
Before you begin: Access Library in the Education sandbox

The Education sandbox is a shared, cloud-based environment to help you learn about and experiment with MicroStrategy Web and Library.

Use the Education sandbox to complete various report and dossier exercises. Complete the steps below to access the sandbox.

Access Library in the Education sandbox

- 1 In your browser, navigate to **education.microstrategy.com/MicroStrategy/servlet/mstrWeb**.
- 2 Log in to the sandbox with your **MicroStrategy Account** credentials.
Open the Tutorial project
- 3 The MicroStrategy landing page opens. Click the **MicroStrategy Tutorial** project.



MicroStrategy Tutorial

MicroStrategy Tutorial project and application set designed to illustrate the platform's rich functionality. The theme is an Electronics, Books, Movies and Music store. Employees, Inventory, Finance, Product Sales and Suppliers are analyzed.
Server name ENV-218880LAIOUSE1

The MicroStrategy Tutorial home page opens.

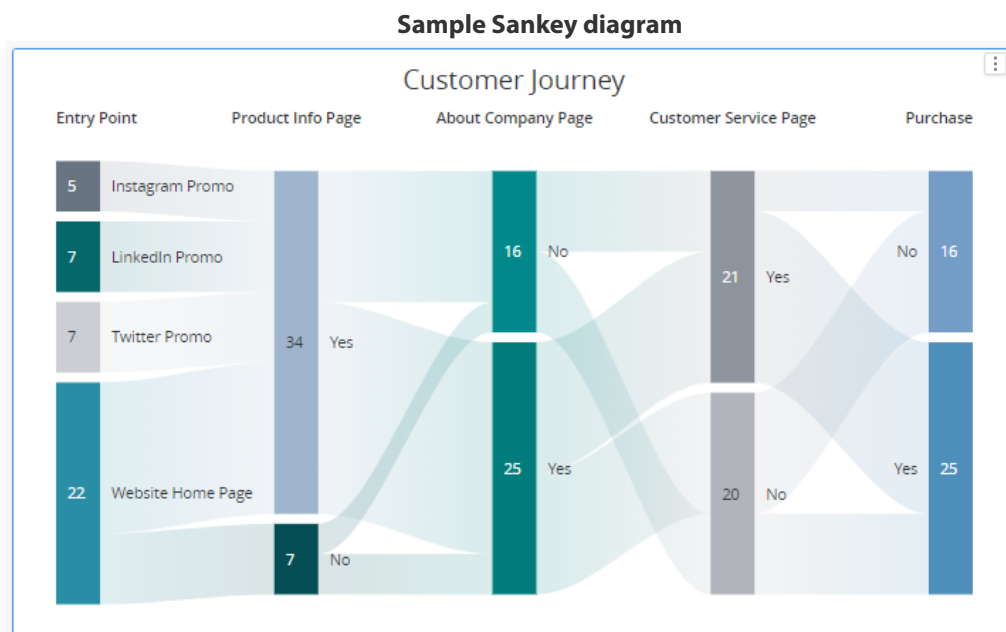
- 4 Click **Go to MicroStrategy Library**.
- 5 If prompted, enter your **MicroStrategy Account** credentials, and then click **Log in with Identity**.

Your Library home page displays.

Exercise: Create a Sankey diagram

Your company recently expanded to selling its products online. The web design teams want to understand how customers access the new website and which customers ultimately purchase a product. Using this information, the web design team can discover where most customers leave the website before making a purchase. Improving the pages where customers decide to leave the website might increase the number of customers who make a purchase.

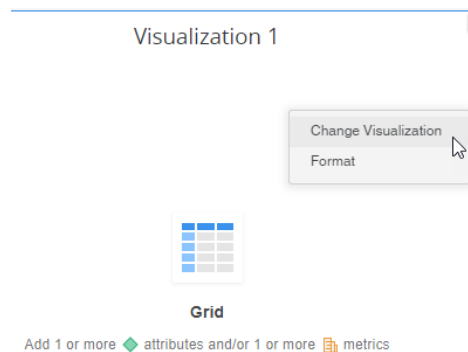
Create a Sankey diagram to analyze customers' journeys through the new website. Your completed Sankey diagram looks like the image below.



