# WINCROSS®

# What's New Guide

Version 24

The Analytical Group Inc.

Version 24



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# What's New in WinCross Version 24

We are excited about the many enhancements in WinCross 24. We are most excited about, what we call, Analytical Intelligence (AI). This new feature will save you hours of WinCross spec writing. Time spent on simple jobs can be reduced to a fraction of their normal development time. Other new features include a modernized Side by Side table interface, more table customization, and much more!

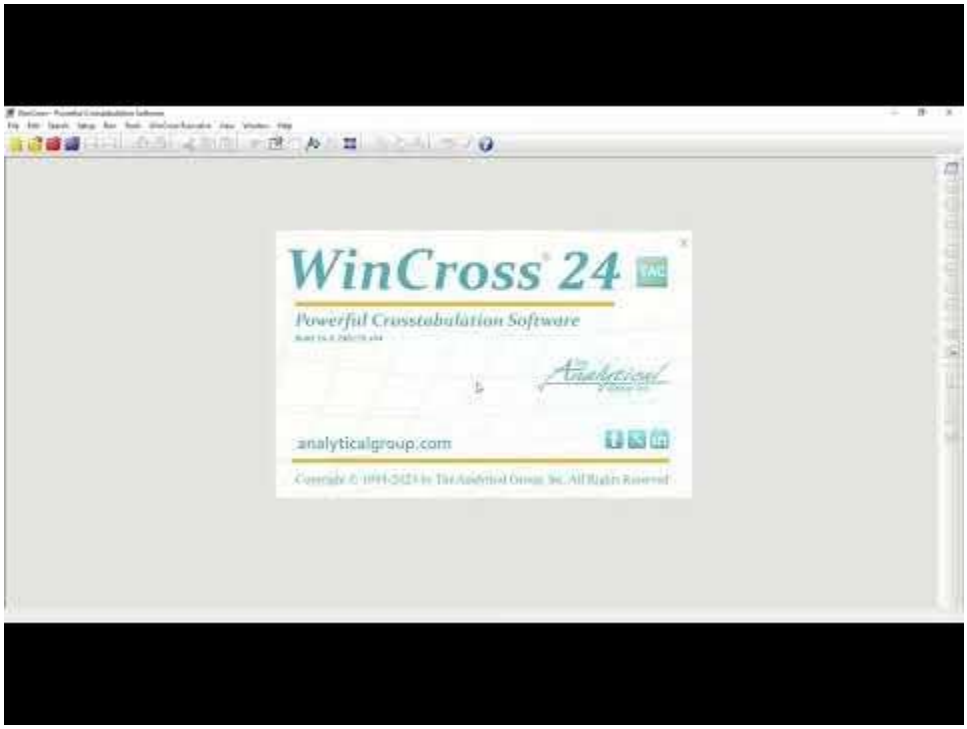
## New Feature Highlights for WinCross 24

- **Analytical Intelligence (AI)** – Located within the Express table Setup windows as a new tab "Auto" uses Analytical Intelligence to auto create tables with only a few clicks. WinCross evaluates your data structure and automatically creates tables to your specifications.
- **Side by Side (VAR+)** – Easily create side by side tables that compare products across multiple questions. This new feature removes the need to use VAR+ syntax and is user interface driven. Side by side tables are also commonly referred to as line, grid, or product comparison tables.
- **Custom significant footnote wording** – Change the default significance footnote wording to any desired text. Unicode characters are supported.
- **Custom small sample size footnote** – Customize the small sample size footnote suppressed display to any desired output. Unicode characters are supported.
- **Geometric Mean & new CALC commands** – New statistic code "GM" can be added as a row, table, or banner column option to calculate the geometric mean. In addition there are many new glossary and CALC commands for advanced mathematical calculations.
- **Excel – Data Options - Statistic row control** – Easily suppress specific statistic rows within an entire report without having to adjust the job file. Similar to running a "% Only" set, this new feature adds statistic row control. Statistics include mean, standard deviation, standard error, etc…
- **Excel – Formatting Options – Suppress blank columns** – Automatically suppress blank banner columns when running tables to Excel.
- **Increased maximum number of banner columns** – The maximum number of banner columns has been increased to 500. The previous limit was 255 columns.
- **Express table setup – Table Options, Statistics, and Filter** – The user interface has been enhanced replacing the long list of codes with a simple check box solution.
- **SPSS Sort Merge** – New string shortening ability to control the maximum width of all strings.
- Compatibility with the latest version of SPSS.

## Analytical Intelligence (AI) – Automatically create your tables using AI

**Analytical Intelligence (AI)** – This new feature will save you hours of WinCross spec writing. Time spent creating simple jobs can be reduced to a fraction of their normal creation time. Using this feature WinCross evaluates your data structure and automatically creates tables to your preset specifications.

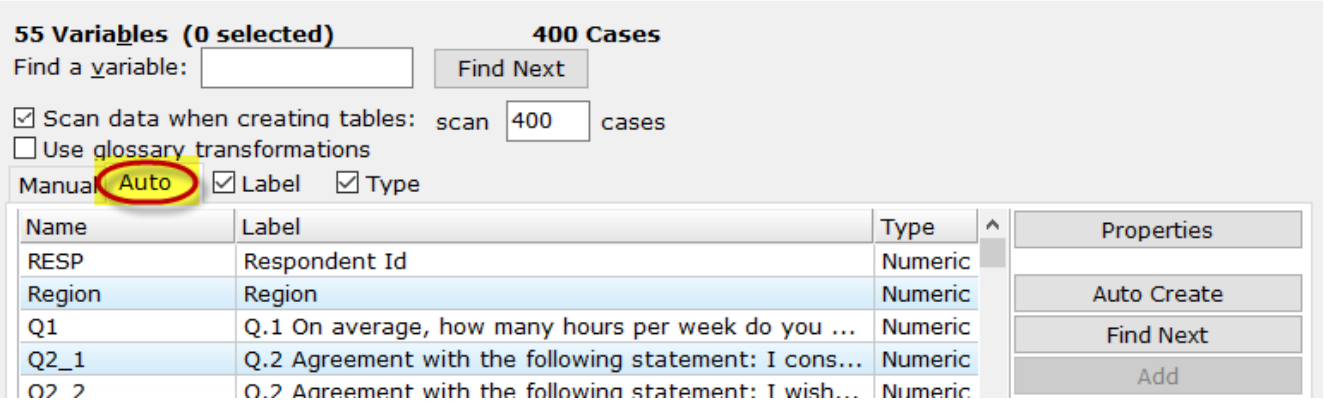
**Check out our "How to" YouTube video below:**




Next, are two quick overviews of different approaches using the new AI feature.

**Approach 1 – "Auto Create" instantly creates tables for every qualifying variable:**

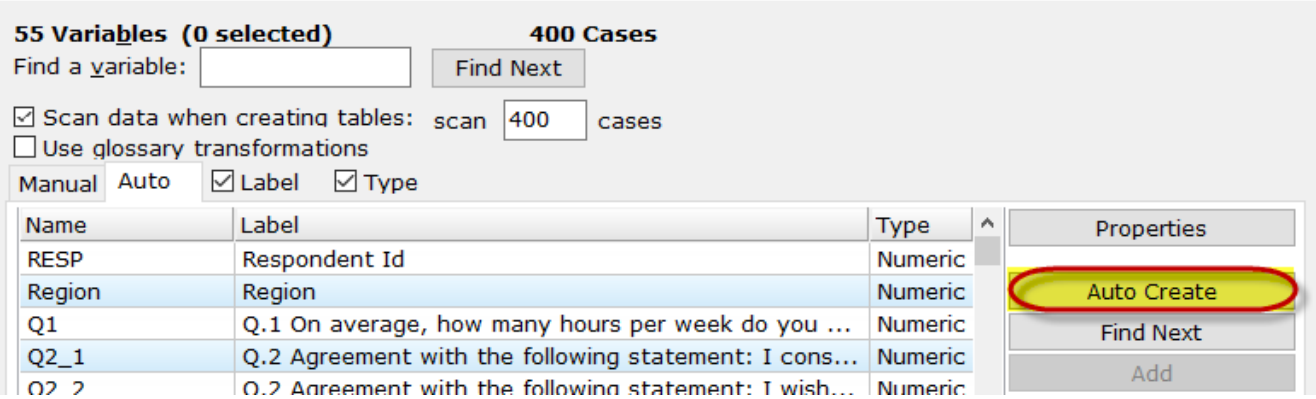
1. Open a data file and go to **Setup** | **Express Tables from Variable Data…**
2. You will be prompted to choose a profile. Choose any profile to create a new job.
3. The Express Table window will automatically open, and you will be on the new **Auto** create tab.




