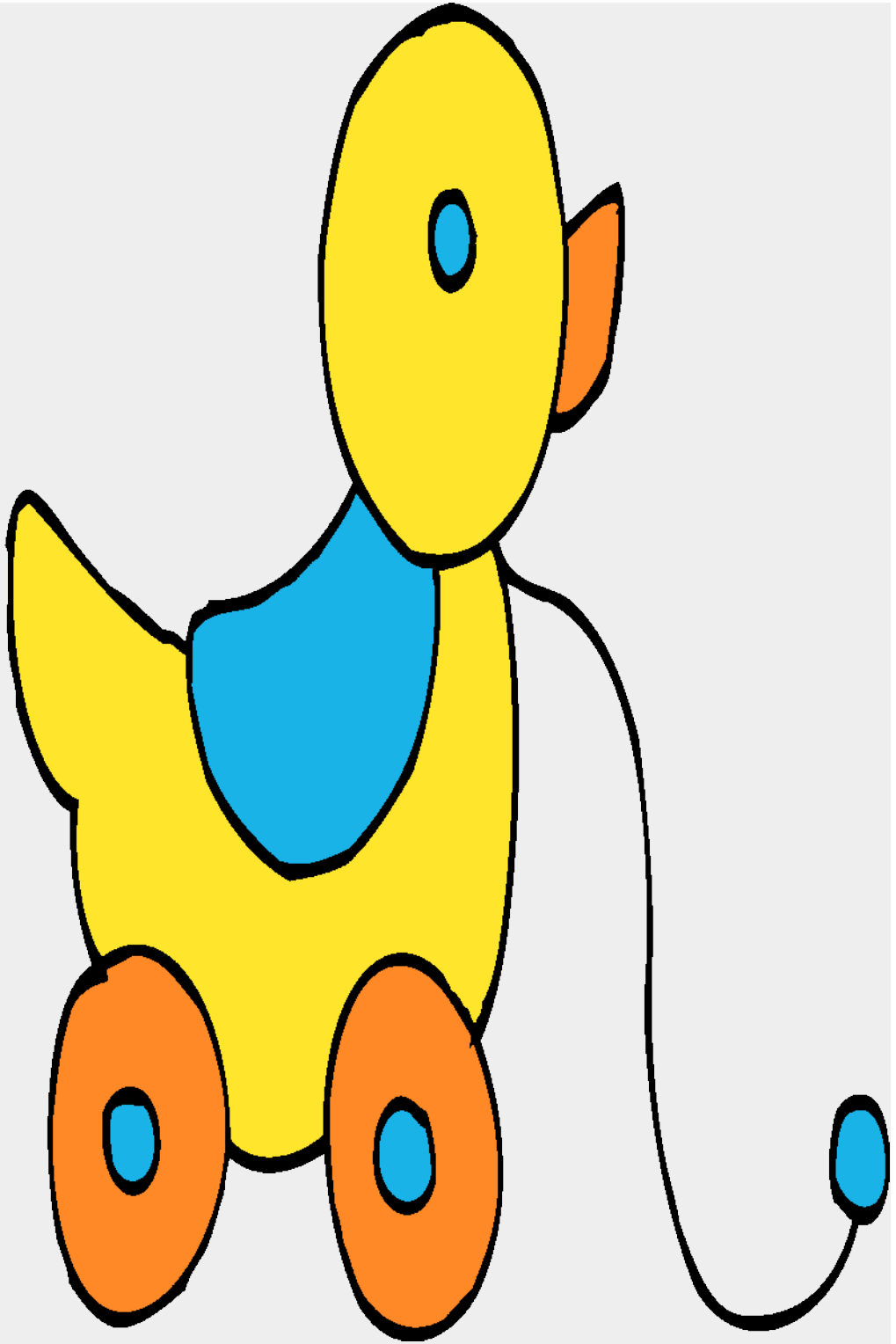
Assignment 3: Designing Business Intelligence Reports

In this assignment you will learn how to create new reports that will be used by different people in the organization. Business intelligence reports are very important tools in managerial decision-making and are targeted to variety of audiences that includes accountants, finance professionals, marketers, salespeople, product managers, among others. The relevance, utility and timeliness of presented information are critical for effective and efficient decision-making. This exercise will provide you with hands-on experience in understanding and building information-rich business reports.

