

Objective 1

See Attached Lumira File titled VollkommerObjective1

Objective 2

XBX 360 corrected to XBOX 360

Values	Records
DVD	5,262
Blu-Ray	4,331
XBOX 360	1,380
Wii	1,295
PS3	1,073

Create Rating Description

ed successfully

Rating Description

Find

Values	Records
PARENTS STRO...	4,361
RESTRICTED	3,624
MATURE	1,657
PARENTAL GUI...	1,351
EVERYONE	1,271
TEENAGER	800
NOT RESTRICT...	257

DATA ACTIONS

Duplicate

Rename

New Rating Descrip

Name:

Apply

Split

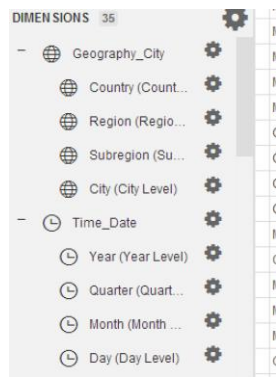
Remove

Convert Case

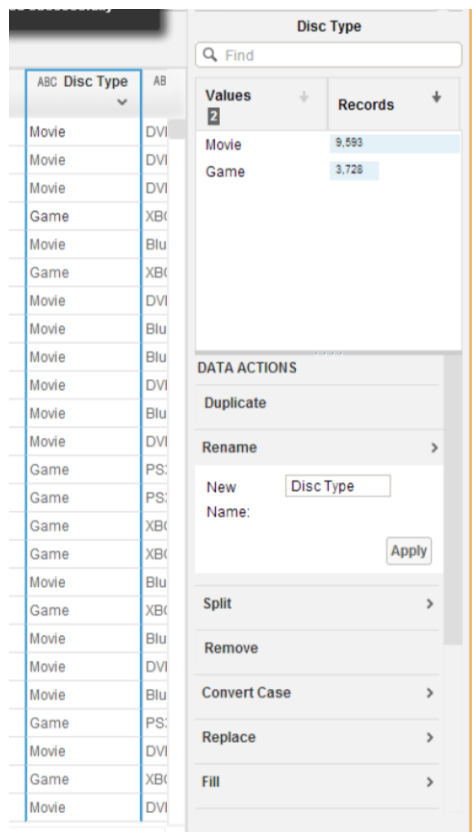
Replace

Fill

Date and Geo Hierarchy



Disc Type



Zip-10

Zip-10

ABC	Zip-10
93309-8763	
90025-3155	
93306-4644	
90027-5840	
90024-4912	
92627-7300	
92703-6103	
90010-3302	
92627-3235	
92407-4100	
92405-4017	
94609-2040	
94609-2040	
94122-1113	
95661-3823	
94087-2918	
95128-3235	
94539-6403	
92627-1323	
92054-5600	
92509-5110	
93004-1503	
93312-2200	
90802-2436	
92509-5314	

Values	Records
93722-3226	47
92336-0231	43
93722-6883	42
92054-5600	39
92136-0000	37
93703-1748	37
92880-8718	36
94541-5115	36

DATA ACTIONS

- Duplicate
- Rename >
- New
- Name:
- Apply
- Split >
- Remove
- Convert Case >
- Replace >
- Fill >

Custom Calculation

$$\text{Length}(\{\text{Box ID}\})$$

Accessibly

Values	Records
2	
5	11,000
6	2,201

Data Actions

- Duplicate
- Rename >
- New Calc Sample Name:
- Apply
- Remove
- Convert to Text >
- Group by Selection...
- Group by Range...
- Create Calculated Dimension...

Walmart and Circle K Filter

File Edit View Data Help Prepare Visualize Compose Share

Document saved successfully

retailer

MEASURES

DIMENSIONS 1

ABC Retailer

4 dimension(s) identified as geographic or time-based

RedBox Rental Data.xlsx/RedBox_Rental... Showing: 650/13321 Rows - 34/34 Columns Never Refreshed

ABC	Box ID	ABC	Retailer	ABC	Address	ABC	City	Country	Region	Subregion	City
33171B		Walmart		44009	Osgood Rd	Fremont		United States	California	Alameda	Fremont
33831		Circle K		111	Del Mar Ave	Costa Mesa		United States	California	Orange	Costa Mesa
22236B		Walmart		2100	Vista Way	Oceanside		United States	California	San Diego	Oceanside
21419B		Walmart		900	Pleasant Gro	Roseville		United States	California	Placer	Roseville
33491		Circle K		16900	Foothill Blv	Fontana		United States	California	San Bernardino	Fontana
33498		Circle K		98	Bonita Rd	Chula Vista		United States	California	San Diego	Chula Vista
22236B		Walmart		2100	Vista Way	Oceanside		United States	California	San Diego	Oceanside
35825A		Walmart		6051	Florin Rd	Sacramento		United States	California	Sacramento	Sacramento
35871		Circle K		18965	Van Buren	Riverside		United States	California	Riverside	Riverside
35957		Circle K		1640	N Carpenter	Modesto		United States	California	Stanislaus	Modesto
23073		Walmart		1400	Skyline Blvd	Bismarck		United States	North Dakota	Burleigh	Bismarck
19677		Circle K		7287	Archibald Av	Rancho Cucamonga		United States	California	San Bernardino	Rancho Cucamonga
21310		Circle K		9001	Grant Line F	Elk Grove		United States	California	Sacramento	Elk Grove
21425B		Walmart		5821	Antelope Rd	Sacramento		United States	California	Sacramento	Sacramento
32234B		Walmart		3223	E Hammer I	Stockton		United States	California	San Joaquin	Stockton
32238B		Walmart		3661	Truxel Rd	Sacramento		United States	California	Sacramento	Sacramento
32238B		Walmart		3661	Truxel Rd	Sacramento		United States	California	Sacramento	Sacramento
33204B		Walmart		1150	Broadway	Chula Vista		United States	California	San Diego	Chula Vista
19677		Circle K		7287	Archibald Av	Rancho Cucamonga		United States	California	San Bernardino	Rancho Cucamonga
32238B		Walmart		3661	Truxel Rd	Sacramento		United States	California	Sacramento	Sacramento
33491		Circle K		16900	Foothill Blv	Fontana		United States	California	San Bernardino	Fontana
33830		Circle K		2413	S Fairview S	Santa Ana		United States	California	Orange	Santa Ana
32235B		Walmart		3412	College Ave	San Diego		United States	California	San Diego	San Diego
33170B		Walmart		1731	E Avenue J	Lancaster		United States	California	Los Angeles	Lancaster
32229B		Walmart		12721	Moreno Be	Moreno Valley		United States	California	Riverside	Moreno Valley

