

NIELSEN RADIO ADVISOR

# HOW TO GUIDE

CREATE CHARTS



nielsen  
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radio  
advisor

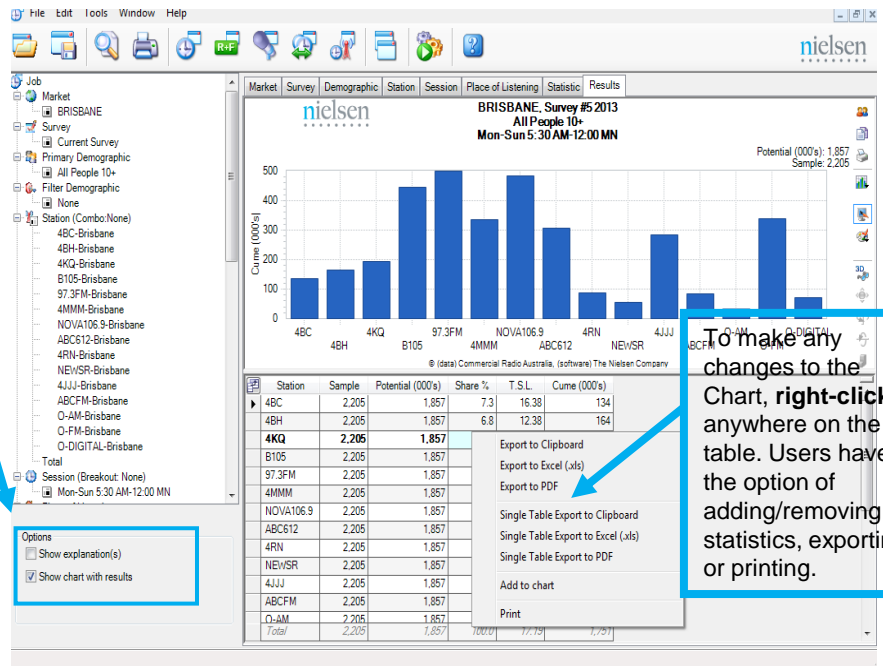
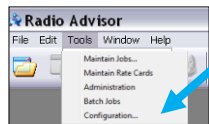
# CHART RESULTS

**Chart Results:-** Users have the flexibility of creating their own charts and exporting them into PowerPoint, Word or Excel.

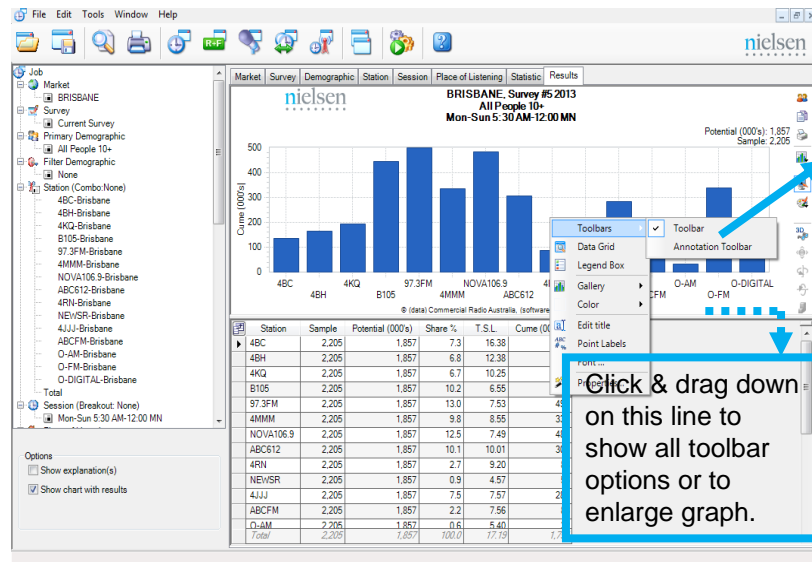
To **activate** the chart function, click onto **“Show chart with results”** box.

**Note:** The last column in the table will be plotted in the Chart.

**Customise Logo:-** Users can add their own logo to the chart via drop down screen. Go to **Tools/Configuration/Chart Logo**.



To make any changes to the Chart, **right-click** anywhere on the table. Users have the option of adding/removing statistics, exporting or printing.



Users have the option of **right-click** or use the Graph **Toolbar** for all chart options. **Annotation Toolbar** allows the user to add text, arrows or boxes onto the charts.

To sort the data, **left-click** on the desired column and the data will be sorted.

**Exporting a Chart to PowerPoint** click onto the copy to clipboard icon on the Toolbar, select **“As a Bitmap”** and paste into PowerPoint.

Below is the list of Toolbar and Annotation Toolbar functions.

## Toolbar

- Personalized Charts
- Copy to Clipboard
- Print
- Gallery – style options
- Anti-Aliasing
- Palette Selector – colour options
- 3D/2D View
- Rotated View
- Rotate Around Y Axis
- Rotate Around X Axis
- Clustered (Z Axis)
- Axes Settings
- Point Labels
- Data Grid
- Legend Box
- Zoom
- Properties

## Annotation Toolbar

- Selector
- Rectangle
- Circle
- Arrow
- Arc
- Picture
- Text
- Balloon
- Polygon
- Fill Colour
- Line Colour
- Copy
- Paste
- Bring to Front
- Send to Back
- Group
- Ungroup
- Flip Vertical
- Flip Horizontal
- Rotate Right
- Rotate Left

## ABOUT NIELSEN RADIO ADVISOR

Radio Advisor is Nielsen's purpose built analysis tool specifically designed for quick, easy and flexible analysis of radio audience survey data.

It enables any user to conduct their own analysis using a variety of pre-set standard demographics and sessions, or users can create and save their own demographics and sessions by building custom reports.

Analysis requirements can also be preset so that all Data can be easily and quickly generated as soon as new radio audience surveys are released.

Nielsen Radio Advisor 'How To Guides' are a series of simple instructions to enable you to maximize your understanding of radio audiences and get you closer to the data you way you want to use it.

**Radio Advisor How To Guides are all available through:**  
<http://nielsen.com/UAE-RAM/radioadvisor>

**Available guides are:**

Tips For Getting Started

Session Ranking and Demographics

Reach and Frequency

Create Charts

Definitions of Measures and Terms in Radio Advisor

**For more information on Nielsen UAE RAM:**

**W:** [www.nielsen.com/UAE-RAM](http://www.nielsen.com/UAE-RAM)

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## ABOUT NIELSEN

Nielsen Holdings plc (NYSE: NLSN) is a global measurement and data analytics company that provides the most complete and trusted view available of consumers and markets worldwide. Our approach marries proprietary Nielsen data with other data sources to help clients around the world understand what's happening now, what's happening next, and how to best act on this knowledge. For more than 90 years Nielsen has provided data and analytics based on scientific rigor and innovation, continually developing new ways to answer the most important questions facing the media, advertising, retail and fast-moving consumer goods industries. An S&P 500 company, Nielsen has operations in over 100 countries, covering more than 90% of the world's population. For more information, visit [www.nielsen.com](http://www.nielsen.com).

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