



TimeCube® Inc.

KaleiDiagram®

# KaleiDiagram® for Excel



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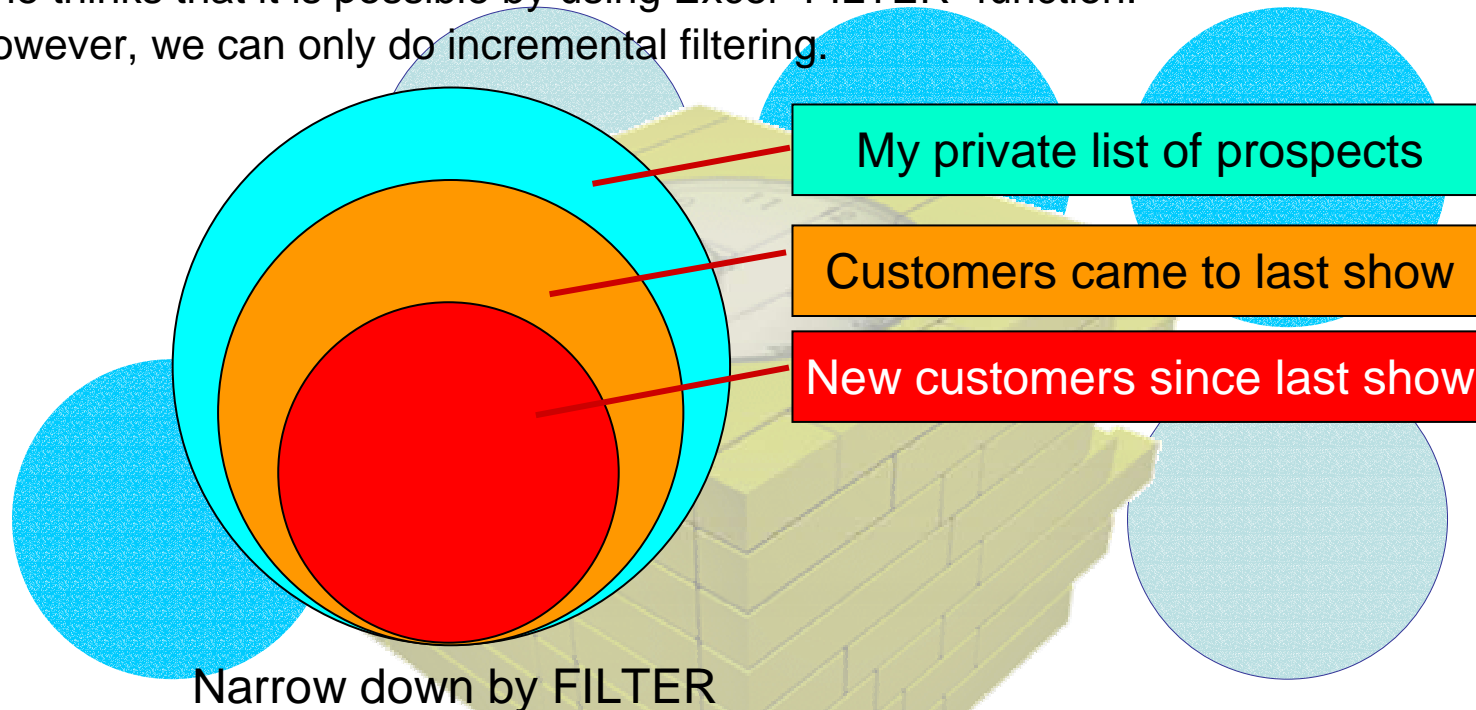
## Three major functions

- Data Filtering
  - Filtering data using Boolean expression such as AND, OR, BUT NOT, etc.
- Segmentation
  - Customer Segmentation.
- Merging Sheets
  - Merging sheets from multiple books.



# Data Filtering

- One thinks that it is possible by using Excel “FILTER” function.
- However, we can only do incremental filtering.

