



Hallo

Wozu Data Warehouse ?

Data Warehouse verschiedener Branchen

Aufbau eines Data Warehouse anhand einer Fallstudie

Fragen & Antworten

Dr. Manfred Sauren
MicroStrategy
2. März 2007

- **Schnelles Berichtswesen**
- **Statusinformationen**
- **Konsolidierung**
- **Single Point of Truth**
- **Analyse**
- **Unternehmenssteuerung**
 - **Zeitersparnis bei der Berichterstellung**
 - **Analysen, die Geld sparen**
 - **Analysen, die Geld bringen**

- **Security**
- **Rollenbasierte Benutzerprofile**
- **Metadatenmanagement / Verwaltung Administration**
- **Erweiterbar**
- **Flexible Datenmodelle**
- **Analysevielfalt**
- **Flexible Berichtsformen**
- **Parametrisierbare Berichte**
- **Exportmöglichkeiten**
- **Einsetzbar in allen Branchen**

Benutzerprofile passen die Funktionalität den Benutzerkenntnissen an

Rollen-basierte Definition der Benutzerprofile

Analysten

Power Users

Berichtsentwickler

- Run Report
- Schedule Report
- Print Report
- Export Data
- Subscribe to Report
- Sort Data
- Filter
- Pivot
- Page-By
- Prompts

- Drill Down
- Drill Anywhere
- Drill on Metrics
- Edit Report Contents
- Format Report
- Create Report
- Save Report
- Publish Report
- Create Metrics
- Create Filter



Administratoren können zentral alle Funktionalitäten anpassen um den Benutzerkenntnissen zu entsprechen



