

**Dossier Assignment: MicroStrategy: Performance Dossier
(Graduate Students Only)**

The CFO and company leaders are leaving for a weekend retreat in Aspen. The CFO has been talking about the value offered by the company's new MicroStrategy software and the CEO has asked for a Dossier to analyze company performance at the Aspen meeting.

The CEO wants a Dossier that enables an analysis of company performance across analysis of product performance and regional performance; each analysis in one page of a Dossier chapter. Each individual analysis (one page for product performance and one page for regional performance) should have four visualizations. Within each individual page, a comprehensive story with non-duplicative message across visualizations must be presented. Filters must be used to enable interactivity within in each page for analysis purposes; 1 filter that controls all visualizations and at least 1 filter in a visualization that controls at least one other visualization in the page. Two of the visualizations in each page must have new informative and insightful metrics that you create yourself. You must identify the new metrics and their value in your writeup.

The time frame should be mixed, as well as the information level and category. One thing the CFO does say is that while the story told by the Dossier should be comprehensive, clear, relevant, and actionable, the CEO is also impressed by colors and graphics (beside data tables).

Build the Dossier.

Provide a 1 page summary of the Dossier in Word. Why did you select, choose, and build the items that you are using. What does the Dossier tell you overall? What is the theme and goal of the individual page design that you have provided? What story does each visualization tell within a page? What are the performance elements of the Dossier and why are they (and the Dossier) appropriate for providing the necessary information?

This is individual work only. Save the Dossier as a file in your My Reports folder. I will view and use the Dossier on your account. It must be available and usable to receive credit for the assignment. **For naming your Dossier file use: "LastName S19 WK 13 - Assignment 5". Upload your Word file summary to Canvas by 6:30pm, 4/23/19.**