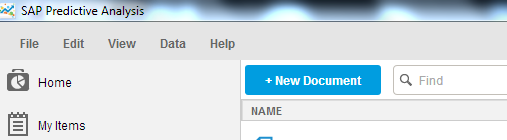
Case Study: ABC Analysis

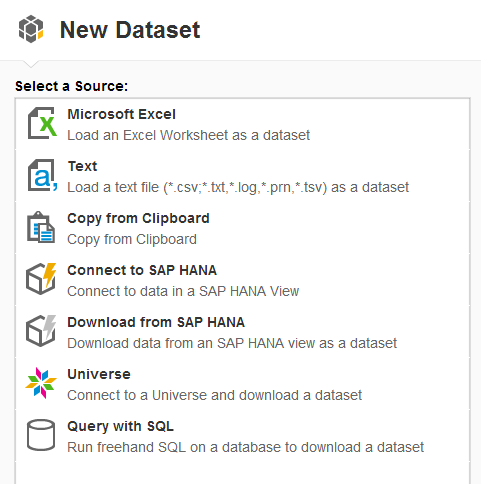
Solution

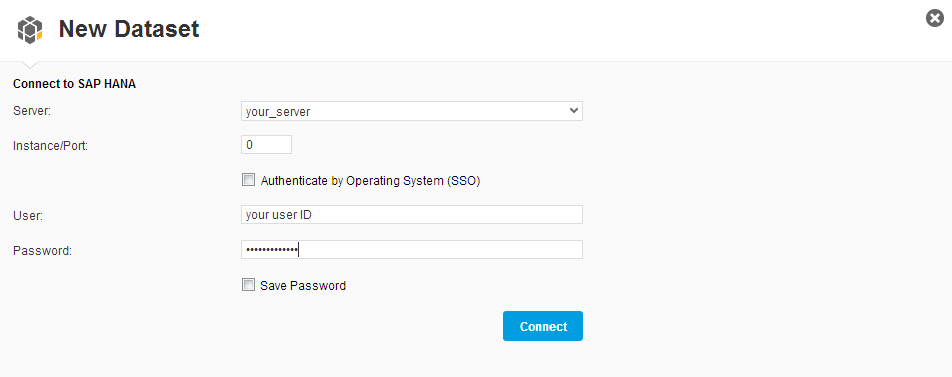
1. Create a dataset

Create a new document in SAP Predictive Analysis

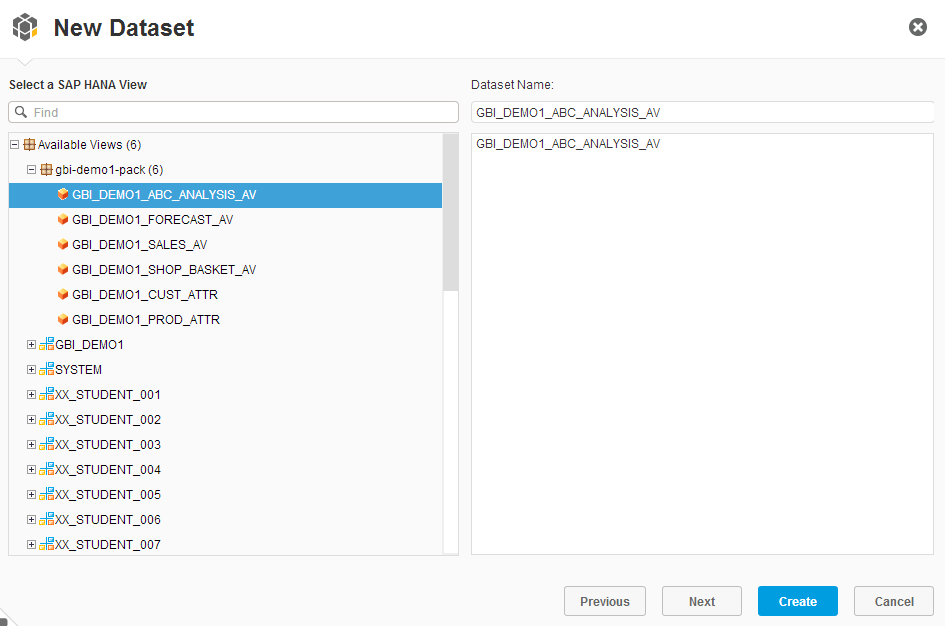


Select SAP HANA as data source

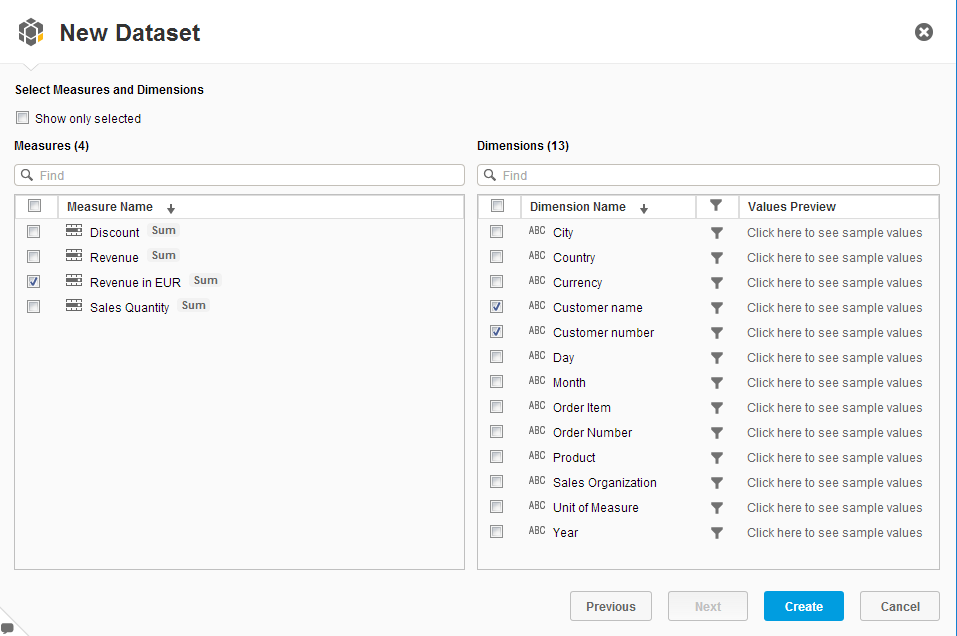




Select the analytic view GBI\_DEMO1\_ABC\_ANALYSIS\_AV



Choose Measures and Dimensions

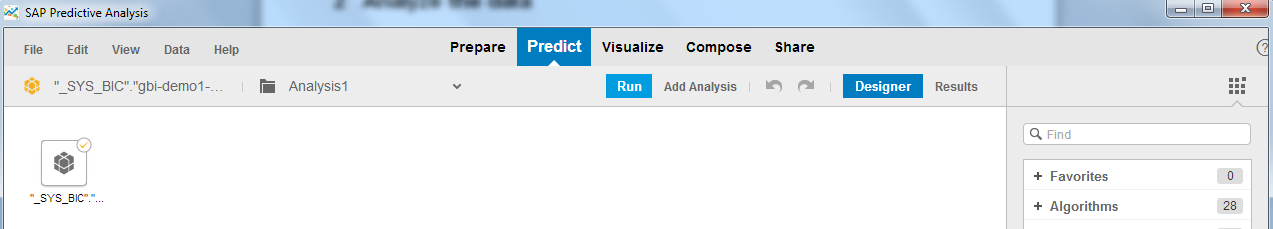


What would happen, if you do not pre-select respective dimensions?

