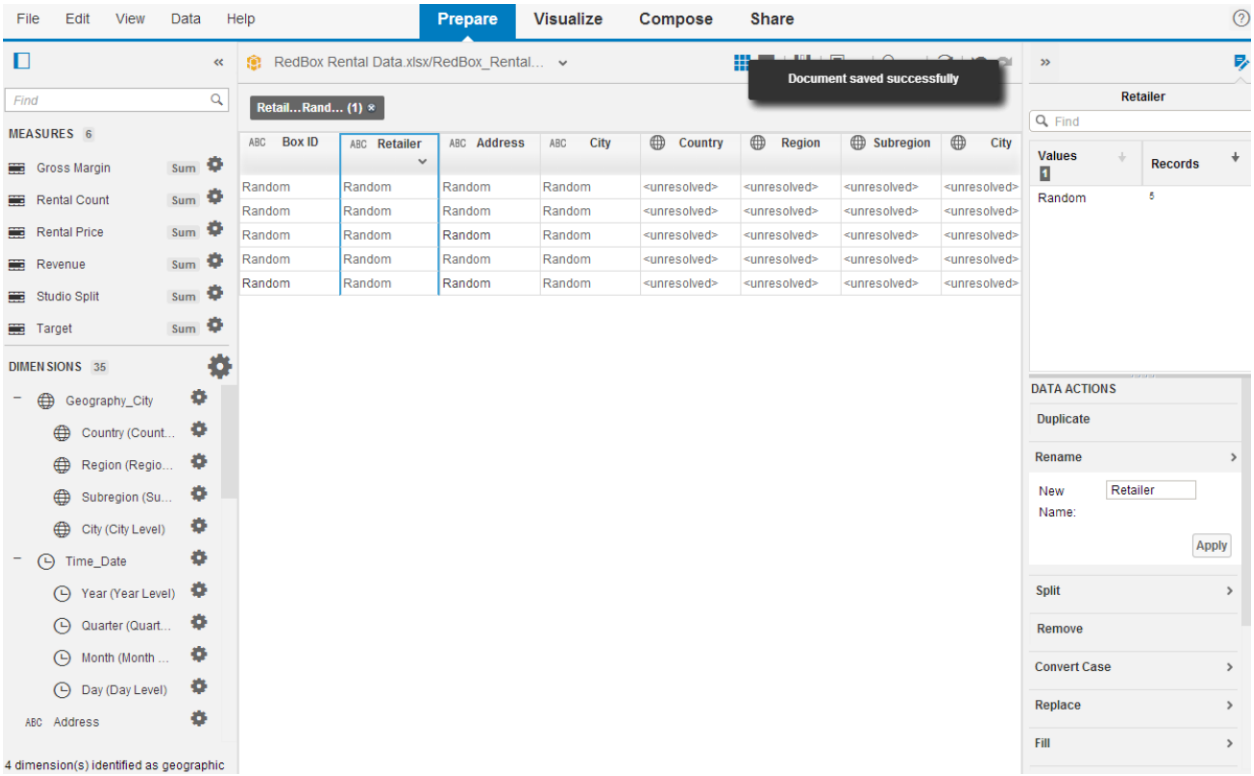


Added Random Data



Data Refreshed

Random Data added



File Saved and attached as VollkommerObjective2

Question: How many rows containing “XBOX 360” are there in your data set?

1,360

Question: How many movies versus games are in your data set?

9,593 Movies and 3,728 Games.

Did you create a calculated dimension or measure?

I created a calculated Dimension

What formula did you create?

SubString({Zip_Augmented}, 0, 10)

Objective 3

Question: Which disc type is most exceeding its target?

DVD is exceeding its target gross margin the most, by about $40,000.

How are we reserving discs?”
Rentals are made more onsite than on mobile and online combined.

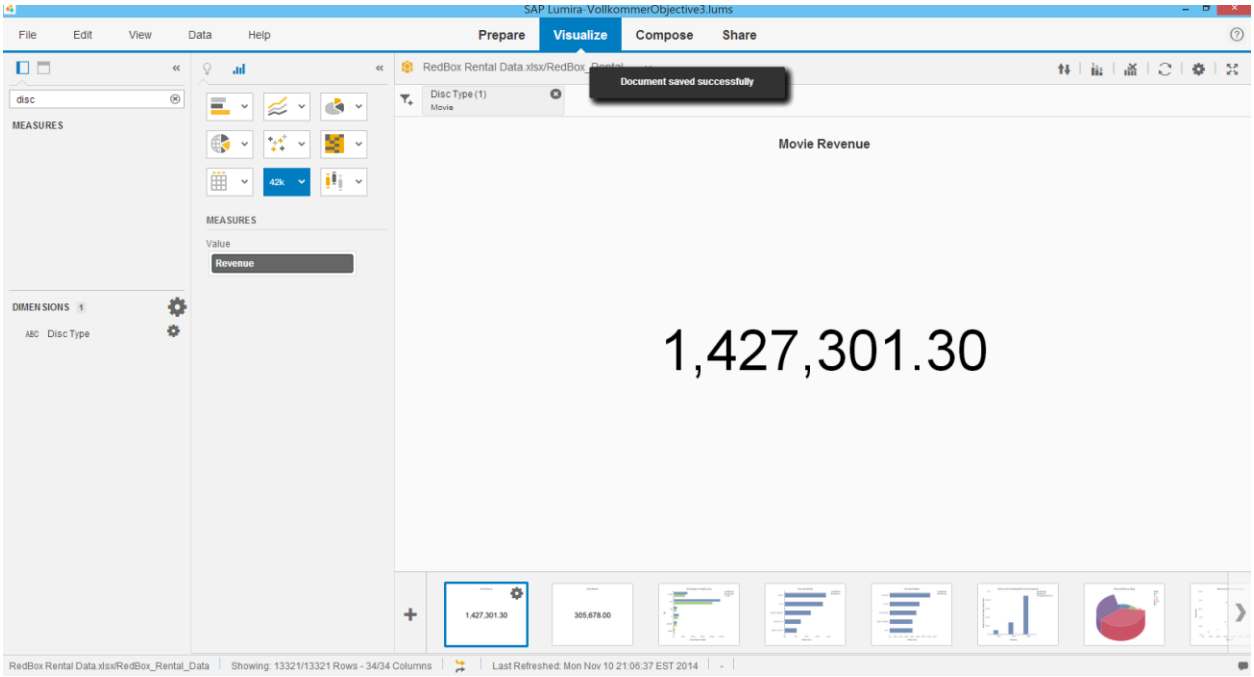
What insight into how customers reserve rentals can you discern?