Berichtsentwickler



Power Users



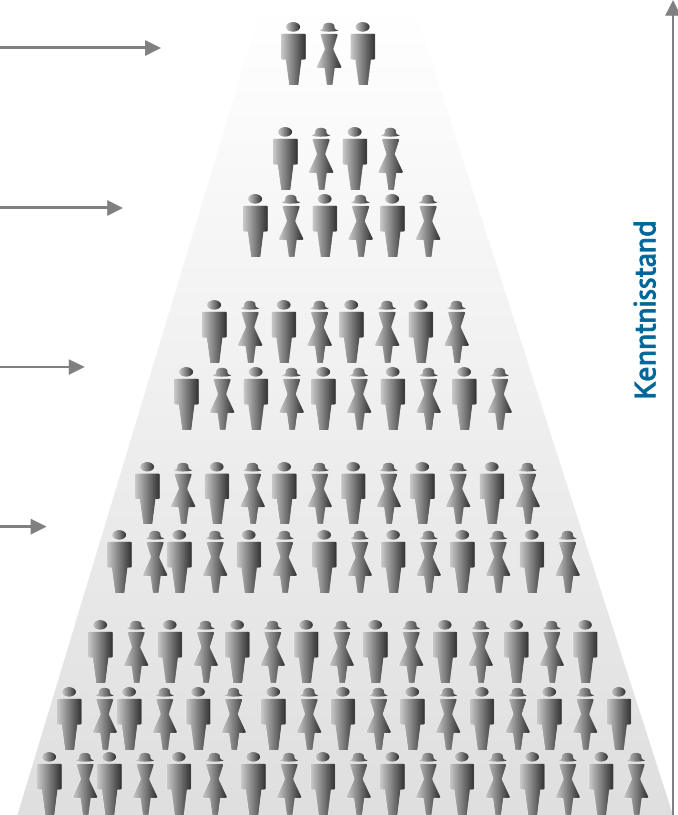
Analysten



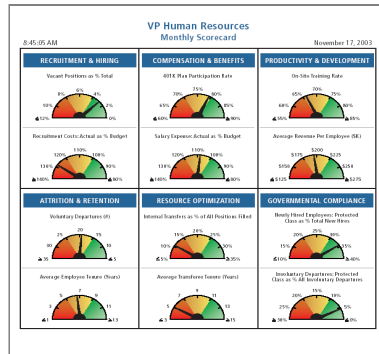
Info. Explorers



Info. Consumer



Berichtsart 1: Scorecards & Dashboards



Berichtsart 2: Operative und klassische Berichte



Berichtsart 3: Managed Metrics Reports

Department Operational Metrics For Week Ending 11/21/03
11/24/2003 8:57 AM

Status	Trend	Metric	Actual	Target	% Difference
●▲	▲	Revenue	\$750,458	\$875,000	-14%
■▲	▲	Operating Expense	\$286,893	\$200,000	43%
●▲	▲	Gross Profit Margin	41%	85%	-37%
●▲	▲	# Unique Prospective Buyer Visits	227	250	-9%
●▲	▲	Lead-To-Order Conversion Rate	15%	25%	-40%
●▲	▲	% Sales To Total Region Sales	30%	40%	-25%
■▲	▲	# Open Sales & Service Positions	5	3	67%
■▲	▲	Average Employee Turnover	34%	25%	36%
●▲	▼	Average Employee Performance Score	3	5	-40%
●▲	▲	Sales Of Existing Models	\$385,794	\$400,000	-4%
●▲	▲	Sales Of New Models	\$226,938	\$395,000	-43%
●▲	▲	Sales Of Pre-Owned Models	\$143,727	\$80,000	80%
●▲	▲	# New Customers	47	50	-6%
●▲	▼	% Customers Returning For Service Within 6 Months	72%	90%	-20%
●▲	▲	Average Customer Satisfaction Score	5	5	-3%
●▲	▲	Regional Ad Campaign Expense	\$750,000	\$750,000	0%
●▲	▲	Quality Level Associated With Brand	5	5	-1%
●▲	▲	% Closed Deals With Incentives Applied	81%	50%	62%

Berichtsart 4: Rechnungen & Erklärungen

Invoice		CompanyONE Payment Copy	
Bill To: M&S Resources LLC, 10000 Highway 88, Millersville, MD 21108	Invoice # 10000, Invoice Date 11/15/03	Bill To: M&S Resources LLC, 10000 Highway 88, Millersville, MD 21108	Invoice # 10000, Invoice Date 11/15/03
Bill From: CompanyONE	Invoice # 10000, Invoice Date 11/15/03	Bill From: CompanyONE	Invoice # 10000, Invoice Date 11/15/03
Item #, Description, Quantity, Unit Price, Amount	Item #, Description, Quantity, Unit Price, Amount	Item #, Description, Quantity, Unit Price, Amount	Item #, Description, Quantity, Unit Price, Amount
1, 10000, 1, 100.00, 100.00	1, 10000, 1, 100.00, 100.00	1, 10000, 1, 100.00, 100.00	1, 10000, 1, 100.00, 100.00
2, 20000, 2, 200.00, 400.00	2, 20000, 2, 200.00, 400.00	2, 20000, 2, 200.00, 400.00	2, 20000, 2, 200.00, 400.00
3, 30000, 3, 300.00, 900.00	3, 30000, 3, 300.00, 900.00	3, 30000, 3, 300.00, 900.00	3, 30000, 3, 300.00, 900.00
4, 40000, 4, 400.00, 1600.00	4, 40000, 4, 400.00, 1600.00	4, 40000, 4, 400.00, 1600.00	4, 40000, 4, 400.00, 1600.00
5, 50000, 5, 500.00, 2500.00	5, 50000, 5, 500.00, 2500.00	5, 50000, 5, 500.00, 2500.00	5, 50000, 5, 500.00, 2500.00
6, 60000, 6, 600.00, 3600.00	6, 60000, 6, 600.00, 3600.00	6, 60000, 6, 600.00, 3600.00	6, 60000, 6, 600.00, 3600.00
7, 70000, 7, 700.00, 4900.00	7, 70000, 7, 700.00, 4900.00	7, 70000, 7, 700.00, 4900.00	7, 70000, 7, 700.00, 4900.00
8, 80000, 8, 800.00, 6400.00	8, 80000, 8, 800.00, 6400.00	8, 80000, 8, 800.00, 6400.00	8, 80000, 8, 800.00, 6400.00
9, 90000, 9, 900.00, 8100.00	9, 90000, 9, 900.00, 8100.00	9, 90000, 9, 900.00, 8100.00	9, 90000, 9, 900.00, 8100.00
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49, 490000, 49, 4900.00, 240100.00	49, 490000, 49, 4900.00, 240100.00	49, 490000, 49, 4900.00, 240100.00	49, 490000, 49, 4900.00, 240100.00
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57, 570000, 57, 5700.00, 324900.00	57, 570000, 57, 5700.00, 324900.00	57, 570000, 57, 5700.00, 324900.00	57, 570000, 57, 5700.00, 324900.00
58, 580000, 58, 5800.00, 336400.00	58, 580000, 58, 5800.00, 336400.00	58, 580000, 58, 5800.00, 336400.00	58, 580000, 58, 5800.00, 336400.00
59, 590000, 59, 5900.00, 348100.00	59, 590000, 59, 5900.00, 348100.00	59, 590000, 59, 5900.00, 348100.00	59, 590000, 59, 5900.00, 348100.00
60, 600000, 60, 6000.00, 360000.00	60, 600000, 60, 6000.00, 360000.00	60, 600000, 60, 6000.00, 360000.00	