Values Walmart 347 Circle K 303

DATA ACTIONS

Duplicate

Rename

New Name: Retailer

Apply

Split

Remove

Convert Case

Replace

Fill

Added Random Data

RedBox Rental Data - Excel

Matthew Sherman Vollkommer

FILE HOME INSERT PAGE LAYOUT FORMULAS DATA REVIEW VIEW LOAD TEST TEAM

Clipboard Font Alignment Number

General

Conditional Formatting Styles

Insert Delete Format

Cells

Editing

D13323	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V
13301	26071	7-Eleven	6660 W Su	Los Angeles	CA	90028-7178	[34.1;-Indoor	Larry Crow	PG-13	Comedy	DVD	12/31/2013	Onsite	1.2	135	162	21.06	0.13	51.84	0.32	0.5	
13302	26008	7-Eleven	1810 N Cal	Los Angeles	CA	90028-5055	[34.1;-Outdoor	NBA 2K12	E	Game	PS3	12/31/2013	Online	2	96	192	48	0.25	57.6	0.3	0.4	
13303	26998	7-Eleven	3490 Jurup	Ontario	CA	91761-2904	[34.02;Indoor	Larry Crow	PG-13	Comedy	Blu-Ray	12/31/2013	Onsite	1.5	60	90	12.6	0.14	33.3	0.37	0.4	
13304	27097	7-Eleven	13511 Fain	Garden Grc	CA	92843-4201	[33.75;Indoor	Straw Dogs	R	Drama	Blu-Ray	12/31/2013	Onsite	1.5	9	13.5	2.43	0.18	4.185	0.31	0.5	
13305	28233	7-Eleven	500 Cirby	V Roseville	CA	95678-4209	[38.76;Outdoor	Straw Dogs	R	Drama	DVD	12/31/2013	Onsite	1.2	261	313.2	50.112	0.16	112.752	0.36	0.4	
13306	30519	7-Eleven	1010 Hillis	Daly City	CA	94014-3001	[37.68;Indoor	The Help	PG-13	Drama	DVD	12/31/2013	Mobile	1.2	228	273.6	87.552	0.32	96.496	0.36	0.3	
13307	28098	Walgreens	401 Parsdi	Modesto	CA	95351-3163	[37.63;Indoor	Fright Nigh	R	Horror	DVD	12/31/2013	Online	1.2	66	79.2	13.464	0.17	30.888	0.39	0.4	
13308	31503	Fastrip	3793 N Hu	Fresno	CA	93705-2341	[36.78;Outdoor	Straw Dogs	R	Drama	DVD	12/31/2013	Onsite	1.2	288	345.6	51.84	0.15	110.592	0.32	0.5	
13309	33881	Stater Bros	6160 Arling	Riverside	CA	92504-1944	[33.9;-Indoor	Rayman Or	E	Game	Wii	12/31/2013	Onsite	2	15	30	7.8	0.26	9	0.3	0.4	
13310	32005B	Save Mart	3615 W No	Visalia	CA	93277-1859	[36.29;Indoor	559-622-06	Rayman Or	E	Game	Wii	12/31/2013	Mobile	2	72	144	43.2	0.3	51.84	0.36	0.3
13311	31359	Lucky	40055 Mls	Fremont	CA	94539-3680	[37.51;Outdoor	510-657-61	Mario And	E	Game	Wii	12/31/2013	Onsite	2	33	66	8.58	0.13	20.46	0.31	0.5
13312	31830B	Albertsons	8985 Venic	Los Angeles	CA	90034-3347	[34.02;Indoor	310-202-61	Our Idiot	Bl R	Comedy	DVD	12/31/2013	Onsite	1.2	77	92.4	20.328	0.22	33.264	0.36	0.4
13313	33865	Stater Bros	1045 N Gai	Pomona	CA	91767-3801	[34.08;Indoor	909-629-92	Water For	PG-13	Drama	DVD	12/31/2013	Online	1.2	18	21.6	3.24	0.15	6.48	0.3	0.5
13314	34424	Walgreens	1715 N Bri	Santa Ana	CA	92706-3317	[33.76;Indoor	Saints Row	M	Game	PS3	12/31/2013	Online	2	20	40	8.8	0.22	14	0.35	0.4	
13315	33204B	Walmart	1150 Broac	Chula Vista	CA	91911-2707	[32.61;Indoor	619-591-45	Friends With	R	Comedy	DVD	12/31/2013	Onsite	1.2	210	252	32.76	0.13	88.2	0.35	0.5
13316	33933	Stater Bros	648 W 4th	San Bernar	CA	92410-3216	[34.1;-Indoor	Warrior	PG-13	Drama	DVD	12/31/2013	Onsite	1.2	360	432	120.96	0.28	138.24	0.32	0	
13317	34769	7-Eleven	1501 Unive	Berkeley	CA	94703-1422	[37.86;Indoor	Our Idiot	Bl R	Comedy	DVD	12/31/2013	Onsite	1.2	81	97.2	15.552	0.16	37.908	0.39	0.4	
13318	34750	7-Eleven	4100 Broac	Oakland	CA	94611-5112	[37.83;Indoor	Fright Nigh	R	Horror	DVD	12/31/2013	Mobile	1.2	108	129.6	19.44	0.15	45.36	0.35	0	
13319	34873	7-Eleven	1040 Piedn	San Jose	CA	95132-2813	[37.42;Indoor	Rayman Or	E	Game	Wii	12/31/2013	Online	2	9	18	5.76	0.32	5.58	0.31	0.3	
13320	34918	7-Eleven	2065 White	Santa Clara	CA	95051-2012	[37.35;Indoor	Crazy Stupi	PG-13	Comedy	DVD	12/31/2013	Onsite	1.2	98	117.6	24.696	0.21	38.808	0.33	0.4	
13321	36001B	Raley's	39200 Pass	Fremont	CA	94538-1616	[37.5;-Indoor	510-791-02	NBA 2K12	E	Game	Wii	12/31/2013	Online	2	63	126	39.06	0.11	37.8	0.3	0.3
13322	36001B	Mani	39200 Pass	Fremont	CA	94538-1616	[37.5;-Indoor	510-791-02	NBA 2K12	E	Game	Wii	12/31/2013	Online	2	63	126	39.06	0.11	37.8	0.3	0.3
13323	Random	Random	Random	Random	Random	Random	Random	Random	Random	Random	Random	Random	Random	Random	Random	Random	Random	Random	Random	Random	Random	Random
13324	Random	Random	Random	Random	Random	Random	Random	Random	Random	Random	Random	Random	Random	Random	Random	Random	Random	Random	Random	Random	Random	Random
13325	Random	Random	Random	Random	Random	Random	Random	Random	Random	Random	Random	Random	Random	Random	Random	Random	Random	Random	Random	Random	Random	Random
13326	Random	Random	Random	Random	Random	Random	Random	Random	Random	Random	Random	Random	Random	Random	Random	Random	Random	Random	Random	Random	Random	Random
13327	Random	Random	Random	Random	Random	Random	Random	Random	Random	Random	Random	Random	Random	Random	Random	Random	Random	Random	Random	Random	Random	Random
13328																						
13329																						
13330																						
13331																						

