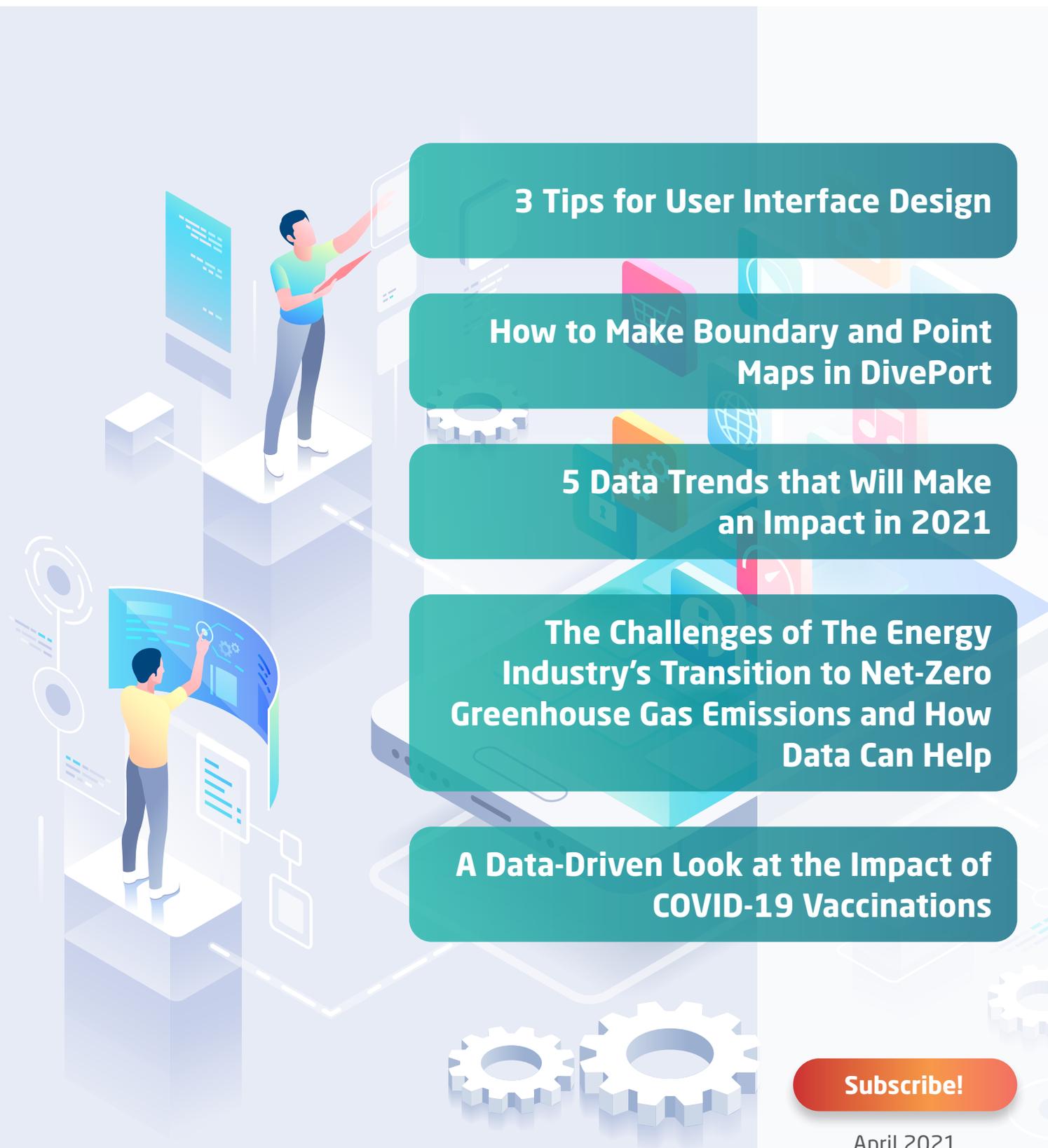


TechBridge



3 Tips for User Interface Design

How to Make Boundary and Point Maps in DivePort

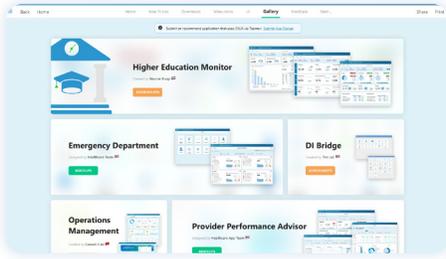
5 Data Trends that Will Make an Impact in 2021

The Challenges of The Energy Industry's Transition to Net-Zero Greenhouse Gas Emissions and How Data Can Help

A Data-Driven Look at the Impact of COVID-19 Vaccinations

Subscribe!

April 2021



03 3 Tips for User Interface Design

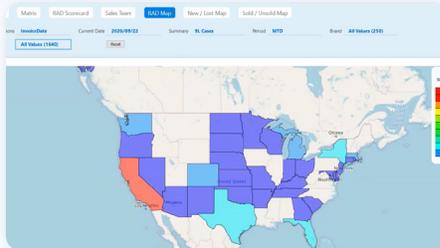
by Rose Weinberger



Rose Weinberger,
Senior Marketing
Manager

07 How to Make Boundary and Point Maps in DivePort

by Raul Amez



Raul Amez,
InterReport Consultant



13 5 Data Trends that Will Make an Impact in 2021

by John Sucich



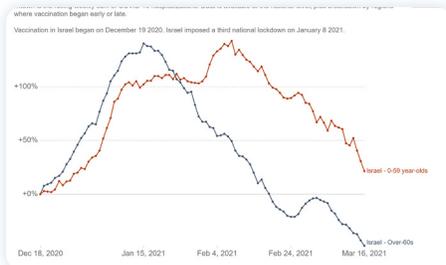
John Sucich,
Contributing Writer

15 The Challenges of The Energy Industry's Transition to Net-Zero Greenhouse Gas Emissions and How Data Can Help

by Meredith Galante



Meredith Galante,
Contributing Writer



17 A Data-Driven Look at the Impact of COVID-19 Vaccinations

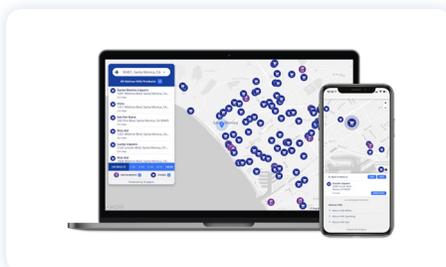
by Kathy Sucich



Kathy Sucich,
VP of Marketing

20 Premium Spirits, Low-Priced Products Drive Middle-Priced Products Off Liquor Store Shelves

by Meredith Galante



22 News Brief

Click to Subscribe to our Newsletter:

Subscribe!

3 Tips for User Interface Design

Rose Weinberger

Senior Marketing
Manager
[LinkedIn](#)



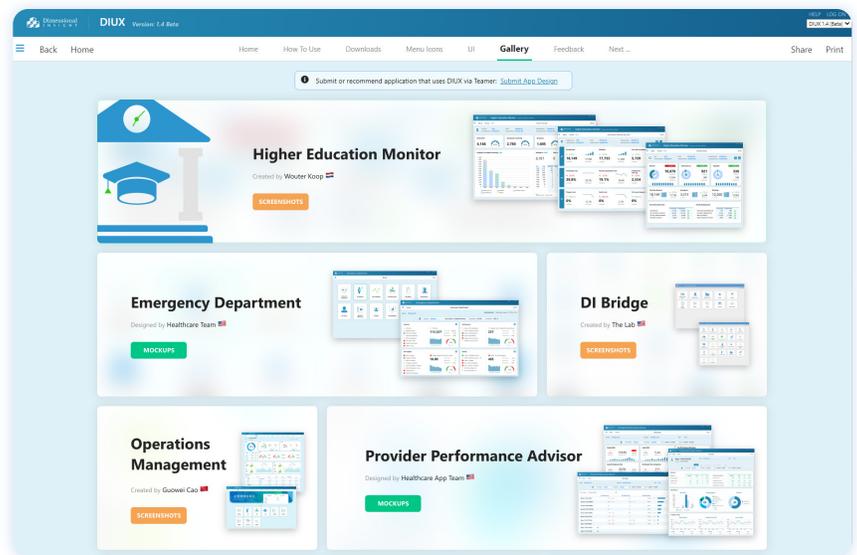
Let's say you are a technologist and you just bought some new data analytics software—but you have no interface design training. You know that an interface that is easy and enjoyable to use is adopted by users more readily. But how do you use the software you've acquired and create an interface that is easy and enjoyable to use? Stick with these three tips for user interface (UI) design and you can't go wrong.

