From Fact Table to Rendering

Building on the [blog post where](#) I explained the role of an [Axis] as something which explains the characteristics of a fact and definition of a fact and the [blog post where I walked you through](#) a number of fact tables showing the [Axis]; now what I want to do is walk you through how a fact table can easily be turned into an easy to read rendering of the information. Below is a rendering for a section of an SEC XBRL filing. How do you get to that rendering?

Document and Entity Information	6 Months Ended		
	Jun. 30, 2011	Jul. 21, 2011 Class A Common Stock	Jul. 21, 2011 Class B Common Stock
Document Information [Line Items]			
Document Type	10-Q		
Amendment Flag	false		
Document Period End Date	Jun. 30, 2011		
Document Fiscal Year Focus	2011		
Document Fiscal Period Focus	Q2		
Trading Symbol	GOOG		
Entity Registrant Name	Google Inc.		
Entity Central Index Key	0001288776		
Current Fiscal Year End Date	--12-31		
Entity Filer Category	Large Accelerated Filer		
Entity Common Stock, Shares Outstanding		254,219,910	68,667,853

Step 1: Basic Fact Table. Here we have a basic fact table. (If you don't understand this, please go back and read the two blog posts which are pointed out above.) The facts are in the rows. The [Axis] are in the columns. The Value is the value of the fact, the units show the units of the value if the value is numeric (most people don't consider this an [Axis], some do), and the rounding explains how many decimal places the fact has. For the purposes of this exercise we will ignore the units and rounding.

brm:ConceptAxis	brm:ReportingEntityAxis	brm:PeriodAxis	dei:LegalEntityAxis	us-gaap:StatementClassOfStockAxis	Value	Units	Rounding
dei:DocumentPeriodEndDate	0001288776 (http://www.sec.gov/CIK)	2011-01-01/2011-06-30	dei:EntityDomain	us-gaap:ClassOfStockDomain	6/30/2011		
dei:CurrentFiscalYearEndDate	0001288776 (http://www.sec.gov/CIK)	2011-01-01/2011-06-30	dei:EntityDomain	us-gaap:ClassOfStockDomain	--12-31		
dei:AmendmentFlag	0001288776 (http://www.sec.gov/CIK)	2011-01-01/2011-06-30	dei:EntityDomain	us-gaap:ClassOfStockDomain	FALSE		
dei:EntityCentralIndexKey	0001288776 (http://www.sec.gov/CIK)	2011-01-01/2011-06-30	dei:EntityDomain	us-gaap:ClassOfStockDomain	1288776		
dei:DocumentFiscalPeriodFocus	0001288776 (http://www.sec.gov/CIK)	2011-01-01/2011-06-30	dei:EntityDomain	us-gaap:ClassOfStockDomain	Q2		
dei:EntityFilerCategory	0001288776 (http://www.sec.gov/CIK)	2011-01-01/2011-06-30	dei:EntityDomain	us-gaap:ClassOfStockDomain	Large Accelerated Filer		
dei:TradingSymbol	0001288776 (http://www.sec.gov/CIK)	2011-01-01/2011-06-30	dei:EntityDomain	us-gaap:ClassOfStockDomain	GOOG		
dei:EntityCommonStockSharesOutstanding	0001288776 (http://www.sec.gov/CIK)	2011-07-21	dei:EntityDomain	us-gaap:CommonClassBMember	68667853	xbrli:shares	INF
dei:EntityCommonStockSharesOutstanding	0001288776 (http://www.sec.gov/CIK)	2011-07-21	dei:EntityDomain	us-gaap:CommonClassAMember	254219910	xbrli:shares	INF
dei:EntityRegistrantName	0001288776 (http://www.sec.gov/CIK)	2011-01-01/2011-06-30	dei:EntityDomain	us-gaap:ClassOfStockDomain	Google Inc.		
dei:DocumentFiscalYearFocus	0001288776 (http://www.sec.gov/CIK)	2011-01-01/2011-06-30	dei:EntityDomain	us-gaap:ClassOfStockDomain	2011		
dei:DocumentType	0001288776 (http://www.sec.gov/CIK)	2011-01-01/2011-06-30	dei:EntityDomain	us-gaap:ClassOfStockDomain	10-Q		

