



# SAP Digital Consumer Insight

## User Guide

Version 4.0



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## INTRODUCTION

SAP Digital Consumer Insight allows users to access anonymized, near real-time mobile data that shows which consumers pass through a chosen location, how long they stay and their home locations.

The service provides unprecedented access to mobile data for tens of millions of mobile subscribers across the United States. The comprehensive data capture and analytics power of SAP's data management platform provide a fast and in-depth view into the physical actions of consumers. This platform allows the user to gain a thorough high-level understanding of audience behavior and make informed business decisions ranging from location planning to marketing campaigns' ROI.

Using SAP Digital Consumer Insight's award winning User Interface, with just a few clicks you can seamlessly query billions of data points and gain an understanding of human behavior in an area of your choosing. This product allows you to create:

- Footfall (foot traffic) reports in and around geo-fenced areas
- Consumer home location reports in and around geo-fenced areas
- Consumer age and gender distributions
- Competitor benchmarking reports
- Measuring efficacy of marketing campaigns and measuring ROI.

The SAP Digital Consumer Insight service gives you the ability to instantaneously answer questions that previously would take weeks of planning and cost tens of thousands of marketing dollars, by simply purchasing reports from the SAP Digital Store.

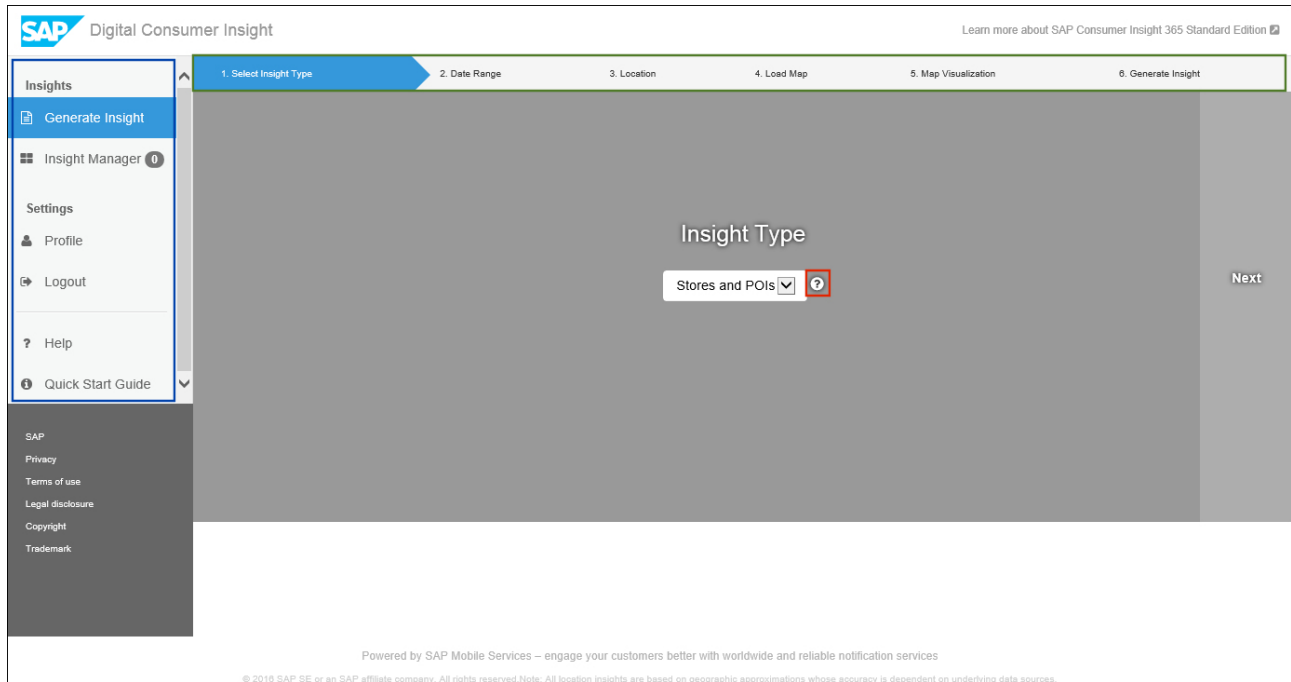
### Sample Usage Scenario

For the purposes of explaining how to access and use SAP Digital Consumer Insight functionality in this guide, we will look at two simple examples:

- Generating an insight report for the city of Chicago
- Generating an insight report for two different POIs:
  - Macy's Department Store in Chicago
  - JC Penny Department Store in Boston.

## SAP DIGITAL CONSUMER INSIGHT USER INTERFACE

### Left Panel Menu



The left menu (highlighted in blue above) gives you access to main functions of SAP Digital Consumer Insight:

<b>Insights</b>	<b>Generate Insight</b>	Generate Insight reports. Refer to the <b>Generating Insights</b> section.
	<b>Insight Manager</b>	Access and view the Insight reports. Refer to the <b>Insight Manager</b> section.
<b>Settings</b>	<b>Profile</b>	Allows you to view and updated your profile settings. Refer to the <b>Profile</b> section.
	<b>Logout</b>	Logs you out of SAP Digital Consumer Insight.
<b>User Assistance</b>	<b>Help</b>	Access the SAP Digital Consumer Insight knowledgebase.
	<b>Quick Start Guide</b>	Run the SAP Digital Consumer Insight quick start guide, which shows you step-by-step instructions for how to use the product.

### Insight Progress Bar

The insight progress bar (highlighted in green above) shows you the various stages of the insight creation process and highlights which stage you are currently on.

### Help Videos

SAP Digital Consumer Insight allows you to generate an insight report for:

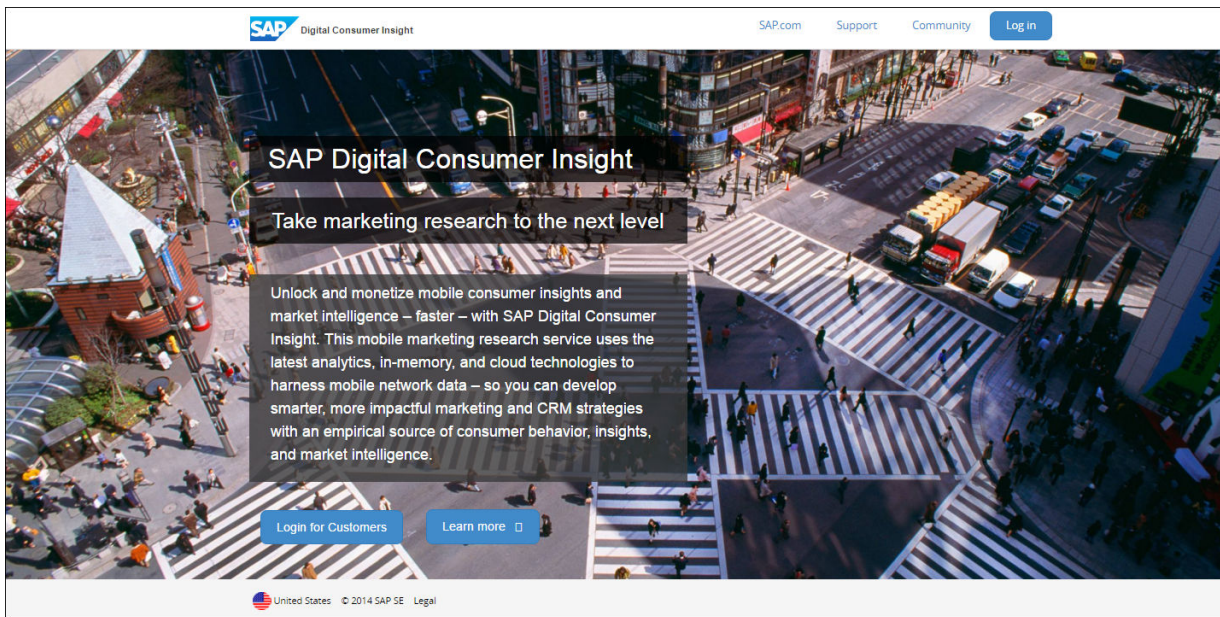
- Stores and POIs
- Cities and Zips

If you select the help '?' icon next to these options (highlighted in red above) then help videos are displayed showing you how to use each of these methods to generate an insight report.



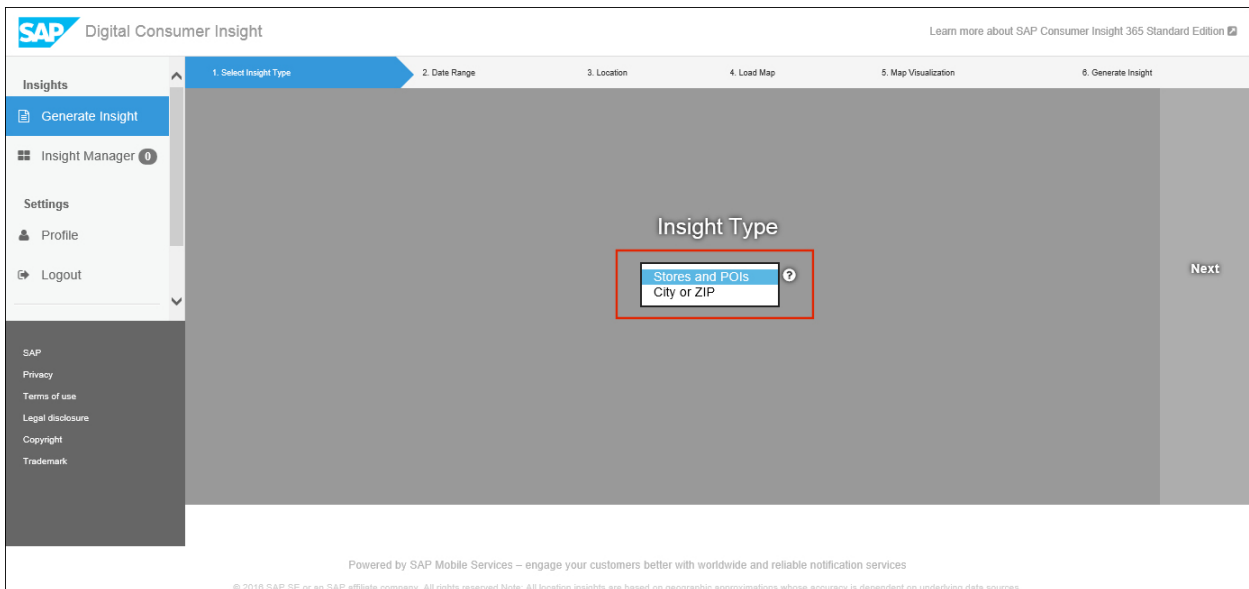
## GENERATING INSIGHTS

1. Access SAP Digital Consumer Insight using the URL: <https://digital.sapconsumerinsight365.com/>  
The Welcome page is displayed:



Select **Log In**.