1. Keep it simple

If you want your interface to be easy to use, you have got to keep the design simple. It's what Adobe's third golden rule of UI design states, "Reduce cognitive load." Now, that doesn't mean you can just slap together the components and say "done." Simple design is not so simple. But it doesn't have to be difficult for you to set up. A good first step is for you to limit the amount of information that must be consumed by the user at any given moment or on a single screen. For instance, if the interface is for a manager to analyze product sales, don't put a pie chart for every individual product on the first portal page. Think of chunking information and creating a hierarchy so that the first view contains just five to seven high-level views of what's going on, and maybe show summaries of product sales by region. Use two words instead of eight for complex chart labels.

2. Be consistent

Choose a font family, a color palette, and a grid for your layout ... and stick with these for every page of the interface. The font family should be (can you guess it?) simple. You'll probably want or need both a medium and bold weight of the font, but don't get too crazy by using a multitude of font weights and styles. The color palette should be pleasant to look at and not jarring. In fact, you might even stick with just one color instead of a whole color palette. The point is to have the information pop off



the screen, not the colors. Once you find something you like, use it on everything. In something as tight as a user interface, every little change of design may look like an indication of software functionality to the user. Don't change anything unless there is a functional reason to do so.

3. Make it beautiful

The third most important thing has something to do with "Strategically use color and texture," "make it comfortable to interact with a product," and these two imperatives: "Learn how visual design can make or break product usability," and "Display complex data with artful visualizations." The fact of the matter is that some people are so drawn to beauty that they will suffer through bad technology to be in its presence. Start with good technology and add beauty so that these people feel comfortable using it.

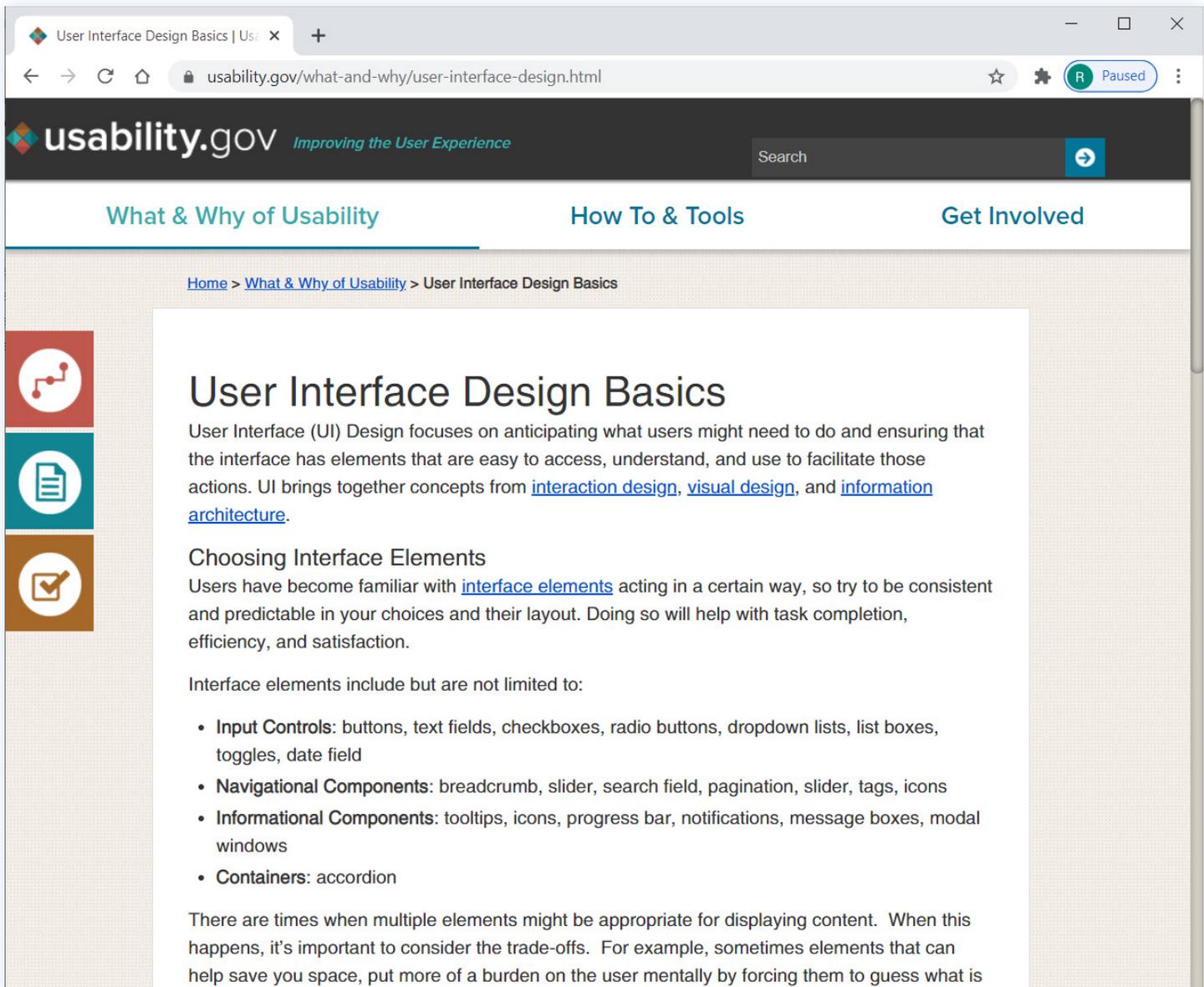


Figure 1. The US government hosts over 5,700 websites. They even have this site to help professionals with user interface design basics.

Tactics

Templates

Some ways to achieve these three things will depend a lot on the data analytics technology you have purchased. But for systems that can be displayed using HTML, there are tons of template designs that can be purchased. Some are even free. You should evaluate how simple, consistent, and pleasant they are before committing to one. Some HTML templates have complex CSS setup or coding. You might

just want to take inspiration from what you find instead of literally using the files. You can pull information about font selection, color RGB or hexadecimal numbers, and grid sizes.

[Envato Market](#) has templates galore and everything and anything you could want to buy to help you with your user interface design.

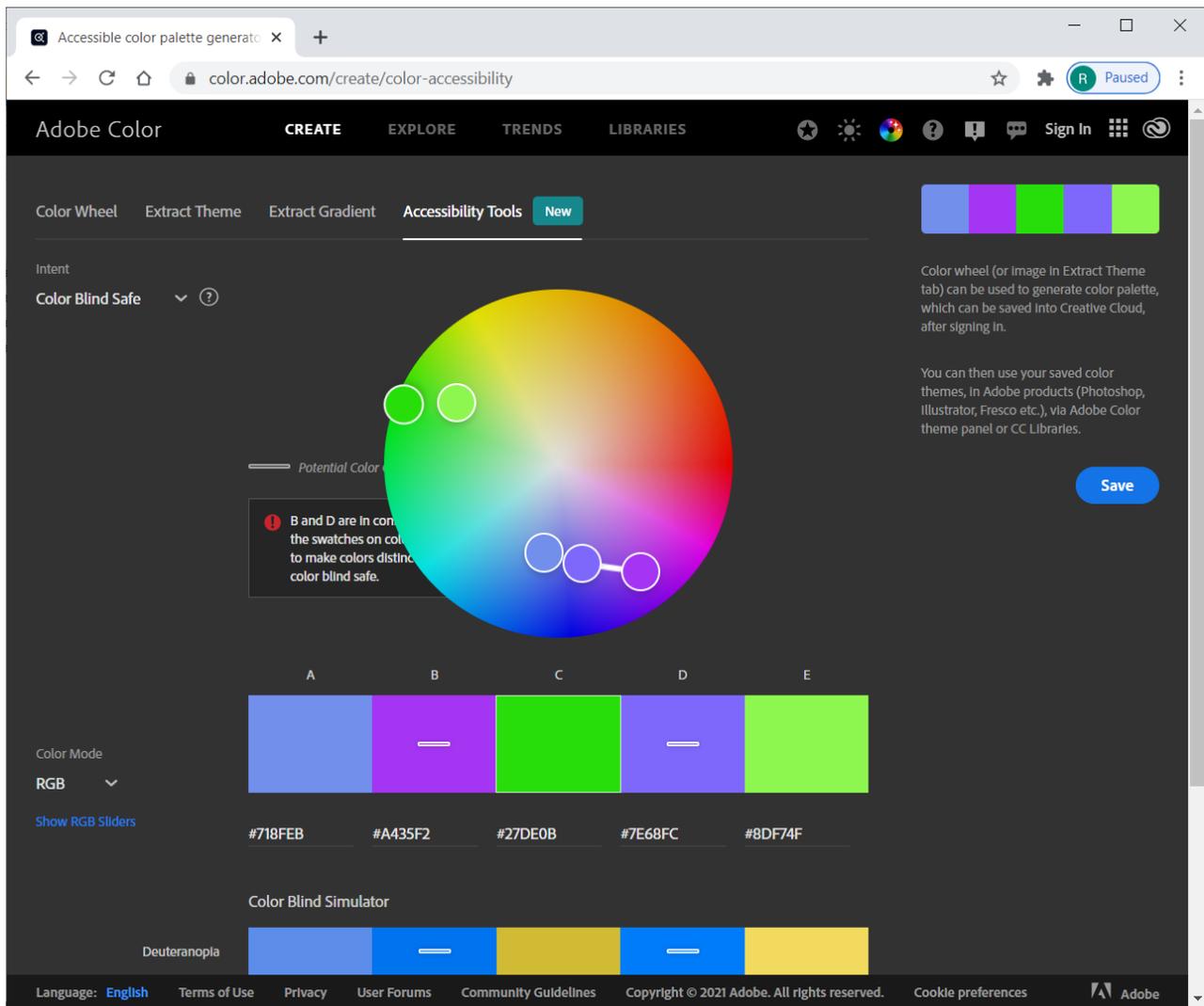


Figure 2. You can find “Color Blind Safe” color palettes on the Adobe Color website.