Case situation

You are the manager of the business intelligence department at Insight Toys Corporation, one of the world 's largest toy manufacturers with operations across the globe. Few weeks ago, the company appointed a new Marketing VP, and in a recent presentation he announced a new strategy for some of the best-selling toy products. He asked you for help in developing a case study (a visual story line) that will help the executive team for better and faster understanding of the presented information. In his keynote, he wants to go over some facts about current business performance and then use that data to make the case for a new strategy. The manager is not sure what type of data he will ultimately use in his calculations and he asked to make the report as flexible as possible in order to allow for further explorations, slicing and dicing.

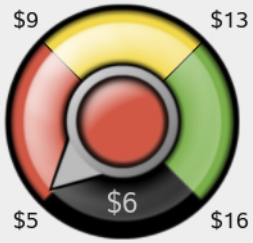
After the meeting, you realized that there are a couple of reports already in place,



but they were customized exclusively for the previous VP and they have too many

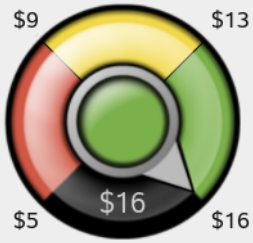
details that may not be useful or even worse- they may confuse the new user. This
time you thought that the new report should have a more strategic purpose and that
it is designed in a way that make it easy for user to understand and explain.
Furthermore, you heard about plans that the company will soon have project-based

Bead



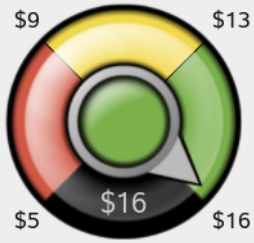
(millions)

Figurine



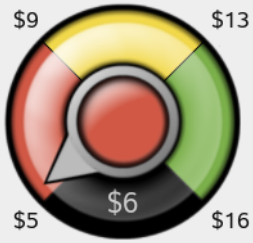
(millions)

Game



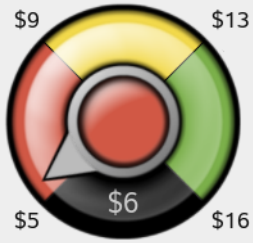
(millions)

Gift



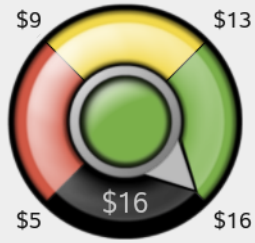
(millions)

Kiosk



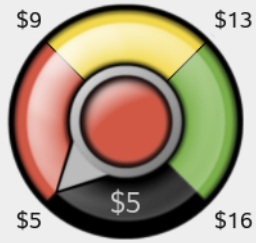
(millions)

Plush



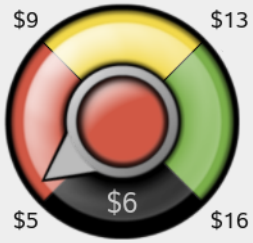
(millions)

Promo



(millions)

Store

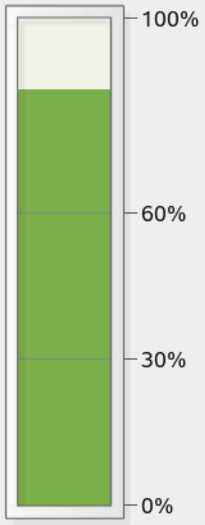


(millions)

Africa (25530)	Asia (22717)	Europe (632678)	North America (2702004)	Oceania (27424)	South America (186919)

