

Video Tip

Date Grouping

Analyze sweeps (or any date groups) side by side in a rolling MultiDay Grid.

Create an analysis of any groups of dates i.e. Nielsen sweeps, sweep weeks, etc. and display them side-by-side with a delta comparison column. Arianna's calendar allows you to group dates together and treat the group as a single period in an analysis.

Steps

- 1.) To enable Date Grouping, locate the **Date Grouping** area in the bottom right-hand of the Calendar filter. Check the box labeled **Enable** and use Free mode for this example.
- 2.) In the top right box labeled **Current Selection**, click the folder icon to create the first date group and then the rename icon just below it, to customize it's name. Next, select the calendar dates for the first group of dates. Then, select the second group of dates in the same way.
- 3.) Make all other filter selections based on your desired analysis.
- 4.) After running your analysis, move the **Date Group** domain into the body of the report below the Stations/Cable Nets domain and above the Variables domain. To do this, click on the name of the Date Group domain and drag it to the desired location in the analysis. The two date groups, Nov '06 and Nov '07, in this example, will now be displayed side-by-side.
 - To include the Date Group domain in an analysis, you can use the Field Chooser to replace the Date domain with the Date Group domain whenever you've selected date groups.
- 5.) To add the Delta comparison column, right-click on the Nov '07 column and select Nov '07-Nov'06 for the actual difference, in this example. A green column will display with neutral and positive changes in blue and negative changes in red. You also have the option to choose a percentage (%) difference or an Index.

Presented by Omar Marrero.