



Flat Import

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Flat Import

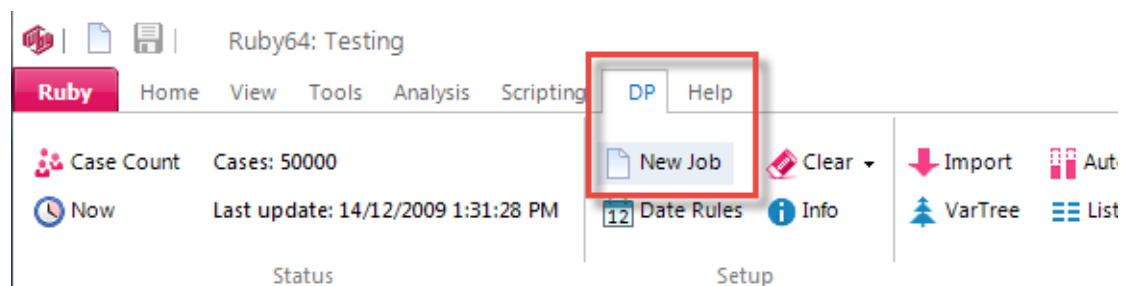
This document details how to import data from a flat ASCII file using the General Fixed Width ASCII method. This method is appropriate only if you do not have the source data in an industry standard format, such as SSS, Quantum, or SPS/ASC. If in one of these formats, use the appropriate Import type directly.

The scenario here assumes that you have the data map as a Word or other human-prepared document, and you must therefore manually map the metadata from the document to a machine-readable format.

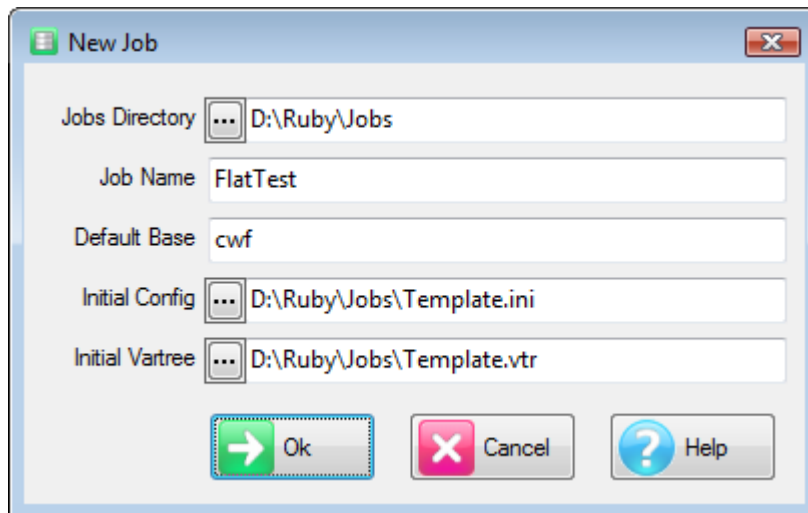
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CREATE A TEST JOB

