XO Accelerator User Guide

Version: 1.3

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1. OVERVIEW

Experience management (XM) is the strategic approach of utilising experience data and operational data (X + O data) to optimize and amplify every customer interaction, ultimately driving increased sales and revenue for your organization.

XO Accelerator can help provide a unified view of business operations. By combining the power of experience data (X-Data) and operational data (O-Data), you can truly understand what's happening at every step of the customer journey.

This comprehensive guide is designed to help you harness the full potential of XO Accelerator, the cutting-edge platform that empowers you to automate integration processes, reduce manual data handling, and optimize operational efficiency. Whether you're a seasoned user or just getting started, this manual will walk you through every aspect of XO Accelerator, ensuring you can make the most of its powerful capabilities.

2. ABOUT XO ACCELERATOR

Automating the integration of experience data (X-Data) with your operational data sources (O-Data) is a key feature of XO Accelerator. By automating this integration process, XO Accelerator simplifies and streamlines the combination of insights from different data streams, providing you with a more comprehensive understanding of your customers' experiences.

One of the significant advantages of XO Accelerator is that there are **no limits to the integration of business data points**. This means that you can integrate data from various sources, including customer data, sales data, marketing data, and more, to gain a holistic view of your business operations, customer behaviour, and market trends. With an unlimited capacity for data integration, XO Accelerator empowers you to unlock deeper and more accurate insights.

The platform also offers a **unified view of X-Data and O-Data**, simplifying the process of gathering customer feedback. By enabling data collection via email or SMS, XO Accelerator allows you to effortlessly collect and consolidate customer feedback. This feedback can then be merged with operational data, providing you with a comprehensive view of the customer journey. By centralizing both X-Data and O-Data in a single view, XO Accelerator helps you identify patterns and insights that were previously hidden, enabling a more holistic understanding of your customers.

XO Accelerator **empowers business users** by providing them with the ability to explore and integrate new information without relying on IT support. The user-friendly interface allows non-technical users to access and leverage data, empowering them to discover valuable insights and share impactful findings across the organization. This democratization of data access and analysis promotes collaboration, aligns decision-making, and accelerates the implementation of actions based on insights.

Furthermore, XO Accelerator facilitates **sharing insights and collaborating** with stakeholders across the organization. Business users can easily generate visually compelling reports and dashboards that capture key findings and distribute them to relevant teams or individuals. This promotes effective collaboration, enabling teams to align their actions based on shared insights.

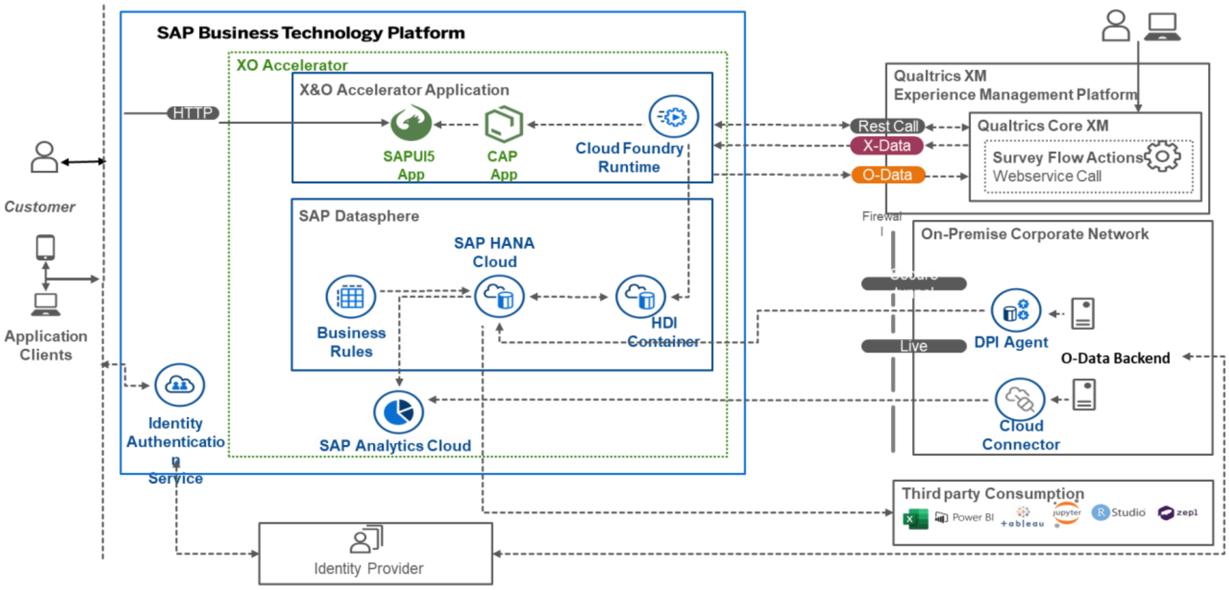
XO Accelerator also offers **unlimited reporting** options, allowing you to create reports and dashboards tailored to your specific needs. This includes comprehensive dashboards with survey progress, providing you with real-time visibility into survey responses and enabling you to monitor progress and trends over time.

XO Accelerator **leverages the power of predictive analytics** and machine learning algorithms to identify the most suitable survey questions and scoring options. By analysing historical data and patterns, the platform suggests optimal survey questions and scoring methodologies, ensuring that surveys capture the most relevant and actionable insights from respondents.

In summary, XO Accelerator empowers business users by automating data integration, providing a unified view of X-Data and O-Data, enabling easy exploration and integration of new information, facilitating sharing and collaboration, and offering unlimited reporting options. With these capabilities, XO Accelerator unlocks the full potential of your data, helping you gain valuable insights, make informed decisions, and achieve your business goals.

2.1 Architecture

XO Accelerator is built on the robust foundation of the SAP Business Technology Platform. The platform leverages key components, including SAP Datasphere and SAP Analytics Cloud, to deliver powerful capabilities and ensure a seamless experience:



At the core of XO Accelerator lies the SAP Business Technology Platform, a comprehensive suite of technologies and services that enables businesses to build, extend, and integrate applications in a cloud environment. It provides a scalable and secure infrastructure to support the various functionalities of XO Accelerator.

As a key component, SAP Datasphere plays a crucial role in XO Accelerator's architecture. It serves as a centralized data hub, allowing seamless integration and management of diverse data sources. SAP Datasphere enables data ingestion, transformation, and orchestration, ensuring that X-Data and O-Data from various operational systems can be seamlessly combined and utilized for analysis and insights.

Another essential component of XO Accelerator's architecture is SAP Analytics Cloud. This advanced analytics and business intelligence platform empowers users to visualize, explore, and analyse data from multiple sources. It provides intuitive dashboards, reports, and self-service analytics capabilities, enabling business users to gain actionable insights from the integrated X-Data and O-Data.

To enable smooth data flow and integration between Experience Management Solutions, operational systems, and the XO Accelerator platform, integration services are employed. These services facilitate data synchronization, real-time updates, and seamless communication between different systems, ensuring that X-Data and O-Data are synchronized and readily available for analysis and reporting.

Security and governance measures are an integral part of the architecture to ensure data privacy, compliance, and access control. The SAP Business Technology Platform provides robust security features, including data encryption, user authentication, and role-based access control, to safeguard sensitive data and ensure compliance with industry regulations.

By leveraging the SAP Business Technology Platform, specifically SAP Datasphere and SAP Analytics Cloud, XO Accelerator offers a scalable and secure architecture that enables seamless integration, data management, and advanced analytics capabilities. This architecture ensures that business users can easily access and analyse integrated X-Data and O-Data, empowering them to make informed decisions and drive impactful actions based on comprehensive insights.

XO Accelerator's architecture harnesses the power of the SAP Business Technology Platform, with core components such as SAP Datasphere and SAP Analytics Cloud, to provide a robust, scalable, and secure foundation for data integration, analysis, and visualization. This architecture enables organizations to unlock the full potential of their data, derive valuable insights, and achieve their experience management objectives.

3. XO ACCELERATOR LAUNCHPAD

Welcome to Chapter 3 of the XO Accelerator User Manual, where we dive into the exciting world of the XO Accelerator Launchpad. In this chapter, we'll explore how this dynamic feature empowers you to take control of your integrations and workflows like never before.

3.1 Unleash the Power of Launchpad

The XO Accelerator Launchpad is your gateway to orchestrating integrations with ease and precision. Think of it as your mission control centre, designed to streamline your integration tasks and provide you with a user-friendly interface for managing your workflows.

3.2 Navigating this Chapter

In this chapter, we will guide you through the following key aspects of the XO Accelerator Launchpad:

1. **Understanding the Launchpad Interface**: We'll start by familiarizing you with the Launchpad's layout and features. This section will help you get comfortable with the environment and understand where to find the tools you need.

2. **Creating Your First Imports**: Whether you're a seasoned pro or new to XO Accelerator, this section will walk you through the process of setting up your very first data import using the Launchpad. It's an excellent place to start if you're eager to see XO Accelerator in action.

3. **Managing and Monitoring Imports:** Learn how to efficiently manage your imports from the Launchpad. We'll cover topics like tracking progress, handling errors, and ensuring your integrations run smoothly.

3.3 Why the Launchpad Matters

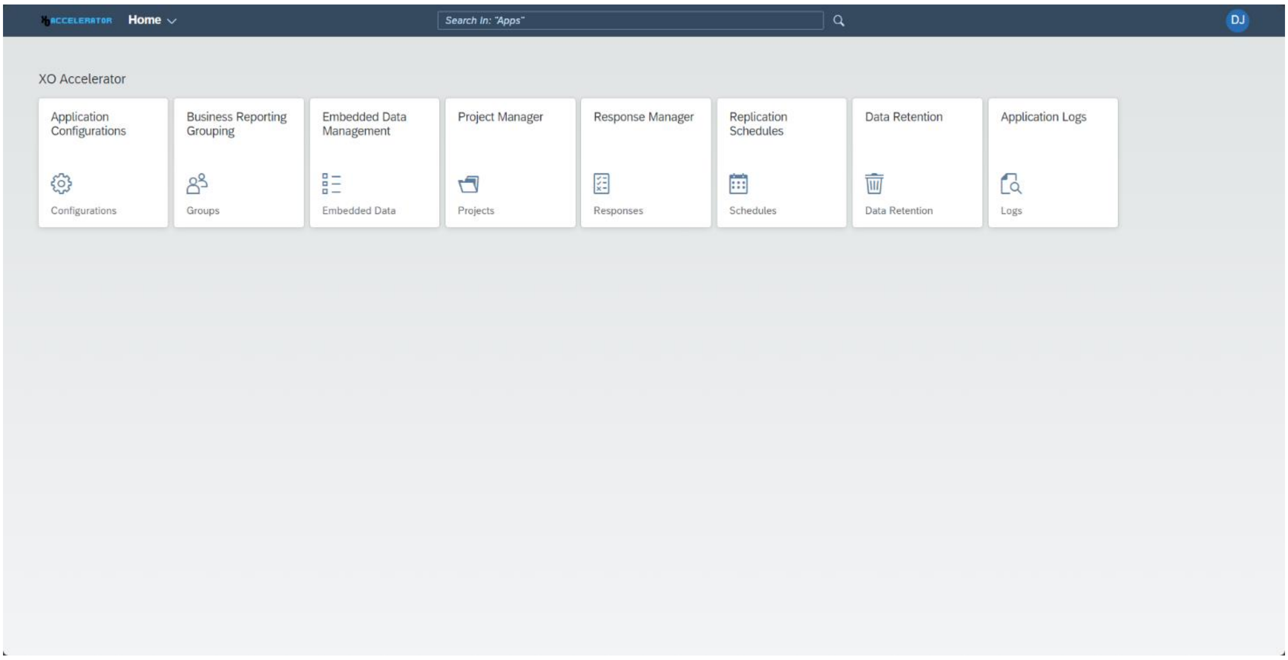
The XO Accelerator Launchpad is not just a dashboard; it's a control center for your data initiatives. Whether you're looking to automate survey data imports, connect disparate data from different surveys, or simply streamline your operations, the Launchpad is the place where it all comes together.

In the following sections of this chapter, we'll provide you with the knowledge and tools you need to make the most of this powerful feature. So, fasten your seatbelt, and let's embark on this journey to explore the XO Accelerator Launchpad together!

3.4 The Launchpad Interface

Depending on your license, user ID, and security rights, you have the following menu options (tiles) available:

- Application Configurations
- Business Reporting Grouping
- Embedded Data Management
- Project Manager
- Response Manager
- Replication Schedules
- Data Retention
- Application Logs



In the following paragraphs we will further explain the different menu (tiles) options available and their functionalities:

3.5 Application Configurations

Welcome to the world of application configuration, where you can create your own XO Accelerator experience to suit your unique needs. In this paragraph, we'll dive deep into the Applications Configurations Tile, a powerful tool that empowers you to modify various aspects of the XO Accelerator.

Customization isn't just about personal preference; it's about making your application work better for you. By harnessing the power of the Applications Configurations Tile, you can optimize your application's performance, enhance security, and align it precisely with your organization's unique requirements.

As we delve deeper into this paragraph, we'll provide you with the knowledge and guidance you need to master application configuration within XO Accelerator. So, let's embark on this journey of customization, and let's start shaping your application exactly the way you envision it.

In the following sections we will explain how you can make changes to the Application Configuration items as per below table:

Configuration Name	Description
API End Point	API Endpoint of your Experience Management Solution
API Client ID	API Client ID of your Experience Management Solution
API Client Secret	API Client Secret of your Experience Management Solution
License Key	XO Accelerator License Key
Logging Mode	Application Logging Mode
Max Contact History Age	Maximum Number of Days before Contact History is Refreshed
Max Record Retrieval Limit	Maximum Number of Records to Retrieve per Job run
Max Schedule Retries	Maximum Number of Retries before a Job disables itself
Time Zone	Convert Date/Times to the specified TimeZone
SAP Analytics Cloud	SAP Analytics Cloud URL
SAP Datasphere	SAP Datasphere URL

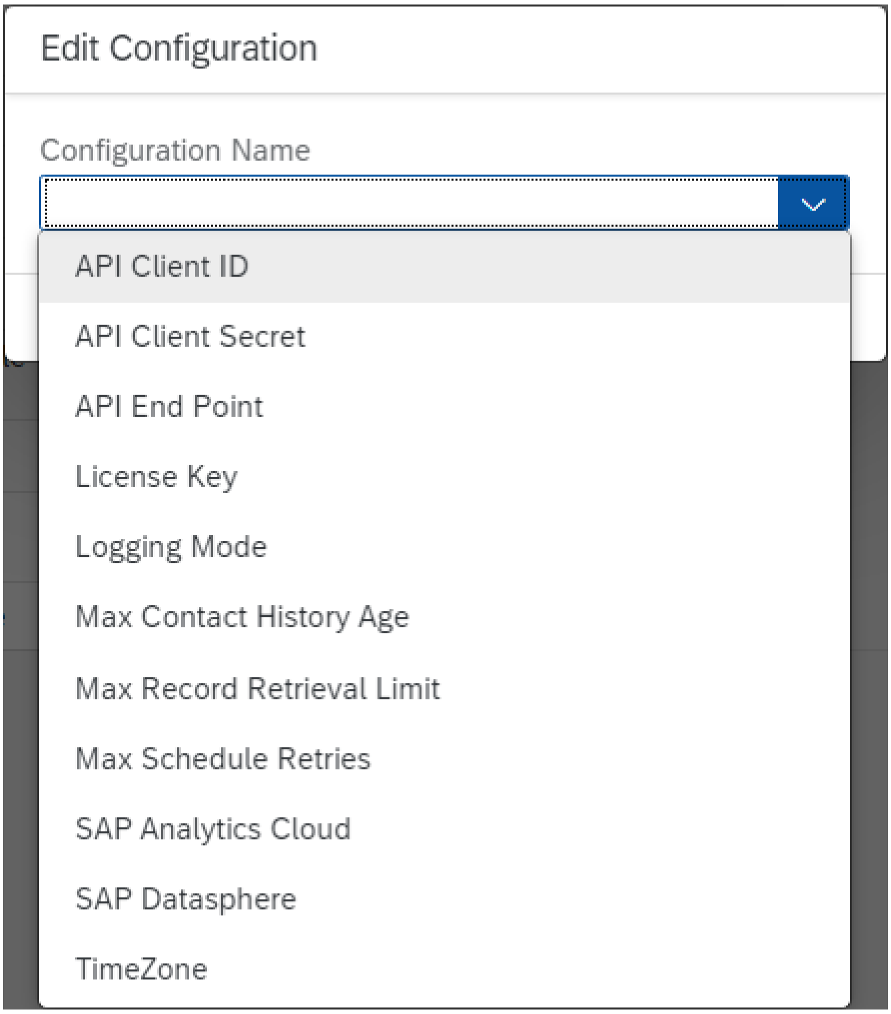
3.5.1 Edit Application Configurations

The following outlines the steps required to Update Application Configuration options:

1. Open Application Configurations from the Home screen

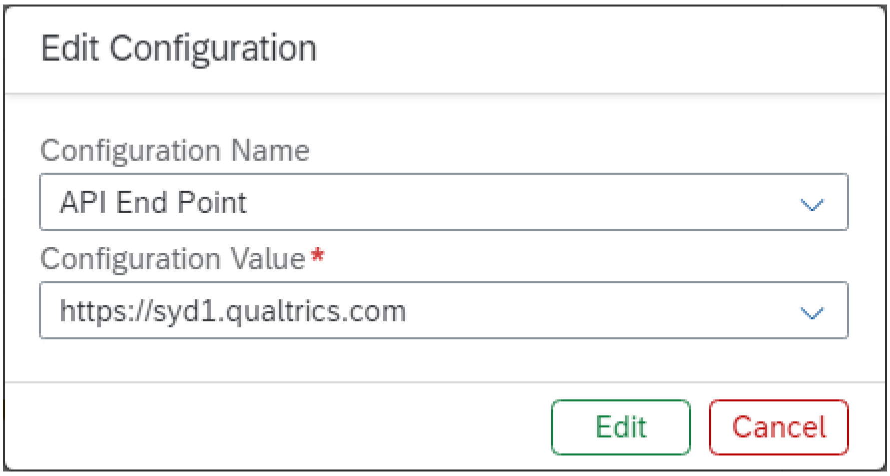
2. Click the 'Edit' button in the top-right of the table

3. Select a Configuration option

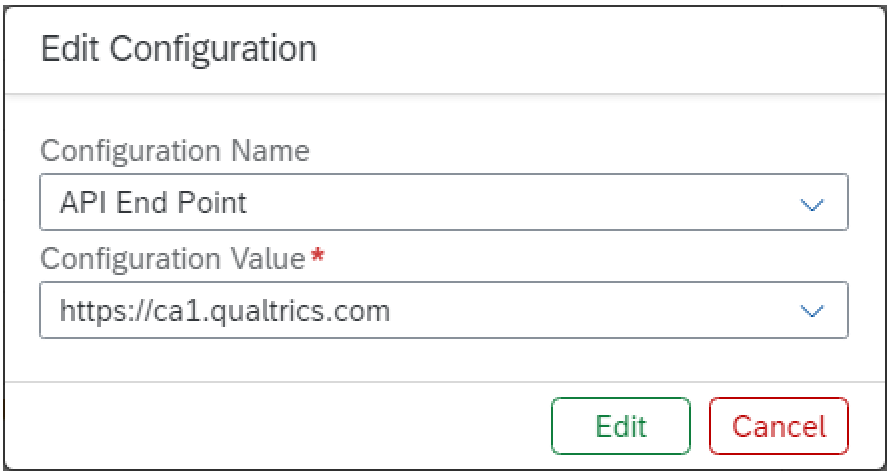


You'll be presented with either a Drop-down list or input field depending on the selected Configuration option

4. Enter or Select the desired Configuration Value



5. Finally, click the ‘Edit’ button



6. Repeat the above 5 steps for other Configuration Options.

3.6 Business Reporting Grouping

XO Accelerator allows for custom grouping of survey questions from different surveys, providing users with the flexibility to organise and analyse data in a way that meets their specific needs. This feature can be particularly useful for users who are conducting multiple surveys and want to compare and analyse data across different surveys.

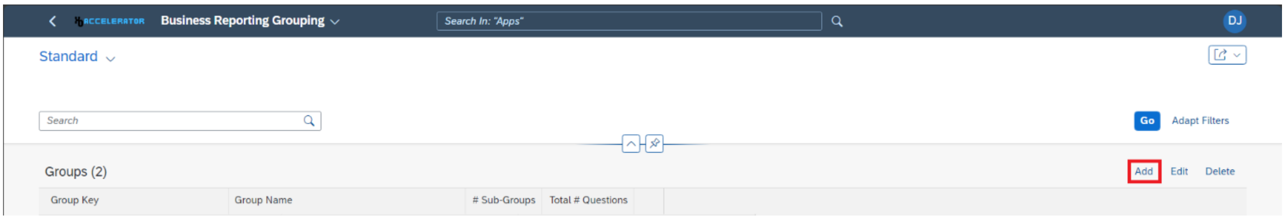
To create custom groups of survey questions, users can use the "Business Reporting Grouping" feature in XO Accelerator. This feature allows users to group questions from different surveys based on common themes or topics. Users can also create custom labels and tags for each group, making it easier to organise and analyse data. All in one simple screen!

3.6.1 Add Group

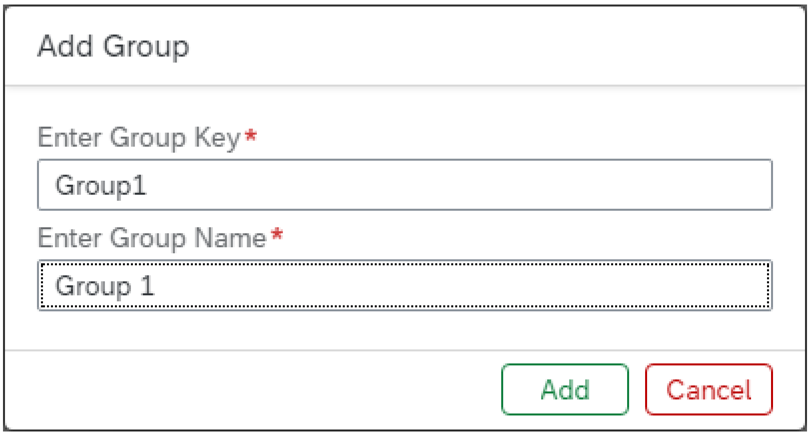
The following outlines the steps required to Add Groups:

1. Open Business Reporting Grouping from the Home screen

2. Click the ‘Add’ button in the top-right of the table

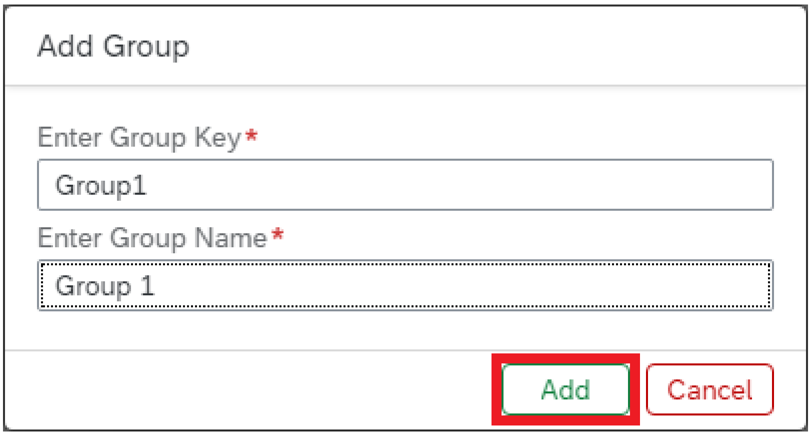


3. Enter a Group Key and Group Name



Group Key is treated as a unique identifier, whilst Group Name is the description of the unique identifier

4. Finally, click the ‘Add’ button



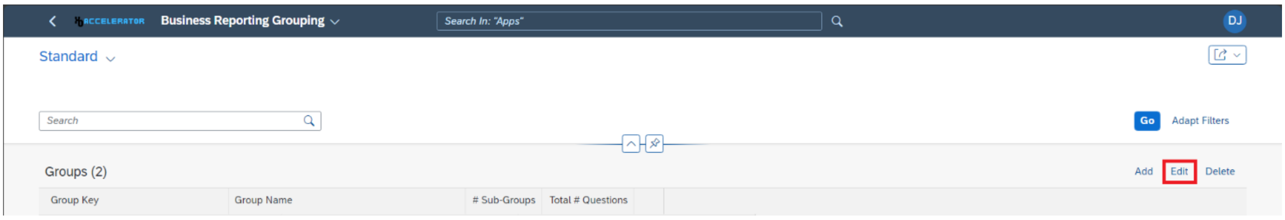
5. Repeat the above 4 steps to add other groups.