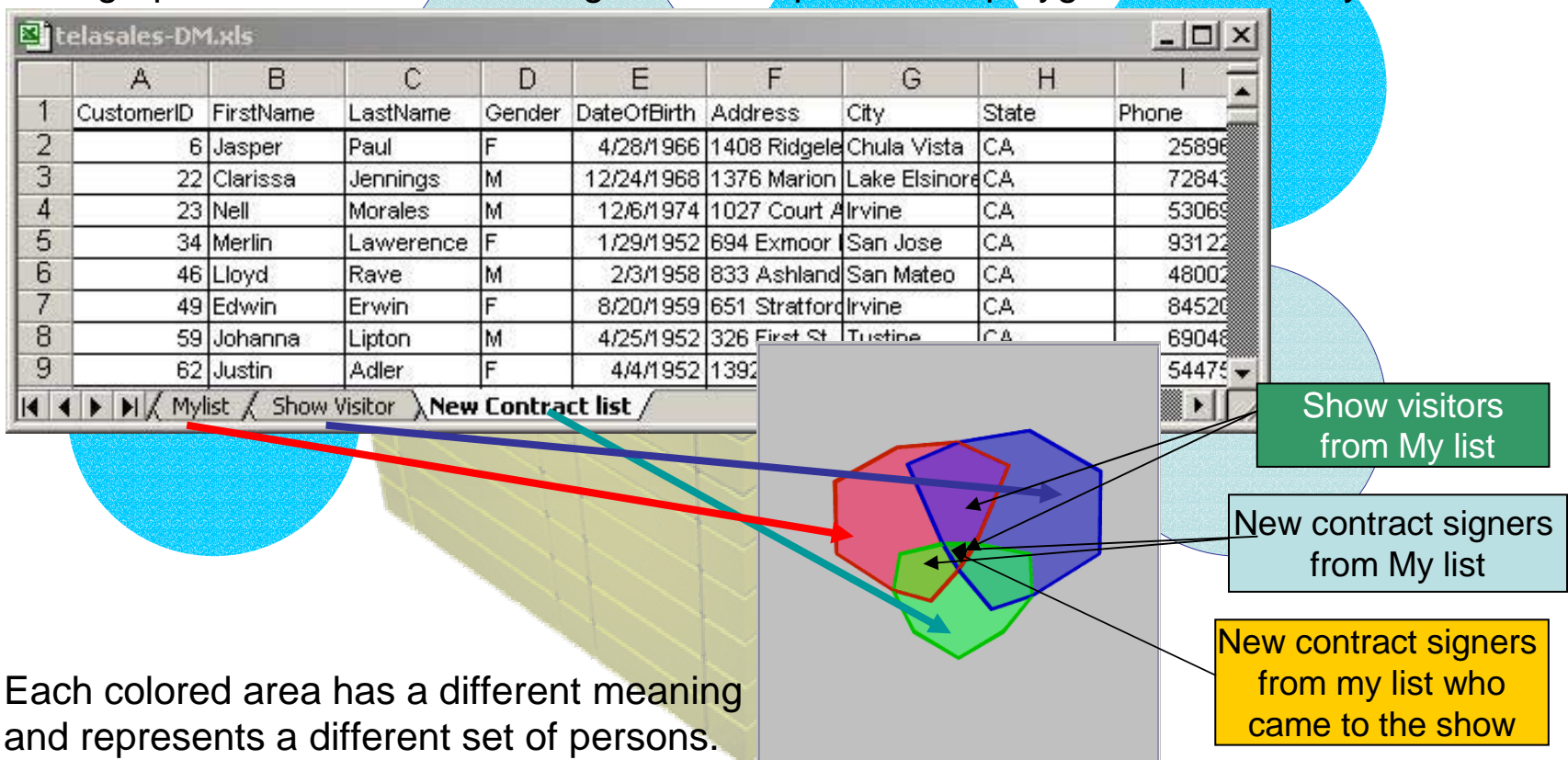


- I also want to know
  - who did not come to the last show.
  - among those who came for the last show, who did not become my customers.



# KaleiDiagram's Innovative Approach

- KaleiDiagram graphically displays each SHEET of a BOOK as a polygon (Data Set).
- The graph enables understanding relationships of each polygon automatically.



- Each colored area has a different meaning and represents a different set of persons.
- The newly created Data (rows) can be exported to new sheet.



# Segmentation - 1

- Customer Segmentation is a key issue with marketing related efforts these days.
- To obtain the highest Marketing ROI, it is imperative that the right information is delivered to the right customers.
- KaleiDiagram introduces a very easy and straight forward method for Customer Segmentation.
- AD HOC based, KaleiDiagram enables the realization of many possibilities and hypotheses.

