PHEBI

Acme stores Sales and Shipping data

A how to guide for using Phebi to work with the pre-loaded demo data set

PHEBI

Introduction

Welcome to the Phebi demo. To give you a taste for what Phebi can do we have created a demo data set for you to try out the system. If you like what you find and think Phebi could be useful working on your data or for your organization, then please contact us at getphebi.com.

Hopefully by now you have run through the Phebi tutorial but, as a refresher, we have created a fictitious department store called Acme stores. The store has online and retail sales and has stores in several different countries. The store sells products that are organized into departments. There are metrics such as revenue and target for each of these. The original excel file accompanies this document for reference so you can check what Phebi is telling you if you like.

Phebi allows different types of query and supports different devices so for example you can ask audio type questions in the car and run deeper analysis or launch third party tools like tableau from your desk. With the Phebi device you can even use Phebi in a meeting room with each user having different access levels with easy sign in and out simply by tapping a tag on the top of the device.

As soon as Phebi greets you with "Hello, how may I assist you today" you can try out the queries below. The examples are broken out into types.

1) **Audio**. If you ask Phebi a specific question like: Phebi, what is the revenue for bicycles? Phebi will tell you the answer and print it out on your message thread.
2) **Viz.** If you ask Phebi a more open question such as Phebi show me revenue by product" Phebi will tell you the highest selling product but also create a chart for you. To see the chart, click on it or say "Phebi open". To close it, say "Phebi close"
3) **Calculation.** Phebi can also do calculations. So for example say "Phebi what is revenue minus target by product?" A list of the currently supported calculation types is at the bottom of this mail.
4) **Connectors.** Phebi can integrate and access other applications you have. For example, Tableau. In the example say "Phebi start Tableau" and a dashboard will open. You can even control tableau using Phebi. Give it a tryusing the examples below.

Now just remember you can either type the queries into the dialog box at the bottom of the screen or say them out loud. To make an audio query you must start with the wake-up word Phebi. So "Phebi, what is the revenue for Germany?" if you are typing you don't need to put the word Phebi in.

Have fun!

Tip: *If you are using in audio mode, print off this document and have it with you to try out the initial queries below. This will help you get the hang of it.*

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Example questions by type

Audio.

What is the revenue for bicycles?

What is the revenue for bicycles in Germany?

What is the revenue for bicycles in Germany online in 2014?

What is the target for jeans online in Japan in 2017?

What is the target and the revenue for jeans online in Japan in 2017?

How many tv units sold in 2016?

Visualization

Revenue by product

Revenue by department

Revenue by department by product by country

Revenue by channel by date

Calculation

Revenue minus target by product

Show me revenue for products that are below average in Germany (bar chart)

Show me revenue for products that are above average in Germany

What are the average revenues for bicycles by year?

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Connectors

Start tableau

Filter by 2014

Add 2015 to filter

Remove 2014 from filter

Filter by Italy

Close

Now try out Phebi using the full data. You can ask about anything below.

Functions available for calculation

Highest

Lowest

Average

Above average

Below average

Plus

Minus

Divide.

Measures available.

Revenue

Target

Units sold

Units returned

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Filters

Tip *you can use in any combination you like.*

Department	Channel	Date	Year
Baby	Retail	any	2014
Electronics	Online		2015
Menswear			2016
Pharmacy			2017
Photo			
Toys			
Women's apparel			

Countries

Austria	Denmark	Italy	Sweden
Australia	Spain	Japan	Singapore
Belgium	Finland	Thailand	Taiwan
brazil	France	South Korea	USA
Canada	United Kingdom	Mexico	Argentina
Switzerland	Hong Kong	Netherlands	
Columbia	Ireland	Norway	
Germany	India	New Zealand	

Products

Panties	Bicycles	Bottles	Bibs	Purses
Parkers	Sunglasses	Cold and Flu	Pain Relievers	Cups
Athletic tops	Athletic bottoms	Allergy	Socks	Laptops
Shorts	TV	Cribs	Bears	Supplements
Tank Tops	Formula	Plates	Blazers	Bra
Games Consoles	Toothpaste	Medicine	Scarves	Suits
Cell Phones	Jeans	Radios	Indigestion Tablets	Shoes
Pants	Cutlery	Cars	T shirts	bikinis
Car Seats	Dresses	Bathrobes	clothing	Trench coats
Jackets	Dolls	calculators	Desktops	Boots
Action figures	Skirts	speakers	Development	Shirts
Vitamins	Gloves	Bathing Suits	Highchairs	