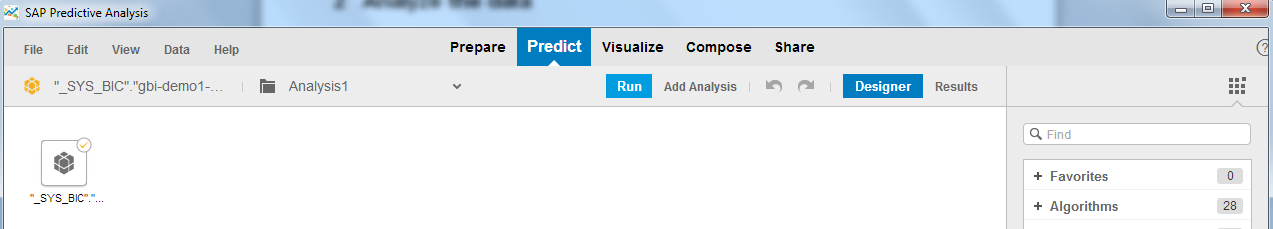
* The ABC analysis would rate transactions (no aggregation on Customer Level)

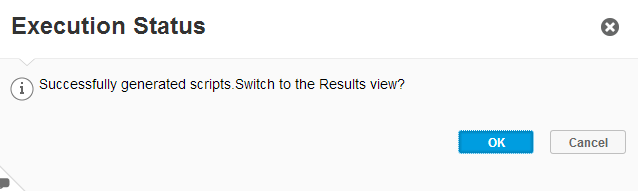
1. Analyze the data

Navigate to the PREDICT Tab in your document

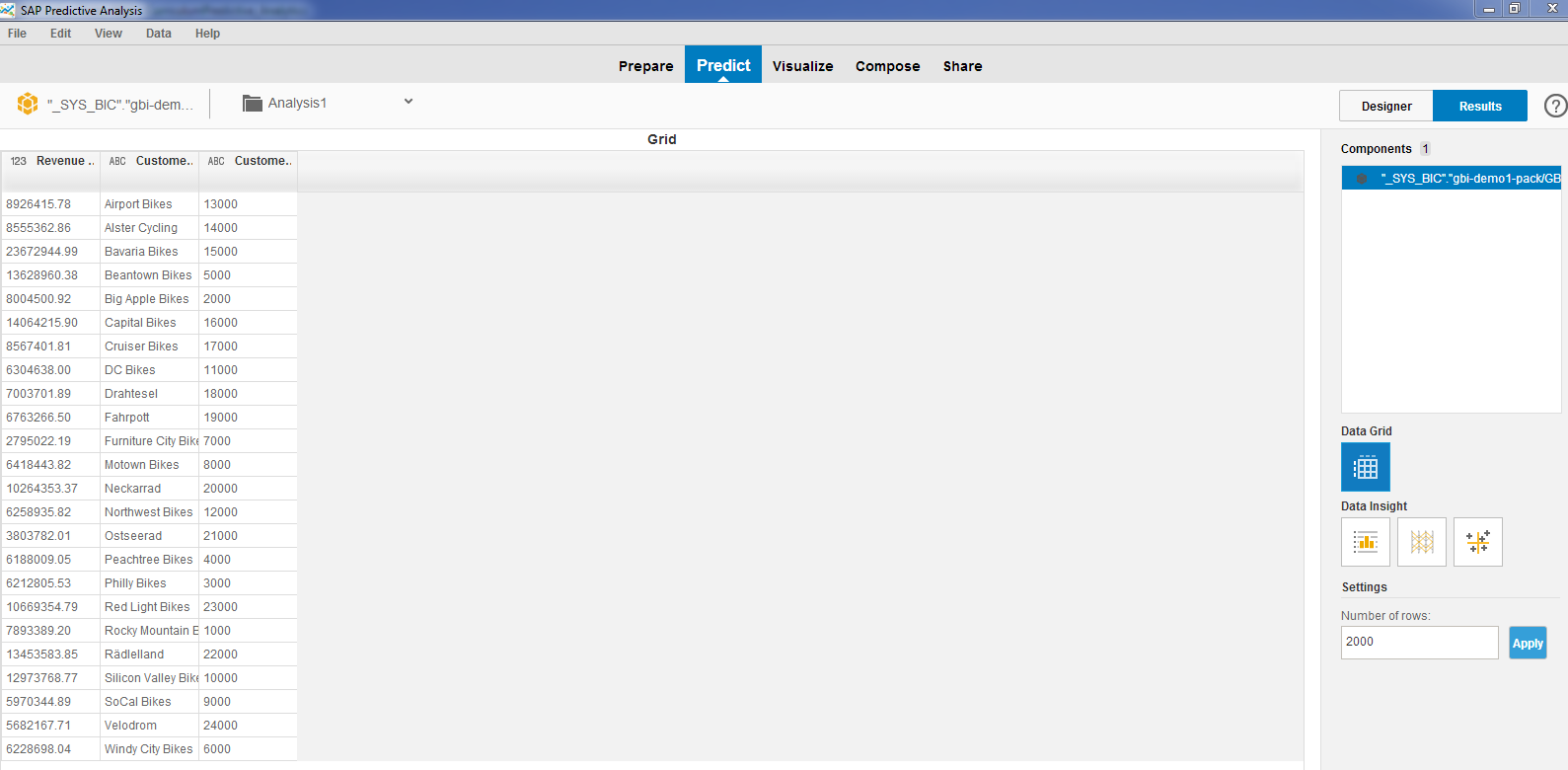


Analyze the data





Click on the first icon under *DATA INSIGHT*  and analyze the data. Answer the following questions:



1. How many distinct customers does the wholesaler GBI have?

24

1. What is the average revenue they get from their customers?

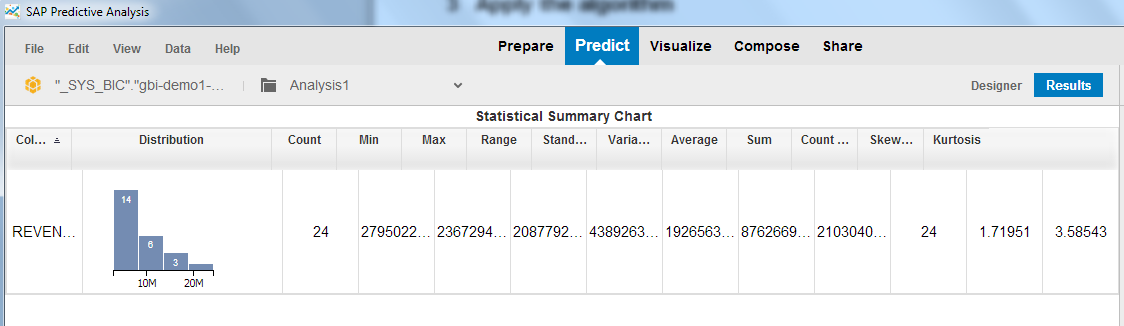
About 8.76 mio

1. How many customers with a revenue roundabout 10 million do they have?

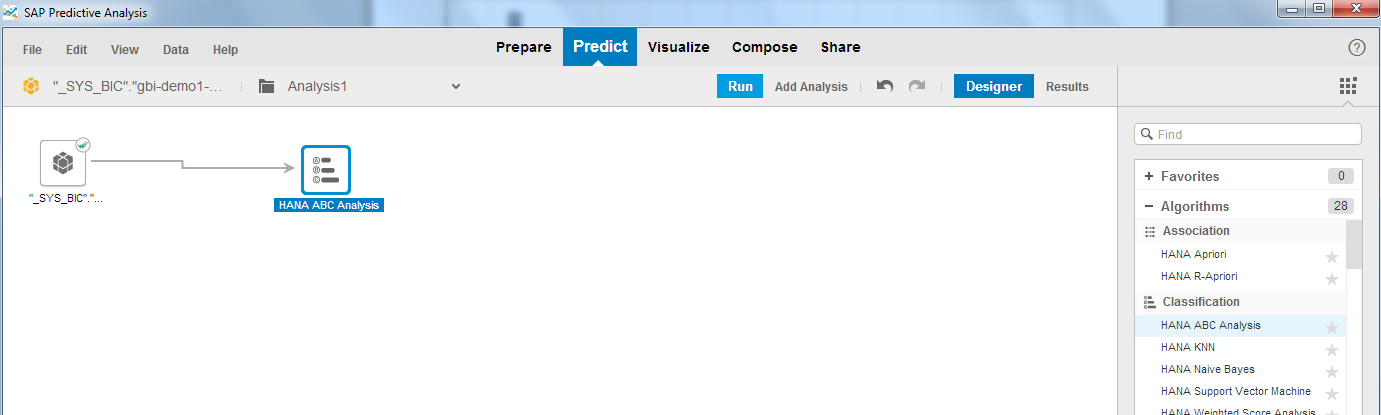
6

1. Apply the algorithm

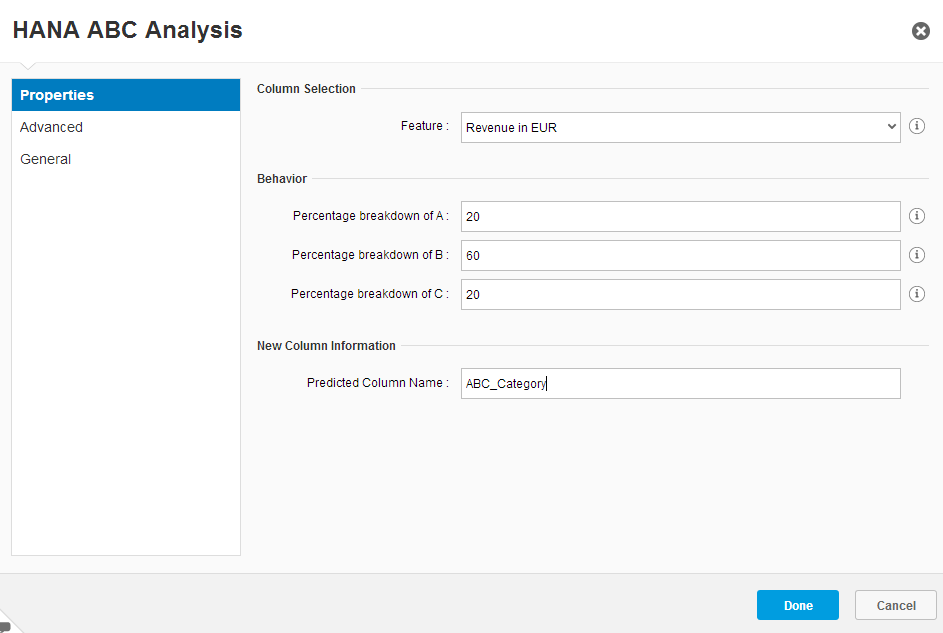
Navigate to the DESIGNER in the PREDICT tab in your document



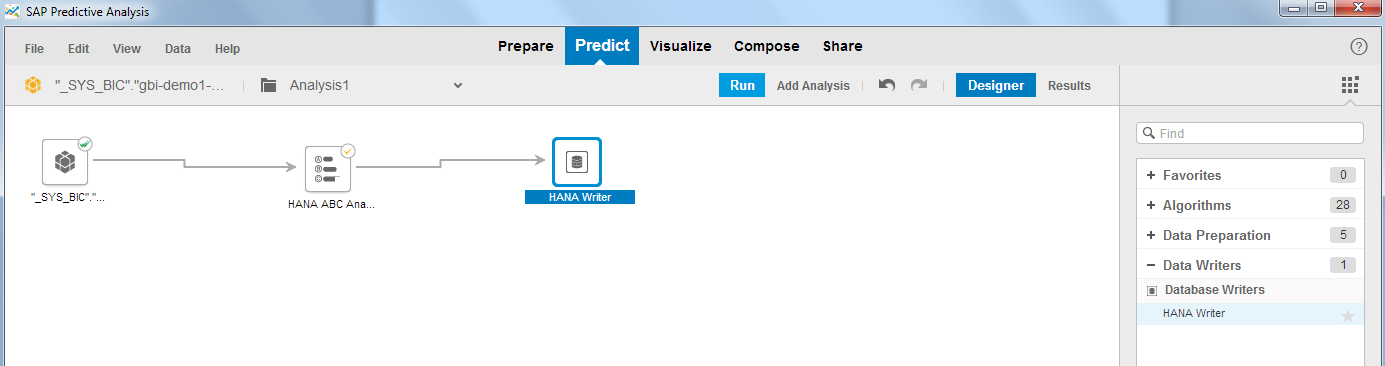
Add and configure the ABC algorithm

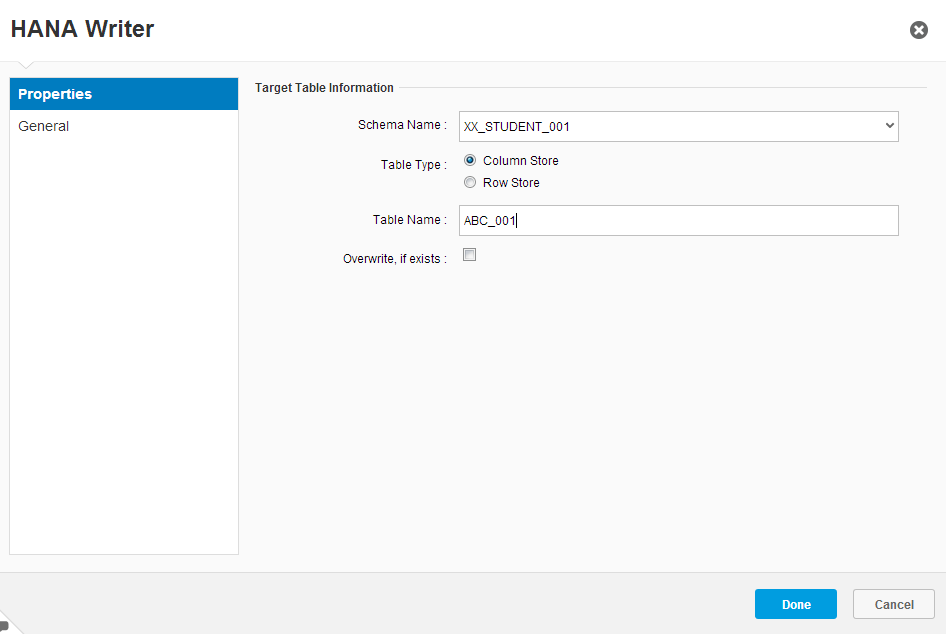
Double click on the HANA ABC Algorithm icon on the workspace to configure the algorithm.