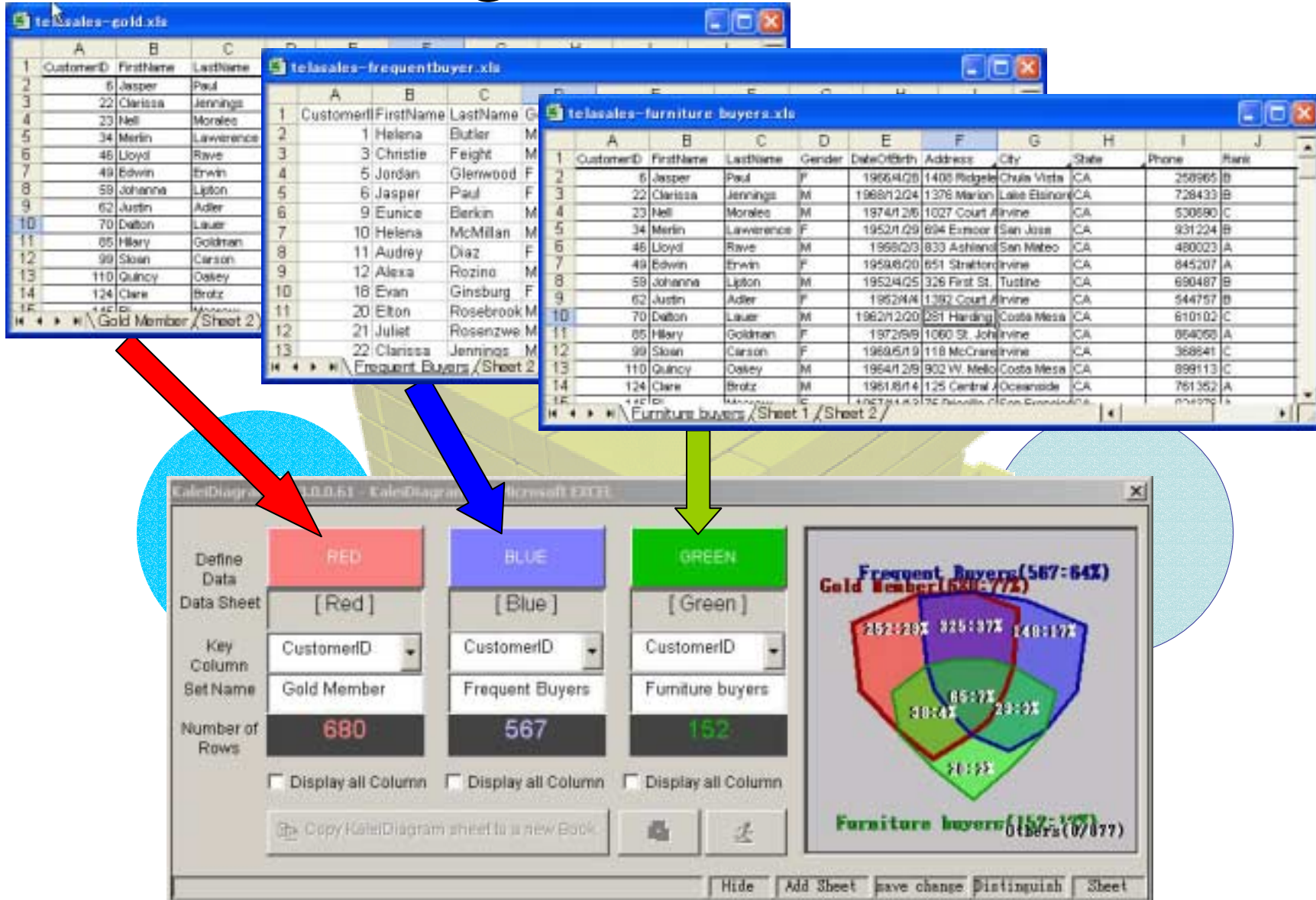




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# Segmentation - 2



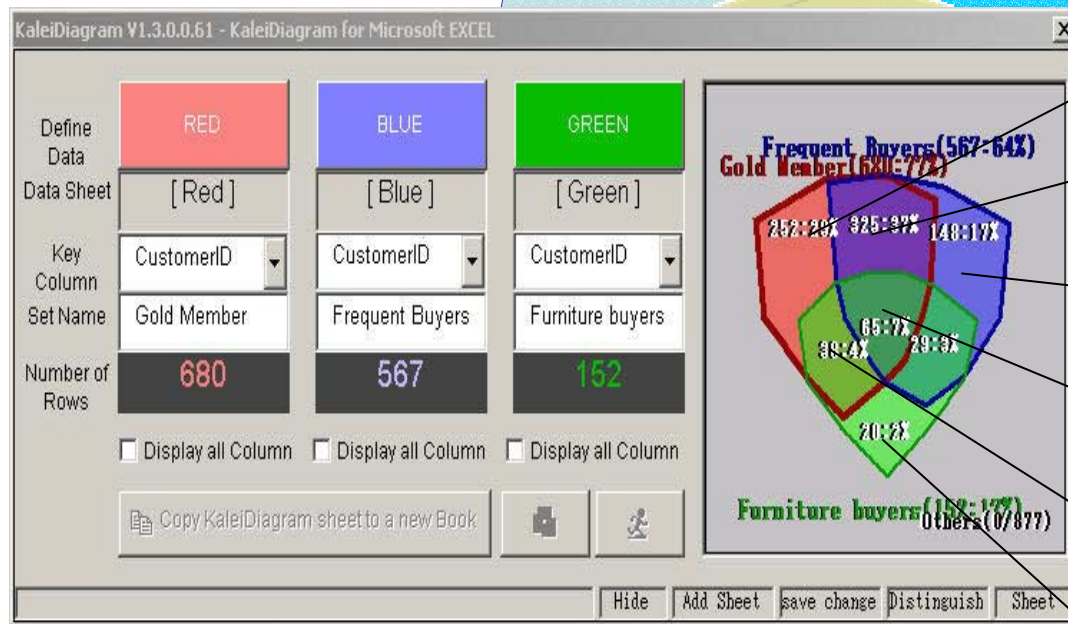


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# Segmentation - 3

- Consider a Shopping Membership Club has gold, silver and regular member, and an invitation for a luxury furniture show is