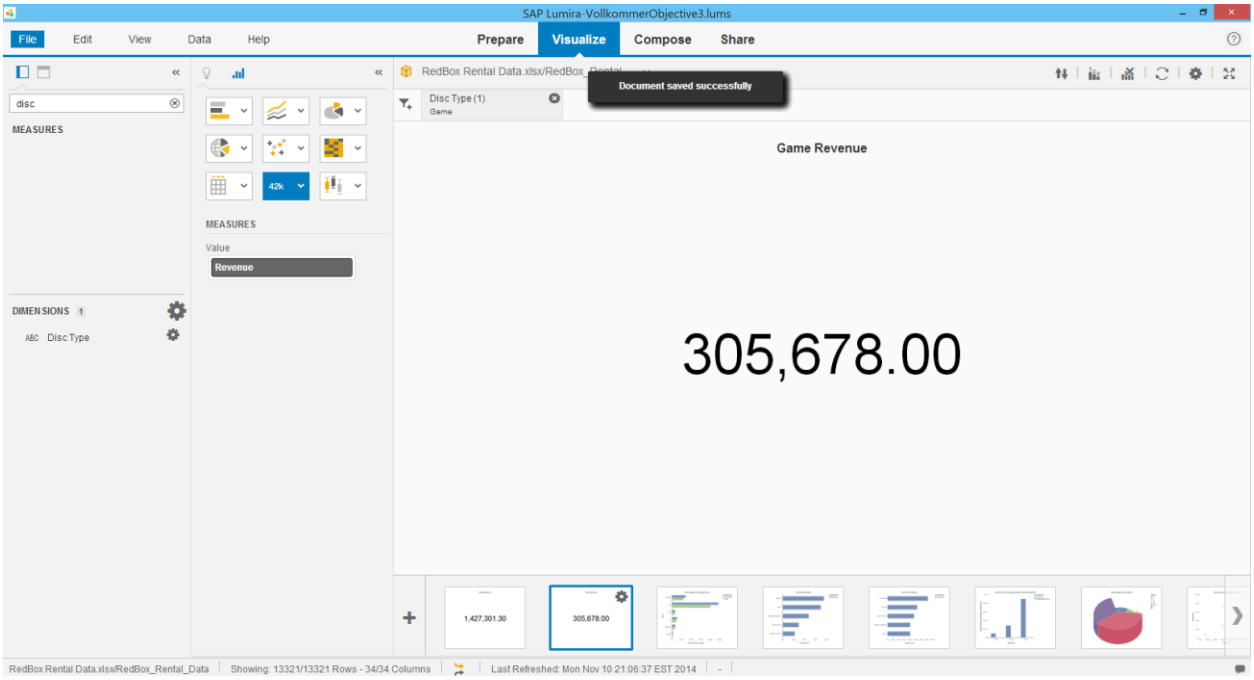
Our Customers prefer to make rentals onsite.