4. (Optional) Next, click the Properties button and adjust any settings to your desired specifications. In this walkthrough we are using the default settings and will adjust later. ***TIP: Once you are happy with your***

***properties save these settings as a new profile to use later. Create a separate profile for each client's preferences.***

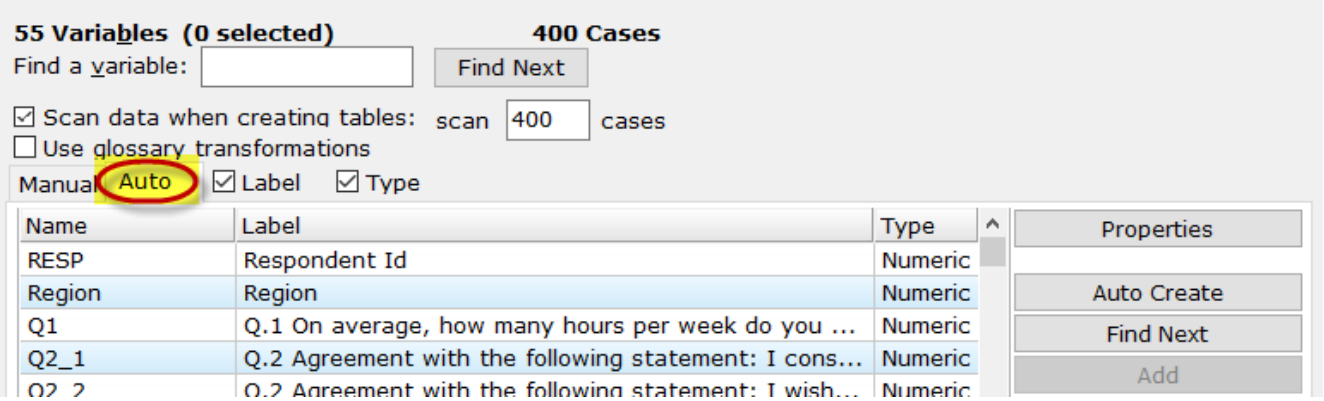
5. Next, click "**Auto Create**"



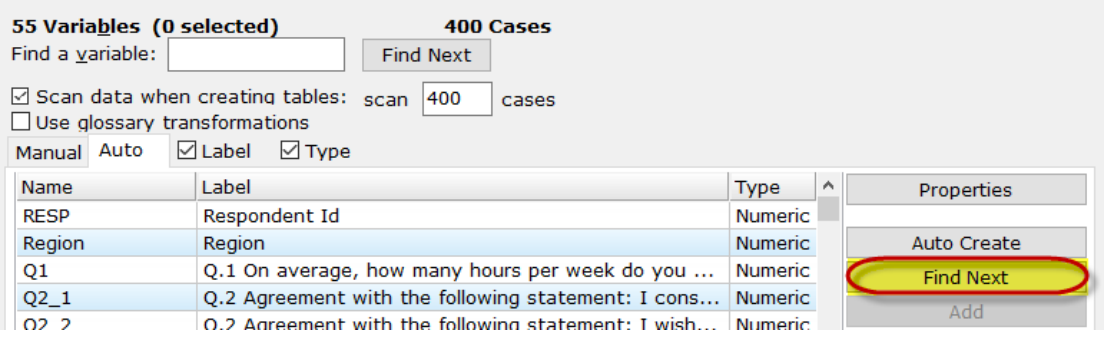

6. WinCross has reviewed the entire data file and created tables based on the question type. ***TIP: At this point it may be a good time to page through the table specs to see what settings should be adjusted from the default settings. Next, delete the tables created in step 5 and re-create them after adjusting the properties.***

**Approach 2 – "Step through" create tables question by question:**

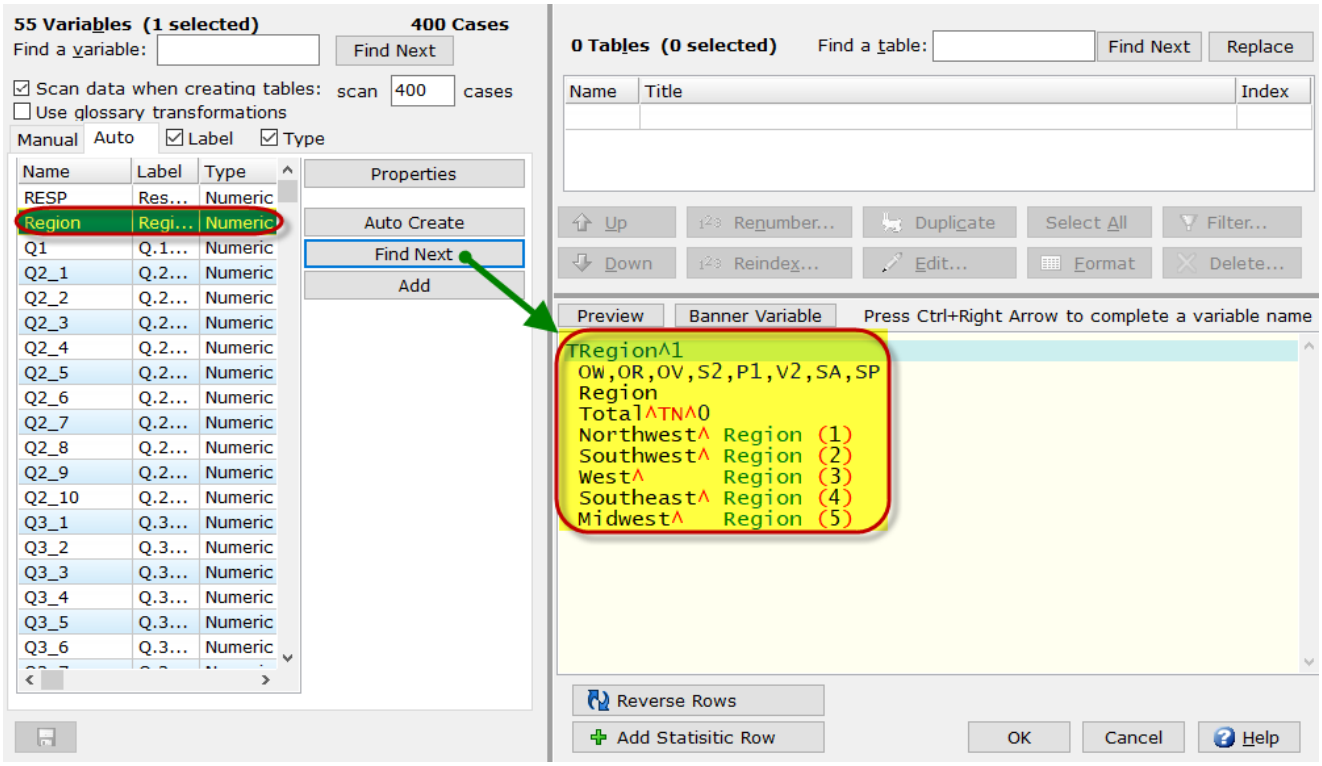
1. Open a data file and go to **Setup** | **Express Tables from Variable Data…**
2. You will be prompted to choose a profile. Choose any profile to create a new job.
3. After opening the Express Table window, you will be on the **Auto** create tab.