Elements

Another approach, instead of working with an entire design template, is to select each element—like fonts or colors—yourself.

Fonts

There are many wonderful new fonts being designed, but if the font you choose isn’t available on the user’s system, your interface design might display in a substitute font that isn’t attractive at all. To be safe, use a “web safe” font or specify several fonts in your setup such as: `font-family: "Segoe UI", Arial, sans-serif.`

Colors

When it comes to selecting a color palette, you may want to explore Adobe’s color resource “Kuler”. They even have resources to help you check to make sure [your colors will work for color blind people](#).

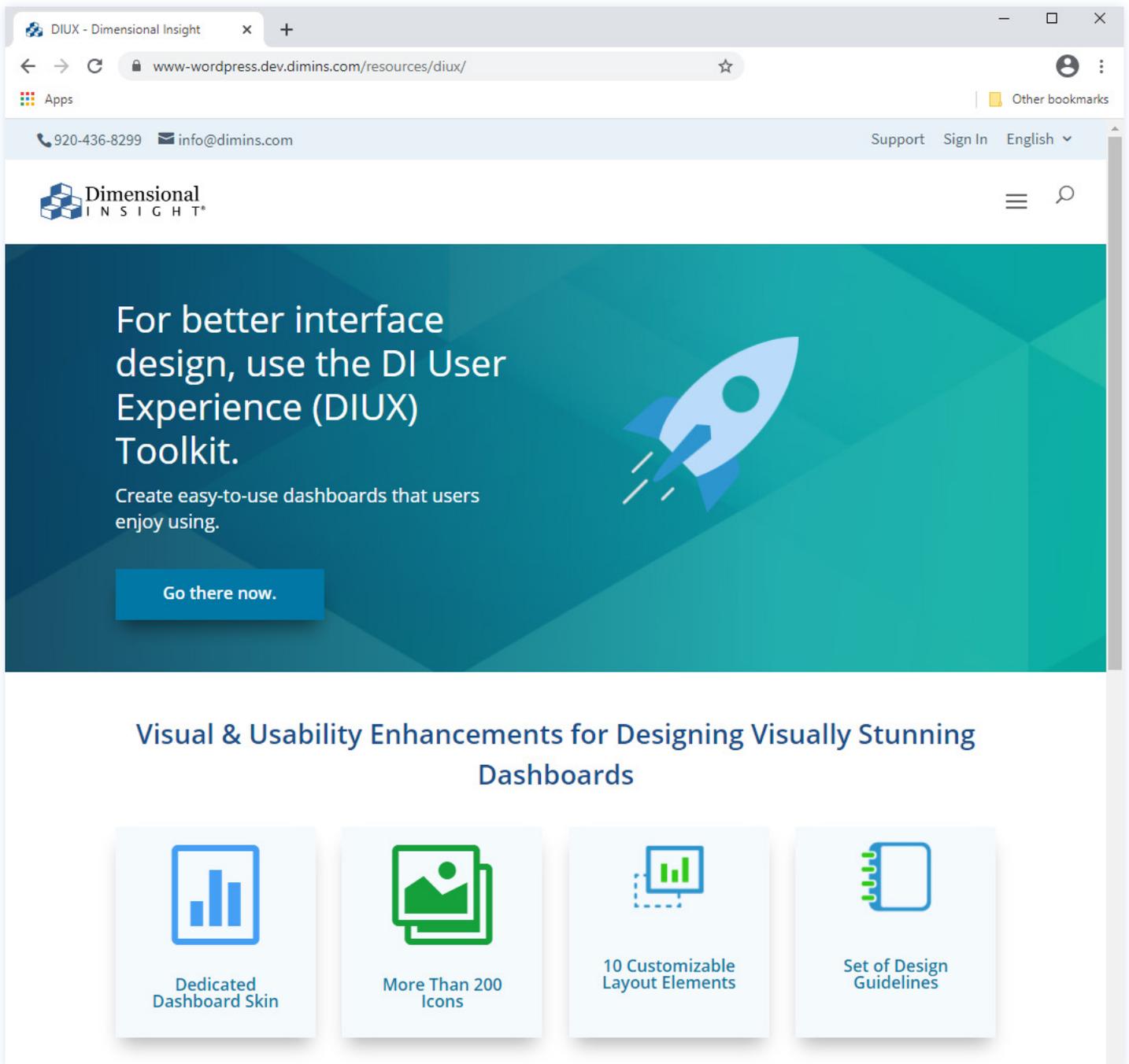


Figure 3. How to access DIUX

A Different Approach

One option for DivePort users is even better. It is called DIUX, and it works seamlessly with DivePort to make your interface design beautiful. It's [free and available online here](#). DIUX has all the important things you need for good interface design: simplicity, consistency, and a pleasant

look. There are fonts, colors, grids, and layouts. There are even icons to leverage for clear communications.

In summary, use the advice, inspiration, and readily available tools suggested in this article to get up and running with an interface that is both easy and enjoyable to use.

How to Make Boundary and Point Maps in DivePort

When you are displaying geographic information on a dashboard, it can be nice to show that information on a map. Visual learners will appreciate the effort.

In DivePort, you can use various types of maps. Here's a list of the different types of maps available in DivePort and why you might want to use them.

1. **Boundary Maps**—Boundary Maps are used when you have data for regions instead of precise locations, or points.
2. **Line Maps**—Line Maps represent the distance between two points on a map.
3. **Point Maps**—Point Maps are used when you have data for precise locations instead of regions.
4. **Heat Maps**—Heat Maps are used to show the distribution or the variation of data across a geographical area.

Today we're going to talk about boundary and point map portlets. We will use examples from the beverage distribution industry. But these maps could be used in any industry.

Raul Amez

InterReport Consultant
[LinkedIn](#)



Boundary Map

In a boundary map, we can use a geographic dimension to generate a boundary map and add properties to that map based on a second dimension like "Cases Sold." For example, we can make a boundary map of states with fill colors that represent the quantity of cases sold.

In this example, we would create a legend to show 9-Liter Cases Month-to-Date as a range of colors from blue for low amounts sold, to red for high amounts sold. Once created, the map would show each state with a different fill color from red to blue.