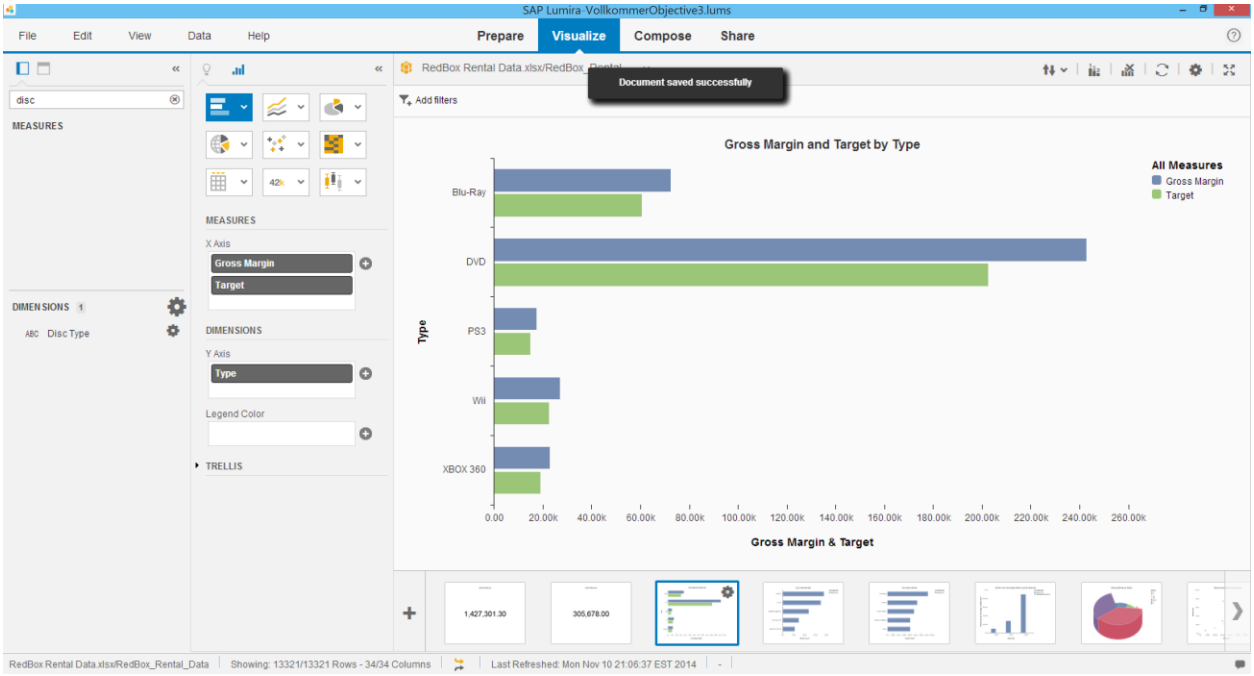
Is there an outlier on the correlation between revenue and rental price?

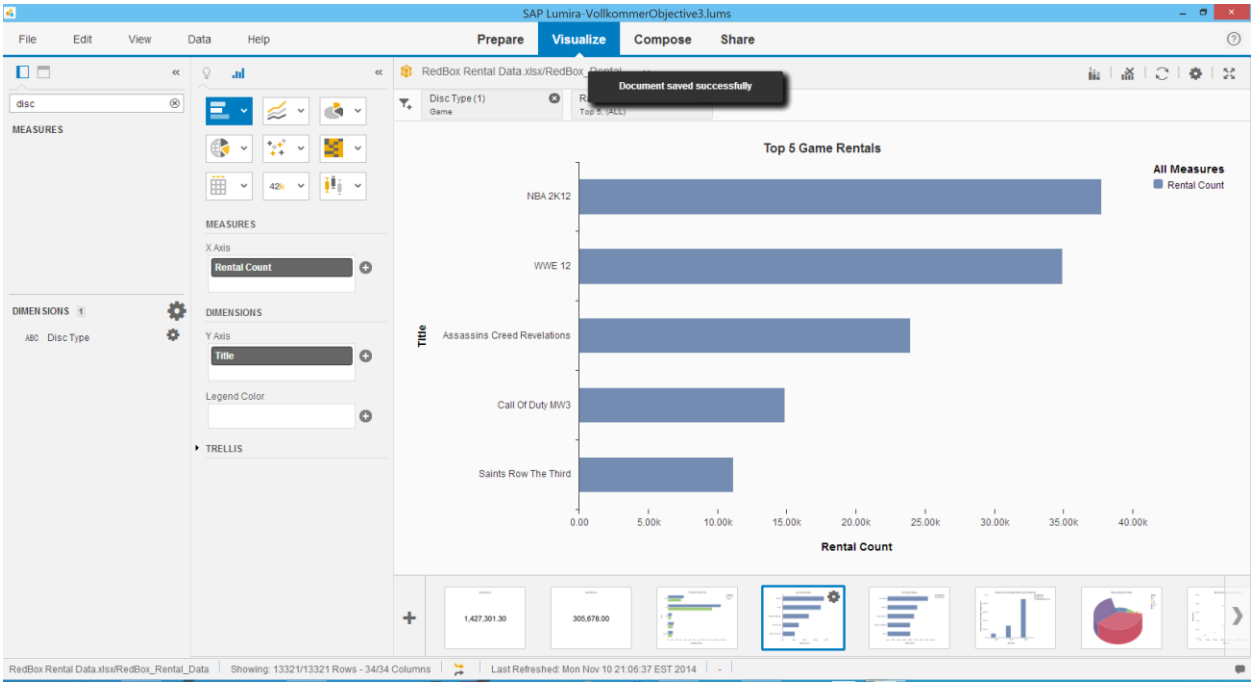
Yes, the game genre appears to be an outlier.