Step 2: Identify Slicers. A slicer is an [Axis] which has the same value or [Member] for each fact. For example, the ReportingEntityAxis and the LegalEntityAxis is the same for each fact. What we do with slicers is move them in the upper left hand corner (using my rendering model)

brm:ConceptAxis	brm:ReportingEntityAxis	brm:PeriodAxis	dei:LegalEntityAxis	us-gaap:StatementClassOfStockAxis	Value
dei:DocumentPeriodEndDate	0001288776 (http://www.sec.gov/CIK)	2011-01-01/2011-06-30	dei:EntityDomain	us-gaap:ClassOfStockDomain	6/30/2011
dei:CurrentFiscalYearEndDate	0001288776 (http://www.sec.gov/CIK)	2011-01-01/2011-06-30	dei:EntityDomain	us-gaap:ClassOfStockDomain	--12-31
dei:AmendmentFlag	0001288776 (http://www.sec.gov/CIK)	2011-01-01/2011-06-30	dei:EntityDomain	us-gaap:ClassOfStockDomain	FALSE
dei:EntityCentralIndexKey	0001288776 (http://www.sec.gov/CIK)	2011-01-01/2011-06-30	dei:EntityDomain	us-gaap:ClassOfStockDomain	1288776
dei:DocumentFiscalPeriodFocus	0001288776 (http://www.sec.gov/CIK)	2011-01-01/2011-06-30	dei:EntityDomain	us-gaap:ClassOfStockDomain	Q2
dei:EntityFilerCategory	0001288776 (http://www.sec.gov/CIK)	2011-01-01/2011-06-30	dei:EntityDomain	us-gaap:ClassOfStockDomain	Large Accelerated Filer
dei:TradingSymbol	0001288776 (http://www.sec.gov/CIK)	2011-01-01/2011-06-30	dei:EntityDomain	us-gaap:ClassOfStockDomain	GOOG
dei:EntityCommonStockSharesOutstanding	0001288776 (http://www.sec.gov/CIK)	2011-07-21	dei:EntityDomain	us-gaap:CommonClassBMember	68667853
dei:EntityCommonStockSharesOutstanding	0001288776 (http://www.sec.gov/CIK)	2011-07-21	dei:EntityDomain	us-gaap:CommonClassAMember	254219910
dei:EntityRegistrantName	0001288776 (http://www.sec.gov/CIK)	2011-01-01/2011-06-30	dei:EntityDomain	us-gaap:ClassOfStockDomain	Google Inc.
dei:DocumentFiscalYearFocus	0001288776 (http://www.sec.gov/CIK)	2011-01-01/2011-06-30	dei:EntityDomain	us-gaap:ClassOfStockDomain	2011
dei:DocumentType	0001288776 (http://www.sec.gov/CIK)	2011-01-01/2011-06-30	dei:EntityDomain	us-gaap:ClassOfStockDomain	10-Q

Step 3 Repositioned Slicers. Below you see the repositioned slicers. Basically, the slicers apply to each of the facts and they are the same for each fact. Slicers serve another role which is to filer facts, but we won't get into that here.

brm:ReportingEntityAxis	0001288776 (http://www.sec.gov/CIK)
dei:LegalEntityAxis	dei:EntityDomain

brm:ConceptAxis	brm:PeriodAxis	us-gaap:StatementClassOfStockAxis	Value
dei:DocumentPeriodEndDate	2011-01-01/2011-06-30	us-gaap:ClassOfStockDomain	6/30/2011
dei:CurrentFiscalYearEndDate	2011-01-01/2011-06-30	us-gaap:ClassOfStockDomain	--12-31
dei:AmendmentFlag	2011-01-01/2011-06-30	us-gaap:ClassOfStockDomain	FALSE
dei:EntityCentralIndexKey	2011-01-01/2011-06-30	us-gaap:ClassOfStockDomain	1288776
dei:DocumentFiscalPeriodFocus	2011-01-01/2011-06-30	us-gaap:ClassOfStockDomain	Q2
dei:EntityFilerCategory	2011-01-01/2011-06-30	us-gaap:ClassOfStockDomain	Large Accelerated Filer
dei:TradingSymbol	2011-01-01/2011-06-30	us-gaap:ClassOfStockDomain	GOOG
dei:EntityCommonStockSharesOutstanding	2011-07-21	us-gaap:CommonClassBMember	68667853
dei:EntityCommonStockSharesOutstanding	2011-07-21	us-gaap:CommonClassAMember	254219910
dei:EntityRegistrantName	2011-01-01/2011-06-30	us-gaap:ClassOfStockDomain	Google Inc.
dei:DocumentFiscalYearFocus	2011-01-01/2011-06-30	us-gaap:ClassOfStockDomain	2011
dei:DocumentType	2011-01-01/2011-06-30	us-gaap:ClassOfStockDomain	10-Q

