

Dashboarding Your Data with Dossiers

Jump Start Overview

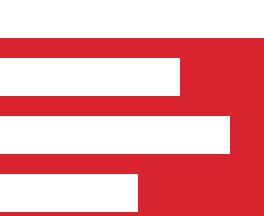
Dashboards and Data Discovery

- Today
 - Import data from a variety of sources into a dossier in MicroStrategy Web
 - Build visualizations from dataset objects (attributes and metrics) to analyze your data
 - Learn how to analyze your data using dossier features
 - Understand how to collaborate with Library web and mobile

Overview

We will use MicroStrategy Web to:

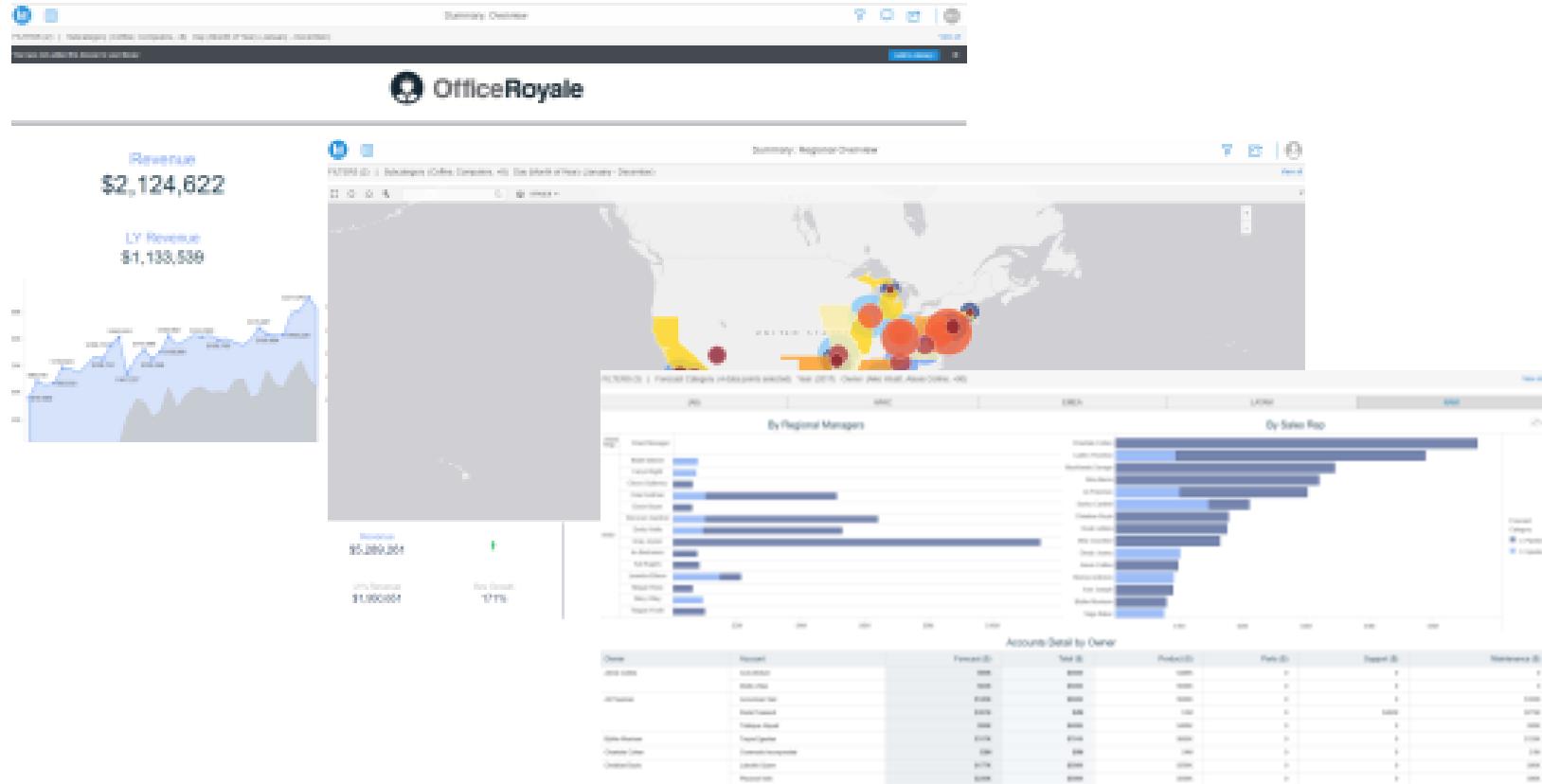
- Learn the components of a dataset.
- Import data into a dossier.
- Use the dataset to create interactive visualizations on a dossier.
- Analyze visualizations through the use of filters, thresholds, and drilling.
- Export and share dossiers through MicroStrategy Library and Library Mobile.



MicroStrategy: Data Driven Intelligence

What is a dossier?

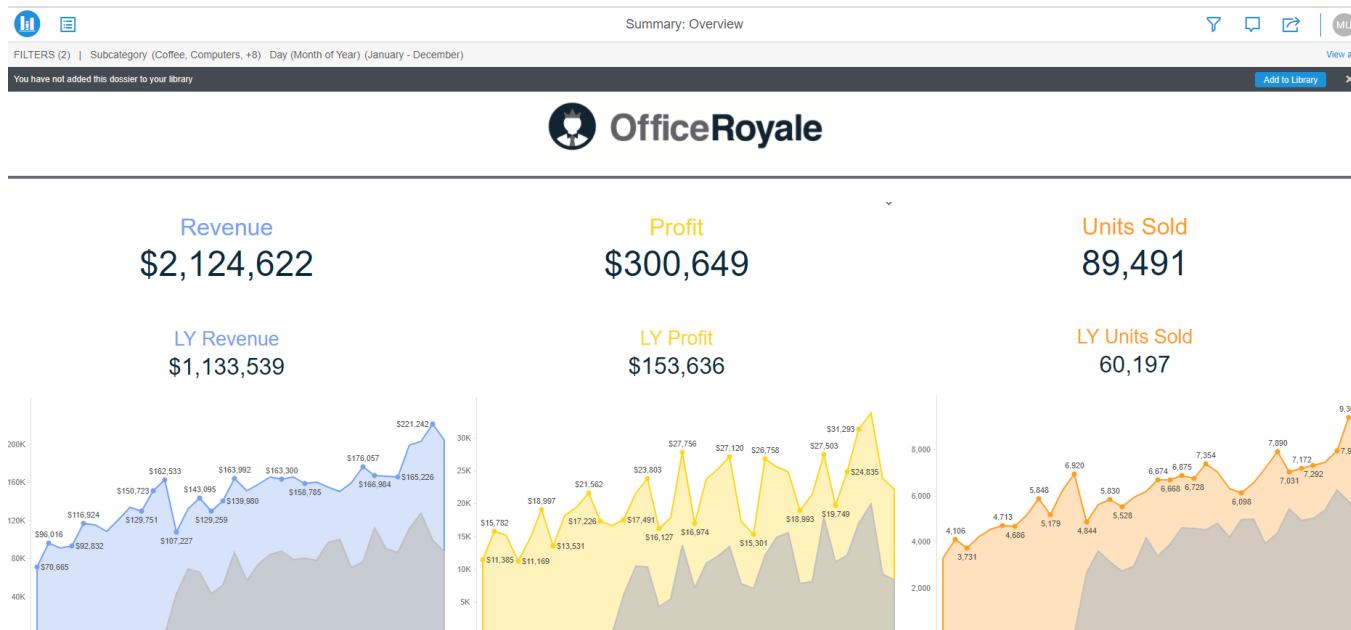
Overview



Exercise 1.1: Explore a sample dossier

Import Data

In this exercise we will log into the MicroStrategy Cloud environment to view a dossier in MicroStrategy Library.

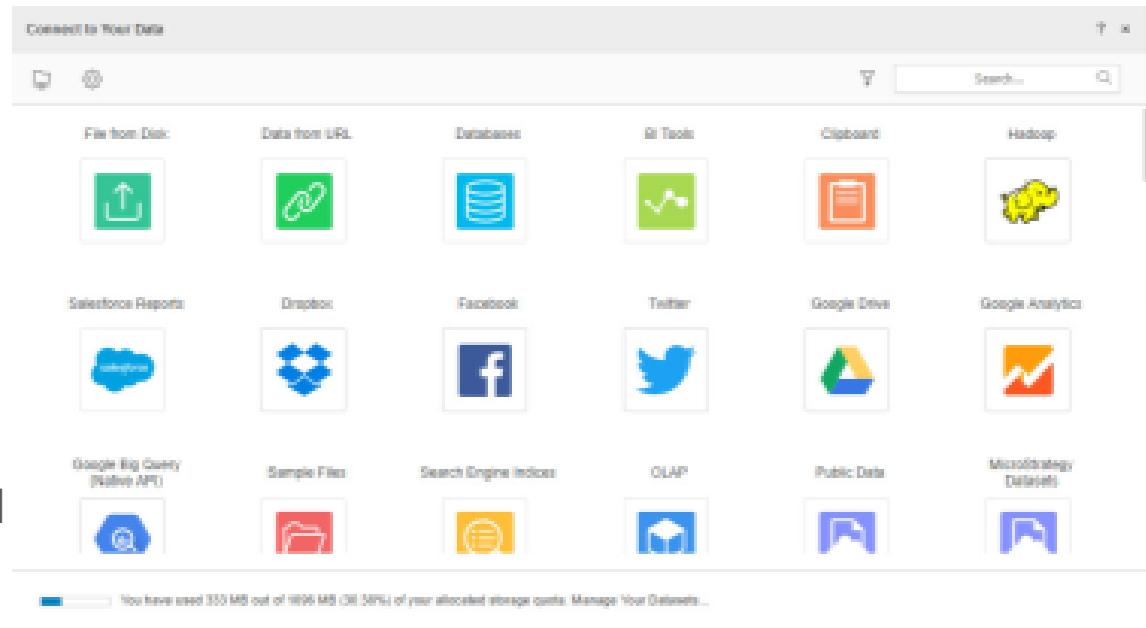


Import Data

Import Data

Data can be imported from many different data sources such as:

- File sources
- Database sources
- Hadoop
- Salesforce report
- Google Analytics
- Google BigQuery
- Google drive
- Dropbox
- Reports and queries in BI tools
- Facebook
- Twitter
- MicroStrategy server



Prepare Data

- Select a data source
- Prepare the data before it is imported
- Manually adjust which objects are indicated as attributes and metrics
- Properly analyze the grid data

The screenshot shows the Microsoft Power BI 'Preview' interface. At the top, there's a navigation bar with 'Preview', 'All Objects View', 'Wrangle...', and a search bar. The main area has a preview of a table with three columns. To the right is a sidebar titled '4-Key Metrics FA.xlsx' with dropdown menus for 'Attributes' and 'Metrics'. The 'Attributes' section lists 'L12 Month Header', 'Quarter', 'Quarter Comparison He...', and 'Year'. The 'Metrics' section lists various financial metrics like '(Loss) income fr...', 'CapEx', 'Capitalized R&D', etc. Below the sidebar is a preview table with the following data:

L12 Month Header	Quarter	Quarter Comparison He...	Year	(Loss) income from con...	CapEx
Last 12 Months	2016 Q3	Null	2016	30008	-625
Last 12 Months	2016 Q4	Null	2016	36742	-777
Last 12 Months	2017 Q2	Current Quarter	2017	15673	-647
Last 12 Months	2017 Q1	Prior Quarter	2017	19351	-820

At the bottom right are 'Update Dataset' and 'Cancel' buttons.

Refine Data: Data Wrangling

Import Data

Modify data as it is presented in the rows of the data source and explore your imported data to evaluate its quality and usability.

Examples of data wrangling include:

- Deleting a column or row.
- Removing duplicate cells or rows.
- Extracting data to create a new column.
- Finding and replacing a cell or characters in cells.
- Changing the data type.
- Grouping similar data into a cluster and edit the entire cluster at once.
- Concatenating or combining two columns into a new column.

Data Wrangling Example

Import Data

Wrangle Your Data

Distribution Cen... ▾

Search ▾

MOVE DUPLICATED ROWS

Delete Row included in selectors
Delete Row not included in selectors

Extract

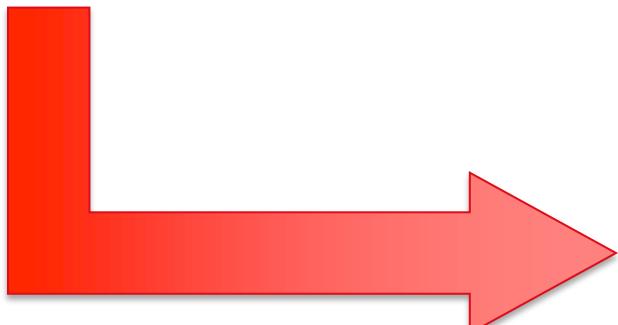
Extract By Fixed Length
Extract Before Separator
Extract After Separator

Selector

Text Selector 
Numeric Selector

Sample data: File with i

Year	Month
2011	2011-07-01
2011	2011-07-01



Standardize naming conventions



Data Wrangling Example

Import Data

Wrangle Your Data

The screenshot shows a data wrangling interface. On the left, there's a sidebar with options like 'Delete Column', 'Fill Down', 'Blank Down', and 'To Title Case'. Below that is a table with two rows, both labeled 'Camis - Location ID' and containing the value '28947420 - 1'. To the right of the table is a search bar and a dropdown menu. A context menu is open over the 'Camis - Location ID' column, listing options: 'Remove Characters Before', 'Remove Characters After', 'Split', 'Split By Fixed Length', 'Split On Separator' (which is highlighted with a mouse cursor), 'Split Before Separator', 'Split After Separator', and 'Split Cell Into Rows On Separator'. A large red L-shaped arrow points from the bottom-left towards the context menu.

