

MicroStrategy 9 Quick Warm-Up Exercise

I) Log into your www.teradatauniversitynetwork.com account. Once you are logged in, in the **Software** tab click on **Microstrategy** link.

II) Scroll down and click on **MicroStrategy 9 Analysis Modules**

Click on **Sales Force Analysis Module**

Click on **Shared Reports**

Click on **Product Sales Analysis**

Click on **Product Performance Summary by Quarter**

Choose 2009 (or make sure 2009 is chosen) and click on Run Report

III) In this step you will use this report as a starting point to create, save, and print two new reports and you will also create another new report from scratch (your deliverable will be the three printouts of the new reports)

Click on the Design icon →



Drag out (from right to left) the metrics (facts) listed in the bulleted italicized list below from the **template definition pane** (see next page) into the **objects browser pane** (see next page):

- *Orders containing Products*
- *Average Product Revenue by Order*
- *% Revenue Change vs. Previous Quarter*
- *% Contribution to Product Group Revenue*

Make sure you do not drag out the *Revenue* fact (i.e. leave *Revenue* in the template definition pane)

Drag the *Product* and *Product Group* dimension attributes out of the template definition pane into the objects browser pane

Run the report by clicking on Run Report button →



(This will get you to the starting point for the exercise: where the only fact is the *Revenue* and NO dimensions have been selected.)

Report I: Sales Region (rows) by Quarter (columns) Revenue Analysis

Click again on Design icon

Click on All Objects tab, Click on Schema Objects, Click on Attributes, Click on *Sales Organization*

Add *Sales Region*, by dragging it to the template definition pane (i.e. dragging it in rightward), to the report

Pivot *Quarter* from page axis (PAGE-BY) to horizontal axis (columns)*.

Make sure *Sales Region* is on the vertical axis (rows)** and the *Quarters* of 2009 are on the horizontal axis

Run the report - the report should be showing the revenue for 3 sales regions for each quarter of 2009

Save the report, using SaveAs icon, in My Reports as **QUERY1**, and then run the newly saved report

Save the report as the .pdf file, by clicking on the PDF icon and clicking the **Export** button (name the saved pdf file as **QUERY1.pdf**), and print the report.

Report II: Sales Districts of Sales Regions (rows) by Product Group (columns) by Quarter (pages) Revenue Analysis

Run QUERY1 report again

Drill down from *Sales Region* to *Sales District* (by right-clicking on *Sales Region* and choosing the Drill option)

Click on the Design icon

Add *Product Group* attribute to the horizontal axis of the report (you will find *Product Group* attribute in design view under All Objects/Schema Objects/Attributes/Product)

Pivot *Quarter* from the horizontal axis to the page axis

Run the report - the report should be showing revenue for 8 sales districts (grouped in their regions) for 3 kinds of products for Q1 of 2009

Save the report in My Reports as **QUERY2**, and then run the newly saved report

Save the report as the .pdf file and print the report (name the saved pdf file as **QUERY2.pdf**)

Report III: Lead Type (columns) by Year (rows) Revenue Analysis

Create a brand new report, starting from scratch:

Click on *Sales Force Analysis Module* link, and choose *Create Report* option

Click on *Blank Report* link

Choose *Metrics->Amounts* and drag *Revenue* to the Drop Metrics section in the template definition pane

Add *Lead Type* attribute to the horizontal axis (columns) of the report – use the drop menu (in the upper left part of the screen) to select Attributes and then choose *Lead* folder to find *Lead Type* attribute)

Add *Year* attribute (use the drop menu to select Attributes and choose *Time* folder to find *Year* attribute) to the vertical axis (rows) of the report

Run the report - the report should now be showing revenue for two types of business for three years

Save the report as **QUERY3**, and then and then run the newly saved report

Save the report as the .pdf file and print the report (name the saved pdf file as **QUERY3.pdf**)

Submit printouts (hard-copies) of the three .pdf files (QUERY1, QUERY2, and QUERY3) to your instructor in the class

* yellow horizontal line flashes when you move an attribute to the horizontal axis

** yellow vertical line flashes when you move an attribute to the vertical axis

Shared Reports My Reports History List My Subscriptions Create Report Create Document Preferences Search Help Logout

Sales Force Analysis Module > Shared Reports > Product Sales Analysis > Design Mode: Product Performance Summary by Quarter

Graph Type Graph Sub-Type

Report Objects ?

- Product
- Product Group
- Quarter
 - % Contribution to Product Group Rev
 - % Revenue Change vs. Previous Qu
 - Average Product Revenue by Order
 - Orders containing Product
 - Revenue

REPORT FILTER X Clear All

X Year In List (2009) ?

PAGE-BY: Quarter ?

Product Group	Product	Metrics	Orders containing Product	Revenue	Average Product Revenue by Order	% Revenue Change vs. Previous Quarter	% Contribution to Product Group Revenue
<Product Group>	<Product>		<Orders containing Product>	<Revenue>	<Average Product Revenue by Order>	<% Revenue Change vs. Previous Quarter>	<% Contribution to Product Group Revenue>

8 item(s) found

Report Objects

- All Objects
- Notes
- Related Reports

objects browser pane

template definition pane

Query1

Sales Region	Quarter	2009 Q1	2009 Q2	2009 Q3	2009 Q4
	Metrics	Revenue	Revenue	Revenue	Revenue
United States		2,745,000	3,265,000	3,805,000	6,305,000
Canada		2,200,000	3,440,000	3,690,000	7,335,000
Europe		1,700,000	3,065,000	2,620,000	5,210,000

Quarter: 2009 Q1

Query2

Sales Region	Sales District	Metrics	Revenue		
		Product Group	Server	Client	Services
United States					
	Northeast USA		285,000	590,000	225,000
	Central USA		0	875,000	75,000
	Southern USA		245,000	100,000	350,000
Canada					
	Quebec		335,000	565,000	375,000
	Ontario		250,000	450,000	225,000
Europe					
	Northern Europe		125,000	250,000	125,000
	Central Europe		350,000	85,000	190,000
	Southern Europe		275,000	50,000	250,000

Query3

Metrics	Revenue	
Year	New Business	Existing Business
2008	3,675,000	1,650,000
2009	23,345,000	22,035,000
2010	1,525,000	1,525,000