sent to gold card member and who are frequent buyers.
- Each segment is displayed by KaleiDiagram as follows



Gold card member but did not buy furniture

Gold card member and frequent buyer who did not buy furniture

Frequent buyers but did not buy furniture

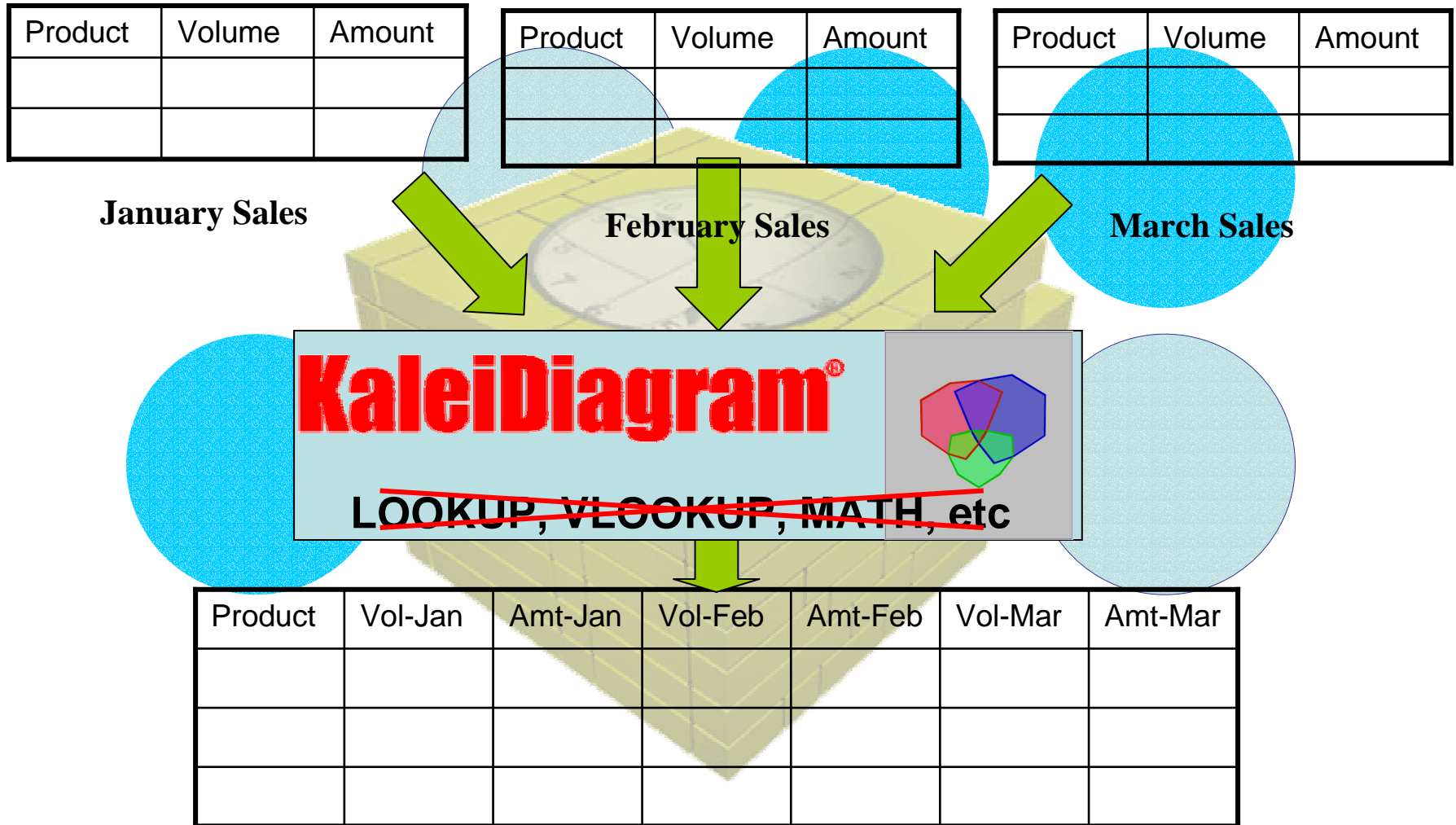
Gold card member frequent buyers who bought furniture