2. The SAP customer login page is displayed.  
Enter your existing SAP Store username and password. Select **Log in**.
3. The SAP Digital Consumer Insight landing page displays:



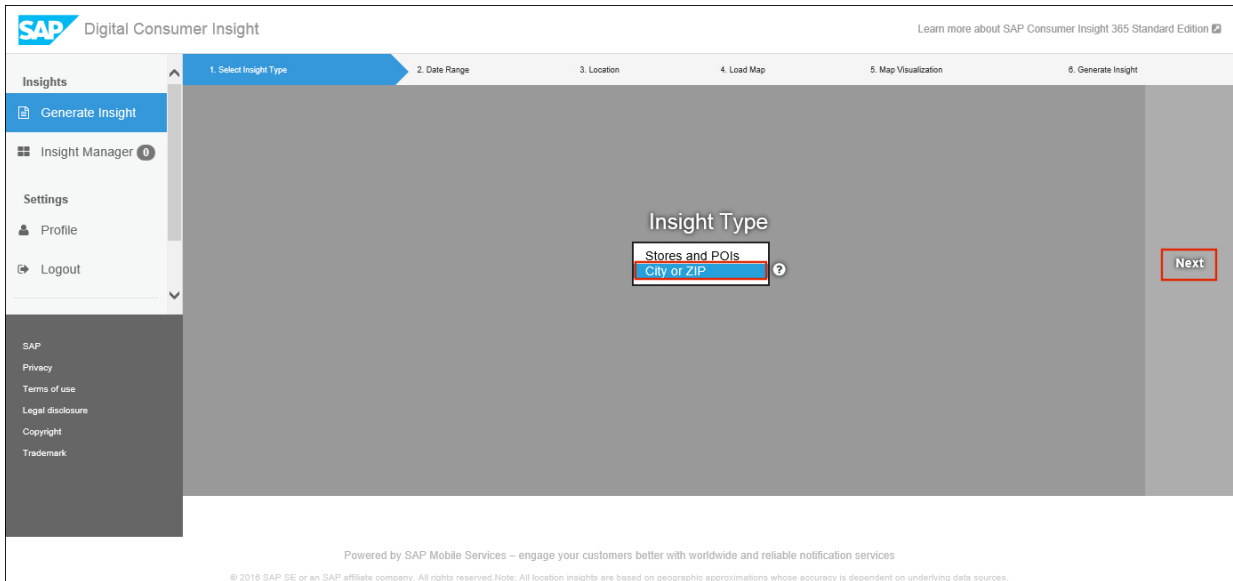
You are presented with the following options:

- **Cities and Zips** - generate an insight report for a particular location.  
Refer to the next section, **Generating an insight report for a City or Zip code**.
- **Stores and POIs** - generate an insight report for up to two Points of Interest.  
Refer to the **Generating an insight report for POIs or Stores** section.

### Generating an insight report for a City or Zip code

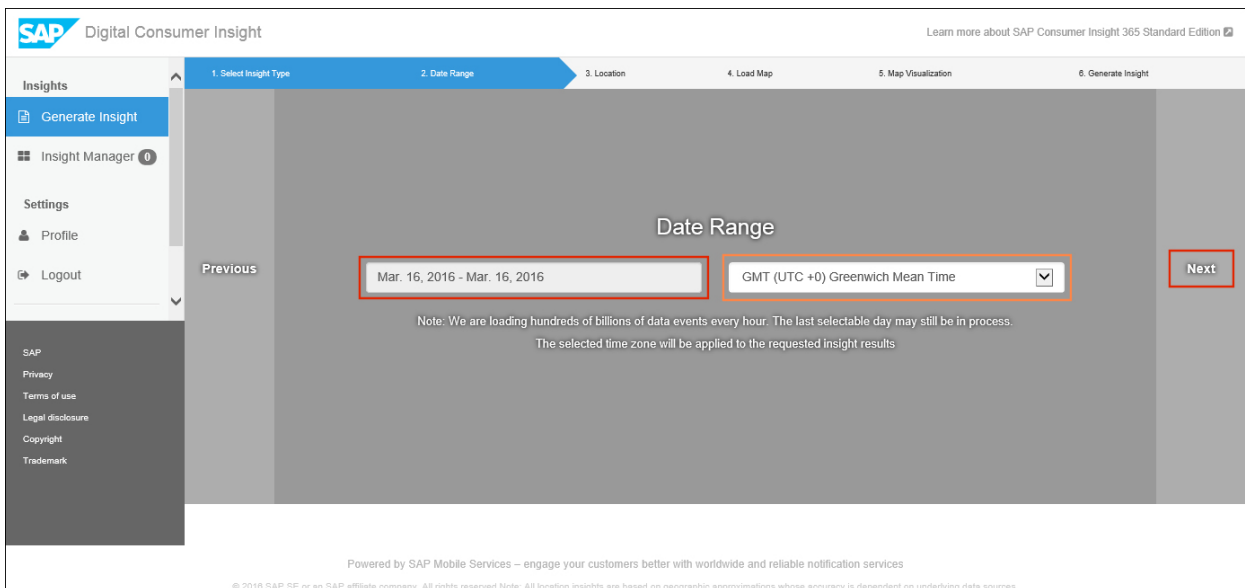
To generate an insight report for a particular city or zip, take the following steps:

4. Select the Cities and Zips option from the **Insight Type** field (highlighted in red below):



Select **Next** (highlighted in red above).

5. The Date Range page displays:

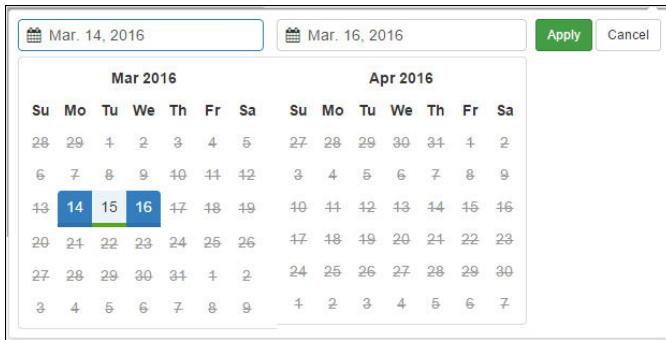


Select the appropriate time zone for the location you want to analyze from the time zone field (highlighted in orange above). The selected time zone will be applied to the results in your insight reports.

For example, if you want to analyze Chicago you can select CST (UTC-7) Central Standard Time to ensure that insight results generated show the correct time zone for Chicago.

Click in the date field (highlighted in red above) to select a date range for which you want to extract data.

The date selection dialog box displays:

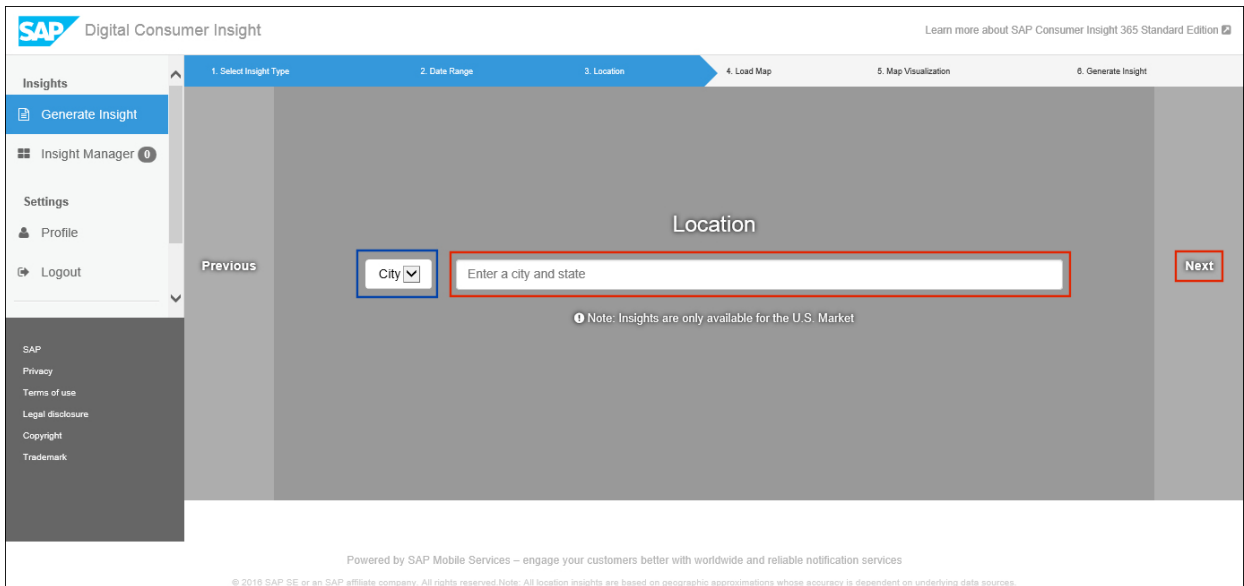


Specify a date or a set of dates for which you want to analyze the data. Select a date to choose the start date and then select another date (or can be the same as start date if you want to analyze one day) to choose the end date. For the purposes of this example, we will select the following dates: Mar 14, 2016 – Mar 16, 2016.