- On the DP tab, select New Job

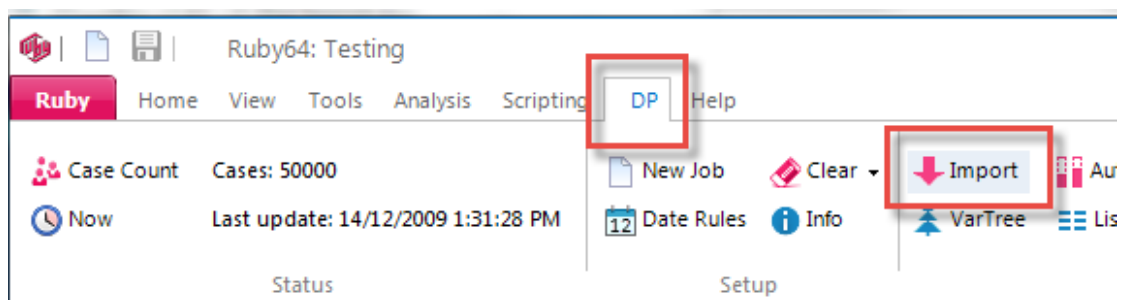


- Complete the New Job form as

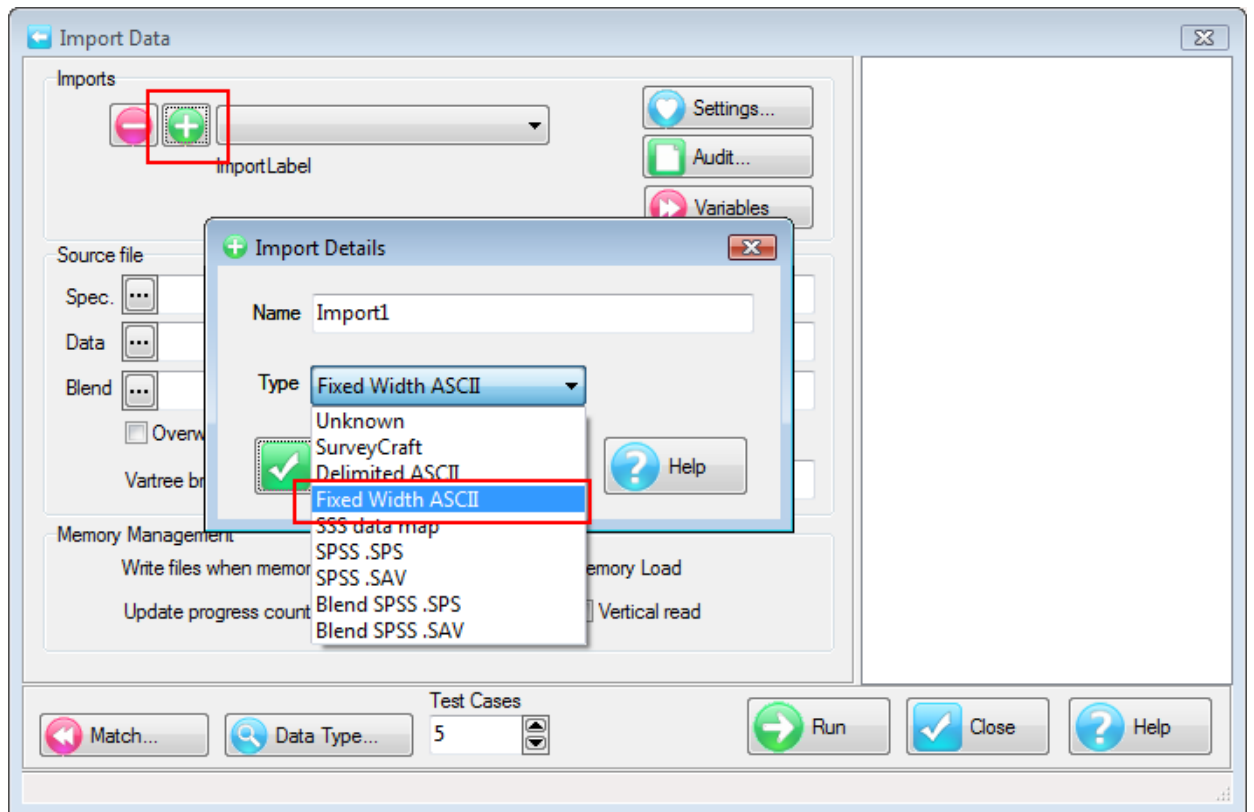


IDENTIFY DATA FILE

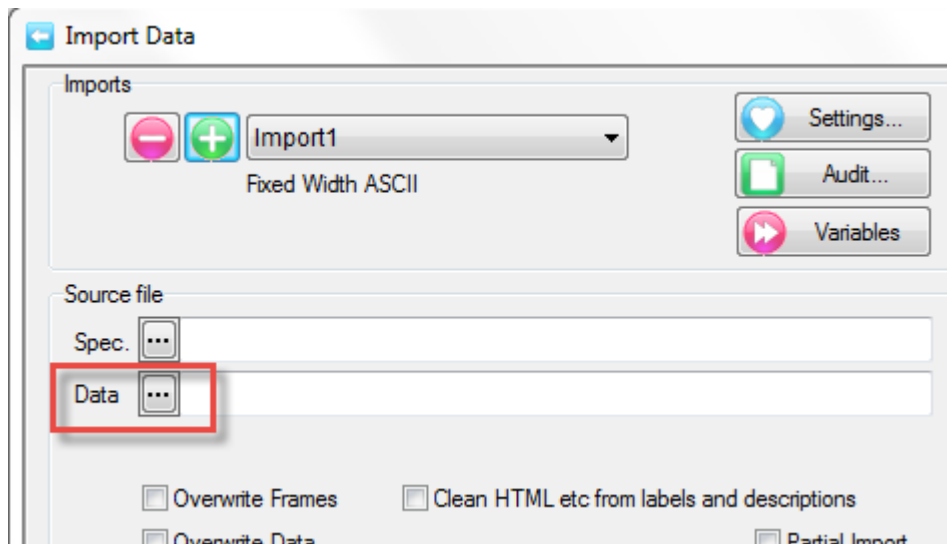
- On the DP tab, click Import