RedBox Rental Data

Data Refreshed

Last Refreshed: Mon Nov 10 20:52:22 EST 2014

Random Data added

The screenshot shows the Lumira software interface. The top menu bar includes File, Edit, View, Data, Help, Prepare (active), Visualize, Compose, and Share. A notification bubble says "Document saved successfully". The main area displays a table with columns: Box ID, Retailer, Address, City, Country, Region, Subregion, and City. The data is random. The left sidebar shows MEASURES (Gross Margin, Rental Count, Rental Price, Revenue, Studio Split, Target) and DIMENSIONS (Geography_City, Country (Count...), Region (Region...), Subregion (Subregion...), City (City Level), Time_Date, Year (Year Level), Quarter (Quarter...), Month (Month...), Day (Day Level), and ABC Address). The right sidebar shows a "Retailer" filter with a "Values" section showing "Random" and "Records" showing "5". The bottom right shows "DATA ACTIONS" including Duplicate, Rename, Split, Remove, Convert Case, Replace, and Fill.

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.

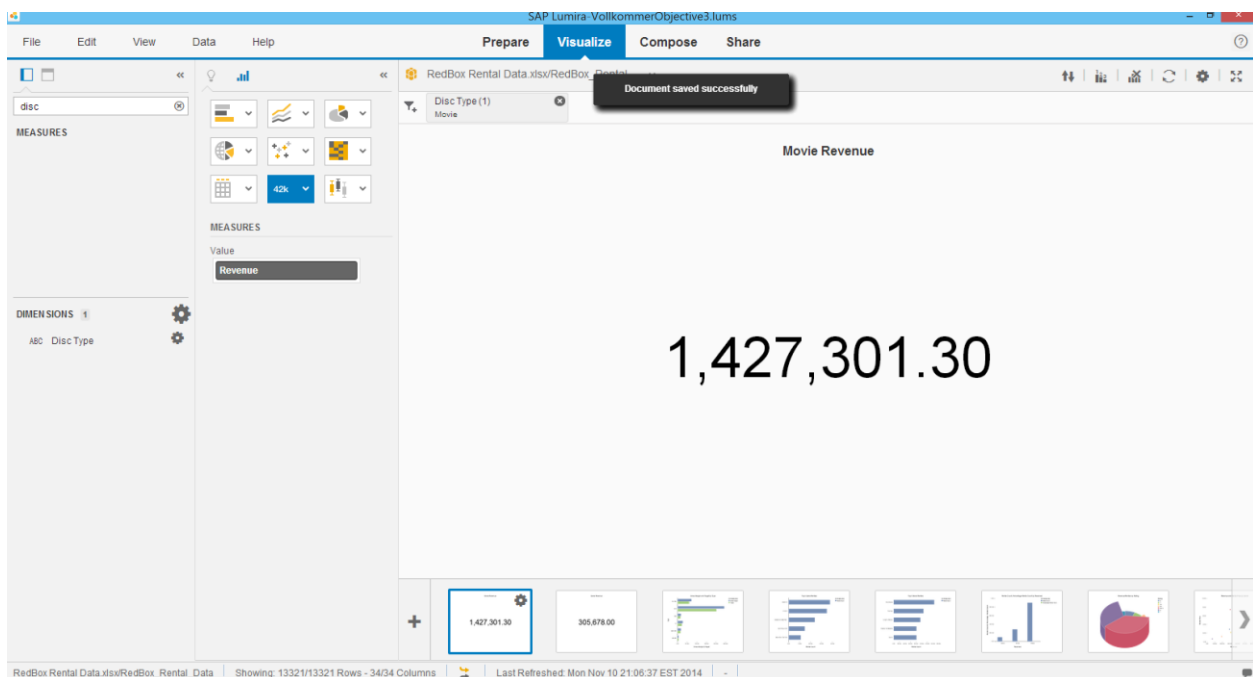
What insight into how customers reserve rentals can you discern?