Separate the Camis-Location ID column into two columns.

Camis	Location ID
28947420	1
28947420	1
28947420	1
28947420	1
28947420	1
28947420	1

Refresh Data

Import Data

- Ensure data in your dossier is up to date.
- Indicate if new data replaces or adds to your existing data.

Reports

Import Data

- Display your business data.
- Focus of business intelligence.
- Gather business insight by analyzing data in your report.
- Made up of attributes and metrics.
 - Rows of a report typically represent a business concept, or attribute.
 - Columns of a report generally represent important business calculations, or metrics.
- View as grids or graphs.
- Typically used as datasets in MicroStrategy dossiers and documents.

Business Concepts: Attributes

Import Data

- Business concepts.
- Provide a context for business facts or calculations.
- Serves as a label for a group of metrics.

Region	Distribution Center	Revenue	Cost
Central	Fargo	\$187,331	\$149,943
	Milwaukee	\$955,795	\$816,576
Mid-Atlantic	Charleston	\$287,174	\$245,795
	Washington, DC	\$649,390	\$555,149
Northeast	Boston	\$335,446	\$286,479
	New York	\$1,557,325	\$1,327,467
Northwest	San Francisco	\$160,948	\$141,463
	Seattle	\$158,216	\$133,763
South	Memphis	\$458,334	\$394,632
	New Orleans	\$732,924	\$626,649
Southeast	Atlanta	\$221,154	\$189,351
	Miami	\$243,245	\$209,007
Southwest	Salt Lake City	\$164,512	\$135,810
	San Diego	\$624,528	\$534,074
Web	Web	\$1,484,085	\$1,273,654

Business Measurements: Metrics

Import Data

- Business measures and key performance indicators.
- Calculations performed on the data in the data source.
- Similar to formulas in a spreadsheet.
- Data source facts and the mathematical operations to be performed on those facts.

Region	Distribution Center	Revenue	Cost
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Web	Web	\$1,484,085	\$1,273,654

Exercise 1.2: Import Data

Import Data

In this exercise we will import data from the Supplier Report by Region.xlsx file to form the dataset for the dossier.

Exercise 1.3: Make a grid visualization

Import Data

In this exercise we will turn the dataset into a grid report in the dashboard.

Visualization 1					
Category	Region	Supplier	Cost	Profit	Profit Margin
Books	Central	Bantam Books	\$705	\$238	25.29%
		Bantam Books	\$129	\$42	24.33%
		Bantam Books	\$102	\$30	22.98%
		Bantam Books	\$249	\$70	22.09%
		Bantam Books	\$656	\$183	21.79%
		Bantam Books	\$129	\$42	24.33%
		Bantam Books	\$102	\$26	20.32%
		Bantam Books	\$335	\$87	20.72%
		Bantam Books	\$681	\$202	22.91%
		Bantam Books	\$187	\$54	22.54%
		Bantam Books	\$105	\$28	21.12%
		Bantam Books	\$503	\$137	21.44%
		Bantam Books	\$1,110	\$288	20.60%
		Bantam Books	\$187	\$54	22.54%
		Bantam Books	\$142	\$32	18.45%
		Bantam Books	\$394	\$107	21.33%
		Bantam Books	\$1,026	\$344	25.11%
		Bantam Books	\$302	\$97	24.33%
		Bantam Books	\$145	\$43	22.98%

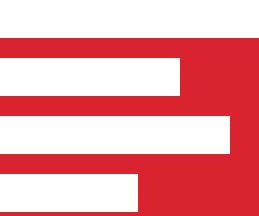
Exercise 1.4: Import another dataset

Import Data

In this exercise we will insert another dataset into the Supplier Dossier, using the Supplier Details worksheet of the Supplier Report by Region file. We will prepare and wrangle the data before adding it to the dashboard to verify that it is accurate.

The screenshot shows the MicroStrategy Data Manager application. On the left, the 'Model Explorer' pane displays the 'Supplier Dossier' model with a single data source named 'Supplier Details'. The main workspace shows the 'Supplier Details' dataset imported into the model. The dataset has 10 columns: ID, Name, Address, Region, Supplier, Supplier Address, Supplier Longitude, Order Count, Order Count, and Order Total. The data consists of three rows with placeholder values. At the bottom right of the workspace, there are 'OK' and 'Cancel' buttons.

ID	Name	Address	Region	Supplier	Supplier Address	Supplier Longitude	Order Count	Order Count	Order Total
S-001	Supplier A	123 Main St, Anytown, USA	Region 1	Supplier A	Supplier A Address	Supplier A Longitude	100	100	1000
S-002	Supplier B	456 Elm St, Anytown, USA	Region 2	Supplier B	Supplier B Address	Supplier B Longitude	150	150	1500
S-003	Supplier C	789 Oak St, Anytown, USA	Region 3	Supplier C	Supplier C Address	Supplier C Longitude	200	200	2000



Create a first-class dossier

Dossier Interface

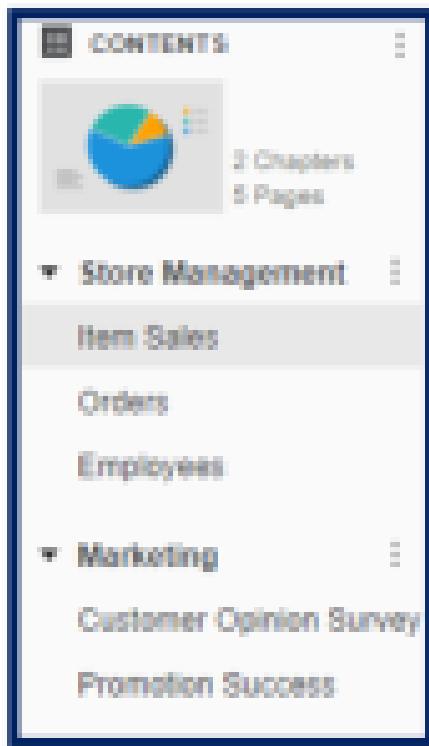
Create a Dossier

The screenshot shows the Microsoft Power BI Dossier interface. The top navigation bar includes FILE, INSERT, FORMAT, SHARE, VIEW, and HELP. The left sidebar contains a CONTENTS section with a blue folder icon labeled "Chapter 1" and "1 Chapter, 1 Page". Below it are icons for New, Existing Dataset, and Existing Objects. The central area is titled "EDITOR" and "Visualization 1". It features a grid structure with three columns and four rows. A tooltip for the first cell in the top row says "Grid". Below the grid, text reads "Add 1 or more ◆ attributes and/or 1 or more ✖ metrics". To the right is a "GALLERY" pane with sections for "Built-in" (containing various chart and grid icons) and "Custom" (containing icons for Data Cube, Map, and Radar). The bottom right corner of the interface has the MicroStrategy logo.

Dossier Interface: Contents Panel

Create a Dossier

Edit, add, and remove chapters and pages here. You can also add a thumbnail to easily identify your dossier.



Dossier Interface: Dataset Panel

Create a Dossier

The screenshot shows the Microsoft Power BI Dossier Interface. On the left, there are two dataset panels. The top panel, highlighted with a red border, is labeled "Dataset 1" and contains the following items:

- Customer... alysis ✓
- In memory
- Income Bracket
- Region
- Year
- Revenue
- Row Count

The bottom panel, highlighted with a blue border, is labeled "Dataset 2" and contains the following items:

- Yearly Reven... Region
- In memory
- Customer Region
- Year
- Percent Growth
- Revenue
- Row Count

You will see all the dataset objects (attributes and metrics) listed here.

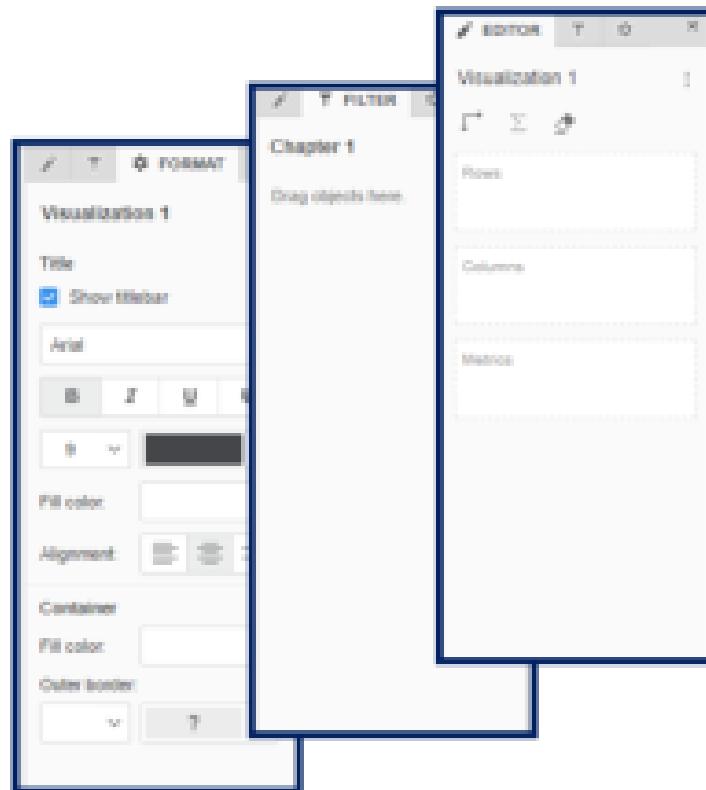
The screenshot shows the Microsoft Power BI Dossier Interface. A single dataset panel is shown, with its contents categorized into three boxes on the right:

- Attributes** (highlighted with a green border): Income Bracket, Region, Year
- Metrics** (highlighted with an orange border): Revenue

Dossier Interface: Format, Editor, and Filter Panels

Create a Dashboard

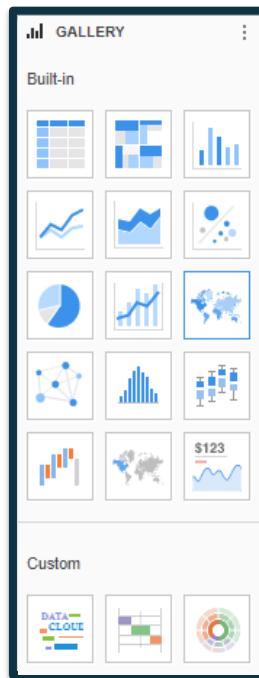
- Click and drag dataset objects into the Editor panel drop boxes to build visualizations
- Available drop boxes are dependent on visualization type
- Access the **Filter** and **Preferences** panels using the tabs



Dossier Interface: Visualization Gallery

Create a Dashboard

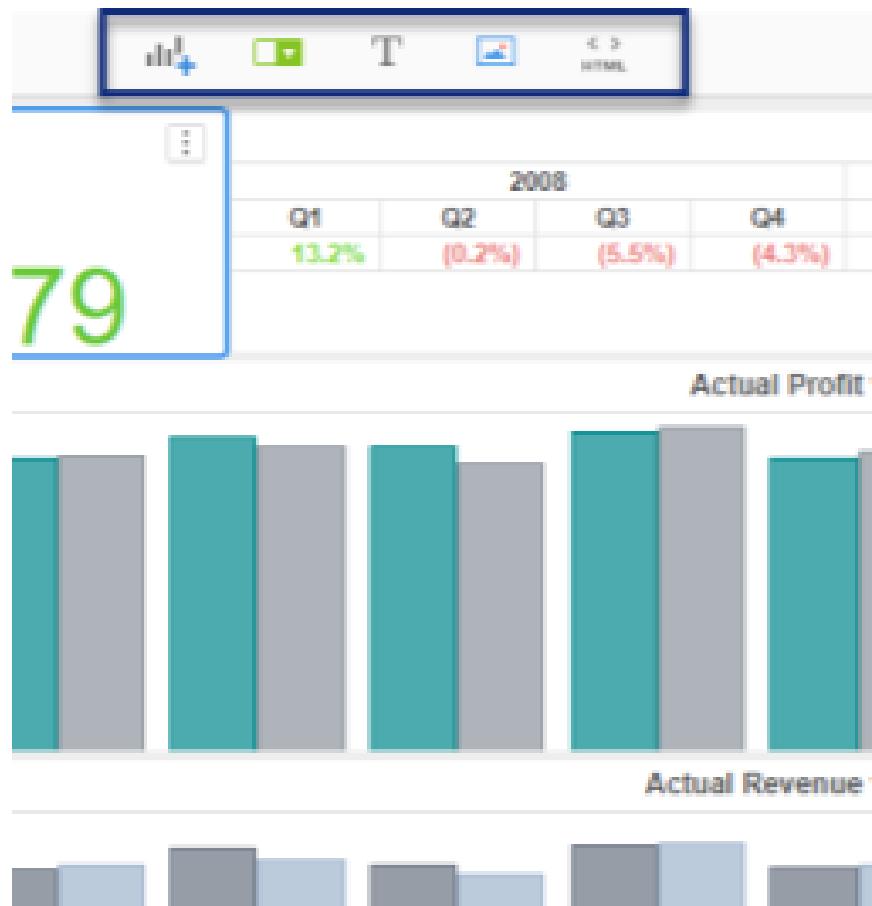
- Hover over an icon to see the visualization name and data requirements (minimum number of attributes or metrics).