Configure following settings on the properties tab:

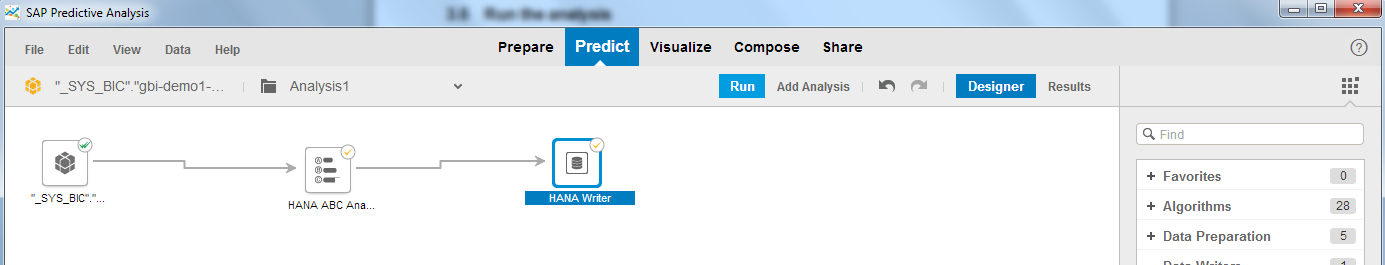


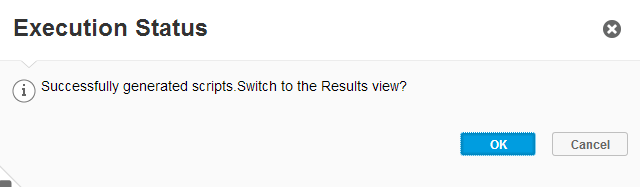
Add a HANA writer to your analysis





Run the analysis

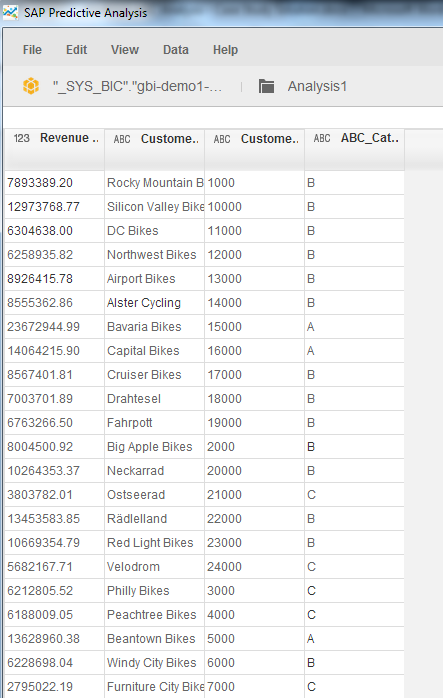




1. Analyze the results

Check and interpret the data

1. Who are your best three customers?

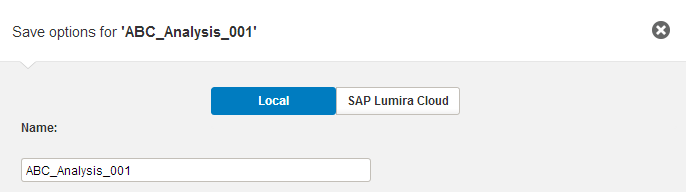


1. What is the revenue of the company “Bavaria Bikes”?



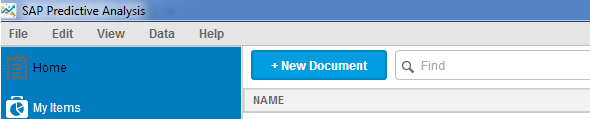
Save the document

*File 🡪 Save as* or by clicking on *Crtl + Shift + s.*

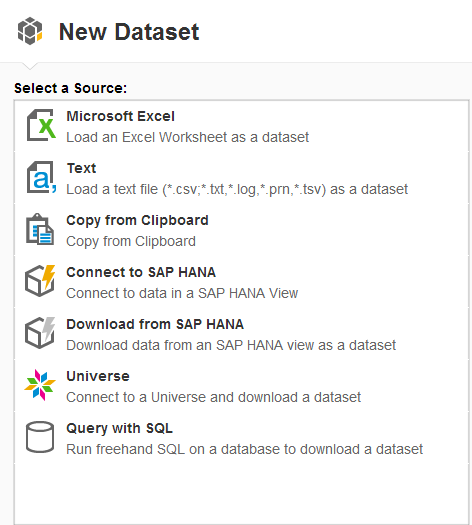


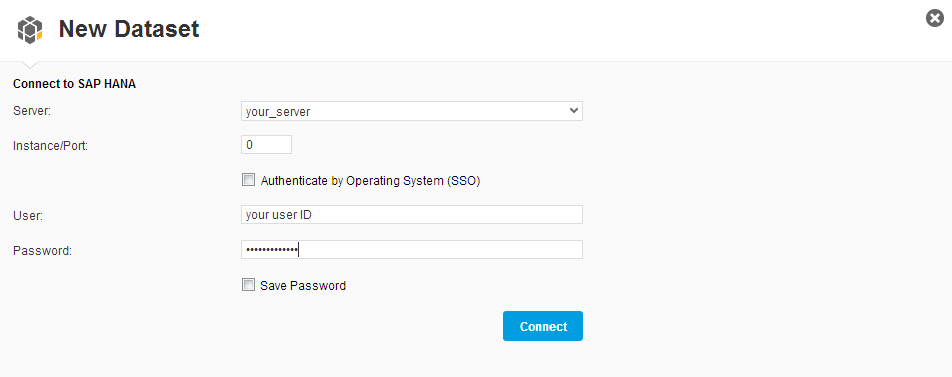
1. Visualize your results

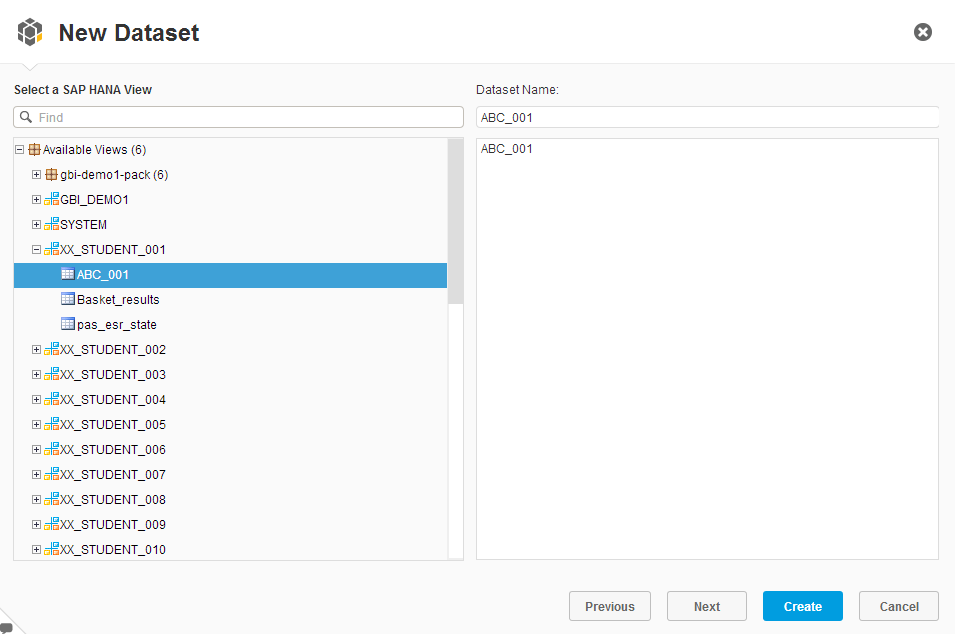
Create a new document in SAP Predictive Analysis