3.6.2 Edit Group

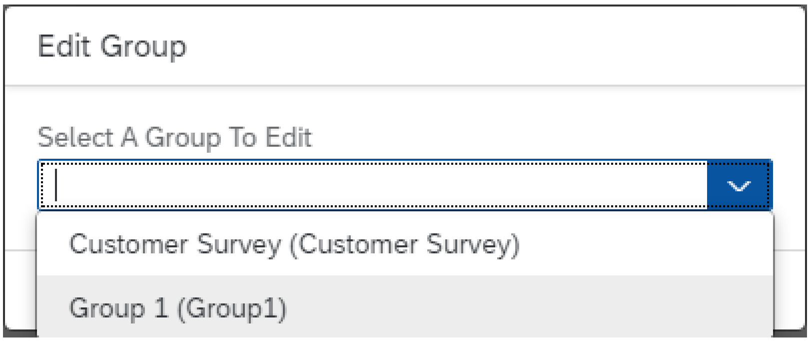
The following outlines the steps required to Edit Groups:

1. Open Business Reporting Grouping from the Home screen

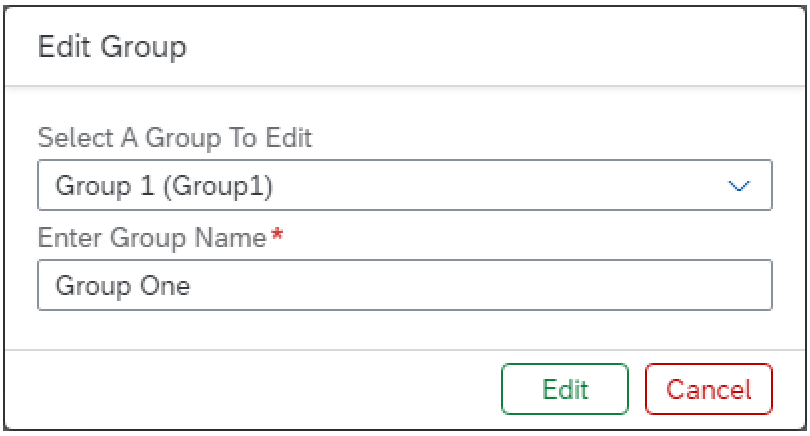
2. Click the 'Edit' button in the top-right of the table



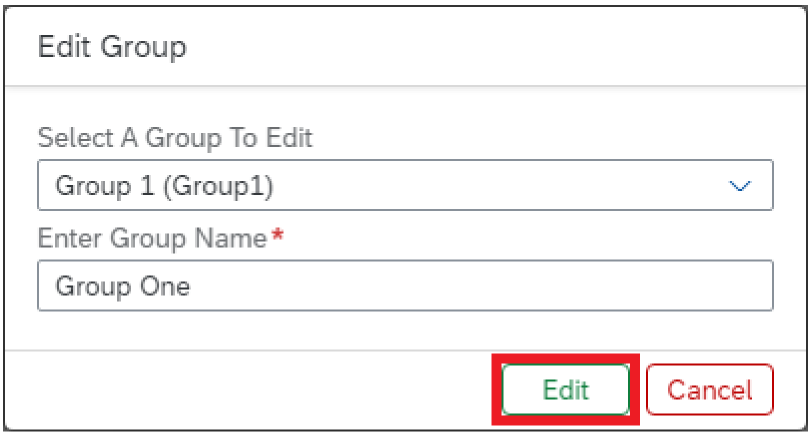
3. Select a Group



4. Enter a new Group name



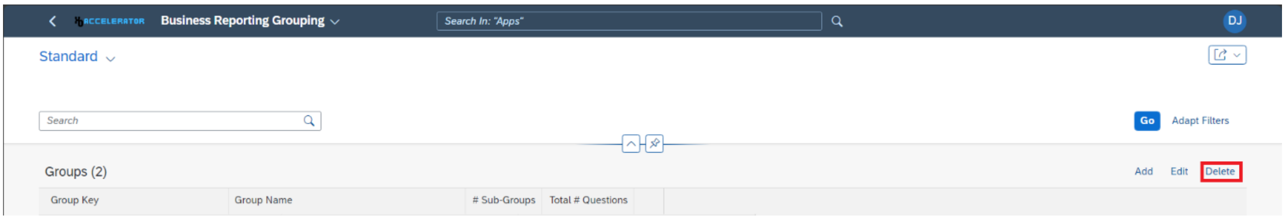
5. Finally, click the 'Edit' button



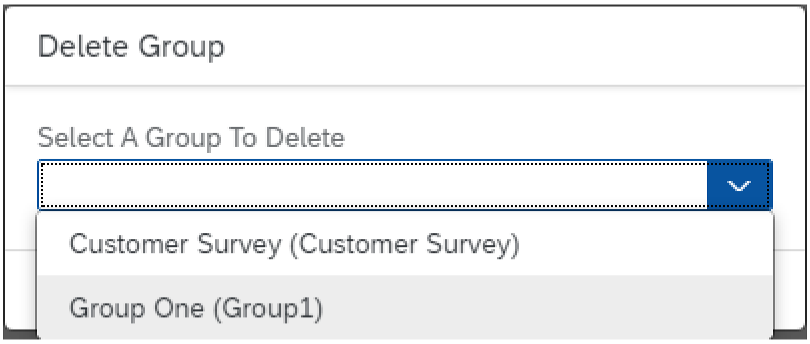
3.6.3 Delete Group

The following outlines the steps required to Delete Groups:

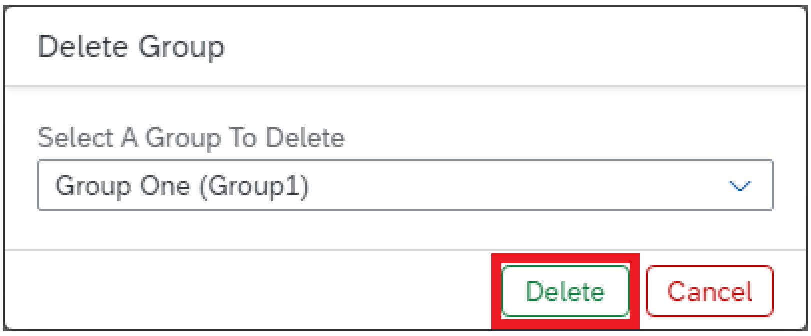
1. Open Business Reporting Grouping from the Home screen
2. Click the 'Delete' button in the top-right of the table



3. Select a Group



4. Finally, click the 'Delete' button

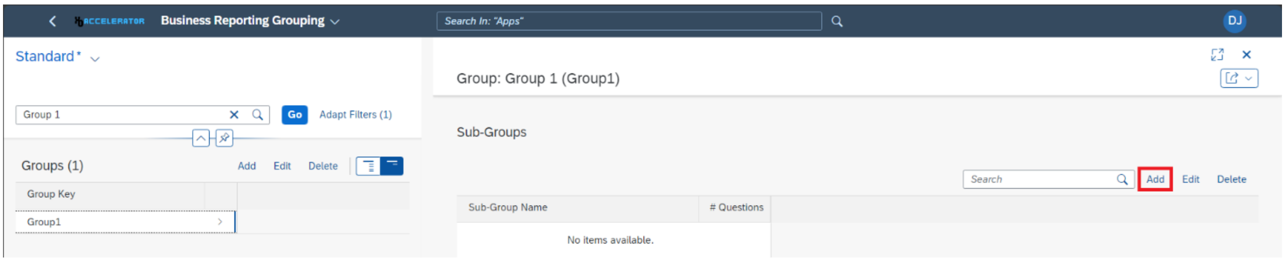


3.6.4 Add Sub-Group

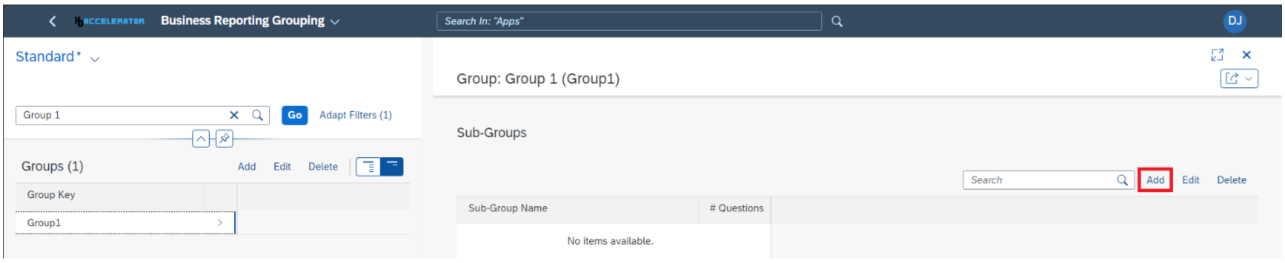
The following outlines the steps required to Add Sub-Groups:

1. Open Business Reporting Grouping from the Home screen

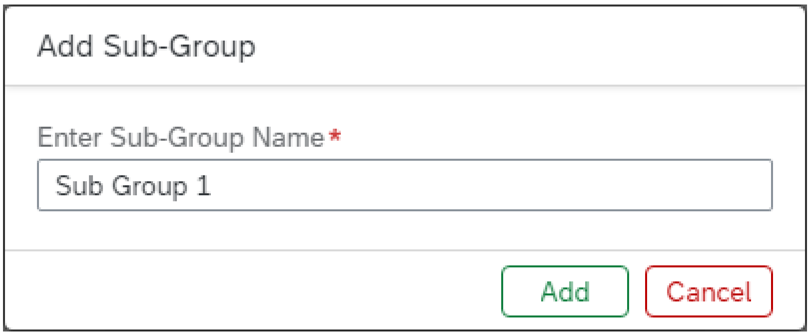
2. Locate and Click on the row of the desired Group



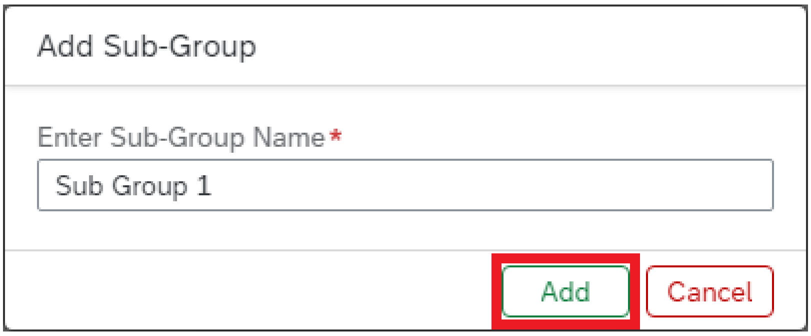
3. Click the 'Add' button in the top-right of the Sub-Groups table



4. Enter a Sub-Group Name



5. Finally, click the 'Add' button

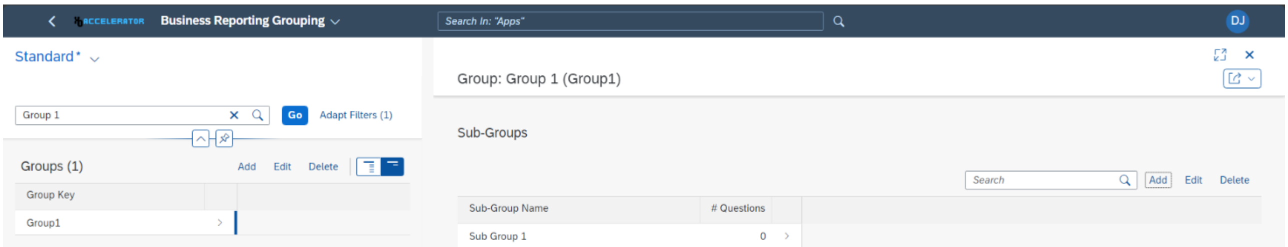


3.6.5 Edit Sub-Group

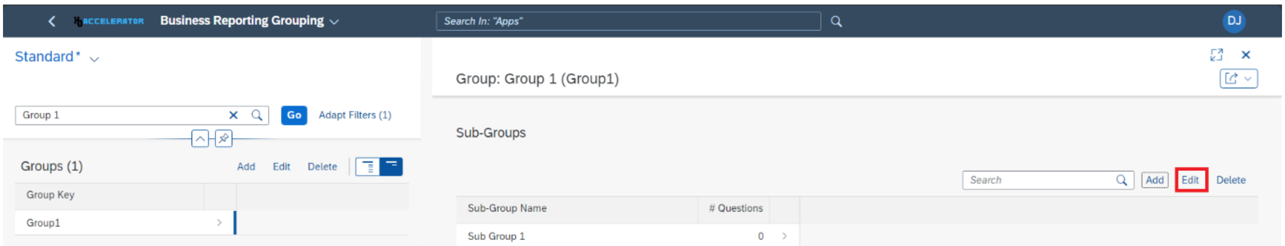
The following outlines the steps required to Edit Sub-Groups:

1. Open Business Reporting Grouping from the Home screen

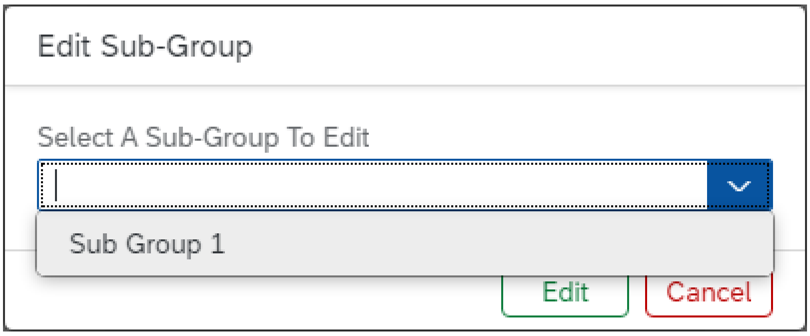
2. Locate and Click on the row of the desired Group



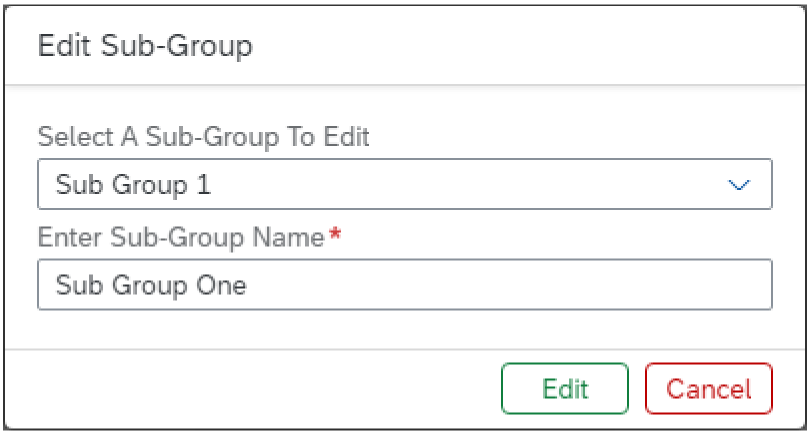
3. Click the 'Edit' button in the top-right of the Sub-Groups table



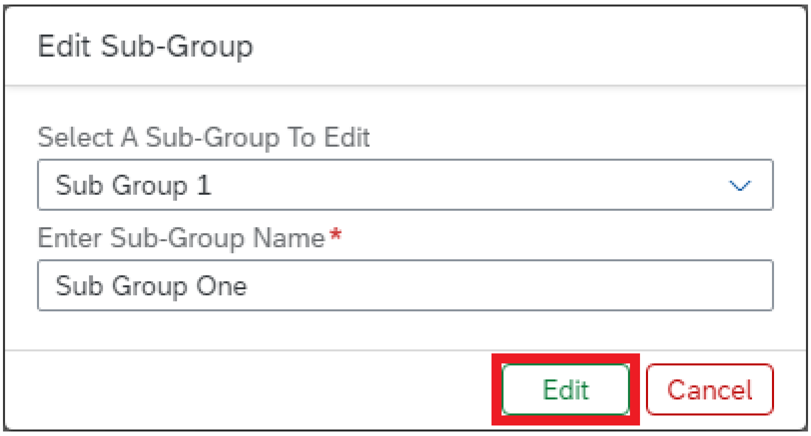
4. Select a Sub-Group



5. Enter a new Sub-Group Name



6. Finally, click the ‘Edit’ button

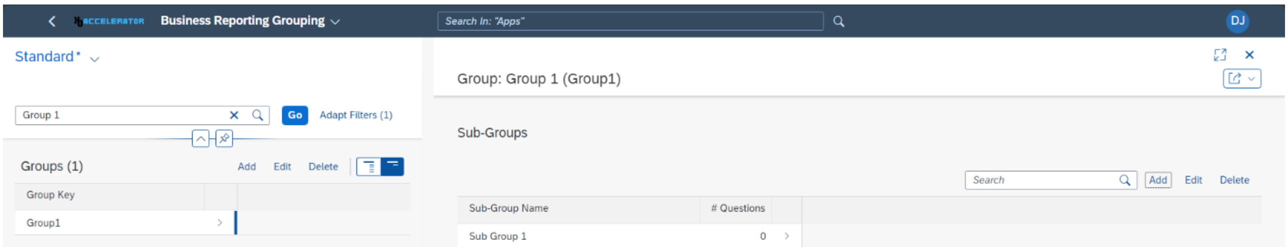


3.6.6 Delete Sub-Group

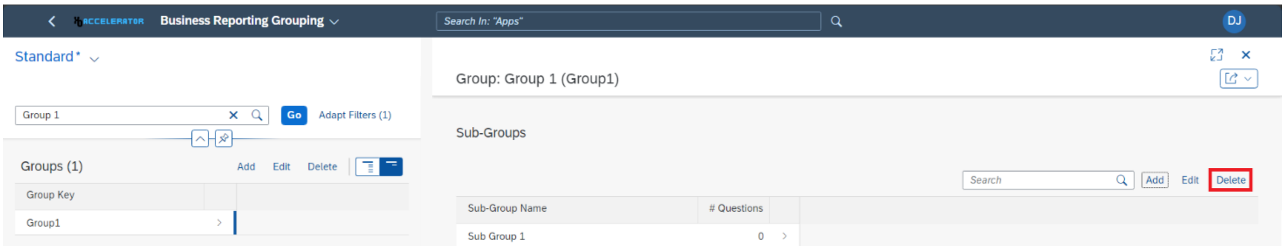
The following outlines the steps required to Delete Sub-Groups:

1. Open Business Reporting Grouping from the Home screen

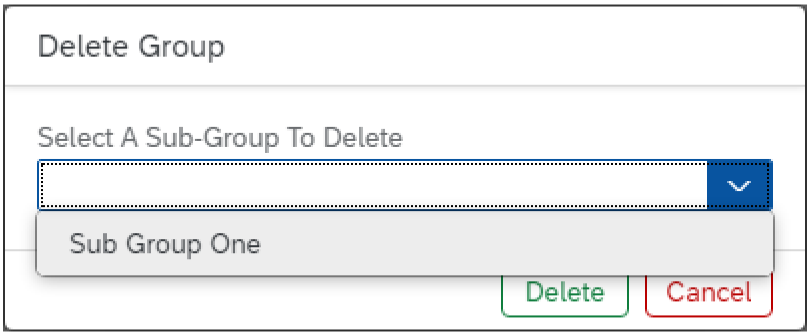
2. Locate and Click on the row of the desired Group



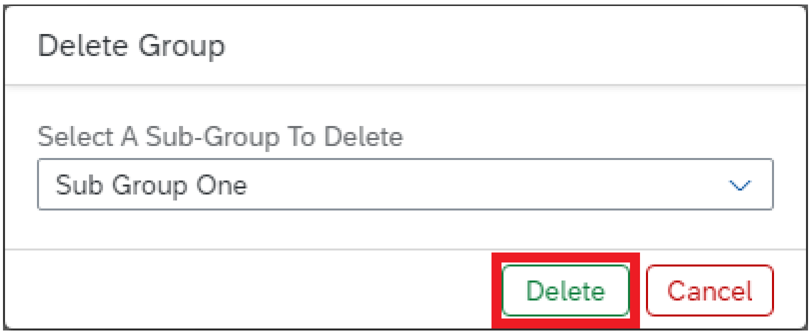
3. Click the 'Delete' button in the top-right of the Sub-Groups table



4. Select a Sub-Group



5. Finally, click the 'Delete' button



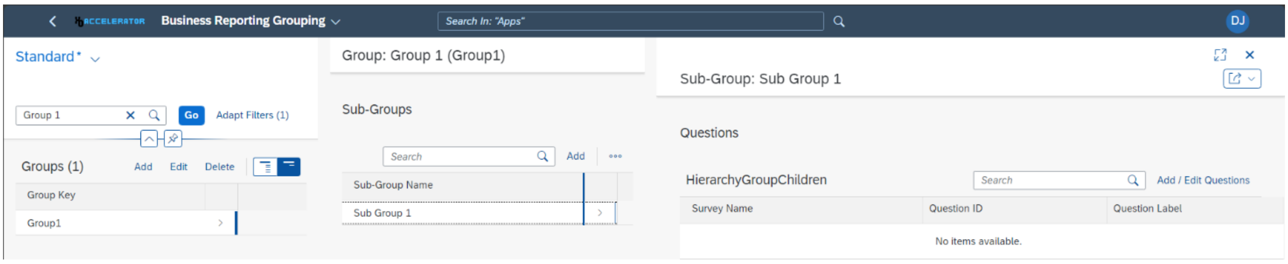
3.6.7 Add / Edit Questions

The following outlines the steps required to Add/Edit Sub-Group Questions:

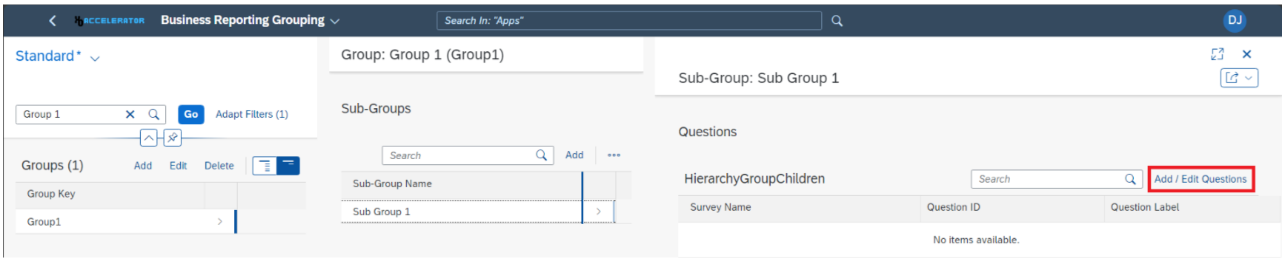
1. Open Business Reporting Grouping from the Home screen

2. Locate and Click on the row of the desired Group

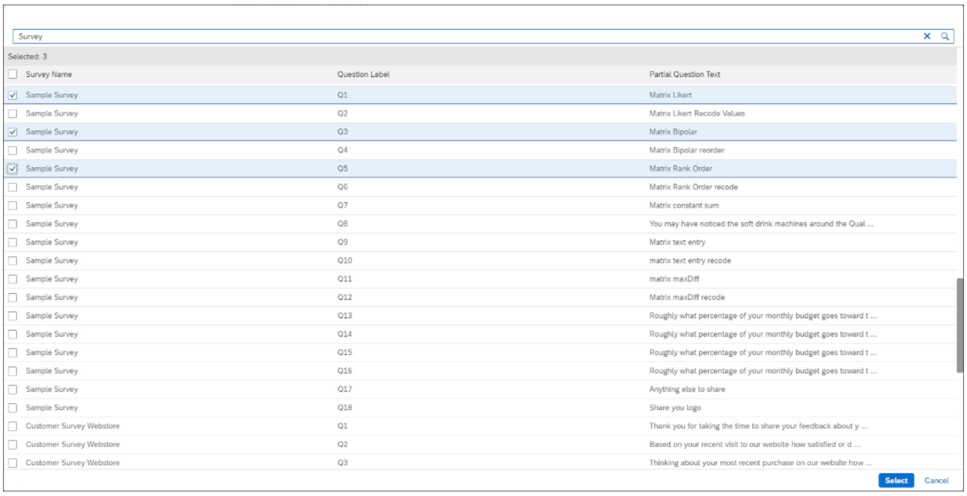
3. Locate and Click on the row of the desired Sub-Group



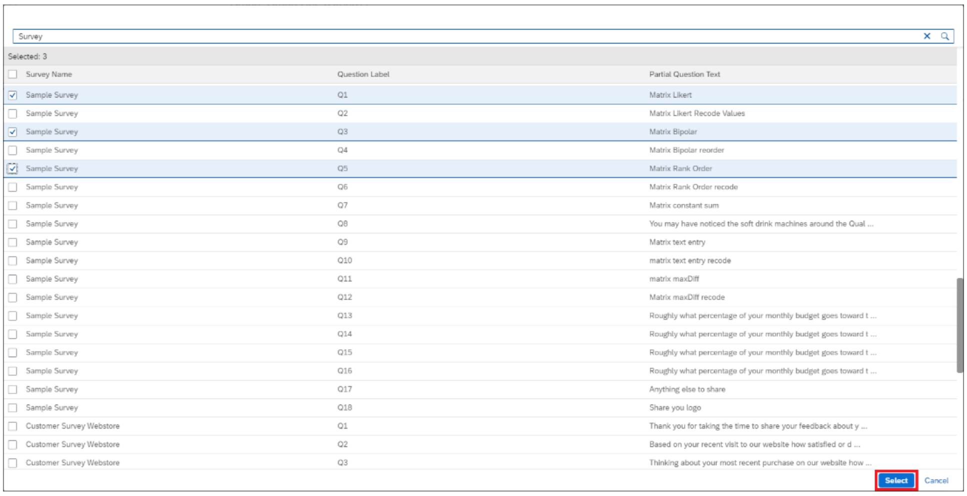
4. Click the 'Add / Edit Questions' button



5. Click on the desired Survey Questions



6. Finally, click the ‘Select’ button



3.7 Embedded Data Management

Embedded data is any extra information you would like recorded in your survey data in addition to the question responses. It can be used to store information such as:

- Demographics and other information you knew about respondents beforehand and saved in the contact list.
- The social media site a respondent came from.
- The condition a respondent was assigned to in a research study.