Dossier Interface: Toolbar

Create a Dashboard

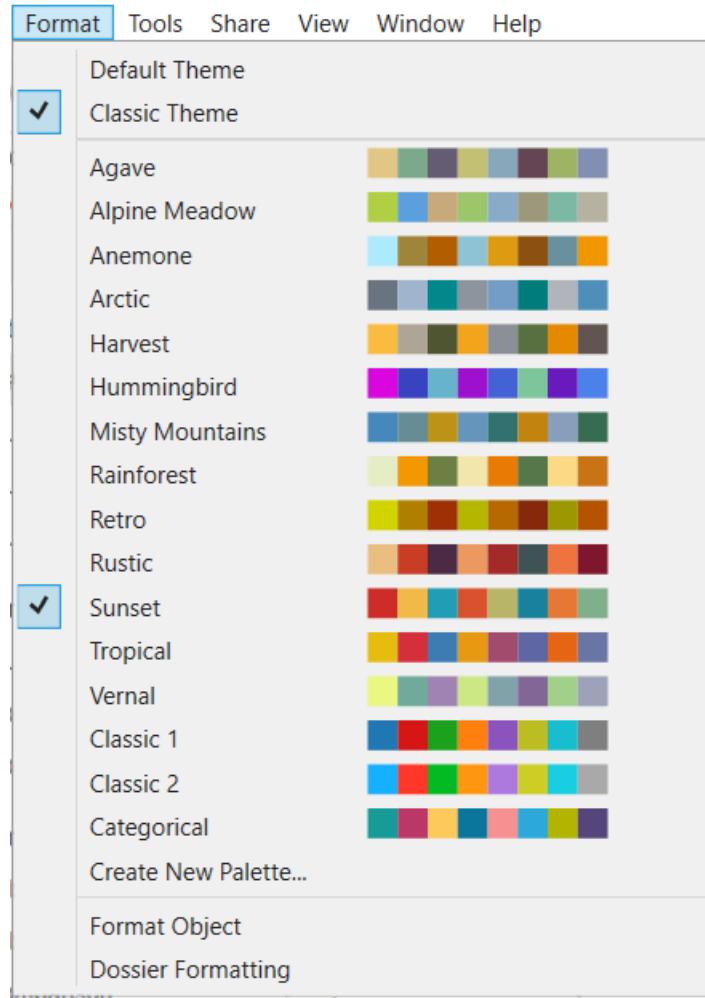
The toolbar above the dossier page gives you several options to add items to the page.



Format dossier

Create a Dossiers

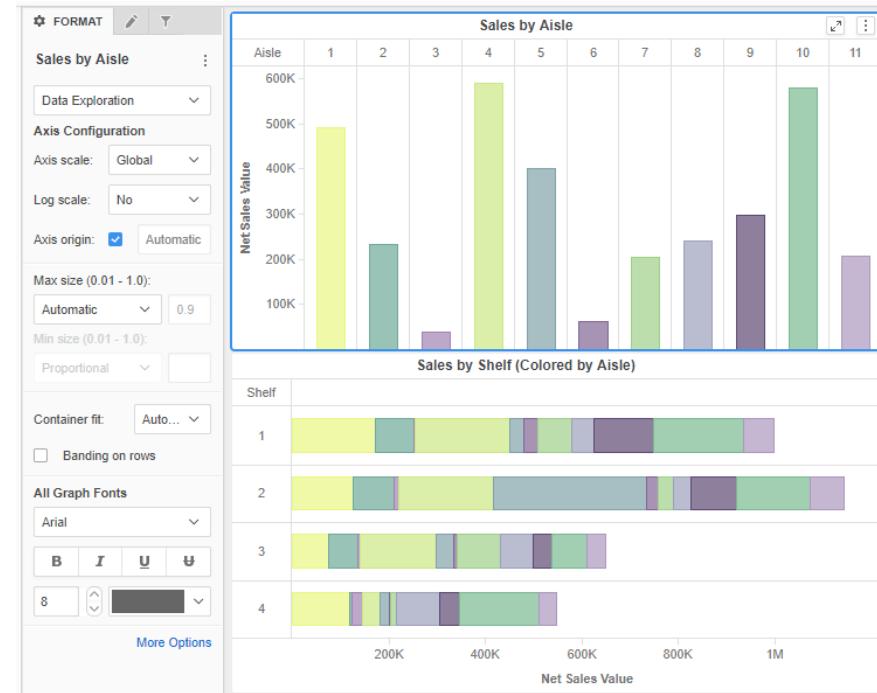
- Choose between Default and Classic theme
- Custom color palette
 - Range of colors displayed within visualizations
 - Built-in options
- Dossier formatting options
 - Create custom settings for all objects in the dossier
- Format specific objects



Visualizations

Create a Dashboard

- Visual representations of your data.
- Customizing options:
 - Color By
 - Break By
 - Size By

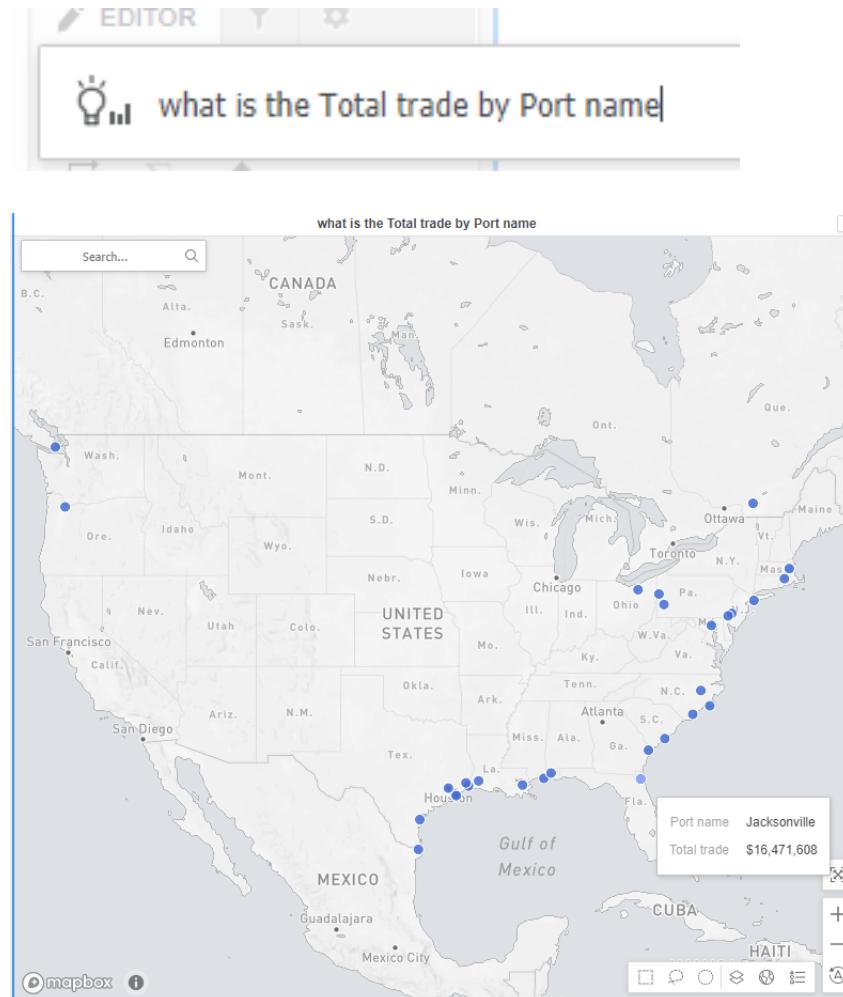


- Quickly drag and drop data objects into the different Editor Panel fields to watch your data visualization transform.
- Use the Properties panel and select custom color and label options.

Visualizations

Natural Language Query

Query your data to find the best fit visualization



Visualizations: Grid

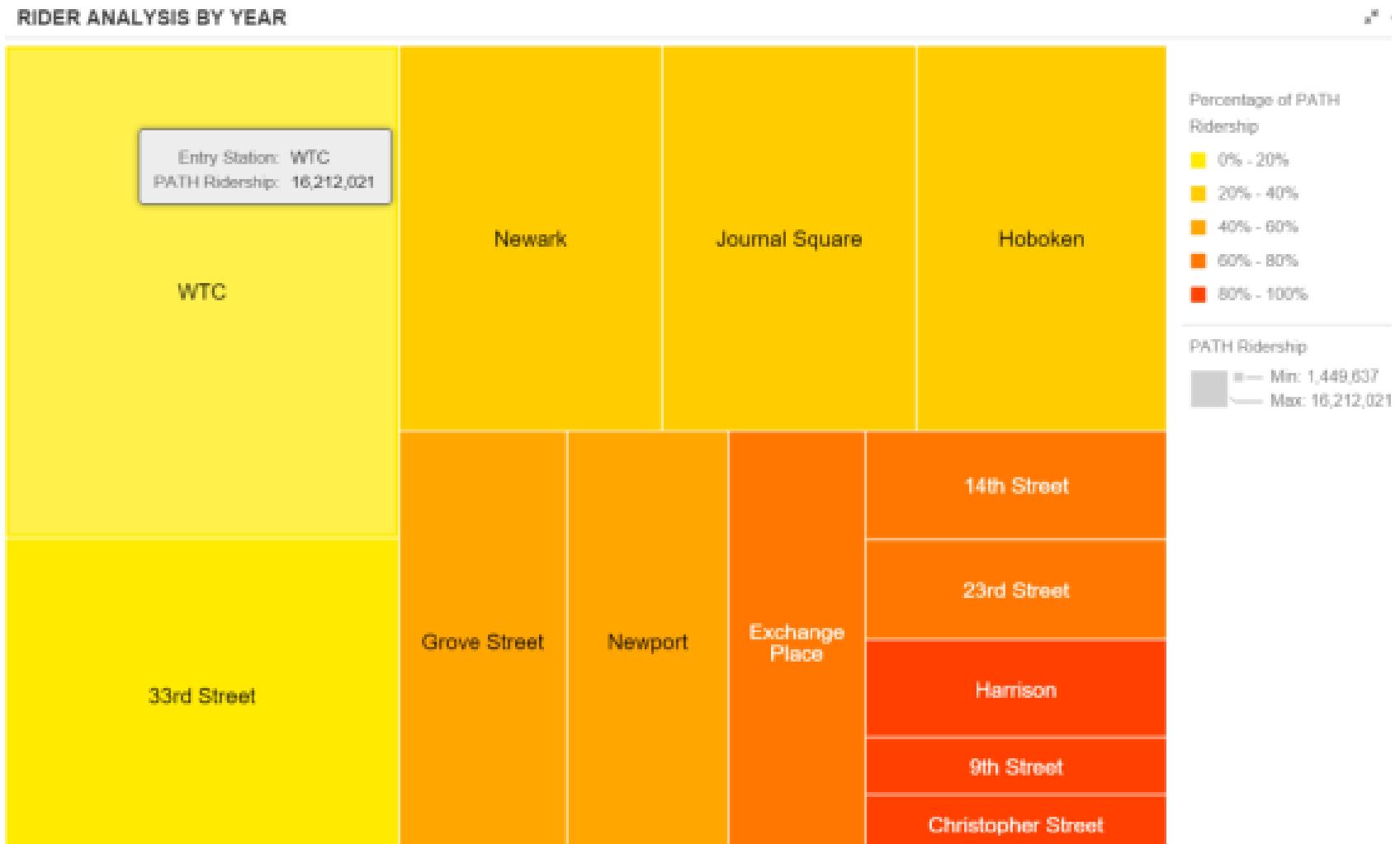
Create a Dossier

State	Foreign exports	Foreign total	Total trade
Alabama	\$18,178,382	\$30,671,397	\$53,992,615
Connecticut	\$341,112	\$2,573,250	\$8,350,899
Delaware	\$476,292	\$1,911,744	\$6,918,896
Florida	\$15,669,341	\$44,800,255	\$83,779,691
Georgia	\$18,862,523	\$33,362,447	\$35,217,673
Louisiana	\$134,723,721	\$226,608,675	\$504,529,644
Maine	\$69,819	\$11,109,415	\$12,039,600
Maryland	\$19,347,371	\$29,992,829	\$36,578,828
Massachusetts	\$1,442,311	\$11,424,916	\$17,087,802
Mississippi	\$7,660,249	\$24,105,355	\$35,902,060
New Hampshire	\$157,827	\$2,161,679	\$2,679,152
New Jersey	\$2,931,131	\$15,034,768	\$24,658,895
New York	\$429,535	\$1,015,313	\$11,021,185
New York New Jersey	\$20,461,245	\$76,606,230	\$123,322,644
North Carolina	\$2,878,364	\$7,678,423	\$9,571,756
Pennsylvania	\$1,179,997	\$20,457,166	\$70,718,082
Rhode Island	\$681,179	\$4,917,351	\$7,749,519
South Carolina	\$6,913,836	\$16,494,191	\$18,525,276
Texas	\$145,769,730	\$347,293,066	\$537,245,373
Virginia	\$61,673,749	\$71,345,072	\$78,664,496