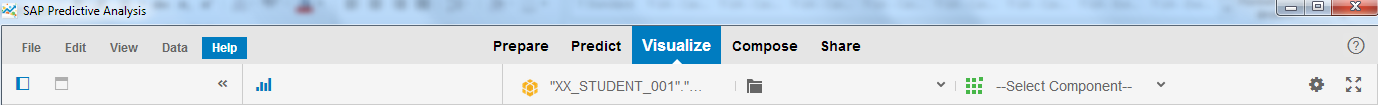
Select SAP HANA as data source



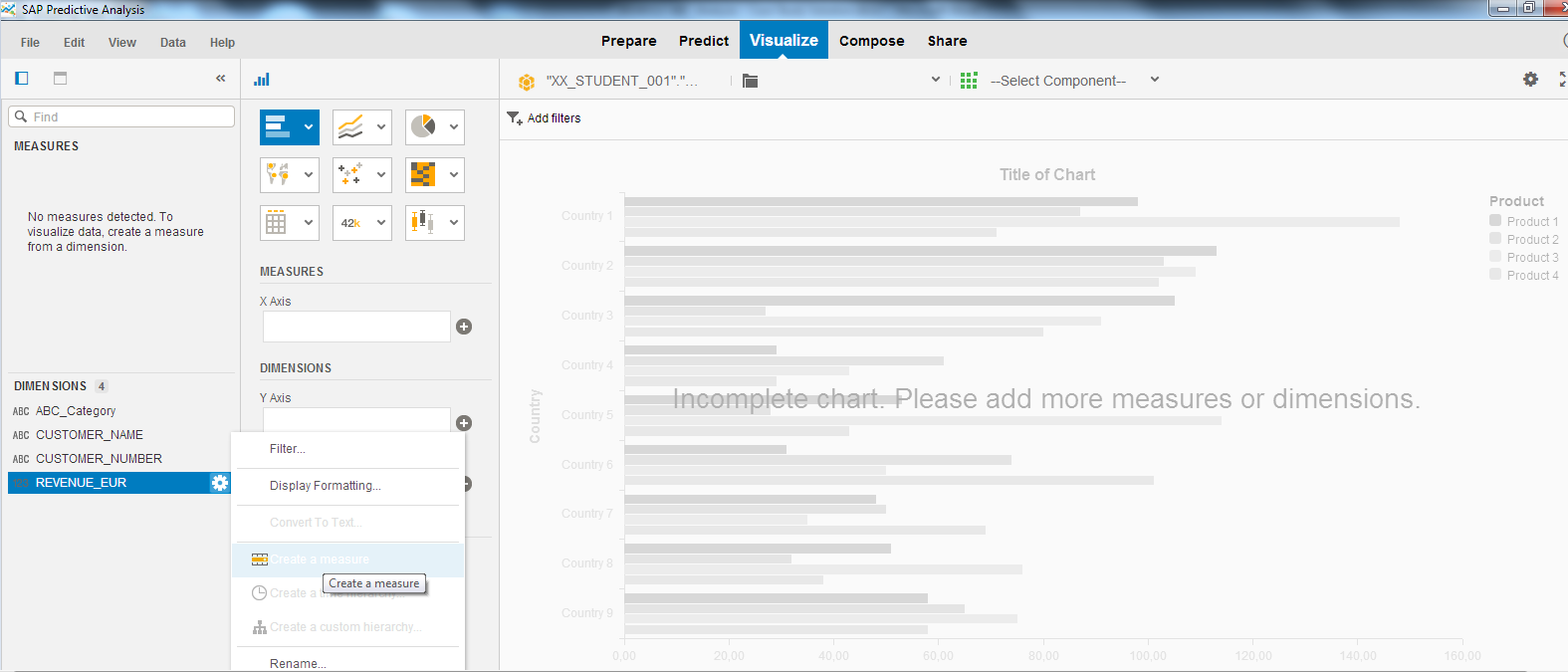


Select the table

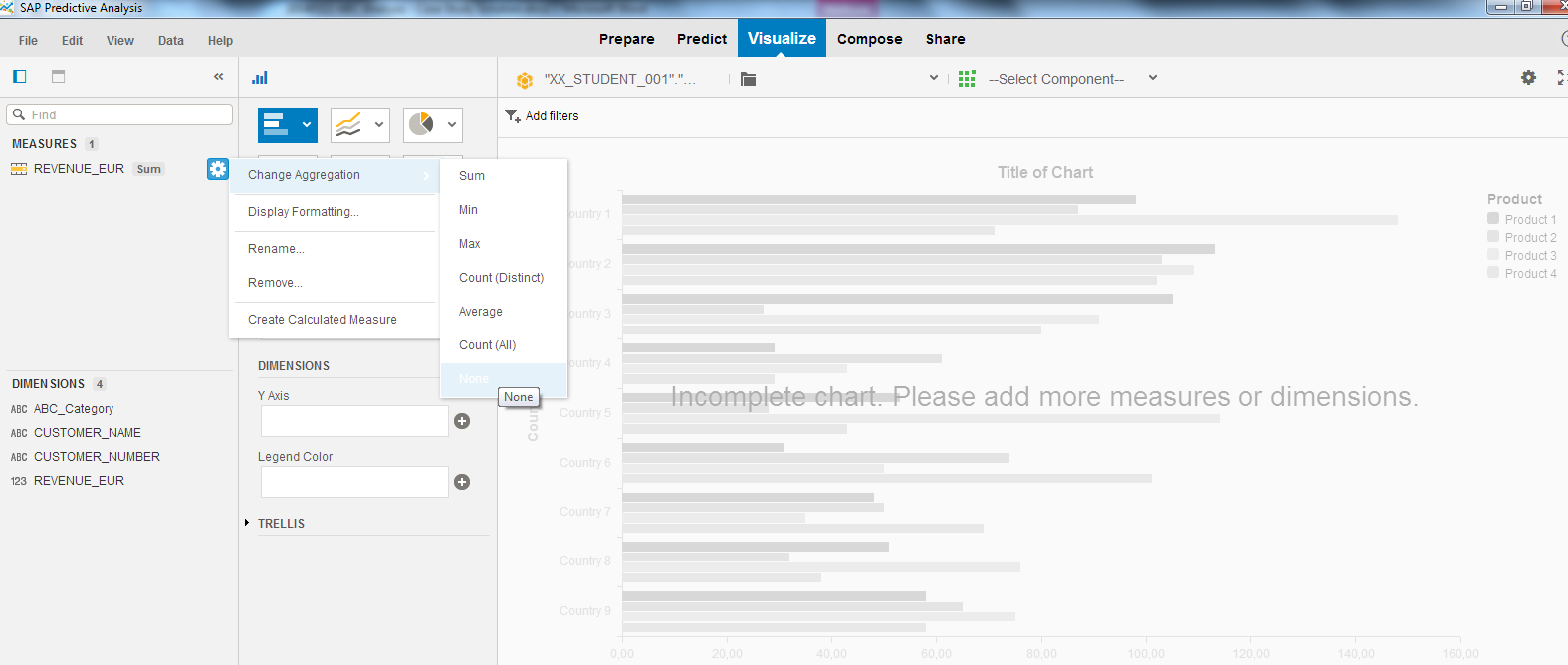