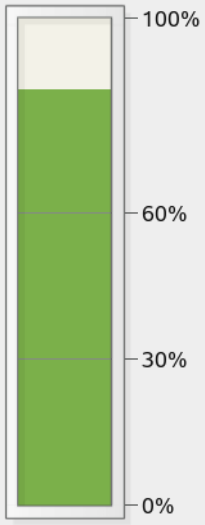
Facility ▾

Bead



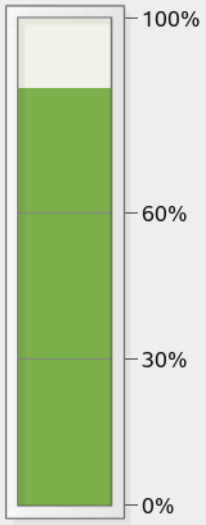
85%

Figurine



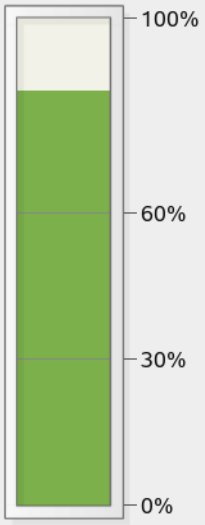
85%

Game



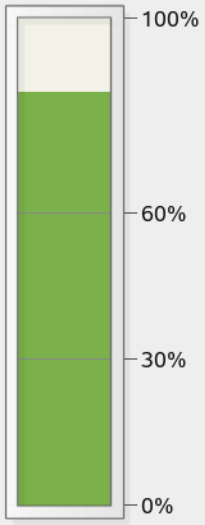
86%

Gift



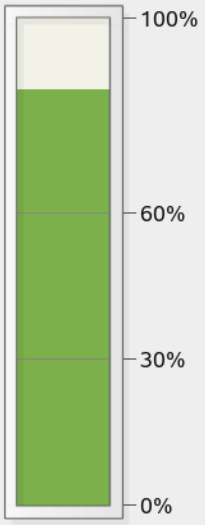
85%

Kiosk