Visualizations: Heat Map

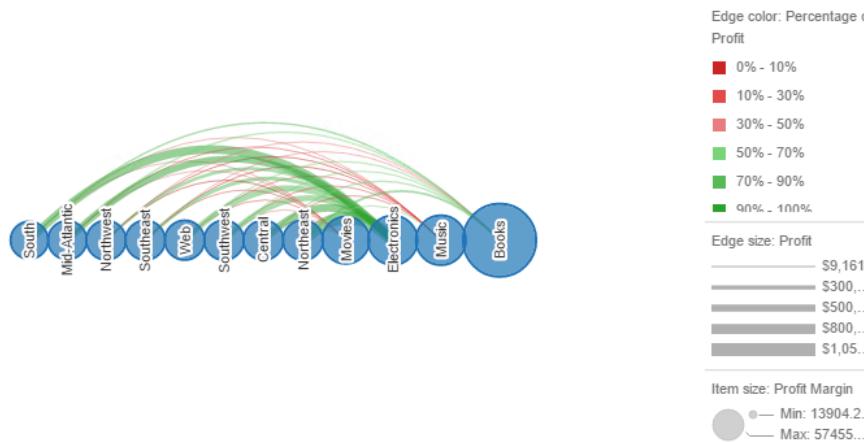
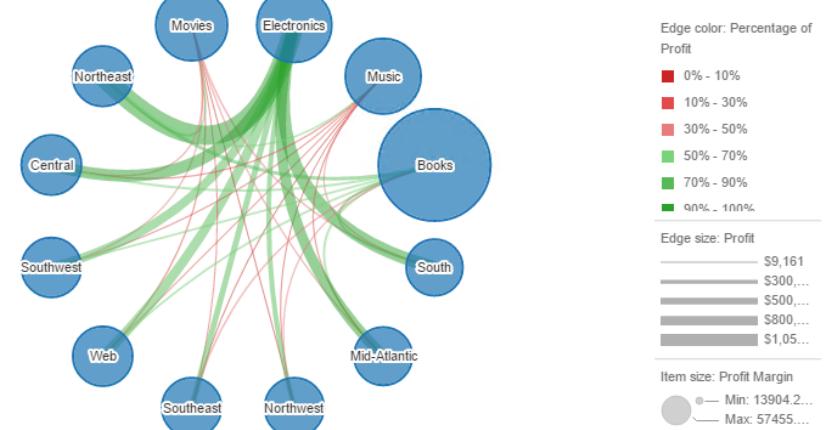
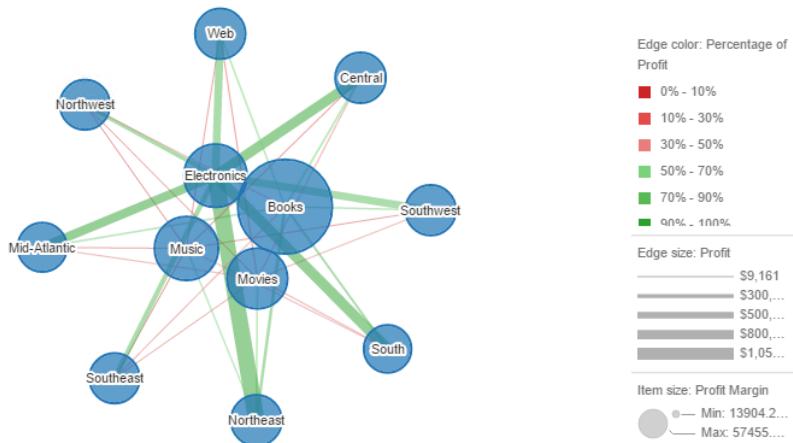
Create a Dossier

PATH stations, colored and sized by ridership per year



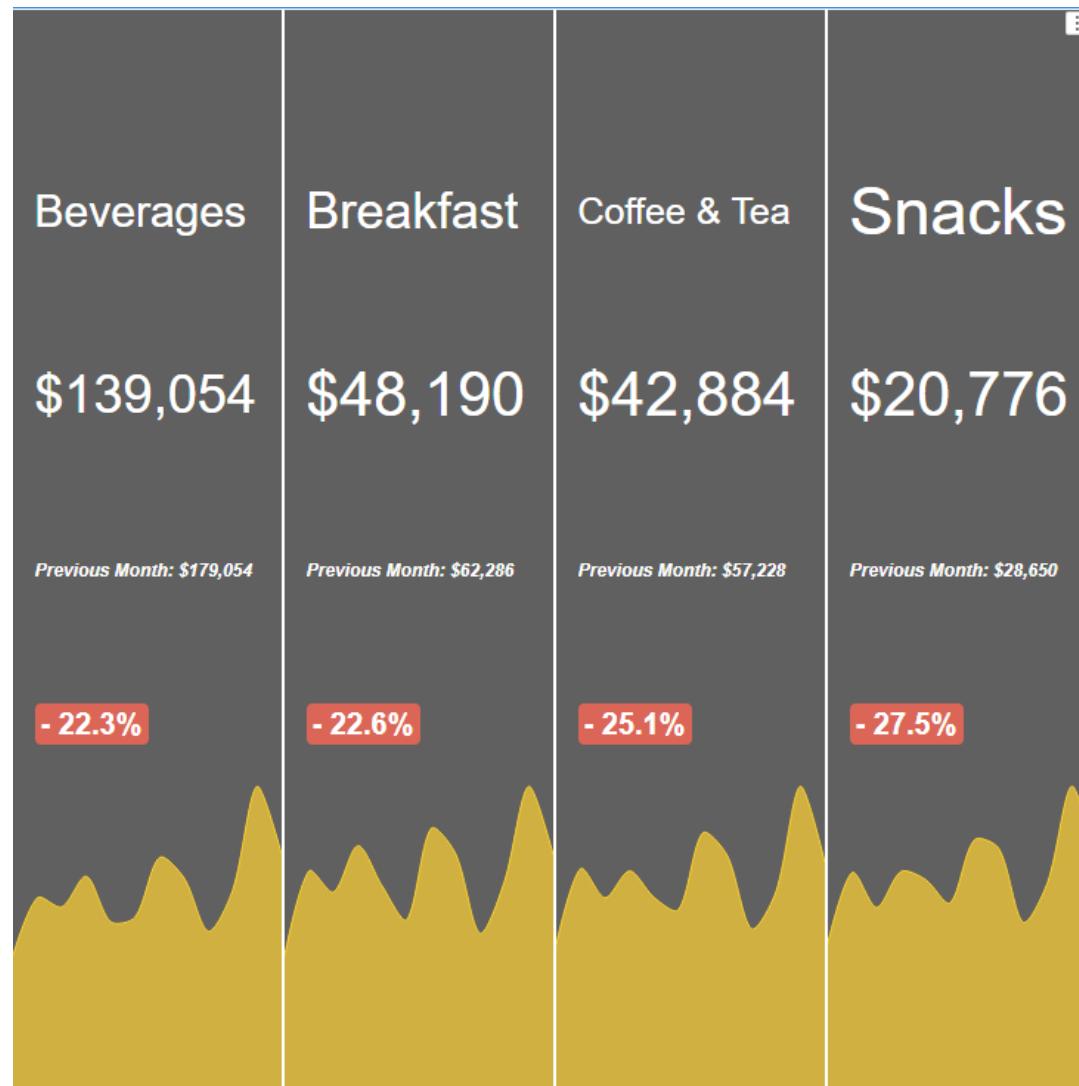
Visualizations: Network

Create a Dossier



Visualizations: KPI

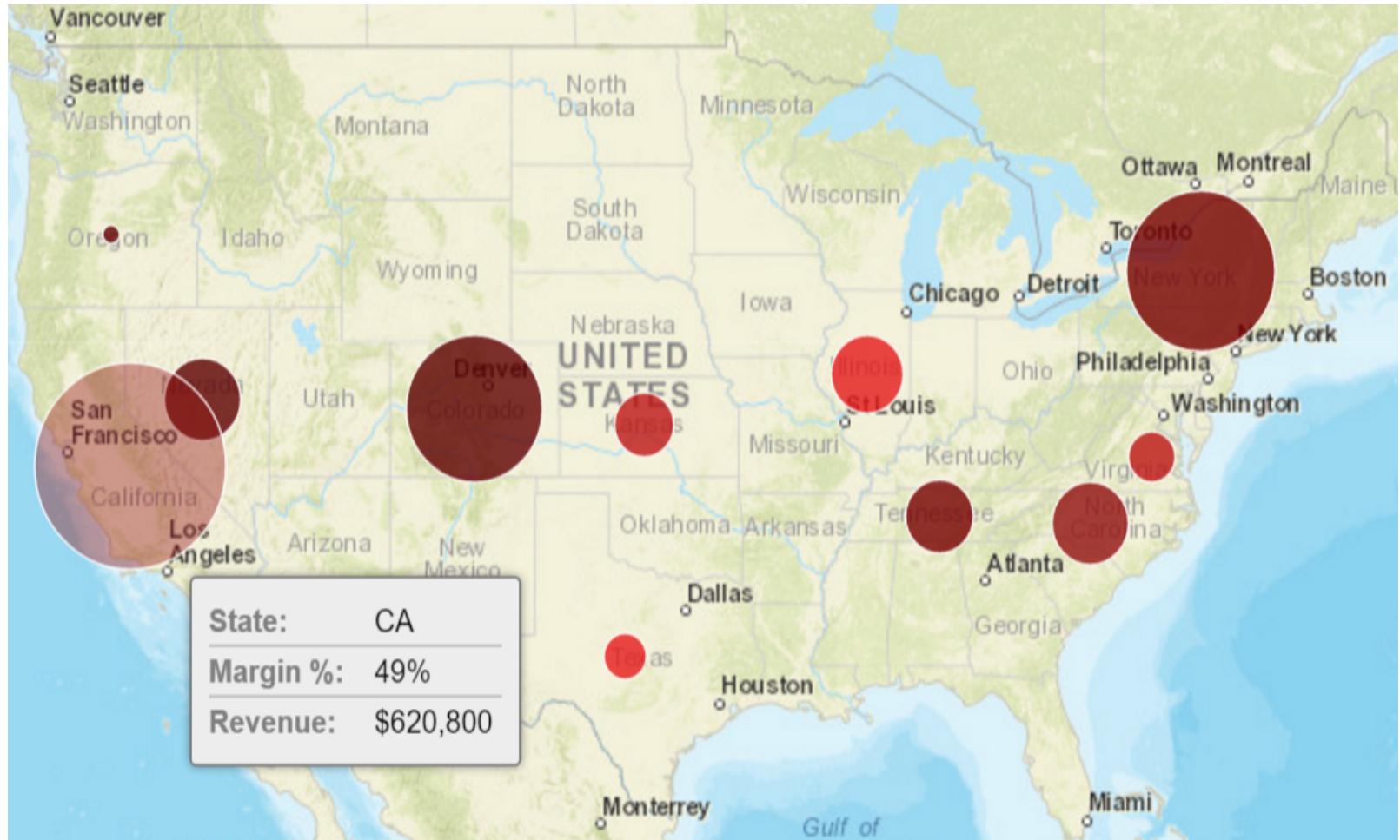
Create a Dossier



Visualizations: ESRI Map

Create a Dossier

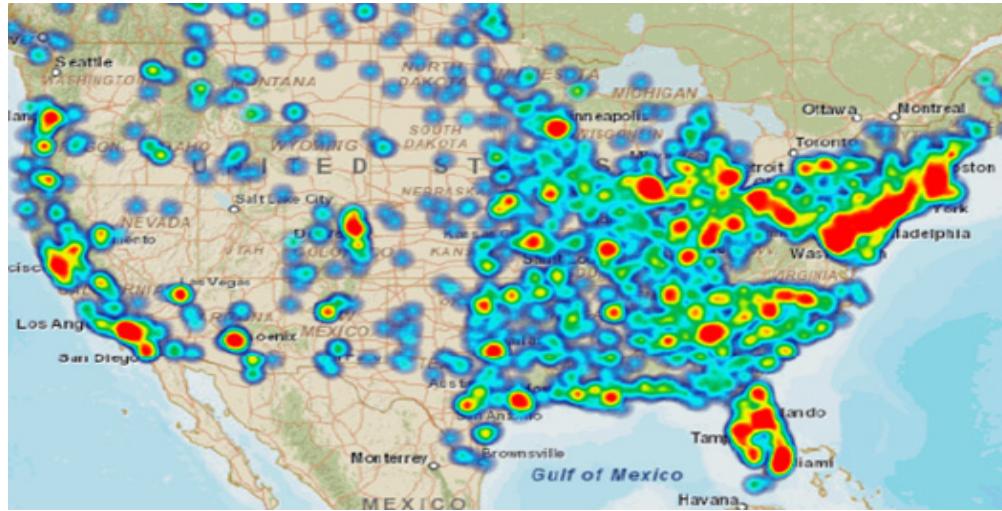
Using map markers, a national bicycle distribution company displayed revenue (the size of the bubble) and margin (the color of the bubble) percentage by state.