Choose the VISUALIZE Tab



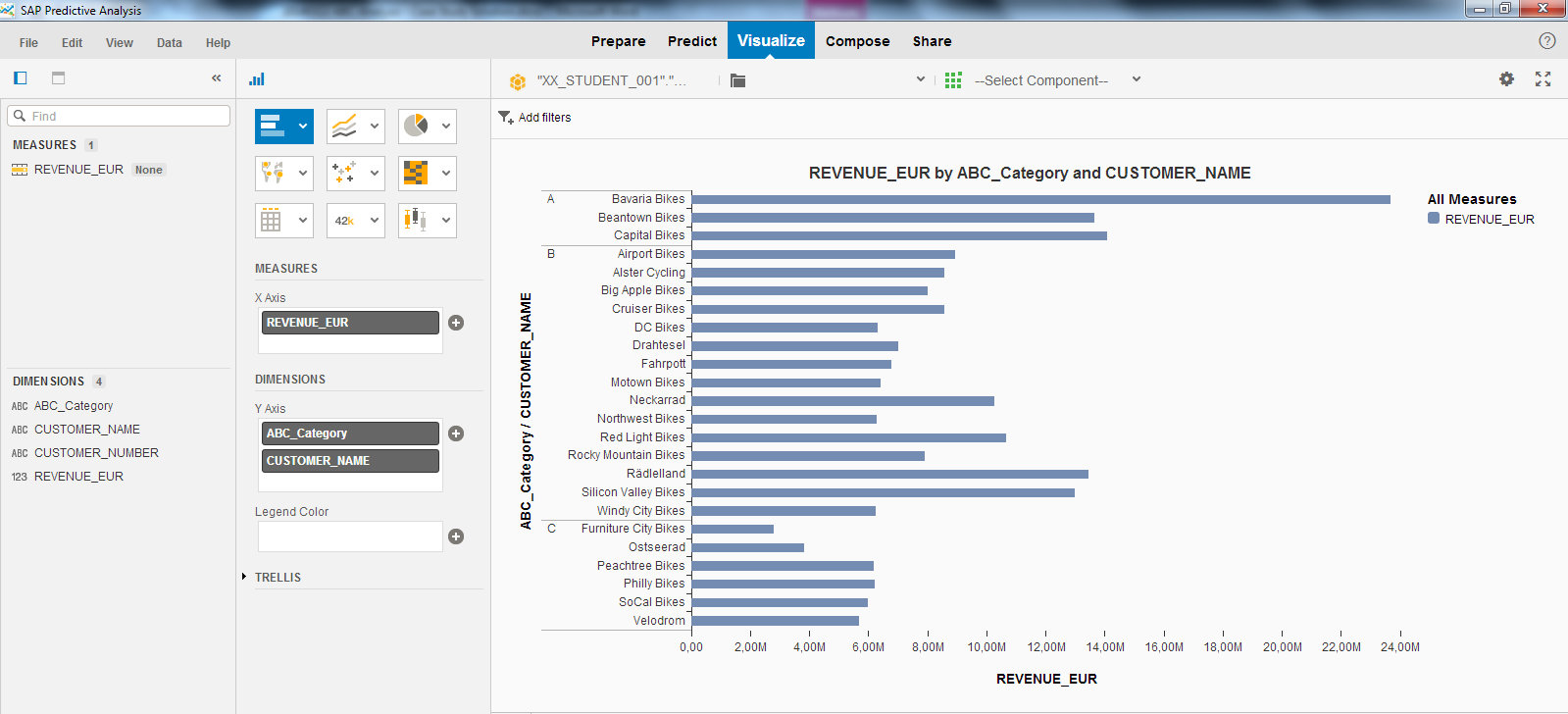
Create a Measure

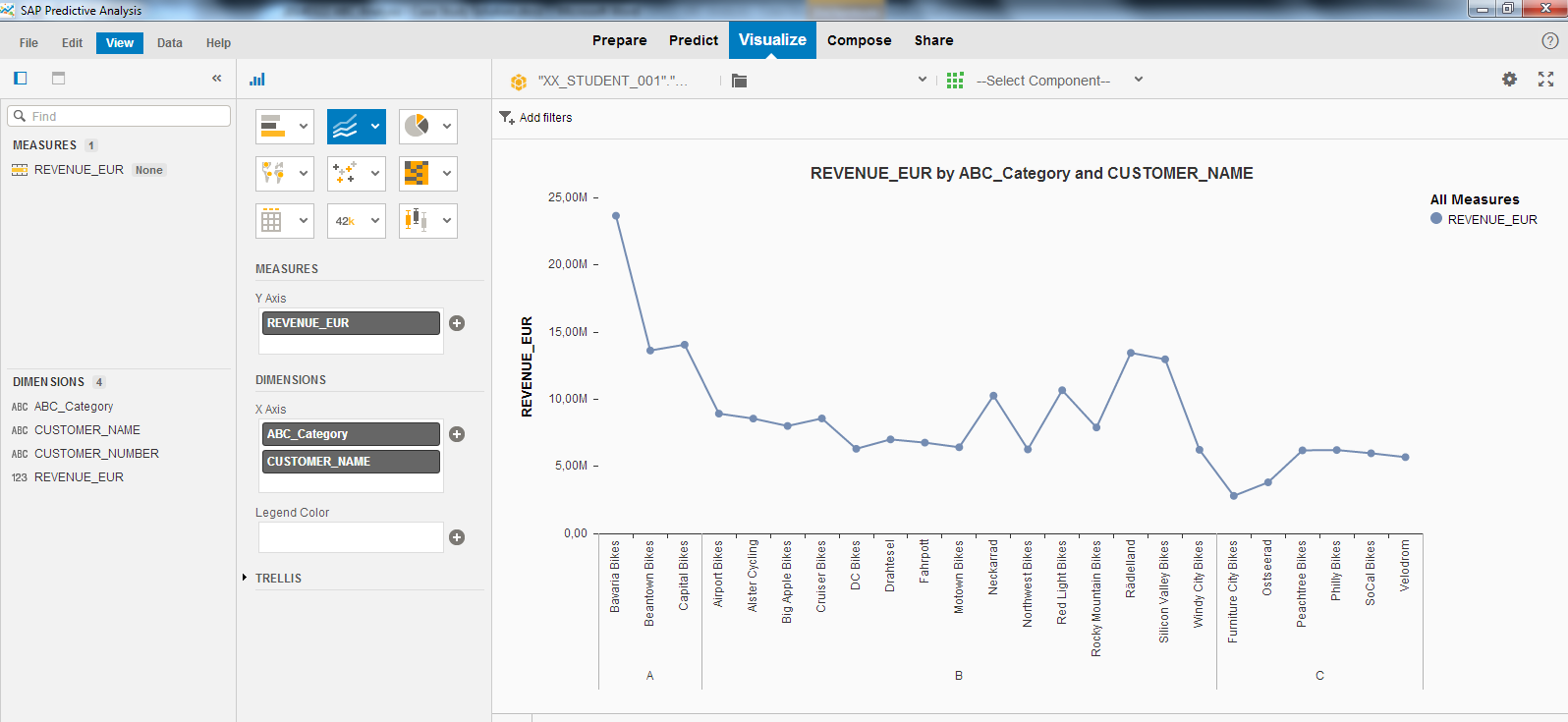


Change the Measure type

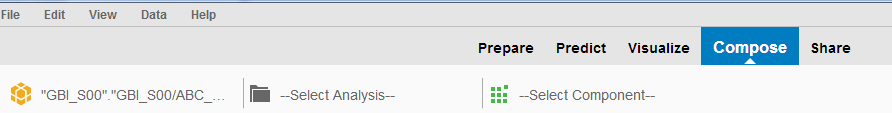