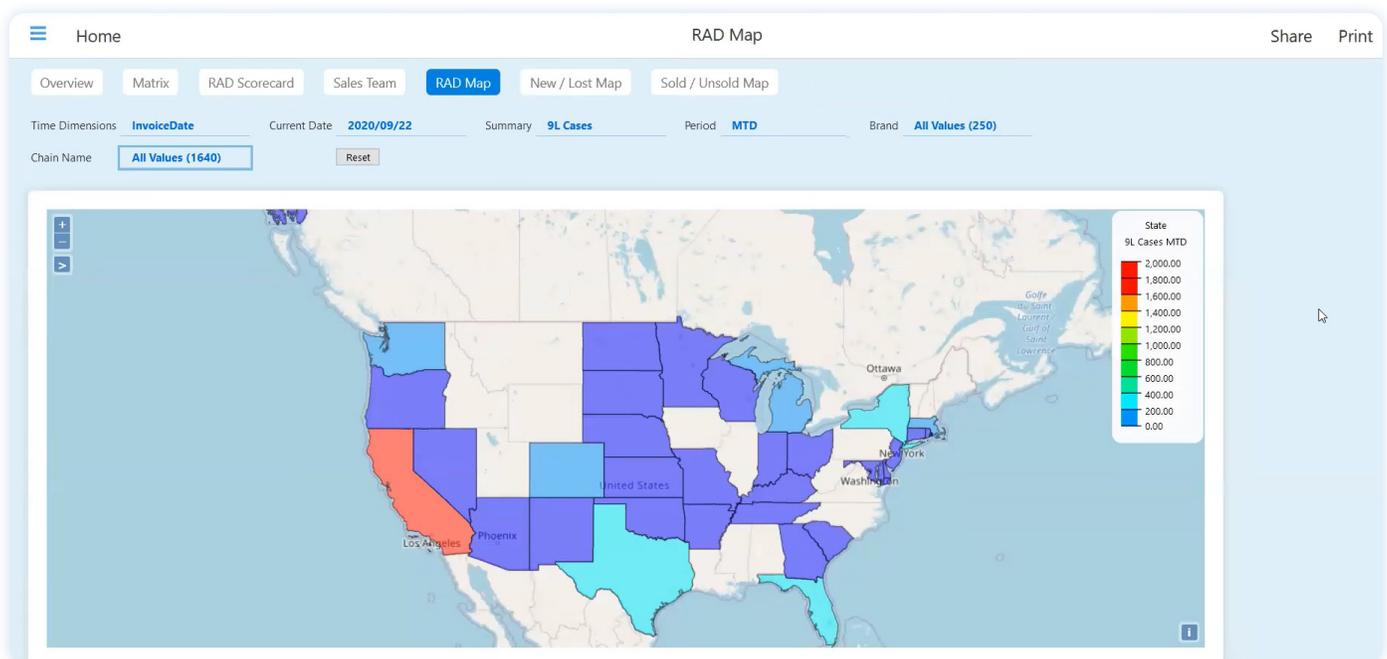


Figure 1. Example of a boundary map

With a few more modifications in DivePort, we can add to the functionality of this map. We can change it to allow users to use the wheel on their mouse to zoom in and click on one of these states to view the data at a different level, such as county. At the zoomed in level, such a map would be drawn using geographic dimensions that define county boundaries. The user can then zoom back out to the state level view if so desired.

How does one create such a map in DivePort?

To make this map, start in ProDiver and save a marker based on the geography of your choice. For the map in our example, we dove on “State” in ProDiver and set up a Time Series to show month-to-date cases. Then we saved the marker.

To use this marker to build the example map, go to DivePort and create a blank page. Click “Edit” in the upper righthand corner of the browser window to edit the page. Right-click on the page and choose from a dropdown menu of options to create the map portlet and enter the “Edit Map Portlet: i0001” dialogue box. Within this dialogue box, one can add or edit the first “Data Layer” of the map portlet. By clicking on the pencil icon to the right of the “State” label, we can enter the Layer settings.

See Figure 2.

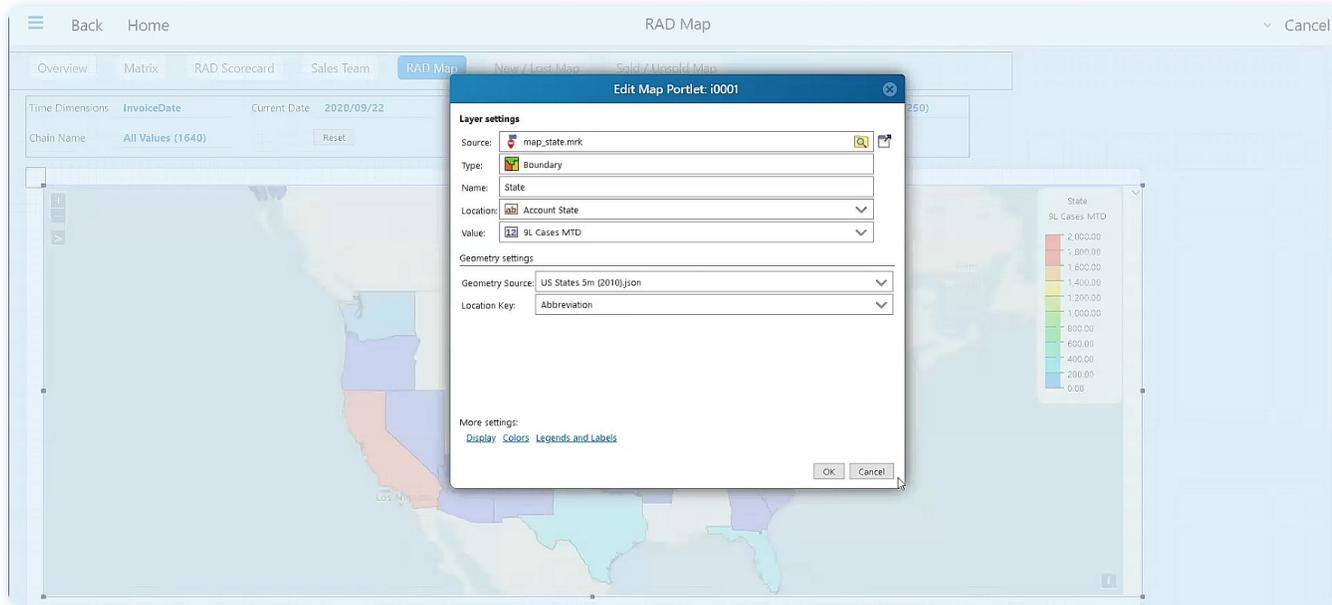


Figure 2. Layer settings in Edit Map Portlet dialogue box

In the “Layer settings,” the first item we can modify is “Source.” As you can see in Figure 2, the source of our example map is “map_state.mrk”—the marker that we described previously.

The next setting is “Type” which has been defined as “Boundary.” We’ve named the layer “State” and the location of the marker is from the dive, “Account > State.” You will also notice that the “Value” has been set to “9L Cases MTD.” The settings in this dialogue box also define the geometry and some other map options.

The geometry source in this example is based on a data set that we have called “US States.” And we’ve set the location key to be abbreviation-based, meaning that the account state data we have in ProDiver is abbreviated. We don’t have full state names. We just have the abbreviation. That key to the state data set that we’re pulling for the layer is based on the abbreviation. When you create your own boundary map in DivePort, make sure you have checked these settings and that they are set up appropriately based on the type of data that you have in ProDiver.

Based on the data that is available, one could use different boundaries like counties. For example, we can modify the settings of this map so that zooming in on this map portlet will display the county boundaries on the map and not the state boundaries. That layer of the map would be based on another marker that contains “County Code.”

To achieve these two different boundary maps within one map but at different zoom levels, one must create a second layer for the second view. You will find that once we have zoomed in on the example map, clicking to edit the map brings up the “Edit Map Portlet: i0002” dialogue box. By zooming in, we have entered a different layer of the map! (The first layer we edited was “i0001.”)

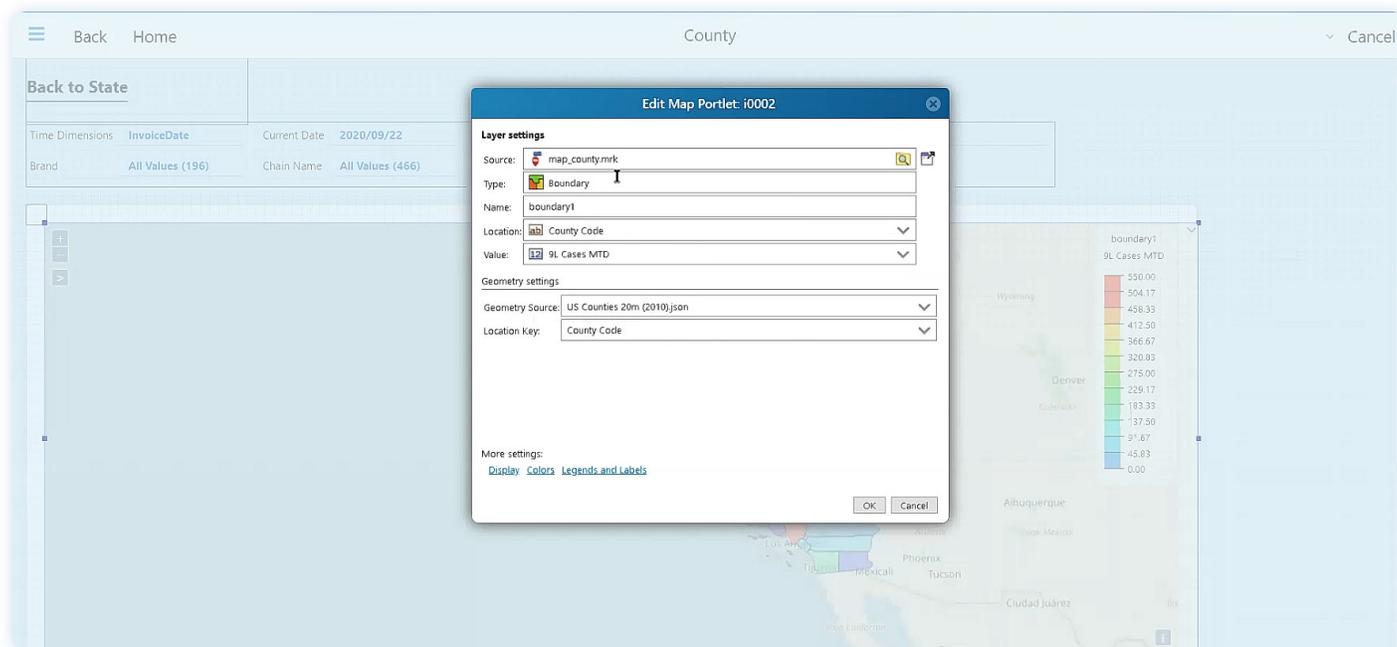


Figure 3. Edit Map Portlet: i0002 dialogue box in DivePort

As you can see, this layer of the map comes from the Source “map_county.mrk” and has different settings than the first layer of the map.