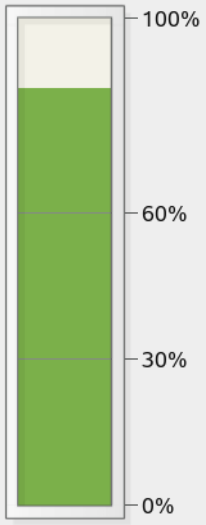
85%

Plush



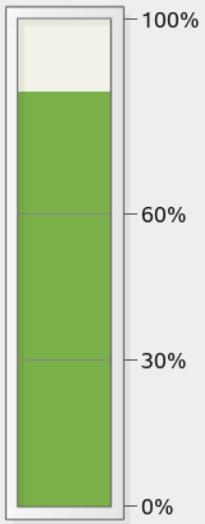
85%

Promo



86%

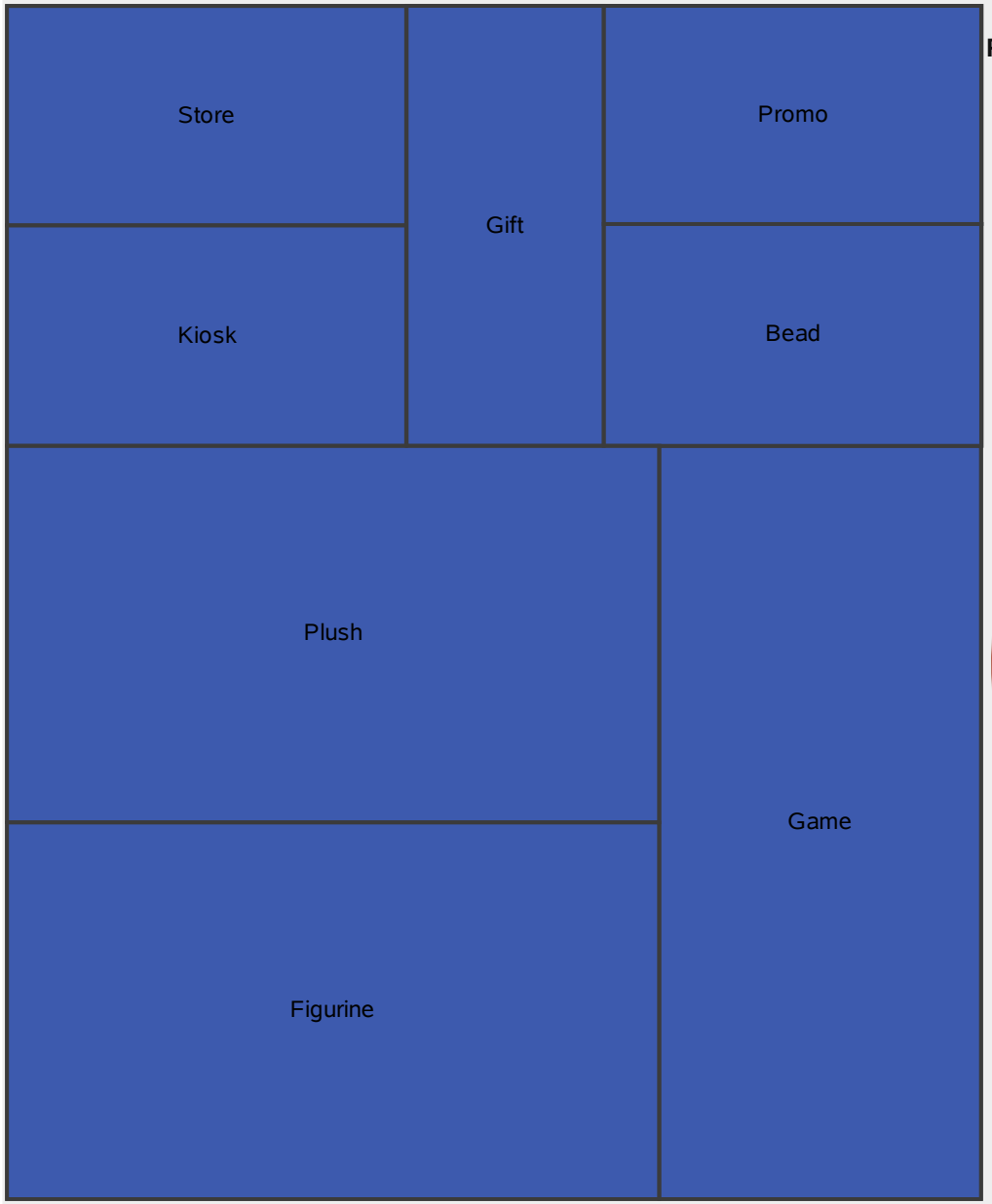
Store



85%

Facility Continent ▾ Min >= 1998 Max <= 2012

Product Line

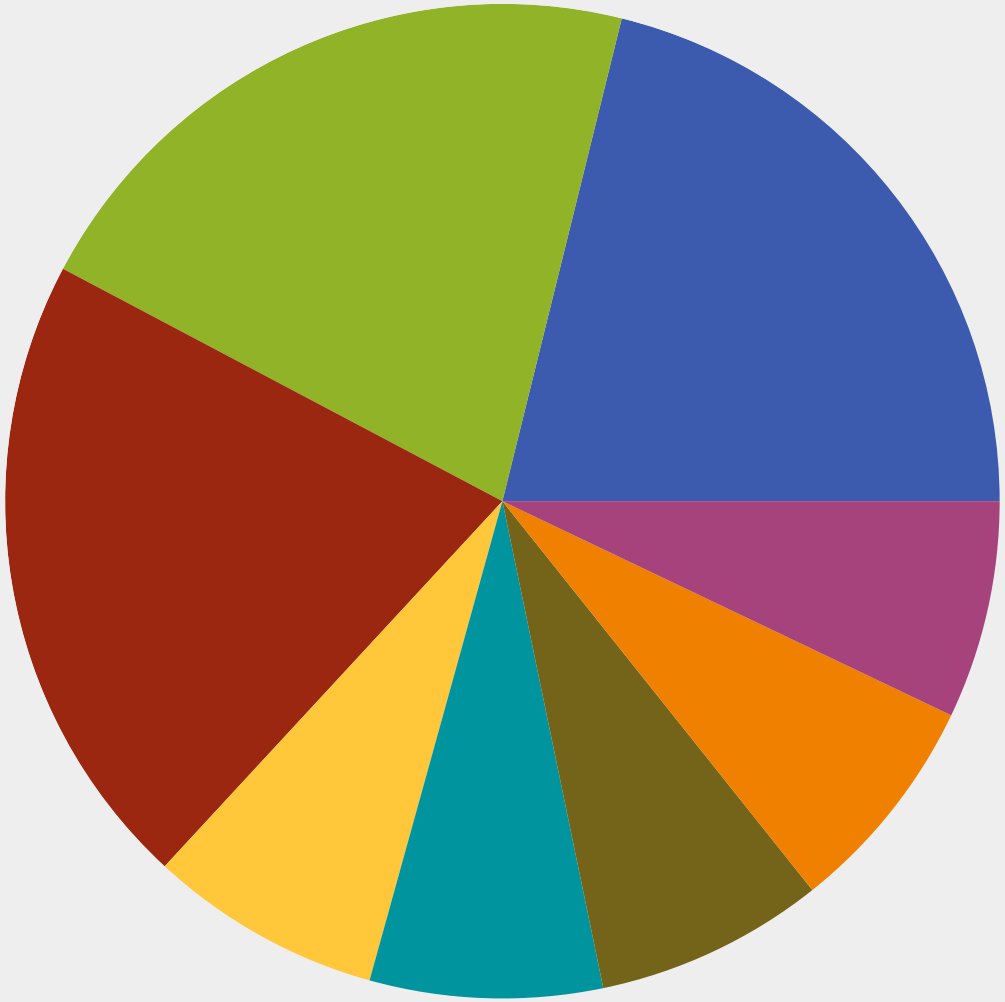


Product Sale

$16
$5

Product Sale (millions)