Create a visualization

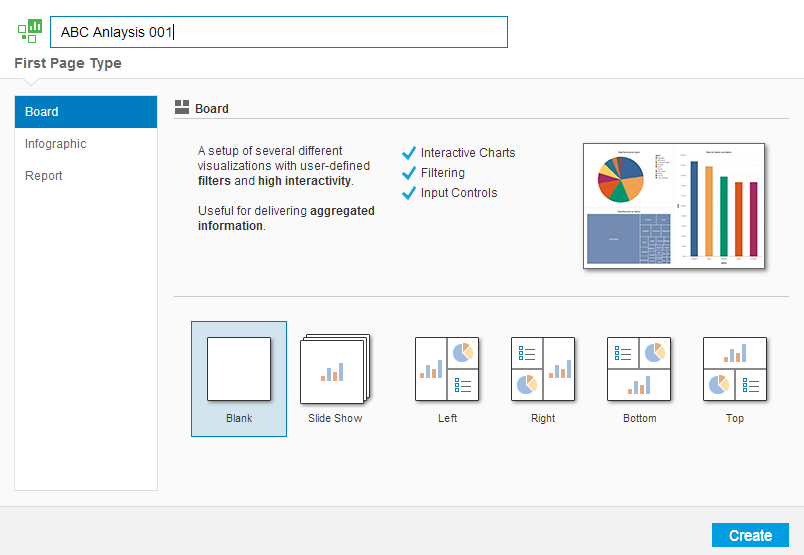




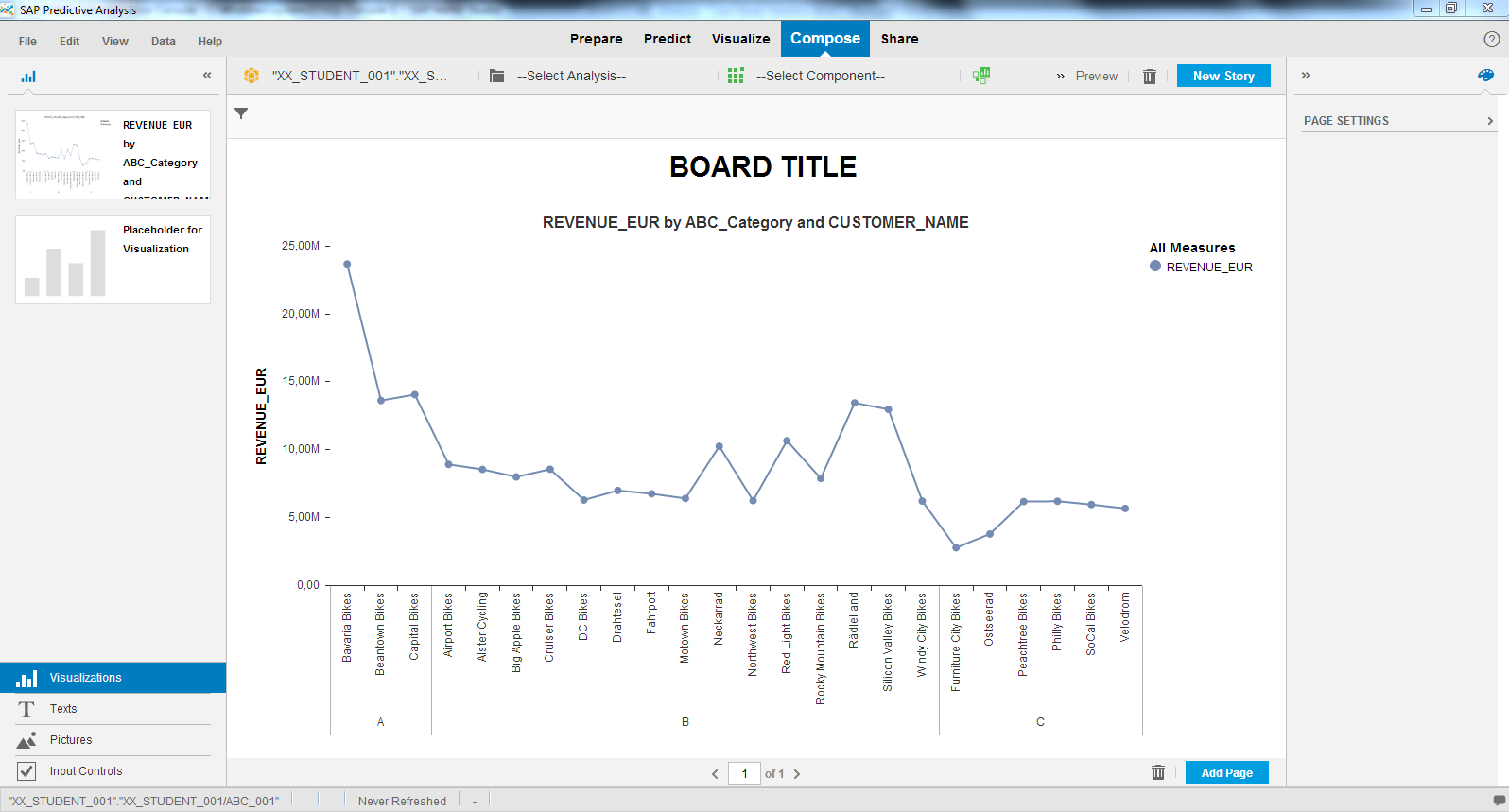
1. Create a presentation for the Chief Marketing Officer

