
First day of the week in Analytics

- **Article Type:** Q&A
 - **Product:** Alma
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Question

We wish to build some reports that look at circulation figures on a weekly basis. For us, the week runs Monday to Sunday, but in Analytics Sunday is treated as the first day of the week. Is it possible to change this so that Monday is the first day of the week?

Answer

The variable `FIRSTDAYOFWEEK` is defined as a Sunday. Although it is possible to change it, such a change would affect all customers and will not be done in the near future.

However, there is a workaround to achieve this by using the Analytics function `"WEEK_OF_YEAR"`. When for example doing an analysis on return dates, grouped by weeks, drag the Date Key field from the Return Date section, click "Edit formula"; then click on the "f(...)" button, Calendar/Date section, choose "Week_Of_Year?" expression. This expression automatically calculates the weeks from Sunday to Saturday and numerates them. In order to start weeks with a Monday, the formula must be changed as follows: `WEEK_OF_YEAR(TIMESTAMPADD(SQL_TSI_DAY, -1,"Return Date"."Date Key"))`

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- **Article last edited:** 5/9/2014