Point Map

There are other kinds of map portlets we could use in DivePort. For instance, if latitude and longitude is available, you can create a point map.

Figure 4 shows an example of a point map portlet in DivePort. Just as was defined in the boundary map example, we can set up a point map with the same functionality so that users can use their mouse wheel to zoom in and out. Zooming in on the point map would reveal greater detail. Points that might be difficult to see at the country level could be seen at the state level. Points that might be difficult to see at the state level could be seen at the city level, and so on. In our example of a point map, hovering the browser pointer over a point will activate a popup box that shows information about that point. In this example, the information in the popup shows the name of the retail account, its address at this point, and the volume of nine-liter cases sold month-to-date at that point.

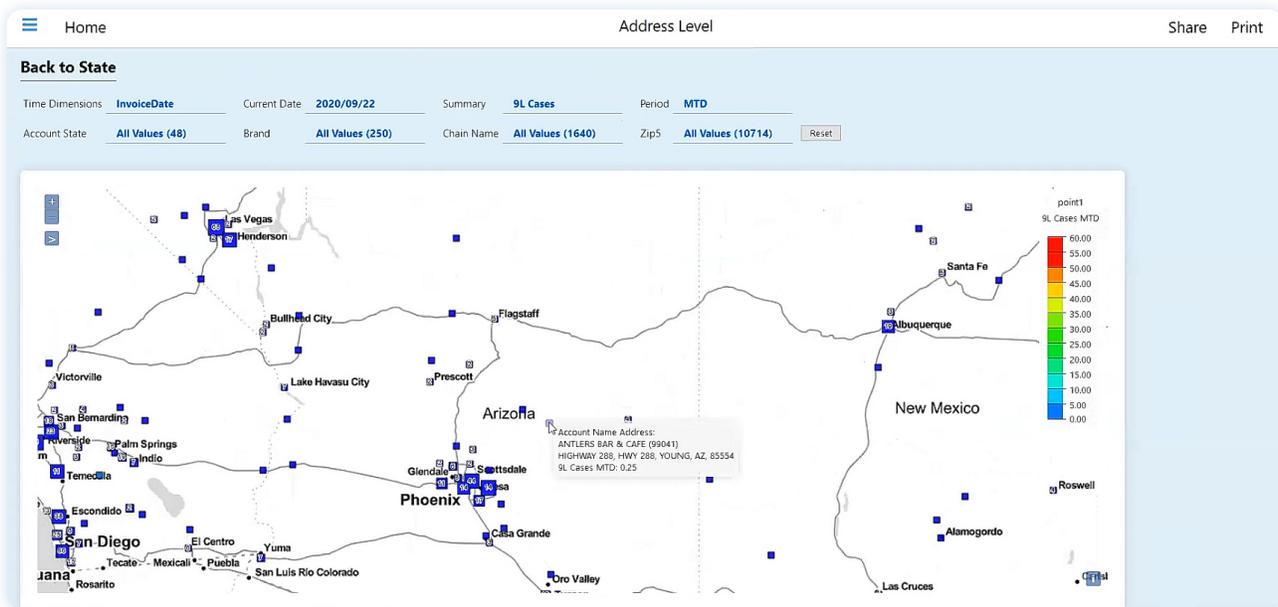


Figure 4. Point map in DivePort with popup information activated by hovering over a point

To make this map, open ProDiver and save a marker based on the geography of your choice. For this map, we dove on long-lat and did a Multi-tab of a dimension with the account name and address information. We also set up a Timeseries to show Month-to-Date cases. Here is what that looks like in ProDiver.

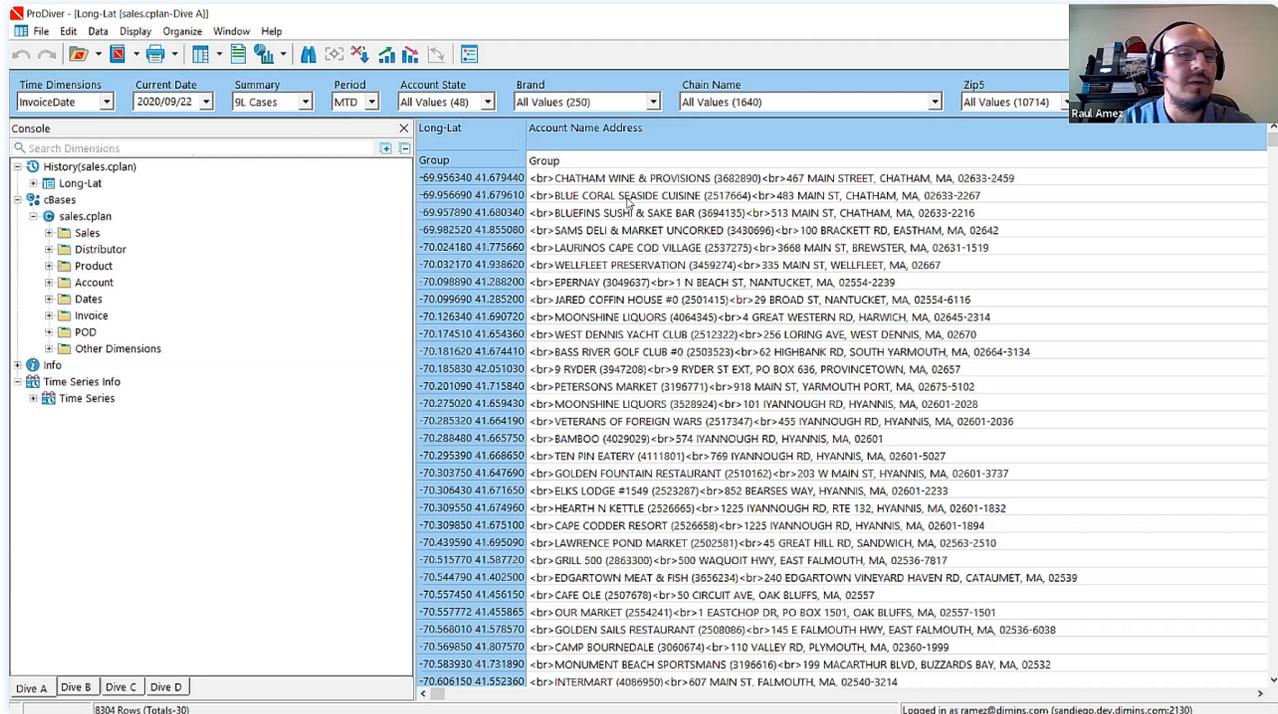


Figure 5. ProDiver view of popup information

As you can see here, we've got a dive on long-lat, which is a concatenation of a longitude and latitude. And then we have account name and address. Interesting thing to note here, we built in the line breaks on this account name and address dimension using the HTML code, `
`. The reason why we did that was we want the account name to sit on top of the address. The line breaks make the information easier to read.

Look at that portlet again in Figure 4. The popup shows the account name, “Antler’s Bar & Café.” Below the name you have the address, and below that you have in the nine-liter cases month-to-date. The line breaks help to ensure that the information is easily read. The information isn’t displayed as a long line of text nor is it breaking in points that make it harder to read and understand.

There are other settings that can be defined within a point map type of DivePort map portlet. For instance, you can change the shape of the point from square to circle, triangle, or icon. You can also set up the legend.

Bonus Map Information

We’ve looked at boundary and point maps in DivePort that are based on data in a marker. In addition to visual maps, you can also define a column in a marker that will launch Google Maps. This column is based on a dimension in our cBase that we call “Map.” Here’s a “Where to buy” report.