Change to COMPOSE

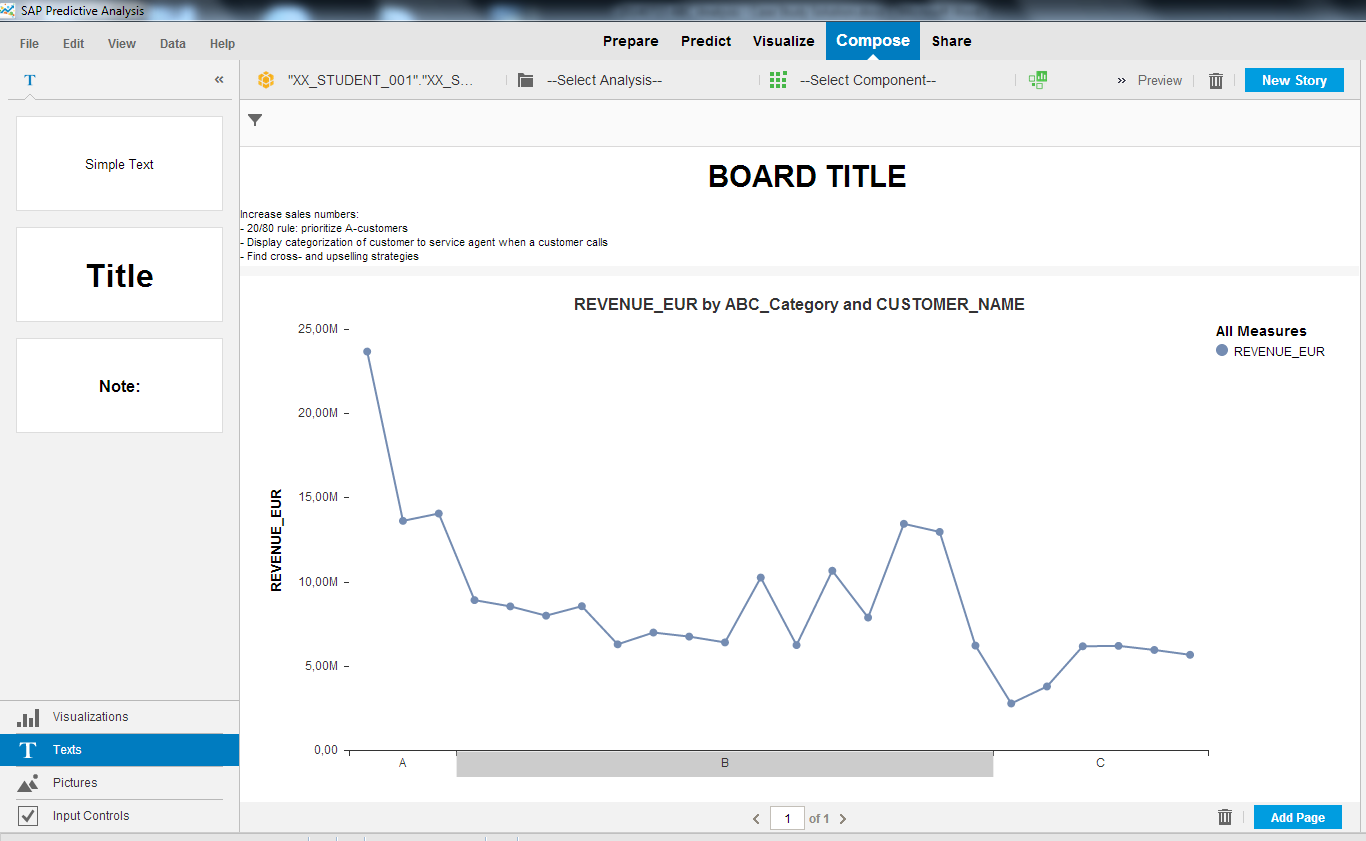
Select a blank board as page type



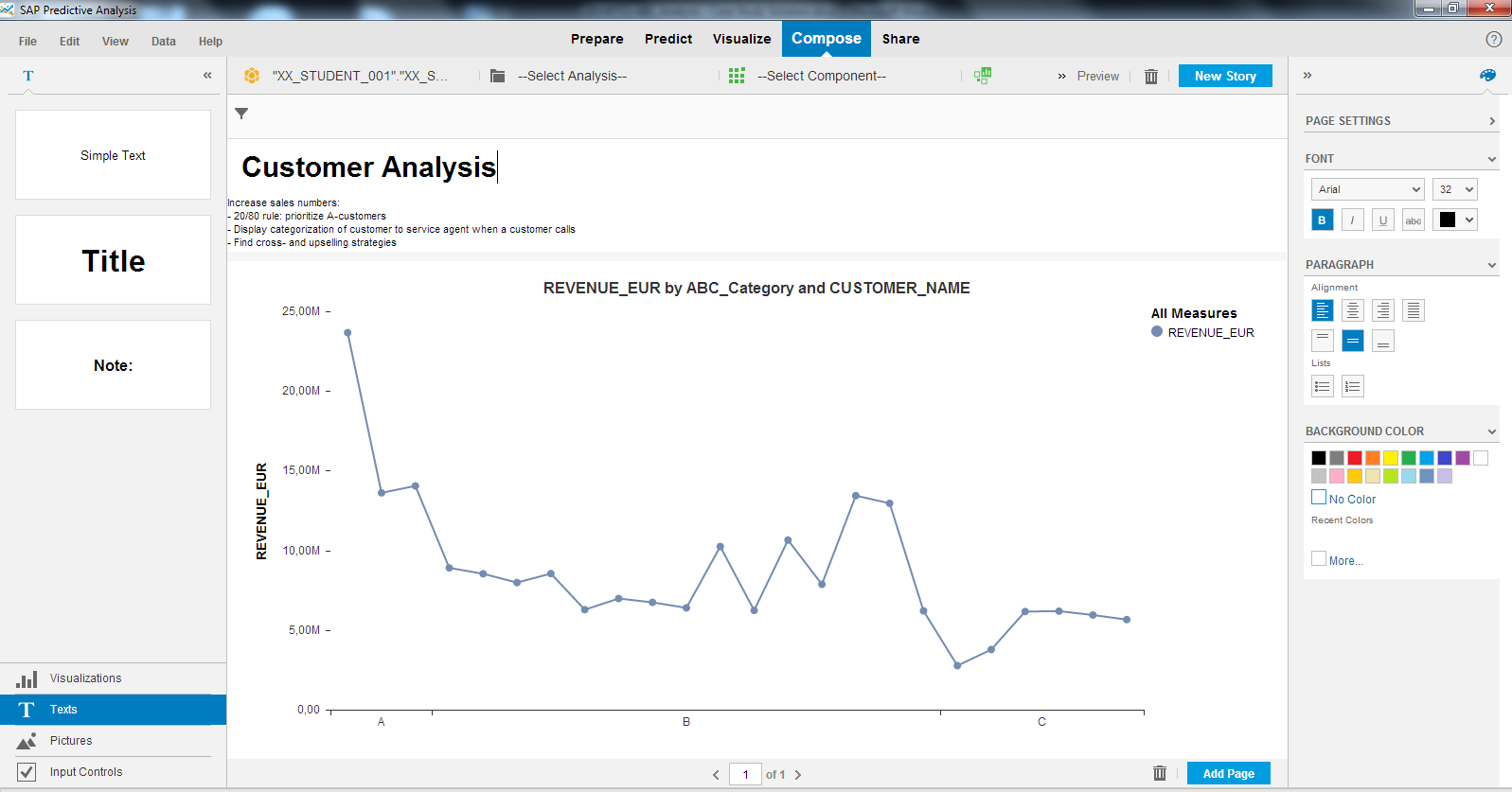
Add the previously created visualization



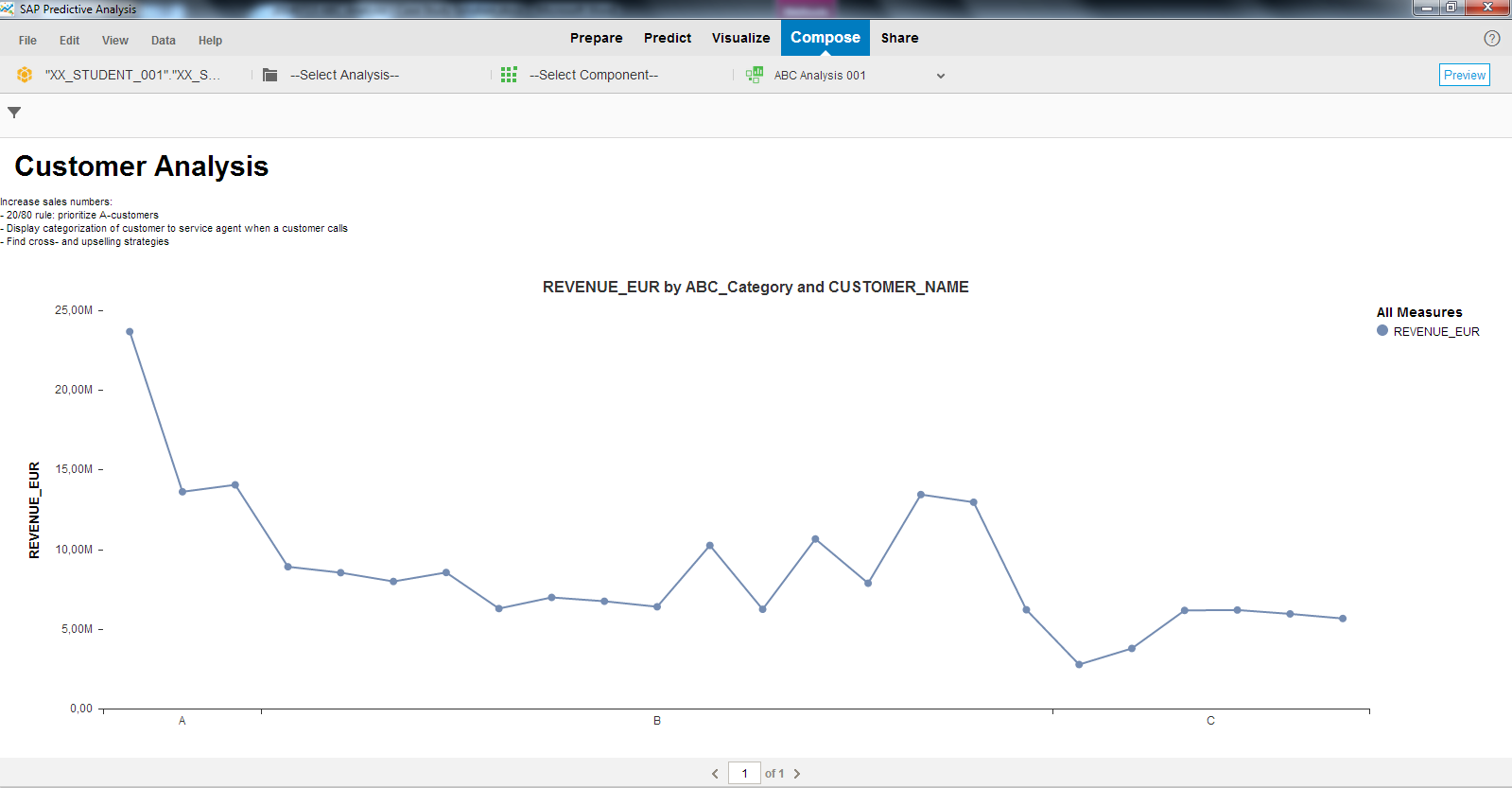
Add a simple text field to the presentation



Change the board title



Preview the presentation slide



Save your presentation

