Week 8: MicroStrategy Variance Analysis
Due: Week 9 3/19/19 by 6:30pm, upload Word and Excel file to Canvas by 6:30pm.
MicroStrategy files saved in your account in My Reports folder.

Task
The overall goal is threefold; (1) to gain experience working with the MicroStrategy reporting function, (2) to perform a simple variance analysis, and (3) to continue to learn how to write executive summary reports.

Individual Work (as always)

Rules
You must use the MicroStrategy software as described below. Remember, this is a learning experience so just go with it and learn…

Detail

The CFO and Marketing VP are both interested in the performance of the company. They want you to conduct a variance analysis to identify areas of improvement. No one knows you are working on the project so you do not have to worry about repercussions from regional directors, product directors, sales directors and the like.

In summary, you are to conduct a variance analysis on the items requested by these two executives (below) and provide up to a 2 page executive summary for all of your findings. Do not include tables or graphs within the executive summary. Rather, you must attach a total of 2 additional pages of supporting graphs, tables, etc. to the back of the executive summary (2 pages of writing, 8.5x11 inch paper only, 11 pt. times roman font. Single spaced, 1 inch margins all around). Do not embed the tables and graphs, etc. (2 pages max) into the summary text. Attach those items on the back of the summary.

You are to build your own unique MicroStrategy reports.

Items to Turn In
1. Executive summary (2 pages max) plus an additional 2 pages max of supporting graphs, tables, etc. (attached to the back)
2. Save all custom reports in MicroStrategy. These files will be graded and must be n your My Reports folder.
3. Excel spreadsheet with raw data from each report and all related analysis

Requested Items

Requested Items

1. The executives want you to analyze the performance of the company **by region**. Build a report that provides revenue and profit data by company region (actual and forecast). Build this report to provide information for **each year**. Export the data to Excel and conduct a variance analysis on these data to **identify areas for improvement**. Summarize your findings for the executives.

   (Start with a Blank Report. Save your custom report as:
   SPR19 WK9 LastName – Region Analysis

2. The executives want you to conduct an analysis of **customers for 2016**. Build a report and export the raw data to Excel. Use Excel to conduct a variance analysis and **identify the top 20 and worst 20 customers of the company? Provide recommendations to the executives.**

   (Build a report for year 2016, using attributes and metrics you are interested in analyzing. Save your custom report as:
   SPR19 WK9 Last Name - Customer Analysis

3. The executives want you to conduct an analysis of products for **2015**. Build a report and export the raw data to Excel. Use Excel to conduct a variance analysis and **identify the best and worst product category. Identify the top 20 and bottom 20 performing products (items). Provide recommendations to the executives.**

   (Build a report for year 2015, using attributes and metrics you are interested in analyzing. Save your custom report as:
   SPR19 WK9 LastName - Product Analysis

4. Create an executive summary (2 page max) as directed above (2 pages max of writing). Provide an additional 2 pages max of supporting graphs, tables, etc. to support your story.