Account	Account Address	Account City	Account State	Account Zipcode	Miles	Cases R3	FindFlag	Map
Subtotals	Subtotals	Subtotals	Subtotals	Subtotals		197.50		
STEELE BARN RESORT #0 (2144083)	1605 STEELE CANYON RD	NAPA	CA	94558-9513	4.28	0.50	1.00	Map
SPANISH FLAT COUNTRY STORE (2354671)	4310 KNOXVILLE RD	NAPA	CA	94558-9510	4.37	0.25	1.00	Map
CANYON CREEK RESORT (1341276)	22095 ST HWY 128	WINTERS	CA	95684	9.61	0.17	1.00	Map
PUTAH CREEK CAFE (2144455)	1 MAIN ST	WINTERS	CA	95684-1722	9.95	1.67	1.00	Map
AM PM STORE #83332 (3489683)	701 COUNTY RD 30, 701 MATSUMOTO LN A	WINTERS	CA	95684-9107	10.56	12.00	1.00	Map
CHAPPELLET WINERY (3503937)	1581 SAGE CANYON RD	SAINT HELENA	CA	94574-9628	11.97	1.50	1.00	Map
CICCIO (3505201)	6770 WASHINGTON ST	YOUNTVILLE	CA	94599-1304	15.36	0.58	1.00	Map
AD HOC (2925378)	6476 WASHINGTON ST, 6540 WASHINGTON ST, Y22-AUG-06	YOUNTVILLE	CA	94599-1294	15.37	0.25	1.00	Map
OAKVILLE GROCERY (337691)	7856 ST HELENA HWY	OAKVILLE	CA	94562-9200	15.74	1.17	1.00	Map
ORLUS ONE (866592)	7900 ST HELENA HWY	OAKVILLE	CA	94562	15.74	0.17	1.00	Map
CVS PHARMACY #9819 (2095510)	377 MONTE VISTA AVE	VACAVILLE	CA	95688-2812	15.78	14.75	1.00	Map
FIRE FALLS RESTAURANT #0 (1342834)	555 MAIN ST	VACAVILLE	CA	95688-3911	16.01	0.50	1.00	Map
CVS PHARMACY #9819 (3922859)	191 DEPOT ST	VACAVILLE	CA	95688-3900	16.14	1.00	1.00	Map
BUCKHORN GRILL (7324995)	1630 E MONTE VISTA AVE	VACAVILLE	CA	95688	16.18	0.33	1.00	Map
BLACK BEAR DINER (3296371)	951 MERCHANT ST	VACAVILLE	CA	95688-9315	16.22	0.42	1.00	Map
ORIGINAL WELS (2213599)	171 NUT TREE PKWY	VACAVILLE	CA	95687-3252	16.38	1.08	1.00	Map
HIDEAWAY SALOON (3244693)	1080 ORANGE DR	VACAVILLE	CA	95687-3112	16.38	0.17	1.00	Map
STRINGS ITALIAN CAFE (2354845)	2091 HARBISON DR STE D	VACAVILLE	CA	95687-3905	16.48	0.17	1.00	Map
NAPA VALLEY COUNTRY CLUB (2352656)	3385 HAGEN RD	NAPA	CA	94558-3849	16.48	3.25	1.00	Map
KARINS COCKTAILS (2015082)	969 ALAMO DR	VACAVILLE	CA	95687-5601	16.54	0.50	1.00	Map
SEAGULL LOUNGE #0 (2922755)	141 PEABODY DR	VACAVILLE	CA	95687-4708	16.59	40.50	1.00	Map
ARCO (2210779)	199 ELMIRA RD	VACAVILLE	CA	95687-4700	16.60	0.17	1.00	Map
BISTRO DON GIOVANNI (2348188)	4110 HOWARD LN	NAPA	CA	94558-1324	17.15	0.50	1.00	Map

Figure 6. Where to Buy Report shown in DivePort with Map hyperlink at the very end of each line

The handy thing about this report is that you can use QuickViews to narrow your search for where to buy a product. You can select a particular city, like Napa, California. Using the QuickViews at the top of the page, we can set a radius of five miles and set the license type to “Off Premise.” Once we click “Go,” the report refreshes to show a list of establishments that fit the criteria set in the QuickViews.

From that list, the user can identify a store to buy the desired product. They can click the word “Map” at the far right of that line to launch a Google map showing the location of that establishment. The link effectively conducts a search in Google Maps on the address for that establishment. From Google Maps, users can get directions, or send this address to their phone. A lot of handy things can be done from the Google Maps browser window.

To create this functionality, we will edit the marker that is the source of the report. Then, by working with Workbench and the cBase, we can build a file that will generate the data to launch a Google map from a report in DivePort. We would define the link "Map" as an anchor tag—an HTML anchor tag—and reference the code to launch Google Maps. The code builds the URL of the Google search. It is just concatenating strings. It is creating a query to Google Maps and it's using the account location value. It's creating that URL, grabbing the URL, adding it to the anchor tag, and then loading this tag in as a dimension in the marker for the report. And we're feeding that marker to DivePort.

Here is the concatenation code:

```
concat ("<a href=",chr(34), concat ("http://maps.google.com/maps?q=",retailer location),chr(34),">Map</a>")
```

In summary, we looked at boundary and point maps and how to launch Google Maps from a report. We only touched briefly on some of the settings that can be modified in DivePort maps. And there are more maps available in DivePort. If you'd like to learn more, you can watch [the video recording of this presentation in the Knowledge Forum](#) or, you can go to www.dimins.com/help/adding-maps to learn even more. □

Knowledge Forum

5 Data Trends that Will Make an Impact in 2021



by **John Sucich**,
Contributing Writer

Unlike some years, where data trends might set the tone for an organization's analytical infrastructure, in 2021 the trends come alongside a global pandemic. While the pandemic is not the single factor dictating the trends, the trends can certainly impact how an organization makes it through the disruption of the past year.

Here are some of the data trends that could make the difference for an organization in the current landscape.

High priority on analytics and artificial intelligence

Companies are placing a stronger emphasis on analytics and artificial intelligence (AI) to make optimal business decisions. This trend will likely continue as technological capabilities increase, but regulations on data or limits to the accessibility of data can interfere with AI advances. Look for increased opportunities to use synthetic data, which is generated using AI techniques and simulates real data, but is not derived from it.

Data quality/reliability is paramount

As always, the challenge for organizations is not the collection of data, but in finding ways to use that data meaningfully, as well as making sure the data is



used accurately. Data governance is important not just for the organization where the data originates, but for other organizations that might share that data. In the December 2020 report, "Predicts 2021: Data and Analytics Strategies to Govern, Scale and Transform Digital Business," Gartner analysts predict that, "by 2024, most organizations will attempt trust-based data sharing programs, but only 15% will succeed and outperform their peers on most business metrics."

Making a data-driven culture part of the fabric of an organization

It has always felt true that the more an organization buys into a data-driven culture, the more successful that organization can be in its implementation of analytics. [The 2020 Wisdom of Crowds Business Intelligence Market Study by Dresner Advisory Services](#) provides some numbers to back up that argument.

The report found that 88% of respondents indicated business intelligence (BI) initiatives were either successful or somewhat successful and explains, "Respondents cited human factors such as support from senior management, culture, communication, and understanding business objectives—not specific technologies—as the main contributors enabling BI success." (2020 Business Intelligence Market Study, Copyright 2020—Dresner Advisory Services) The report also found that organizations with a Chief Data Officer (CDO) and a BI competency center reported success with their BI initiatives more frequently than organizations without them.





Balancing self-service with data governance

One goal for an organization with a data-driven culture is to achieve a level of self-service, where individuals can use the [business intelligence tools](#) available to them to find information independently. Too much self-service, though, can create issues. People working too independently focusing just on what they need can result in problems with governance, where no one is sure which data is the true data, or situations where the organization's overall goals can be overlooked in the pursuit of those of the individual. Organizations need to make sure that along with self-service they are providing guidance as to what individuals should be working towards.

Acceleration of migration to the cloud

The cloud allows information from various sources to be stored in the same place. This allows for data sharing to happen more quickly and easily than ever, and more and more organizations are relying on the cloud to store their data. The pandemic, which forced businesses to have their workers in different places as they worked from home, has spurred an increase in usage of the cloud. In the January 2021 report, "Predicts 2021: Analytics, BI and Data Science Solutions—Pervasive, Democratized and Composable," Gartner analysts predict, "By 2023, cloud architects will become key stakeholders when purchasing analytics and BI tools, as scalability and cohesive cloud ecosystems move into the top 3 key buying considerations."

For more information, be sure to check out Dimensional Insight's white paper.

5 Data Trends that Will Make an Impact in 2021

The Challenges of The Energy Industry's Transition to Net-Zero Greenhouse Gas Emissions and How Data Can Help



by **Meredith Galante,**
Contributing Writer

Along with the arrival of the Biden administration comes big goals for net carbon emissions. Biden's campaign platform calls for national net-zero greenhouse gas emissions by 2050 and a \$2 trillion investment to help equitably achieve this target.

The utility market will [converge](#) in the coming months and years as companies strive to meet the net-zero greenhouse gas emissions goal. The real challenge is who can best cost-effectively manage this distributed energy resources (DER) digital infrastructure, which may leave traditional utilities behind.