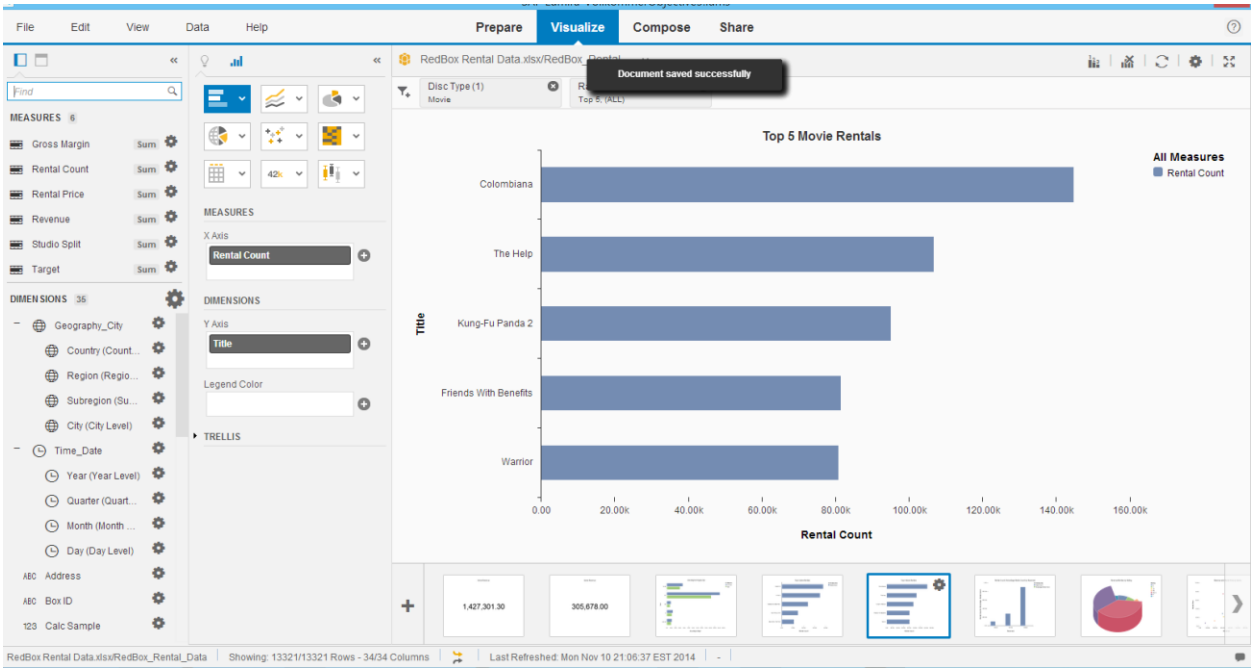
Below are all charts/graphs made in objective 3

