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IT 420: Business Intelligence
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Project 6: Reflective Memo

Interactivity benefits executives with an SSRS report by providing increased
autonomy in exploring data, specifically through the ability to drill down. They
can be offered at-a-glance data pieces that may give them a lead to drill into
specific categories or chunks. In our project, the executive could see the
category total sales and decide whether to expand those categories to view
product totals within. It can be extended even further, such as being able to
expand the products to view specific sales data, like by region.

We can maintain clarity by providing parameters that allow for interaction with
the data to retrieve results for specific dates or time ranges. If an executive
wants to see one date, they can, as well as a week, quarter, or year. This
offers flexibility to clarify their questions related to the data, gather
insight, and make more informed business decisions. They can also request
additional reports or extensions of existing reports.