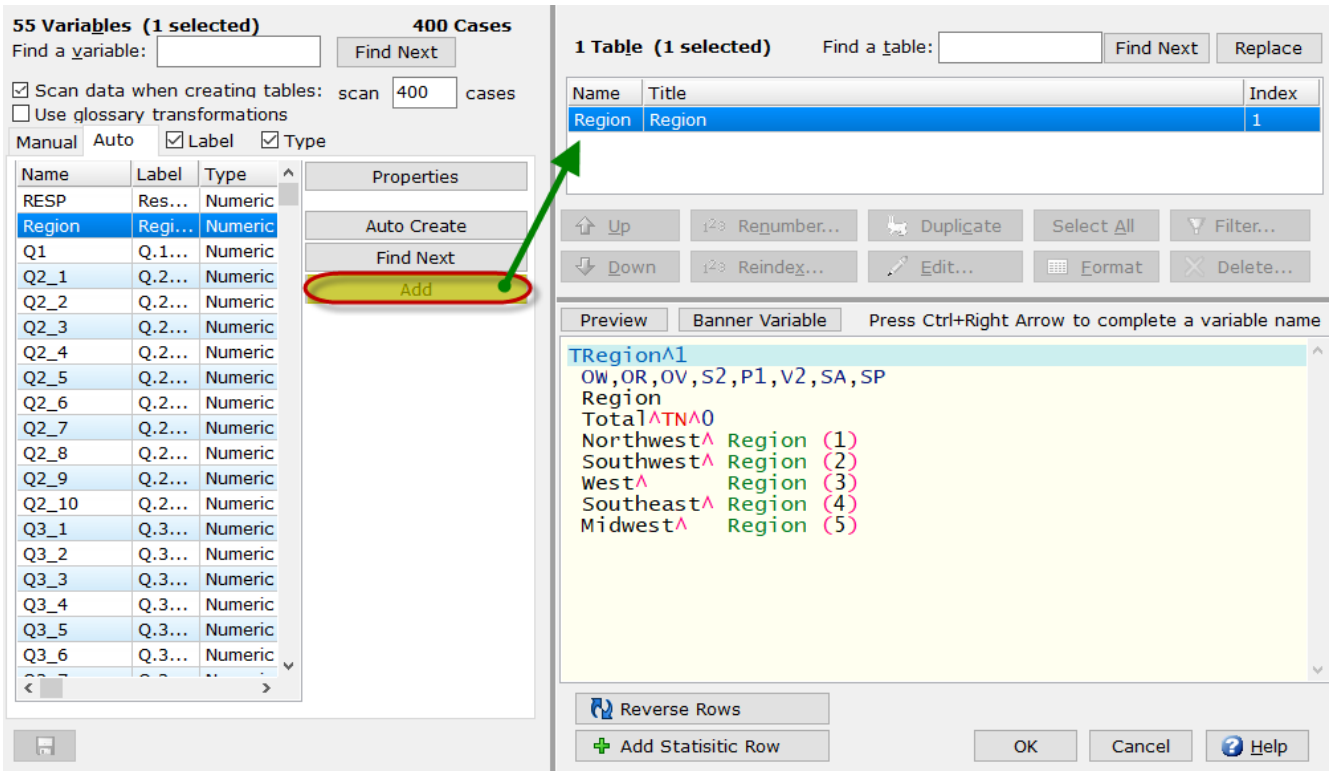

4. (Optional) Next, click the Properties button and adjust any settings. In this walkthrough we are using the default settings and adjusting later. ***TIP: Once you are happy with your properties save these settings as a new profile to us later. Create separate profiles for each client's preferences.***
5. Next, click "**Find Next**"



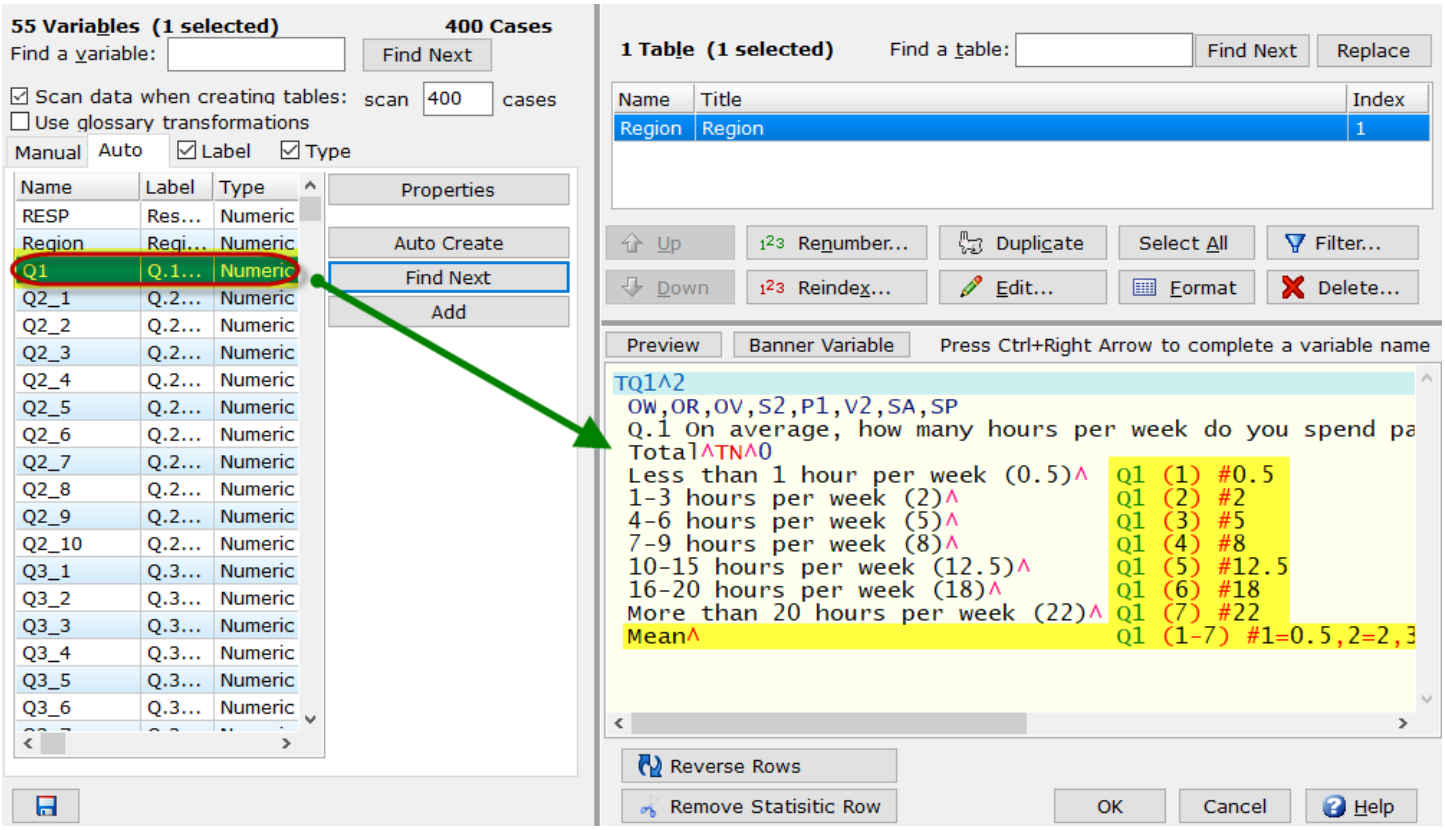
6. WinCross will find the first qualifying variable to be created. In the example below WinCross skipped the Respondent ID (RESP) variable and found "Region" qualifying as a single response table. Prior to adding the table WinCross displays a preview of what will be added.




7. Next, once you're satisfied with the table preview click "Add" to add the table to your table list.



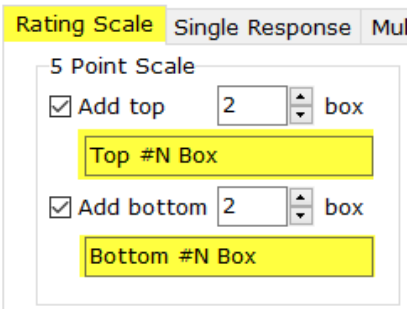
8. Click "**Find Next**" to move to the next variable(s). In the example below, WinCross automatically added a mean row and recoded the values to the midpoints of the row text. The "add codes" option was also applied placing the midpoint notation at the end of each row text. All of this was done without any user input.




9. Repeat steps 5-8 to continue "stepping through" your data file.

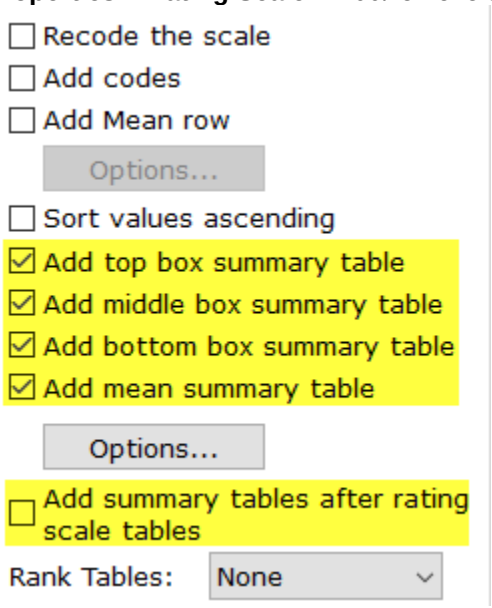
## Analytical Intelligence Tips & Tricks

- **IMPORTANT**: When making changes to the Properties section any change made will impact tables created from that point forward. Previously created tables are **NOT** adjusted.
- **Properties – Rating Scale** – Adjust the default NET text:

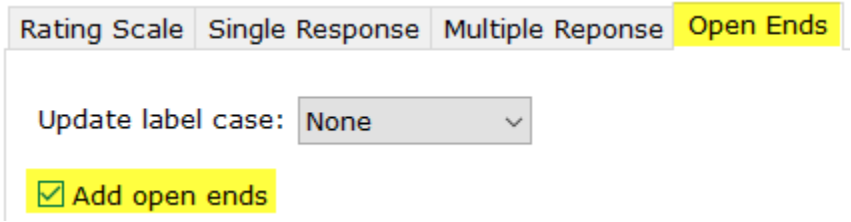



- **Properties – Rating Scale** – Change the NET location:


- **Properties – Rating Scale** – Add/remove summary tables OR change default location:



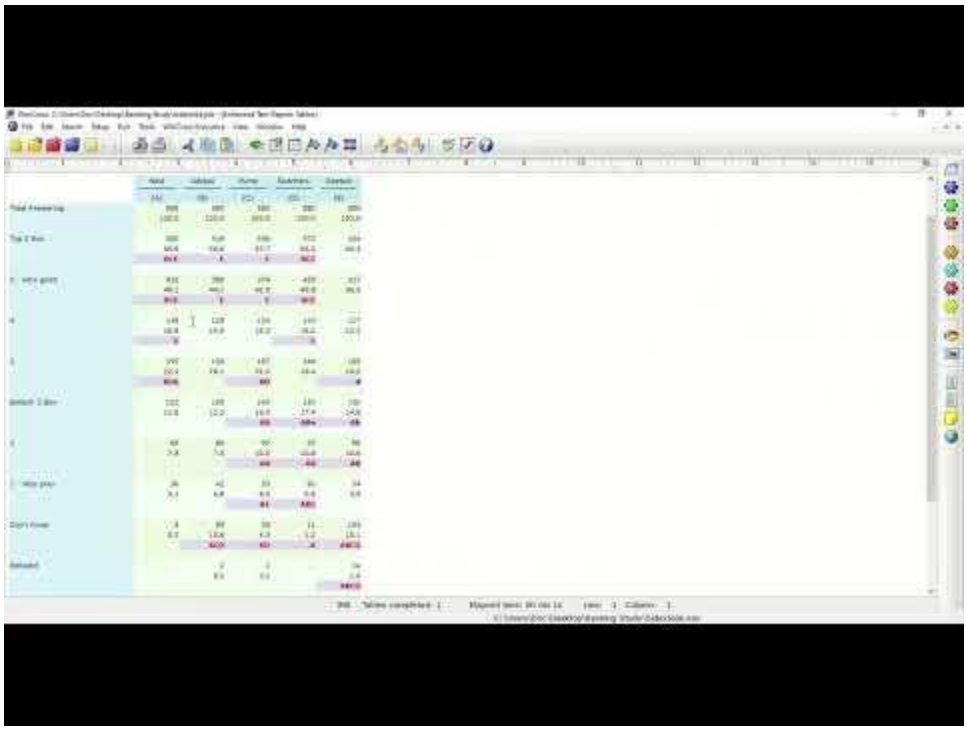

- **Properties – Open Ends** – Turn off table creation entirely:



## Side by Side (VAR+) – A new modernized approach for Side by Side tables

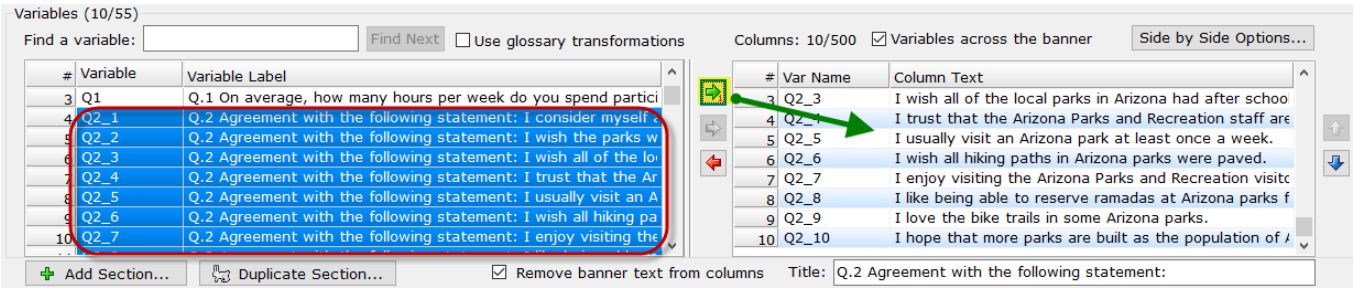
Side by Side (VAR+) is a new user interface and modernized approach to creating a Side by Side comparison table without having to use VAR+ logic. Side by Side tables are also often referred to as a line table, grid table, or a product comparison table. Typically, the products or attributes span the columns, while the stubs are different rating scales. The new interface helps avoid any confusion and makes creating a Side by Side table as easy as a few clicks! Old school VAR+ tables are still supported and recommended for advance Side by Side comparisons involving complex logic.

**Check out our "How to" YouTube video below:**

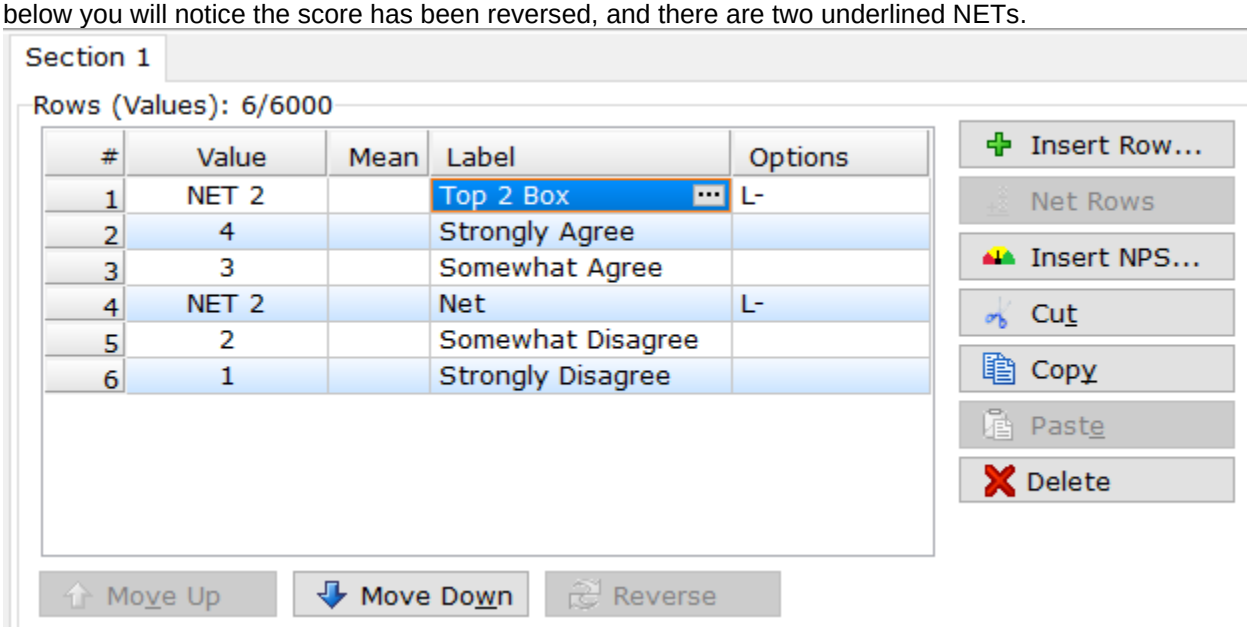


In this walkthrough I will guide you on creating a simple Side by Side table.

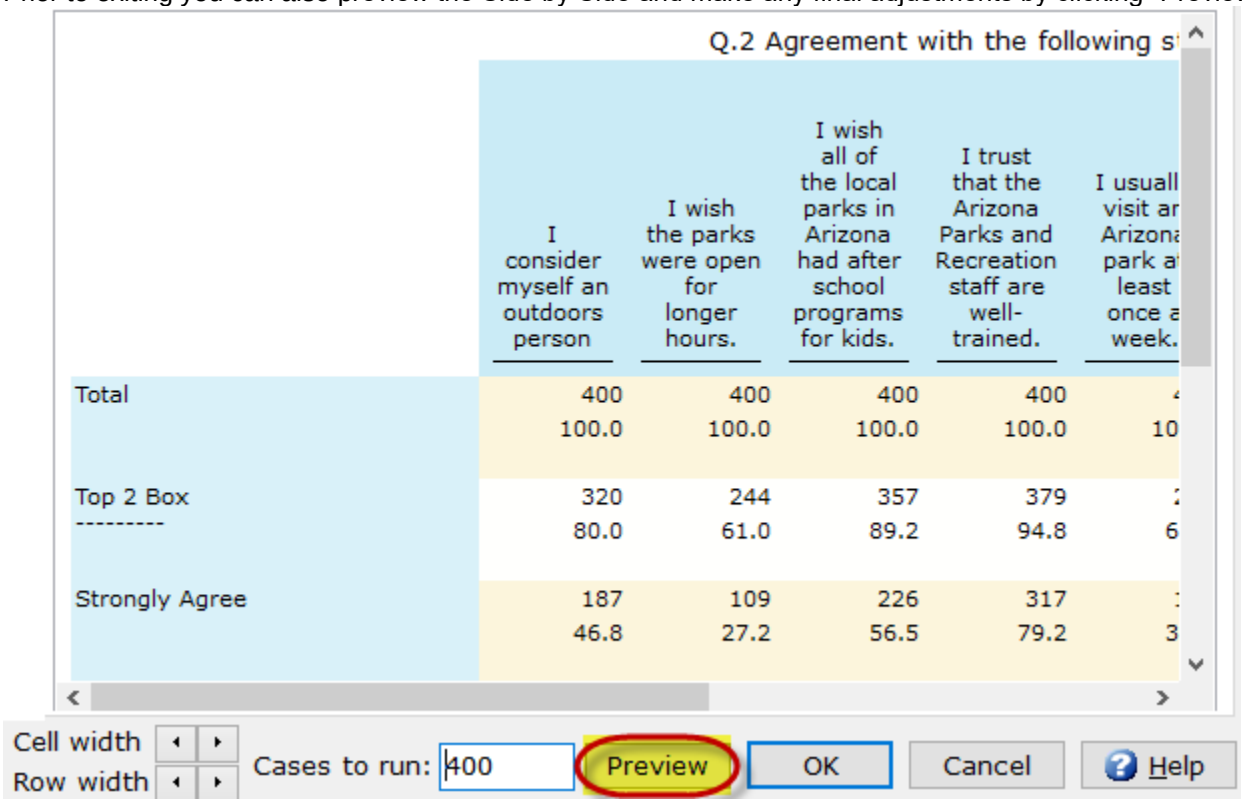
1. Open a job and data file.
2. Go to **Setup | Side by Side (VAR+)…**
3. Select **New** and enter a Side by Side name.
4. Next, from the variable list choose the variables you wish to include as columns. For example, choose all of the attributes or products for a specific question. In the below example I selected 10 attributes of the same question, Q2. Next, using the GREEN arrow I added these variables as banner columns. You'll notice any similar text across these variables has been automatically removed. *Advanced user tip: The "columns" would be where VAR+ would previously be displayed if programmed using the old method.*