Create a Sankey diagram

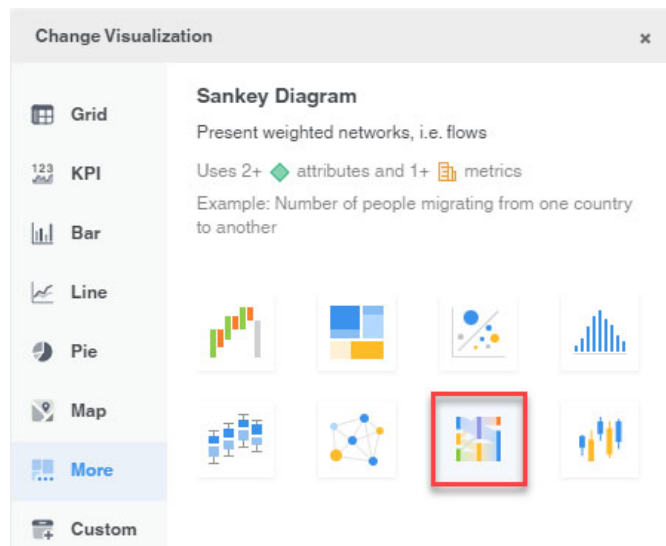
- 1 In the Education sandbox Library, open the **Visualization Types** dossier in Edit mode, if not already there. For a reminder on how to do this, see *Exercise: Access Library in the Education sandbox*, and *Exercise: Add the Visualization Types dossier to MicroStrategy Library*.
- 2 In the Contents panel on the left, in the Relationships Between Variables chapter, click the **Sankey Diagram** page.

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- 3 By default, a new page displays a blank grid visualization on the canvas. To change the visualization to a Sankey diagram, right-click inside the visualization, and select **Change Visualization**.



The Change Visualization window opens, displaying the Visualization Gallery.


- 4 In the Visualization Gallery, point to **More**, and then click the **Sankey Diagram** icon.



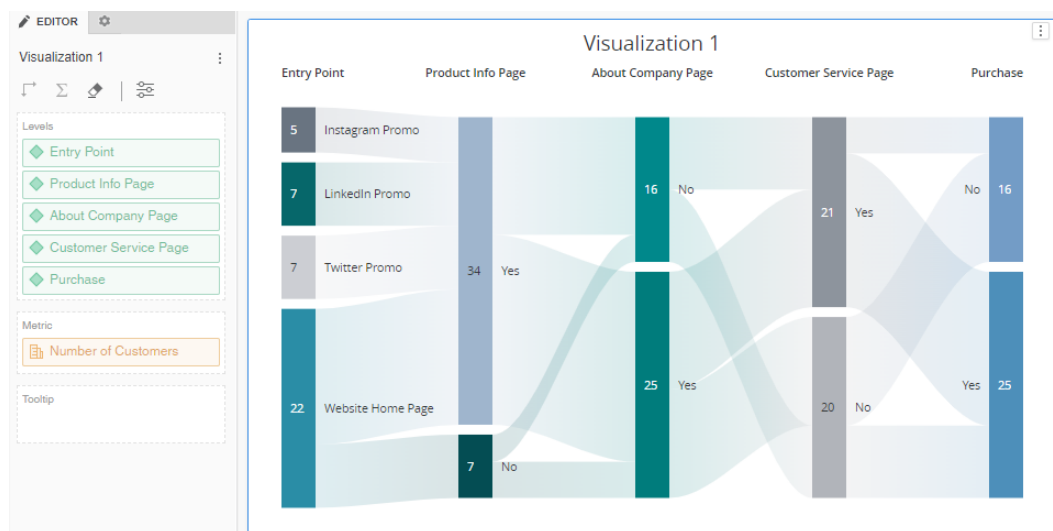
Be careful to choose the Sankey Diagram, not the Google Sankey Diagram. If the Editor panel displays Source and Target instead of Levels, you are using the wrong visualization.