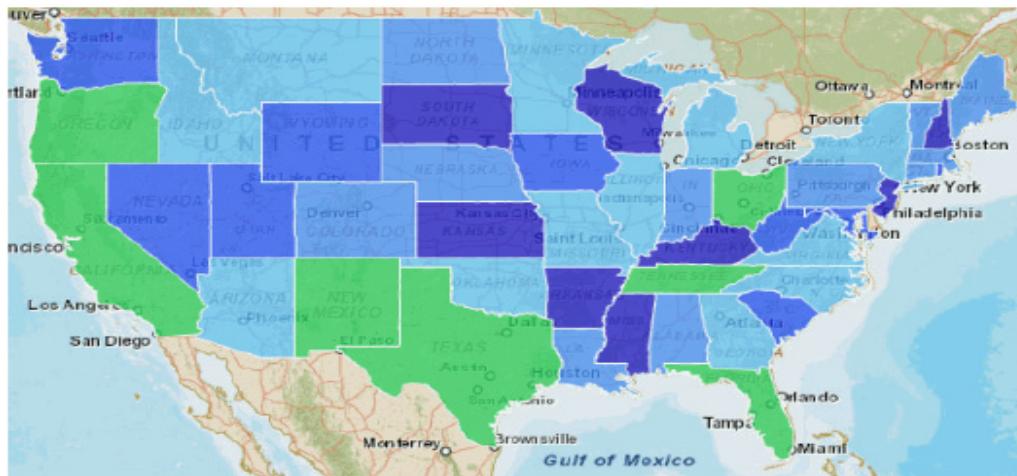
Visualizations: ESRI Map

Create a Dossier

Density map



Map areas

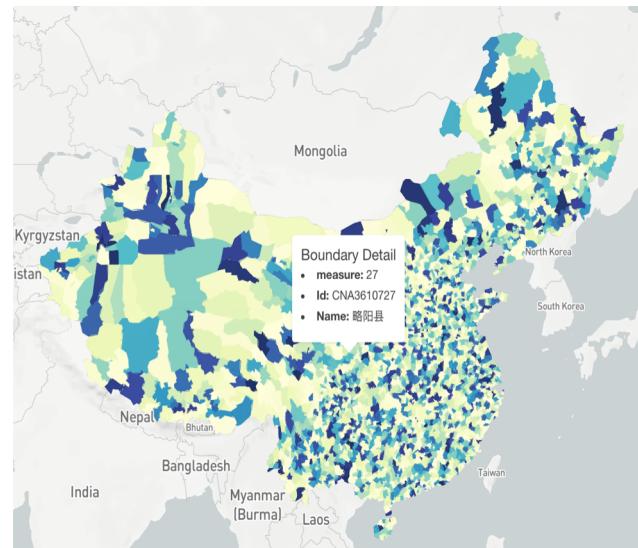
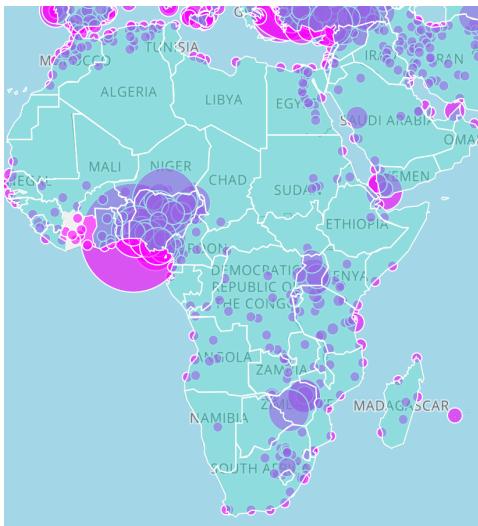


Visualizations: Geospatial maps

Create a Dossier

Display a high-performance vector map using a **Geospatial Service map**, which allows you to:

- Show geographic areas down to the detail of the postal code for most countries
- Zoom through map layers from the entire world to the street level
- Tilt the map for a 3D view
- Color areas using an attribute's elements

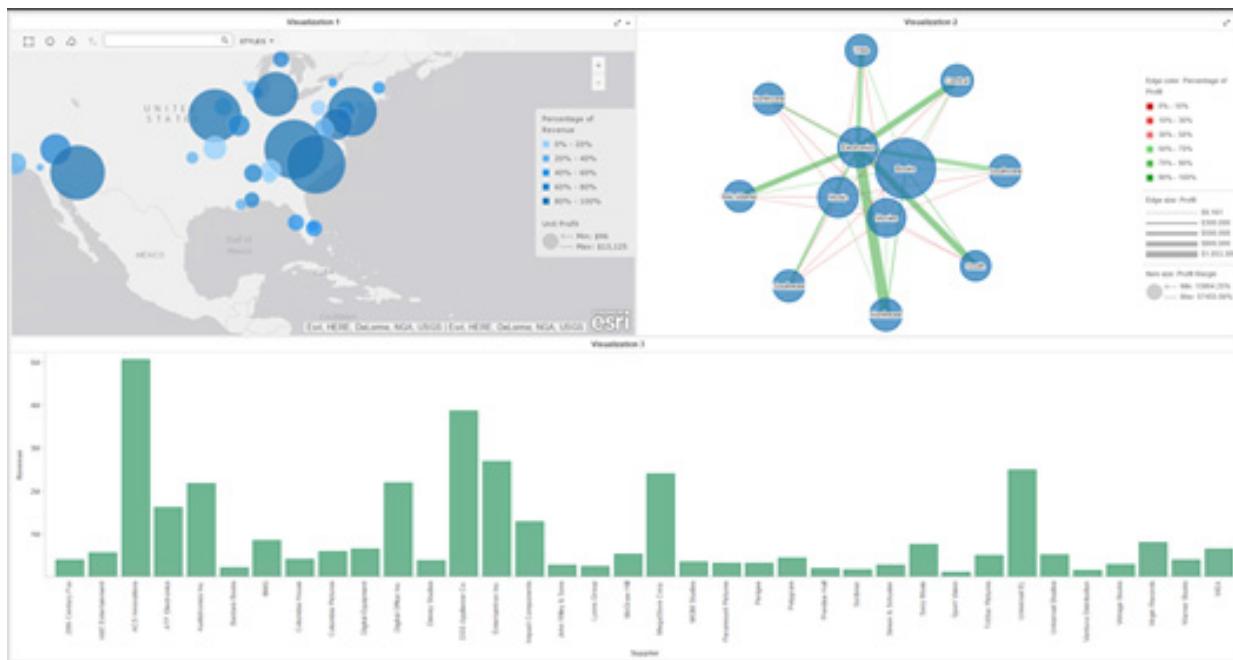


Exercise 2.1: Enhance the Supplier Dossier with visualizations

Create a Dossier

In this exercise, we use the Supplier Report by Region datasets to add visualizations and shape Page 1. We will add three visualizations:

- a bubble map to display profit and revenue by supplier location
- a network visualization to analyze profit by region and category
- a bar chart to show revenue per supplier

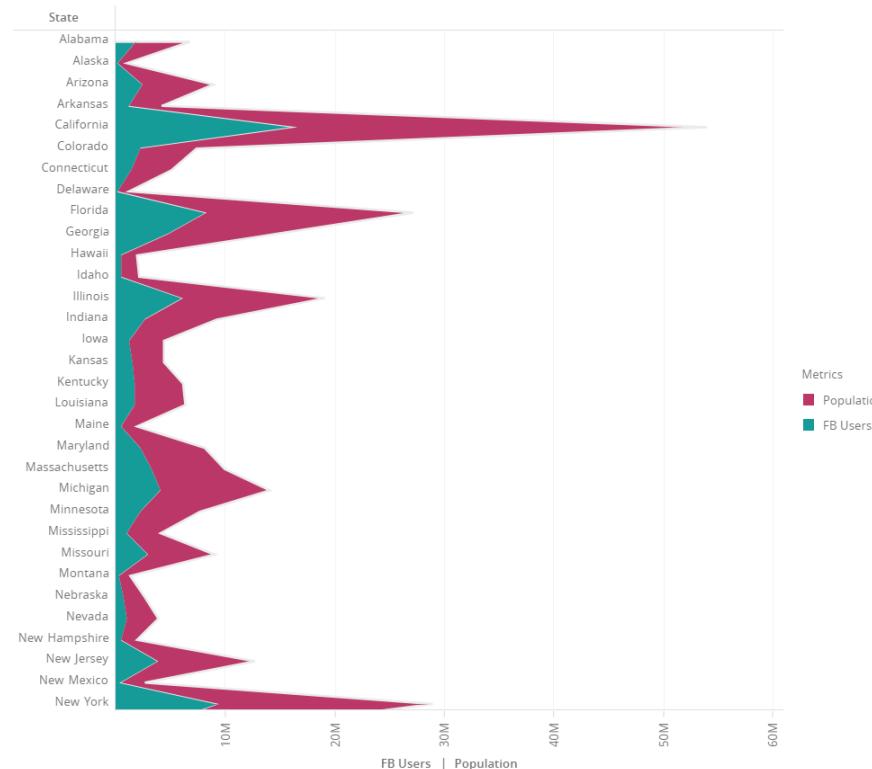


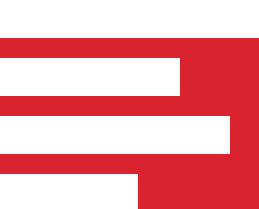
Workshop 1: Import data and add the appropriate visualization to a dossier

Create a Dashboard

In this workshop, you will create a dossier based on imported data. You will clean and wrangle the data so it is a readily usable dossier dataset. Finally, you will add a visualization using the dataset.

Your end result should match the image below:





Layering, Filtering, Sorting, and Thresholding

Visualization Analysis

Additional Dossier Techniques

Now that we've added visualizations to our dossier to analyze your business intelligence, we will explore ways to enhance the data discovery experience with innovative design features. In this chapter, we will focus on:

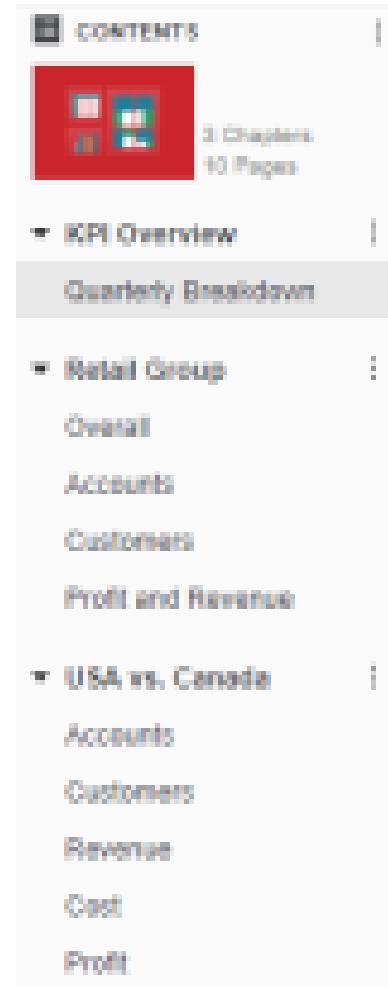
- Layering related data through chapters and pages
- Narrowing data through filters
- Sorting data
- Drilling within visualizations to view data at a different level
- Applying thresholds to highlight specific data points and outliers
- Inserting text and images

Layer related data: Chapters and pages

Additional Dossier Techniques

Dossier pages and chapters allow designers to logically group related data. Grouping like data together will allow users to navigate through the information easily.

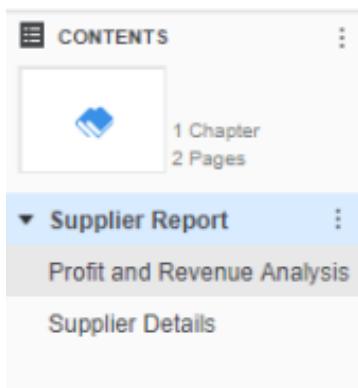
To add a page, click the **Add A Page** icon from the toolbar. To add a chapter, click the **Add A Chapter** icon from the toolbar.