Select **Apply**.

Select **Next**.

6. The Location page displays:



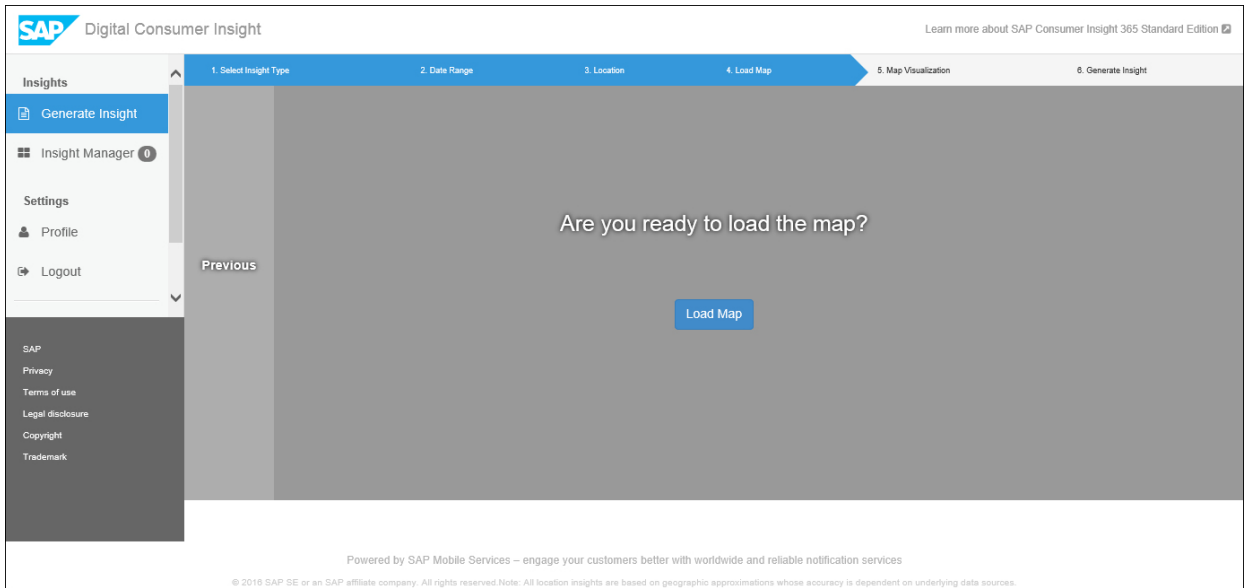
Specify the city you want to analyze in the **Location** field. For example, if you want to search for a POI in Chicago, type *Chicago* in the **Search Location** field (highlighted in red above).

You can also search for a zip code by selecting the City setting (highlighted in blue above) and changing this to Zip.

As you type text in the Location field a suggested search pull down menu displays showing you place names, which match the text you are typing. You can select one of the locations from this menu at any time.

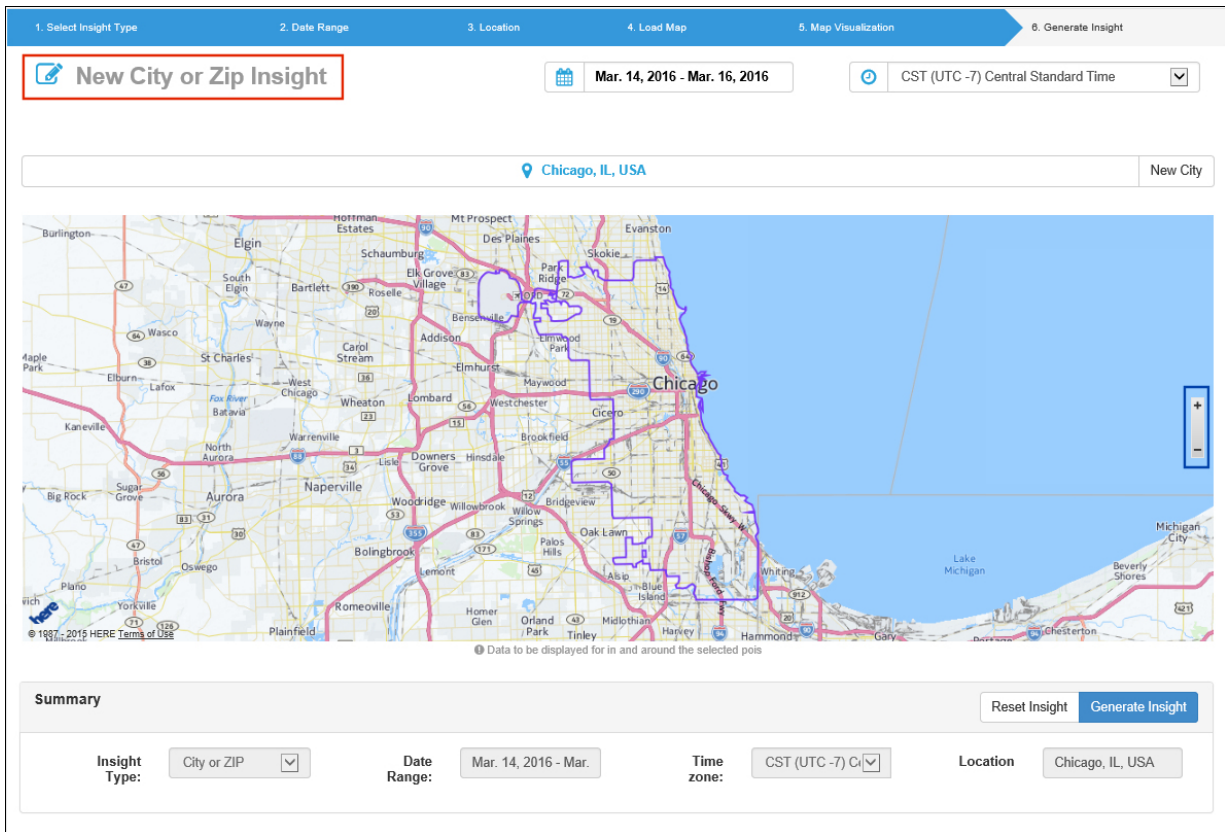
Select **Next** (highlighted in red above).

7. A confirmation page displays asking you if you are ready to load the map:



If you want to change any of your settings or search criteria, select **Previous**, to go back to the previous page. If you are ready to continue, select **Load Map**.

8. The map screen is displayed highlighting your chosen location, in this case, Chicago, which is highlighted on the map by a blue line:



Enter a name for the insight in the New City or Zip Insight field (highlighted in red above).

You can select the + icon on the Zoom in/Zoom out selector (highlighted in blue above) to zoom in to your location. You can also select the - icon to zoom out of your location. Alternatively, if your mouse has a scroll wheel, click the map and use the mouse scroll wheel to zoom in and out of the map.

A Summary section is displayed below the map, which shows you the settings you have made so far:

You can modify the **Date Range** and **Location** settings by selecting the Edit icons adjacent to these settings, which appear when you hover over these fields. For example, if you hover over the Location setting an edit button is displayed adjacent to the field (highlighted in red above). You can select this to change the current Location setting and to enter a new location.

- Once you are happy with your settings, select **Generate Insight**.

A confirmation dialog box displays:

If you want to proceed with your current settings and generate the insight, then enter a name for the insight in the **Insight Name** field (if you have not already specified a name for your insight) and select **Yes**.

- A message dialog is displayed to confirm that your request is being processed and then to inform you that you are being redirected to the **Insight Manager**.

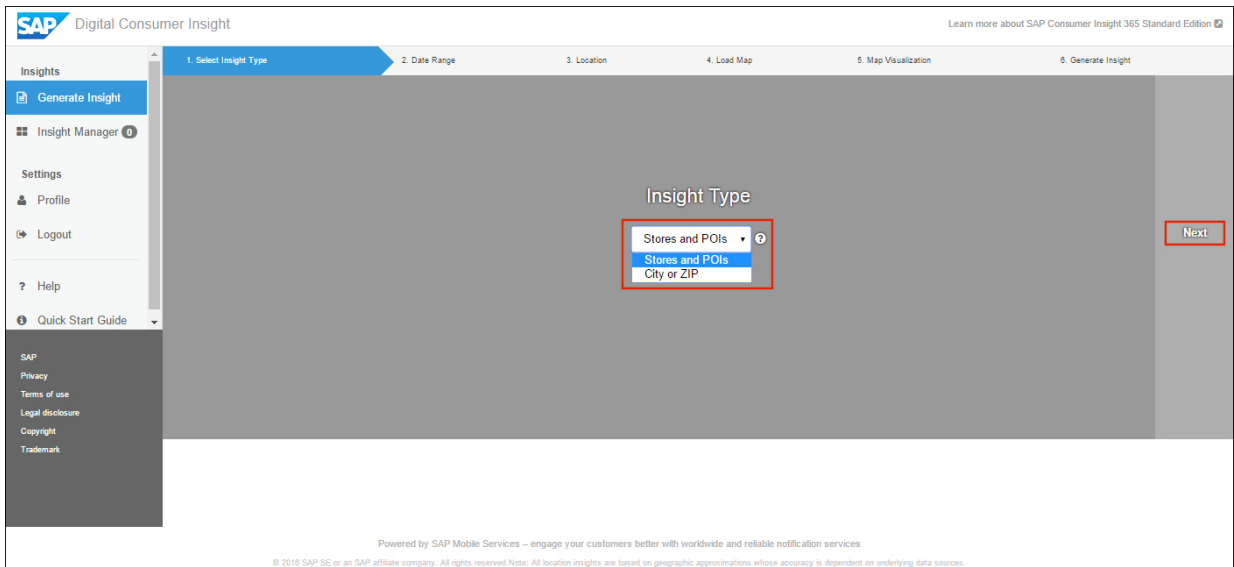
A message is displayed informing you that your insight has been successfully submitted and is currently being processed. When processing has been completed, your new insight will be displayed at the top of the insight list:

Select the insight to view it. Refer to the **Insight Manager** section for more information.



