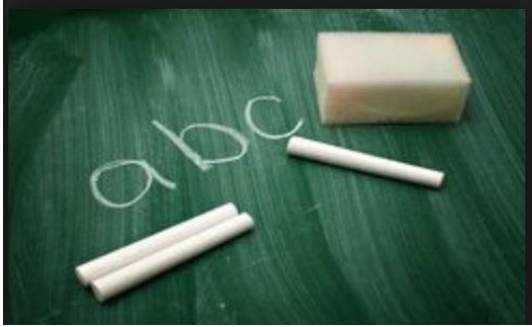





Training: Becoming
Comfortable with N-Step

Presented By:
Sonia Scott & Kadiata Diop



 **MIRUS**

Good afternoon and welcome to the
Training Session for becoming comfortable with NStep.



Please allow us to introduce ourselves.
Some may already know who we are, however for the
Ones who do not.

"About Me"

Sonia Scott



- I am a devoted wife as well as a mother of 3 amazing boys!
- I am very simple god fearing caring loving trustworthy and fun.
- One of my motto's is "Live and Let Live"
- I love traveling, sightseeing and listening to all sorts of music.
- One of my many dreams is to personally meet singer and songwriter "India Arie" as her music inspires me
- A couple of things you may not know about me is, I am from New Orleans, and I love seafood



My name is Sonia Scott

I am one of the account coordinators at Mirus.

I am a devoted wife to a wonderful husband as well as a Mother of 3 very entertaining but amazing boys

I consider myself to be simple god fearing caring loving Trustworthy and fun

I LOVE to travel and see new things but my ultimate Relaxation tool is just listening to music.

I really hope to meet one of my favorite singers which is India Arie 1 day.

Somethings you may not know about me is that I am originally From New Orleans so of course I love seafood!
But enough about me I will allow Kadiata to tell you a little bit About herself.

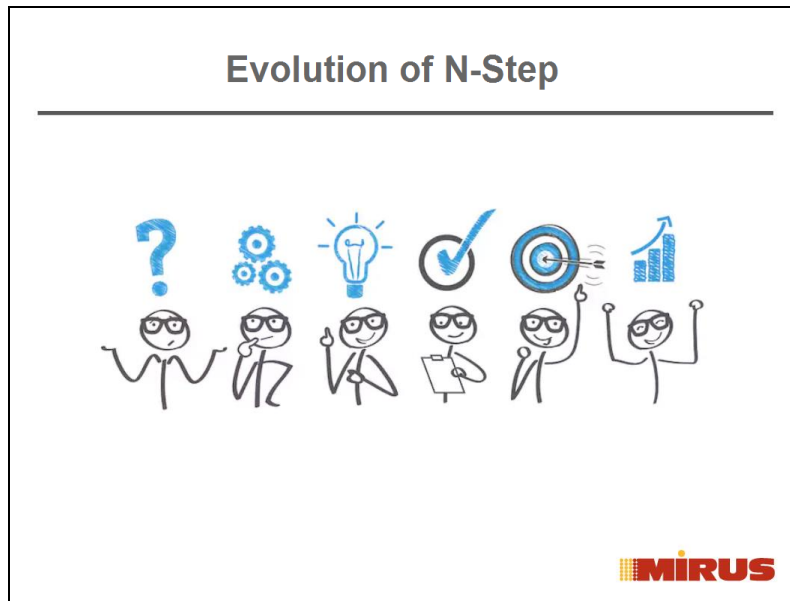
“About Me”

Kadiata Diop



- I'm the newest addition to the Mirus team, joining in 2017
- I have a 2 year old son that keeps me just as busy as my clients.
- I love to sing, go dancing, & try new foods.
- My favorite food is Seafood ESPECIALLY "CRABS"
- One thing you may not know about me is that I will be traveling to California, Senegal, Belgium, & Honduras in 2019







So in today's training we hope to help you accomplish a better understanding of N-step that will allow you not only to feel comfortable but hopefully successfully utilize N-step more frequently when attempting to analyze your data.

Let's begin with the Evolution of N-Step

How N-Step Began?



- N-step first began as 2-Step
- 2-Step got its name from the number of steps it took to retrieve data.
- 2-step was a limited feature.
- In 2014 the Mirus clients/users voted for Mirus to expand the functionality of 2-step and in 2015 N-Step was created.
- What does N-Step do?



N step first began as 2-step

2- Step was initially created to do a market basket analysis. For example what items are sold with another specific item?