Product Line Sales Pie Chart

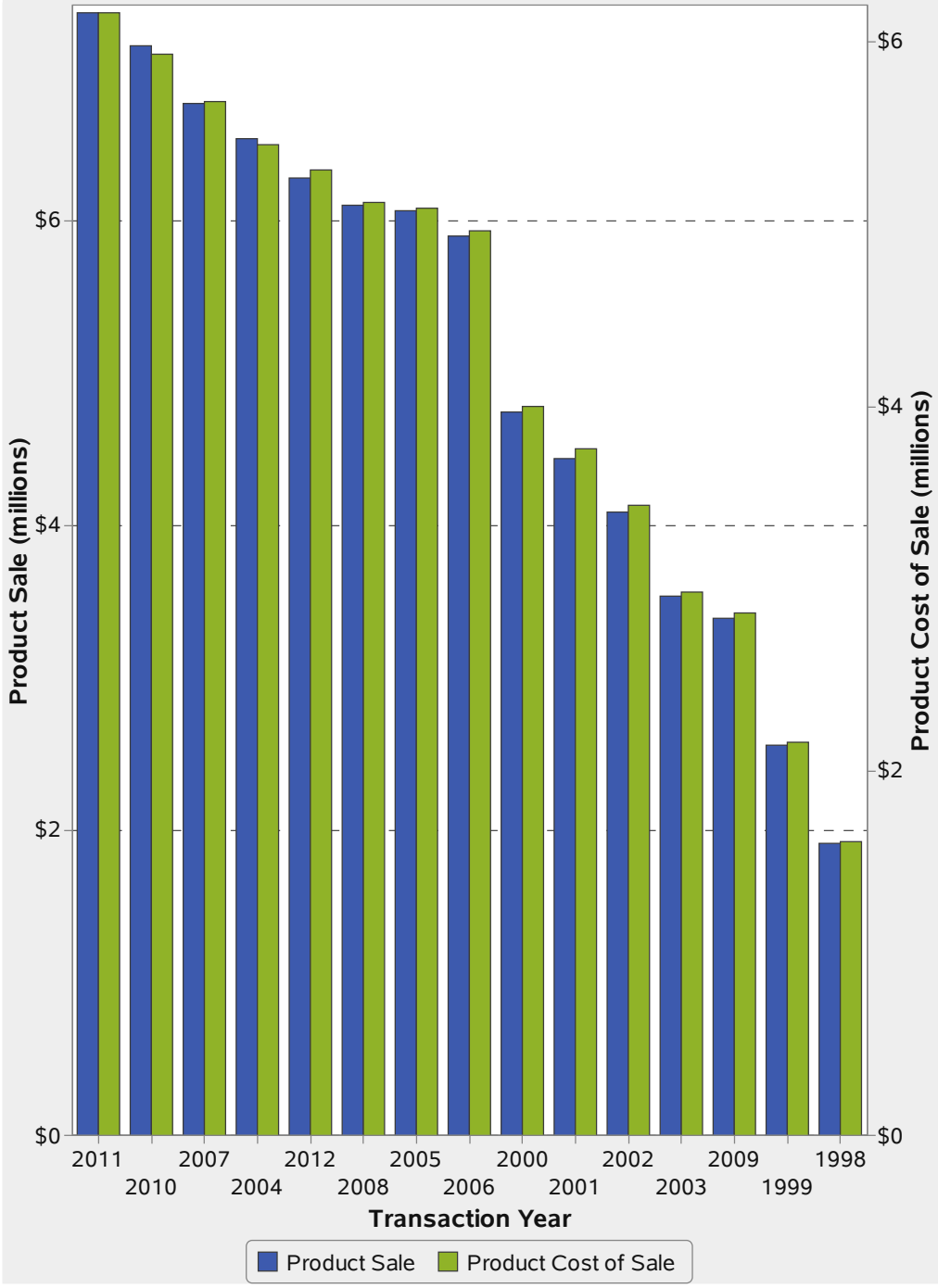


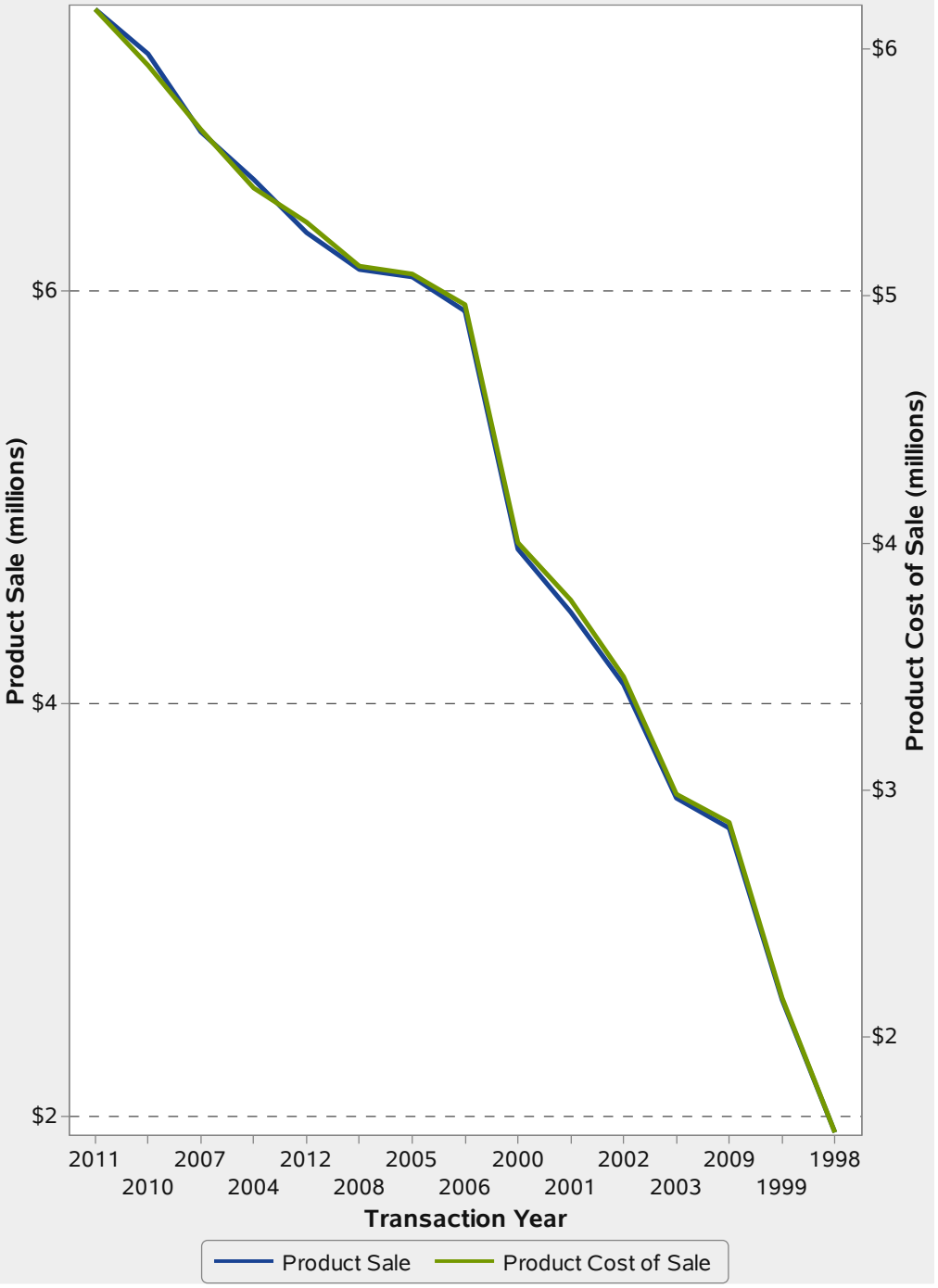
Product Line

Figurine Plush Game Kiosk Store Gift Bead Promo

Africa (25530)	Asia (22717)	Europe (632678)	North America (2702004)	Oceania (27424)	South America (186919)

Product Line





Africa (25530)	Asia (22717)	Europe (632678)	North America (2702004)	Oceania (27424)	South America (186919)

Game (341,519) ▾ Facility City

Facility Continent	Facility Region	Facility City	Facility	Facility Age	Facility Efficiency	Facility Employees
North America	New Mexico	Albuquerque	USALBUQU0082	2E4	85%	16648
North America	Georgia	Atlanta	USATLANT0025	4E4	90%	10392
Oceania	Auckland Region	Auckland	NZAUCKLA0143	2E3	90%	1948
North America	Texas	Austin	USAUSTIN0011	2E4	100%	3248
North America	Maryland	Baltimore	USBALTIM0032	5E4	90%	12428
Europe	Cataluna	Barcelona	ESBARCEL0110	3E4	80%	19970
North America	Louisiana	Baton Rouge	USBATONR0016	3E4	100%	6268
Asia	Beijing	Beijing	CNBEIJIN0127	3E3	70%	3648
South America	Minas Gerais	Belo Horizonte	BRBELOHO0119	1E4	90%	9704