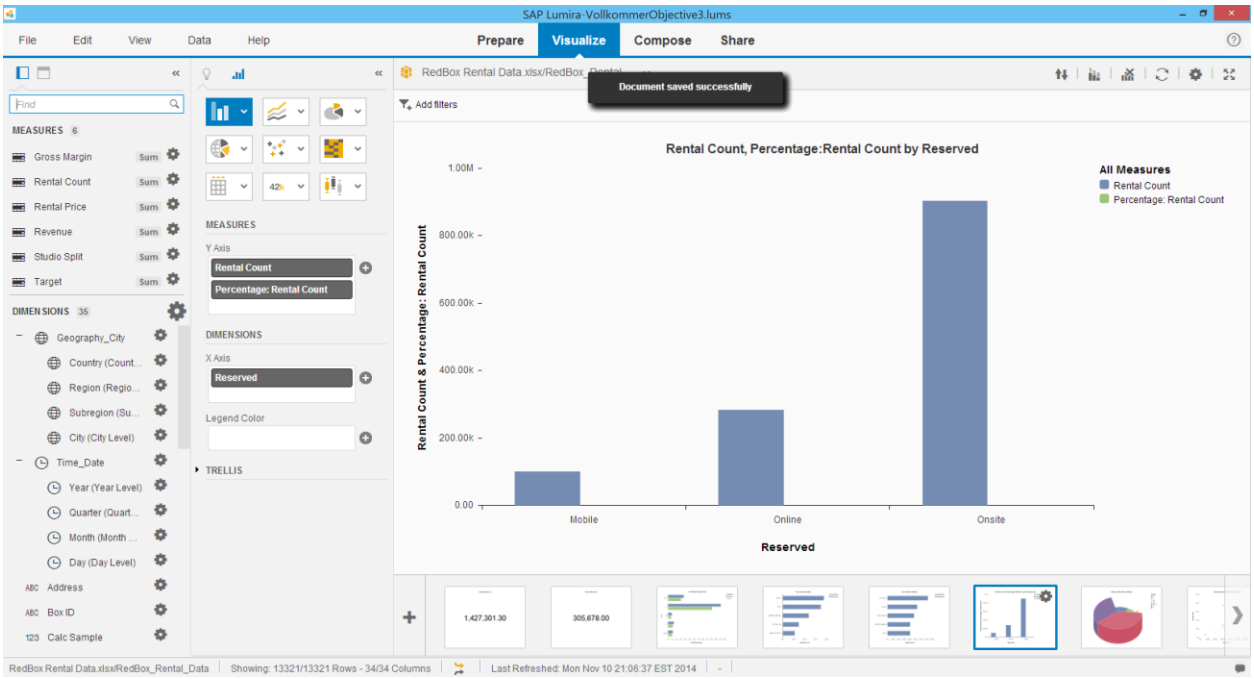


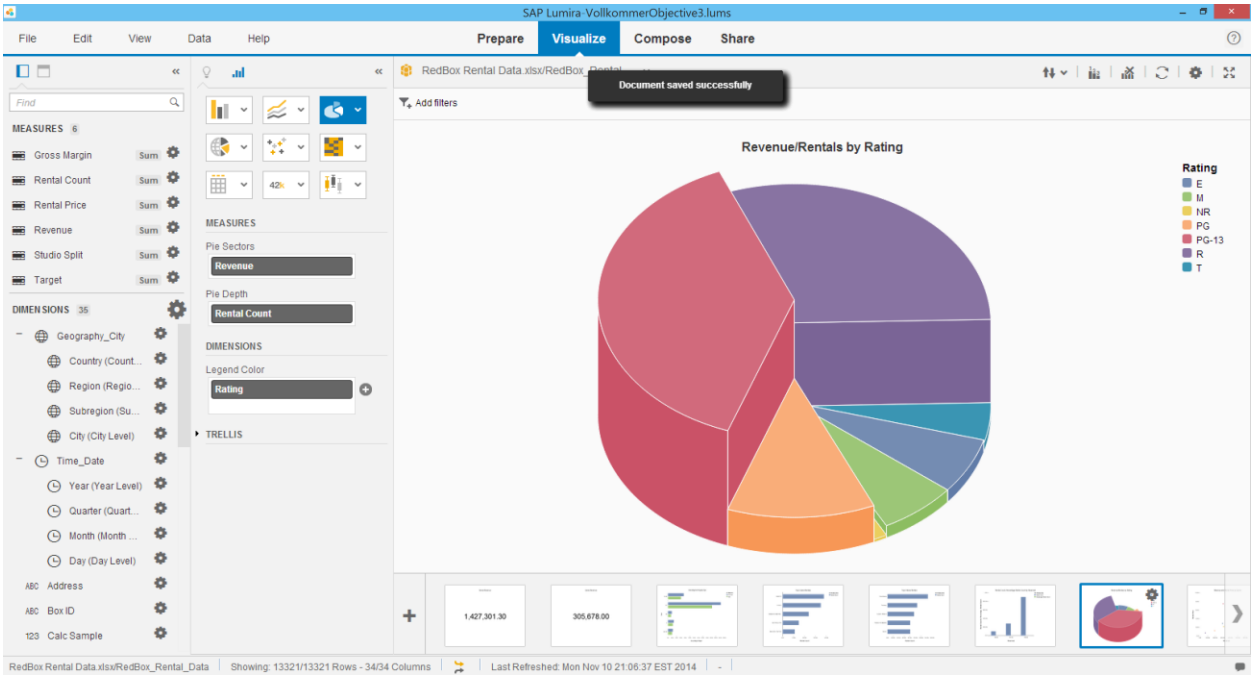

SAP Lumira-VollkommerObjective3.lums
File
Edit
View
Data
Help
Prepare
Visualize
Compose
Share
Document saved successfully
disc
MEASURES
DIMENSIONS
Disc Type
Value
Revenue
Disc Type (1)
Game
Game Revenue
305,678.00
RedBox Rental Data.xlsx/RedBox_Rental_Data
Showing: 13321/13321 Rows - 34/34 Columns
Last Refreshed: Mon Nov 10 21:06:37 EST 2014

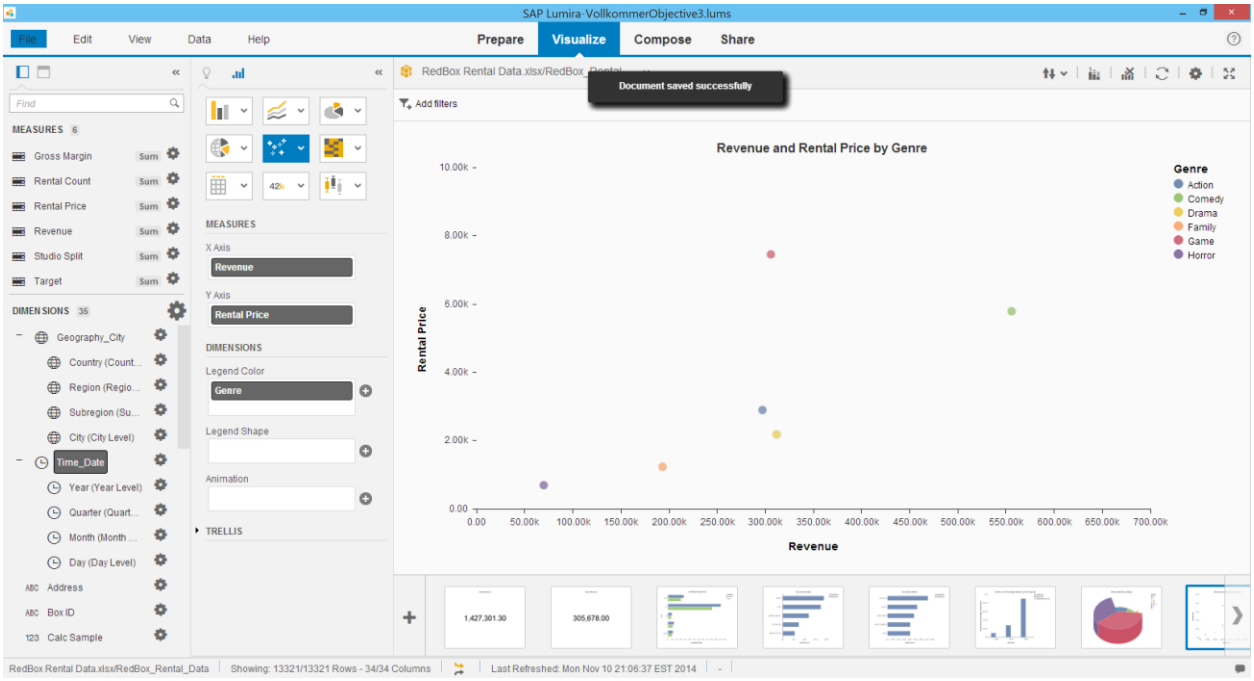

SAP Lumira-VollkommerObjective3.lums
File
Edit
View
Data
Help
Prepare
Visualize
Compose
Share
Document saved successfully
Add filters
disc
MEASURES
DIMENSIONS
Disc Type
X Axis
Gross Margin
Target
Y Axis
Type
Legend Color
TRELLIS
Gross Margin and Target by Type
All Measures
Gross Margin
Target
Blu-Ray
DVD
PS3
Wii
XBOX 360
Type
0.00
20.00k
40.00k
60.00k
80.00k
100.00k
120.00k
140.00k
160.00k
180.00k
200.00k
220.00k
240.00k
260.00k
Gross Margin & Target
RedBox Rental Data.xlsx/RedBox_Rental_Data
Showing: 13321/13321 Rows - 34/34 Columns
Last Refreshed: Mon Nov 10 21:06:37 EST 2014