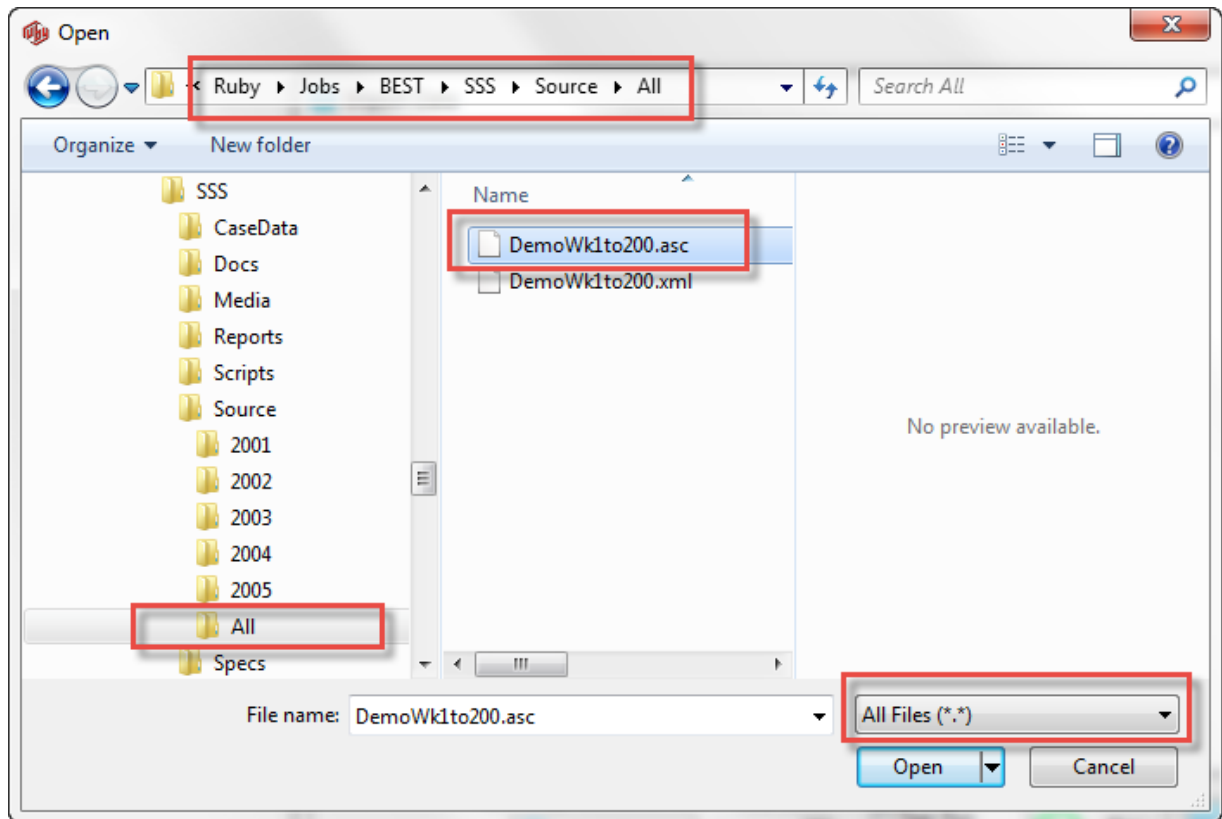
- Start a new import of type Fixed Width ASCII



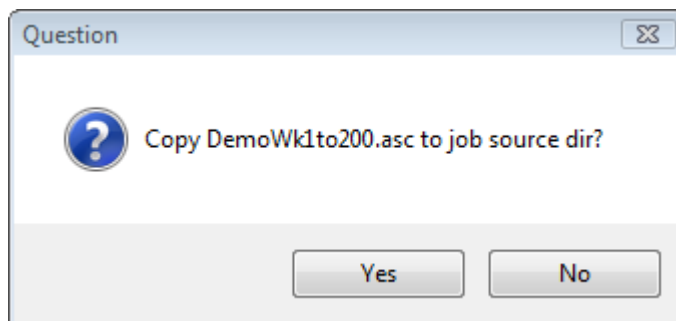
- Click the data browse button



- Navigate to \Ruby\Jobs\BEST\SSS\Source\All
- Change the file type to All Files
- Select DemoWk1to200.asc