Step 4 Identify Columns. The next step is to identify the columns of the rendering. Different portions of a report have different conventions for rendering. You can render or present the information however you like. Conventions are good because they help software pick an appropriate option if options exist. So, we will follow the SEC interactive information viewer convention as it will meet our needs here. We look at the two [Axis] with the SEC put into the columns, the period [Axis] and the class of stock [Axis]. The colors show the different values or [Member]s for these [Axis].

Now, this would be a lot easier if there were only one [Axis] which went in the columns, but I wanted to show to so you can get an appreciation for how to think through this process. Also note that you have two concept [Axis] which are the same and have the same period; the only differentiator is the class of stock [Axis].

| brm:ReportingEntityAxis | 0001288776 (http://www.sec.gov/CIK) | | |
| brm:LegalEntityAxis | dei:EntityDomain | | |

brm:ConceptAxis	brm:PeriodAxis	us-gaap:StatementClassOfStockAxis	Value
dei:DocumentPeriodEndDate	2011-01-01/2011-06-30	us-gaap:ClassOfStockDomain	6/30/2011
dei:CurrentFiscalYearEndDate	2011-01-01/2011-06-30	us-gaap:ClassOfStockDomain	--12-31
dei:AmendmentFlag	2011-01-01/2011-06-30	us-gaap:ClassOfStockDomain	FALSE
dei:EntityCentralIndexKey	2011-01-01/2011-06-30	us-gaap:ClassOfStockDomain	1288776
dei:DocumentFiscalPeriodFocus	2011-01-01/2011-06-30	us-gaap:ClassOfStockDomain	Q2
dei:EntityFilerCategory	2011-01-01/2011-06-30	us-gaap:ClassOfStockDomain	Large Accelerated Filer
dei:TradingSymbol	2011-01-01/2011-06-30	us-gaap:ClassOfStockDomain	GOOG
dei:EntityCommonStockSharesOutstanding	2011-07-21	us-gaap:CommonClassBMember	68667853
dei:EntityCommonStockSharesOutstanding	2011-07-21	us-gaap:CommonClassAMember	254219910
dei:EntityRegistrantName	2011-01-01/2011-06-30	us-gaap:ClassOfStockDomain	Google Inc.
dei:DocumentFiscalYearFocus	2011-01-01/2011-06-30	us-gaap:ClassOfStockDomain	2011
dei:DocumentType	2011-01-01/2011-06-30	us-gaap:ClassOfStockDomain	10-Q

Step 5 Rendered Columns. Without trying to overdue the explanation, this is what the rendering of the columns look like for the first iteration where each of the two [Axis] is placed in the column heading, and the values which have those characteristics are placed in those columns for the rendering.

brm:ReportingEntityAxis	0001288776 (http://www.sec.gov/CIK)		
dei:LegalEntityAxis	dei:EntityDomain		

brm:ConceptAxis	brm:PeriodAxis | 2011-01-01/2011-06-30; us-gaap:StatementClassOfStockAxis | us-gaap:ClassOfStockDomain	brm:PeriodAxis | 2011-07-21; us-gaap:StatementClassOfStockAxis | us-gaap:CommonClassAMember	brm:PeriodAxis | 2011-07-21; us-gaap:StatementClassOfStockAxis | us-gaap:CommonClassBMember
dei:DocumentPeriodEndDate	6/30/2011		
dei:CurrentFiscalYearEndDate	--12-31		
dei:AmendmentFlag	FALSE		
dei:EntityCentralIndexKey	1288776		
dei:DocumentFiscalPeriodFocus	Q2		
dei:EntityFilerCategory	Large Accelerated Filer		
dei:TradingSymbol	GOOG		
dei:EntityCommonStockSharesOutstanding		254219910	68667853
dei:EntityRegistrantName	Google Inc.		
dei:DocumentFiscalYearFocus	2011		
dei:DocumentType	10-Q		

