

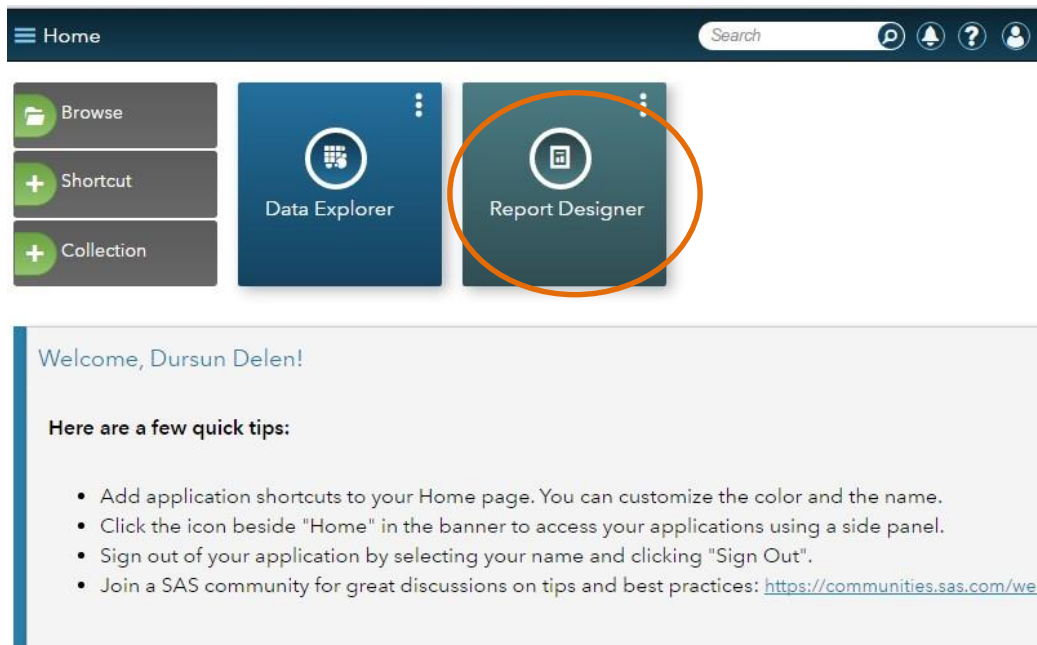


Part 3: Designing Business Intelligence Reports

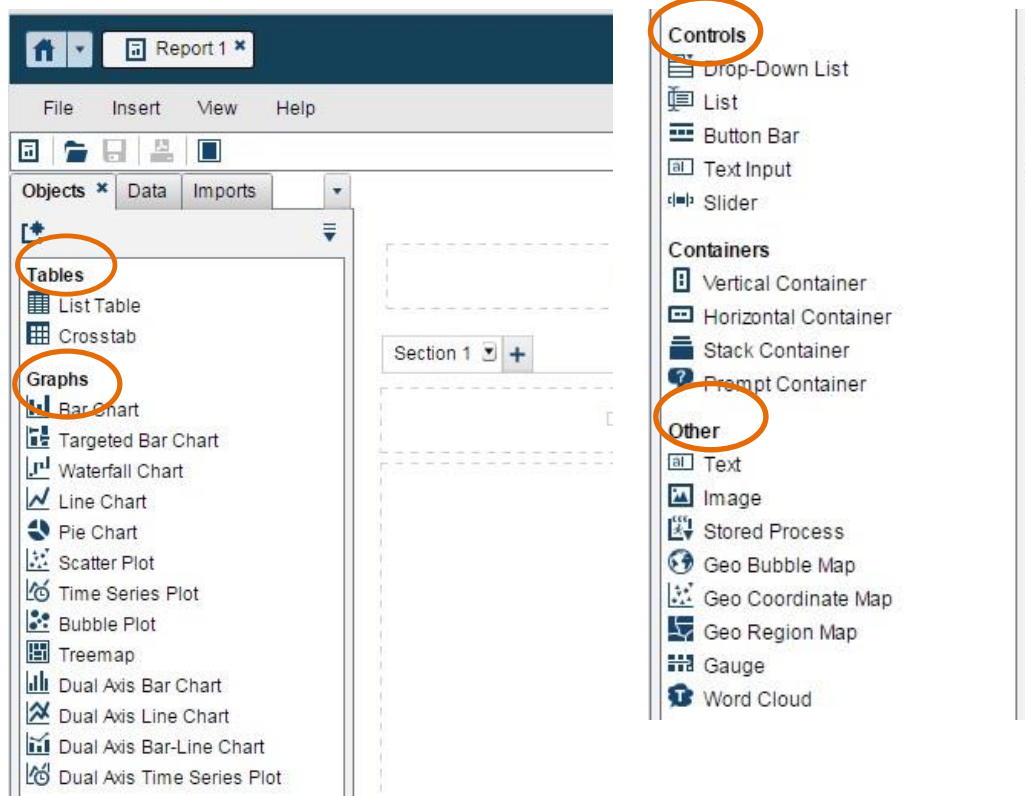
In this assignment you will learn how to create new reports that will be used by different people in the organization. Business intelligence reports are very important tools in managerial decision-making and are targeted to variety of audiences that includes accountants, finance professionals, marketers, 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. **Business Case**

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. A few weeks ago, the company appointed a new Marketing VP, and in a recent presentation she announced a new strategy for some of the best-selling toy products. She has asked you for help in developing a case study (a visual story line) that will help the executive team better understand the presented information. In her keynote, she wants to go over some facts about current business performance and then use that data to make the case for a new strategy. The VP is not sure what type of data she will ultimately use in her calculations and she asked to make the report as flexible as possible in order to allow for further explorations, slicing and dicing. Your objective is to create a report that will serve a strategic purpose and to design it in a way for the VP to easily understand and explain.

Launch SAS Visual Analytics and access the Report Designer



- Use the INSIGHT_TOY_DEMO data to create a BI report with at least four sections.
- This BI report should include key facts about the company's performance on a global and regional level. These facts should include both financial and marketing related data.
- Choose appropriate visualization tools depending on the data you wish to present. Consider how the charts will be perceived by managers and executives, and the questions they may ask.
- Make use of additional tools such as global and local filters (i.e., use one or more "Controls").
- Use at least six different charts (in total, not six from each) from "Tables" and "Graphs", and two from the "Other" group (see figure below).



Watch the following videos as supporting material for this assignment:

- [Create a basic report using SAS Visual Analytics Designer \(4:27\)](#)
- [Specify properties for the report and report sections \(3:09\)](#)
- [Filter data in SAS Visual Analytics Designer \(6:49\)](#)
- [Create a text input field control report object and set properties and styles \(4:46\)](#)
- [Create a bullet gauge report object and set properties and styles \(6:24\)](#)
- [Create a drop-down list control report object and set properties and styles \(6:14\)](#)

After creating the report, select “Print to PDF...” from the File menu.

In the Print to PDF dialog window, check, “Include a cover page”, and click the “Add a description...” button.

For the “Cover Page Description Text”, enter a brief description of each section including the data presented in the section, and the tables / graphs / controls used to present them. (Note: If you wish, you can submit the descriptions in a separate document).

When you click the “Print” button, a pdf document will be generated. Save this document with an appropriate name (e.g., SmithJPart3).