Gold card members and bought furniture

Bought furniture but not gold card member or frequent buyer



# Merging Sheets - 1







# Merging Sheets - 2

- It is not possible to get the total inventory cost by just using the Inventory list.
- We cannot determine whether we are out of stock or if there is sufficient inventory

Product	Volume of inventory
Bearing-Camshaft	136
Steering Pump	24
Spark Plug	147

Product	Price per Unit	Supplier
Bearing-Camshaft	22.05	Rock Auto
Piston Ring	109.38	Rock Auto
Steering Pump	94.42	CarQuest
Steering Gear	561.21	CarQuest
Shock Absorber	104.06	CarQuest
Spark Plug	2.56	Kanter

- Merge sheets without using advanced Excel function like VLOOK, LOOKUP, PIVOT TABLE, etc.
- Merged sheet shows not only out of stock products, but also supplier and other parts information.

Product	Volume of Inventory	Unit Price	Inventory Amount	Supplier
Bearing-Camshaft	136	22.05	7,486.80	Rock Auto
Piston Ring	0	109.38	0	Rock Auto
Steering Pump	24	94.42	2,266.08	CarQuest
Steering Gear	0	561.21	0	CarQuest
Shock Absorber	0	104.06	0	CarQuest
Spark Plug	147	2.56	376.32	Kanter



# Merging Sheets - 3

- Merge sales agents' own information with insurance policy holders sheet.

Name	Address	Policy 1	Policy 2
Helena Butler	Los Angeles	Family Boat	Motor Home
Jean Meis	Corona	Travel Trailer	
Eve Kazieren	Santa Ana	Motorcycle	Family Boat

Name	Address	Marital Status	No. Children	Age Oldest
Helena Butler	Los Angeles	Single	0	
Jean Meis	Corona	Married	1	12
James Baskin	Mission Viejo	Divorced	1	24
Jean Meising	Irvine	Single	0	
Eve Kazieren	Santa Ana	Married	2	45

Name	Address	Policy 1	Policy 2	Marital Status	No. Children	Age Oldest
Helena Butler	Los Angeles	Family Boat	Motor Home	Single	0	
Jean Meis	Corona	Travel Trailer		Married	1	12
James Baskin	Mission Viejo			Divorced	1	24
Jean Meising	Irvine			Single	0	
Eve Kazieren	Santa Ana	Motorcycle	Family Boat	Married	2	45



# KaleiDiagram<sup>®</sup>

- Microsoft Excel Add-in Software
- Supports Microsoft Office 2000 and 2002.
- A solution for
  - Data Filtering
  - Segmentation
  - Merging of Sheets
- For questions, please call or email
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