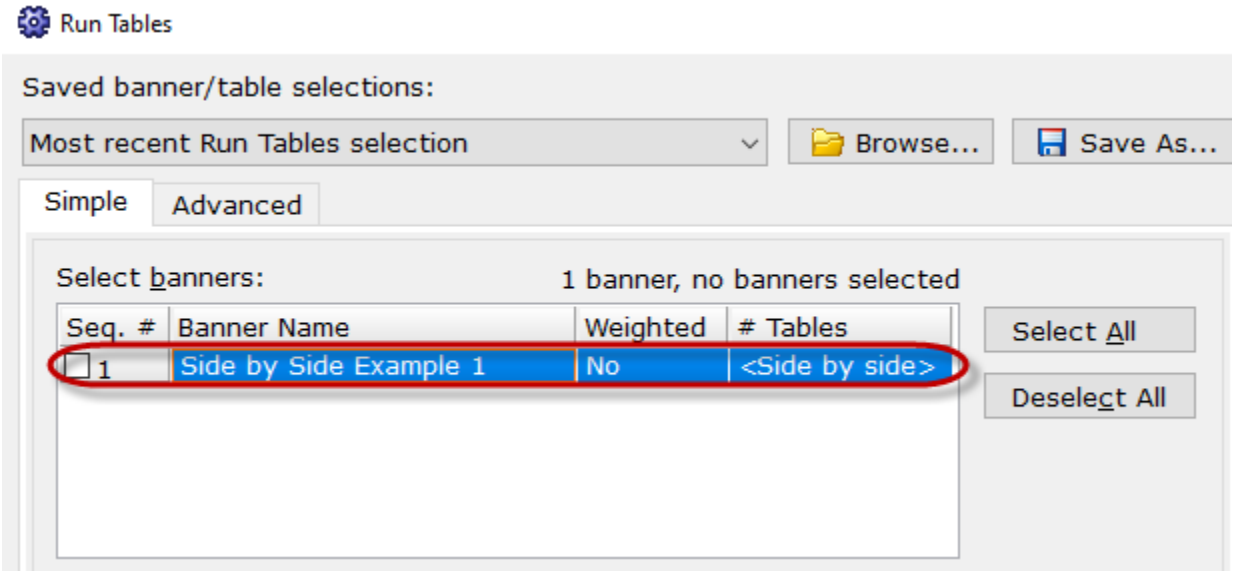
5. After you have the column text specified the next step is to make any row/stub adjustments. In the screenshot below you will notice the score has been reversed, and there are two underlined NETs.