According to [Deloitte's](#) 2021 power and utilities report, automobile companies that currently offer EV charging may try to break into the utility sector, and technology companies that naturally pair well with renewable energy may dominate the market as well.

The challenges of transitioning to net-zero greenhouse emissions

The United States' current electrical grid is getting old. The technology is dated and reliability waivers. The [Grid Modernization Multi-Year Program Plan](#) already has started its plan to modernize the grid, which means "improved security, reduced peak loads, increased integration of renewables and lower operational costs."



However, updating the grid is an enormous and expensive undertaking.

Josh D. Rhodes of the University of Texas estimates the average age of power lines and transformers is [28 years old](#), and the average age of generation assets is 30 years old. The cost of replacing these assets will cost nearly \$4.8 trillion.

Utilities face challenges from climate change, as well. The unpredictable weather causes delays in renovation projects or, worse, it damages already aging infrastructure. Just last month in [Texas](#), after an unprecedented snowstorm, customers faced power outages for days, and then some saw utility bills costing thousands of dollars.

Who the big players will be

The average consumer recognizes Tesla as the leader of electric cars, but [General Motors](#) won't be far behind with their promise to produce 30 new electric vehicles by 2025. For GM's electric vehicles to flourish, charging stations alongside highways and roads will need to grow, as well.

Deloitte predicts, "automakers' increased shift toward electric vehicles (EVs) could also help enhance the electric grid via charging infrastructure and battery storage development."

The report stated, "Technology companies may also do the same as they enable vehicles, homes, and businesses to serve

as distributed energy resources (DER) in addition to consuming them. The convergence of the electric, transportation, and building sectors may witness companies with varying levels of regulatory, technological, and capital constraints and opportunities partnering (or competing) with power and utility industry companies. All these companies are looking to establish a strategic foothold in a new energy landscape.”

The rise of clean energy and the rise of technology in the utility sector will increase in tandem. Managing clean energy allocations and utility services online is something a tech start-up may be better equipped to handle.

As more community solar projects come online to send clean energy to residents and communities without physical solar panels on their roofs or wind turbines nearby, companies such as [BlueWave Solar](#), [Arcadia](#), and [Common Energy](#) created digital infrastructures to match customers with clean energy credits. This reduces the cost of a customer’s bill and expands access to clean energy.

The rise of smart home gadgets will also start to have an impact on a home’s electricity usage.

“Expect to see consumers calling the shots. It’s predicted by 2023 that the “smart home” market will reach \$138 billion and smart meters will be a big part of this; meanwhile, the market is starting to see increased competition from Amazon Alexa, Google, and others,” EASI wrote in a report published on its [website](#). “This should serve as a wake-up call for utilities to be agile, flexible, and operationally sound. Utilities will want to stick to what is core to their business and look for partners that can guide them through this potential threat and make a competitive advantage.”



What utility companies can do to ease the pain points of transitioning to net-zero emissions

While the transition to net-zero gas emissions will provide massive benefits long-term to utilities and the customers they serve, there’s [no denying the challenges](#) of a shift this size.

Traditional utilities have a few options to help them conquer this new frontier:

- Partner with technology companies, such as automaker or tech startups, to help manage the digital and physical infrastructure needed to expand. Think of it as the old saying, “if you can’t beat them, join them.”
- Plan ahead: the goal and timeline are clear. The transition to net-zero emissions needs to start now, but there’s time to transition slowly and hit benchmarks along the way.
- Use data: Data can help you plan when the best times for repairs and updates are based on high and low usage times. Data can also help forecast your customers’ desires, such as integrating clean energy sources or smart home options. □



A Data-Driven Look at the Impact of COVID-19 Vaccinations

The pace of COVID-19 vaccinations is quickly picking up, with the United States now averaging close to three million doses given per day, and the world averaging about 16 million.

As more and more people are vaccinated, we are gathering more data about the safety and efficacy of the vaccine and the impact it is having on transmission. Here is a closer look at what the data reveals.

Kathy Sucich

VP of Marketing
[LinkedIn](#)



Impact in Israel: Sharp decline in hospitalizations and death

Israel is a good country to look at to see the impact of vaccination, as the country has already fully vaccinated nearly 60% of its population (as of early April 2021). This includes more than 80% of its 60+ year-old population. The charts below, taken from the [Our World in Data](#) website, show the difference the vaccine has made in the country.

Israel started to vaccinate its citizens in mid-December 2020, with second doses starting to be administered in mid-January. The following chart shows that since mid-January, new hospitalizations for those age 60+ have plummeted, while new hospitalizations for those age 0-59 are also sharply going down, albeit a few weeks behind the other age group.

Israel: New hospitalizations for COVID-19 by age

Shown is the rolling weekly sum of COVID-19 hospitalizations. Data is available at the national level, plus breakdown by regions where vaccination began early or late.



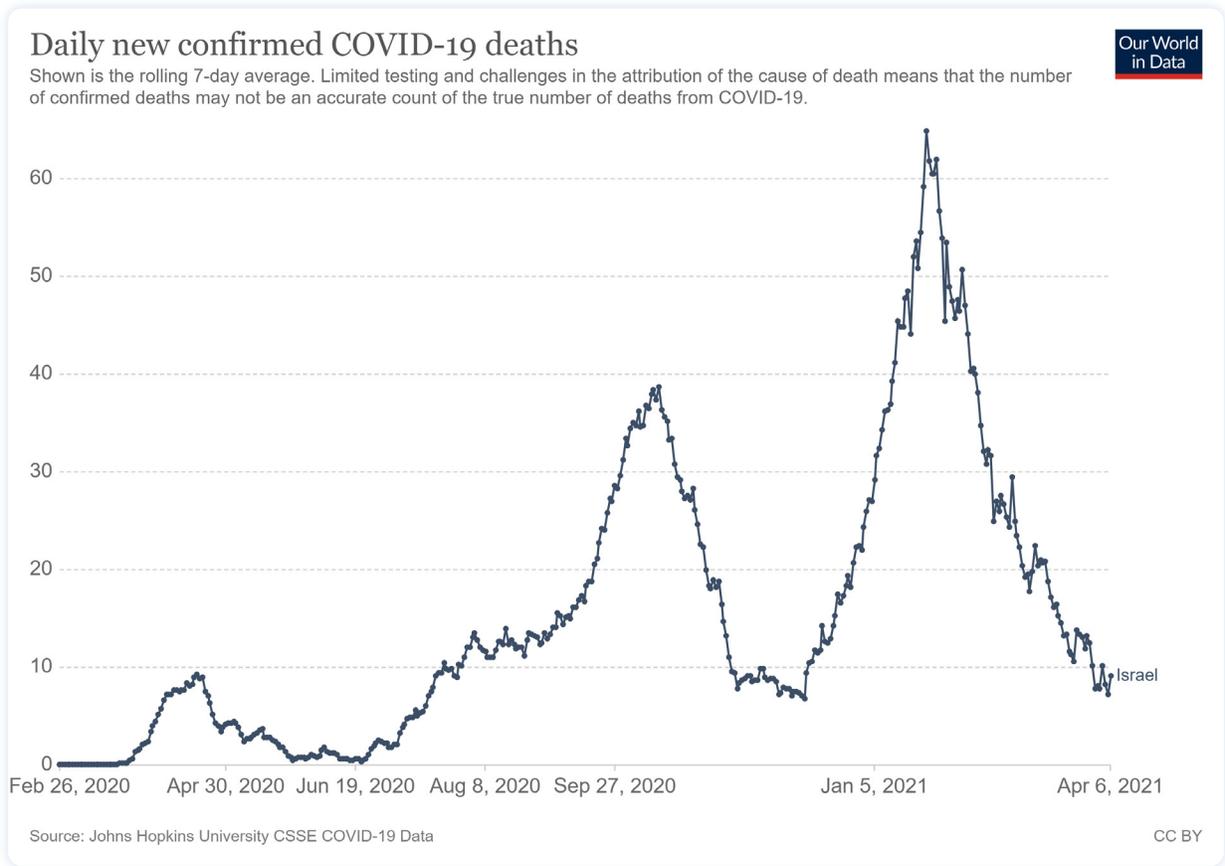
Vaccination in Israel began on December 19 2020. Israel imposed a third national lockdown on January 8 2021.



