

User Story 1 – Enterprise Reporting Architecture (SSRS)

As an Enterprise Reporting Lead, a scalable SSRS reporting framework is required so that operational reporting remains consistent across regions.

SSRS is used to design paginated, parameter-driven operational reports that support high-volume transactional data.

A single report is designed with multiple parameters including
Region,
Priority,
SLA Status,
and Date Range.

These parameters allow operational teams to filter data efficiently without creating multiple reports.

Reusable shared datasets are created to ensure consistent data logic across reports and to reduce duplication. Parameter dependencies are handled so that parameter values adjust based on previous selections, improving usability and performance.

From a performance perspective, indexed columns are used on Region, Priority, SLA Status, and Created Date. Queries are parameterized and designed to avoid unnecessary joins and full table scans. Filtering is handled at the dataset level to improve execution efficiency.

SSRS is chosen over Power BI for this use case because it supports pixel-perfect layouts, handles large datasets efficiently, enables scheduled report delivery, and is more cost-effective for operational users. Power BI is better suited for analytical and executive dashboards rather than detailed operational reporting.