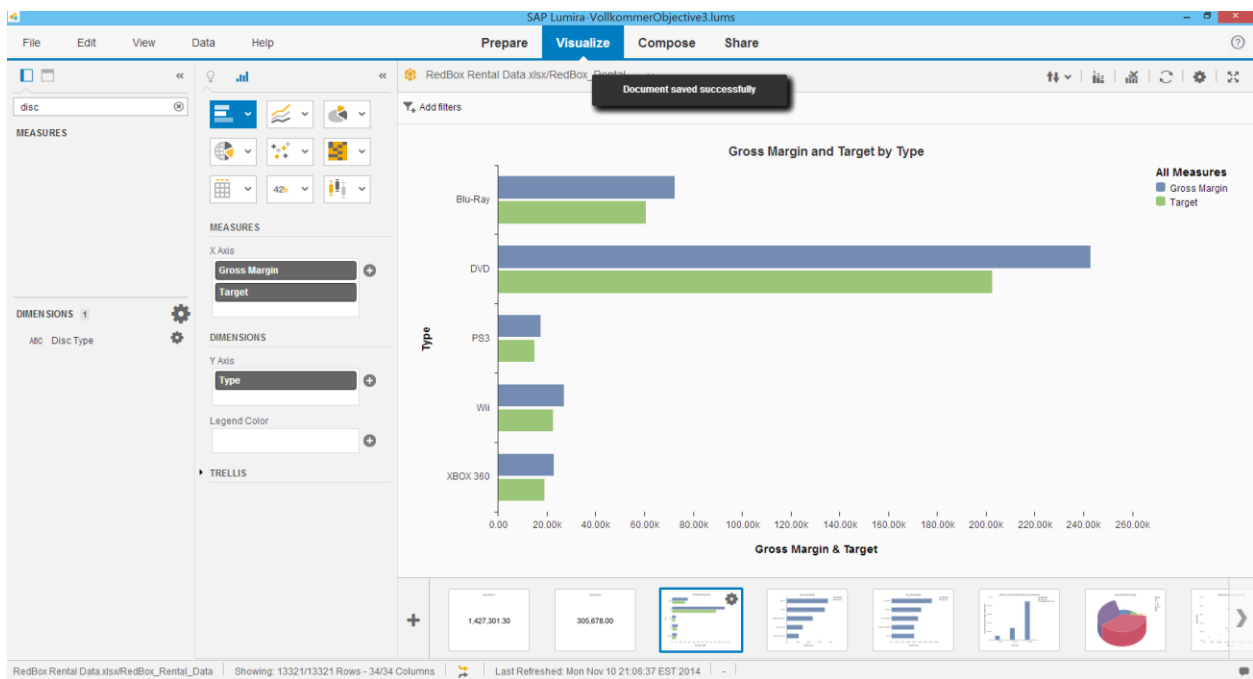
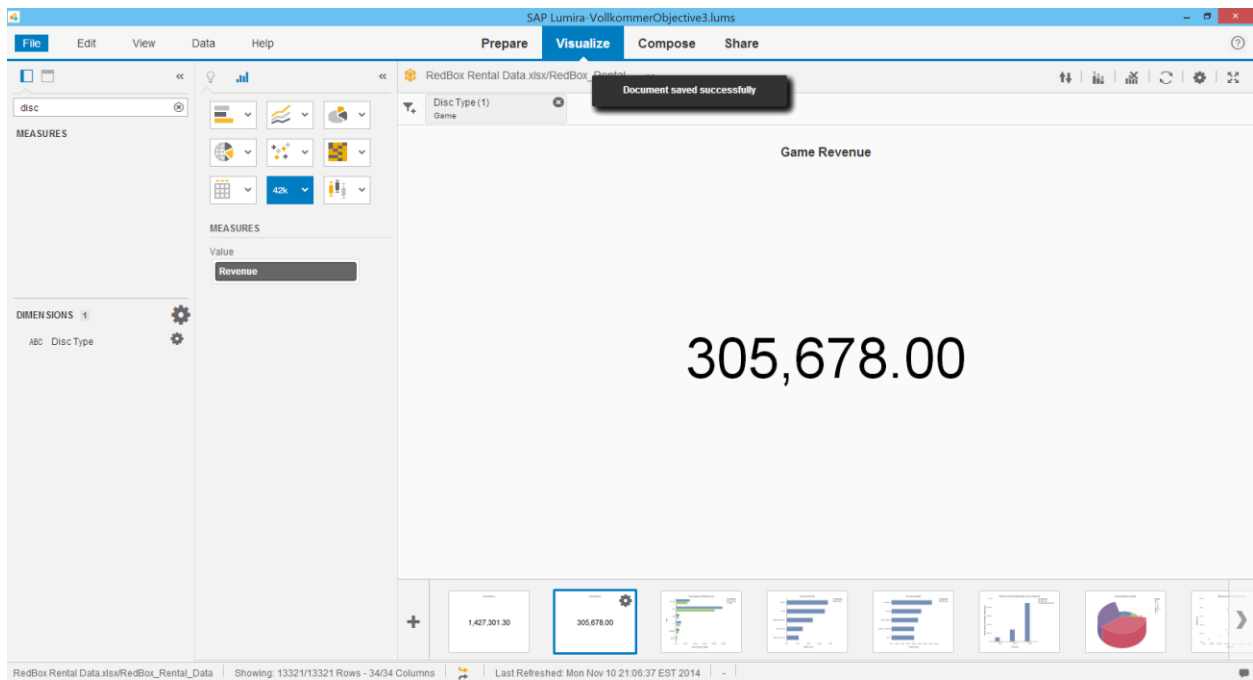
Our Customers prefer to make rentals onsite.