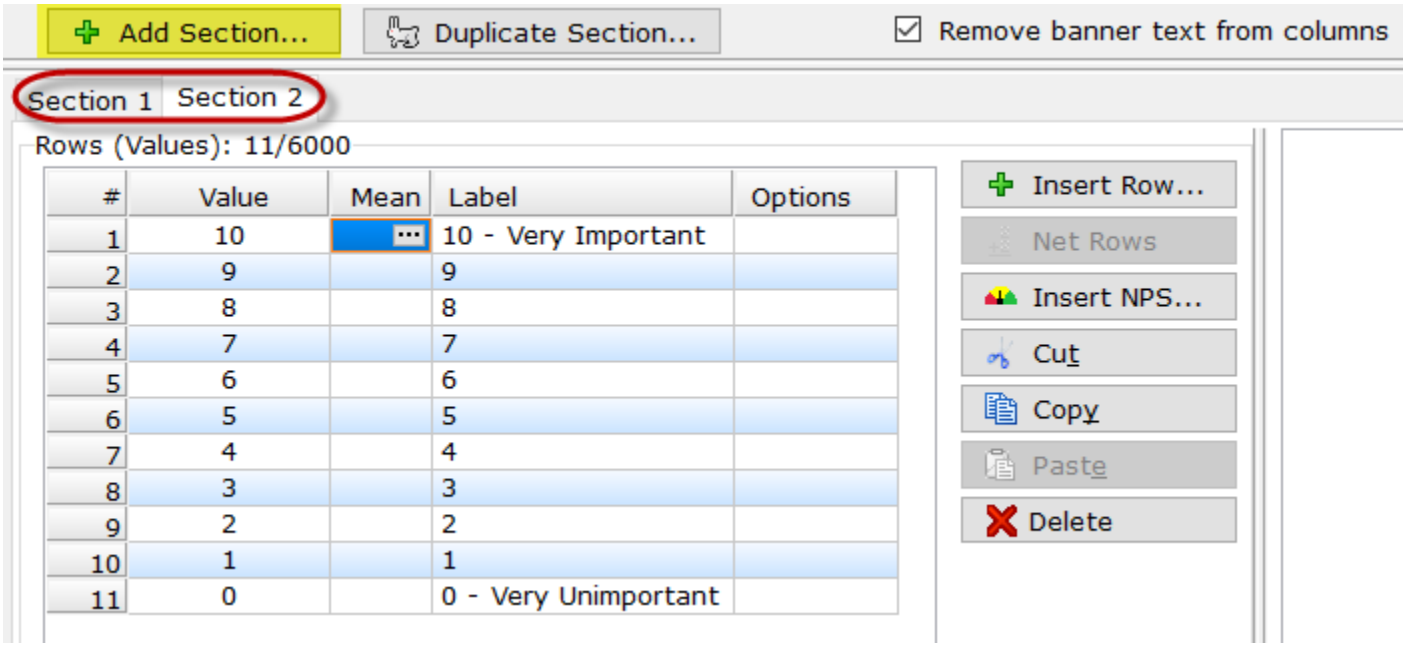

6. Prior to exiting you can also preview the Side by Side and make any final adjustments by clicking "Preview".



7. To run the Side by Side go to **Run | Tables** to see the Side by Side listed in your banner window.

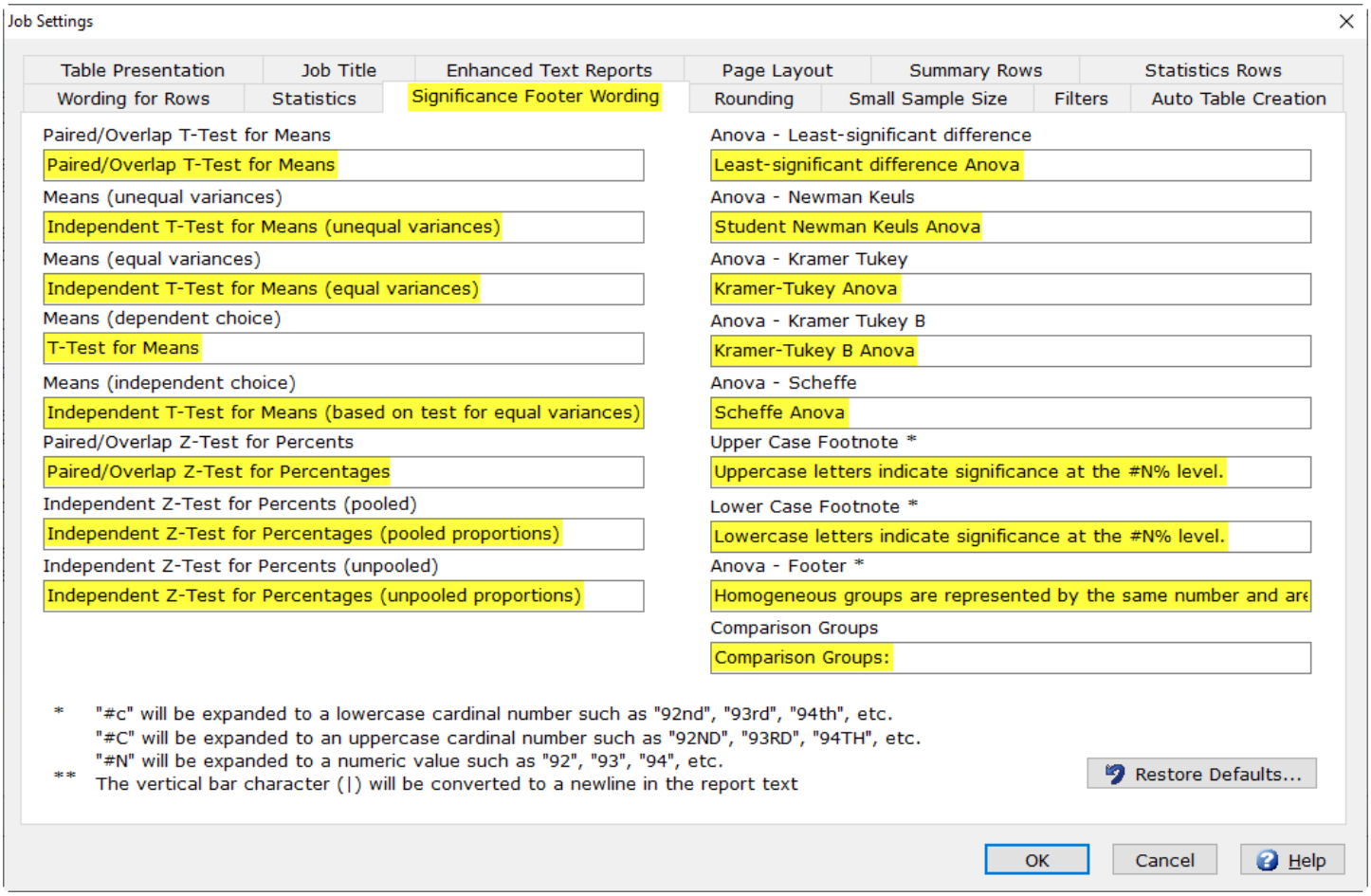



**Tip**: for questions that have the same product list it is possible to only set up one Side by Side for all questions. This is accomplished by using sections. After setting up the Side by Side table choose "Add Section" and pick the next question that uses the same product list, but different stubs. In the example below I added Q4 as a new section. Section 1 is the original Q2 setup, and section 2 uses variables for Q4. The key factor being both sections have the same attribute/product list.



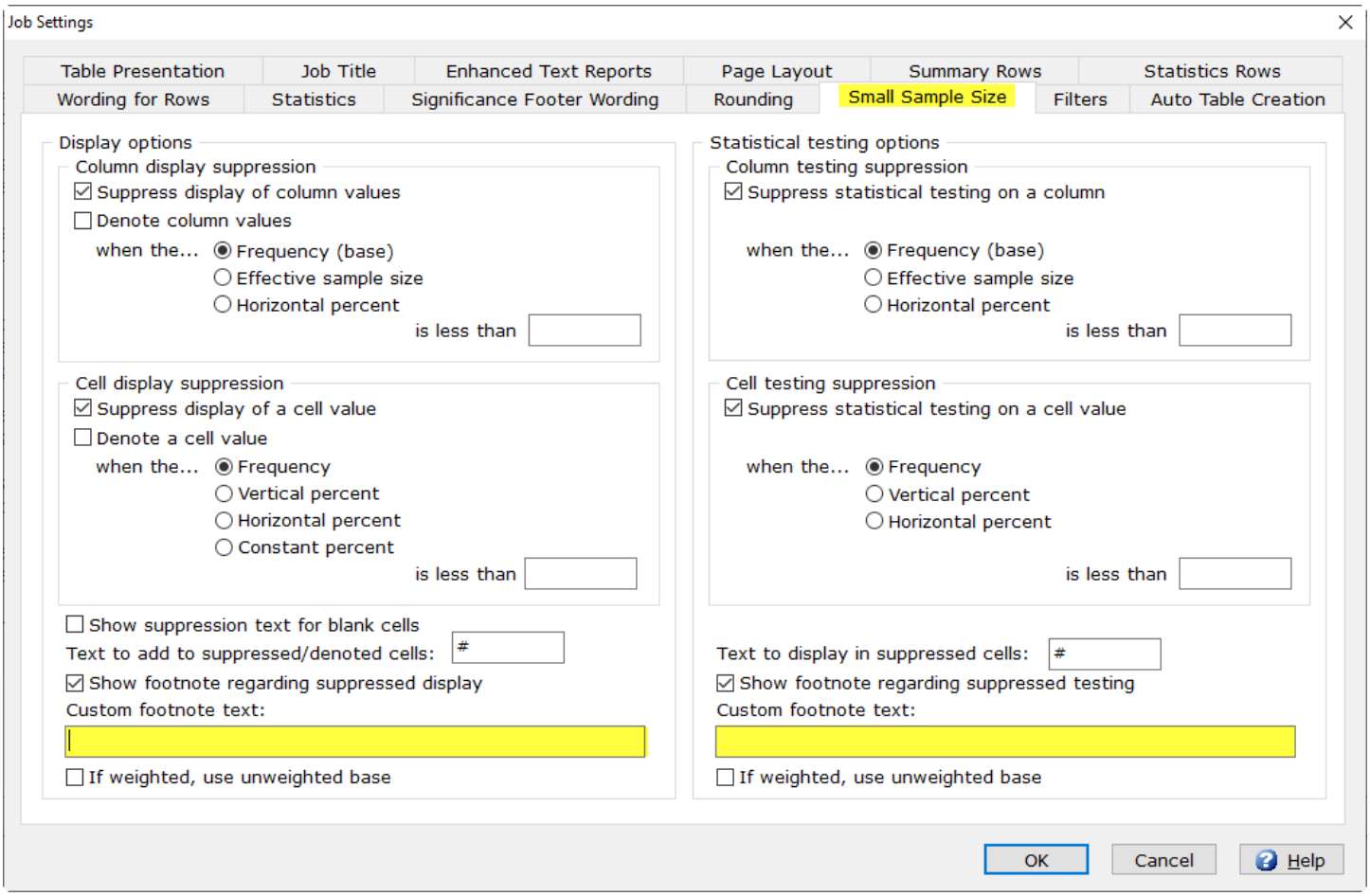
## Customize Significance Footnote Wording

Located under **Setup | Job Settings | Significance Footer Wording** easily change the default wording for each significance footnote line. Unicode characters are supported and these fields can be left empty.



## Customize Small Sample Size Footnote

Located under **Setup | Job Settings | Small Sample Size** easily change the default footnote text when small sample size has been applied. Unicode characters are supported.



## Geometric Mean & additional CALC commands

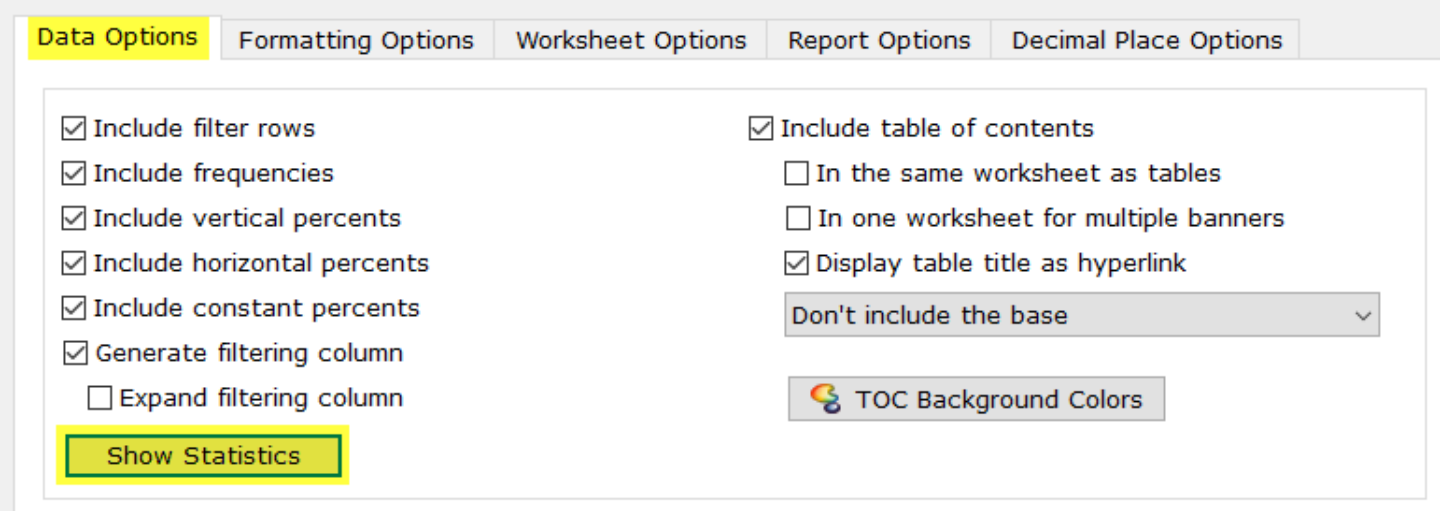
New statistic option "**GM**" calculates the **Geometric Mean**. This option can be added as a table, row, or banner column option. The geometric mean is the average of a set of products, the calculation of which is commonly used to determine the performance results of an investment or portfolio. It is technically defined as "the nth root product of n numbers."

