Cloud Environment Link - <https://env-177785.customer.cloud.microstrategy.com/MicroStrategy/servlet/mstrWeb?evt=3010&Server=env-177785laiouse1&Project=MicroStrategy+Tutorial>

Short Link - <https://bit.ly/2G2FJWa>

Login:

User Name: Data1 Pwd: mstr

User Name: Data2 Pwd: mstr

User Name: Data3 Pwd: mstr

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User Name: Data27 Pwd: mstr

Presentations

* 6 minutes presentation

Focus on story telling

Criteria (25%)

* Use of data
* Design of visuals
* Overall storytelling
* Clarity of presentation

Don't worry about explaining if you did not use certain attributes

Simplify your dossier, don’t go for the complicated graphs.

Label/title everything

Ask questions? In titles, keep flow in presentation

Like “what is the breakdown of household count with … and …? “

Have main question that you answer...

Tell story throughout the year?

Use lots of visualizations, don’t be afraid if it skips (presentation, not using all pages)

Normalize the data?

Use variations of blue (cooperators colours)

What questions would you guys answer for this?

Storyboarding

Focus on areas that they need to focus on

What was our performance from web quotes

Who is our current market through web quotes

Storyboard Breakdown

1. How did we do in 2016?
   1. Total quotes vs Total Bound
2. Question: Where are these quotes coming from?
   1. Look into maps, look by percentage and population of bound
   2. See how many people are in each province
3. Who are these people that are buying insurance?
   1. Pick top values and

Data Competition notes

Do people that commute

Where did we do well, where can we improve.

Take the dossier and provide meaningful story relevant to the

Tell how they can understand the data

Touch on Alberta but focus on Ontario

Build dossier first, then focus on storytelling.

Questions to ask

Are we able to sample/should we? (To show %’s more accurately)

Is there a way to colour the map into zones

How does alberta perform so well?

Don’t use Pie charts

Things to say

1. Overview
   1. After Christmas ppl don’t want to buy cars as much
   2. I don’t know industry trends...
2. Where are they coming from?
   1. Map of Canada, divide by province
      1. % Quotes bound by province vs total quotes
      2. Most quotes come from Ontario, could skew results
      3. AB = Higher contribution.
      4. ON pop about 3.5 x AB’s
3. Why is Alberta’s Conversion Higher?

\*Given this is the Population data set, you should focus more on Alberta

Cooperators offers Home insurance too, maybe raise prices to compensate.

Told to tell a story through the data.

Documentation

Look at Overview page, see alberta’s conversion rate is higher

**Why does Alberta have higher conversion?**

* Seems weird, should explore further
  + Smaller sample size? Other provinces have similar metrics with smaller data size
  + Maybe because car insurance is cheaper in Alberta
    - Quick google search reveals that 2017 averages in Ontario are ~25% higher, maybe albertans spend less time shopping around for insurance because they’re happy with the rate.
* Compare Global and Bound count values for each relevant attribute
  + Gender = More focus on females.
  + Generation/Age = Alberta focuses more on Gen Y/younger crowd, more relevant with Bound values
  + Vehicle Use/Commute Distance = slight increase of pleasure inquiries, same with pop. and bound.
  + Marital Status = More focused on people that are single. Same with pop. And Bound.
  + Vehicle Year = Similar for pop. And bound values.
  + Month = Didn’t expect this, but Alberta had ALL the quotes in Q1.
    - Population = Top three months for total quotes are April, May, June
    - Quebec has most of their quotes in December
    - **How is it that Alberta met all quotes in Q1, but Ontario met none of them?**
  + Multi-Product = Alberta had more quotes for people that did NOT already have a product registered than the population. However, other provinces had similar proportionate results. This is irrelevant, people are more likely to buy insurance with cooperators if they already have products registered. Therefore, the increased percentage of “no” in multiproduct in Alberta does not explain the increased proportional performance.
  + Commute Distance = Similar pop. And bound

Data that would have helped

* Quote Prices
* More Alberta Data.
* More years (Industry/Company Trends)