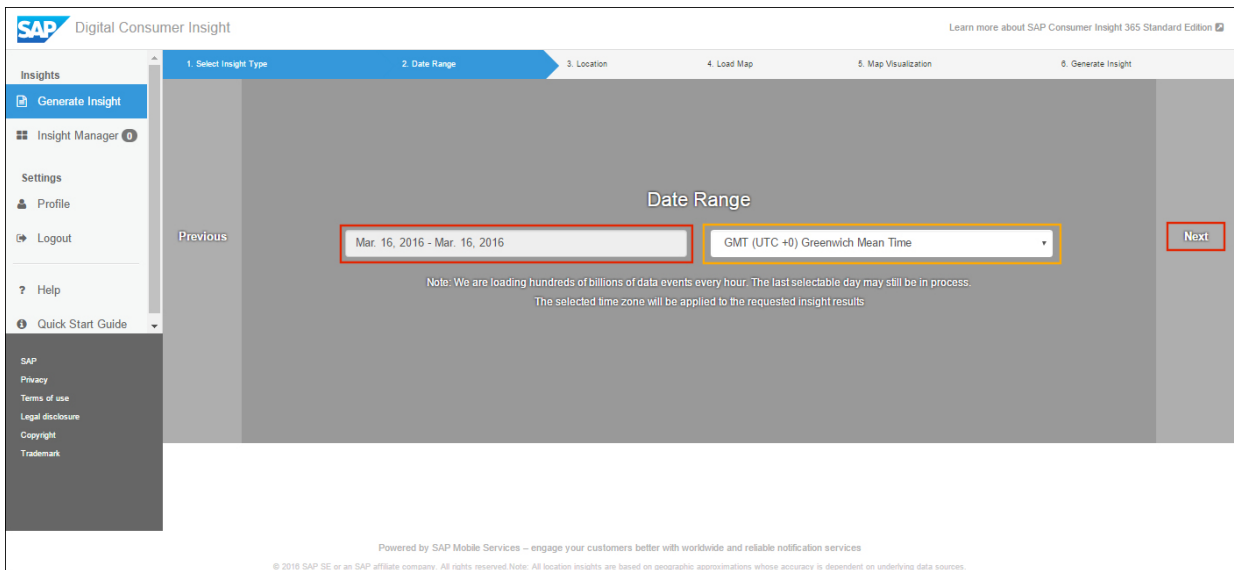
### Generating an insight report for POIs or Stores

4. Select the Stores and POIs option from the **Insight Type** field (highlighted in red below):



Select **Next** (highlighted in red above).

5. The Date range page displays:

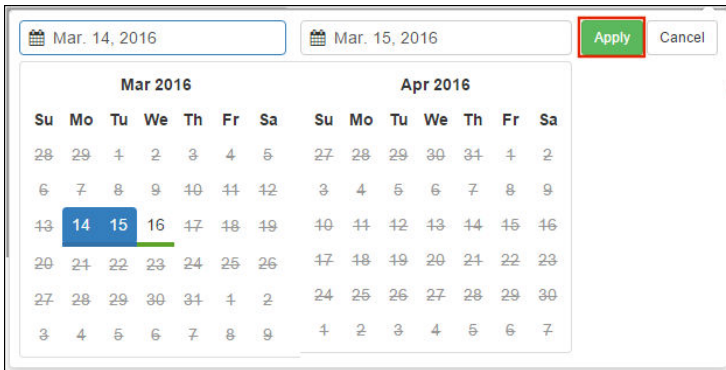


Select the appropriate time zone for the location you want to analyze from the time zone field (highlighted in orange above). The selected time zone will be applied to the results in your insight reports.

For example, if you want to analyze Chicago you can select CST (UTC-7) Central Standard Time to ensure that insight results generated show the correct time zone for Chicago.

Click in the date field (highlighted in red above) to select a date range for which you want to extract data.

The Date selection dialog box displays:

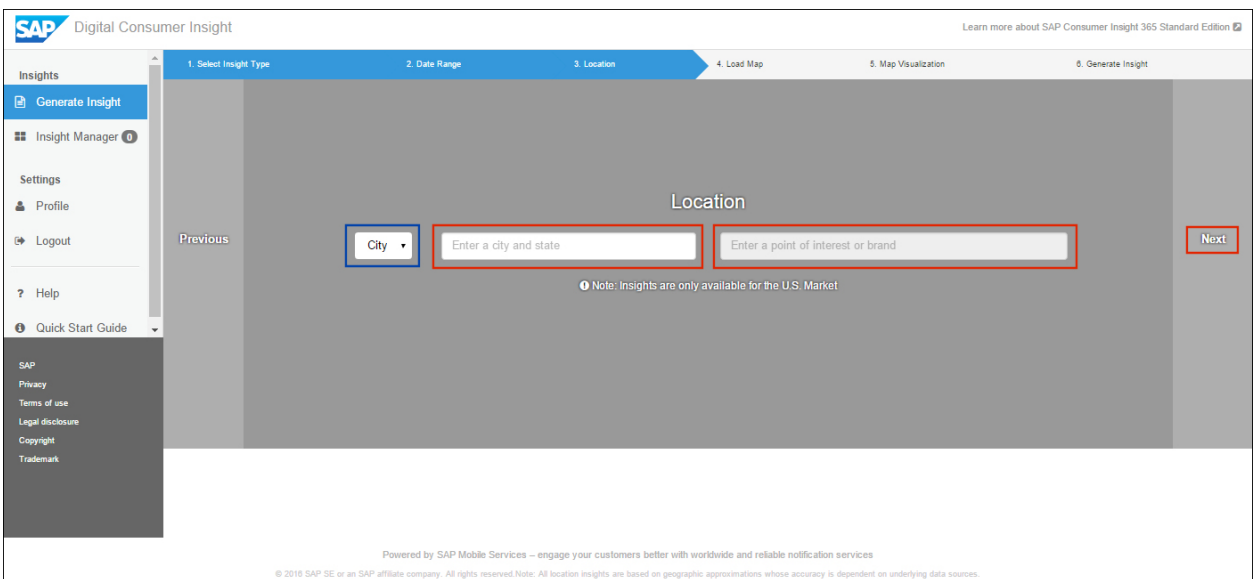


Specify a date or a set of dates for which you want to analyze the data. Select a date to choose the start date and then select another date (or can be the same as start date if you want to analyze just one day) to choose the end date. For the purposes of this example, we will select from the most recent dates available: Mar 14, 2016 – Mar 15, 2014.

Select **Apply**.

Select **Next** on the Date Range page.

6. The Location page displays:



Specify the city you want to analyze in the **Location** field. For example, if you want to search for a POI in Chicago, type *Chicago* in the **Enter a city and state** field (highlighted in red above). As you type text in the Location field a suggested search pull down menu displays showing you place names, which match the text you are typing. You can select one of the locations from this menu at any time.

You can also search for a zip code by selecting Zip from the City setting (highlighted in blue above).

The next step is to search for your desired point of interest (POI) within your specified location. Specify your specific search criteria in the **Enter a point of interest or brand** field (highlighted in red above).

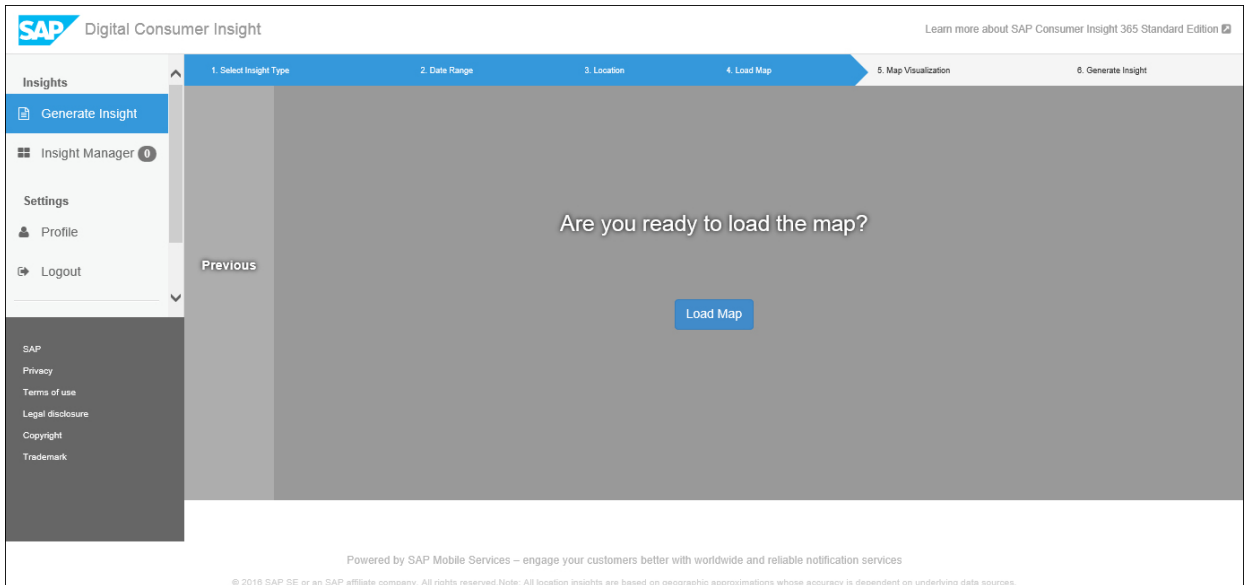
The following criteria can be used, when searching for POIs (points of interest):

Postal/Zip Code	Category of Location i.e.:	Point of Interest (POI):
	<ul style="list-style-type: none"> <li><b>Restaurant</b>, e.g. Japanese Restaurant</li> <li><b>Type of store</b>, e.g. Super markets.</li> </ul>	<ul style="list-style-type: none"> <li><b>Restaurant</b>, e.g. Cheesecake Factory</li> <li><b>Fast food</b>, e.g. McDonalds</li> <li><b>Stores/malls</b>, e.g. Walmart</li> <li><b>Stadium</b>, e.g. Dodgers Stadium.</li> </ul>

Alternatively select from the suggested searches drop down list, displayed when you start to type text in the search field. For the purposes of this example, we will search for Macy's Department Stores.