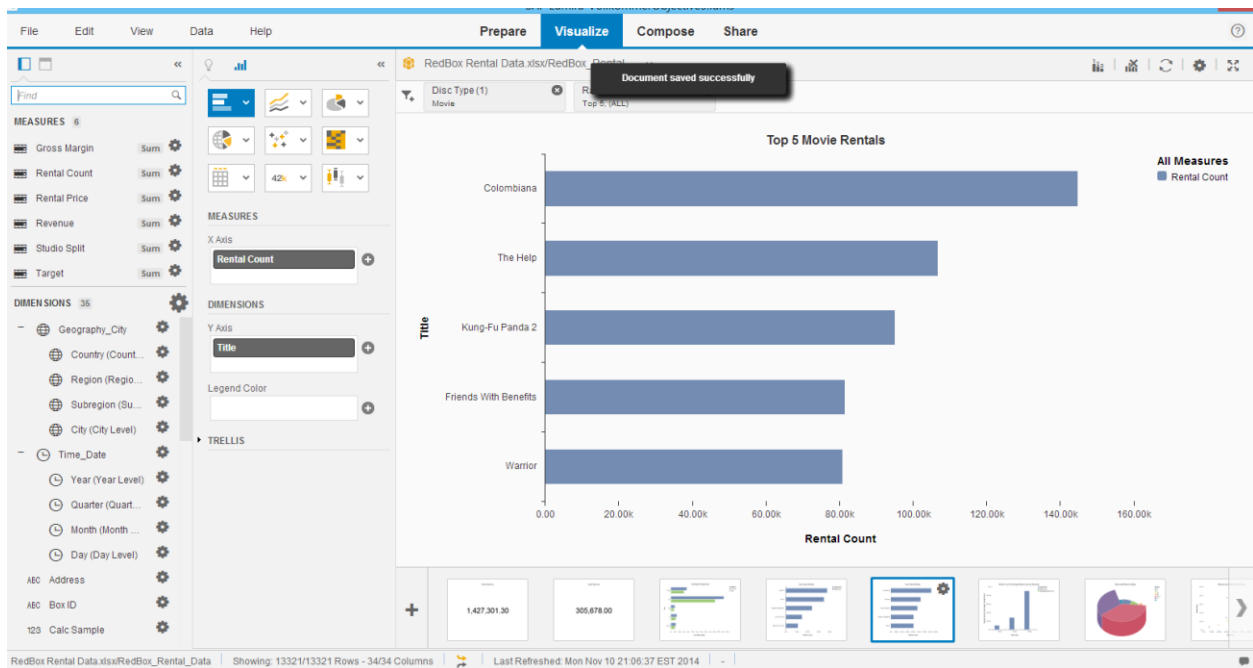
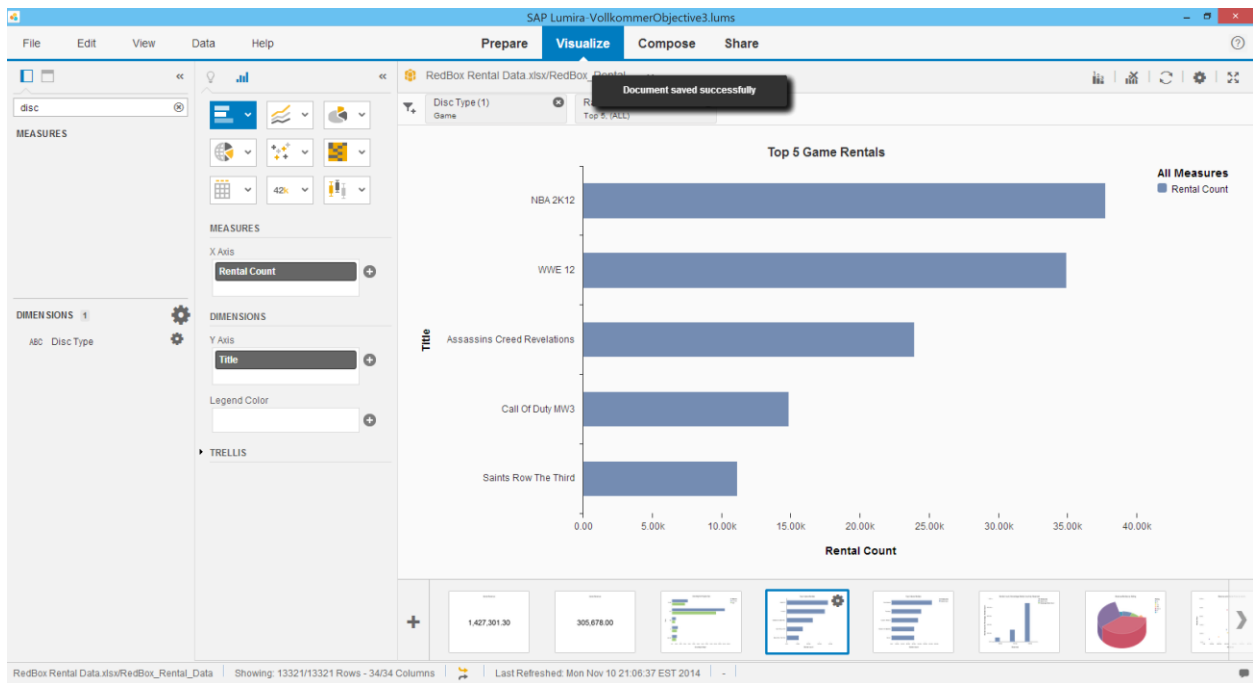
Is there an outlier on the correlation between revenue and rental price?