Parametrisierbare Berichte

Geführtes Workflow

Kontext-basierte Anleitung für Benutzer

Prompt Auswahl automatisch über die Datenbank generiert

Komplette Suchmöglichkeit für lange Prompt Listen

The screenshot shows a web-based report configuration interface. At the top, there is a navigation bar with links: LOGOUT, SHARED REPORTS, MY REPORTS, CREATE REPORT, MY SUBSCRIPTIONS, HISTORY LIST, and PREFERENCES. Below the navigation bar, the breadcrumb trail reads: You are here: Home > MicroStrategy Report Services > Shared Reports > Customers Revenue Contribution.

The main content area is titled "Customers Revenue Contribution" and contains four numbered steps, each with a prompt and a "Required" label:

- 1 Choose a Region (Required)**
Choose from the following elements of Region. This prompt requires at least one selection.
Options: Northeast Mid-Atlantic Southeast Central South
- 2 Select a Quarter. (Required)**
Choose a Quarter from the list below. This prompt requires at least one selection.
Options: Q1 03 Q2 03 Q3 03 Q4 03
- 3 Enter the top percent of contributors (Required)**
Enter the top percent of contributors. This prompt requires a value between 0 and 100.
Input field: 15
- 4 Select attribute(s) from the Product hierarchy.**
Choose from all attributes in the Product hierarchy. No answer is required for this prompt. An expression or a group of elements from one attribute is equivalent to one selection.
A tree view shows the hierarchy: Category (expanded) -> Books, Electronics, Movies, Subcategory (expanded) -> Action, Comedy, Drama, Horror, Kids / Family, Social...
A search box contains "Books" and a "Match case" checkbox is checked.

At the bottom right, there are two buttons: "Execute Report" and "Cancel".