Select **Next** (highlighted in red above).

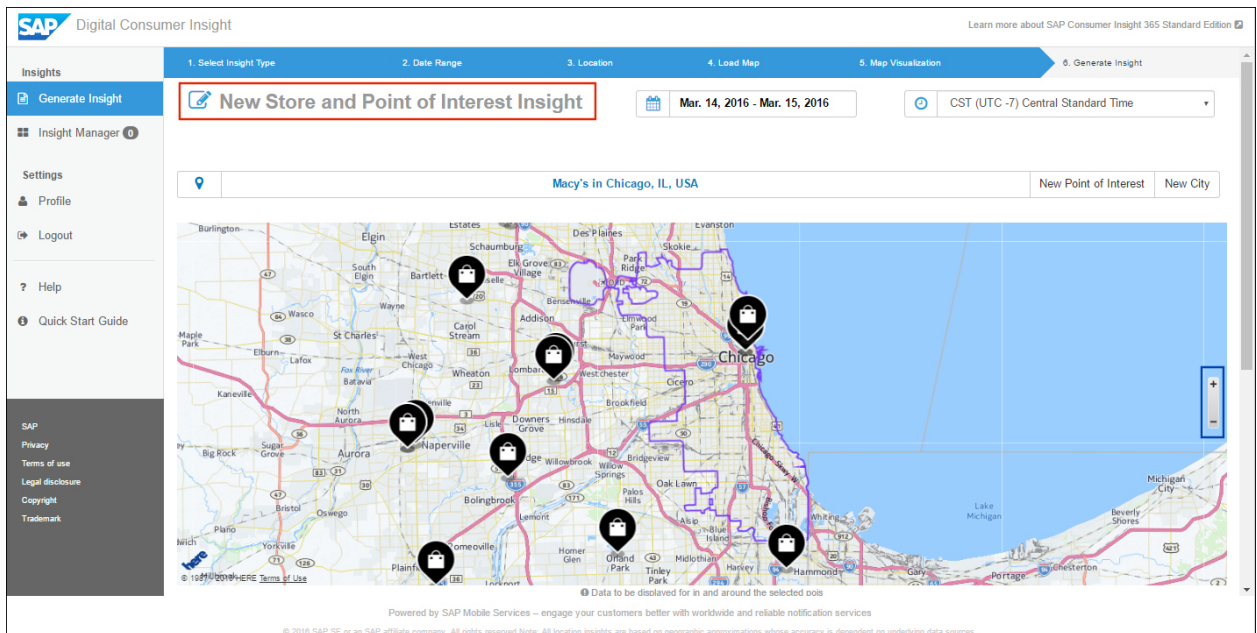
7. A confirmation page displays asking you if you are ready to load the map:



If you want to change any of your settings or search criteria, select **Previous**, to go back to the previous page.

If you are ready to continue, select **Load Map**.

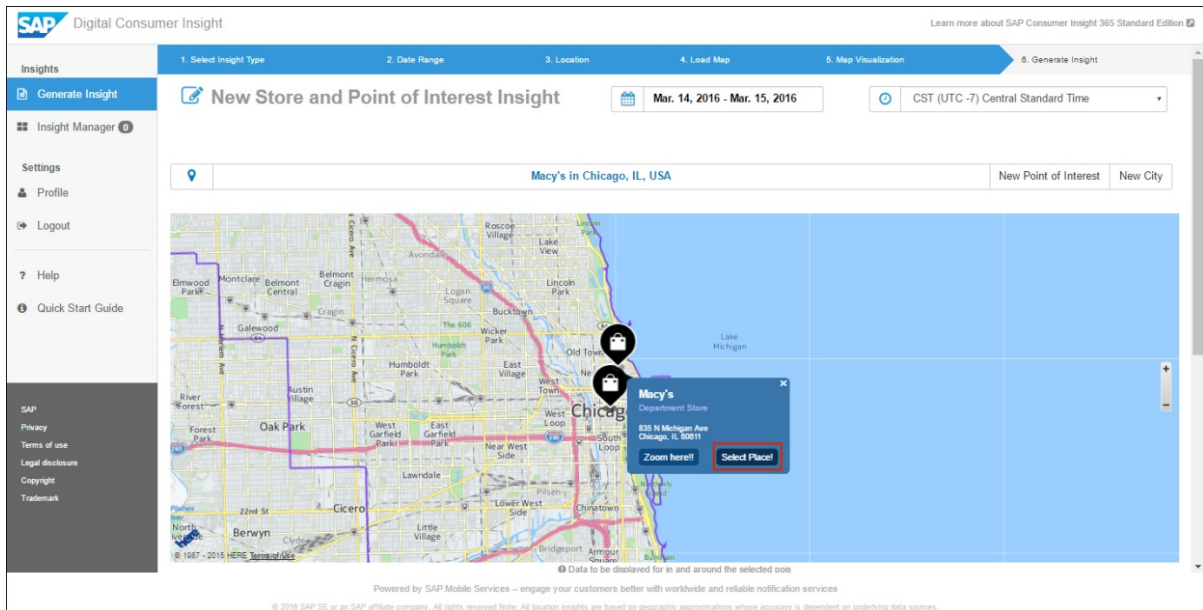
8. The map screen is displayed highlighting your chosen location in this case, Chicago, which is highlighted on the map by a blue line and your selected POIs in this case, Macy's Department stores, which are represented by black placeholder icons on the map:



Enter a name for the insight in the New City or Zip Insight field (highlighted in red above).

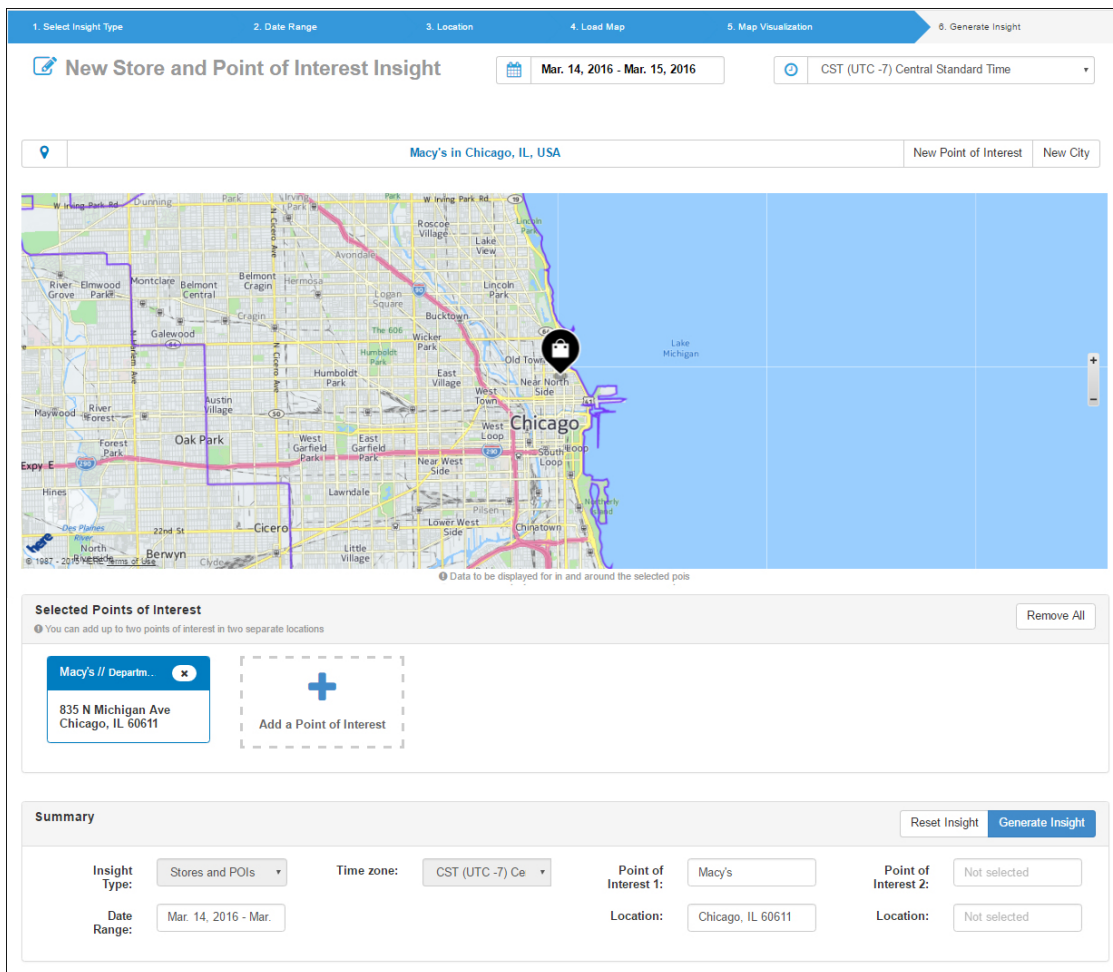
You can select the + icon on the Zoom in/Zoom out selector (highlighted in blue above) to zoom in to your location. You can also select the - icon to zoom out of your location. Alternatively, if your mouse has a scroll wheel, click the map and use the mouse scroll wheel to zoom in and out of the map.