Embedded data consists of a field and a value. The field is the name of your variable (e.g., Gender, State, Age). The value is what your field will be set to in your data. Just as one question can have multiple possible answers, an embedded data field can have multiple possible values (e.g., a field called Country might have a value of United States, Mexico, or Canada).

The value for your embedded data field can be pulled from data that you have uploaded into a contact list, information appended to the respondent's survey link, built-in fields provided by your survey solution, or values set in the survey flow.

Embedded Data Management reduces IT Support by empowering the Business to self-manage custom embedded data for reporting requirements and guarantees uniqueness across the data model.

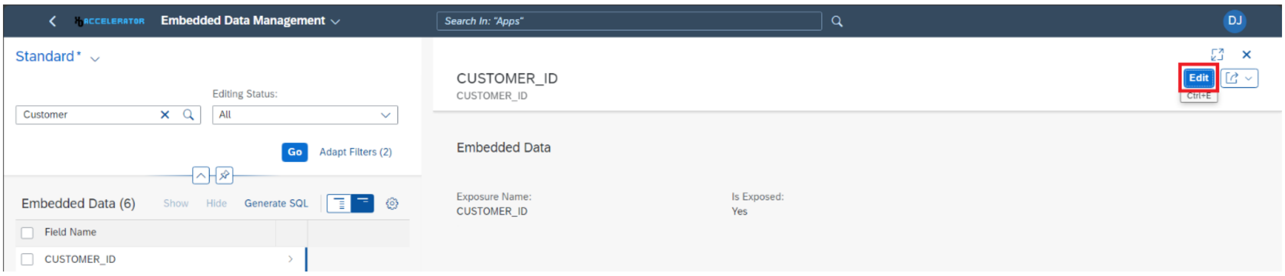
3.7.1 Edit Embedded Data

The following outlines the steps required to Edit Embedded Data:

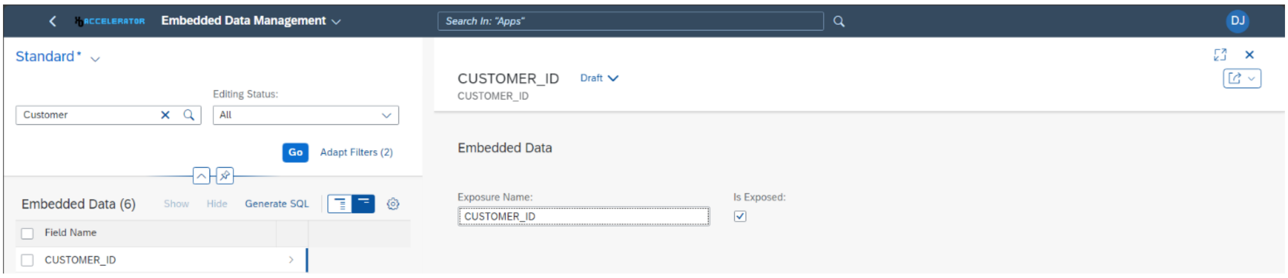
1. Open Embedded Data Management from the Home screen

2. Locate and Click the desired row

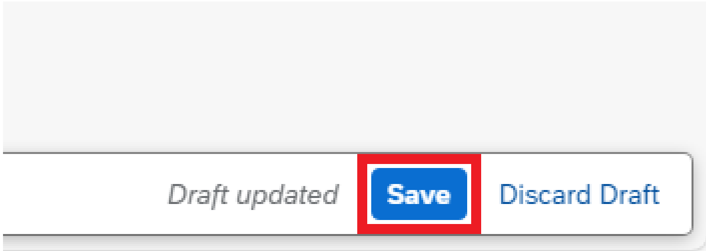
3. Click the 'Edit' button in the top-right



4. Enter an Exposure Name



5. Finally, click the 'Save' button

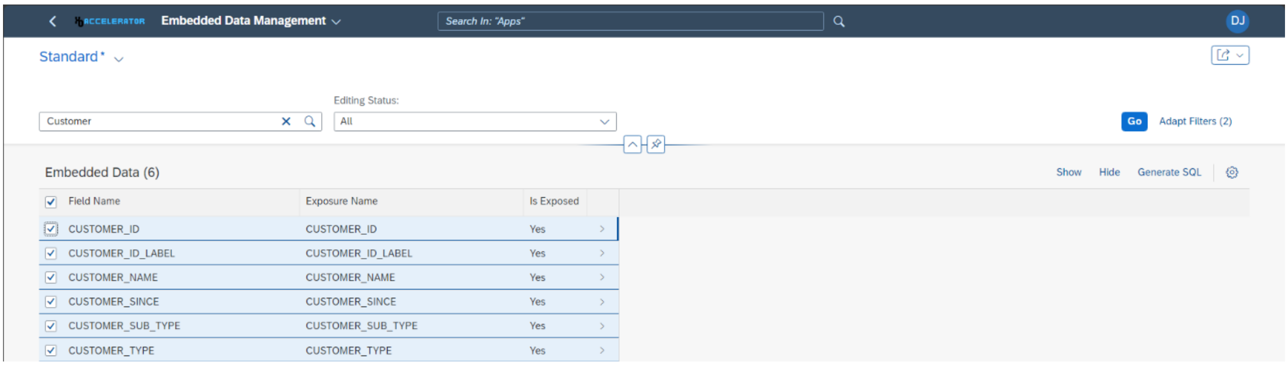


3.7.2 Expose Embedded Data

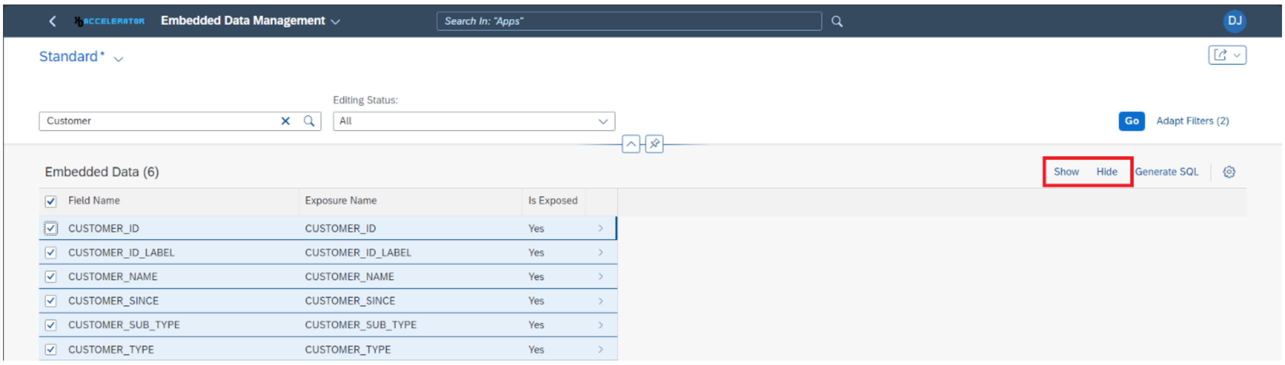
The following outlines the steps required to Expose Embedded Data:

1. Open Embedded Data Management from the Home screen

2. Locate and click the Checkbox on the desired rows



3. Finally, click on either the 'Show' or 'Hide' buttons to set the Embedded Data' Exposure

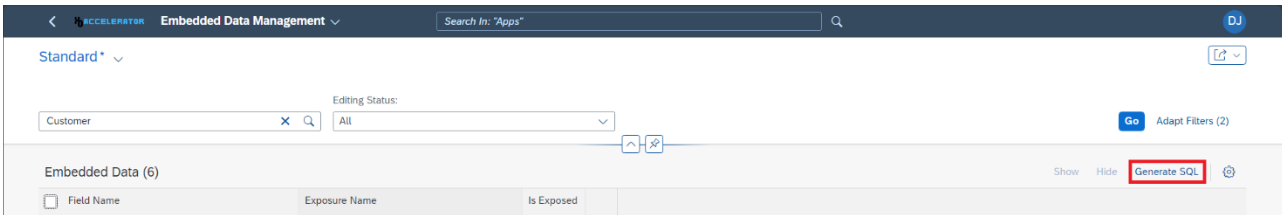


3.7.3 Make Embedded Data available for the business

The following steps are required to make Embedded Data available for the business:

1. Open Embedded Data Management from the Home screen

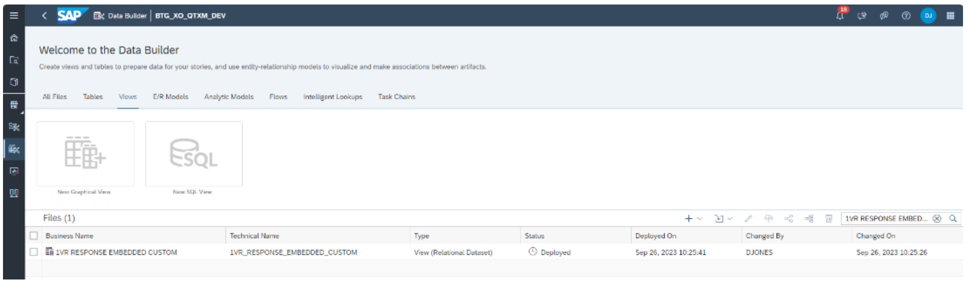
2. Click the ‘Generate SQL’ button on the top-right of the Embedded Data table



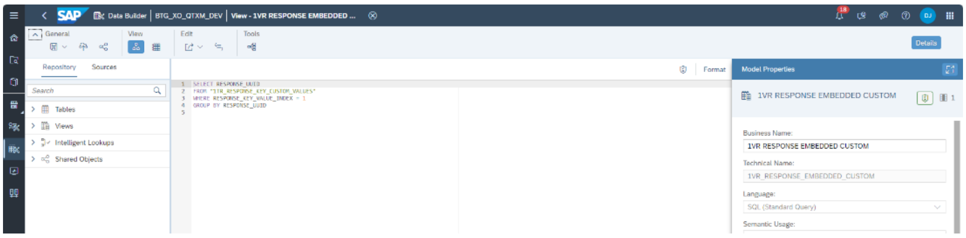
3. Finally, click the ‘Copy To Clipboard’ button

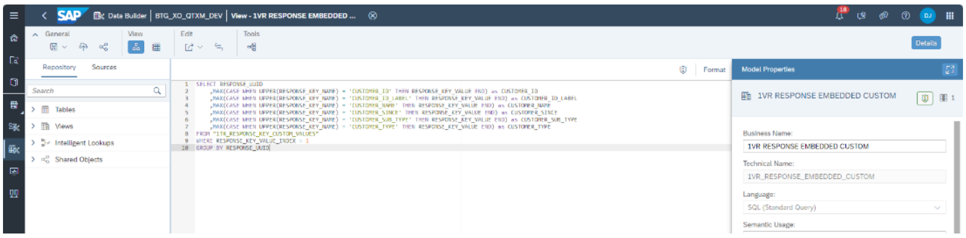
4. Logon to SAP Datasphere

6. Locate and open the 1VR RESPONSE EMBEDDED CUSTOM view

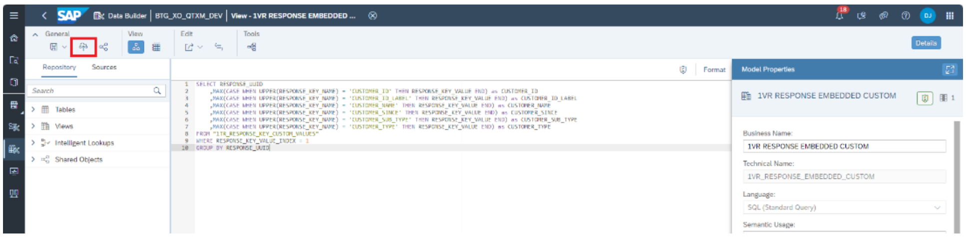


7. Copy & Paste in the SQL generated in ***Error! Reference source not found.***

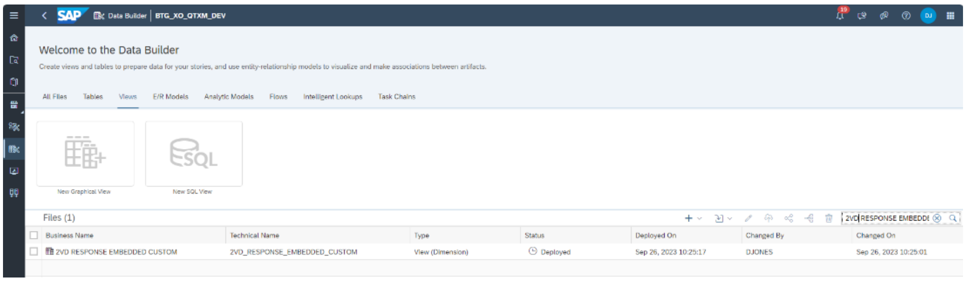




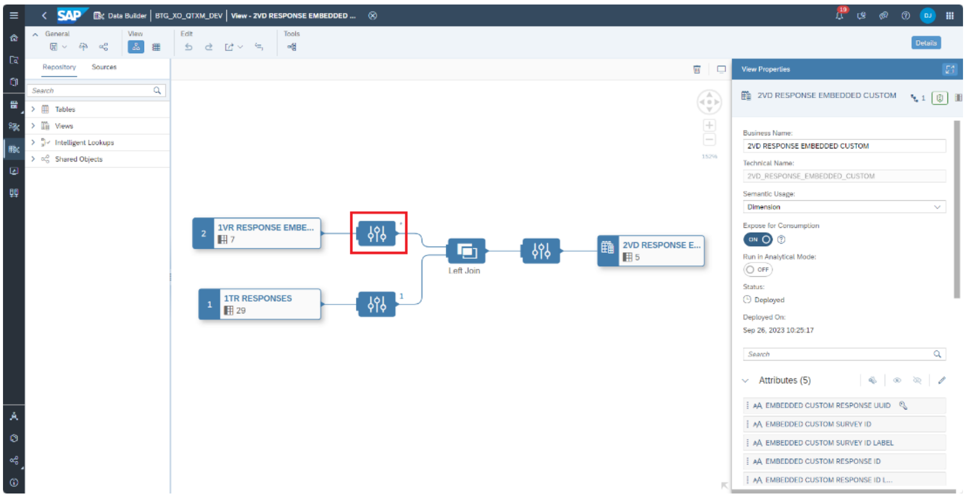
8. Click the Deploy button



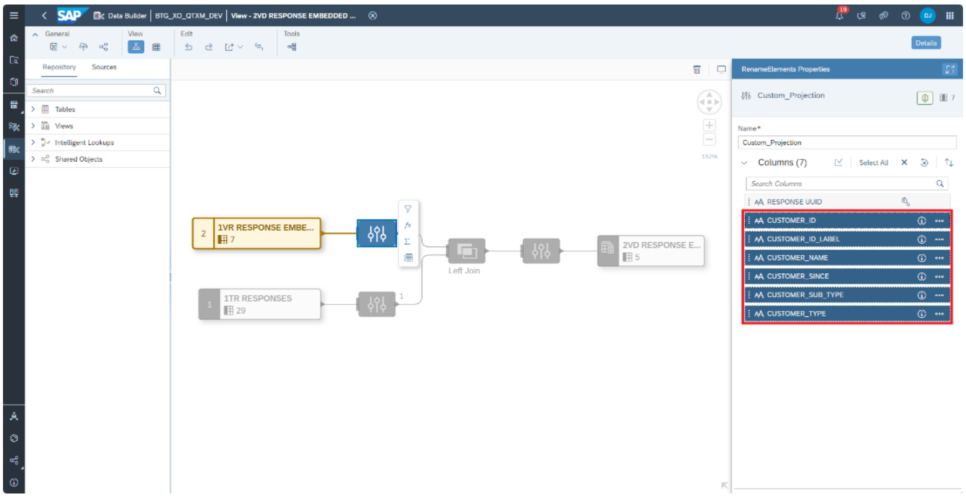
9. Close the view and then locate and open the 2VD RESPONSE EMBEDDED CUSTOM view



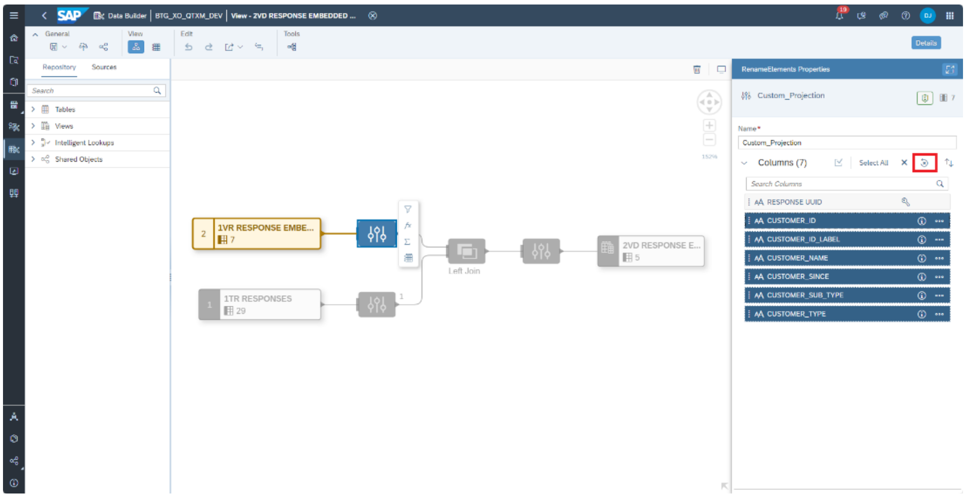
10. Click on the Custom_Projection node



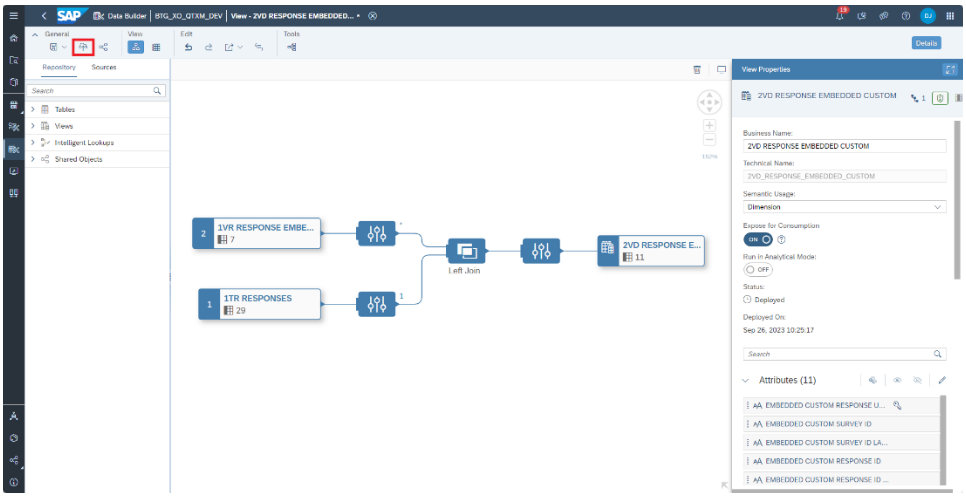
11. In the right-hand pane, select all the newly added attributes



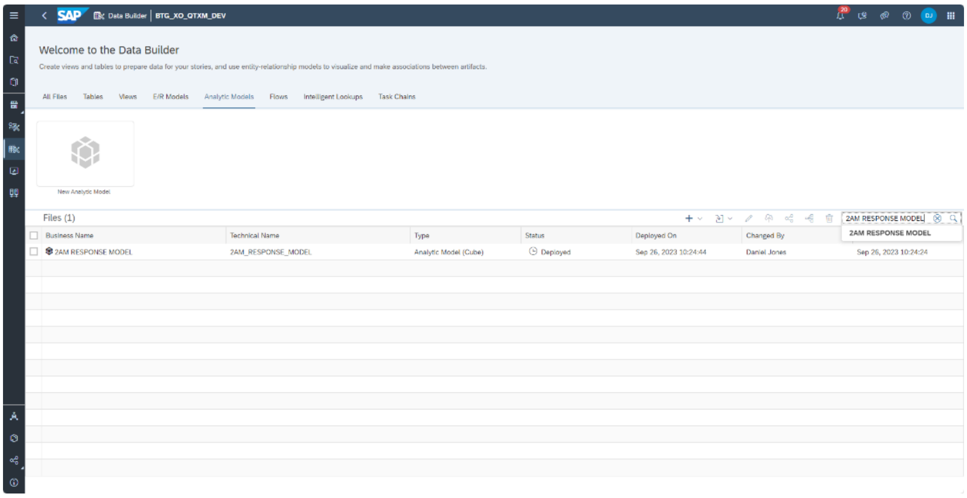
12. Click the Restore Selected Columns button



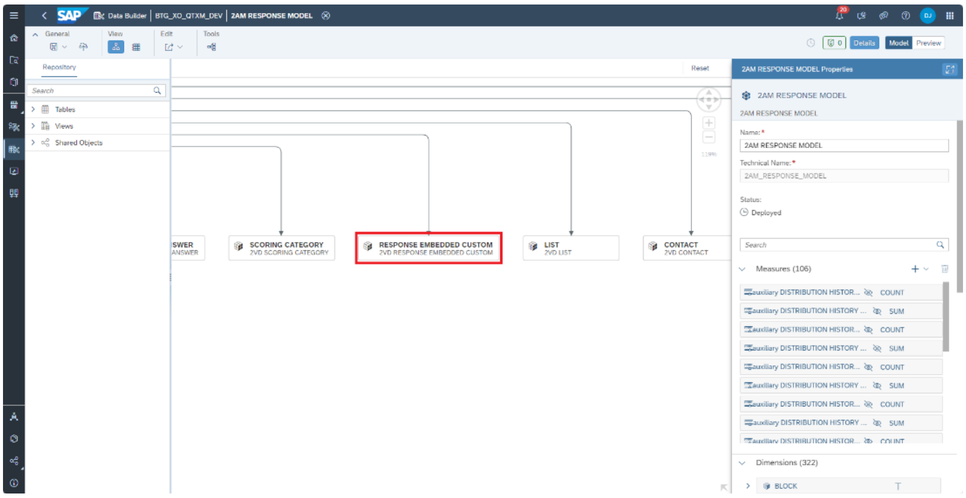
13. Click the Deploy button



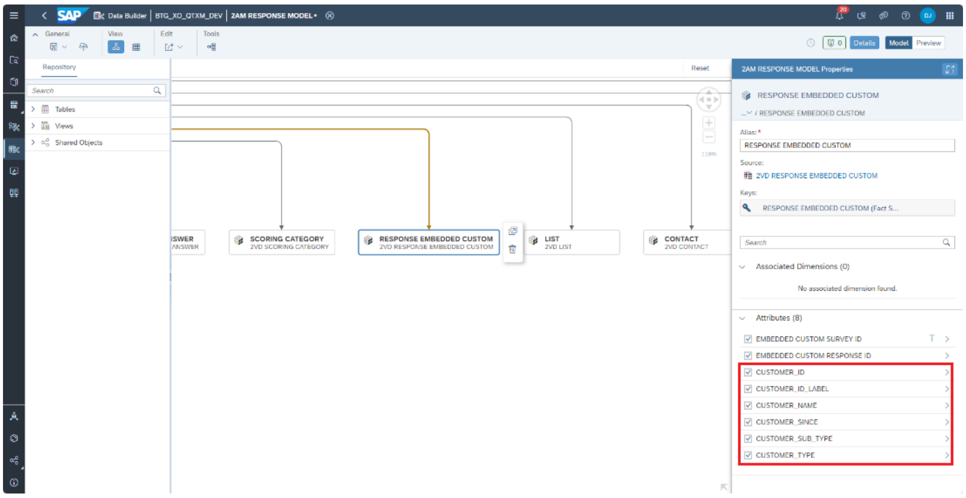
14. Close the view and then locate and open the 2AM RESPONSE MODE



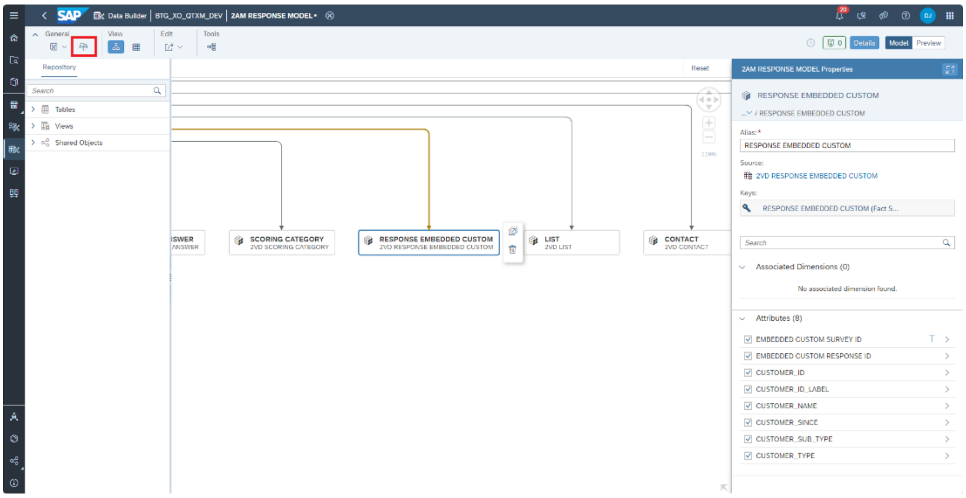
15. Locate and select the RESPONSE EMBEDDED CUSTOM dimension



16. In the right-hand pane, select the checkboxes for all the newly added attributes



17. Finally, click the Deploy button



3.8 Project Manager

Project Manager allows DataOwners and Administrators to create automated import schedules of Projects, Distributions and Contacts from your Experience Management solution.