Europe	Berlin	Berlin	DEBERLIN0106	2E4	90%	12253

Product Brand	Product Line	Product Style	Product Sale	Product Cost of Sale	Product Material Cost	Product Price (target)	Product Quality
Toy	Game	0150 Piece	$725,900	$644,225	135495	$812,969	86%
Toy	Game	0200 Piece	$743,439	$659,317	138460	$830,761	86%
Toy	Game	0250 Piece	$725,084	$643,290	134986	$809,917	86%
Toy	Game	0300 Piece	$701,236	$622,383	131711	$790,268	85%
Toy	Game	0400 Piece	$738,025	$654,467	136063	$816,378	86%
Toy	Game	0500 Piece	$698,552	$619,870	128964	$773,783	86%
Toy	Game	0750 Piece	$286,061	$265,014	53105	$318,629	85%
Toy	Game	1000 Piece	$287,529	$266,293	53684	$322,105	86%
Toy	Game	1500 Piece	$279,695	$259,110	52100	$312,599	86%
Toy	Game	2000 Piece	$287,038	$265,871	53384	$320,304	86%

H1: The weight and cholesterol levels are correlated

I would use a scatter plot with cholesterol level and weight on the x and y axes, respectively. I would also allow for the scientists to filter between males, females, and total population.

H2: Men are usually more obese than women.

I would include a pie chart that would show what percent of men and women make up the obese population. I would also include thermometers that show what percent of men and women are obese from their respective populations.

H3: Women usually smoke less than men, but their cholesterol level is higher.

I would include thermometers that show percent of men that smoke and percent of women that smoke. I would also include a pie chart that shows what percentage of smokers are men and women.

H4: The blood pressure is higher for people with higher cholesterol levels

I would include a scatter plot with blood pressure and cholesterol levels and the x and y axes. I would also allow for the scientists to filter between males, females, and total population.

In addition, you were asked to provide some distinctive characteristics for people who suffered from coronary heart disease and make some assumptions regarding the potential underlying causes of this illness.

I would provide additional filters that would allow for the scientists to view results based on other conditions such as weight, diet, age, and BMI.