9. Select the particular POI you are interested in:



To zoom in to this location on the map, select **Zoom here!**.

10. To analyze this POI, select **Select Place!** (highlighted in red above). The selected POI will be displayed in the **Selected Points of Interest** section:



A Summary section is displayed below the map, which shows you the settings you have made so far.

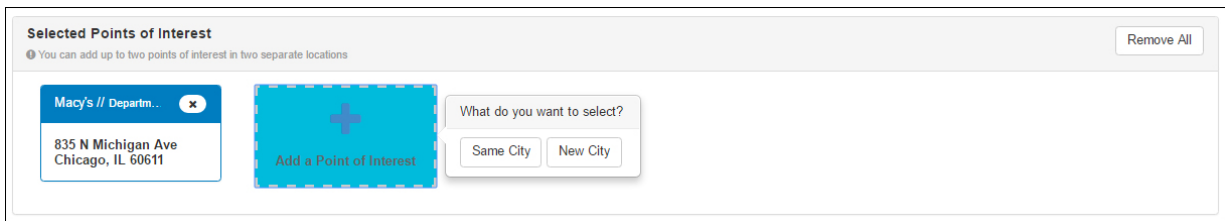
11. To generate an insight report for this single POI, go to step 16.

To add an additional POI continue on to the next steps.

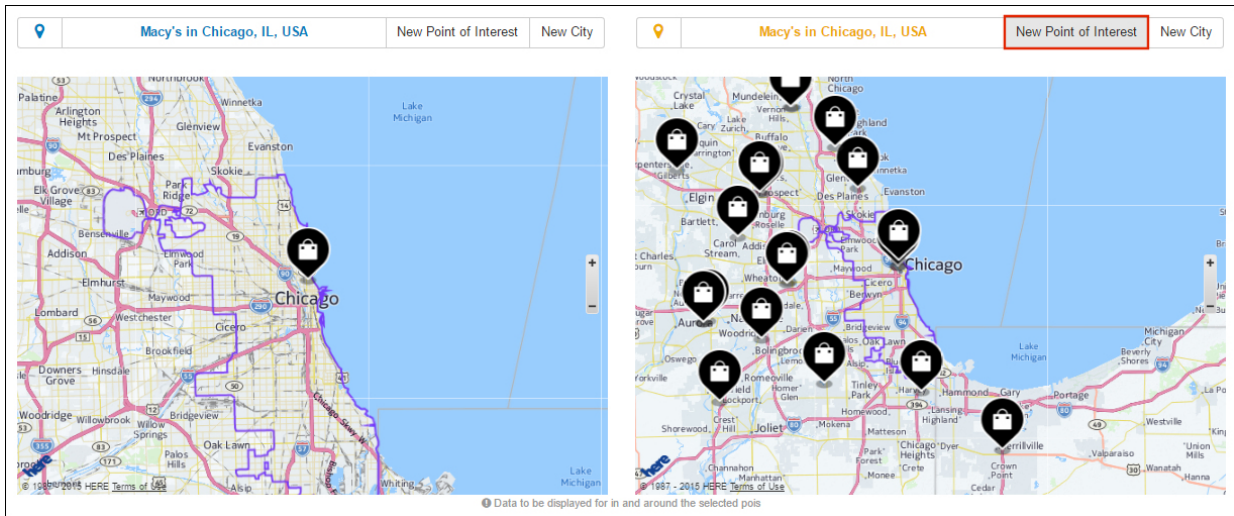
12. You now have the option to select a second POI. Select the **Add a point of Interest** button in the Selected Points of Interest section (highlighted in blue below):



Further options are displayed asking you if you want to search for the second POI in the same city or whether you want to search for the POI in a new city:



To search for a second POI in the same city (your currently selected location, in the case of our example, Chicago) select **Same City**. A new map is displayed (adjacent to the first map) showing your existing location and highlighting your currently selected POIs.

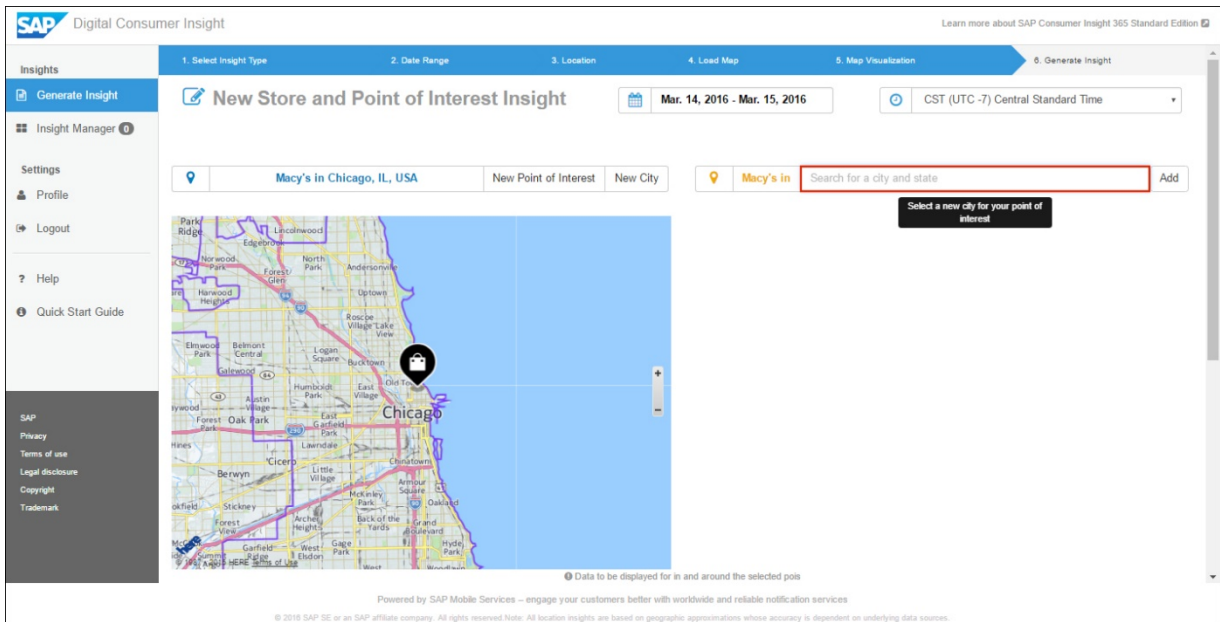


You can select one of the existing POIs, or you can search for a different POI in the same location by selecting the **New Point of Interest** field (highlighted in red above).

Enter your specific search criteria in the **Search for a point of interest or brand** field, which is displayed. Select **Search**.



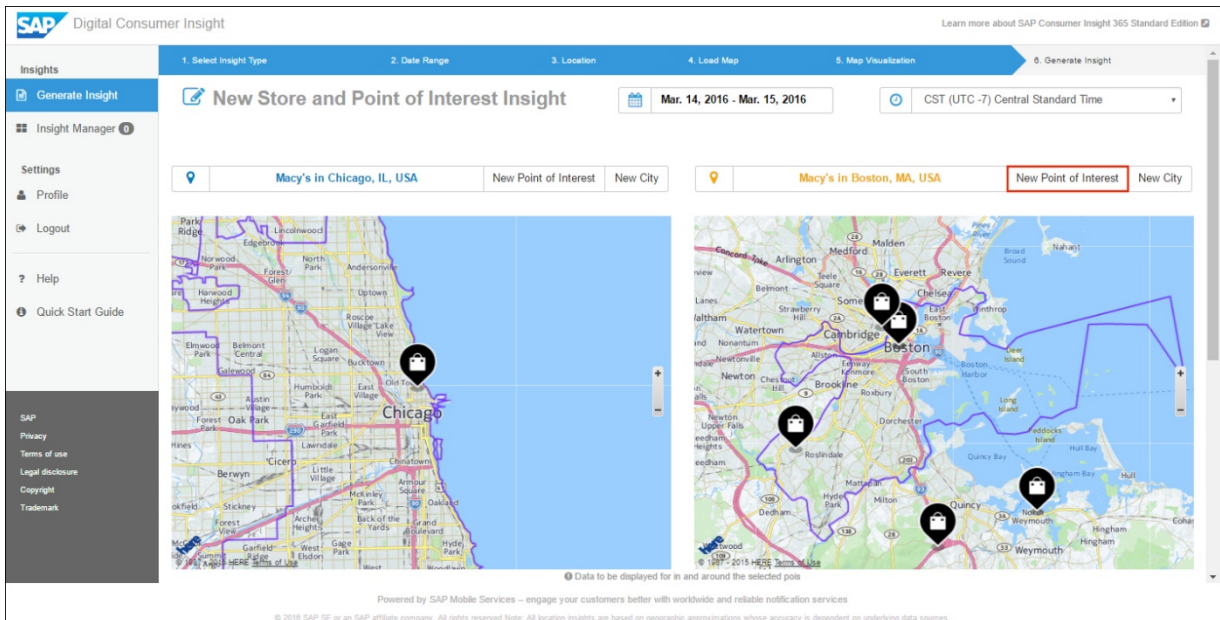
13. Alternatively, you can select the same or a different POI in a different location (city). To do this, select **New city**. You are prompted to enter the name of the new city :



Specify the new city in the **Search for a city and state** field. For example, if you want to search for a POI in Boston, type *Boston* in the search field (highlighted in red below).