Projects;

- Surveys
- Survey Structure
- Question
- Question Config
- Choices
- Blocks
- Scoring Categories

Distributions

Contacts;

- Contacts
- Lists

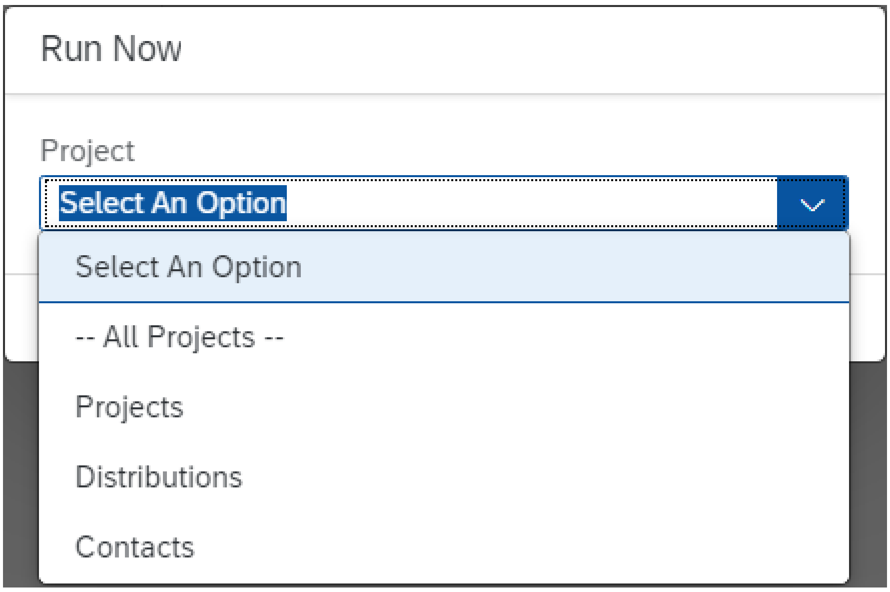
3.8.1 Run Now

The following outlines the steps required for creating Run Now schedules:

1. Open Project Manager from the Home screen

2. Click 'Run Now' button on the top-right of the Projects table

3. Select an Option



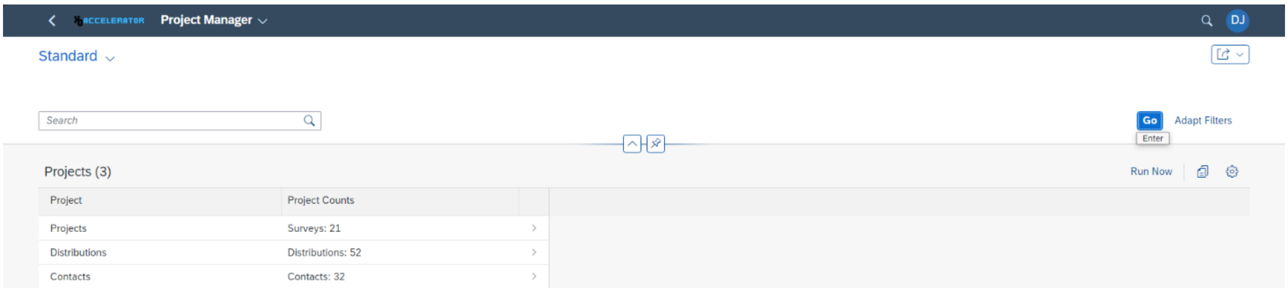
4. Finally, click the ‘Run Now’ button

3.8.2 Add Schedule

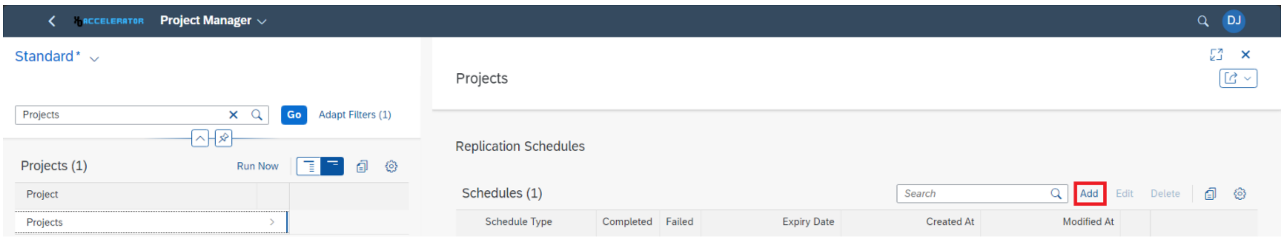
The following outlines the steps required to Add schedules:

1. Open Project Manager from the Home screen

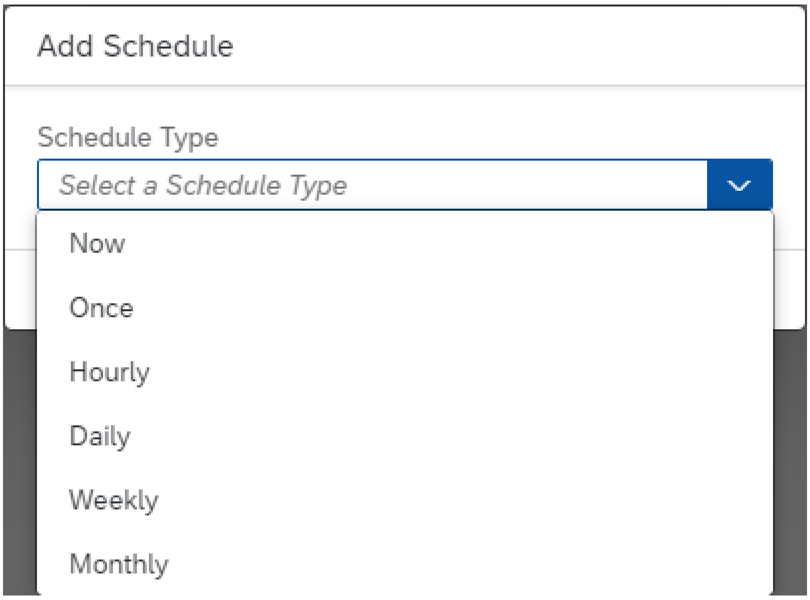
2. Click on either the Projects or Directories row



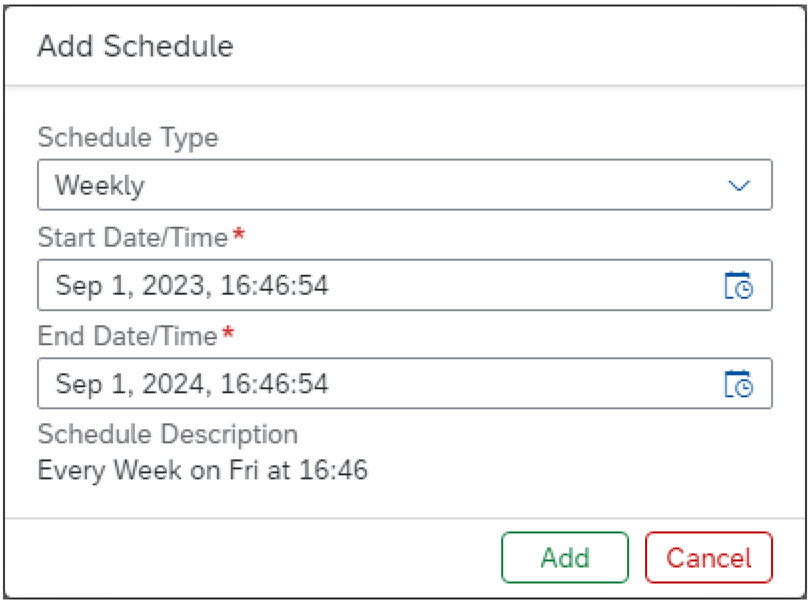
3. Click ‘Add’ button on the top-right of the Schedules table



4. Select a Schedule Type



5. Fill out all the required fields and click the ‘Add’ button

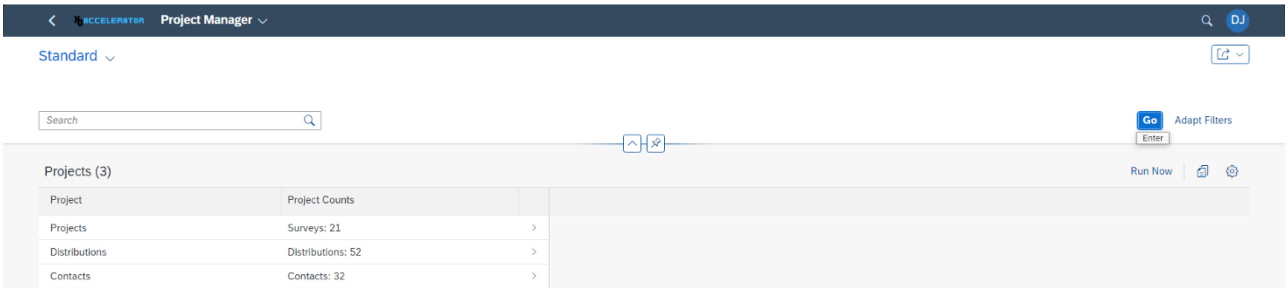


3.8.3 Edit Schedule

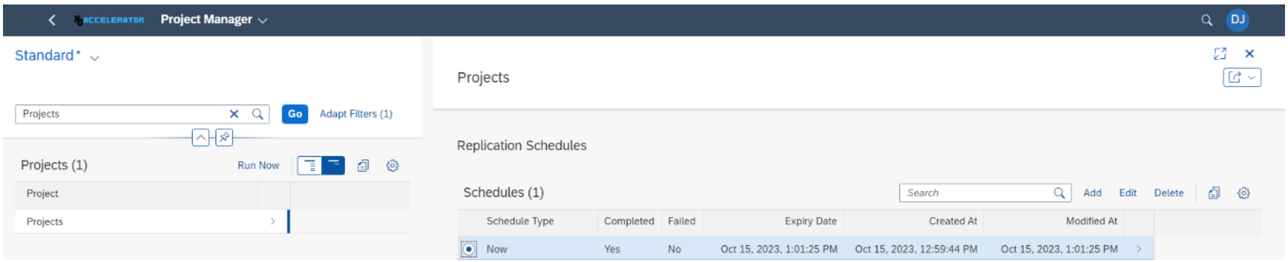
The following outlines the steps required to Edit schedules:

1. Open Project Manager from the Home screen

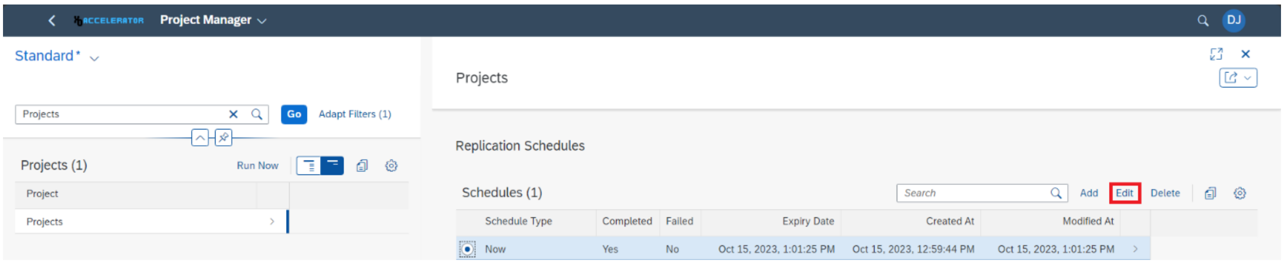
2. Click on either the 'Projects' or 'Directories' row



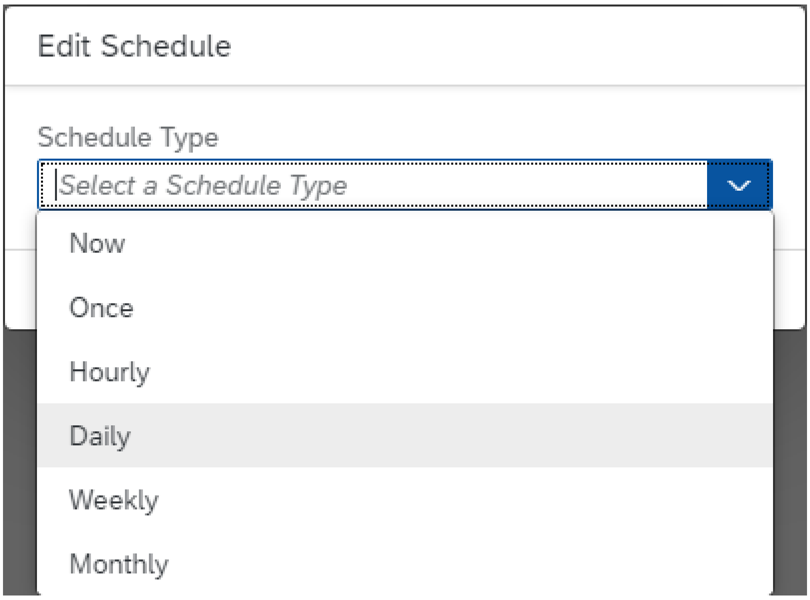
3. Locate and click the Radio button of the desired Schedule



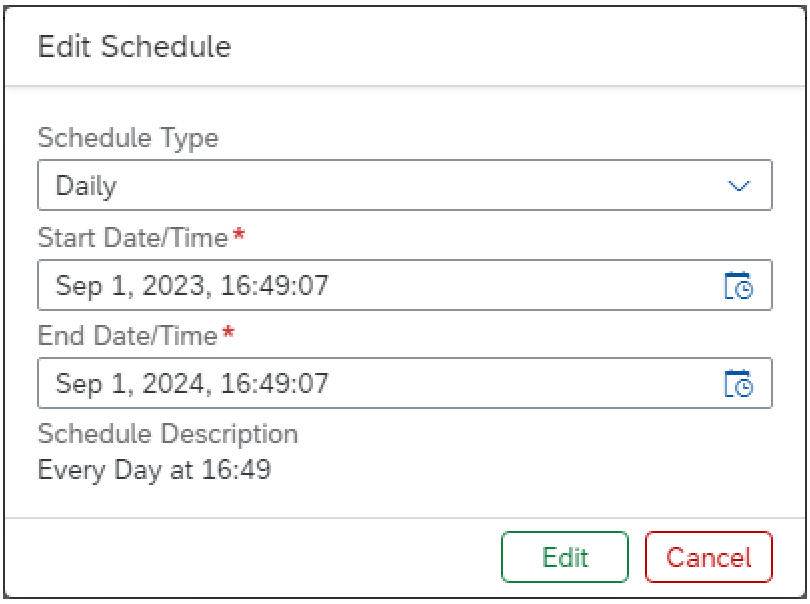
4. Click the 'Edit' button on the top-right of the Schedules table



5. Select a Schedule Type



6. Fill out all the required fields and click the ‘Edit’ button

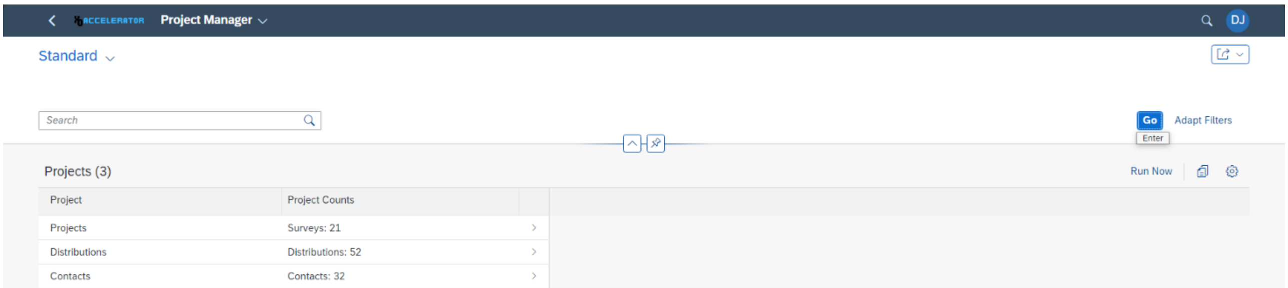


3.8.4 Delete Schedule

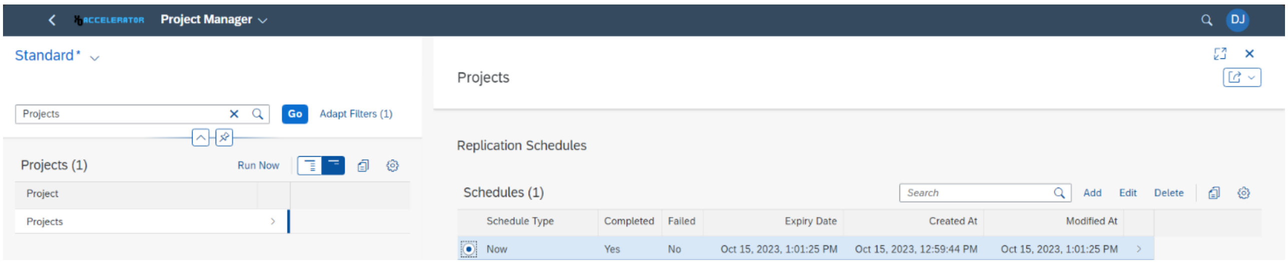
The following outlines the steps required to Delete schedules:

1. Open Project Manager from the Home screen

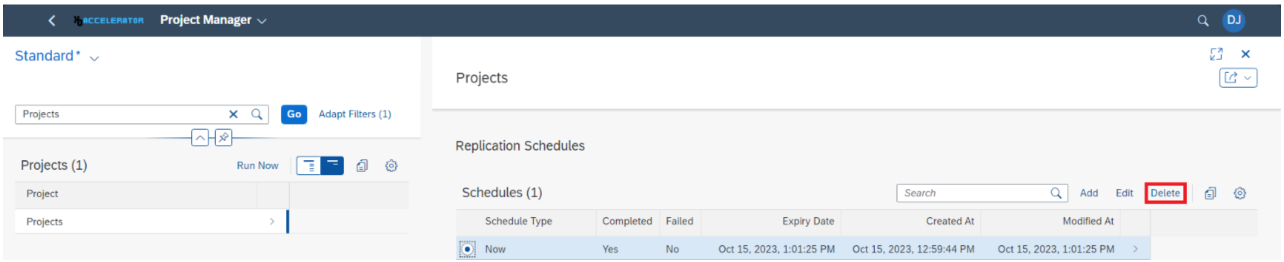
2. Click on either the 'Projects' or 'Directories' row



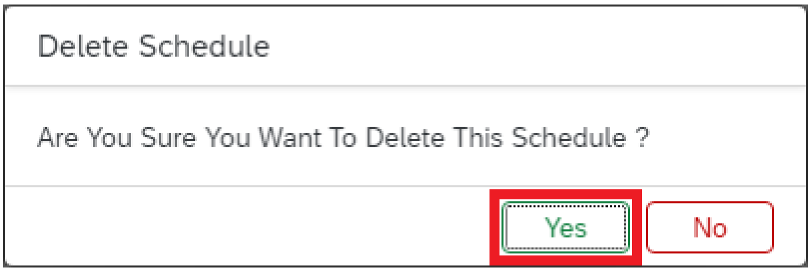
3. Locate and click the Radio button of the desired Schedule



4. Click the 'Delete' button on the top-right of the Schedules table



5. Finally, click the 'Delete' button



3.9 Response Manager

Response Manager allows DataOwners and Administrators to create automated import schedules of Survey Responses

Survey Responses;

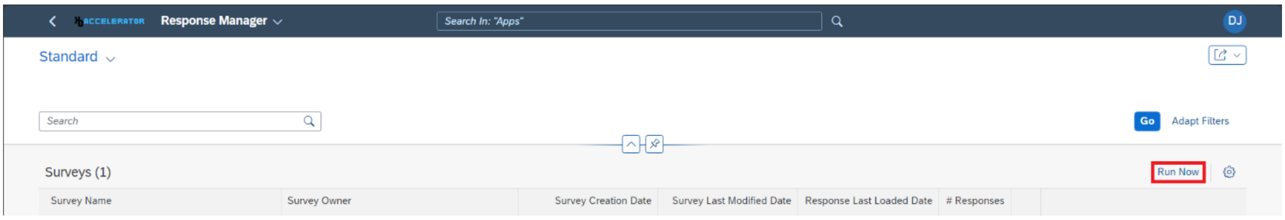
- Responses
- Responses Answers
- Response Embedded Built-in
- Response Embedded Custom

3.9.1 Run Now

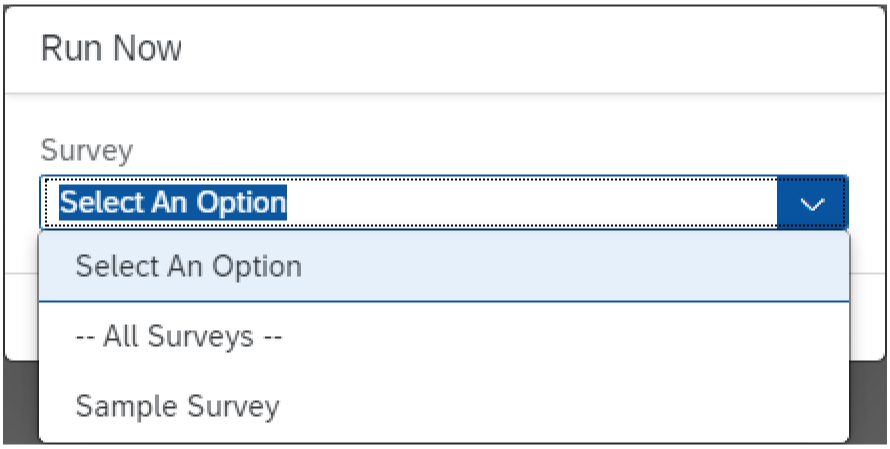
The following outlines the steps required for creating Run Now schedules:

1. Open Response Manager from the Home screen

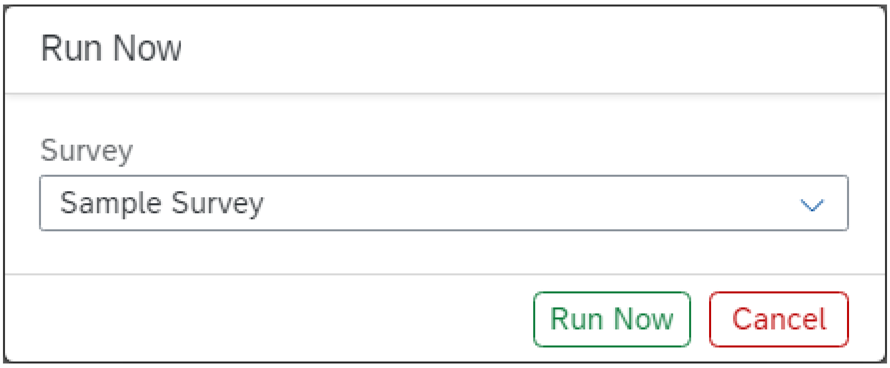
2. Click 'Run Now' button on the top-right of the Surveys table



3. Select an Option



4. Finally, click the 'Run Now' button

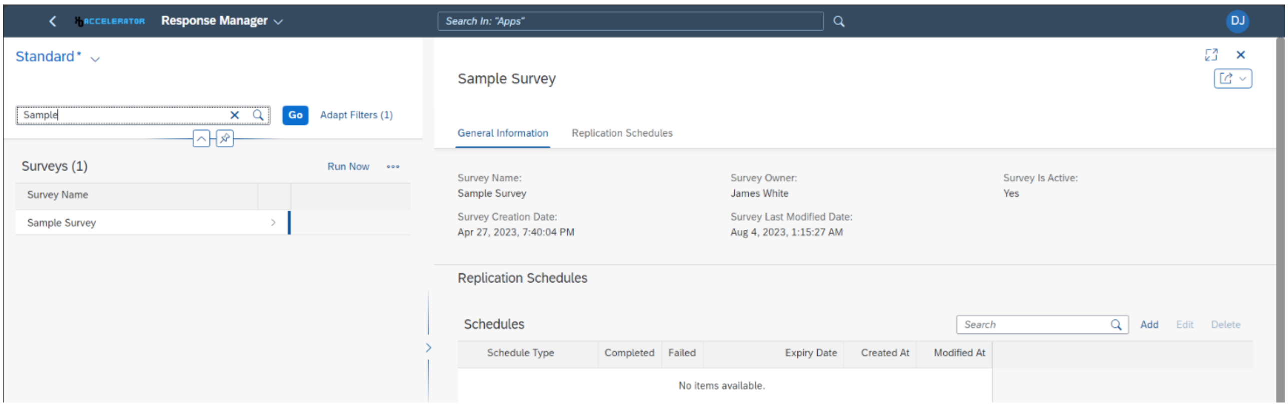


3.9.2 Add Schedule

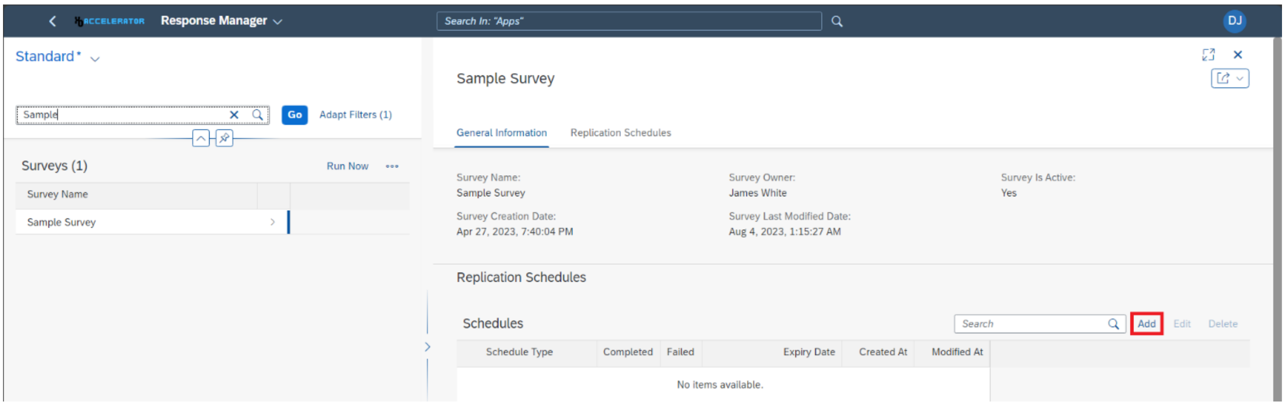
The following outlines the steps required to Add schedules:

1. Open Response Manager from the Home screen

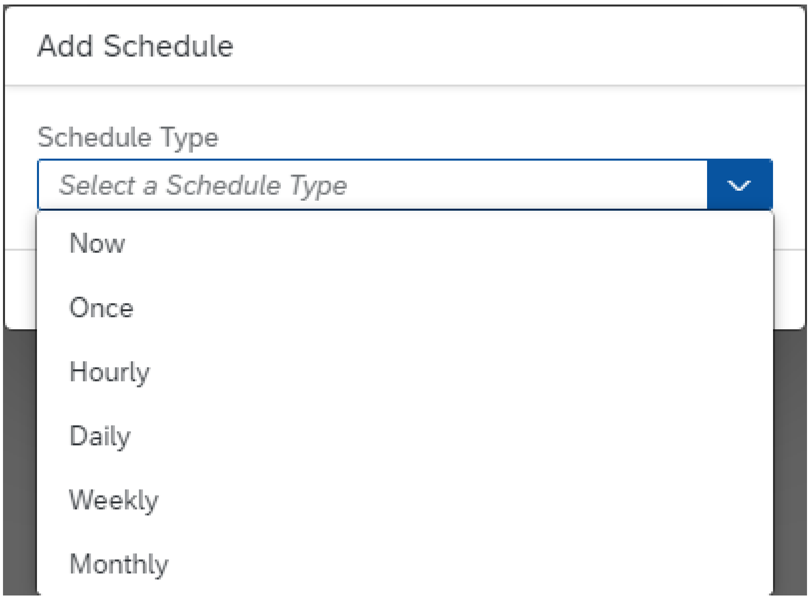
2. Locate and Click on the row of the desired Survey



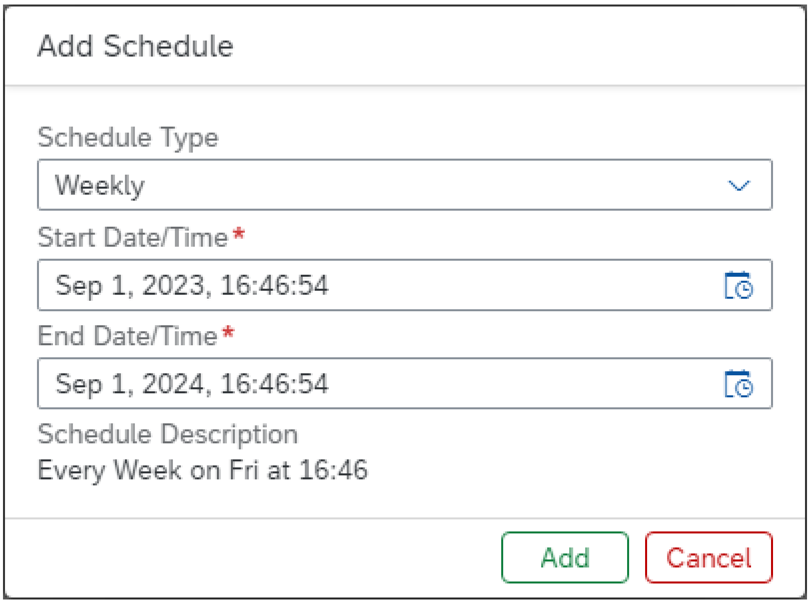
3. Click the 'Add' button on the top-right of the Schedules table



4. Select a Schedule Type



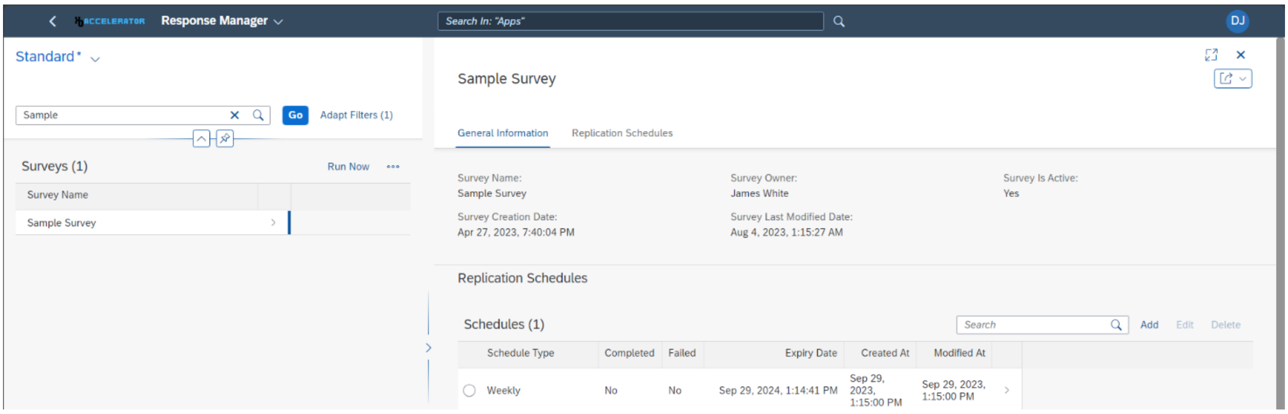
5. Fill out all the required fields and click the ‘Add’ button



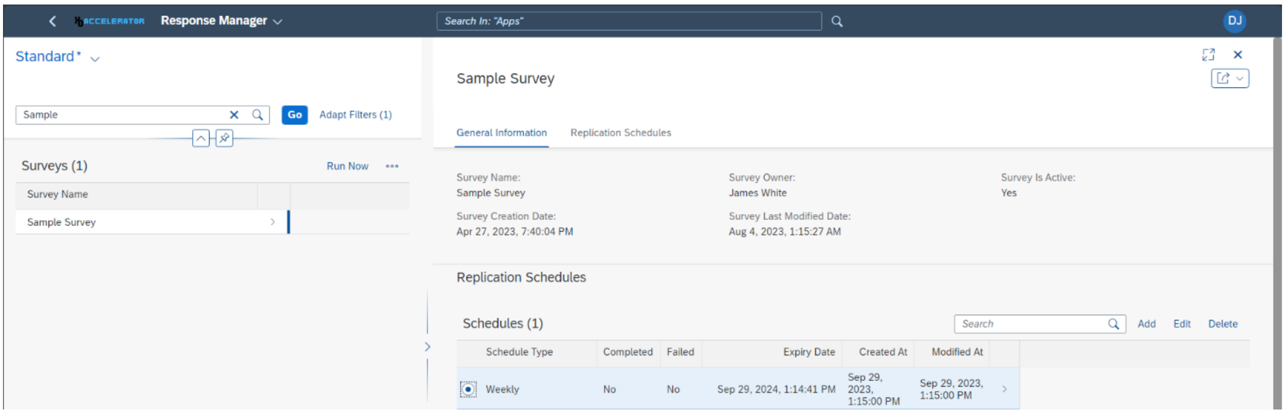
3.9.3 Edit Schedule

The following outlines the steps required to Edit schedules:

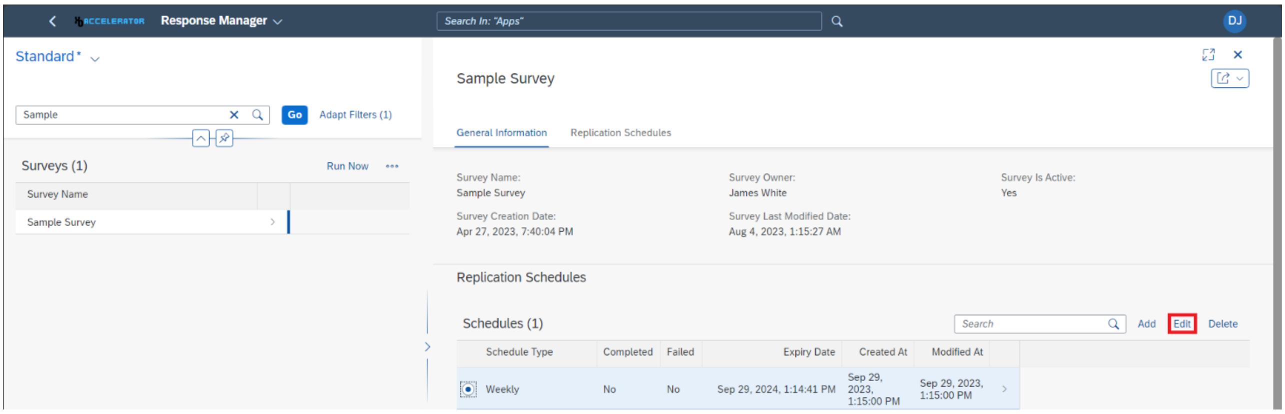
1. Open Response Manager from the Home screen
2. Locate and Click on the row of the desired Survey



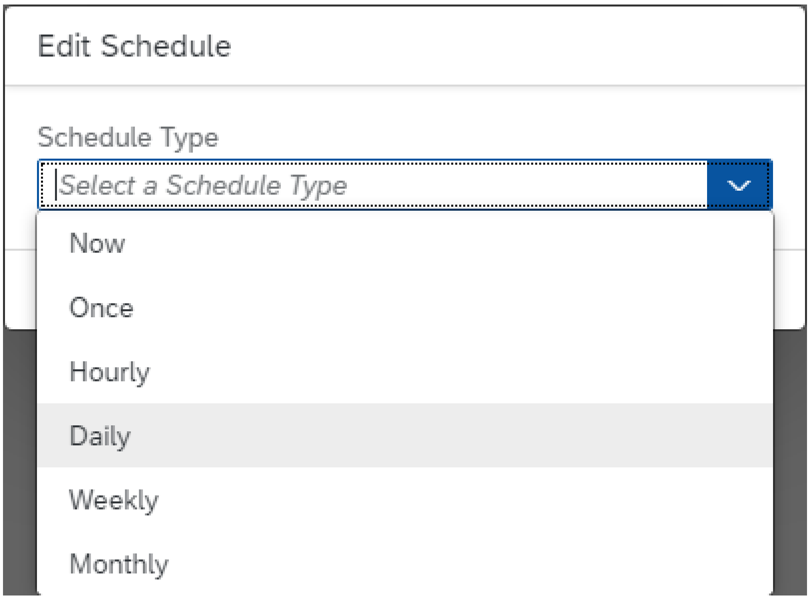
3. Locate and click the Radio button of the desired Schedule



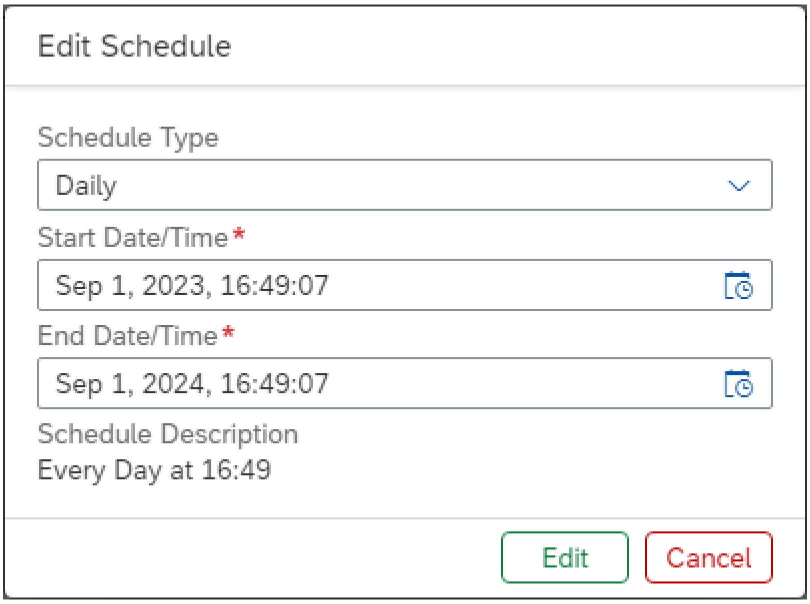
4. Click the 'Edit' button on the top-right of the Schedules table



5. Select a Schedule Type



6. Fill out all the required fields and click the ‘Edit’ button

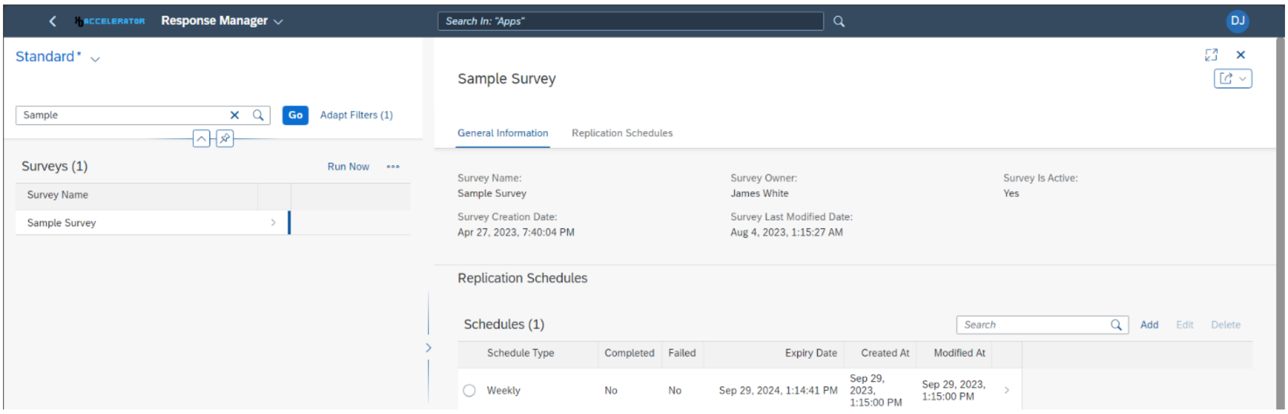


3.9.4 Delete Schedule

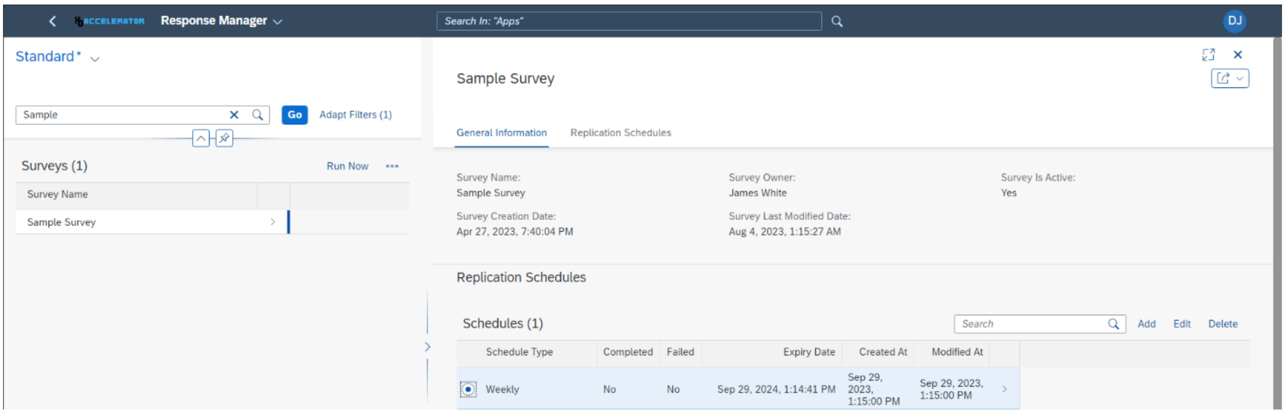
The following outlines the steps required to Delete schedules:

1. Open Response Manager from the Home screen

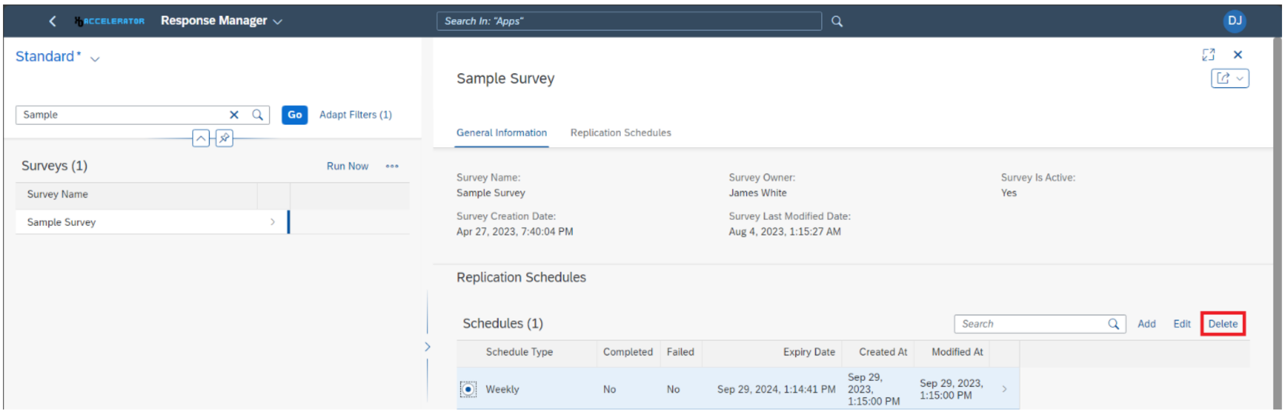
2. Locate and Click on the row of the desired Survey



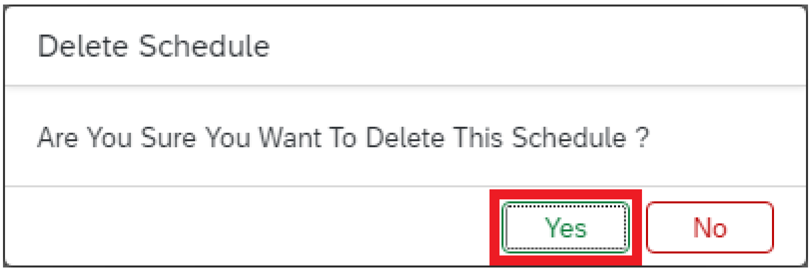
3. Locate and click the Radio button of the desired Schedule



4. Click the 'Delete' button on the top-right of the Schedules table



5. Finally, click the 'Delete' button


Delete Schedule
Are You Sure You Want To Delete This Schedule ?
Yes
No

3.10 Replication Schedules

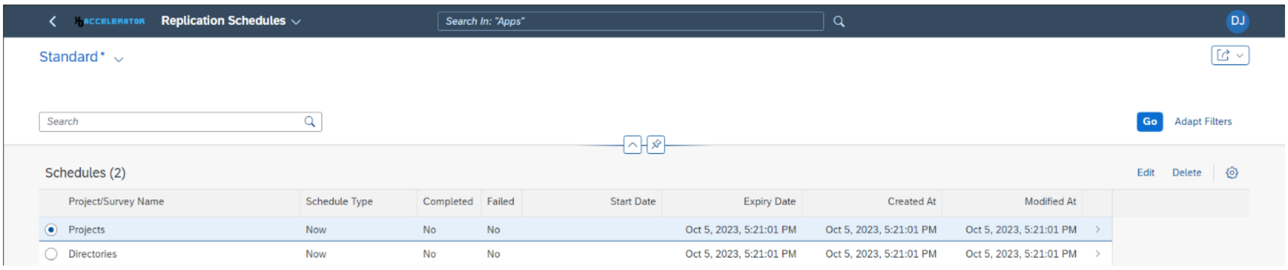
Replication Schedules allows DataOwners and Administrators to Edit or Delete automated import schedules, created in either the Project Manager or Response Manage.