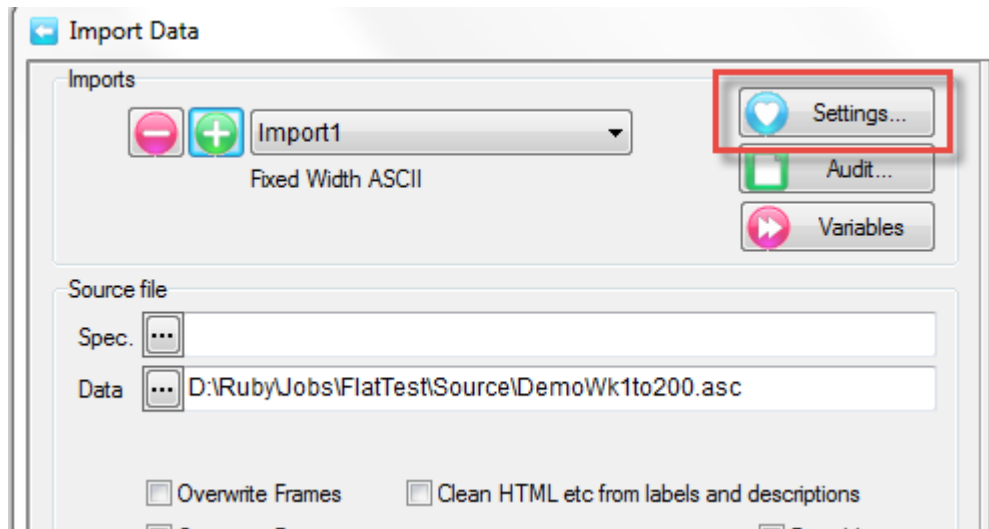


- Answer Yes to the prompt



BUILD THE CRD FILE

- Click the Settings button



This opens the Card Image Specification form. Three variables will be extracted:

- CPF, Category Purchase Frequency, a single response variable in one column
- TMBA, Top of Mind Brand Awareness, a single response variable in two columns
- UOBA, Unaided Other Brand Awareness, a multiresponse variable in six columns

CPF

	1/10	11/20	21/30	31/40	41/50	51/60	61/70	71/80	81/90	91/100
Case 1	~~~151132	~~7~2~4~	~~~~~	~~~13~12	~~~1~2~3	~5~6~7~8	~~~5~6~7	~~~~~	~~~2~3~5	~~~~~
Case 2	~~~151233	~~7~2~4~	~~~~~2	~~~1~1~1	~~~1~2~3	~6~9~	~~~2~4~8	~~~~~	~~~3~5~6	~9~
Case 3	~~~152231	3~6~2~7~	~~~~~	~~~2~1~	~~~2~3~4	~6~9~	~~~2~3~4	~710~	~~~4~	~~~~~

Raw data in groups of 10 from D:\Ruby\Jobs\FlatTest\Source\DemoWk1to200

Name: CPF
Description: Category Purchase Frequency
Columns: 8
Columns per response: 0
Example: 3
Data Type: Number
Code Type: Build
Cards per case: 1
Columns per card: 80
Card number: 0/0