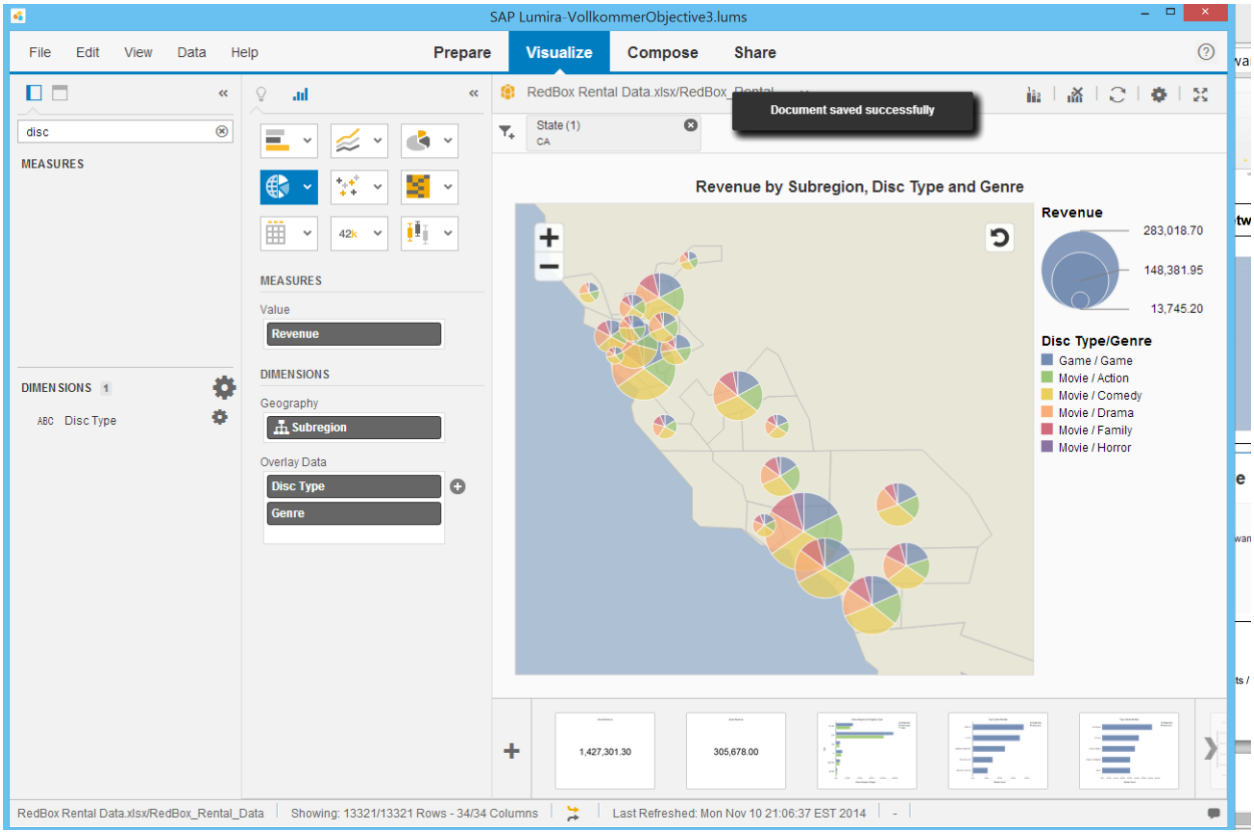

SAP Lumira-VollkommerObjective3.lums
File Edit View Data Help
Prepare Visualize Compose Share
Document saved successfully
Top 5 Game Rentals
All Measures
Rental Count
NBA 2K12
WWE 12
Assassins Creed Revelations
Call Of Duty MW3
Saints Row The Third
Title
0.00 5.00k 10.00k 15.00k 20.00k 25.00k 30.00k 35.00k 40.00k
Rental Count


File Edit View Data Help
Prepare Visualize Compose Share
Document saved successfully
Top 5 Movie Rentals
All Measures
Rental Count
Colombiana
The Help
Kung-Fu Panda 2
Friends With Benefits
Warrior
Title
0.00 20.00k 40.00k 60.00k 80.00k 100.00k 120.00k 140.00k 160.00k
Rental Count


SAP Lumira-VollkommerObjective3.lums
File Edit View Data Help
Prepare Visualize Compose Share
Document saved successfully
Add filters
Rental Count, Percentage:Rental Count by Reserved
All Measures
Rental Count
Percentage: Rental Count
Rental Count & Percentage: Rental Count
1.00M
800.00k
600.00k
400.00k
200.00k
0.00
Mobile
Online
Onsite
Reserved
MEASURES
Y Axis
Rental Count
Percentage: Rental Count
DIMENSIONS
X Axis
Reserved
Legend Color
TRELLIS
Gross Margin
Rental Count
Rental Price
Revenue
Studio Split
Target
Geography_City
Time_Date
Address
Box ID
Calc Sample
RedBox Rental Data.xlsx/RedBox_Rental_Data
Showing: 13321/13321 Rows - 34/34 Columns
Last Refreshed: Mon Nov 10 21:06:37 EST 2014