3.10.1 Edit Schedule

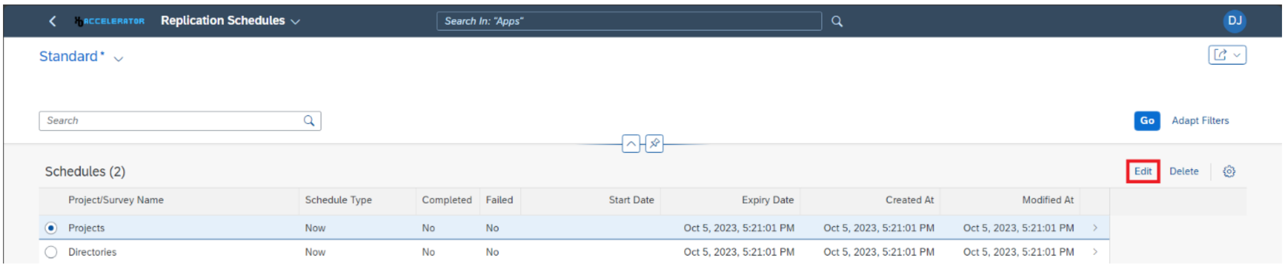
The following outlines the steps required to Edit schedules:

1. Open Replication Schedules from the Home screen

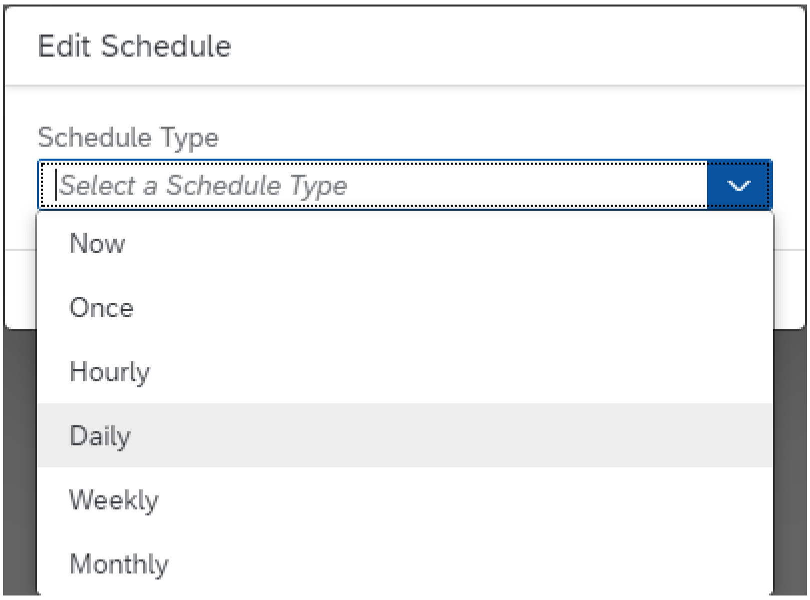
2. Locate and click the Radio button of the desired Schedule



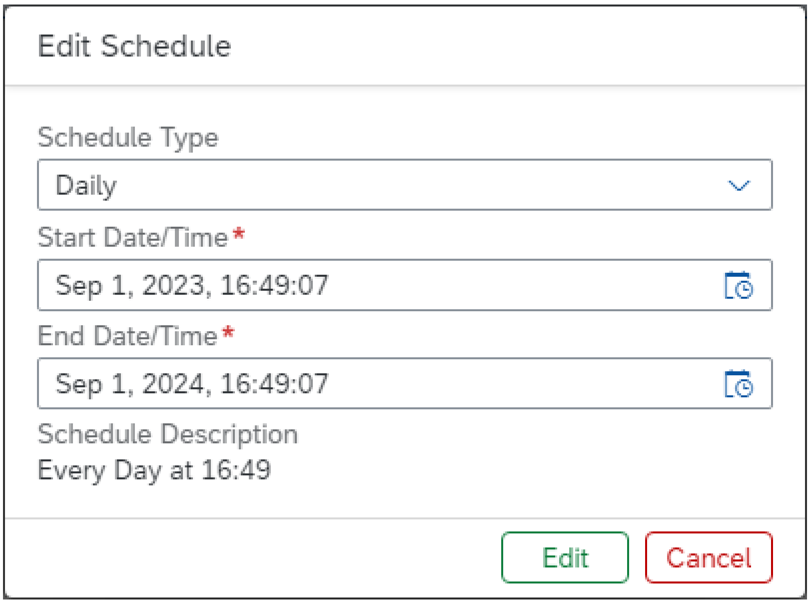
3. Click the ‘Edit’ button on the top-right of the Schedules table



4. Select a Schedule Type



5. Fill out all the required fields and click the ‘Edit’ button

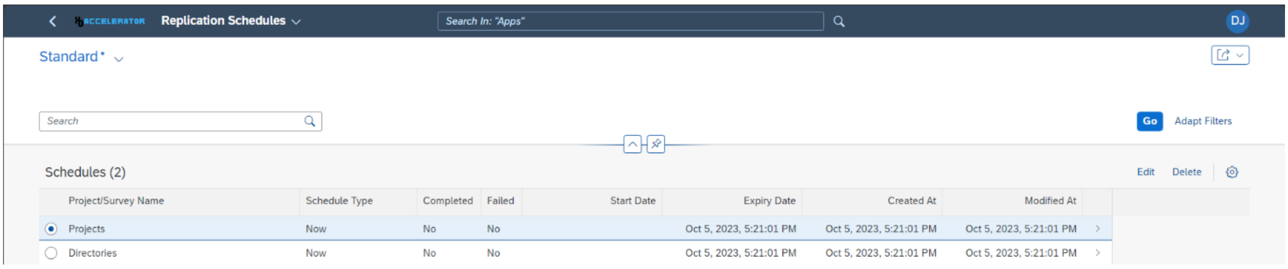


3.10.2 Delete Schedule

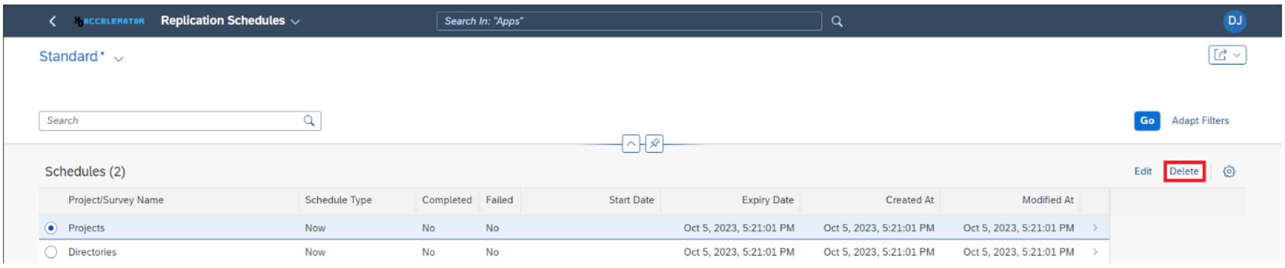
The following outlines the steps required to Delete schedules:

1. Open Replication Schedules from the Home screen

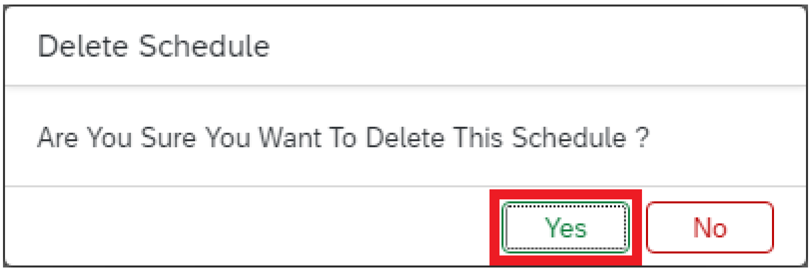
2. Locate and click the Radio button of the desired Schedule



3. Click the ‘Delete’ button on the top-right of the Schedules table



4. Finally, click the ‘Delete’ button



3.11 Data Retention

Regulations like GDPR or internal organizational guidelines might mandate the deletion or anonymization of experience management data after a specific duration.

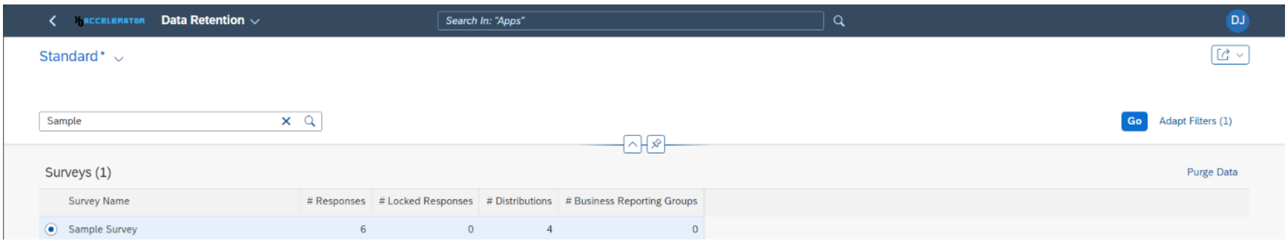
Data Retention allows Administrators to remove Experience Management data from XO Accelerator and the source system itself:

3.11.1 Purge Data

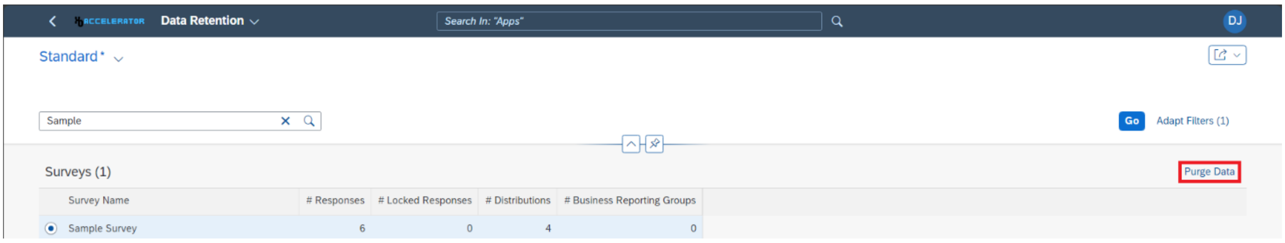
The following outlines the steps required to Purge Data:

1. Open Data Retention from the Home screen

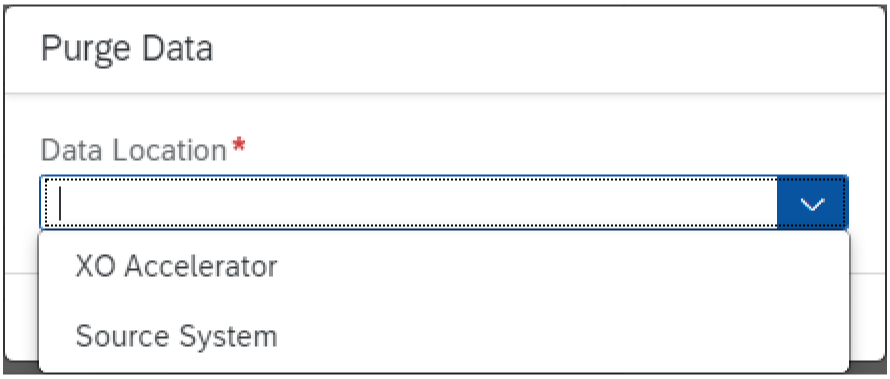
2. Locate and click the Radio button of the desired Survey



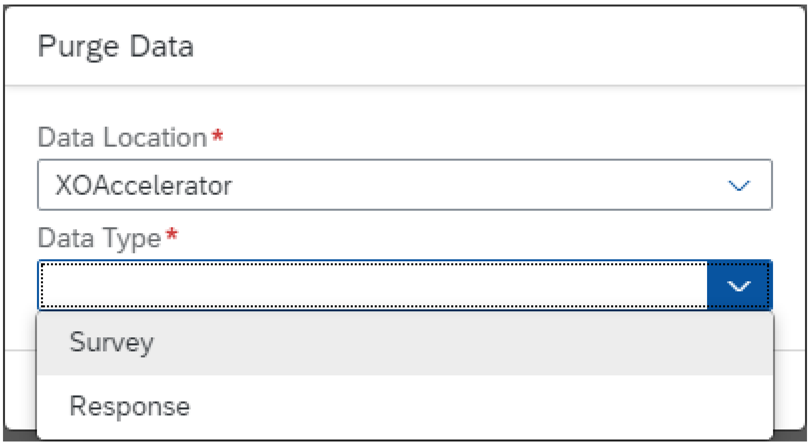
3. Click the 'Purge Data' button on the top-right of the Surveys table



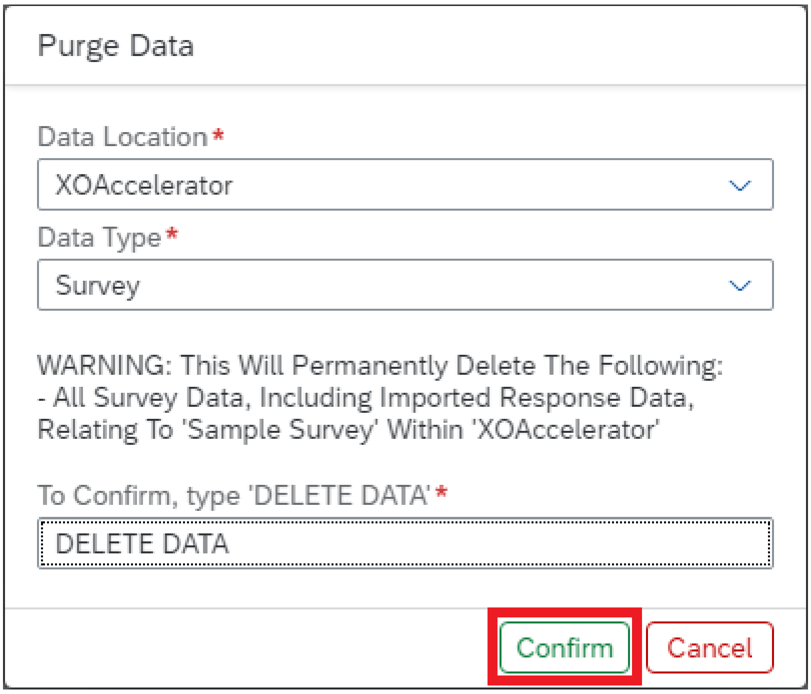
4. Select a Data Location



5. Select a Data Type



6. Enter the Confirmation text and click the ‘Confirm’ button



3.12 Application Logs

Application Logs serve as a valuable tool, granting Data Owners and Administrators comprehensive visibility into the system's operations. This feature empowers them to meticulously review detailed logs generated by the application. By delving into these logs, they gain profound insights into various aspects of the application's performance, ensuring a robust and efficient operation.

These logs provide a granular view, capturing every transaction, action, and event within the application environment. Data Owners can meticulously assess user interactions, system responses, and any potential errors or discrepancies. This level of scrutiny not only enables proactive issue resolution but also aids in optimizing workflows and enhancing the overall user experience.

Administrators, armed with the ability to review these logs, can identify patterns, trends, and potential bottlenecks. This analytical prowess allows them to anticipate system needs, plan for scalability, and make informed decisions concerning system upgrades or enhancements. Furthermore, the logs serve as a comprehensive historical record, providing a foundation for strategic planning and future optimizations.

In essence, the Application Logs feature acts as a bridge between the application's technical intricacies and the strategic decisions made by Data Owners and Administrators. By offering unparalleled transparency, it ensures that the management team is equipped with the data-driven insights necessary to steer the application towards excellence, making it a cornerstone for informed decision-making and system optimization.

4. SECURITY

XO Accelerator provides robust access control capabilities that allow administrators to define access rights and roles for different users or groups, ensuring that only authorized personnel can access or modify sensitive data:

Role-Based Access Control: Users are assigned specific roles with predefined permissions. This ensures that each user has access only to the features and data necessary for their roles, limiting the risk of unauthorized data access or modifications.

Fine-Grained Access Permissions: Within roles, access permissions can be finely tuned, allowing administrators to restrict access to specific modules or data sets based on user responsibilities.

Below table provides an overview of the standard roles and their permissions in the application:

	Administrator		Data Owner		Business User	
Application	Read	Edit	Read	Edit	Read	Edit
Application Configuration	✓	✓	✗	✗	✗	✗
Business Reporting Groups	✓	✓	✓	✓	✓	✓
Embedded Data Management	✓	✓	✓	✓	✗	✗
Project Manager	✓	✓	✓	✓	✗	✗
Response Manager	✓	✓	✓	✓	✗	✗
Replication Schedules	✓	✓	✓	✓	✗	✗
Data Retention	✓	✓	✗	✗	✗	✗
Application Logs	✓	*N/A*	✓	*N/A*	✗	*N/A*

5. SAP ANALYTICS CLOUD

In an era where data is king and informed decisions are paramount, the XO Accelerator takes a giant leap forward by leveraging SAP Analytics Cloud as its default reporting solution. This powerful partnership brings a whole new dimension to your data integration and analysis capabilities.

SAP Analytics Cloud is a world-renowned, cloud-based analytics tool that empowers businesses to visualize, plan, and make data-driven decisions like never before. Now, integrated seamlessly with XO Accelerator, this robust reporting solution becomes your trusted companion for transforming raw data into actionable insights.

In this chapter, we will embark on a journey into the realm of SAP Analytics Cloud within XO Accelerator.

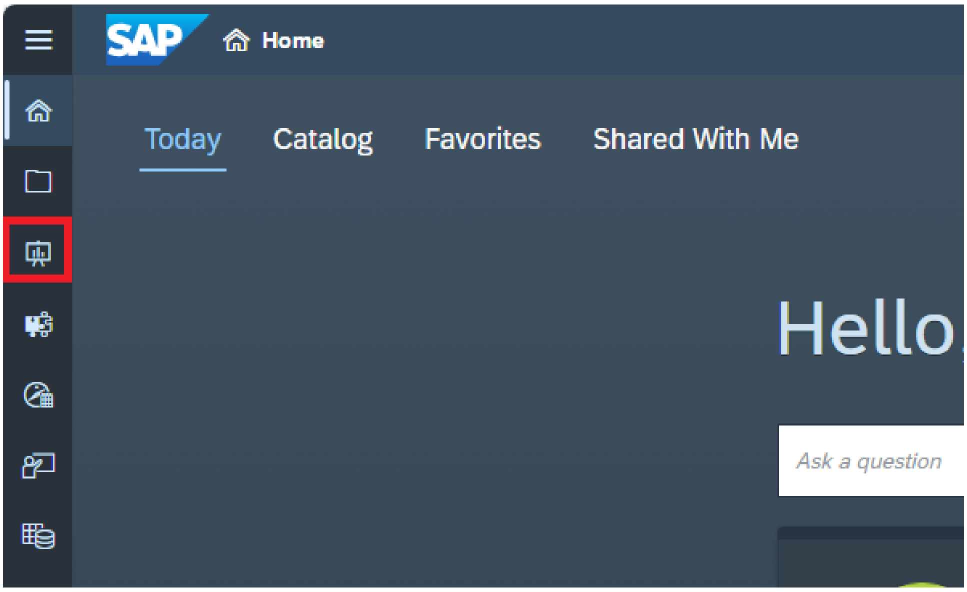
5.1 Story Creation

Creating stories in SAP Analytics Cloud allows you to present data in a compelling and interactive way, making it easier for users to gain insights and make data-driven decisions. Below are the steps and details on how to create stories in SAP Analytics Cloud.

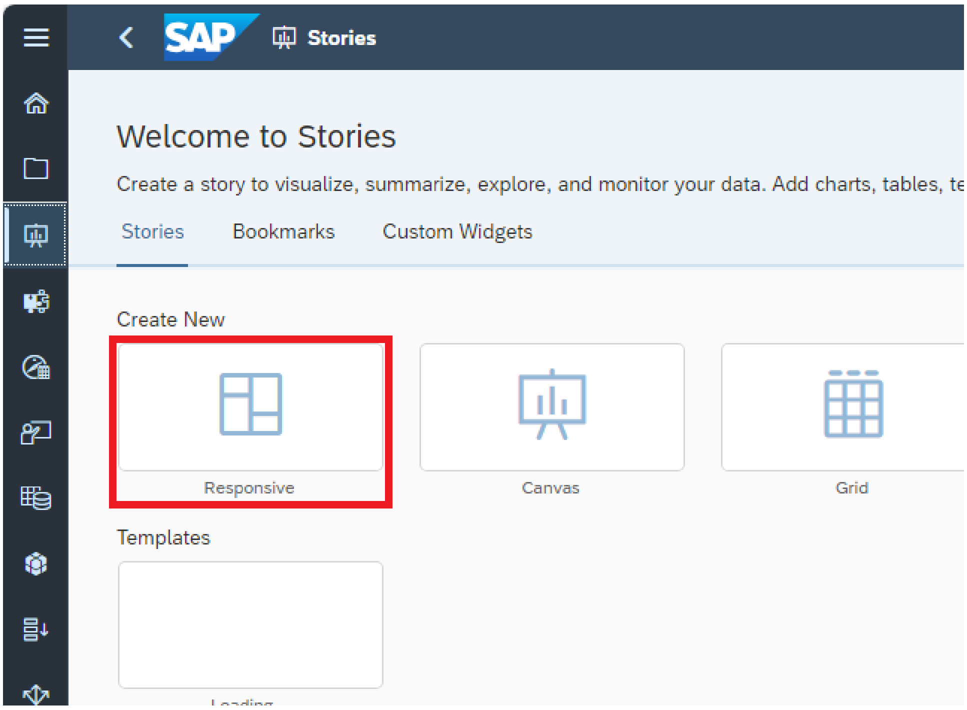
To begin creating a story, you need to access SAP Analytics Cloud. You typically log in to the SAP Analytics Cloud platform using your credentials.

