



SYNERGY
business intelligence

Intelligise

Business Intelligence update brought to you by Synergy

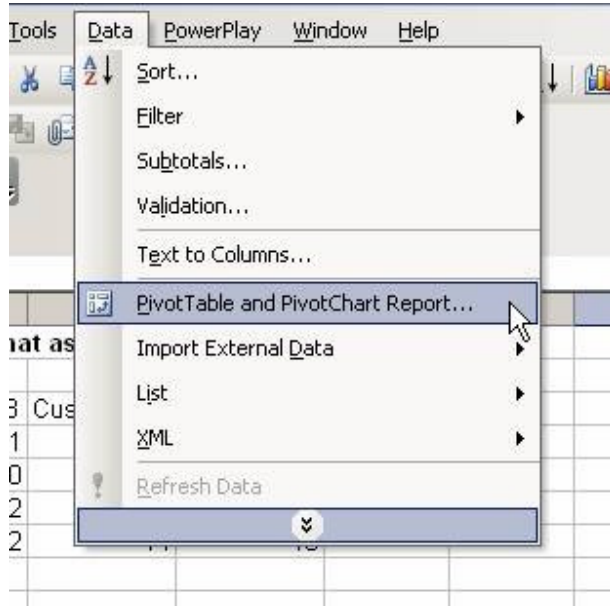
February 2009

HOT TIP # 3

Normalizing data in a crosstab format to data in a list format.

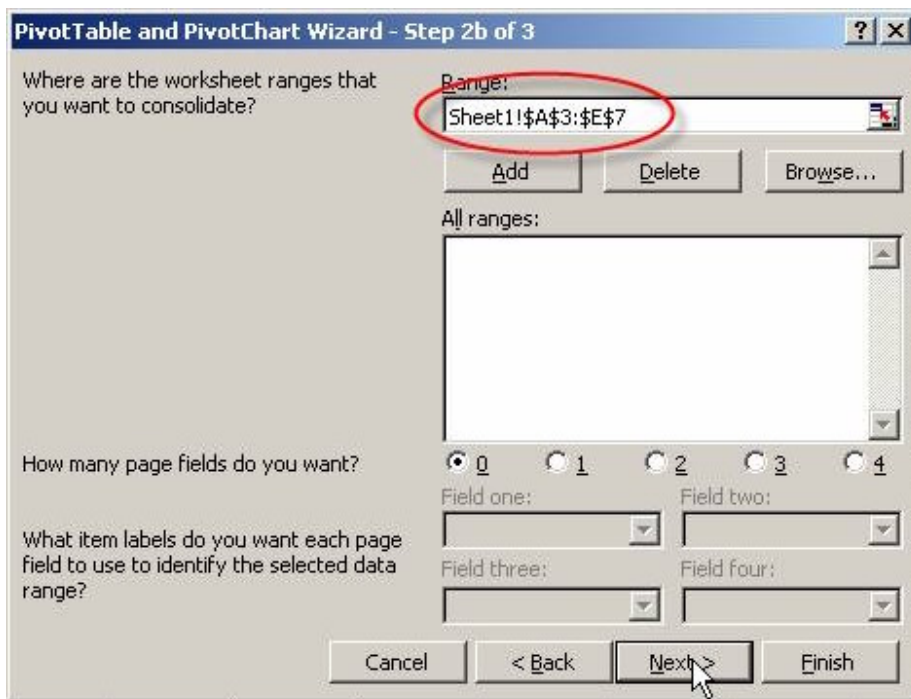
	A	B	C	D	E	F	
1	You have data in a crosstab format as below						
2							
3		Customer A	Customer B	Customer C	Customer D		
4	Product A	10	11	12	13		
5	Product B	9	10	11	12		
6	Product C	11	12	13	14		
7	Product D	10	12	14	16		
8							
9	and you would like it normalized as below:						
10							
11	Row	Column	Value				
12	Product A	Customer A	10				
13	Product A	Customer B	11				
14	Product A	Customer C	12				
15	Product A	Customer D	13				
16	Product B	Customer A	9				
17	Product B	Customer B	10				
18	Product B	Customer C	11				
19	Product B	Customer D	12				
20	Product C	Customer A	11				
21	Product C	Customer B	12				
22	Product C	Customer C	13				
23	Product C	Customer D	14				
24	Product D	Customer A	10				
25	Product D	Customer B	12				
26	Product D	Customer C	14				
27	Product D	Customer D	16				
28							

Follow these steps:





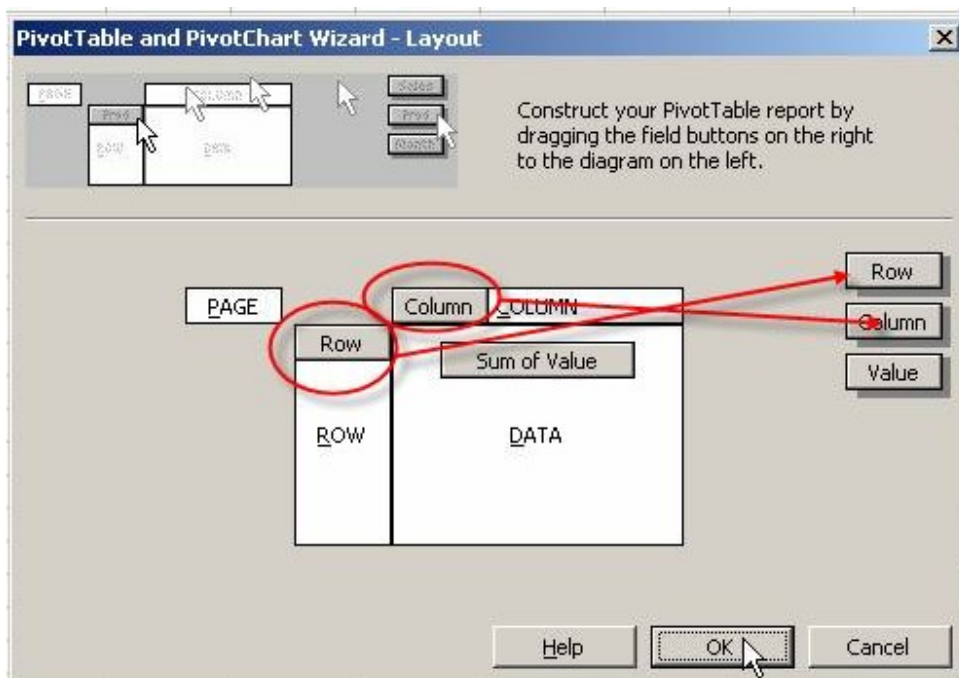
Select the Range of the Crosstab



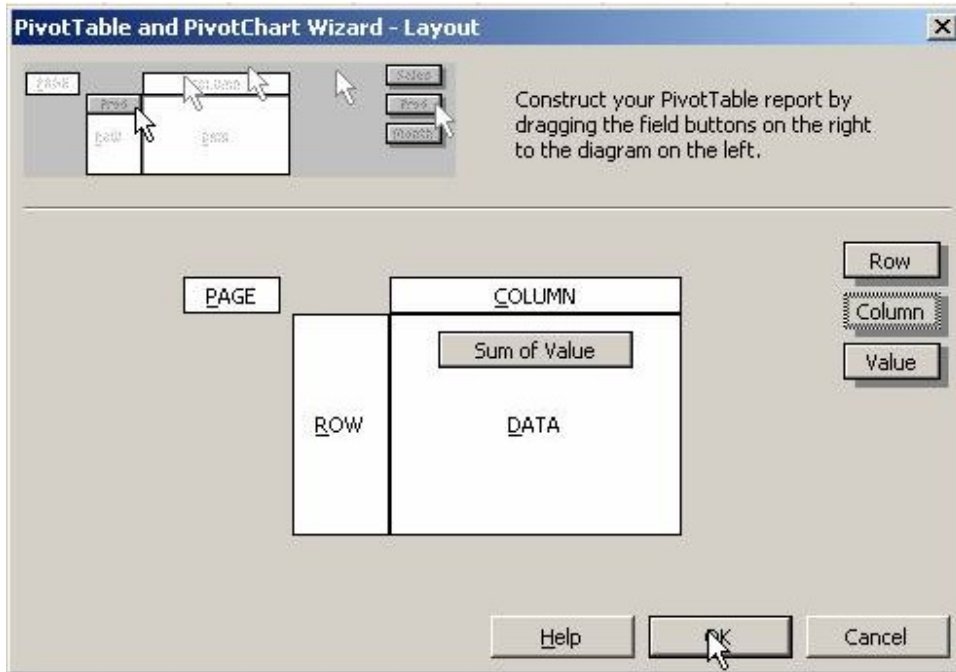
Adjust the Layout



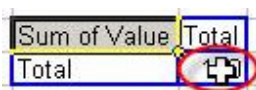
Drag the Row and the Column out of the layout



This should appear as follows:



Double click on the intersection



And your crosstab is magically transformed into a normalized structure ready for input into PowerPlay. (You may have to customize the headings).

Row	Column	Value
Product A	Customer A	10
Product A	Customer B	11
Product A	Customer C	12
Product A	Customer D	13
Product B	Customer A	9
Product B	Customer B	10
Product B	Customer C	11
Product B	Customer D	12
Product C	Customer A	11
Product C	Customer B	12
Product C	Customer C	13
Product C	Customer D	14
Product D	Customer A	10
Product D	Customer B	12
Product D	Customer C	14
Product D	Customer D	16