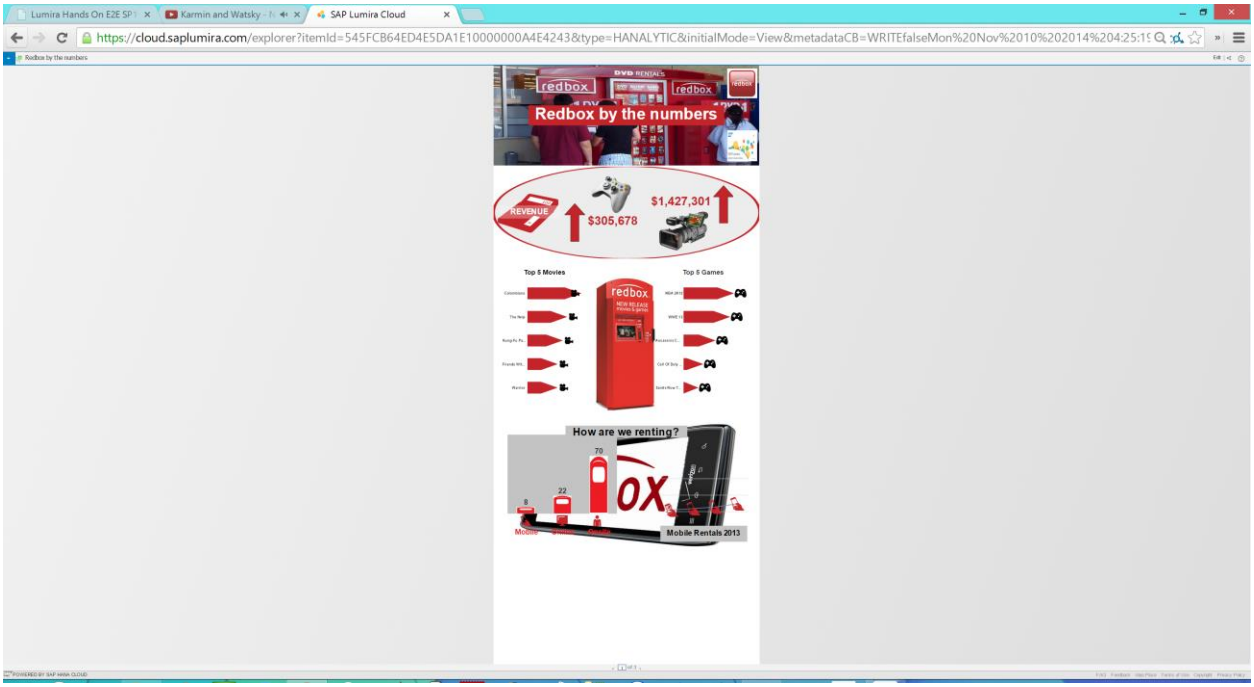

SAP Lumira-VollkommerObjective3.lums
File Edit View Data Help
Prepare Visualize Compose Share
Document saved successfully
Add filters
Revenue/Rentals by Rating
Rating
E
M
NR
PG
PG-13
R
T
MEASURES
Pie Sectors
Revenue
Pie Depth
Rental Count
DIMENSIONS
Legend Color
Rating
TRELLIS
Gross Margin
Rental Count
Rental Price
Revenue
Studio Split
Target
Geography_City
Time_Date
Address
Box ID
Calc Sample
RedBox Rental Data.xlsx/RedBox_Rental_Data
Showing: 13321/13321 Rows - 34/34 Columns
Last Refreshed: Mon Nov 10 21:06:37 EST 2014