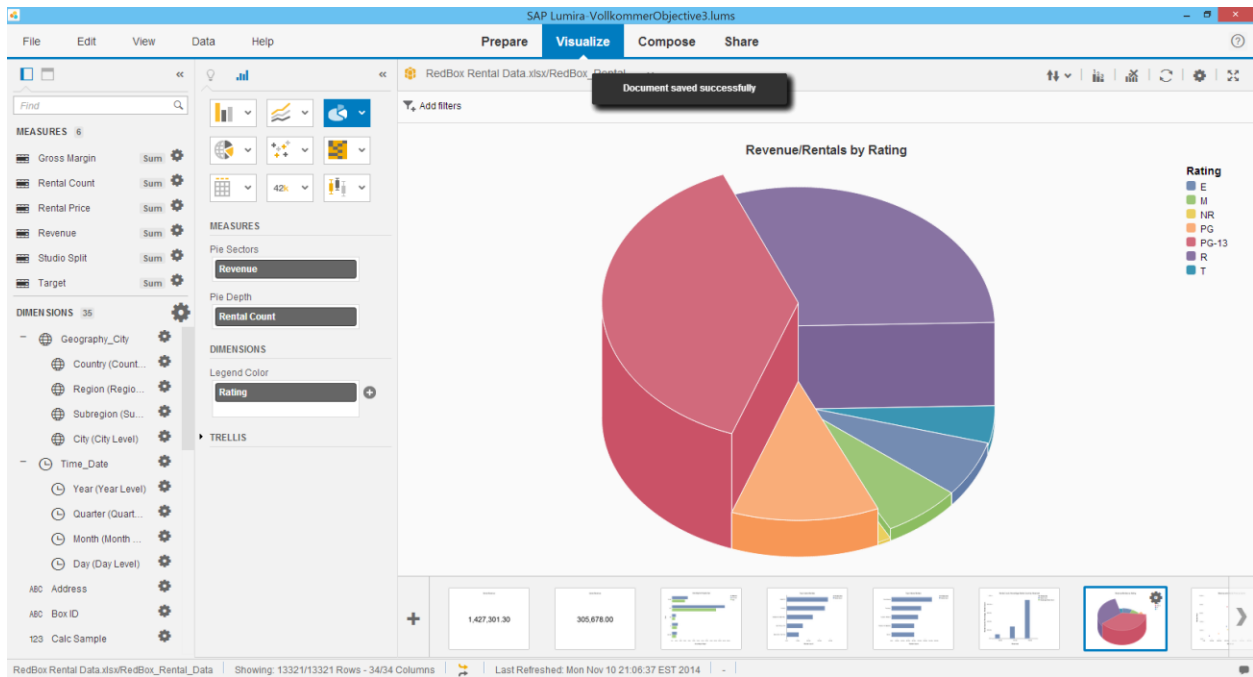
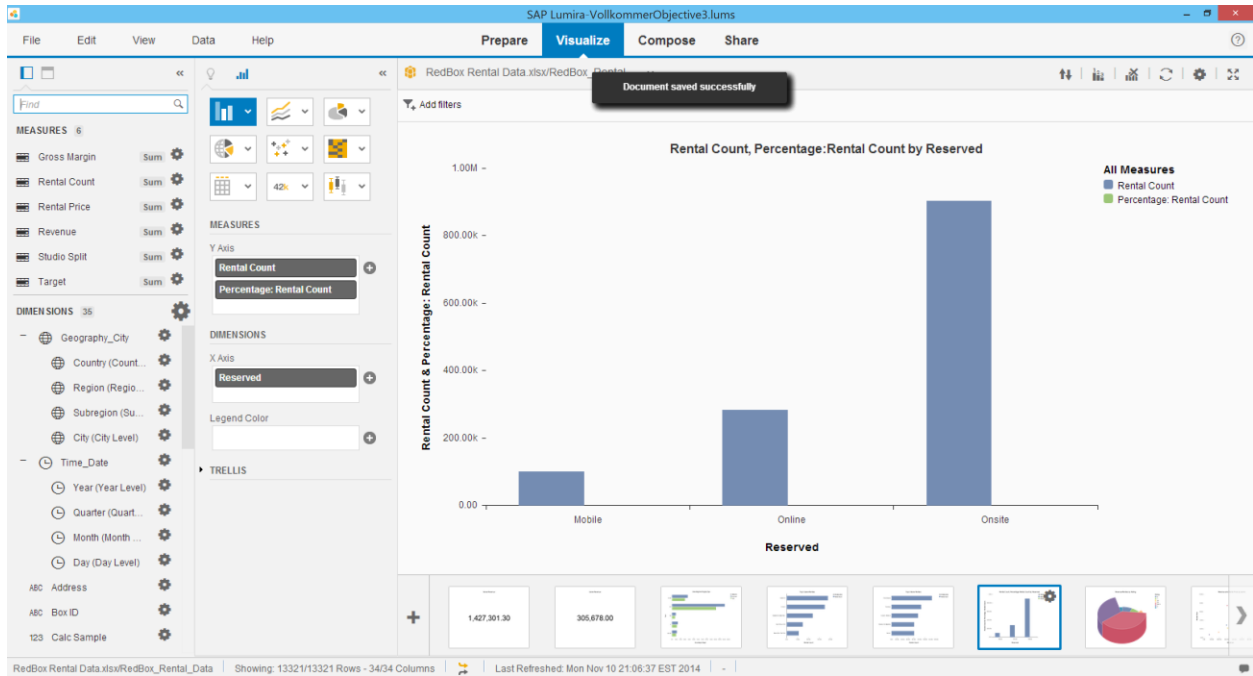
Yes, the game genre appears to be an outlier.