The dossier canvas displays a blank Sankey diagram.

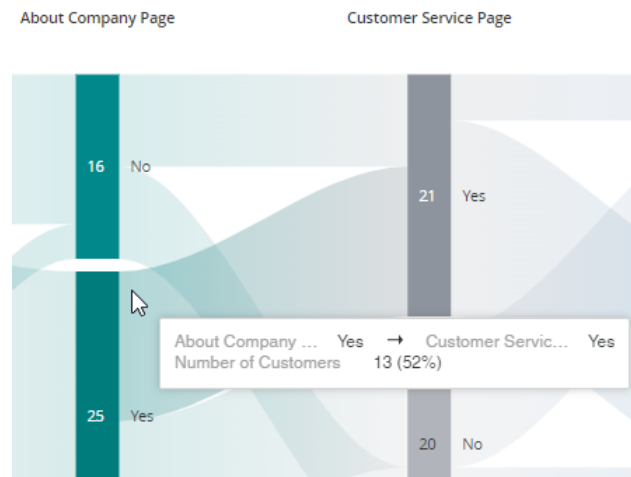
- 5 The data you need for this analysis is stored in the Customer Journey dataset. In the Datasets panel, click the arrow icon ► to the left of the **Customer Journey** dataset to expand it. The dataset's attributes and metrics display.
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- 6 To focus on the objects in the Customer Journey dataset rather than the other datasets, collapse any other datasets that are expanded by clicking the arrow icon ▼ to the left of the dataset name.
- 7 Click the **Editor** icon  to display the Editor panel, if not already displayed.
- 8 From the **Customer Journey** dataset, double-click the **Number of Customers** metric to add it to the **Metric** drop zone in the Editor panel.
- 9 From the Customer Journey dataset, double-click the following attributes, in this order, to add them to the **Level** drop zone:
 - **Entry Point**
 - **Product Info Page**
 - **About Company Page**
 - **Customer Service Page**
 - **Purchase**

The Sankey diagram displays the flow of customers accessing the website per hour. The flow begins with a customer's entry point for accessing the website and continues with their journey through different website pages, ending with whether or not they made a purchase.



10 To display a tooltip with details, hover over a node or a link between nodes.



In the example above, when you hover over the link between the **Yes** node in the **About Company Page** level and the **Yes** node in the **Customer Service Page** level, you can see that 13 of the 25 customers who accessed the About the Company page then navigated to the Customer Service page.

11 To rename the visualization, double-click the **Visualization 1** title and type **Customer Journey**. Your Sankey diagram now looks like *Sample Sankey diagram*.

Analyze the Sankey diagram

1 As you examine and interact with the Sankey diagram, answer the following questions:

- Can you quickly determine the nodes with the most customers?

Nodes are sized by and labeled with the relevant number of customers. For example, in the Entry Point level, the nodes represent the different ways customers accessed the company's website. You can quickly see that the largest node is the Website Home Page, meaning that most customers accessed the website by navigating directly to it rather than accessing it through one of the social media promotions.

- Can you quickly determine which sequences of customer actions on the website are more common than others?

Links between nodes in subsequent levels are sized by the amount of customers flowing between the nodes. You can quickly see that the link between the Yes node in the Customer Service Page level and the Yes node in the Purchase level is much larger than the link between the Yes node in the

Customer Service Page level and the No node for the Purchase level. This means that most people who viewed the Customer Service page ended up making a purchase.

- What other insights can you obtain from the Sankey diagram? Are there any website enhancements you can suggest?

For example, since most customers who visit the Customer Service page end up making a purchase, the Customer Service page can be a prominently featured link on the website home page.