Buttons: Add, Delete, Data Type..., Write MET, Ok, Cancel, Help

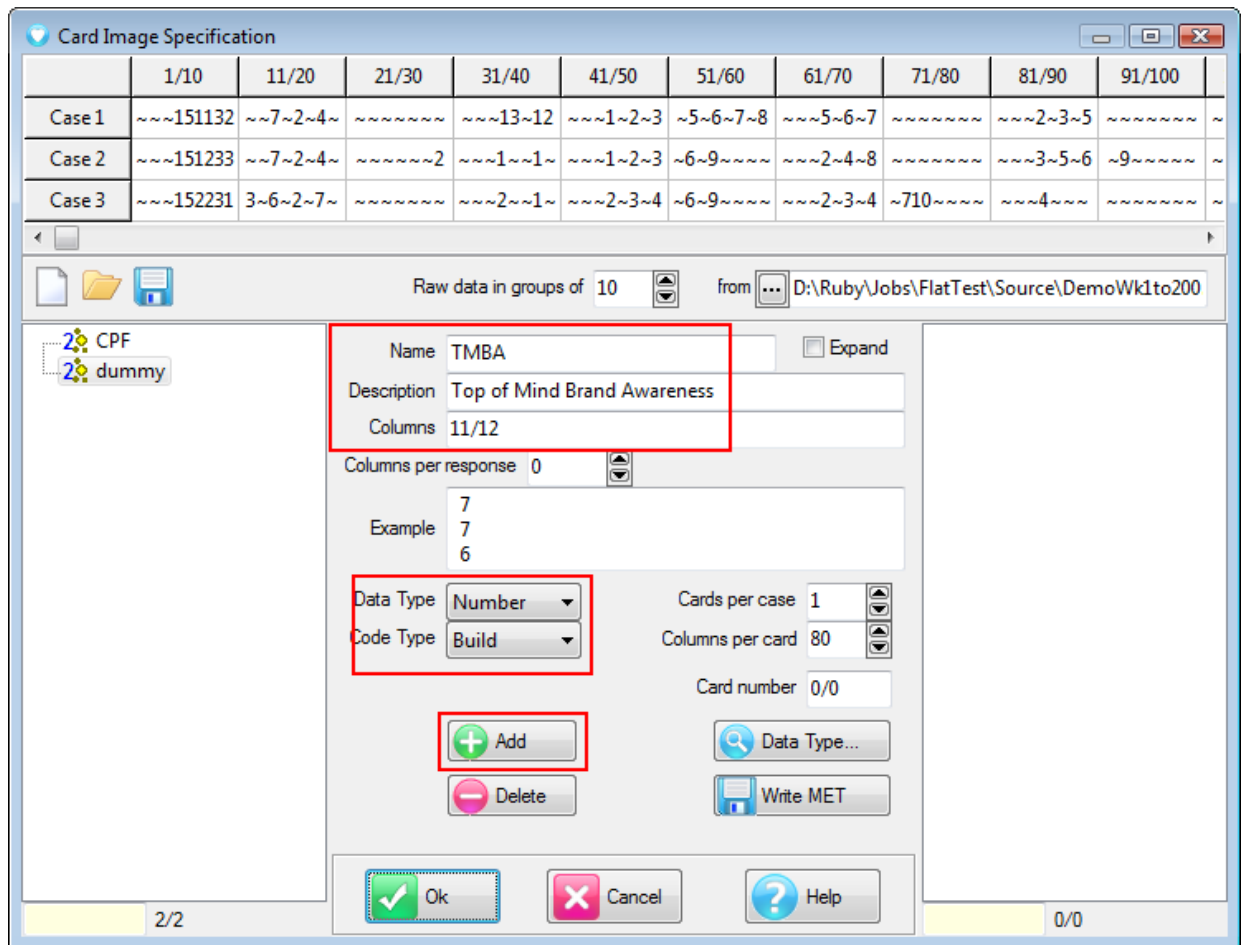
One variable (dummy) is already available.

- Click on dummy in the left panel
- Change the name, description and columns as shown above
- Change DataType to 'Number' and Code Type to 'Build'

When you tab out of the Columns field the Example field updates to show you the data in the first few rows.

'Build' means a code frame will be built from every unique code encountered during import.

