

# Audit Report



Generated by Power Tools for Tableau Desktop v1.22.7  
2017-06-05



# Data Source Dictionary



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## InterWorks POC - Online Marketing - Governance

Directory \_\_\_\_\_ C:\Users\Robert\Documents\My Tableau Repository\Workbooks  
 File Name \_\_\_\_\_ InterWorks POC - Online Marketing - Governance.twbx

### Search Query (Website-Data)

Type \_\_\_\_\_ Microsoft Excel  
 Database Name \_\_\_\_\_ Website-Data.xlsx  
 Custom SQL \_\_\_\_\_ No  
 Initial SQL \_\_\_\_\_ No

#### Measures

**Searches** • Integer • Field

Remote Column \_\_\_\_\_ [Searches]

#### Dimensions

**Campaign** • String • Field

Remote Column \_\_\_\_\_ [Campaign]

**Campaign Title** • String • Calculation

**Country** • String • Field

Remote Column \_\_\_\_\_ [Country]

**Row ID** • Integer • Field

Remote Column \_\_\_\_\_ [Row ID]

**Search Engine URL** • String • Calculation

**Search Query** • String • Field

Remote Column \_\_\_\_\_ [Search Query]

**Year** • Integer • Field

Remote Column \_\_\_\_\_ [Year]

### SEM (Website-Data)

Type \_\_\_\_\_ Microsoft Excel  
 Database Name \_\_\_\_\_ Website-Data.xlsx  
 Custom SQL \_\_\_\_\_ No  
 Initial SQL \_\_\_\_\_ No

#### Measures

**A-Conversion Rate** • Float • Calculation

**A-Conversions** • Integer • Field

Remote Column \_\_\_\_\_ [A-Conversions]

**B-Conversion Rate** • Float • Calculation

**B-Conversions** • Integer • Calculation

**Click Thru Rate** • Float • Calculation

**Conv % Context** • Float • Calculation

**Conv % Context 2** • Float • Calculation

**Conversion Measure** • String • Calculation

**Conversion Rate** • Float • Calculation

**Conversions** • Integer • Field

Remote Column \_\_\_\_\_ [Conversions]

**Cost per Click** • String • Calculation

**Cost per Click var** • String • Calculation

**Cost per Click var format** • String • Calculation

**Cost per Conversion** • String • Calculation

**Cost per Conversion var** • String • Calculation

**Cost per Conversion var format** • String • Calculation

**CPC Measure** • String • Calculation

**CTR Context** • Float • Calculation

**Hour** • Integer • Field

Remote Column \_\_\_\_\_ [Hour]

**Impressions** • Integer • Field

Remote Column \_\_\_\_\_ [Impressions]

**Impressions to Conversions** • Float • Calculation

**Marketing Cost** • Integer • Field

Remote Column \_\_\_\_\_ [Marketing Cost]

**Measure** • Integer • Calculation

**Page Views** • Integer • Field

Remote Column \_\_\_\_\_ [Page Views]

**Page Views per Session** • Float • Calculation

**Sales** • Integer • Field

Remote Column \_\_\_\_\_ [Sales]

**Sales Measure** • String • Calculation

**Sales per Conversion** • String • Calculation

**Sales per Conversion var** • String • Calculation

**Sales per Conversion var format** • String • Calculation

**Sessions** • Integer • Field

Remote Column \_\_\_\_\_ [Sessions]

**Visitors** • Integer • Field

Remote Column \_\_\_\_\_ [Visitors]

#### Dimensions

**Campaign** • String • Field

Remote Column \_\_\_\_\_ [Campaign]

**Circle Color** • String • Calculation

**Circle Color 2** • String • Calculation

**Circle Color 3** • String • Calculation

**Country** • String • Field

Remote Column \_\_\_\_\_ [Country]

**Date** • Date • Field

Remote Column \_\_\_\_\_ [Date]

**Hour (group)** • String • Group

**Measure Formatting** • String • Calculation

**Row ID** • Integer • Field

Remote Column \_\_\_\_\_ [Row ID]

## Appendix I - Worksheets to Data Sources

This appendix contains a list of data sources and fields used by each worksheet, grouped by workbook.

C:\Users\Robert\Documents\My Tableau Repository\Workbooks\InterWorks POC - Online Marketing - Governance.twbx

### A Conversion

SEM (Website-Data)	A-Conversion Rate
Ibid	A-Conversions
Ibid	Campaign
Ibid	Country
Ibid	Date
Ibid	Sessions

### B Conversion

SEM (Website-Data)	A-Conversions
Ibid	B-Conversion Rate
Ibid	B-Conversions
Ibid	Campaign
Ibid	Conversions
Ibid	Country
Ibid	Date
Ibid	Sessions

### Conversions

SEM (Website-Data)	Campaign
Ibid	Conversions
Ibid	Country
Ibid	Date

### Conversions Heat Map

SEM (Website-Data)	Campaign
Ibid	Conversion Rate
Ibid	Conversions
Ibid	Country
Ibid	Date
Ibid	Hour
Ibid	Hour (group)
Ibid	Sessions

