First step is to understand the business objective: for example: AdventureWorks manufactures bicycles and sells them to consumers (B2C) and businesses (B2B). The bicycles are shipped to customers from all around the world. As the CEO of the business, I would like to know how much revenue we have generated for the year ending 2011, broken down by:

* Product category and subcategory
* Customer
* Order status
* Shipping country, state, and city
* Date (year, month, day)