Select **Add**.

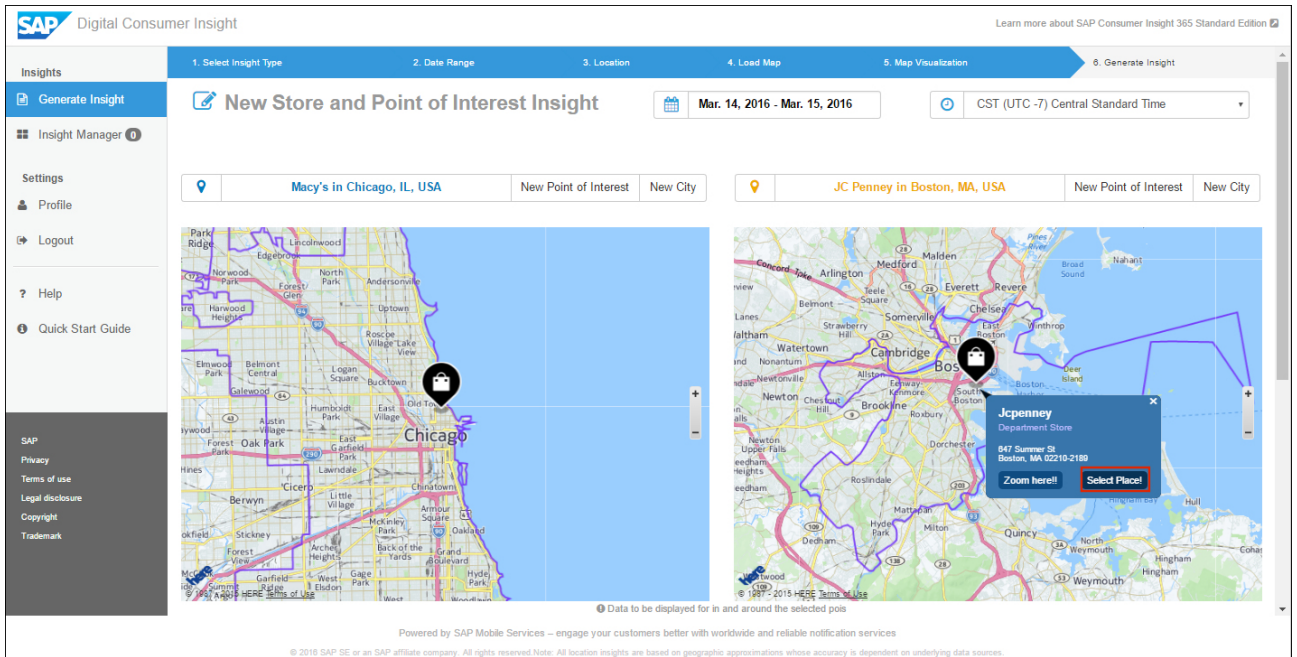
14. A new map is displayed (adjacent to the first map) highlighting your new location in this case, Boston, which is highlighted on the map by a blue line:



The currently selected POIs in this case, Macy’s Department stores are also displayed represented by black placeholder icons. You can either select one of these POIs as your second POI or to search for a different POI, select **New Point of Interest** and enter your specific search criteria in the **Search for a point of interest or brand** field which is displayed. For the purposes of this example, we will search for a JC Penney Department Store as our second POI.

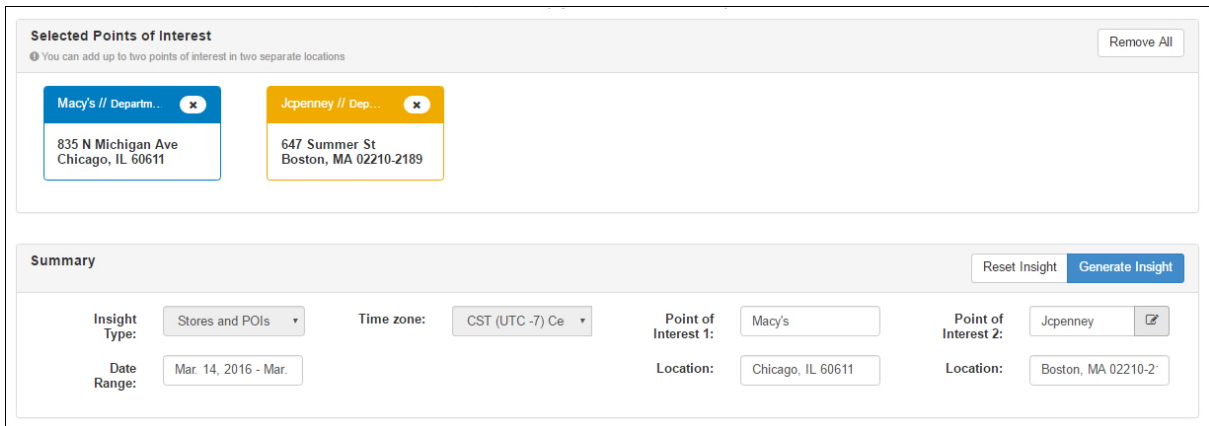
Select **Search**.

15. The new POI(s) are highlighted on the map represented by black placeholder icons:



Select the particular POI you are interested in to select it. To add this POI to your list of selected POIs that you want to analyze, select **Select Place!** (highlighted in red above).

This POI will be displayed in the **Selected Points of Interest** section below the map:



A Summary section is displayed below the map, which shows you the settings you have made so far:

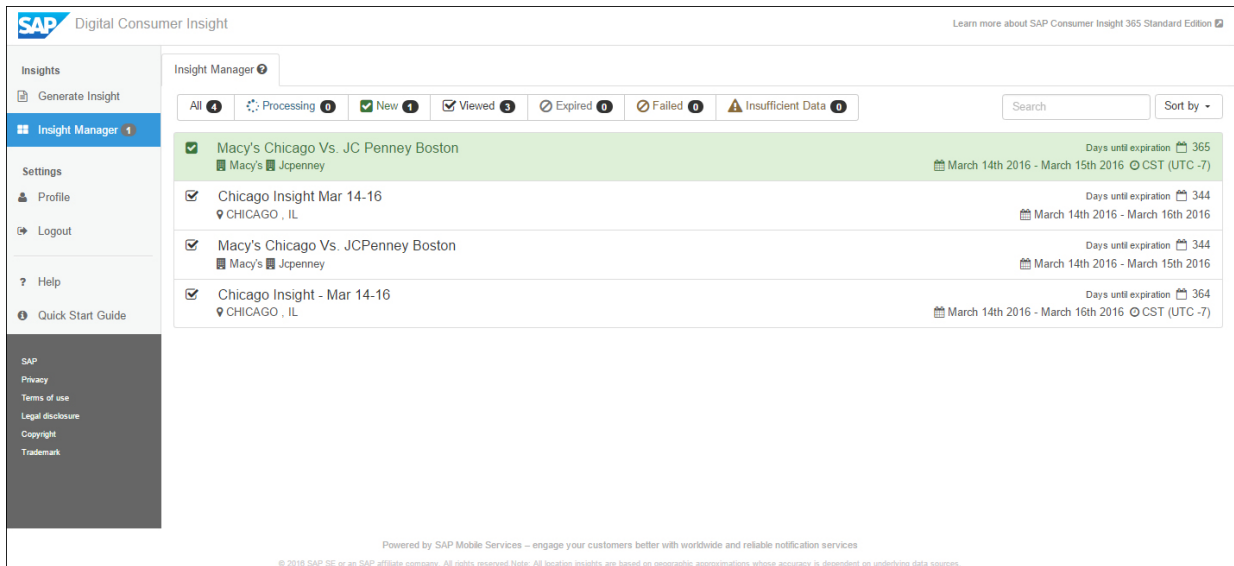
You can modify the **Date Range**, **Location** and **Point of Interest** settings by selecting the Edit icons adjacent to these settings, which appear when you hover over these fields. For example, if you hover over the Point of Interest 2 setting an edit button is displayed adjacent to the field. Select this to change this setting.

16. Once you are happy with your settings, select **Generate Insight**. A confirmation dialog box displays:



If you want to proceed with your current setting and generate the insight, then if you have not already done so, enter a name for the insight in the **Insight Name** field and select **Yes**.