### Cost per Click

SEM (Website-Data)	Campaign
Ibid	Cost per Click
Ibid	Cost per Click var
Ibid	Cost per Click var format
Ibid	Country
Ibid	CPC Measure
Ibid	Date
Ibid	Marketing Cost
Ibid	Sessions

### Cost per Conversion

SEM (Website-Data)	Campaign
Ibid	Conversion Measure
Ibid	Conversions
Ibid	Cost per Conversion
Ibid	Cost per Conversion var
Ibid	Cost per Conversion var format
Ibid	Country
Ibid	Date
Ibid	Marketing Cost

### Impressions

SEM (Website-Data)	Campaign
Ibid	Country
Ibid	Date
Ibid	Impressions

### Impressions to Conversions

SEM (Website-Data)	Campaign
Ibid	Circle Color 3
Ibid	Conv % Context
Ibid	Conversions
Ibid	Country
Ibid	Date
Ibid	Impressions
Ibid	Impressions to Conversions
Ibid	Row ID

### Impressions to Sessions

SEM (Website-Data)	Campaign
Ibid	Circle Color
Ibid	Click Thru Rate
Ibid	Country
Ibid	CTR Context
Ibid	Date
Ibid	Impressions
Ibid	Row ID
Ibid	Sessions

### Sales per Conversion

SEM (Website-Data)	Campaign
Ibid	Conversions
Ibid	Country
Ibid	Date
Ibid	Sales
Ibid	Sales Measure
Ibid	Sales per Conversion
Ibid	Sales per Conversion var
Ibid	Sales per Conversion var format

### Sessions

SEM (Website-Data)	Campaign
Ibid	Country
Ibid	Date
Ibid	Sessions

### Sessions to Conversions

SEM (Website-Data)	Campaign
Ibid	Circle Color 2
Ibid	Conv % Context 2
Ibid	Conversion Rate
Ibid	Conversions
Ibid	Country
Ibid	Date
Ibid	Row ID
Ibid	Sessions

**Top Search Queries**

Search Query (Website-Data)	Country
Ibid	Search Engine URL
Ibid	Search Query
Ibid	Searches
Ibid	Year
SEM (Website-Data)	Country
Ibid	Date

**Visitors over Time**

SEM (Website-Data)	Campaign
Ibid	Conversions
Ibid	Country
Ibid	Date
Ibid	Impressions
Ibid	Measure
Ibid	Measure Formatting
Ibid	Sessions

## Appendix II - Worksheets on Dashboards

This appendix contains a list of worksheets contained on each dashboard, grouped by workbook.

### InterWorks POC - Online Marketing - Governance

#### SEM Dashboard

- A Conversion
- B Conversion
- Conversions
- Conversions Heat Map
- Cost per Click
- Cost per Conversion
- Impressions
- Impressions to Conversions
- Impressions to Sessions
- Sales per Conversion
- Sessions
- Sessions to Conversions
- Top Search Queries
- Visitors over Time

## Appendix III - Calculated Fields

This appendix contains a list of calculated fields, grouped by their workbook and data source.

### InterWorks POC - Online Marketing - Governance

#### Search Query (Website-Data)

Type	Microsoft Excel
Database Name	Website-Data.xlsx
Custom SQL	No
Initial SQL	No

#### Search Engine URL • String • Calculation

```
IF [Country] = "Australia"
THEN "https://www.google.com.au/"
ELSEIF [Country] = "Canada"
THEN "https://www.google.ca/"
ELSEIF [Country] = "United Kingdom"
THEN "https://www.google.co.uk/"
ELSE "https://www.google.com/"
END
```

#### Campaign Title • String • Calculation

```
IF [Campaign] <> "SEO"
THEN "Pay-Per-Click SEM (PPC)"
ELSEIF [Campaign] <> "PPC"
THEN "Search Engine Optimization (SEO)"
ELSE "Search Engine Marketing"
END
```

#### SEM (Website-Data)

Type	Microsoft Excel
Database Name	Website-Data.xlsx
Custom SQL	No
Initial SQL	No

**B-Conversion Rate • Float • Calculation**  
 $([B-Conversions]) / (SUM([Sessions]) * 0.28)$

#### Conversion Measure • String • Calculation

```
IF [Parameters].[Metric] = 1
THEN [Cost per Conversion]
ELSE [Cost per Conversion var]
END
```

#### Conv % Context • Float • Calculation

$1 / [Impressions \text{ to } Conversions]$

#### Page Views per Session • Float • Calculation

$SUM([Page \text{ Views}]) / SUM([Sessions])$

#### Cost per Click • String • Calculation

```
IF MIN([Campaign]) = "PPC"
THEN "$" + STR(ROUND(SUM([Marketing Cost]) / SUM([Sessions]), 2))
ELSE "N/A"
END
```

#### Circle Color • String • Calculation

```
IF INT(RIGHT(STR([Row ID]), 1)) < 3
THEN "A"
ELSEIF INT(RIGHT(STR([Row ID]), 1)) < 5
THEN "B"
ELSEIF INT(RIGHT(STR([Row ID]), 1)) < 7
THEN "C"
ELSE "D"
END
```