TMBA



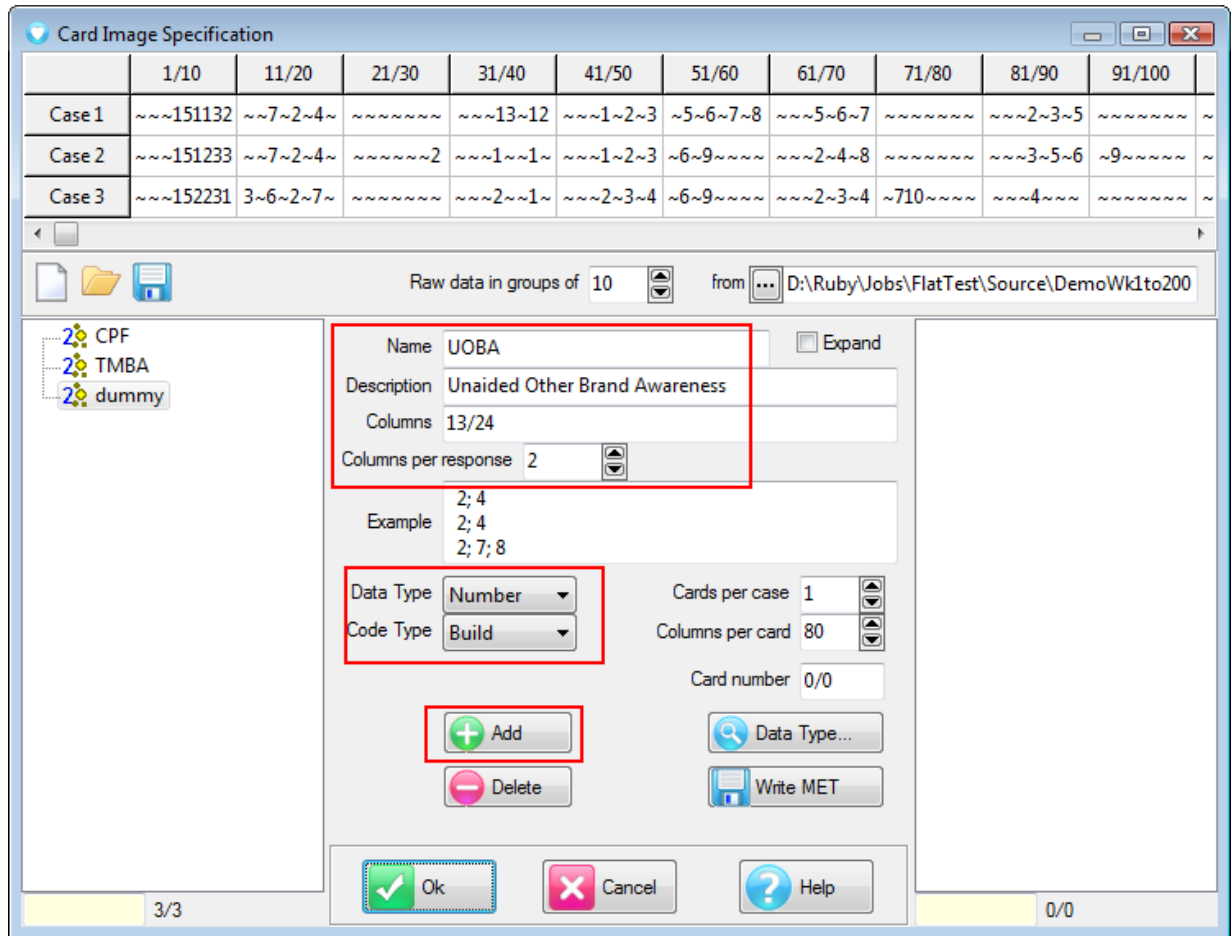
- Click Add

This updates the CPF variable in the left and creates a new dummy variable.

- Change the name, description and columns as shown above
- Change DataType to 'Number' and Code Type to 'Build'

TMBA can have code 10 so it covers two columns.