Exercise 3.1: Add a page to the Supplier Dossier

Create a Dashboard

- Add a page and grid visualization
- Rename the chapter and pages



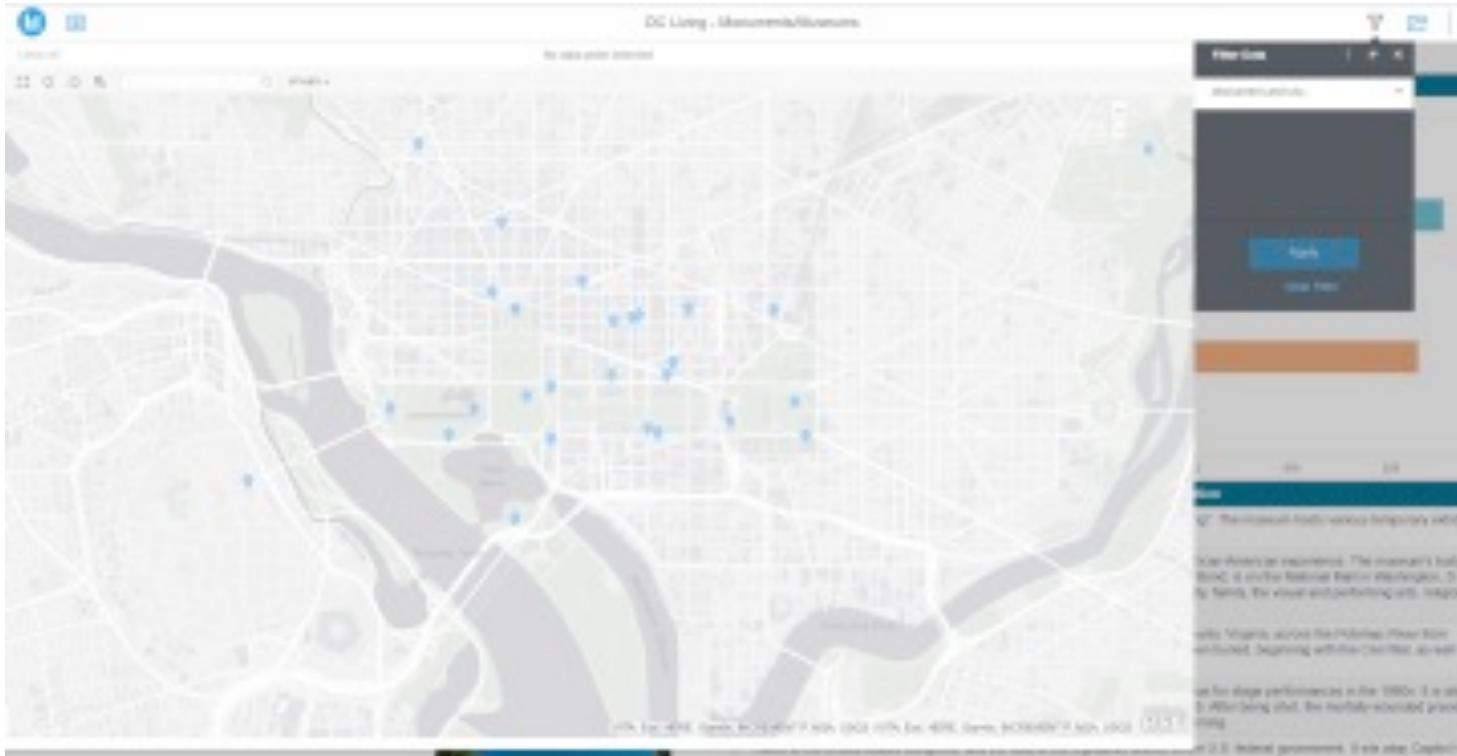
Supplier	Unit Cost	Unit Profit	Units Sold
20th Century Fox	\$7,413	\$864	27928
A&E Entertainment	\$2,059	\$277	24185
ACS Innovations	\$35,065	\$8,913	11422
ATF Electronics	\$57,642	\$13,125	2247
Audiotronics Inc.	\$12,731	\$3,115	13611
Bantam Books	\$4,005	\$1,332	15858
BMG	\$7,010	\$587	62621
Columbia House	\$5,073	\$504	30305
Columbia Pictures	\$4,303	\$388	48912
Digital Equipment	\$6,066	\$1,501	8370
Digital Office Inc.	\$26,343	\$6,265	6605
Disney Studios	\$1,438	\$186	23673
DSS Appliance Co.	\$36,186	\$9,455	8382
Entertaintron Inc.	\$43,657	\$10,921	13706
Impact Components	\$12,021	\$3,002	8420
John Wiley & Sons	\$2,215	\$770	16666
Lyons Group	\$1,052	\$96	20847
McGraw Hill	\$2,833	\$941	13707
MegaStore Corp.	\$42,328	\$10,729	4477
MGM Studios	\$4,571	\$388	28093
Paramount Pictures	\$4,981	\$480	22881
Perigee	\$2,030	\$577	38063
Polygram	\$4,775	\$859	31955
Prentice Hall	\$5,061	\$1,742	14260
Scribner	\$1,936	\$602	16689
Simon & Schuster	\$4,293	\$1,492	17442
Sony Music	\$7,098	\$756	56408
Sport Vision	\$1,547	\$183	6069
TriStar Pictures	\$3,796	\$397	37105
Universal EL	\$30,070	\$7,714	6494
Universal Studios	\$4,745	\$389	38842
Ventura Distribution	\$1,442	\$113	8982
Vintage Books	\$3,236	\$1,035	25899
Virgin Records	\$8,518	\$1,051	53767
Warner Books	\$4,044	\$1,225	34084

Narrowing data: Filters

Additional Dossier Techniques

Chapter filters:

- Use the Filter panel to add filters to narrow data throughout the chapter.
- Use visualizations-as-filters to add intuitive visual filters.



Exercise 3.2: Add a subcategory filter to the Supplier Report chapter

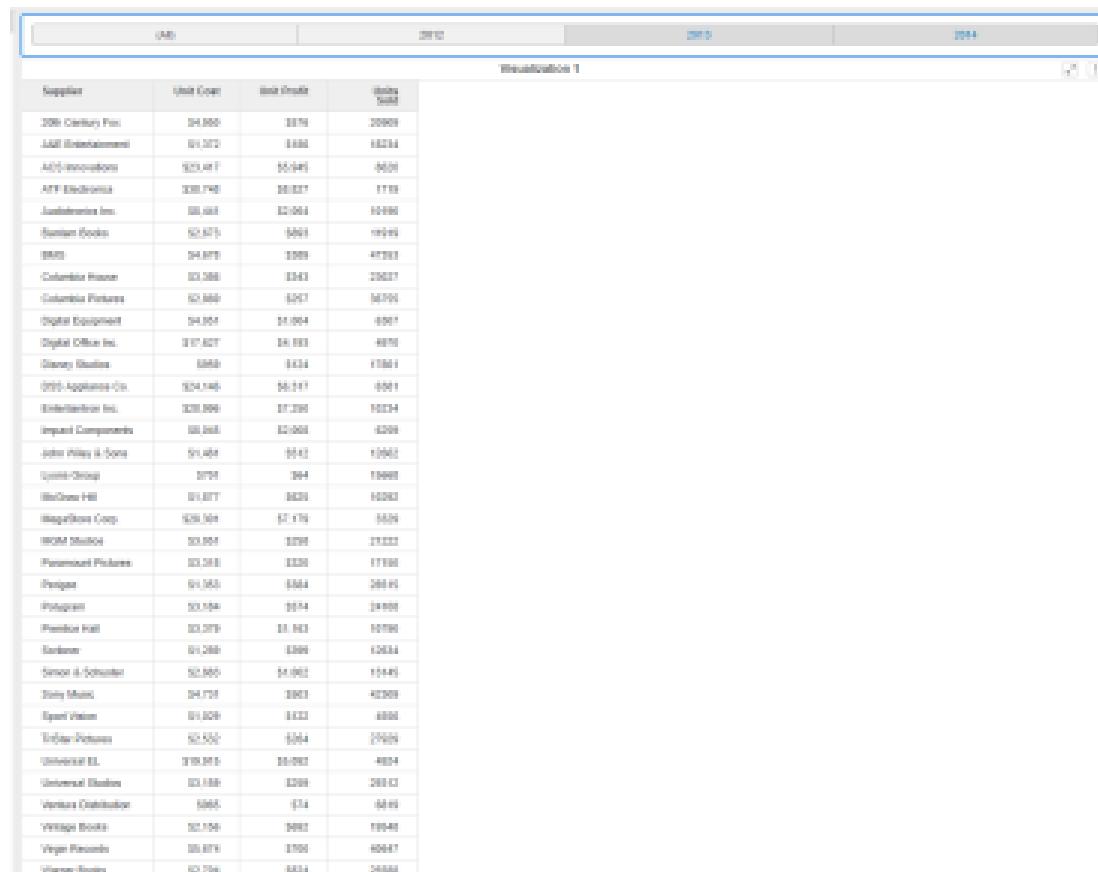
Additional Dossier Techniques

Your supply chain team is organized by product subcategory -- there is an assistant manager for audio equipment, action movies, TVs, etc. They would like to narrow the data in the Supplier Report chapter by subcategory so they can analyze their own suppliers. To do so, in this exercise you will add a filter in the Filter panel for Subcategory.

Exercise 3.3: Add an object filter to the Supplier Details page

Additional Dossier Techniques

You would like to be able to view the Supplier Details page by year, but the Profit and Revenue Analysis does not need to be filtered by year. To accomplish this, you will add a Year filter to the Supplier Details page

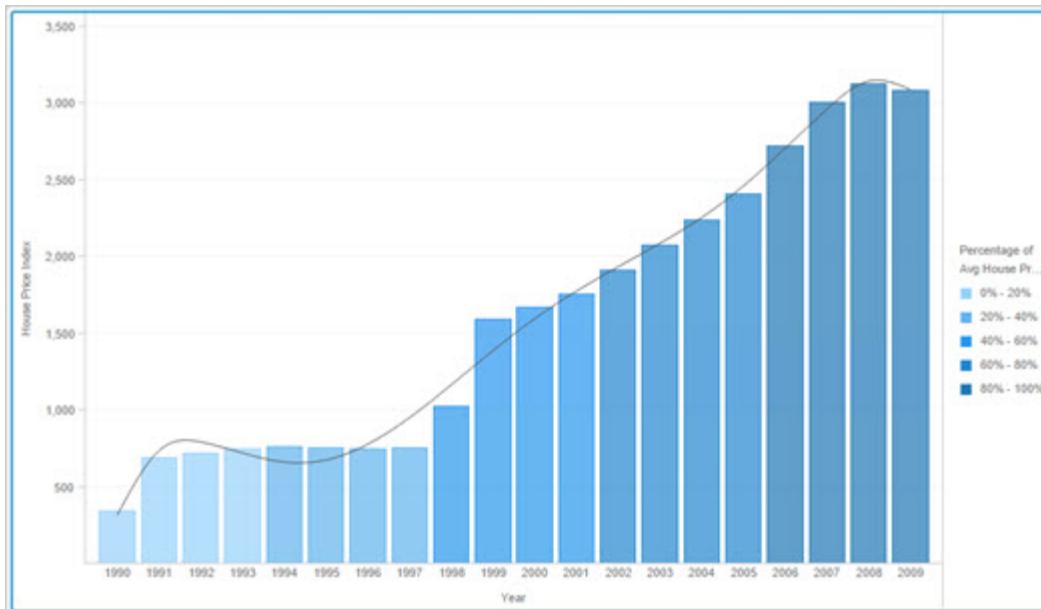


Supplier	Unit Cost	Unit Profit	Sales Total
20th Century Fox	\$1,000	\$100	\$2000
ABC Entertainment	\$1,000	\$100	\$1000
ABC Innovations	\$2,000	\$500	\$4000
ABC Electronics	\$300	\$100	\$1100
Audience Inc.	\$1,000	\$100	\$1000
Bonham Books	\$2,000	\$500	\$5000
BBC	\$1,000	\$100	\$1000
Columbia House	\$3,000	\$1000	\$3000
Columbia Pictures	\$1,000	\$100	\$1000
Digital Equipment	\$1,000	\$100	\$1000
Digital Office Inc.	\$1,000	\$100	\$1000
Gilroy Studios	\$3,000	\$1000	\$3000
GMG Appliance Co.	\$200	\$100	\$2000
Entertainment Inc.	\$1,000	\$100	\$1000
Impact Components	\$1,000	\$100	\$1000
John Wiley & Sons	\$1,000	\$100	\$1000
Knight-Ridder	\$1,000	\$100	\$1000
McGraw-Hill	\$1,000	\$100	\$1000
Magnolia Corp.	\$1,000	\$100	\$1000
Ward's Studio	\$1,000	\$100	\$1000
Persimmon Pictures	\$1,000	\$100	\$1000
Pengas	\$1,000	\$100	\$1000
PolyGram	\$1,000	\$100	\$1000
Premier Hall	\$1,000	\$100	\$1000
Roxbury	\$1,000	\$100	\$1000
Simon & Schuster	\$1,000	\$100	\$1000
Sony Music	\$1,000	\$100	\$1000
Sport Vision	\$1,000	\$100	\$1000
TriStar Pictures	\$1,000	\$100	\$1000
Universal IL	\$1,000	\$100	\$1000
Universal Studios	\$1,000	\$100	\$1000
Venture Distribution	\$1,000	\$100	\$1000
Vintage Books	\$1,000	\$100	\$1000
Virgin Records	\$1,000	\$100	\$1000
Warner Bros.	\$1,000	\$100	\$1000