1. Open SAP Analytics Cloud

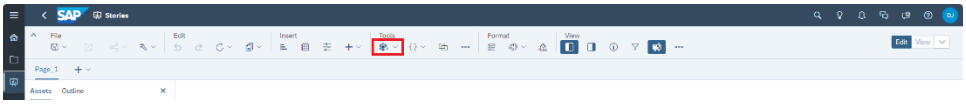
2. In the left-hand Menu, click the ‘Stories’ button



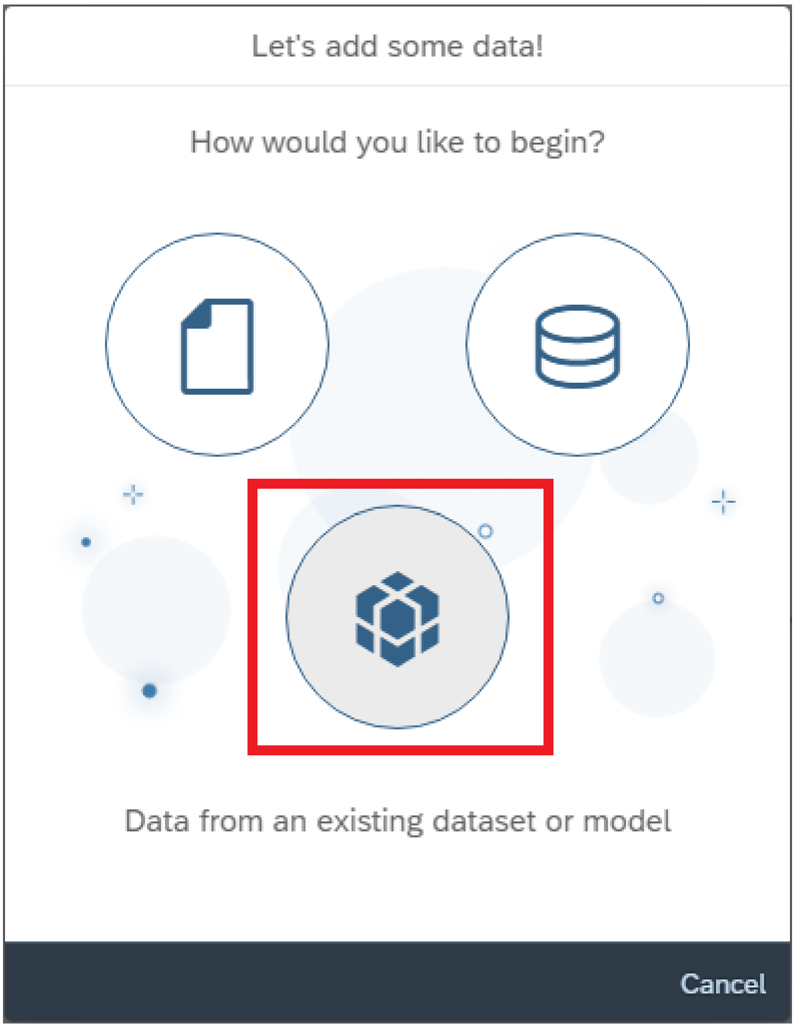
3. Click Responsive and then click Create in the popup window



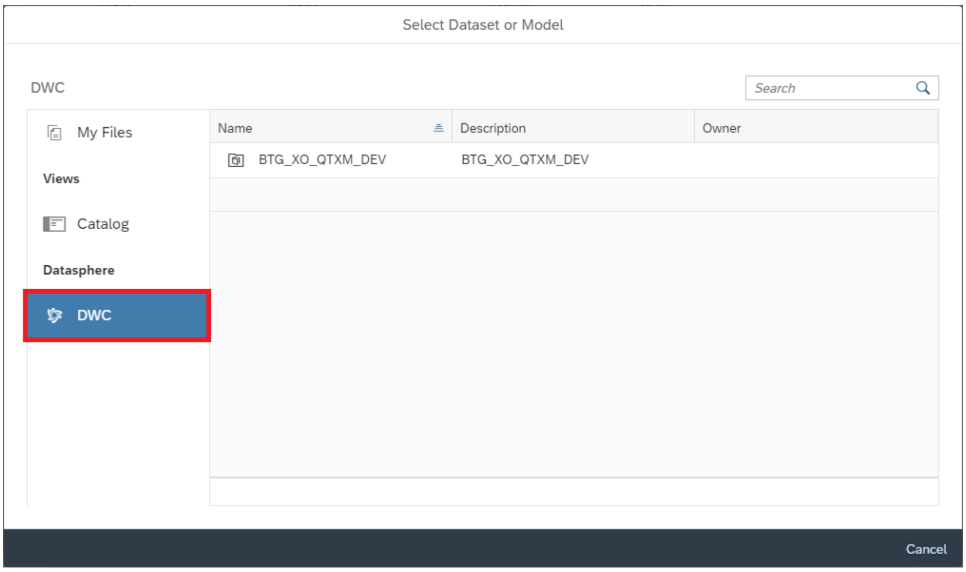
4. Under the Tools menu, click Add New Data



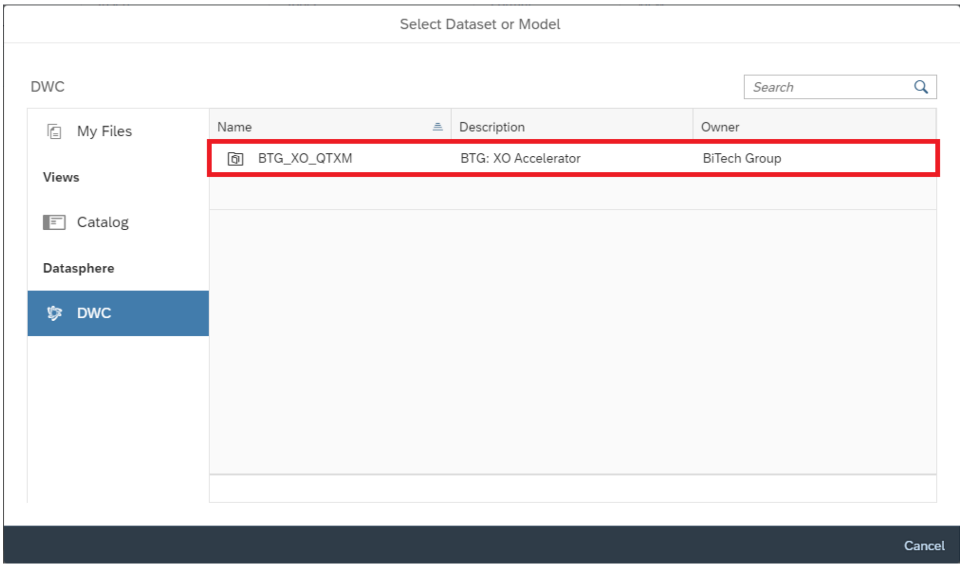
5. In the popup, click Data from an existing dataset or model



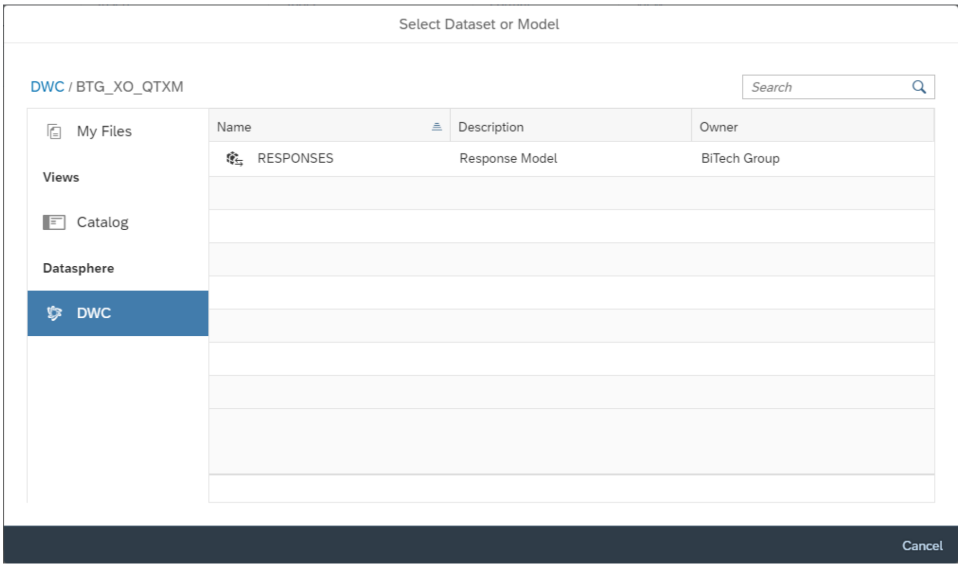
6. Under Datasphere, click your Datasphere connection



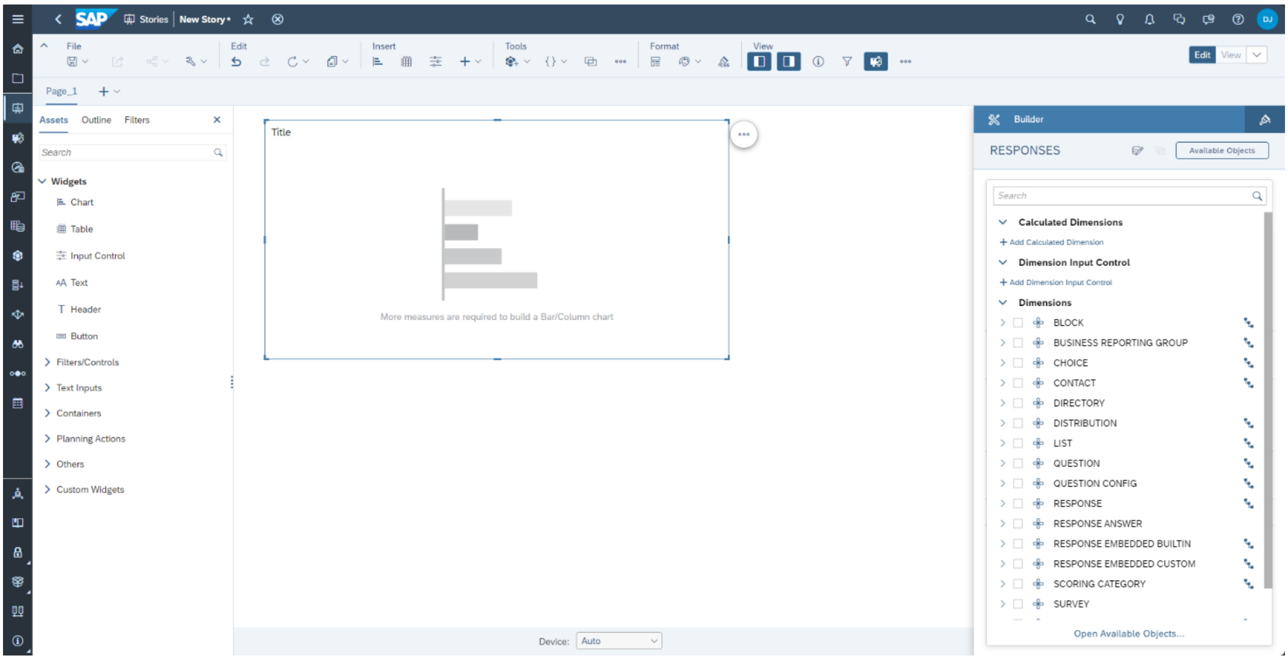
7. Select the BTG_XO_QTXM space



8. Select 2AM_RESPONSE_MODEL



You should now be able to create a dashboard leveraging Experience Management data.



6. DATA

Depending on your data source or model, you may see either accounts or measures or both. Models that don't have an account dimension use the term Measures for the dimension, and models that do have an account dimension use the term Accounts for the dimension and Measures for the numerical values associated with the account dimension.

With XO Accelerator you can add multiple measures and multiple dimensions to your chart. When measures or dimensions are part of a hierarchy, or when a dimension has attributes, you can expand them and select their children, or expand a dimension and select its attributes.

This chapter provides an overview of the available dimensions and measures in the default XO Accelerator model for reference purpose:

6.1 Dimensions

"Dimensions" refer to the categorical data fields that provide context to your measures. Dimensions are essentially the attributes or categories that allow you to slice and dice your data for analysis and reporting. Unlike measures, which represent quantitative data (like sales numbers or quantities), dimensions represent qualitative data and provide the structure for organizing and understanding your quantitative data.

6.1.1 Block

A "BLOCK" is a set of questions placed together in the survey for organizational and/or logistical reasons. Typically, questions are separated into blocks for the purpose of conditionally displaying an entire block of questions, or for randomly presenting entire blocks of questions.

The following information is available related to "BLOCK":

Attribute	Data Type	Info
BLOCK UUID	NVARCHAR(74)	KEY
BLOCK DESCRIPTION	NVARCHAR(5000)	
BLOCK ID	NVARCHAR(36)	ID + Description
BLOCK LAST LOADED DATE	SECONDDATE	
BLOCK SURVEY ID	NVARCHAR(36)	ID + Description
BLOCK TYPE	NVARCHAR(128)	

6.1.2 Business Reporting Group

XO Accelerator allows for custom grouping of survey questions from different surveys, providing users with the flexibility to organise and analyse data in a way that meets their specific needs. This feature can be particularly useful for users who are conducting multiple surveys and want to compare and analyse data across different surveys.

The following information is available related to "BUSINESS REPORTING GROUP":

Attribute	Data Type	Info
BUSINESS GROUP NODE UUID	NVARCHAR(110)	KEY
BUSINESS GROUP NAME	NVARCHAR(256)	
BUSINESS GROUP TYPE	NVARCHAR(36)	

6.1.3 Choice

Choices are used to define "closed-ended" survey questions, where the respondent is presented with a range of "CHOICE" answers to the survey question. Typically, each "Choice" is configured with a numeric "Choice Value" to ensure that answers to survey question answers can be quantified with numeric values.

The following information is available related to "CHOICE"

Attribute	Data Type	Info
CHOICE UUID	NVARCHAR(110)	KEY
CHOICE DUPLICATE COUNT	INTEGER	
CHOICE FLAG	NVARCHAR(5)	{"true", "false"}
CHOICE ID	NVARCHAR(36)	ID + Description
CHOICE INDEX	INTEGER	
CHOICE LAST LOADED DATE	SECONDDATE	
CHOICE NAME	NVARCHAR(80)	
CHOICE ORDER	INTEGER	
CHOICE QUESTION ID	NVARCHAR(36)	ID + Description
CHOICE QUESTION ID LABEL	NVARCHAR(100)	Hidden
CHOICE QUESTION PARENT FLAG	NVARCHAR(5)	{"true", "false"}
CHOICE QUESTION PARENT ID	NVARCHAR(36)	ID + Description
CHOICE RECODE VALUE	NVARCHAR(128)	
CHOICE RECODE VALUE DECIMAL	DECIMAL(10,4)	
CHOICE RECODE VALUE INTEGER	INTEGER	
CHOICE RECODE VALUE TYPE	NVARCHAR(128)	
CHOICE SUB TYPE	NVARCHAR(36)	
CHOICE SURVEY ID	NVARCHAR(36)	ID + Description
CHOICE TEXT	NVARCHAR(5000)	
CHOICE TEXT ABBR	NVARCHAR(80)	
CHOICE TYPE	NVARCHAR(36)	
CHOICE VALUE	DECIMAL(10,4)	ID + Description
CHOICE VALUE DECIMAL	DECIMAL(10,4)	
CHOICE VALUE INTEGER	INTEGER	
CHOICE VALUE LABEL	NVARCHAR(5000)	
CHOICE VALUE LABEL ABBR	NVARCHAR(80)	
CHOICE VARIABLE NAME	NVARCHAR(5000)	

6.1.4 Contact

"CONTACTS" refer to individuals or respondents who are part of your research or survey projects. These contacts can be your customers, employees, students, or any group of people you want to collect feedback from. By creating a contact list, you can manage and organize the individuals you want to survey, making it easier to send out surveys and analyze responses.

Contact lists typically include various details about each respondent, such as their name, email address, demographics, or any other relevant information. These details help in personalizing surveys, targeting specific groups, and analyzing responses based on different criteria.

By using contact lists, users can send surveys to specific segments of their audience, track responses, and gain valuable insights tailored to different demographics or groups within their larger audience. Contacts essentially form the foundation for targeted, personalized, and efficient survey distribution and analysis.

The following information is available related to “CONTACTS”:

Attribute	Data Type	Info
CONTACT UUID	NVARCHAR(74)	KEY
CONTACT DIRECTORY ID	NVARCHAR(36)	ID + Description
CONTACT EMAIL	NVARCHAR(5000)	
CONTACT EXTERNAL DATA REFERENCE	NVARCHAR(5000)	
CONTACT FIRST NAME	NVARCHAR(5000)	
CONTACT ID	NVARCHAR(36)	ID + Description
CONTACT LANGUAGE	NVARCHAR(5000)	
CONTACT LAST LOADED DATE	SECONDDATE	
CONTACT LAST NAME	NVARCHAR(5000)	
CONTACT NAME	NVARCHAR(5000)	
CONTACT PHONE	NVARCHAR(5000)	
CONTACT UNSUBSCRIBED	BOOLEAN	

6.1.5 Directory

“DIRECTORY” refers to a feature that allows you to organize and manage your surveys and other research-related assets in a hierarchical structure within your Experience Management Platform. Directories help you maintain a structured and orderly environment within your Experience Management Platform, making it easier to locate, access, and manage your projects and resources.

The following information is available related to “DIRECTORY”:

Attribute	Data Type	Info
DIRECTORY UUID	NVARCHAR(36)	KEY
DIRECTORY CONTACT COUNT	INTEGER	
DIRECTORY ID	NVARCHAR(36)	ID + Description
DIRECTORY IS DEFAULT	BOOLEAN	
DIRECTORY LAST LOADED DATE	SECONDDATE	
DIRECTORY NAME	NVARCHAR(5000)	

6.1.6 Distribution

A “DISTRIBUTION” is a way of sending a survey to collect data from respondents. Experience Management Platforms can offer various distribution methods, such as email, SMS, mobile app, web, offline, and more. Additionally, it is possible to create a contact list to distribute survey invitations.

The following information is available related to “DISTRIBUTION”:

Attribute	Data Type	Info
DISTRIBUTION UUID	NVARCHAR(74)	KEY
DISTRIBUTION CREATED DATE	SECONDDATE	
DISTRIBUTION HEADERS FROM EMAIL	NVARCHAR(5000)	
DISTRIBUTION HEADERS FROM NAME	NVARCHAR(5000)	
DISTRIBUTION HEADERS REPLY TO EMAIL	NVARCHAR(5000)	
DISTRIBUTION HEADERS SUBJECT	NVARCHAR(5000)	
DISTRIBUTION ID	NVARCHAR(36)	ID + Description
DISTRIBUTION LAST LOADED DATE	SECONDDATE	
DISTRIBUTION MESSAGE ID	NVARCHAR(5000)	
DISTRIBUTION MESSAGE LIBRARY ID	NVARCHAR(5000)	
DISTRIBUTION MESSAGE TYPE	NVARCHAR(5000)	
DISTRIBUTION MODIFIED DATE	SECONDDATE	
DISTRIBUTION NAME	NVARCHAR(150)	
DISTRIBUTION ORGANIZATION ID	NVARCHAR(36)	
DISTRIBUTION OWNER USER	NVARCHAR(256)	
DISTRIBUTION PARENT ID	NVARCHAR(36)	ID + Description
DISTRIBUTION PARENT NAME	NVARCHAR(150)	
DISTRIBUTION RECIPIENTS CONTACT ID	NVARCHAR(5000)	
DISTRIBUTION RECIPIENTS LIBRARY ID	NVARCHAR(5000)	
DISTRIBUTION RECIPIENTS MAILINGLIST ID	NVARCHAR(5000)	
DISTRIBUTION RECIPIENTS SAMPLE ID	NVARCHAR(5000)	
DISTRIBUTION REQUEST STATUS	NVARCHAR(36)	
DISTRIBUTION REQUEST TYPE	NVARCHAR(36)	
DISTRIBUTION SEND DATE	SECONDDATE	
DISTRIBUTION STATS BLOCKED	INTEGER	
DISTRIBUTION STATS BOUNCED	INTEGER	
DISTRIBUTION STATS COMPLAINTS	INTEGER	
DISTRIBUTION STATS FAILED	INTEGER	
DISTRIBUTION STATS FINISHED	INTEGER	
DISTRIBUTION STATS OPENED	INTEGER	
DISTRIBUTION STATS SENT	INTEGER	
DISTRIBUTION STATS SKIPPED	INTEGER	
DISTRIBUTION STATS STARTED	INTEGER	
DISTRIBUTION SURVEY ID	NVARCHAR(36)	ID + Description
DISTRIBUTION SURVEYLINK EXPIRATION DATE	SECONDDATE	
DISTRIBUTION SURVEYLINK LINKTYPE	NVARCHAR(5000)	

6.1.7 List

A “LIST” (also known as a “Mailing List”) is a collection of contacts that you can use to distribute your surveys via email or some other distribution channel.

The following information is available related to “LIST”:

Attribute	Data Type	Info
LIST UUID	NVARCHAR(74)	KEY
LIST CONTACT COUNT	INTEGER	
LIST CREATION DATE	SECONDDATE	
LIST DIRECTORY ID	NVARCHAR(36)	ID + Description
LIST DIRECTORY ID LABEL	NVARCHAR(80)	Hidden
LIST ID	NVARCHAR(36)	ID + Description
LIST LAST LOADED DATE	SECONDDATE	
LIST LAST MODIFIED DATE	SECONDDATE	
LIST NAME	NVARCHAR(5000)	
LIST OWNER USER	NVARCHAR(256)	

6.1.8 Question

A “QUESTION” is a type of survey question that you can create using your Experience Management Platforms. Experience Management Platforms offer a variety of question types, such as multiple choice, matrix, text entry, slider, rank order, and more.

The following information is available related to “QUESTION”:

Attribute	Data Type	Info
QUESTION UUID	NVARCHAR(74)	KEY
QUESTION BLOCK ELEMENT INDEX	INTEGER	
QUESTION BLOCK ID	NVARCHAR(36)	
QUESTION CHOICE COUNT	DECIMAL(10,4)	
QUESTION CHOICE PROGRESSION COMMON DIFF	DECIMAL(10,4)	
QUESTION CHOICE PROGRESSION SUM	DECIMAL(10,4)	
QUESTION CHOICE SCALE	NVARCHAR(36)	
QUESTION CHOICE SUM	DECIMAL(10,4)	
QUESTION CHOICE VALUE MAX	DECIMAL(10,4)	
QUESTION CHOICE VALUE MIN	DECIMAL(10,4)	
QUESTION DATA VISIBILITY HIDDEN	NVARCHAR(5)	
QUESTION DATA VISIBILITY PRIVATE	NVARCHAR(5)	
QUESTION DESCRIPTION	NVARCHAR(5000)	
QUESTION DESCRIPTION ABBR	NVARCHAR(80)	
QUESTION DYNAMIC ANSWERS REFERENCE LIST ENABLED	NVARCHAR(5)	
QUESTION DYNAMIC ANSWERS REFERENCE LIST ID	NVARCHAR(36)	
QUESTION DYNAMIC CHOICES REFERENCE LIST ENABLED	NVARCHAR(5)	
QUESTION DYNAMIC CHOICES REFERENCE LIST ID	NVARCHAR(36)	
QUESTION FLOW ID	NVARCHAR(36)	
QUESTION FLOW INDEX	INTEGER	
QUESTION FLOW PARENT ID	NVARCHAR(36)	
QUESTION ID	NVARCHAR(36)	ID + Description
QUESTION ID CHOICES FLAG	NVARCHAR(5)	{"true", "false"}
QUESTION ID GRADED FLAG	NVARCHAR(5)	{"true", "false"}
QUESTION LABEL	NVARCHAR(5000)	
QUESTION LABEL ABBR	NVARCHAR(15)	
QUESTION LAST LOADED DATE	SECONDDATE	
QUESTION NAME	NVARCHAR(100)	
QUESTION ORDER	DECIMAL(5,2)	
QUESTION PARENT AND QUESTION NAME	NVARCHAR(180)	
QUESTION PARENT DESCRIPTION	NVARCHAR(5000)	
QUESTION PARENT DESCRIPTION ABBR	NVARCHAR(80)	
QUESTION PARENT FLAG	NVARCHAR(5)	{"true", "false"}
QUESTION PARENT ID	NVARCHAR(36)	ID + Description
QUESTION PARENT LABEL	NVARCHAR(5000)	
QUESTION PARENT LABEL ABBR	NVARCHAR(15)	
QUESTION PARENT NAME	NVARCHAR(100)	
QUESTION SELECTOR	NVARCHAR(36)	
QUESTION SUB SELECTOR	NVARCHAR(36)	

Attribute	Data Type	Info
QUESTION SURVEY ID	NVARCHAR(36)	ID + Description
QUESTION TEXT	NVARCHAR(5000)	
QUESTION TYPE	NVARCHAR(36)	

6.1.9 Question Config

Question configurations are optional settings that can be applied to a Survey question.

The following information is available related to "QUESTION CONFIG"

Attribute	Data Type	Info
QUESTION CONFIG QUESTION UUID	NVARCHAR(74)	KEY
QUESTION CONFIG AUTOSCALE	NVARCHAR(128)	
QUESTION CONFIG CHOICE COLUMN WIDTH	INTEGER	
QUESTION CONFIG CS SLIDER MAX	INTEGER	
QUESTION CONFIG CS SLIDER MIN	INTEGER	
QUESTION CONFIG CUSTOM START	NVARCHAR(5)	
QUESTION CONFIG GRID LINES	INTEGER	
QUESTION CONFIG INCLUDE DESCRIPTION	NVARCHAR(128)	
QUESTION CONFIG INPUT HEIGHT	INTEGER	
QUESTION CONFIG INPUT WIDTH	INTEGER	
QUESTION CONFIG LABEL POSITION	NVARCHAR(128)	
QUESTION CONFIG MOBILE FIRST	NVARCHAR(5)	
QUESTION CONFIG NOT APPLICABLE	NVARCHAR(5)	
QUESTION CONFIG NUM COLUMNS	INTEGER	
QUESTION CONFIG NUM DECIMALS	INTEGER	
QUESTION CONFIG QUESTION DESCRIPTION OPTION	NVARCHAR(128)	
QUESTION CONFIG QUESTION ID	NVARCHAR(36)	ID + Description
QUESTION CONFIG REPEAT HEADERS	NVARCHAR(128)	
QUESTION CONFIG SHOW VALUE	NVARCHAR(5)	
QUESTION CONFIG SNAP TO GRID	NVARCHAR(5)	
QUESTION CONFIG STAR COUNT	INTEGER	
QUESTION CONFIG STAR TYPE	NVARCHAR(128)	
QUESTION CONFIG SURVEY ID	NVARCHAR(36)	ID + Description
QUESTION CONFIG TEXT POSITION	NVARCHAR(128)	
QUESTION CONFIG WHITE SPACE	NVARCHAR(128)	

6.1.10 Response

A survey response is a respondent's submission of a survey, regardless of whether they have completed the whole survey or not. The data sent will be quantitative or qualitative, depending on the questions asked.