2- Step got its name for the number of steps it took to retrieve the data.

The first step was to look for the items on the check.

The 2nd step was to join the information that we have for the checks.

2 step was a limited feature.

The reality was 2 step did not give the option to perform analysis which used an and/or condition. It also only analyzed the item dimension but no other dimension. For example it could show you all the sales of checks with cokes, but it could not show all the checks with cokes sold during lunch.

Each year at our user conference vote on how Mirus can improve, and in 2014 the users voted to expand the 2 step functionality.

And in 2015 Nstep was created!

N -step does everything 2 step did with the addition to allow users to analyze different dimensions for example you can now see what the sales were of cokes at lunch you can also see what items were sold with other items Like what items are sold with fries. It gives you a better analysis of performance.



I have a lot of clients that often ask me, when should I use N-Step?

We're going to go over a few scenarios as well as show how to create a report in Mirus that will show answer the question to the scenario.

N-Step Sales Report Example

Coke Sales 				
Time Selection = Previous Day (09/18/2018 to 09/18/2018)				
Store Name	ALL Sales	MD Coke Sales (MFD)	Chk Sales w/MD Coke (2-step)	Chk Sales w/MD Coke at Lunch (N-step)
92nd & Gessner	4,690.39	86.14	151.89	58.85
Airline	4,649.39	78.26	111.21	45.99
Annco	3,311.55	50.31	118.99	48.48
Aurora Ave S	3,315.90	95.03	136.68	55.36
Barryknoll	2,853.28	89.44	182.45	82.61
Beaumont	5,040.74	39.13	75.74	14.47
E Division	4,006.06	72.67	102.15	34.22
Fishers Landing	3,731.72	95.03	172.50	39.89
Freeport Blvd	3,175.87	150.93	226.95	123.08
Georgetown Crossing	7,954.62	63.78	99.56	42.49
Greenridge	3,414.86	106.21	189.23	22.36
Houston	3,895.85	86.14	175.87	44.81
Huntington	4,300.47	147.63	254.70	106.59



Let's take a look at a sales report using Nstep

On this report
You will see in this report

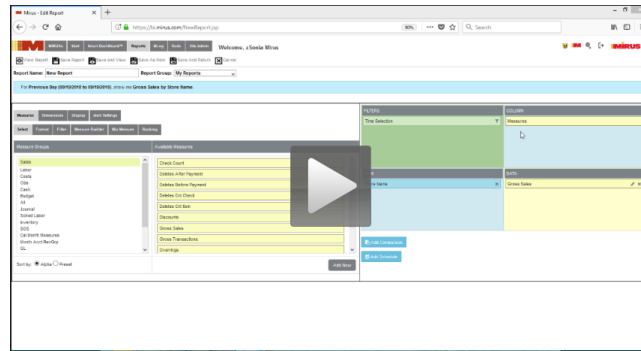
1. The first Column displays all of the sales for the store.
2. This second column shows ONLY the sales of the MED COKES that were sold for previous day

For example at Airline, of all the sales of \$4,649.39 that were made that day, \$78.26 were Med Coke Sales.

3. The third column displays the sales of all of the checks that include a medium coke. **So, if there is a med coke on a specific check, these sales value represents the med coke along with anything else that check includes such as fries or burgers those sales values are also included in this total. This is what 2-step was as I explained previously.**

4. Finally, the last column you see displayed shows all of the sales for all the checks that include a med coke at Lunch so this value does not include any other daypart other the lunch for the Med Coke.

Let me show how I created this report with N-step.