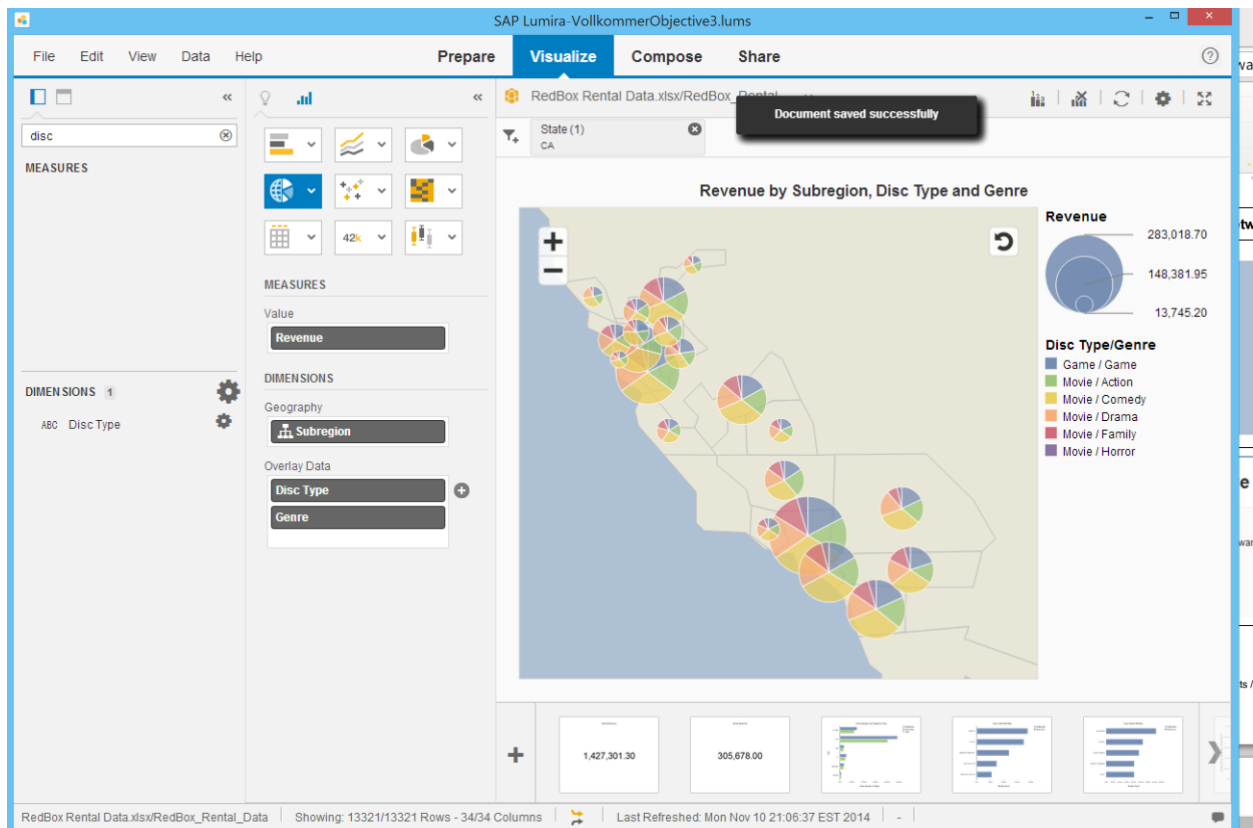
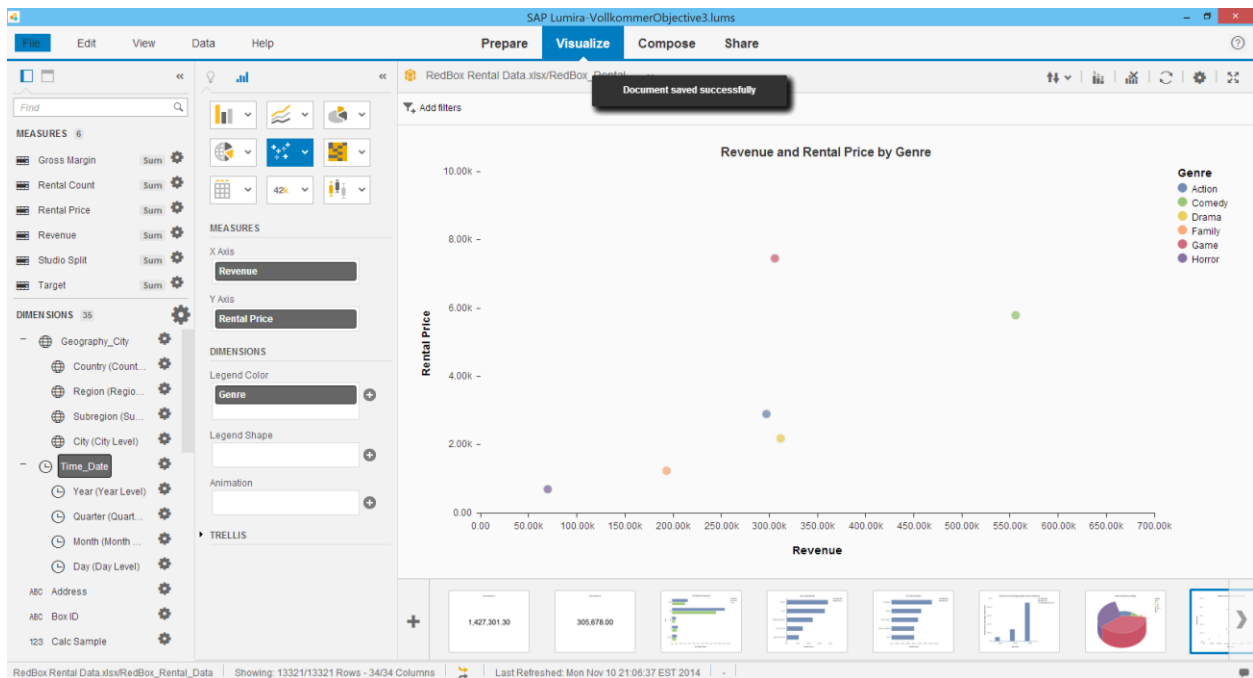
Below are all charts/graphs made in objective 3





