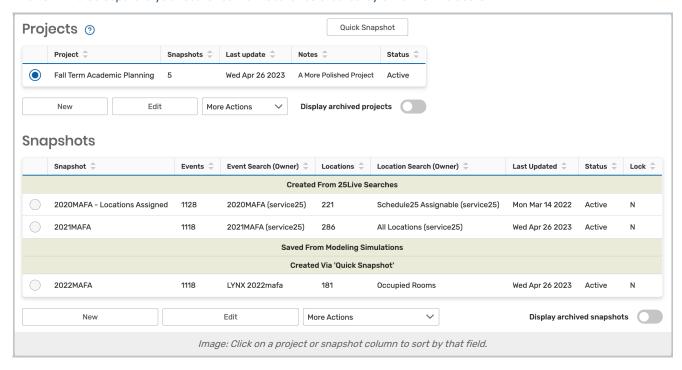
Projects and Snapshots

All analysis in X25 Analytics starts with projects and snapshots.

A **snapshot** is a set of data captured from 25Live using an event search and a location search. It is frozen in time at the moment it is created and is not refreshed automatically when 25Live data changes, but you can use X25 Analytics to manually update snapshot data with current 25Live data at any time.

A **project** is simply a container for snapshots. You can group similar snapshots together by putting them in the same project.

You must select a project and a snapshot before you can perform any reports, calculations, or modeling in X25 Analytics. Snapshots created from 25Live searches show the user who originally built the search and/or the owner. The list will also separate your searches from searches created by other 25Live users.



Viewing Project and Snapshot Details

The Select page (shown above) displays a summary table of all the projects and a summary table of all the snapshots in X25 Analytics with the following information:

Project Columns

- Project name of the project
- Snapshots number of snapshots contained in the project
- Last Update date when the project name/notes were last updated
- Notes extra details about the project

· Status - indicates whether the project is active or archived

Project Action Buttons

- New Create a new project
- Edit Edit a project's name or notes
- More Actions:
 - o Delete Delete a project
 - · Archive/Unarchive Place a project in Archived status or remove a project from the Archived status
 - o Security Update a project's security permissions
- Display Archived Projects Toggle to view/hide projects set to the status Archived

Snapshot Columns

Snapshots are separated by type depending on how they were created (see below).

- Snapshot name of the snapshot
- Events/Locations number of events/locations captured by the snapshot
- Event/Location Search names of the 25Live searches used to create the snapshot
- Last Updated date when the snapshot was last updated with 25Live data
- Status indicates whether the snapshot is active or archived
- Lock indicates whether the snapshot is locked to prevent updates

Snapshot Action Buttons

- New Create a new snapshot
- · Edit Edit a snapshot's name, event/location search, date range constraint status, or date range
- More Actions:
 - · Archive/Unarchive Place a snapshot in Archived status or remove a snapshot from the Archived status
 - o Copy Copy a snapshot
 - o Delete Delete a snapshot
 - o Lock Prevents updates to a snapshot
 - o Move Move a snapshot to a different project
 - o Update Update a snapshot
- Display Archived Snapshots Toggle to view/hide snapshots set to the status Archived

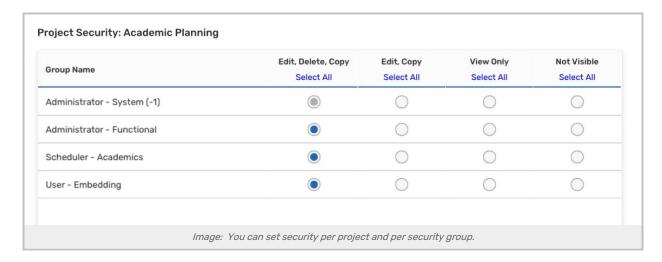
Project Security

X25 Analytics allows you to adjust security permissions per project.

- · Select a project with a radio button
- Use the **Security** button below the project list to open the security display

 You can then specify permissions for each group with access to the application, choosing from allowing:

- o Edit, Delete, Copy
- o Edit, Copy
- View Only



Use the Close button to exit the display and save changes

Creating a Project

- 1. With the Projects tab selected, click **Select** on the left sidebar.
- 2. Click the **New** button below the Projects table.
- 3. A new project is added to the table in its own row with a default name (e.g., Project #6), and the **Edit** modal is opened.
- 4. Choose a descriptive name and add any notes about the project, then Save.