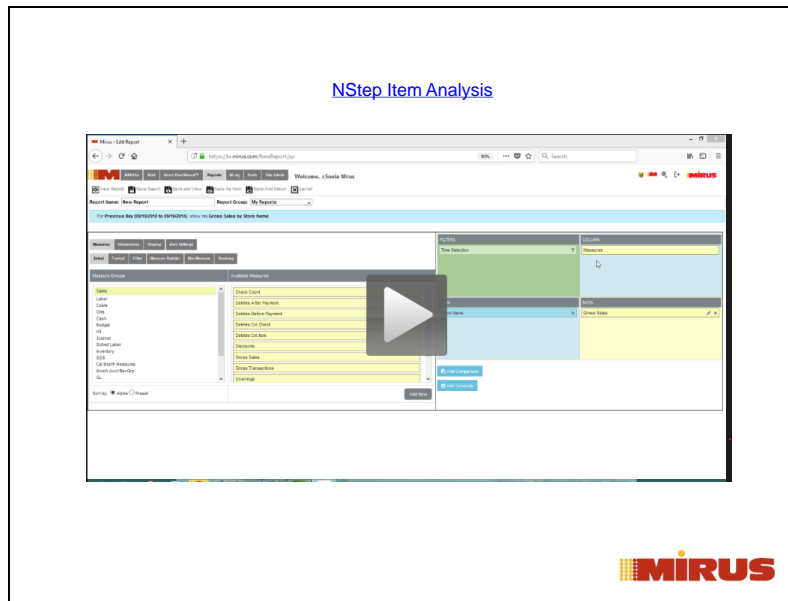
Nstep - Sales Video

N-Step Item Analysis: Report Example											
Item Sales Analysis											
Day	09/10/2018			09/11/2018			09/12/2018			09/13/2018	
Day Of Week Name	Monday			Tuesday			Wednesday			Thursday	
Store Name	Chk Sales Burger w/Reg Fry	chk Sales Burger w/g Fry	Chk Sales w/Burger and LG Fry or Reg Fry	Chk Sales Burger w/Reg Fry	chk Sales Burger w/g Fry	Chk Sales w/Burger and LG Fry or Reg Fry	Chk Sales Burger w/Reg Fry	chk Sales Burger w/g Fry	Chk Sales w/Burger and LG Fry or Reg Fry	Chk Sales Burger w/Reg Fry	Chk Sales Burger w/g Fry
Edel & Giesner		303.53	2,090.19		261.94	2,016.61		373.57	2,236.48	8.07	375.25
Adina		192									
Item Sales Analysis											
Day	09/14/2018			09/15/2018			09/16/2018			09/16/2018	
Day Of Week Name	Friday			Saturday			Sunday			Sunday	
Store Name	Chk Sales Burger w/Reg Fry	chk Sales Burger w/g Fry	Chk Sales w/Burger and LG Fry or Reg Fry	Chk Sales Burger w/Reg Fry	chk Sales Burger w/g Fry	Chk Sales w/Burger and LG Fry or Reg Fry	Chk Sales Burger w/Reg Fry	chk Sales Burger w/g Fry	Chk Sales w/Burger and LG Fry or Reg Fry	Chk Sales Burger w/Reg Fry	Chk Sales Burger w/g Fry
Edel & Giesner		811.94	563.23	3,038.66		448.81	2,580.37		406.63	2,433.03	
Adina		555.07	3,262.76			664.81	2,870.71		305.31	2,189.48	
Amco		539.95	3,171.11			581.46	3,771.95	9.28	407.23	2,209.54	
Autora Ave S		429.90	2,404.65			512.81	2,369.36		530.89	2,095.94	
Barryhill		29.85	401.41	2,093.05		469.77	2,067.54	7.18	267.81	2,201.19	
Beaumont		32.00	552.98	3,770.81	10.07	726.33	3,441.74	11.86	525.27	2,732.39	
E Division		404.26	3,145.46	17.83	459.77	2,294.66	15.26	391.21	1,606.07		
Fishers Landing		12.45	571.88	2,749.07		526.08	2,501.94		348.11	1,846.94	
Freepoint Blvd		25.74	374.49	2,199.07	11.07	183.43	1,318.49		177.79	1,214.82	
Georgetown Crossing		35.88	1,061.44	5,978.31	87.21	1,344.69	5,810.17		901.18	5,165.43	

This is an Item analysis report in which I have built
Using nstep to analyze the performance of burgers
And fries during the week days vs the weekend.

Are we selling more burgers and fries Mon -Thurs or
Fri – Sun

The first report you see shows our sales Monday-
Thursday this report is our sales Friday – Sunday and
I was able to do this analysis using the same report.



Go into Edit Pages

Name Report “Were going to name report “Item Analysis”

Next were going to select our time selection for this example were going to

Use the “Custom” time selection with a date range of 09/14/18 – 09/16/18.

Now were going to add our dimensions.

So now were going to add our measures

We’re going to drag over 2 more gross sales measures

And we are going to relabel each of these gross sales measures before us

Begin to add our filters

1. Chk sales Burger w Reg Fries – This will show me all the sales of the Checks that include a burger and Reg Fry

2. Chk Sales Burger w LG Fries – This will include all of the sales of the checks That include Burger and LG Fry

3. Chk Sales Burger w Reg and/or Lg Fries – This will include all the sales of The checks that include Burger w/LG Fries, Burger w Reg Fries as well as Checks that include both.