Step 6 Organize the Rows. Next we order the rows. We could do that alphabetically, we could use the taxonomy presentation order, or we could frankly use whatever ordering you wanted; the easiest and what the SEC viewer uses is the taxonomy order.

brm:ConceptAxis	brm:PeriodAxis | 2011-01-01/2011-06-30; us-gaap:StatementClassOfStockAxis | us-gaap:ClassOfStockDomain	brm:PeriodAxis | 2011-07-21; us-gaap:StatementClassOfStockAxis | us-gaap:CommonClassAMember	brm:PeriodAxis | 2011-07-21; us-gaap:StatementClassOfStockAxis | us-gaap:CommonClassBMember
dei:DocumentType	10-Q		
dei:AmendmentFlag	FALSE		
dei:DocumentPeriodEndDate	6/30/2011		
dei:DocumentFiscalYearFocus	2011		
dei:DocumentFiscalPeriodFocus	Q2		
dei:TradingSymbol	GOOG		
dei:EntityRegistrantName	Google Inc.		
dei:EntityCentralIndexKey	1288776		
dei:CurrentFiscalYearEndDate	--12-31		
dei:EntityFilerCategory	Large Accelerated Filer		
dei:EntityCommonStockSharesOutstanding		254219910	68667853

Step 7 Tidy Things Up. And finally we tidy things up by pulling the "Document Information [Line Items]" concept from the taxonomy to hang the other concepts off of, we grab the taxonomy labels because they are easier on the eye than those names, use whatever other colors we want, format to your heart's content and (drum roll please):

brm:ReportingEntityAxis	0001288776 (http://www.sec.gov/CIK)		
dei:LegalEntityAxis	dei:EntityDomain		
brm:ConceptAxis	brm:PeriodAxis | 2011-01-01/2011-06-30; us-gaap:StatementClassOfStockAxis | us-gaap:ClassOfStockDomain	brm:PeriodAxis | 2011-07-21; us-gaap:StatementClassOfStockAxis | us-gaap:CommonClassAMember	brm:PeriodAxis | 2011-07-21; us-gaap:StatementClassOfStockAxis | us-gaap:CommonClassBMember
Document Information [Line Items]			
Document Type	10-Q		
Amendment Flag	FALSE		
Document Period End Date	6/30/2011		
Document Fiscal Year Focus	2011		
Document Fiscal Period Focus	Q2		
Trading Symbol	GOOG		
Entity Registrant Name	Google Inc.		
Entity Central Index Key	1288776		
Current Fiscal Year End Date	--12-31		
Entity Filer Category	Large Accelerated Filer		
Entity Common Stock, Shares Outstanding		254,219,910	68,667,853

(Here was the target, note that the SEC does not show you the slicers in their rendering)

Document and Entity Information	6 Months Ended		
	Jun. 30, 2011	Jul. 21, 2011 Class A Common Stock	Jul. 21, 2011 Class B Common Stock
Document Information [Line Items]			
Document Type	10-Q		
Amendment Flag	false		
Document Period End Date	Jun. 30, 2011		
Document Fiscal Year Focus	2011		
Document Fiscal Period Focus	Q2		
Trading Symbol	GOOG		
Entity Registrant Name	Google Inc.		
Entity Central Index Key	0001288776		
Current Fiscal Year End Date	--12-31		
Entity Filer Category	Large Accelerated Filer		
Entity Common Stock, Shares Outstanding		254,219,910	68,667,853

Step 8 Leverage Information model. For some renderings understanding the information model helps you get the correct rendering. A good example of this is the roll forward. Notice on the left below the SEC rendering of a roll forward. On the right is a Firefox add in rendering of the roll forward. The SEC viewer understands how a user typically wants to view the roll forward information model and the Firefox add in does not, thus the funky rendering.

Most rendering engines get the roll up and hierarchy information model metapatterns correct, but not the roll forward or other information model metapatterns. For more known metapatterns see: http://secxbrlglossary.wikispaces.com/Information+Model