Source: Rossman, Shilo, Meir, Gorfine, Shalit & Segal (2021). Patterns of COVID-19 pandemic dynamics following deployment of a broad national immunization program. CC BY

When we look at confirmed deaths from COVID-19, they have plummeted since mid-January, with the 7-day

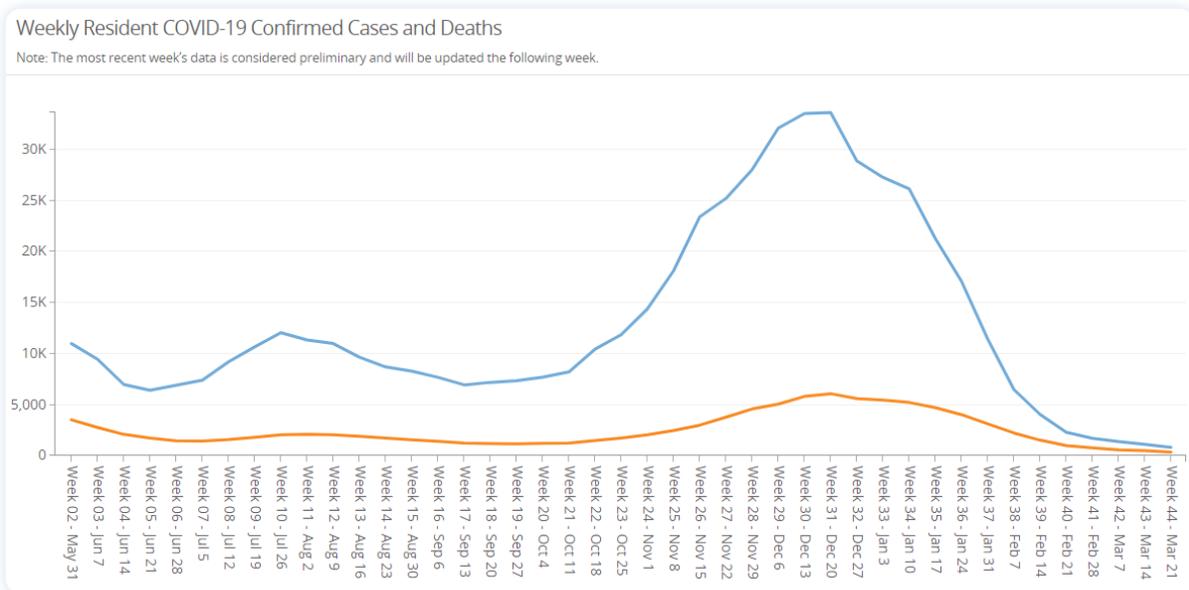
rolling average of daily deaths falling from a high of 64.9 in late January to under 10 in early April.



Nursing home deaths in the U.S. drop sharply from peak

While the United States is not as far along as Israel is in vaccinations (in the U.S., 19% of the population has been fully vaccinated as of early April 2021), there is still compelling data to show the impact that vaccines have had on the population.

For example, the chart shown below, taken from data. CMS.gov (the Centers for Medicare & Medicaid Services), shows that COVID-19 cases among nursing home residents (shown in blue) and deaths among nursing home residents (shown in orange) have plummeted since mid-December when vaccines started to be rolled out.





Safety: Stats show vaccine both safe and effective

Despite the promising statistics shown above, according to the [KFF COVID-19 Vaccine Monitor](#), an ongoing research project that tracks people’s attitudes towards the COVID-19 vaccine, 39% of the American public is hesitant to be vaccinated.

- 13% say they will “definitely not get it”
- 7% say they will “get it only if required”
- 17% say they will “wait and see how it’s working”

Thankfully, this number has improved over the last several weeks with many people moving from “wait and see” to “will get ASAP.” However, public health officials say we need 70% to 85% of the population vaccinated to achieve herd immunity.

One of the issues that is preventing people from wanting to get the vaccine is around potential side effects. But despite what many have heard, severe side effects from the COVID-19 vaccine are very rare. It’s more likely that

people will have mild side effects, including injection-site pain, fatigue, headache, and muscle pain—side effects that are also common in the flu vaccine.

In terms of efficacy, the three vaccines approved for use in the U.S. [are all highly effective](#) at preventing severe incidence of COVID-19.

- The Pfizer vaccine showed 95% efficacy at preventing symptomatic COVID-19 infection after two doses.
- The Moderna vaccine showed 94.1% efficacy at preventing symptomatic COVID-19 after two doses.
- The Johnson & Johnson vaccine was 66% protective against moderate to severe COVID-19 infection, and was 85% protective against severe disease. Most importantly, it was 100% protective against hospitalizations or deaths among those in the trial study.

Conclusion

There is a lot of information—and misinformation—out there on COVID-19 vaccines and their impact on public health. Data plays an important role in separating fact from fiction. A data-driven look at vaccines shows the positive impact they are having in reducing hospitalizations and deaths

from the disease around the world. The key now is for vaccine producers to increase supply and for the federal and state governments, as well as healthcare providers, to ensure that distribution is both swift and equitable. □

Premium Spirits, Low-Priced Products Drive Middle-Priced Products Off Liquor Store Shelves



by **Meredith Galante**,
Contributing Writer

During the pandemic, there have been [two types of wine drinkers](#): those seeking to create a restaurant experience at home with premium wine or liquor, and the customer searching for a value-driven product that tastes good but doesn't cost much.

Many people still face [unemployment](#) and need to be conscious of the price point at which they purchase their alcohol; others are redistributing to premium liquor funds they previously spent at concerts or other pre-pandemic activities.

These price points will continue to [diverge](#), with the premium sector growing, but many customers still want liquor stores and retailers stocked with varied price point selections.

So where does that leave brands priced at the mid-point?

The rise of premium

The customer's desire for premium products shows in the stats.

Shem Blum, [Flor de Caña's](#) senior brand manager, told [Penta](#) that the company's higher marque products, those aged more than 12 years, are up 41% this year. With those staggering sales, Flor de Caña's distribution



partner [William Grant & Sons](#) built out a new team of luxury ambassadors focused on continuing to grow their premium products online and in person.

[Patrón Tequila's](#) vice president of marketing Adrian Parker also highlighted growth not just across the product range, specifically in their [Gran Patrón line](#) (\$200-\$400 range). The brand's digital business grew by 5 times in a year and is up more than 50% since the pandemic started.

"Though overall, discerning consumers may be drinking less, they are certainly drinking 'better' as they continue to seek out premium products," Jim Brennan, senior vice president, malts and innovation brands at [Edrington](#), told [Penta](#). "Interestingly, any on-premise drop was largely balanced with an increase in off-premise for The Glenrothes core products, specifically."

Rob McMillan, who writes the Silicon Valley Bank's annual wine industry report, told [The New York Times](#) that "in the short term, the coronavirus pandemic might benefit the premium wine industry," with data showing locked-down consumers "willing to spend up," perhaps as they try to recreate the restaurant experience at home.

Goodbye midpoint prices

Seeing trends that reflect the rise of premium spirits but also the customer desire for affordable options can feel confusing. What this means is anything priced between premium and **value-driven** products will suffer sales losses.

The hot rosé market has already begun a **consolidation**, with major brands such as **Moët Hennessy** buying Whispering Angel's producer. Production of this customer-favorite wine will snuff out the competition on the already packed rosé shelves.

Millennials resisted **premium wines** even before the pandemic began, choosing to explore new concoctions such as CBD-infused products, locally crafted brews, or cocktails in a can.

"Baby boomers, who control 70% of U.S. discretionary income and half of the net worth in the U.S., are moving into retirement and declining in both their numbers and per capita consumption, while millennials aren't yet embracing wine consumption as many had predicted," **Silicon Valley Bank's 2020 report** said.

However, with a national unemployment rate still high, many can't justify purchasing high-priced wine.

"After Sept. 11, 2001, terrorist attacks, and the 2008 financial crisis, the luxury wine market took painful hits. In such times, people don't stop drinking; they just buy less of the expensive stuff," McMillian told The New York Times.



How brands can respond to customer demand

For brands feeling confused about how to play to the premium market, copy what others are doing—go online.

Pernod Ricard CMO Pamela Forbus told Penta, "In the midst of the pandemic, digital commerce adoption projected to take more than three years occurred in the span of less than nine weeks."

Some brands chose to explore digital growth through **influencers**, while others developed e-commerce strategies to help "off-premise" sales rise when on-premise drinking wasn't an option.

If you're a winery that previously relied on tasting room sales, pivot to allow customers to pick up cases of wine with contactless pickup. Employing this strategy helps keep workers employed and customers engaged. □

For more information, be sure to check out Dimensional Insight's white paper.

5 Ways the Beverage Industry Has Been
Impacted By COVID-19

Discount For Dimensional Insight Customers



GRAPPOS

Have you considered adding a product locator to your website?

Grappos product locators work seamlessly with Diver data from Dimensional Insight. Since 2008 Grappos has been focused exclusively on product locators for wine, beer, and spirits companies. Grappos locators work with any website platform and can easily be customized to integrate perfectly with your web design.

Grappos starts at just \$300 a month and the Grappos team manages all data updates, making Grappos a full-service solution. All of their customers get tracking and reporting via their SearchTracker service.

Grappos is offering a discount exclusively for Dimensional Insight customers who start working with Grappos this year: **25% off.**

Visit grappos.com to learn more or email dimins@grappos.com to get started.