The following information is available related to "RESPONSE":

Attribute	Data Type	Info
RESPONSE UUID	NVARCHAR(74)	KEY
RESPONSE ANONYMIZE RESPONSE	INTEGER	
RESPONSE AUDITABLE	NVARCHAR(36)	
RESPONSE DISTRIBUTION CHANNEL	NVARCHAR(36)	ID + Description
RESPONSE DISTRIBUTION CHANNEL LABEL	NVARCHAR(36)	
RESPONSE EXTERNAL DATA REFERENCE	NVARCHAR(128)	
RESPONSE ID	NVARCHAR(36)	ID + Description
RESPONSE ID INPROGRESS FLAG	NVARCHAR(5)	{"true", "false"}
RESPONSE ID LOCKED DATE	SECONDDATE	
RESPONSE ID LOCKED FLAG	NVARCHAR(5)	{"true", "false"}
RESPONSE ID ORPHAN FLAG	NVARCHAR(5)	{"true", "false"}
RESPONSE ID SURVEY FINISHED FLAG	NVARCHAR(5)	{"true", "false"}
RESPONSE IP ADDRESS	NVARCHAR(36)	
RESPONSE LAST LOADED DATE	SECONDDATE	
RESPONSE LOCATION LATITUDE	DECIMAL(10,4)	
RESPONSE LOCATION LONGITUDE	DECIMAL(10,4)	
RESPONSE POINTS	NVARCHAR(36)	
RESPONSE RID	NVARCHAR(36)	
RESPONSE SID	NVARCHAR(36)	
RESPONSE SURVEY DURATION	BIGINT	

Attribute	Data Type	Info
RESPONSE SURVEY END DATE	SECONDDATE	
RESPONSE SURVEY ID	NVARCHAR(36)	ID + Description
RESPONSE SURVEY PROGRESS	INTEGER	
RESPONSE SURVEY RECORDED DATE	SECONDDATE	
RESPONSE SURVEY START DATE	SECONDDATE	
RESPONSE SURVEY STATUS	INTEGER	
RESPONSE USER LANGUAGE	NVARCHAR(36)	

6.1.11 Response Answer

A survey response answer is the option that a survey respondent chooses to indicate their opinion or feedback on a survey question. There are different types of survey response answers, depending on the format and scale of the question.

The following information is available related to “RESPONSE ANSWER”:

Attribute	Data Type	Info
FACT ROW SYS UUID	NVARCHAR(74)	KEY
RESPONSE ANSWER FLAG	NVARCHAR(5)	{"true", "false"}
RESPONSE ANSWER INDEX	INTEGER	
RESPONSE ANSWER MULTI VALUE FLAG	NVARCHAR(5)	{"true", "false"}
RESPONSE ANSWER TEXT	NVARCHAR(5000)	
RESPONSE ANSWER TEXT FLAG	NVARCHAR(5)	{"true", "false"}
RESPONSE ANSWER VALUE	NVARCHAR(5000)	
RESPONSE ANSWER VALUE DATE	SECONDDATE	
RESPONSE ANSWER VALUE DECIMAL	DECIMAL(10,4)	
RESPONSE ANSWER VALUE INTEGER	INTEGER	
RESPONSE ANSWER VALUE LABEL	NVARCHAR(5000)	
RESPONSE ANSWER VALUE STRING	NVARCHAR(5000)	
RESPONSE ANSWER VALUE TYPE	NVARCHAR(128)	
RESPONSE SCORE FLAG	NVARCHAR(5)	{"true", "false"}
RESPONSE SCORE INDEX	INTEGER	
RESPONSE SCORE VALUE	DECIMAL(10,4)	
RESPONSE SCORE VALUE LABEL	NVARCHAR(5000)	

6.1.12 Response Embedded Builtin

Experience Management Solutions can include a set of built-in embedded data that is provides information about a survey response and the respondent.

The following information is available related to “RESPONSE EMBEDDED BUILTIN”:

Attribute	Data Type	Info
EMBEDDED BUILTIN RESPONSE UUID	NVARCHAR(74)	KEY
DEVICE IDENTIFIER	NVARCHAR(256)	
EMBEDDED BUILTIN RESPONSE ID	NVARCHAR(36)	ID + Description
EMBEDDED BUILTIN RESPONSE ID LABEL	NVARCHAR(120)	Hidden
EMBEDDED BUILTIN SURVEY ID	NVARCHAR(36)	ID + Description
PANEL ID	NVARCHAR(36)	
PANEL MEMBER ID	NVARCHAR(36)	
Q BALLOT BOX STUFFING	NVARCHAR(36)	
Q DATA POLICY ERROR	NVARCHAR(36)	
Q DATA POLICY VIOLATIONS	NVARCHAR(36)	
Q LANGUAGE	NVARCHAR(36)	
Q POPULATE RESPONSE	NVARCHAR(36)	
Q RECAPTCHA SCORE	INTEGER	
Q RECIPIENT PHONE NUMBER	NVARCHAR(36)	
Q RELEVANT ID DUPLICATE	NVARCHAR(36)	
Q RELEVANT ID DUPLICATE SCORE	INTEGER	
Q RELEVANT ID FRAUDSCORE	INTEGER	
Q RELEVANT ID LAST START DATE	SECONDDATE	
Q SMS ACCESS CODE	NVARCHAR(36)	
Q TERMINATE FLAG	INTEGER	{1, 0}
Q TOTAL DURATION	INTEGER	
Q URL	NVARCHAR(5000)	
QCITY EXPORTTAG SUFFIX	NVARCHAR(256)	
QSTATE EXPORTTAG SUFFIX	NVARCHAR(256)	
RECIPIENT EMAIL	NVARCHAR(256)	
RECIPIENT FIRST NAME	NVARCHAR(128)	
RECIPIENT ID	NVARCHAR(36)	
RECIPIENT LAST NAME	NVARCHAR(128)	
REFERER	NVARCHAR(256)	
SESSION ID	NVARCHAR(36)	
USER AGENT	NVARCHAR(128)	

6.1.13 Response Embedded Custom

Custom Embedded data is any additional data that is collected along with the survey responses. This data can be added to the XO Accelerator data model through the Embedded Data Management dialog in the XO Accelerator Launchpad and this data will be available under this grouping of dimensions.

6.1.14 Scoring Category

A “SCORING CATEGORY” is a way of assigning numerical values to the responses of a survey question or a group of questions. You can use scoring categories to measure different aspects of your survey data, such as satisfaction, knowledge, performance, etc. You can also create multiple scoring categories for the same survey and apply different scoring rules to different questions or answer choices.

The following information is available related to “SCORING CATEGORY”:

Attribute	Data Type	Info
SCORING CATEGORY UUID	NVARCHAR(110)	KEY
SCORING CATEGORY DESCRIPTION	NVARCHAR(5000)	
SCORING CATEGORY ID	NVARCHAR(36)	ID + Description
SCORING CATEGORY INDEX	INTEGER	
SCORING CATEGORY LAST LOADED DATE	SECONDDATE	
SCORING CATEGORY NAME	NVARCHAR(5000)	
SCORING GROUP ID	NVARCHAR(36)	ID + Description
SCORING GROUP NAME	NVARCHAR(5000)	
SURVEY ID	NVARCHAR(36)	ID + Description

6.1.15 Survey

A survey is an online survey that is created and distributed using your Experience Management software

The following information is available related to “SURVEY”:

Attribute	Data Type	Info
SURVEY UUID	NVARCHAR(74)	KEY
SURVEY CREATION DATE	SECONDDATE	
SURVEY CREATION USER	NVARCHAR(256)	
SURVEY DEFAULT SCORING CATEGORY ID	NVARCHAR(36)	
SURVEY ID	NVARCHAR(36)	ID + Description
SURVEY ID LOCKED DATE	SECONDDATE	
SURVEY ID LOCKED FLAG	NVARCHAR(5)	{"true", "false"}
SURVEY LANGUAGE	NVARCHAR(36)	
SURVEY LAST LOADED DATE	SECONDDATE	
SURVEY LAST MODIFIED DATE	SECONDDATE	
SURVEY META DESCRIPTION	NVARCHAR(5000)	
SURVEY NAME	NVARCHAR(5000)	
SURVEY NAME ABBR	NVARCHAR(80)	
SURVEY OWNER USER	NVARCHAR(256)	
SURVEY SCORING SUMMARY CATEGORY ID	NVARCHAR(36)	
SURVEY STATUS	NVARCHAR(36)	
SURVEY TITLE	NVARCHAR(5000)	
SURVEY VERSION CREATION DATE	SECONDDATE	
SURVEY VERSION CREATION USER	NVARCHAR(256)	
SURVEY VERSION DESCRIPTION	NVARCHAR(5000)	
SURVEY VERSION IS LATEST	NVARCHAR(5)	
SURVEY VERSION IS PERSISTED	NVARCHAR(5)	
SURVEY VERSION IS PROCESSED	NVARCHAR(5)	
SURVEY VERSION LAST LOADED DATE	SECONDDATE	
SURVEY VERSION NUMBER	INTEGER	
SURVEY VERSION PUBLISH DATE	SECONDDATE	
SURVEY VERSION PUBLISH USER	NVARCHAR(256)	
SURVEY VERSION PUBLISHED	NVARCHAR(5)	
SURVEY VERSION TYPE	NVARCHAR(36)	
SURVEY VERSION WAS PUBLISHED	NVARCHAR(5)	

6.2 Measures

"Measures" refer to the numerical data points or metrics that you analyse and visualize in your reports and dashboards. Measures are essentially the quantitative values that you want to measure, compare, and analyse in your data analysis processes.

This paragraph provides an overview of the available measures in the default XO Accelerator model for reference purpose:

6.2.1 Distributed Surveys

The "DIST SURV" category of measures is explicitly restricted to Distributed Surveys (email, text message, whatsapp, etc.).

Measure	Expression
DIST SURV total [count]	
DIST SURV total BLOCKED [count]	"DISTRIBUTION HISTORY STATUS" IN ('Blocked')
DIST SURV total BOUNCED [count]	"DISTRIBUTION HISTORY STATUS" IN ('SoftBounce', 'HardBounce')
DIST SURV total COMPLAINT [count]	"DISTRIBUTION HISTORY STATUS" IN ('Complaint')
DIST SURV total ERROR [count]	"DISTRIBUTION HISTORY STATUS" IN ('Error')
DIST SURV total FAILURE [count]	"DISTRIBUTION HISTORY STATUS" IN ('Failure')
DIST SURV total FINISHED [count]	"DISTRIBUTION HISTORY STATUS" IN ('SurveyPartiallyFinished','SurveyFinished')
DIST SURV total HARDBOUNCE [count]	"DISTRIBUTION HISTORY STATUS" IN ('HardBounce')
DIST SURV total OPENED [count]	"DISTRIBUTION HISTORY STATUS" IN ('Opened','SurveyStarted','SurveyPartiallyFinished','SurveyFinished', 'SurveyScreenedOut', 'Session Expired')
DIST SURV total OPENED ONLY [count]	"DISTRIBUTION HISTORY STATUS" IN ('Opened')
DIST SURV total OPENED to STARTED TIME [avg]	"DIST SURV total OPENED to STARTED TIME [sum]" / "DIST SURV total [count]"
DIST SURV total OPENED to STARTED TIME [sum]	"DISTRIBUTION HISTORY DURATION OPENED TO STARTED [sum]" / "DISTRIBUTION HISTORY DURATION OPENED TO STARTED [count]"
DIST SURV total PARTLY FINISHED [count]	"DISTRIBUTION HISTORY STATUS" IN ('SurveyPartiallyFinished')
DIST SURV total PENDING [count]	"DISTRIBUTION HISTORY STATUS" IN ('Pending')
DIST SURV total RESPONSE TIME [avg]	"DIST SURV total RESPONSE TIME [sum]" / "DIST SURV total [count]"
DIST SURV total RESPONSE TIME [sum]	"DISTRIBUTION HISTORY DURATION STARTED TO COMPLETED [sum]" / "DISTRIBUTION HISTORY DURATION STARTED TO COMPLETED [count]"
DIST SURV total SCREENED OUT [count]	"DISTRIBUTION HISTORY STATUS" IN ('SurveyScreenedOut')
DIST SURV total SENT [count]	NOT ("DISTRIBUTION HISTORY STATUS" IN ('Error','Failure','Unknown','Blocked'))
DIST SURV total SENT to COMPLETED TIME [avg]	"DIST SURV total SENT to COMPLETED TIME [sum]" / "DIST SURV total [count]"
DIST SURV total SENT to COMPLETED TIME [sum]	"DISTRIBUTION HISTORY DURATION SENT TO COMPLETED [sum]" / "DISTRIBUTION HISTORY DURATION SENT TO COMPLETED [count]"
DIST SURV total SENT to OPENED TIME [avg]	"DIST SURV total SENT to OPENED TIME [sum]" / "DIST SURV total [count]"
DIST SURV total SENT to OPENED TIME [sum]	"DISTRIBUTION HISTORY DURATION SENT TO OPENED [sum]" / "DISTRIBUTION HISTORY DURATION SENT TO OPENED [count]"
DIST SURV total SENT to STARTED TIME [avg]	"DIST SURV total SENT to STARTED TIME [sum]" / "DIST SURV total [count]"
DIST SURV total SENT to STARTED TIME [sum]	"DISTRIBUTION HISTORY DURATION SENT TO STARTED [sum]" / "DISTRIBUTION HISTORY DURATION SENT TO STARTED [count]"
DIST SURV total SESSION EXPIRED [count]	"DISTRIBUTION HISTORY STATUS" IN ('SessionExpired')
DIST SURV total SKIPPED [count]	"DISTRIBUTION HISTORY STATUS" IN ('Skipped')
DIST SURV total SOFTBOUNCE [count]	"DISTRIBUTION HISTORY STATUS" IN ('SoftBounce')
DIST SURV total STARTED [count]	"DISTRIBUTION HISTORY STATUS" IN ('SurveyStarted','SurveyPartiallyFinished','SurveyFinished', 'SurveyScreenedOut', 'SessionExpired')
DIST SURV total SUCCESS [count]	"DISTRIBUTION HISTORY STATUS" IN ('Success')
DIST SURV total UNKNOWN [count]	"DISTRIBUTION HISTORY STATUS" IN ('Unknown')

6.2.2 Net Promoter Scoring

The “NPS” category of measures are metrics used to gauge customer loyalty, satisfaction, and enthusiasm with a company. It is calculated by asking customers one question: “On a scale from 0 to 10, how likely are you to recommend this product/company to a friend or colleague?”.

The most important metric is the “NPS SCORE” which is reported with a number from the range -100 to +100, where a higher score is desirable.

Measure	Expression
NPS SCORE	
ANSWER TEXT [count]	"RESPONSE HEADER QUESTION ID CHOICES FLAG"='false'
ANSWER VALUE [count]	
ANSWER VALUE total [sum]	
ANSWER VALUE total ANSWER-Q [avg]	"ANSWER VALUE total [sum]" / "ANSWER-Q total [count]"
ANSWER VALUE total ANSWER-Q ANSWERED [avg]	"ANSWER VALUE total [sum]" / "ANSWER-Q total ANSWERED [count]"
ANSWER VALUE total RESPONSES [avg]	"ANSWER VALUE total [sum]" / "RESP total [count]"

6.2.3 Response Answer

The “ANSWER” category of measures is focused on the numeric values of the choices selected for “closed-ended” survey questions. To eliminate potential rounding issues all “Choice Values” are converted to numeric values with four decimal places.

Measure	Expression
ANSWER [count]	
ANSWER TEXT [count]	"RESPONSE HEADER QUESTION ID CHOICES FLAG"='false'
ANSWER VALUE [count]	
ANSWER VALUE total [sum]	
ANSWER VALUE total ANSWER-Q [avg]	"ANSWER VALUE total [sum]" / "ANSWER-Q total [count]"
ANSWER VALUE total ANSWER-Q ANSWERED [avg]	"ANSWER VALUE total [sum]" / "ANSWER-Q total ANSWERED [count]"
ANSWER VALUE total RESPONSES [avg]	"ANSWER VALUE total [sum]" / "RESP total [count]"

6.2.4 Response Graded Questions

The “SCORE-Q” category of measures is restricted to survey questions that have been allocated scoring. All scoring values are rolled up to the question level and should be analysed in the context of the Scoring Category dimension.

Measure	Expression
SCORE-Q total [count]	
SCORE-Q total ANSWERED [%]	"SCORE-Q total ANSWERED [count]" / "SCORE-Q total [count]"
SCORE-Q total ANSWERED [count]	"RESPONSE SCORE QUESTION ID ANSWERED FLAG" = 'true'
SCORE-Q total ANSWERED with CHOICES [%]	"SCORE-Q total ANSWERED with CHOICES [count]" / "SCORE-Q total [count]"
SCORE-Q total ANSWERED with CHOICES [count]	"RESPONSE SCORE QUESTION ID ANSWERED FLAG" = 'true' AND "RESPONSE HEADER GRADED QUESTION ID CHOICES FLAG" = 'true'
SCORE-Q total ANSWERED with TEXT [%]	"SCORE-Q total ANSWERED with TEXT [count]" / "SCORE-Q total [count]"
SCORE-Q total ANSWERED with TEXT [count]	"RESPONSE SCORE QUESTION ID ANSWERED FLAG" = 'true' AND "RESPONSE HEADER GRADED QUESTION ID CHOICES FLAG" = 'false'
SCORE-Q total MULTI-ANSWERS [count]	"RESPONSE SCORE MULTI VALUE FLAG" = 'true'
SCORE-Q total UN-ANSWERED [count]	"RESPONSE SCORE QUESTION ID ANSWERED FLAG" = 'false'
SCORE-Q total UN-ANSWERED with CHOICES [count]	"RESPONSE SCORE QUESTION ID ANSWERED FLAG" = 'false' AND "RESPONSE HEADER GRADED QUESTION ID CHOICES FLAG" = 'true'
SCORE-Q total UN-ANSWERED with TEXT [count]	"RESPONSE SCORE QUESTION ID ANSWERED FLAG" = 'false' AND "RESPONSE HEADER GRADED QUESTION ID CHOICES FLAG" = 'false'
SCORE-Q total with CHOICES [count]	"RESPONSE HEADER GRADED QUESTION ID CHOICES FLAG" = 'true'
SCORE-Q total with TEXT [count]	"RESPONSE HEADER GRADED QUESTION ID CHOICES FLAG" = 'false'
SCORE-Q unique [count]	
SCORE-Q unique with CHOICES [count]	"RESPONSE HEADER GRADED QUESTION ID CHOICES FLAG" = 'true'
SCORE-Q unique with TEXT [count]	"RESPONSE HEADER GRADED QUESTION ID CHOICES FLAG" = 'false'

6.2.5 Response Questions

The “ANSWER-Q” category of measures is focused on the numeric values of the choices selected for “closed-ended” survey questions where the selected Choice values are rolled up to the question level.

Measure	Expression
ANSWER-Q total [count]	
ANSWER-Q total ANSWERED [%]	"ANSWER-Q total ANSWERED [count]" / "ANSWER-Q total [count]"
ANSWER-Q total ANSWERED [count]	"RESPONSE ANSWER QUESTION ID ANSWERED FLAG" = 'true'
ANSWER-Q total ANSWERED with CHOICES [%]	"ANSWER-Q total ANSWERED with CHOICES [count]" / "ANSWER-Q total [count]"
ANSWER-Q total ANSWERED with CHOICES [count]	"RESPONSE ANSWER QUESTION ID ANSWERED FLAG" = 'true' AND "RESPONSE HEADER QUESTION ID CHOICES FLAG" = 'true'
ANSWER-Q total ANSWERED with TEXT [%]	"ANSWER-Q total ANSWERED with TEXT [count]" / "ANSWER-Q total [count]"
ANSWER-Q total ANSWERED with TEXT [count]	"RESPONSE ANSWER QUESTION ID ANSWERED FLAG" = 'true' AND "RESPONSE HEADER QUESTION ID CHOICES FLAG" = 'false'
ANSWER-Q total MULTI-ANSWERS [count]	"RESPONSE ANSWER MULTI VALUE FLAG" = 'true'
ANSWER-Q total UN-ANSWERED [count]	"RESPONSE ANSWER QUESTION ID ANSWERED FLAG" = 'false'
ANSWER-Q total UN-ANSWERED with CHOICES [count]	"RESPONSE ANSWER QUESTION ID ANSWERED FLAG" = 'false' AND "RESPONSE HEADER QUESTION ID CHOICES FLAG" = 'true'
ANSWER-Q total UN-ANSWERED with TEXT [count]	"RESPONSE ANSWER QUESTION ID ANSWERED FLAG" = 'false' AND "RESPONSE HEADER QUESTION ID CHOICES FLAG" = 'false'
ANSWER-Q total with CHOICES [count]	"RESPONSE HEADER QUESTION ID CHOICES FLAG" = 'true'
ANSWER-Q total with TEXT [count]	"RESPONSE HEADER QUESTION ID CHOICES FLAG" = 'false'
ANSWER-Q unique [count]	
ANSWER-Q unique with CHOICES [count]	"RESPONSE HEADER QUESTION ID CHOICES FLAG" = 'true'
ANSWER-Q unique with TEXT [count]	"RESPONSE HEADER QUESTION ID CHOICES FLAG" = 'false'
ANSWER-Q with CHOICES total ANSWERED [%]	"ANSWER-Q total ANSWERED with CHOICES [count]" / "ANSWER-Q total with CHOICES [count]"
ANSWER-Q with TEXT total ANSWERED [%]	"ANSWER-Q total ANSWERED with TEXT [count]" / "ANSWER-Q total with TEXT [count]"

6.2.6 Response Score Value

The “SCORE VALUE” category of measures is restricted to survey questions that have been allocated scoring. To eliminate potential rounding issues all “Score Values” are converted to numeric values with four decimal places and should be analysed in the context of the Scoring Category dimension.

Measure	Expression
SCORE VALUE total [sum]	
SCORE VALUE total SCORE-Q [avg]	"SCORE VALUE total [sum]" / "SCORE-Q total [count]"
SCORE VALUE total SCORE-Q ANSWERED [avg]	"SCORE VALUE total [sum]" / "SCORE-Q total ANSWERED [count]"
SCORE VALUE total RESPONSES [avg]	"SCORE VALUE total [sum]" / "RESPONSE total [count]"

6.2.7 Response Scoring Category

The “RESP SCORING CATEGORY” category of measures is focused on metrics associated with Scoring Category, for example the Number of unique Scoring Categories.

Measure	Expression
RESP SCORING CATEGORY unique [count]	

6.2.8 Response

The “RESPONSE” category of measures is focused on metrics associated with recorded Responses, for example the Number of Responses.

Measure	Expression
RESP total [count]	

6.2.9 Survey Contacts

The “SURV CONTACTS” category of measures is focused on metrics associated with recorded Survey Contacts, for example the Number of unique Contacts.

Measure	Expression
SURV CONTACTS unique [count]	

6.2.10 Surveys Started

The “SURV STARTED” category of measures covers both Distributed and Non-Distributed Surveys that have been answered.

Measure	Expression
SURV STARTED total FINISHED [%]	"SURV total FINISHED [count]" / "SURV total STARTED [count]"
SURV STARTED total PARTLY FINISHED [%]	"SURV total PARTLY FINISHED [count]" / "SURV total STARTED [count]"

6.2.11 Surveys

The “SURV” category of measures covers both Distributed and Non-Distributed Surveys.

Measure	Expression
SURV total [count]	
SURV total FINISHED [%]	"SURV total FINISHED [count]" / "SURV total [count]"
SURV total FINISHED [count]	("DISTRIBUTION HISTORY STATUS" IN ('SurveyPartiallyFinished','SurveyFinished')) OR ("RESPONSE HEADER SURVEY FINISHED FLAG" = 'true')
SURV total OPENED [count]	("DISTRIBUTION HISTORY STATUS" = 'Opened') OR ("DISTRIBUTION HISTORY STATUS" = 'SurveyStarted') OR ("DISTRIBUTION HISTORY STATUS" = 'SurveyPartiallyFinished') OR ("DISTRIBUTION HISTORY STATUS" = 'SurveyFinished') OR ("DISTRIBUTION HISTORY STATUS" = 'SurveyScreenedOut') OR ("DISTRIBUTION HISTORY STATUS" = 'Session Expired') OR ("RESPONSE HEADER SYS UUID" IS NOT NULL)
SURV total PARTLY FINISHED [%]	"SURV total PARTLY FINISHED [count]" / "SURV total [count]"
SURV total PARTLY FINISHED [count]	("DISTRIBUTION HISTORY STATUS" IN ('SurveyPartiallyFinished')) OR ("RESPONSE HEADER RESPONSE ID INPROGRESS FLAG" = 'true') OR ("RESPONSE HEADER SURVEY FINISHED FLAG" = 'false')
SURV total RESPONSE TIME [avg]	"SURV total RESPONSE TIME [sum]" / "SURV total [count]"
SURV total RESPONSE TIME [sum]	"RESPONSE AUDIENCE DURATION STARTED TO COMPLETED [sum]" / "RESPONSE AUDIENCE DURATION STARTED TO COMPLETED [count]"
SURV total STARTED [%]	"SURV total STARTED [count]" / "SURV total [count]"
SURV total STARTED [count]	("DISTRIBUTION HISTORY STATUS" IN ('SurveyStarted','SurveyPartiallyFinished','SurveyFinished', 'SurveyScreenedOut', 'SessionExpired') OR ("RESPONSE HEADER SURVEY STARTED DATE" IS NOT NULL))