Add my first filter which is a store filter because I am only

Concerned about 10 specific stores because they are all in the same Market Filter for stores

Save and view as you can see all the measures that we have added have the Same sales values for the 10 stores we have filtered for and our time

Selection is set to custom showing date range 09/14/2018 – 09/15/2018. With Our day of week names as well

Go back into edit pages and add the Nstep filters.

Item Sales Analysis					
			Day	09/14/2018	
			Day Of Week Name	Friday	
Store Name	Store Num	Check Number	Item Name	Chk Sales Burger w Reg and/or LG Fries	
Total					732.05
92nd & Gessner	492011	10260	CHEESEBURGER		0.00
			FRY LARGE		0.00
			HAMBURGER		7.69
			LARGE CHILI		0.00

Item Sales Analysis					
			Day	09/14/2018	
			Day Of Week Name	Friday	
Store Name	Store Num	Check Number	Item Name	Chk Sales Burger w Reg and/or LG Fries	
Total					732.05
		10230	REGULAR FRY		3.79
			BROKD POTATO		3.99
			LARGE CHOC		3.99
			HASHBROWN		6.99
			HAMBURGER		10.98
			FRY LARGE		0.00
			FRY MID		1.49
			COKE MED		0.00
			COKE LARGE		5.29
			CHEESEBURGER		0.00
			BALSAMIC		0.00
			SPRITE MED		0.00

Store num 492011 and DOB = 09/14/2018
Basically, I am detailing by check num.

Let's look at our first example check num 10260 this
Check displays Hamburger and LG Fry as well as the
Other items on the check

Let's look at our second example

What do we see here? This check is showing our
Hamburger and LG Fry and/or our Reg Fry


And the last thing I'm going to show you is the total.
Our total for our report that we just built was 732.05
Which is the same total as what we see here when we
Add check number to the report.
Which proves our Nstep is correct.




Now that you all have gotten a feel of N-step
Let's review some things to remember:

With any product, there are some do's and don'ts
When it comes to N-step

Let's review a few of the do's and don'ts when using
N-Step.



- **X N-Step filters cannot be used on a calculated measure.**
- **X N-Step cannot be applied to a "Measure filtered by Dimension".**
- **X N-Step cannot provide an "ONLY" analysis, In the user interface.**



HERE ARE SOME HEPLFUL DONT TIPS WHEN USING NSTEP.

1. N-step filters cannot be used on a calculated measure.

An example of this is:

Let's say your NET SALES measure is a calculation comprised of QUANTITY multiplied by PRICE minus TAX. Nstep would not be able To be applied because these are actually "3" measures in "1".


• 2. N-step cannot be applied to a "Measure filtered by Dimension"

- The reason for this is because when you are a filtering a measure
- You are looking for certain parameters. Nstep would be unable to
- show you ALL items on a check, which is what N-Step does, shows
- "ALL" items on checks that are included in the specified scenario.


•

• 3. N Step cannot provide an "Only" analysis in the user interface.

- At the moment, Nstep cannot provide an "ONLY" analysis in the
- user interface, however, this may be something that is added in the
- future



- ✓ **N-Step filters can be used with multiple with dimensions.**
- ✓ **N-Step can be used to do analysis on an and/or condition.**
- ✓ **If on a measure is available at the dimensional granularity, it will work with a N-step filter.**



Now like's talk about the dos of Nstep

1. N Step filters can be used with multiple dimensions

As previously stated, Nstep can be used with different dimensions Such as Daypart and Item. Which comes in handy when trying to Analyze the performance of a specific item and the time it sells The most.

2. N-Step can be used to do analysis on an and/or condition.

The benefit of this is that you are able to see what items are sold With other items which can definitely allow you to drive sales.

3. If a measure is available at the dimensional granularity N Step can be applied

Basically, if you can build a simple report using the measures and Dimensions on the same report you can apply N-Step. The measures and Dimensions must be able to communicate to Each other.



My final tip that I am going to give to you regarding N-step is:

“JUST TRY IT”

**Don't be intimidated by using N-step.
I can assure you, once you get the feel of Nstep, it will
Make complete sense when building analytical reports.**

**Remember if you ever run into an issue while attempting
To add an N-step filter to a report, just reach out to your
Account coordinator and we will gladly guide you
Through.**

But first you have to “TRY IT”



**Thank you for your time this afternoon
We really do hope that you received some very
Valuable information from this training.**

**Please feel free to schedule some time to discuss
Anything that was reviewed in today's N step
Training.**