17. A message dialog is displayed to confirm that your request is being processed and then to inform you that you are being redirected to the **Insight Manager**:



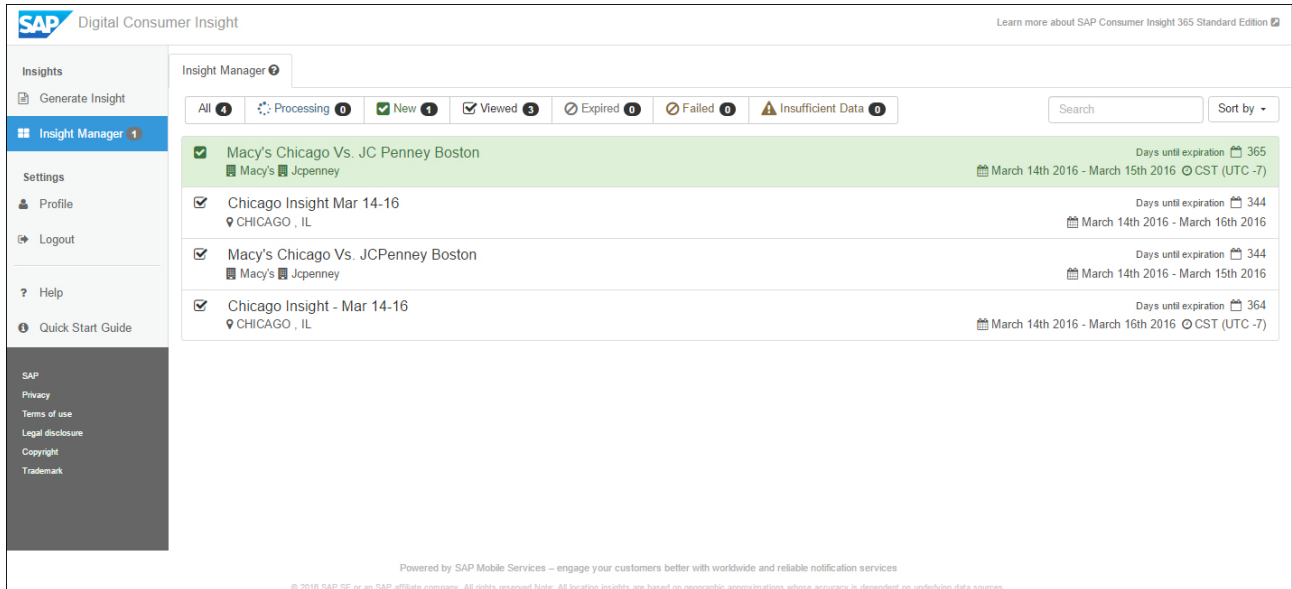
A message is displayed informing you that your insight has been successfully submitted and is currently being processed. When processing has been completed your new insight will be displayed at the top of the insight list.

Select the insight to view it. Refer to the **Insight Manager** section for more information.

## INSIGHT MANAGER

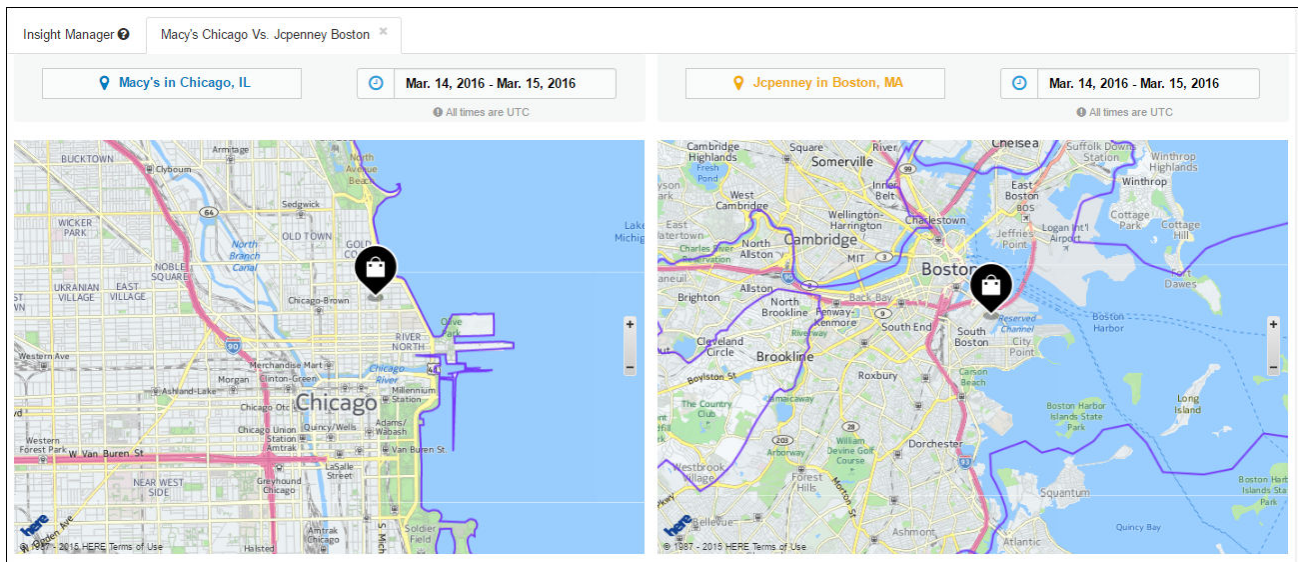
The Insight Manager allows you to check the status of your processing insights, as well as opening previously generated insights to analyze the output. Details of when your insight reports will expire can also be accessed from this page.

To access the Insight Manager select the **Insight Manager** option from the **Insights** menu (on the left) of the SAP Digital Consumer Insight landing page:



To open an insight report select the insight report and it is displayed in a new tab.

For example, if you select the **Macy's Chicago vs. JC Penney Boston** report, a new tab is displayed (with the name of the report):



The map(s) displayed at the top of the report show your selected location(s) and highlight your chosen POI(s).



A series of output charts are displayed below the map highlighting various aspects of consumer data:

All footfall counts are based on mobile subscriber counts in and around the location [Export to CSV](#)

#### Hourly Trend Table

Ⓞ All times are UTC Mar 14 Mar 15

Hours	Number of Subscribers	Point of Interest	City
0	1,425	835 N Michigan Ave	Chicago, IL 60611
0	1,377	835 N Michigan Ave	Chicago, IL 60611
0	603	647 Summer St	Boston, MA 02210-2189
0	563	647 Summer St	Boston, MA 02210-2189
1	1,154	835 N Michigan Ave	Chicago, IL 60611
1	1,175	835 N Michigan Ave	Chicago, IL 60611
1	514	647 Summer St	Boston, MA 02210-2189

1 2 3 4 5 »

#### Hourly Trend

Ⓞ All times are UTC Mar 14 Mar 15

#### Age

Ⓞ Due to protection of privacy of minors, data pertaining to consumers under 18 has been omitted

#### Gender

#### Handset

#### Operating System

#### Home Location by Zip

Ⓞ ZIP 40744, 66285 and 92619 represent pre-paid users



The following charts are displayed:

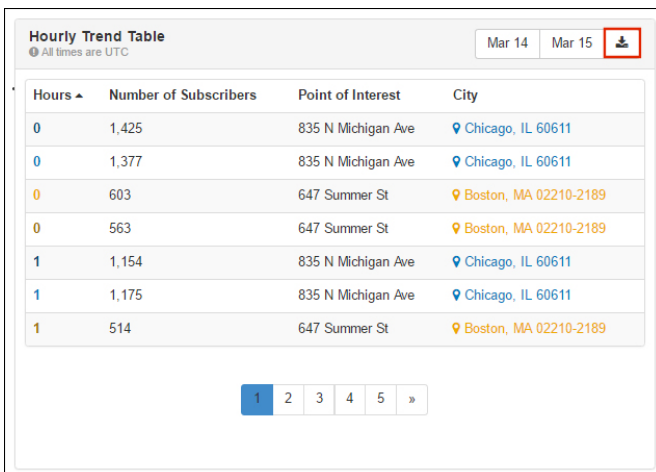
<b>Hourly Trend Table</b>	<p>This report is in the form of a trend table in which each hour of the day is represented by a separate row in the table. For each hour of the day the table shows you the:</p> <ul style="list-style-type: none"> <li>• <b>Time</b> – Each of the rows represents an hour of the day i.e. 0 = 00.00 hrs.</li> <li>• <b># of Subscribers</b> - physical number of consumers at the selected POIs at that hour.</li> </ul> <p>The table is spread over four pages. Select the numbered links below the table to view the different pages.</p>
<b>Hourly Trend</b>	The <b>Hourly Trend</b> chart shows you the trend of the number of subscribers for each hour for the specified period of time.
<b>Age</b>	Shows you the comparative age ranges of subscribers in the selected POIs
<b>Gender</b>	Shows you the comparative ratio of male and female subscribers in the selected POIs.
<b>Handset</b>	Shows you the most popular mobile handsets owned by the subscribers in the selected POIs
<b>Operating System</b>	Shows you the most popular Mobile OS for the handsets owned by the subscribers in the selected POIs
<b>Home Location</b>	Shows you the top home locations of the subscribers in the selected POIs.

### Exporting the Results

You can export reports to a '.csv' file. Files in the CSV format can be imported to and exported from programs that store data in tables, such as Microsoft Excel.

There are two options available for exporting reports:

- You can export individual reports by selecting the export icon (highlighted in red below) in the top right of the report header:



- You can export all the reports into a single '.csv' file by selecting the **Export to CSV** option displayed above the reports:



## SETTINGS

The profile page allows you to view information about your purchased orders, as well as the number of insights generated and the insights allowance.

### Profile

To access the profile page select the **Profile** option from the **Settings** menu in the left panel.

The Profile page displays:

The screenshot shows the SAP Digital Consumer Insight interface. The left sidebar contains navigation options: Insights (Generate Insight, Insight Manager), Settings (Profile, Logout), Help, and Quick Start Gui... The main content area is titled 'Profile' and is divided into three sections:

- Profile Summary:** A table with fields for Email (shahzad.ismail@sap.com), First Name (Shahzad), Last Name (Ismail), and Username (I063204).
- Profile Activity:** A table with 'Insights Created' (7) and 'Insights Allowance' (13).
- Orders:** A table with the header 'Orders in red are expired' and a table with columns: SAP Store Order ID, Order Amount, Insights Created, Start Date, and Use by. The table contains one row: 000000004, 20, 7, March 17th 2016, 10:00:00 am, March 17th 2017, 10:00:00 am.

At the bottom of the page, there is a footer: 'Powered by SAP Mobile Services - engage your customers better with worldwide and reliable notification services. © 2016 SAP SE or an SAP affiliate company. All rights reserved. Note: All location insights are based on geographic approximations whose accuracy is dependent on underlying data sources.'

This page contains the following sections:

<b>Profile Summary</b>	Displays your user settings.
<b>Profile Activity</b>	Displays details of the number of insight reports you have generated so far and the number of insight reports you have renaming.
<b>Orders</b>	Displays details of your purchased orders for the product from the SAP Store.

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