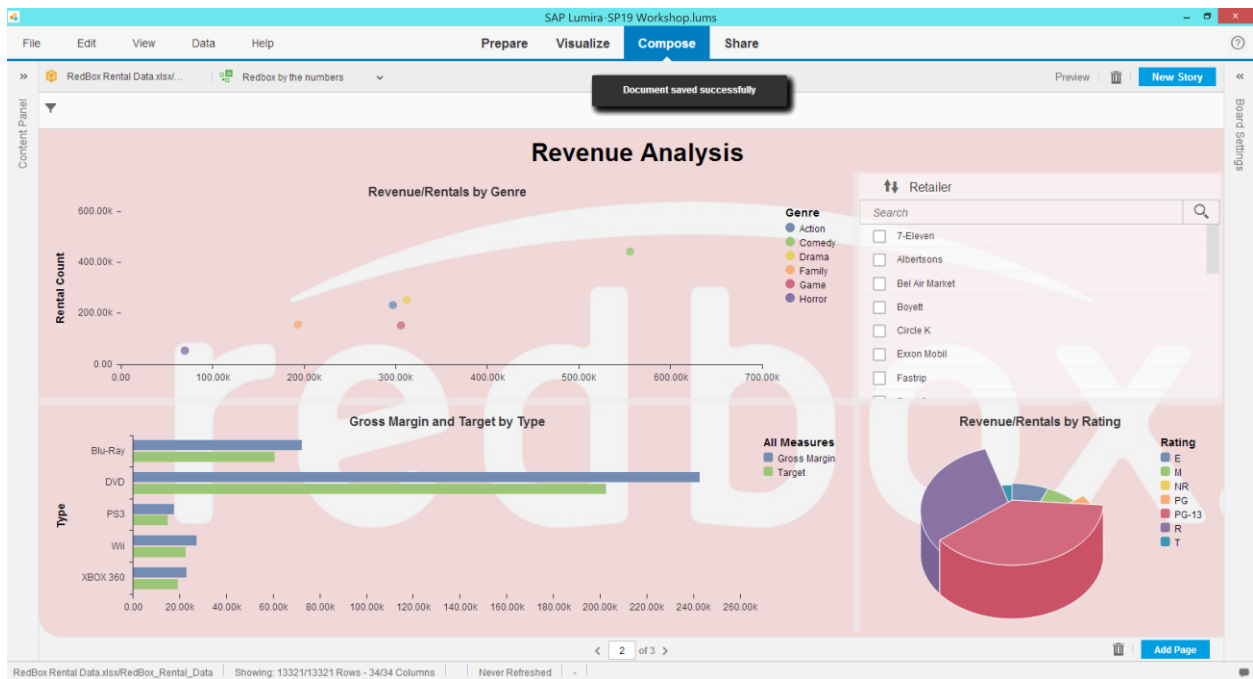
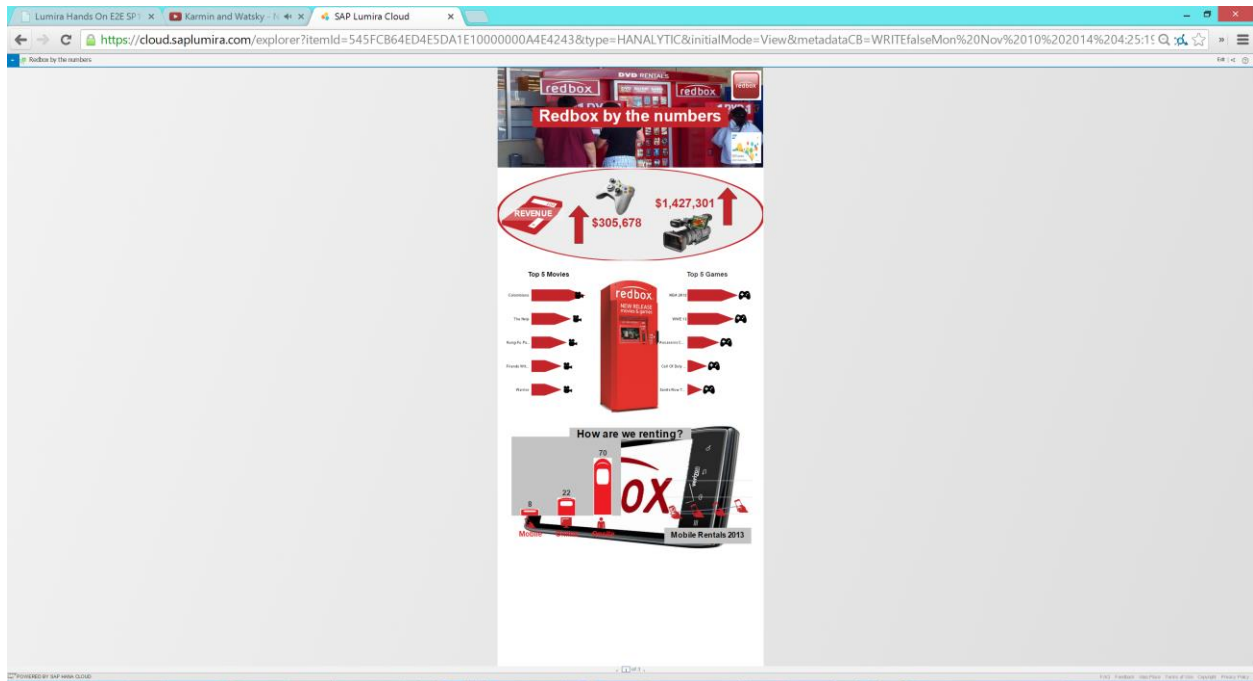


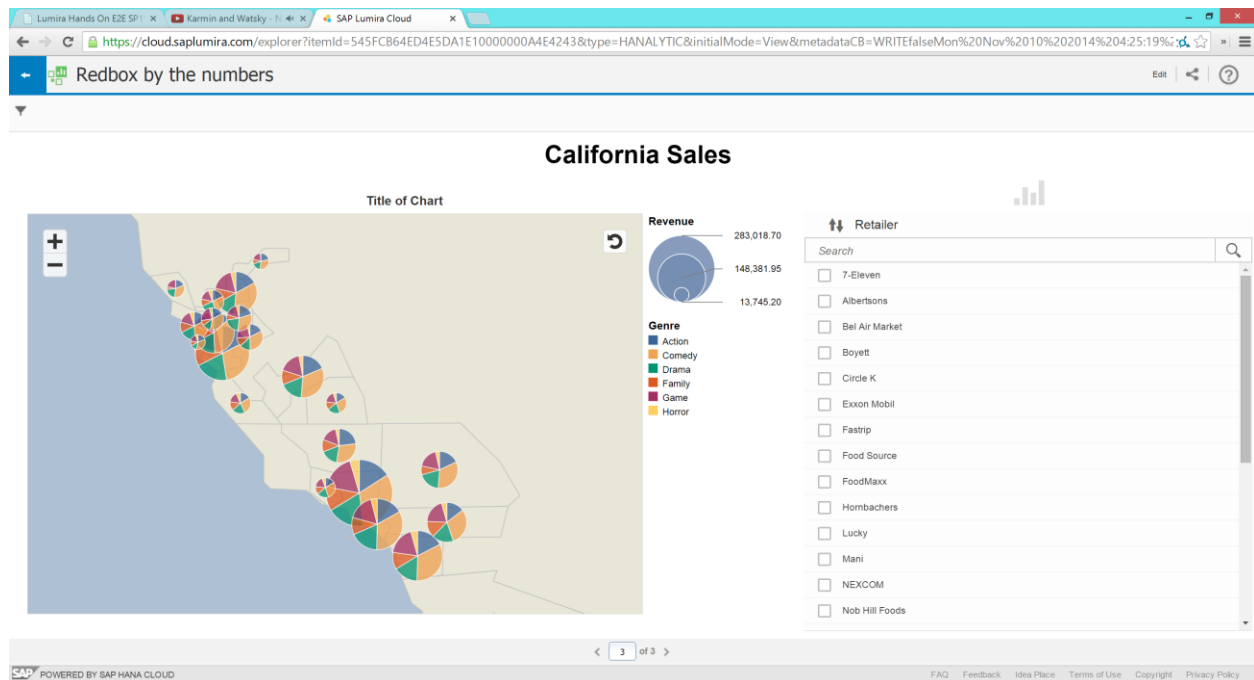




Objective 4

Storyboard on Lumira





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 tableau. 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.