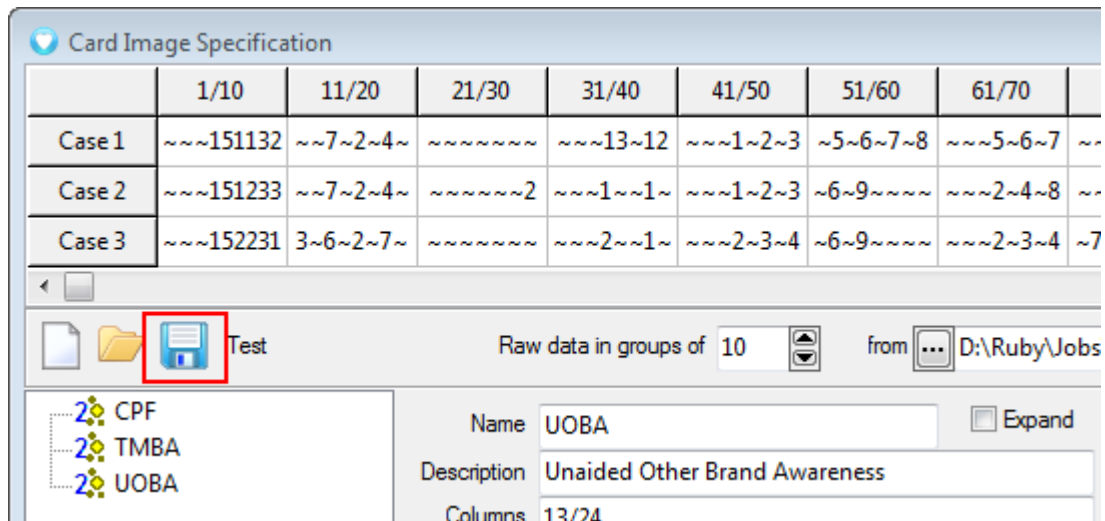
UOBA


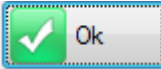


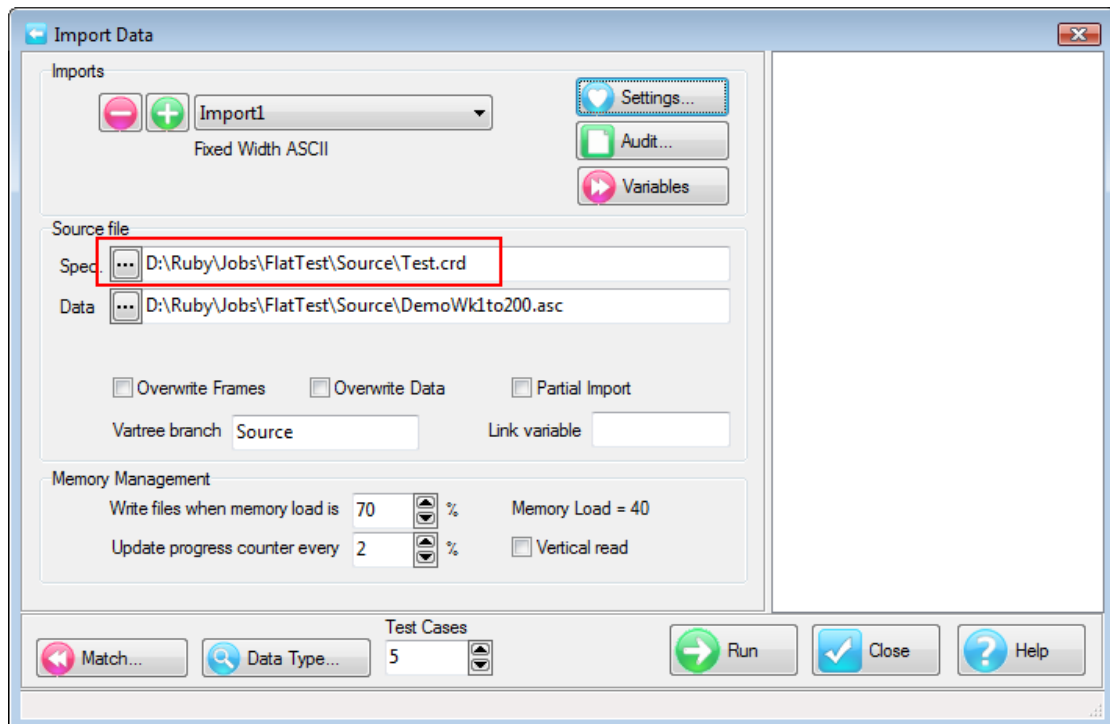
- Click Add to create a new dummy
- Change the name, description and columns as shown above
- Change DataType to 'Number' and Code Type to 'Build'
- Set Columns per response to 2

UOBA is a multi-response question with up to three responses up to code 10. Each response covers two columns. The example shows the first three cases again and this time they are multi response.

SAVE THE CRD FILE



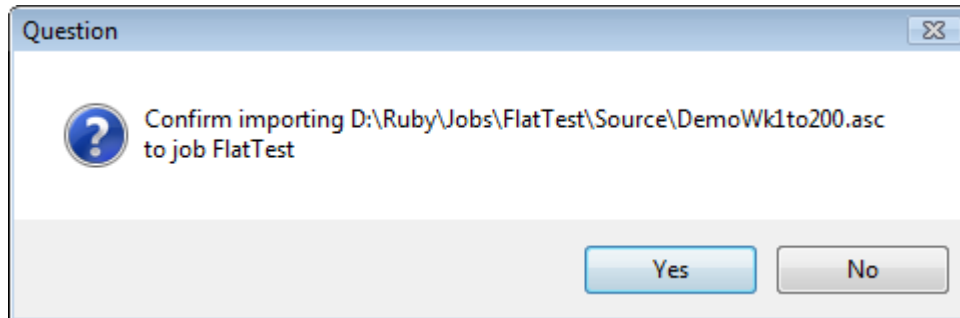
- Click Save  (here saved as Test.crd)
- Click Ok 



Back in the Import form the saved CRD file is identified as the Spec file.