#### B-Conversions • Integer • Calculation

$SUM([Conversions]) - SUM([A-Conversions])$

#### A-Conversion Rate • Float • Calculation

$SUM([A-Conversions]) / (SUM([Sessions]) * 0.88)$

#### Conversion Rate • Float • Calculation

$SUM([Conversions]) / SUM([Sessions])$

#### Click Thru Rate • Float • Calculation

$SUM([Sessions]) / SUM([Impressions])$

#### Impressions to Conversions • Float • Calculation

$SUM([Conversions]) / SUM([Impressions])$

#### Sales per Conversion • String • Calculation

$"$" + STR(ROUND(SUM([Sales]) / SUM([Conversions]), 2))$

#### CTR Context • Float • Calculation

$1 / [Click \text{ Thru } Rate]$

#### Measure • Integer • Calculation

```
CASE [Parameters].[Select Measure]
WHEN 1 THEN SUM([Impressions])
WHEN 2 THEN SUM([Sessions])
WHEN 3 THEN SUM([Conversions])
END
```

#### CPC Measure • String • Calculation

```
IF [Parameters].[Metric] = 1
THEN [Cost per Click]
ELSE [Cost per Click var]
END
```

#### Circle Color 2 • String • Calculation

```
IF INT(RIGHT(STR([Row ID]), 1)) < 3
THEN "A"
ELSEIF INT(RIGHT(STR([Row ID]), 1)) < 5
THEN "B"
ELSEIF INT(RIGHT(STR([Row ID]), 1)) < 7
THEN "C"
ELSE "D"
END
```

#### Circle Color 3 • String • Calculation

```
IF INT(RIGHT(STR([Row ID]), 1)) < 3
THEN "A"
ELSEIF INT(RIGHT(STR([Row ID]), 1)) < 5
THEN "B"
ELSEIF INT(RIGHT(STR([Row ID]), 1)) < 7
THEN "C"
ELSE "D"
END
```

#### Conv % Context 2 • Float • Calculation

$1 / [Conversion \text{ Rate}]$

#### Sales Measure • String • Calculation

```
IF [Parameters].[Metric] = 1
THEN [Sales per Conversion]
ELSE [Sales per Conversion var]
END
```

#### Cost per Click var • String • Calculation

```
IF MIN([Campaign]) = "PPC"
THEN
IF (0.05 - SUM([Marketing Cost]) / SUM([Sessions])) > 0
THEN "$" + STR(ROUND(0.05 - SUM([Marketing Cost]) / SUM([Sessions]), 2))
ELSE STR(ROUND(0.05 - SUM([Marketing Cost]) / SUM([Sessions]), 2))
END
ELSE "N/A"
END
```

#### Cost per Conversion • String • Calculation

```

IF MIN([Campaign]) = "PPC"
THEN "$" + STR(ROUND(SUM([Marketing Cost])/SUM([Conversions]),2))
ELSE "N/A"
END

```

**Cost per Conversion var • String • Calculation**

```

IF MIN([Campaign]) = "PPC"
THEN
IF (3.00-SUM([Marketing Cost])/SUM([Conversions])) >0
THEN "-" + STR(ROUND(3.00-SUM([Marketing Cost])/SUM([Conversions]),2))
ELSE STR(ROUND(3.00-SUM([Marketing Cost])/SUM([Conversions]),2))
END
ELSE "N/A"
END

```

**Sales per Conversion var • String • Calculation**

```

IF (SUM([Sales])/SUM([Conversions])-6.50) >0
THEN "-" + STR(ROUND((SUM([Sales])/SUM([Conversions])-6.50),2))
ELSE STR(ROUND((SUM([Sales])/SUM([Conversions])-6.50),2))
END

```

**Cost per Click var format • String • Calculation**

```

IF [Parameters].[Metric] = 2 THEN
IF MIN([Campaign]) = "PPC"
THEN
IF (0.05-SUM([Marketing Cost])/SUM([Sessions])) >0
THEN "Green"
ELSE "Red"
END
ELSE "N/A"
END
ELSE "Black"
END

```

**Cost per Conversion var format • String • Calculation**

```

IF [Parameters].[Metric] = 2 THEN
IF MIN([Campaign]) = "PPC"
THEN
IF (3.00-SUM([Marketing Cost])/SUM([Conversions])) >0
THEN "Green"
ELSE "Red"
END
ELSE "N/A"
END
ELSE "Black"
END

```

**Sales per Conversion var format • String • Calculation**

```

IF [Parameters].[Metric] = 2 THEN
IF (SUM([Sales])/SUM([Conversions])-6.50) >0
THEN "Green"
ELSE "Red"
END
ELSE "Black"
END

```

**Measure Formatting • String • Calculation**

```

CASE [Parameters].[Select Measure]
WHEN 1 THEN "Impressions"
WHEN 2 THEN "Sessions"
WHEN 3 THEN "Conversions"
END

```



## Appendix IV - Custom SQL

This appendix contains a list of custom SQL used by data sources, grouped by workbook.

No custom SQL found

## Appendix V - Initial SQL

This appendix contains a list of initial SQL used by data sources, grouped by workbook.

No initial SQL found