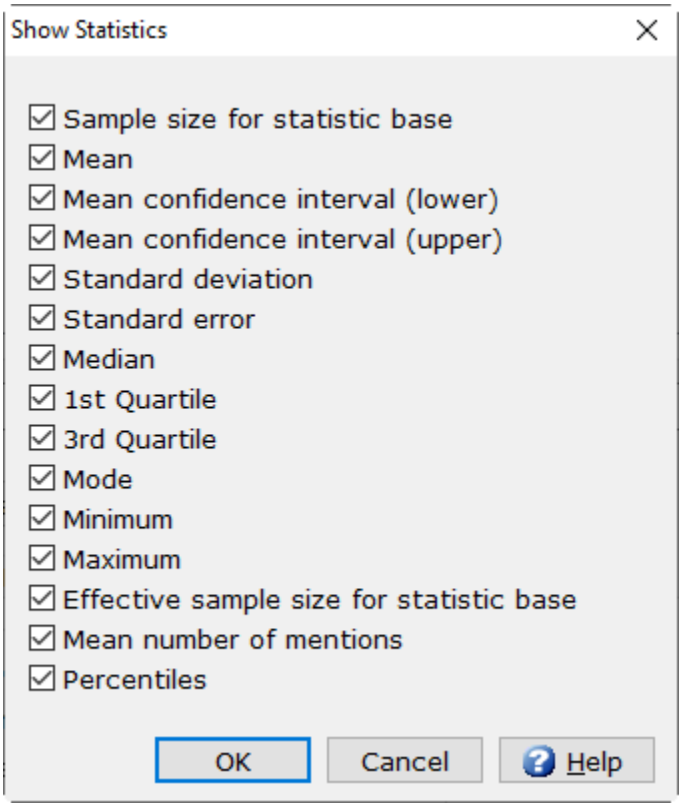
Additionally, there are new CALC commands that can be used in the glossary, or part of CALC statements.

| Command | Descriptor |
|---|---|
| **SQRT** | Square root |
| **ABS** | Absolute value |
| **COS** | Cosine |
| **COUNT** | Count |
| **GEOMEAN** | Geometric mean |
| **HARMEAN** | Harmonic mean |
| **LN** | Natural logarithm |
| **MAX** | Maximum |
| **MEAN** | Mean |
| **MEDIAN** | Median |
| **MIN** | Minimum |
| **POWER** | Power |
| **ROOT** | Nth Root |
| **SIN** | Sine |
| **STDDEV** | Standard Deviation |
| **STDERR** | Standard Error |
| **TAN** | Tangent |

## Excel – Data Options – Statistic Row Control

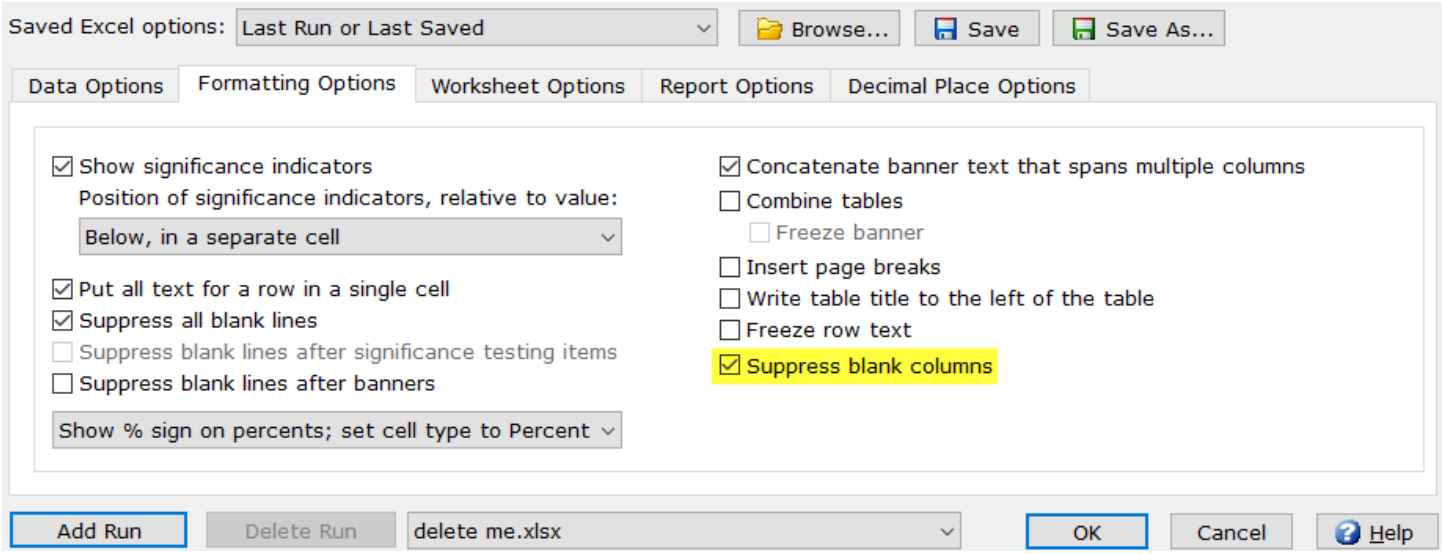
Located under **Run | Tables | Excel Options | Data Options** control which table statistics to show for a specific run. Adjusting these settings does not adjust the job file and only affects the single run. For example, unchecking "Mean" will not remove the mean code from your tables. The mean rows will be removed from the output for only this single run. This can be very useful when running a custom set of tables with only specific values showing.



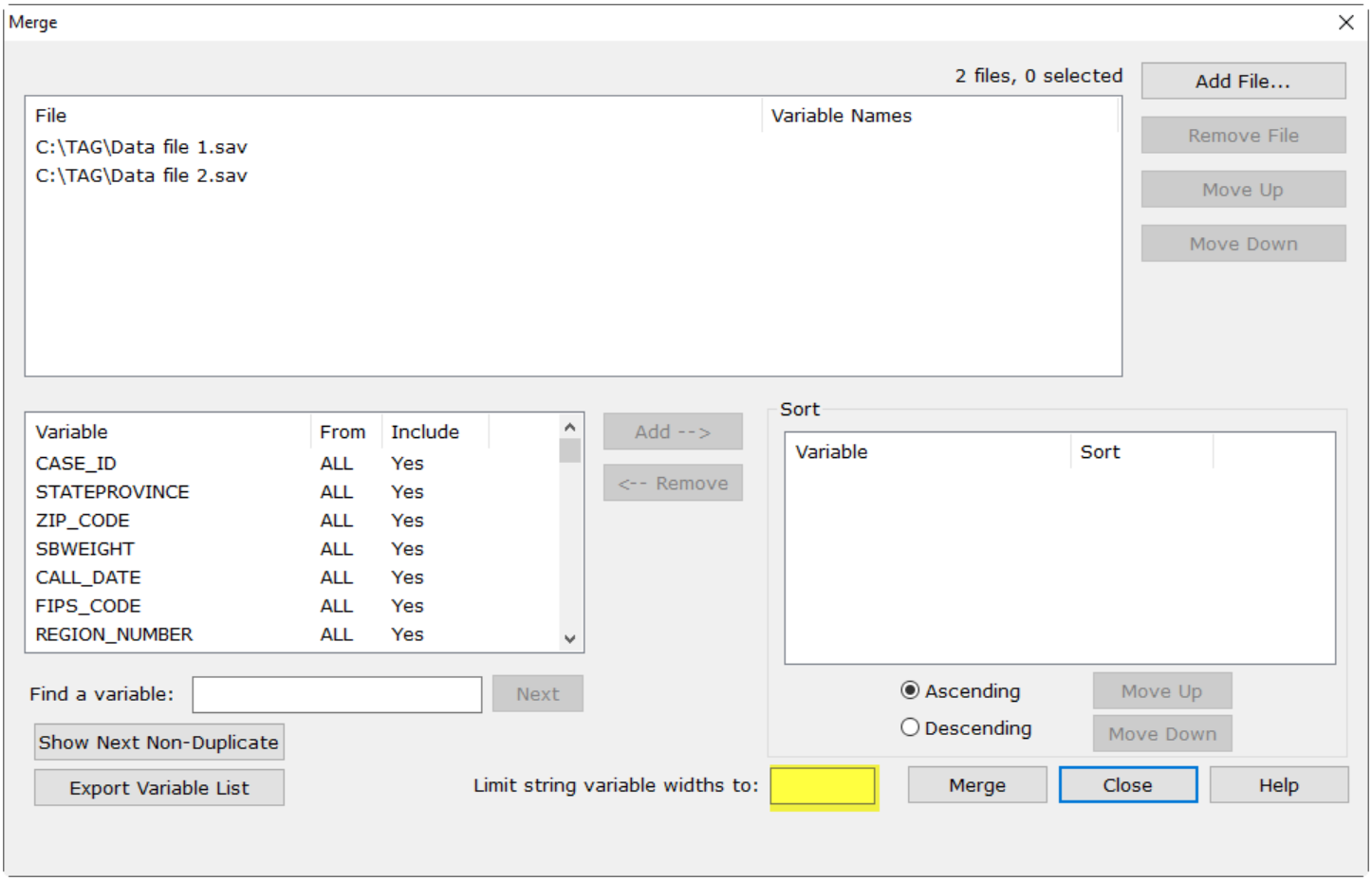
## Excel – Formatting Options – Suppress blank columns

Located under **Run | Tables | Excel | Formatting Options** easily **suppress blank banner columns**. This feature is very useful when dealing with filtered banners, or very large banners and only columns with data are desired. When selected, if a column is missing all data the column will be suppressed for the table. Large projects with wave banners where old waves are no longer needed can be hidden by suppressing blank columns.