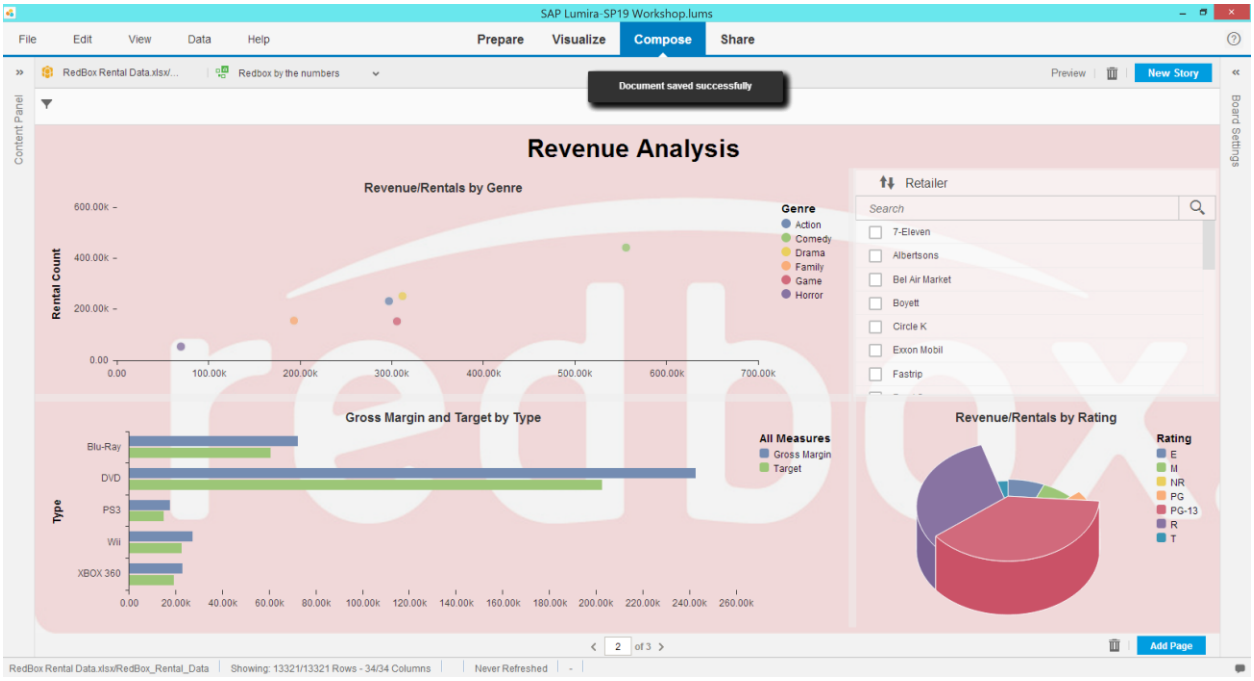


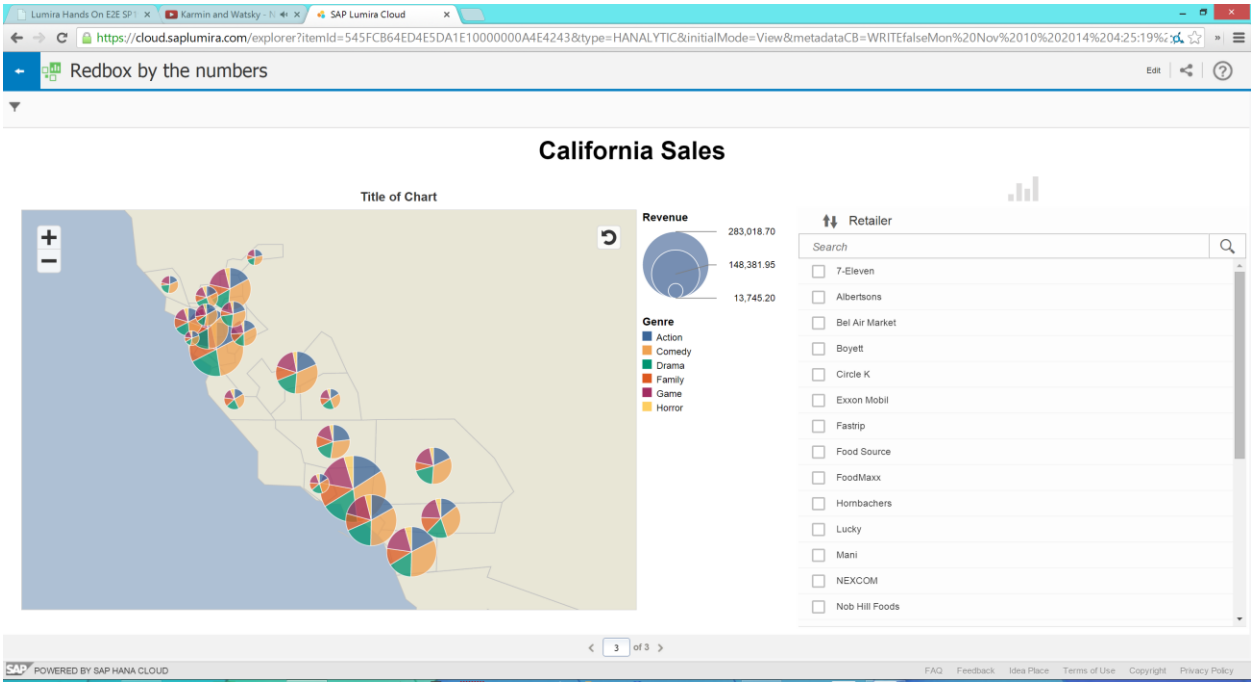


Objective 4

Storyboard on Lumira


Redbox by the numbers
REVENUE
$305,678
$1,427,301
Top 5 Movies
Top 5 Games
How are we renting?
Mobile Rentals 2013


SAP Lumira-SP19 Workshop.lums
File Edit View Data Help
Prepare Visualize Compose Share
Document saved successfully
Preview
New Story
Revenue Analysis
Revenue/Rentals by Genre
Rental Count
Genre
Action
Comedy
Drama
Family
Game
Horror
Retailer
Search
7-Eleven
Albertsons
Bel Air Market
Boyett
Circle K
Exxon Mobil
Fastrip
Gross Margin and Target by Type
Type
Blu-Ray
DVD
PS3
Wii
XBOX 360
All Measures
Gross Margin
Target
Revenue/Rentals by Rating
Rating
E
M
NR
PG
PG-13
R
T
Add Page



Write 1-2 paragraphs in which you describe your general impression of Lumira. How does it compare to other software we've used. What do you like/dislike about it? Should I continue to include this software project in this course? Any other comments.

I really enjoyed Lumira. I liked it better than the other software we have surveyed, including tableua. I find its data cleansing capabilities to be powerful and useful. I dislike that there were some bugs dealing with text boxes not disappearing. However, this is probably due to the retina-esque resolution of my laptop. I believe that we should learn each software like we did with Lumira, a guided self-study. And then we should do detective work with different data sets and present it as a group as we did in the tableau project. I think that would be the best way to learn the material and have experience using it in an ambiguous environment.