Easily Identify Trends

Additional Dossier Techniques

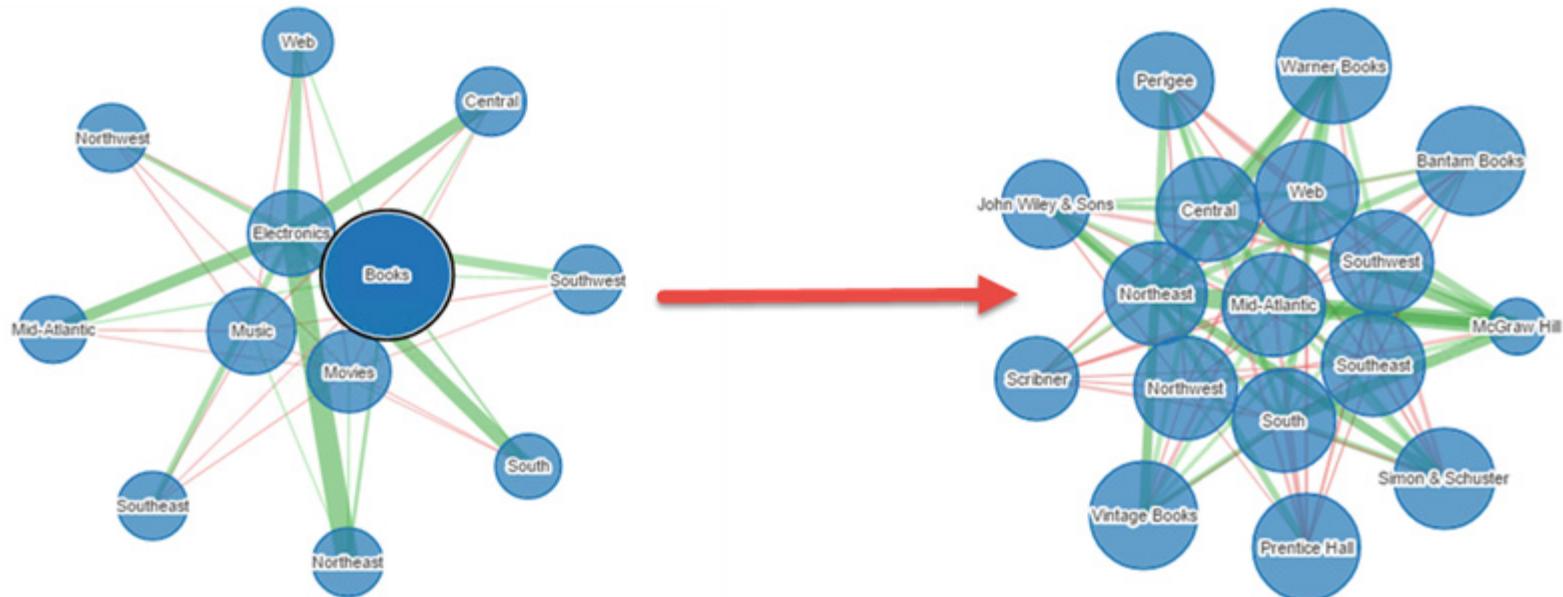
- Sort data on the visualization
- Add trends lines
- Add reference lines



Dig Deeper into Your Data: Drill Data

Analyze Visualizations

- Explore data at additional levels of detail beyond what is immediately visible.
- Drilling is available for Grid, Graph, Network, and Heat Map visualizations.
- Drilling within a specific visualization will not affect other dashboard visualizations.
- Available drilling options are dependent upon the dataset and the visualization.



Activity: Sort data

Analyze Visualizations

In this exercise we will sort the data in the bar graph in ascending order.

Highlight Important Changes in Data: Thresholds

Analyze Visualizations

- Highlight metric data in a visualization when that data fulfills a specified condition.
- Analyze large amounts of data easily; different colors are quickly identified.

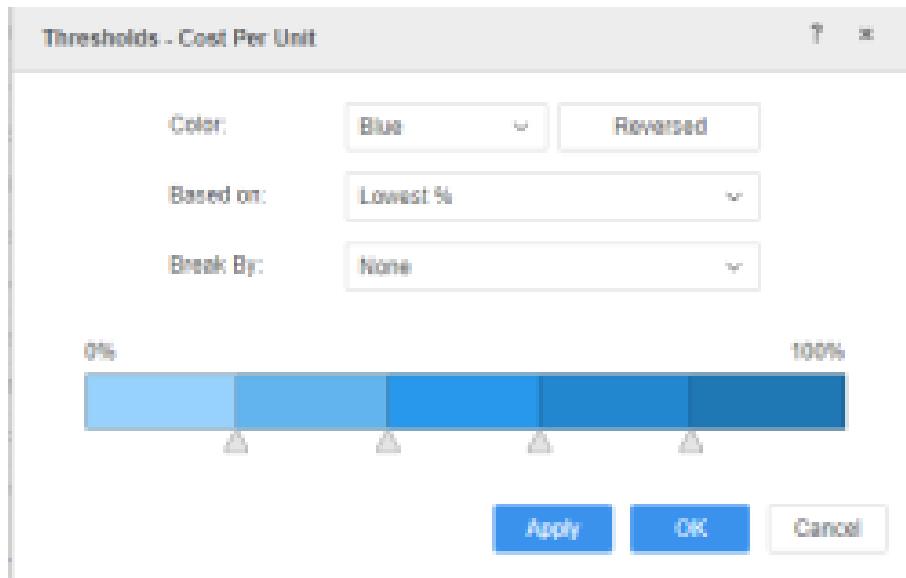
A threshold is made up of two parts:

- The condition the data must meet to have the threshold formatting automatically applied.
- The formatting that is applied when the value meets that condition.

Sales Rep Ranking		
Owner	Total (\$)	Total Growth
Kendall Leon	\$5,986,528	↑
Kennedy Chase	\$1,953,983	↓
Luke Preston	\$963,567	↓
Lynn Luna	\$1,477,483	↓
MacKensie Savage	\$3,452,000	↓
Marcia Andrews	\$906,668	↓
Mira Crawford	\$1,640,000	↓
Nina Burns	\$3,200,630	→
Noah Adkins	\$4,087,900	↓
Otto Gentry	\$4,788,926	→

Highlight Important Changes in Data: Thresholds

Analyze Visualizations

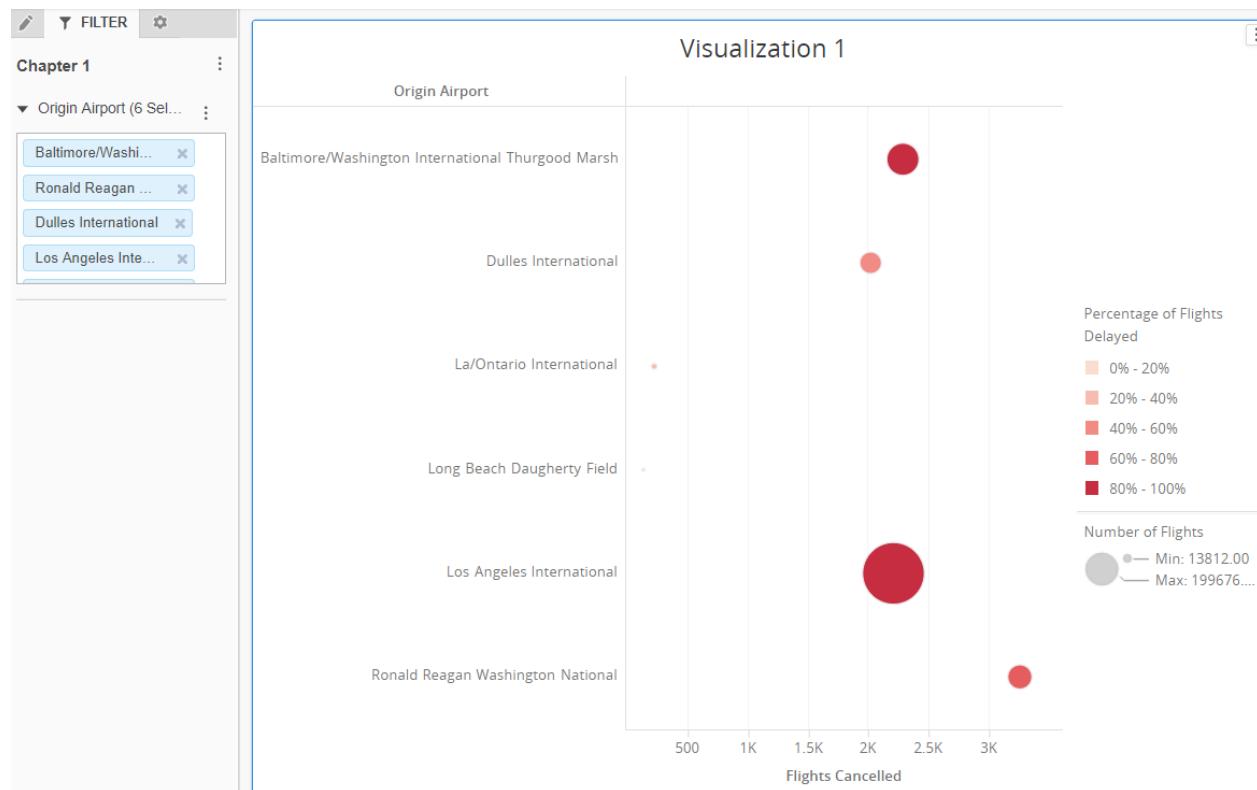


- **Color:** Select the color, or color range, that you want to apply to the metric when it meets the threshold's conditions.
- **Based on:** Determine whether you want the threshold color to be applied to the metric's rank or its value, when the metric meets the threshold's condition
- **Break by:** Select the attribute level to restart counting rank or percentage values. Select **None** to continue without restarting. This option is only available for rank or percentage.
- **Color band:** Click and drag the spacers to increase or decrease range values.

Workshop 2: Visualization analysis

Analyze Visualizations

You are a travel coordinator for a boutique consulting firm. The company has delegated two consultants, Milo and Clarissa, to travel and speak at multiple conferences throughout the year. To help these employees reach their destination in a timely manner, you will create a dossier to examine airport data.



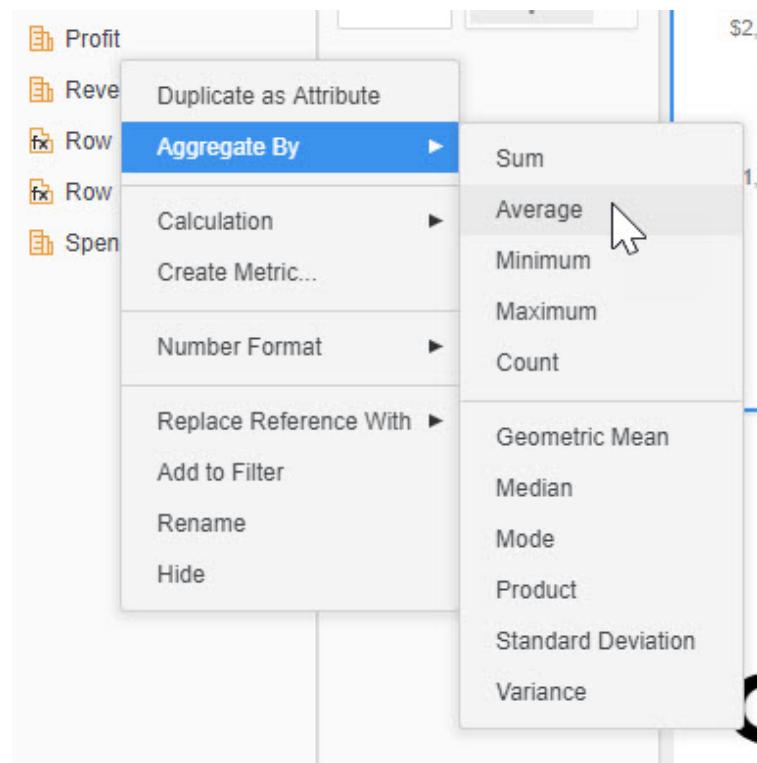
Create Metrics Based on Existing Metrics: Derived Metrics

Analyze Visualizations

- Created based on existing dataset objects.
- Perform calculations on the fly with available data, without having to re-execute the data source.
- Quickly perform analyses such as margins, contributions, and differences between metrics on the report.

Examples of way to include derived metrics are:

- Subtracting one metric value from another.
- Ranking a metric's value from least to greatest.
- Displaying metric values as a percentage of the total.



Derived Metric Example

Analyze Visualizations

Metric Editor - New Metric

Functions Objects

Metric Name: Growth Metric Options

Add Report Objects Call Center Last Year's Revenue Revenue

Average + - × ÷ () <>

Avg Validate Clear All

Count

First

GeoMean

Greatest

Last

Least

Max

Median

Min

Mode

Multiply

(Revenue-[Last Year's Revenue])/[Last Year's Revenue]

✓ Valid metric formula.