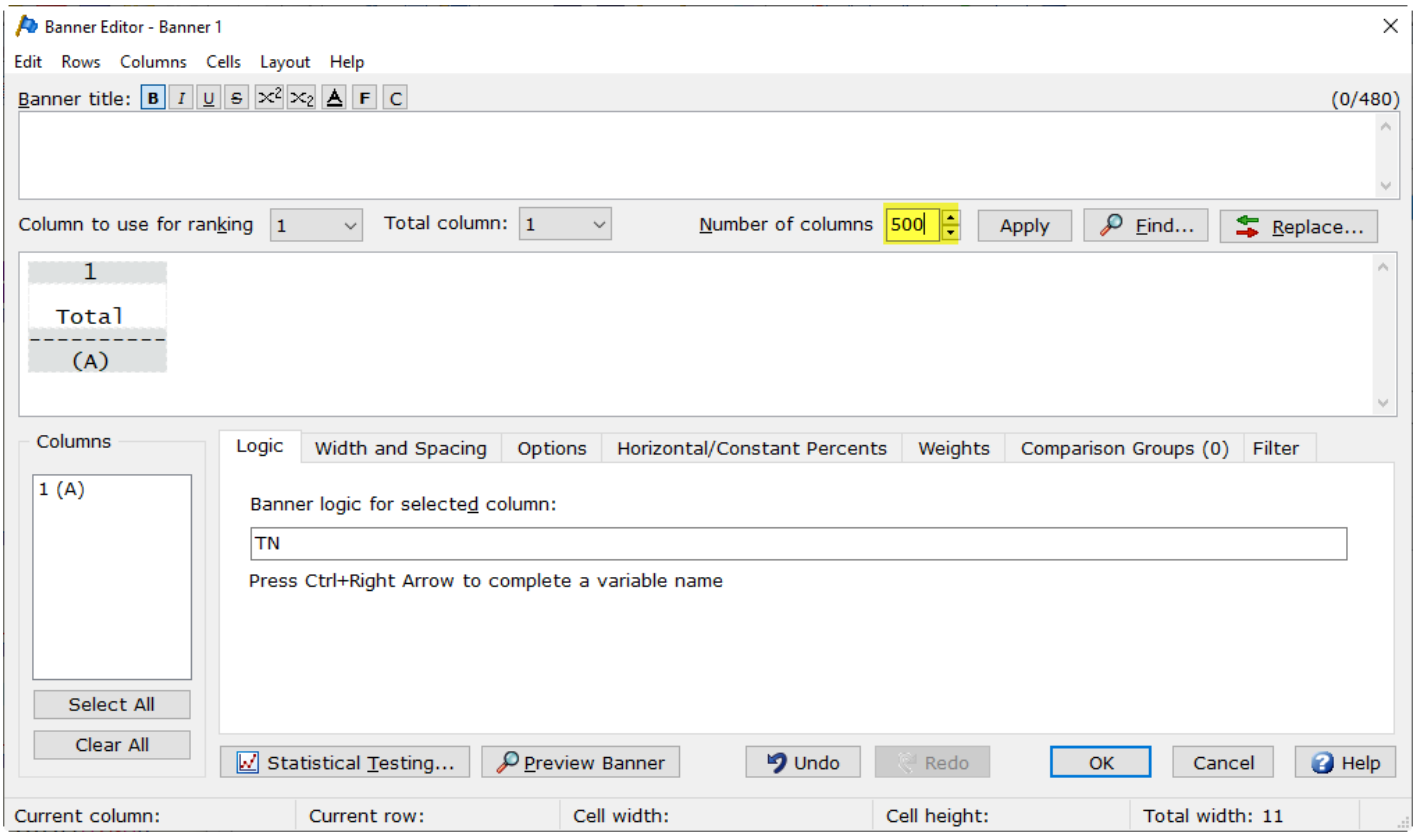
## SPSS Sort Merge – Automatically reduce string widths

It can be very common for SPSS data files to balloon in size due to excessive string variable widths. String variables can easily be shortened using WinCross's SPSS Sort Merge. Located under **Tools | Combine, Sort, and Merge SAVE Files | Merge…** enter a desired N for the max string width. Reducing the string width will also improve overall performance. **Important**: Any data that exceeds the specified width will be lost. Variables that are already smaller than the specified width will not be changed.

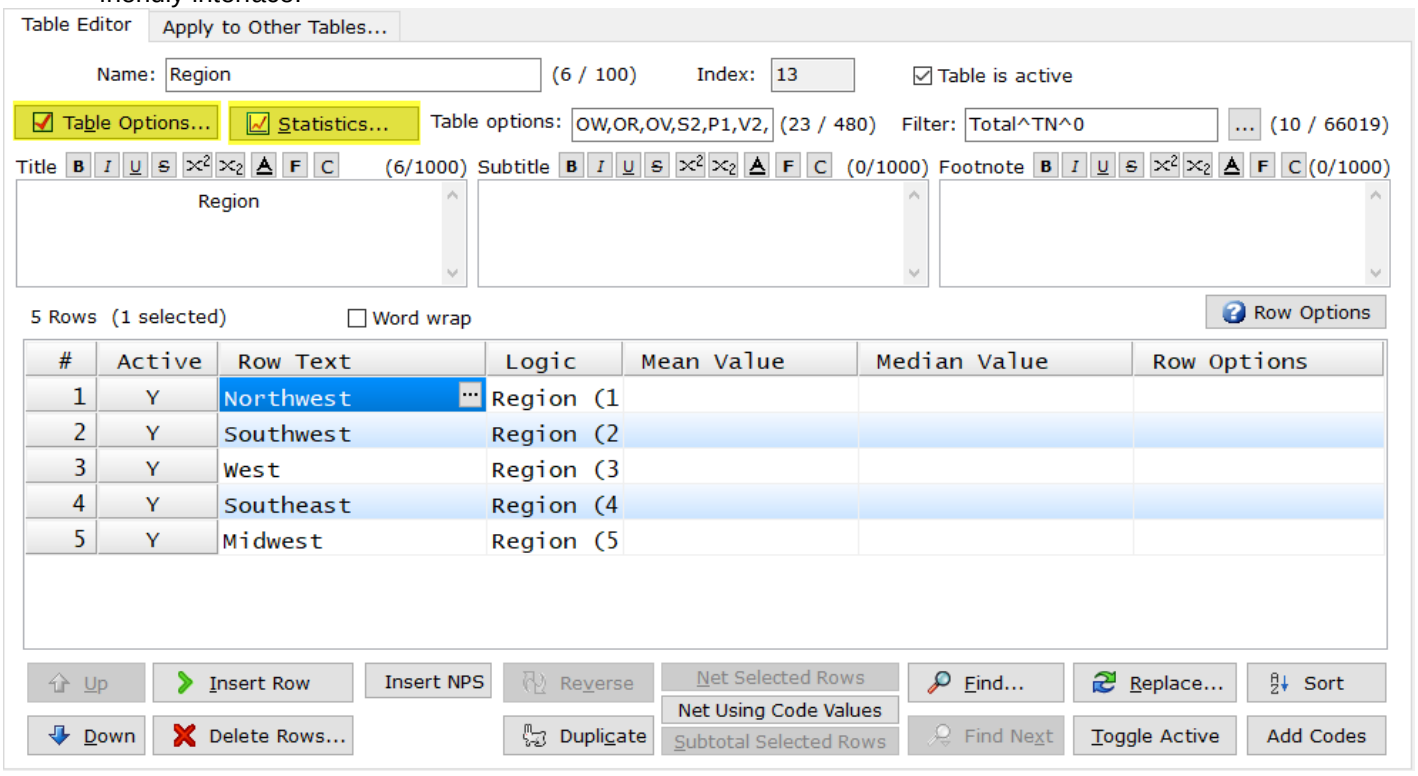


## Additional Features

- The maximum number of banner columns a single banner can contain has been increased to 500. The previous limit was 255 columns.




- **Setup | Express Tables from Variable Data… | Edit | Table Options** and **Statistics** have a much more user-friendly interface.



## Compatibility with Latest Version of SPSS

WinCross 24 is compatible with SPSS version 28. For compatibility with WinCross, we recommend saving files in SPSS using Locale (code page) encoding.