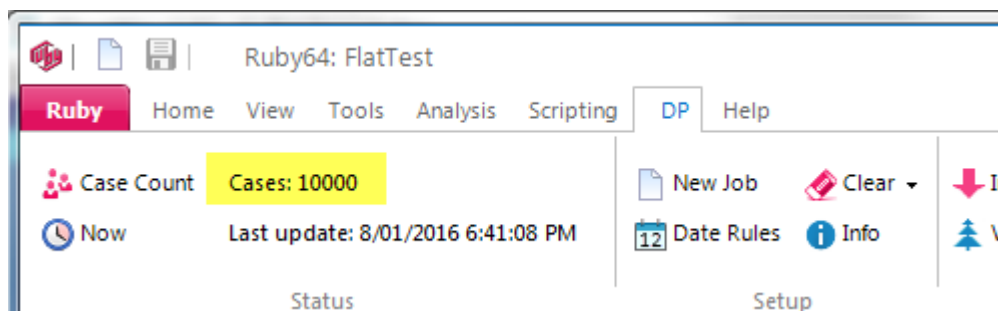
RUN IMPORT

- Click Run 



- Confirm the import
- Close the Import form

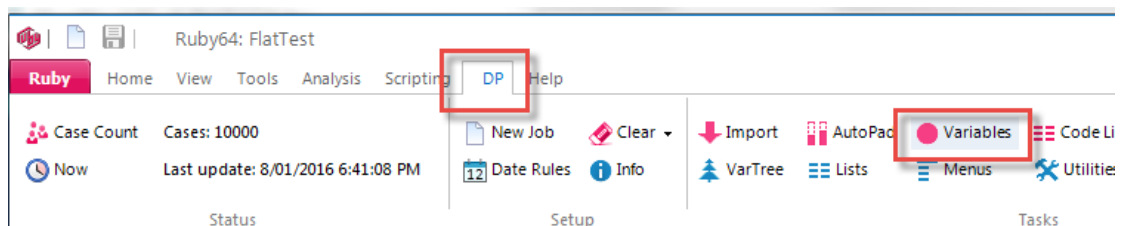
The Status should show 10,000 cases and you can now use the imported variables as table axes.

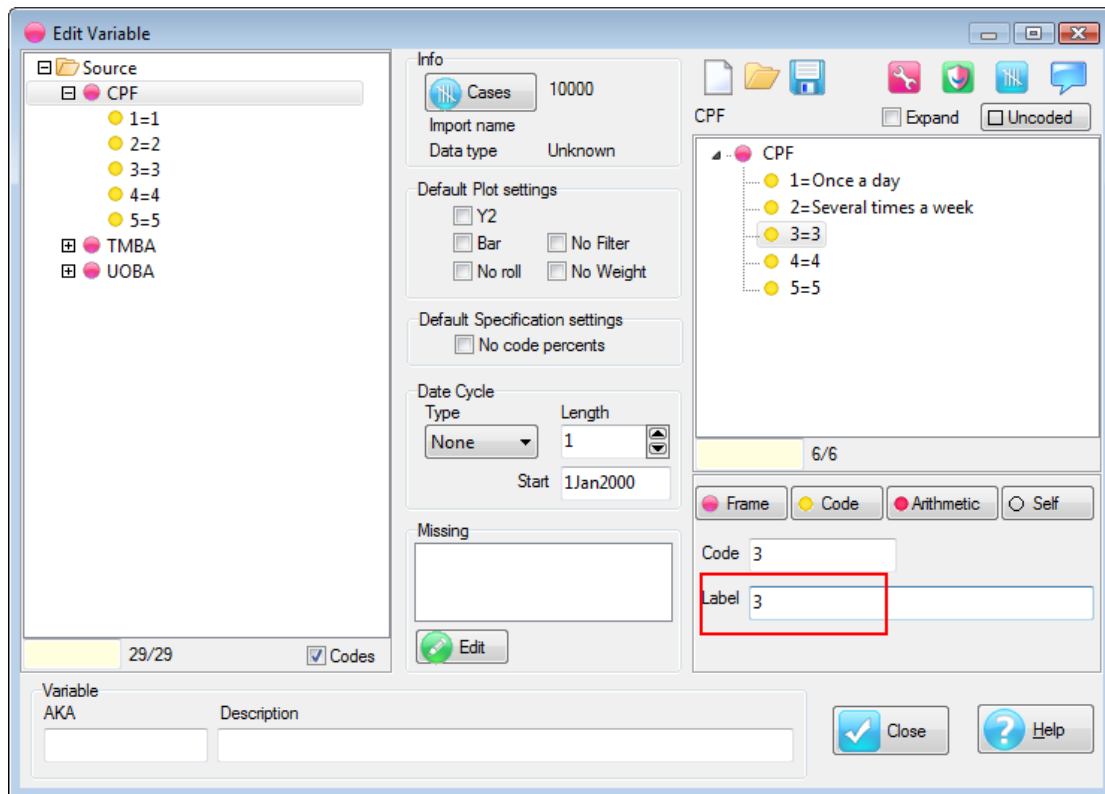


ADD CODE LABELS

To give meaning to your data you will need to add labels to codes in the Variables form.

- Open the Variables form on the DP tab





- Double click on a variable on the left to load it
- Click on the first code on the right
- Edit its label in the Label field
- Press [Enter] to store and drop to the next label

The Label field is a Hit-Enter-For-Next field that means you stay in the field while editing similar objects. Enter drops to the next object.

THE CRD FILE FORMAT

In case you don't want to bother with the GUI the card file format is quite transparent. Test.CRD has this content

```
[CPF]
Columns=8/8
DataType=Number
CodeType=Build

[TMBA]
Columns=11/12
DataType=Number
CodeType=Build

[UOBA]
Columns=13/24
DataType=Number
CodeType=Build
ColsPerRsp=2
```