Creating a Snapshot link

There are several ways to create snapshots in X25 Analytics. All three methods result in a snapshot that belongs to a specific project.



Creating Snapshots Is Easy in X25 Analytics

In X25 Analytics, there are no mappings; all data is captured exactly as it appears in 25Live. You don't have to choose between expected and registered headcount values—the snapshot captures both! And you no longer need to switch between applications to export and import a snapshot; you create and update snapshots from the same page in X25 Analytics.

Quick Snapshots

Quick snapshots are the fastest way to get started with X25 Analytics and do not require any advance preparation. They are created in one of two ways:

Without selecting any project, click the Quick Snapshot button in the upper right.

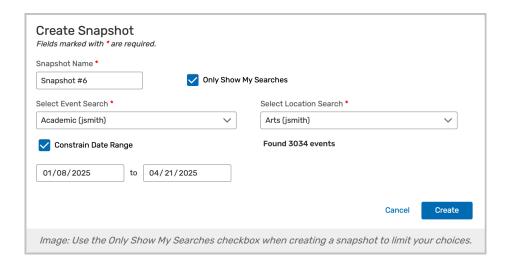
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After selecting a previously created project, click the New button in the snapshot list and select Quick Snapshot.

Follow the steps on the screen to add a new snapshot to X25. See the article on Quick Snapshots for more details!

Snapshots From 25Live Searches



You can fine-tune precisely which data is included in a snapshot by limiting it to searches you created earlier in 25Live.

- 1. Select the project you want the snapshot in from the Projects table.
- 2. Click the **New** button below the Snapshots table. (Note: You can also copy an existing snapshot to start creating a new one by clicking the **Copy** button.)
- 3. Select **Search-Based Snapshot,** and a new snapshot is added to the table in its own row with a default name. (e.g., Snapshot #7)
- 4. Give the snapshot a descriptive name and choose the event search and location search.
 - Public searches from 25Live are included by default under their own heading
 - Use the Only Show My Searches checkbox to limit and clarify the number of searches you see, which will also remove public searches from view
- 5. A start and end date for the snapshot is automatically added based on the results of the event search. You can narrow this further if you desire.
 - Snapshots have a maximum range of one year. If your search returns events from a larger range, you must edit the dates before saving them.
 - If you check the "Constrain Date Range" box, your date selection will be preserved as you switch between searches in the drop-down menu.
- 6. Click **Save** and wait as the new snapshot is automatically updated with current data from 25Live.

Snapshots From Transformed Modeling Data

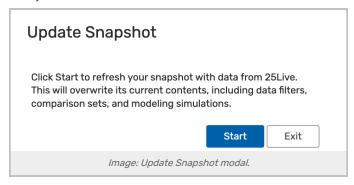
In addition to creating snapshots based on searches from 25Live, you can create snapshots based on transformed data from other snapshots!

- 1. Use an existing snapshot to make an Optimizer model.
- 2. Click Generate Snapshot at the bottom of the Model page.
- 3. Give the new snapshot a name and wait for it to be generated.

The new snapshot will have the same basic data as the original, but with <u>transformations</u> applied and new location assignments from the Optimizer simulation.

Updating a Snapshot With Current 25Live Data Link

Select the snapshot from the Snapshots table and click the **Update** button.
 This opens the Update Snapshot modal (for snapshots based on searches) or lets you modify the details of the snapshot (for Quick Snapshots).



- 2. Click the **Start** or **Update** button to begin updating X25 Analytics with current data from 25Live. *Important*: Data filters in the snapshot are preserved when possible. Some criteria may be overwritten including reports and Optimizer runs. A warning will show which information was omitted.
- 3. Click the Exit button when the update finishes.
- 4. If you wish to prevent future updates from overwriting data, select Lock from the More Actions menu.
- 0

Only One User at a Time Can Update a Snapshot

Only one user at a time (per database) can update a snapshot. This means that if two people are logged in separately at the same time, and one starts a snapshot update, the other will have to wait for them to finish.