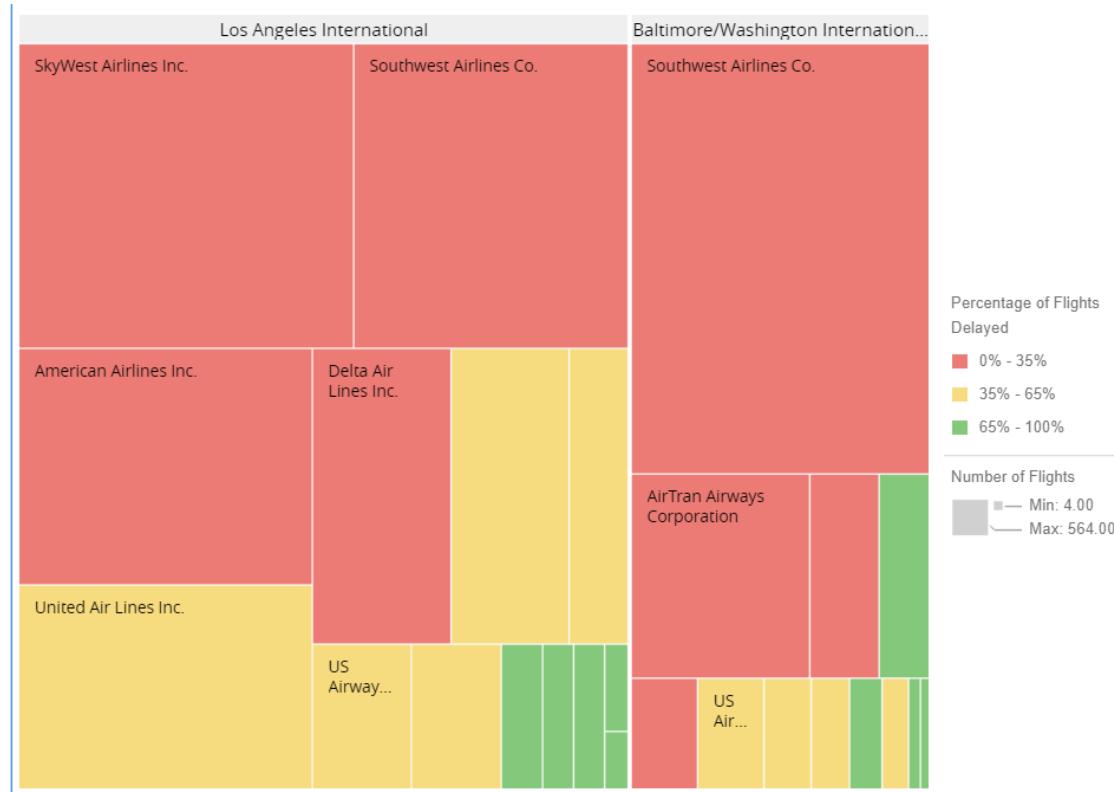
Switch to Function Editor Save Cancel

The screenshot shows the Microsoft M-Strategic Metric Editor interface. On the left, there's a sidebar with various functions like Average, Count, First, etc. In the center, there's a search bar, a dropdown for 'Basic Functions', and a tree view under 'Objects' showing 'Report Objects', 'Call Center', and 'Last Year's Revenue' (which is selected and highlighted in blue). To the right, there's a 'Metric Name' input field with 'Growth' typed in, and a 'Metric Options' section with buttons for 'Validate' and 'Clear All'. Below these are operators (+, -, ×, ÷, (), <>). The main area contains the formula '(Revenue-[Last Year's Revenue])/[Last Year's Revenue]' in a text input field. A red rectangular box surrounds this formula input field. At the bottom of the formula input field, there's a message '✓ Valid metric formula.' with a green checkmark icon. At the very bottom of the editor window are buttons for 'Switch to Function Editor', 'Save', and 'Cancel'.

Workshop 3: Analyze airport delays

Analyze Visualizations

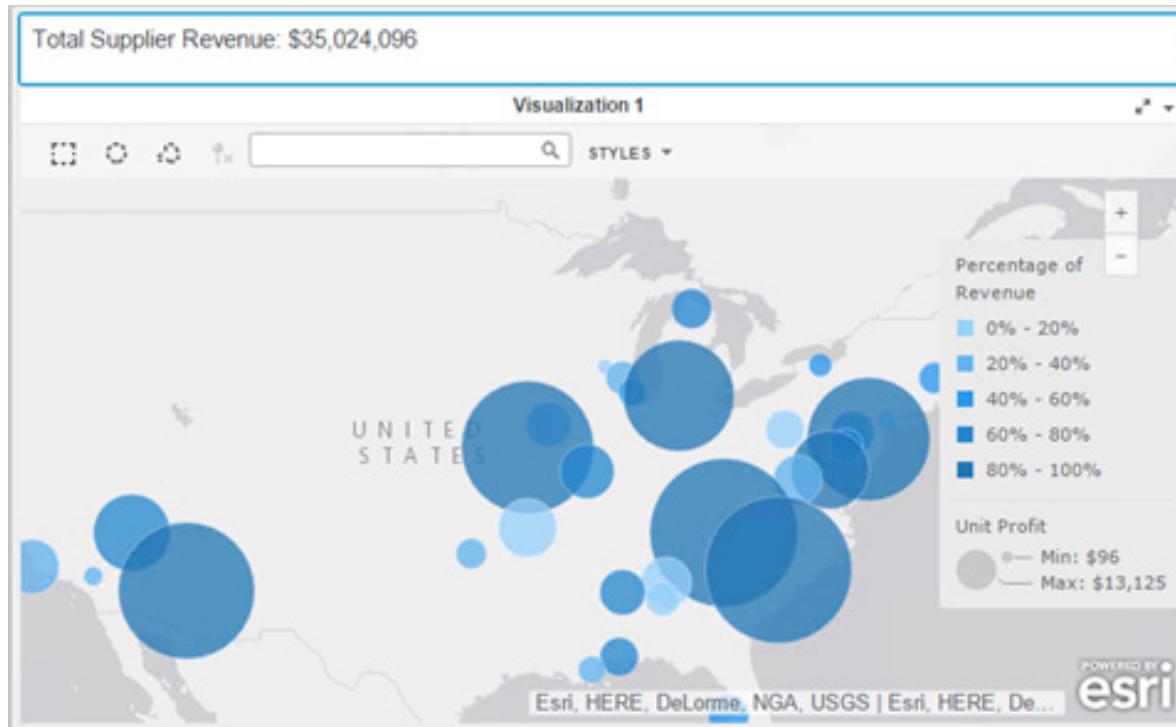
This is a continuation of the previous airline workshop. In Part III, we will add derived metrics to the Airline Data Dossier to find the best airline and day to fly. If you remember, you are booking flights for Milo, flying out of the DC area, and Clarissa, flying out of California.



Enhance Your Dashboard: Insert Text

Analyze Visualizations

Dynamic text is created when dataset objects are dragged into the text box. Combine static text with dynamic text to give the value meaning.



Enhance Your Dashboard: Insert Images

Analyze Visualizations

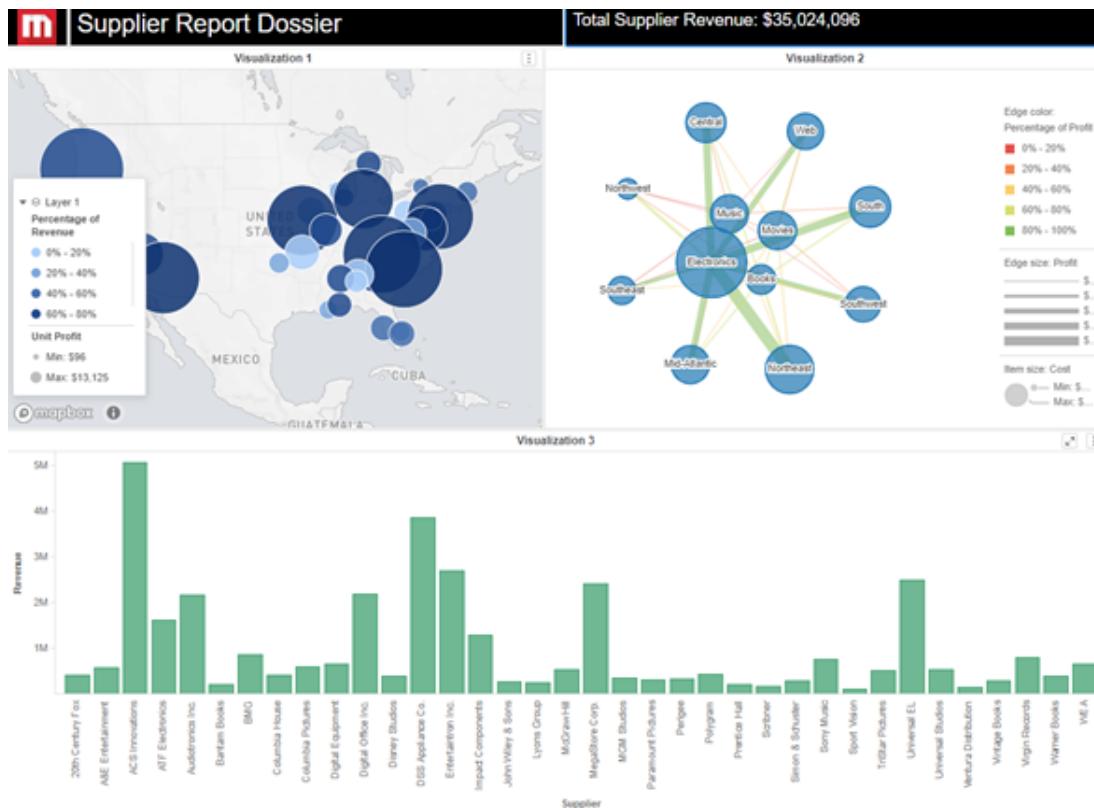
You can add your corporate logo or a relevant image to enhance the overall look of your dossier. Once you have inserted the image, you can even specify that it opens your company homepage by inserting a URL.



Exercise 3.4: Insert text and complete the dashboard

Analyze Visualizations

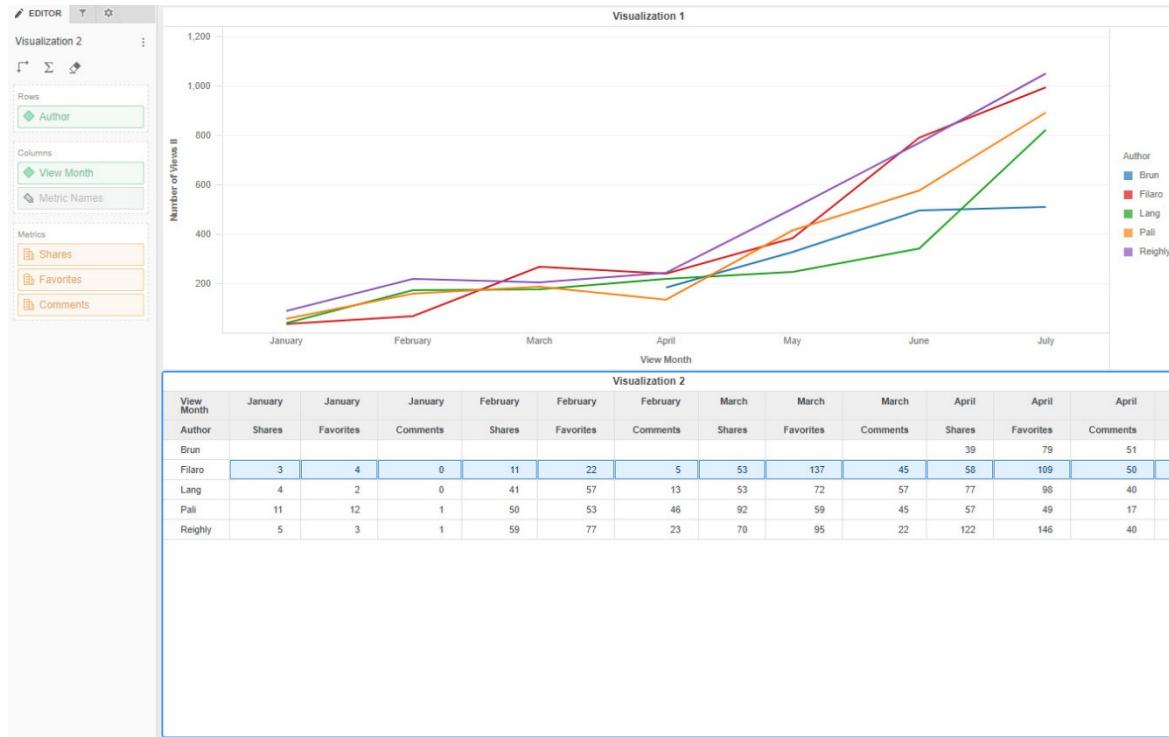
In this exercise we will insert a text box with a title for the dossier, insert a text box with dynamic text showing total supplier revenue, and then insert a company logo that will link to the company website. Lastly, we will rename the visualizations with relevant titles.



Workshop 4: Analyze data to determine areas of opportunity

Analyze Visualizations

In this workshop we will create derived metrics and apply them to visualizations to determine the success and failures of the blog articles.





Workshop 5: Worldwide Emissions Dossier

Workshop 5: Port Analysis Dossier

Workshop

You are the captain of a ragged band of pirates piloting a three-masted ship across the ocean. We want to target ships that contain the most profitable product types (categories). To visualize this, we want to map the ports and their states, which will allow us to see their location and their total trade values. Your fellow pirate colleague started a dossier using Excel and Wikipedia data sources, but unfortunately, he had to walk the plank, so you need to complete the dossier.



Review

In this course we used MicroStrategy Web to:

- Learn the components of a dataset.
- Build a dossier
- Import data into Web.
- Use the dataset to create interactive visualizations on a dossier.
- Analyze visualizations through the use of filters, thresholds, and drilling.
- Collaborate, communicate, and share through MicroStrategy Library.