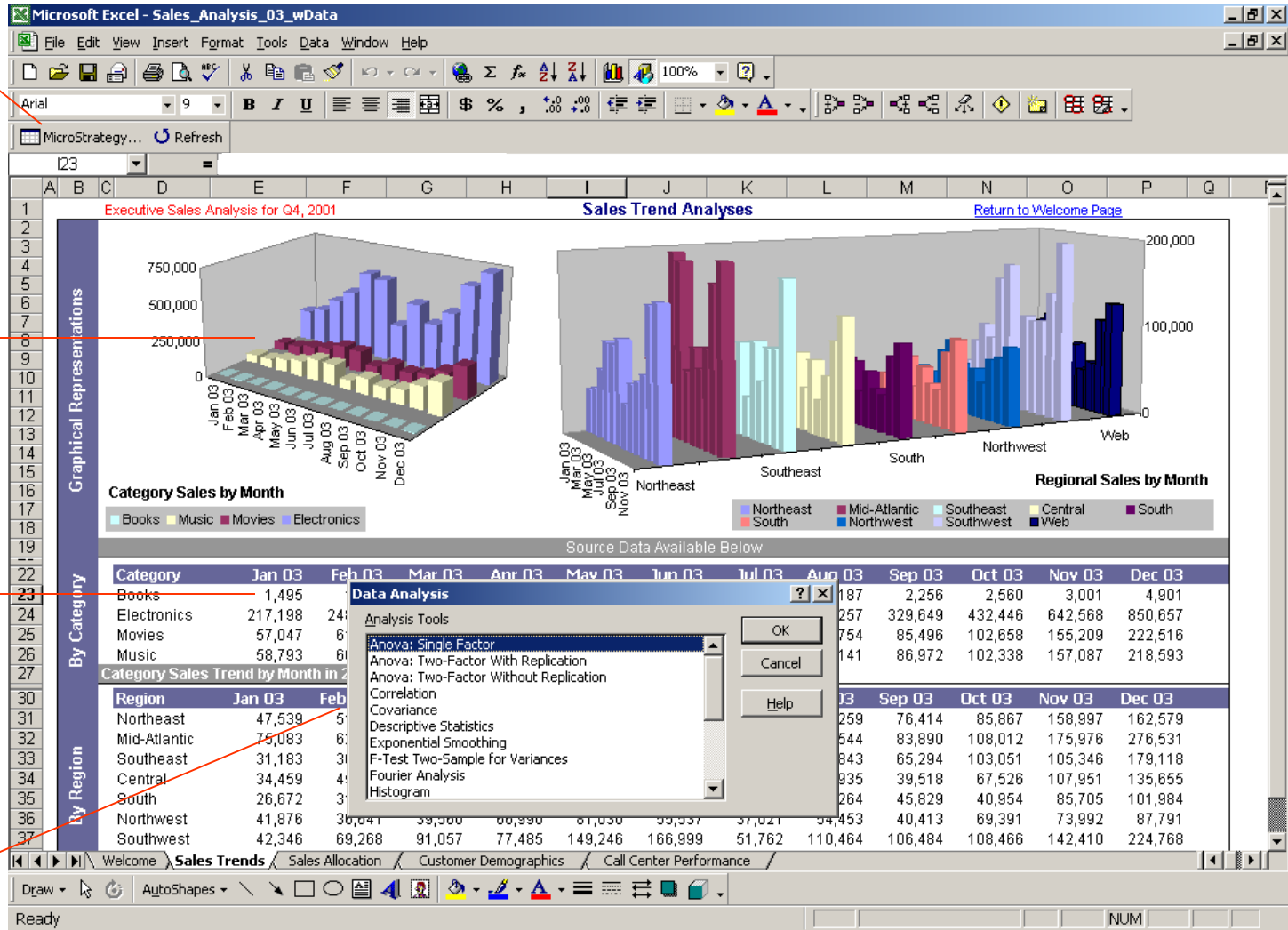
Anbindung an beispielsweise Microsoft Excel

MicroStrategy Office zeigt sich als separate Menu Leiste in Microsoft

Benutzer führen Ad-Hoc Modellierung in analytischen Arbeitsmappen ein.

Benutzer greifen auf Unternehmensdaten um offline Analysen und live Aktualisierungen durchzuführen

Microsoft Funktionalität, inklusive Add-ins bleiben bestehen



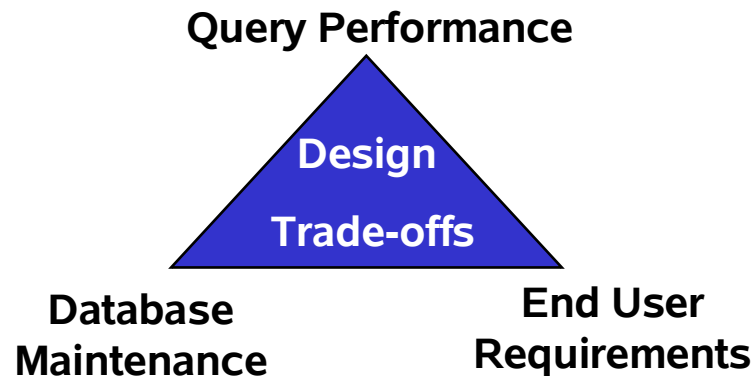
- **Analyse von Abverkaufsdaten**
- **Regalplatzwahl**
- **ABC-Analyse**
- **Payback**
- **Bestand- und Lagerverwaltung**
- **Werbung**
- **Warenkorbanalyse**
- **Forecasting**

- Risk Controlling
- Zahlungsverkehr
 - Kreditprüfung
 - Erzeugung von Kampagnendatensätzen
- Kundensegmentierung
- Marketingkampagnen

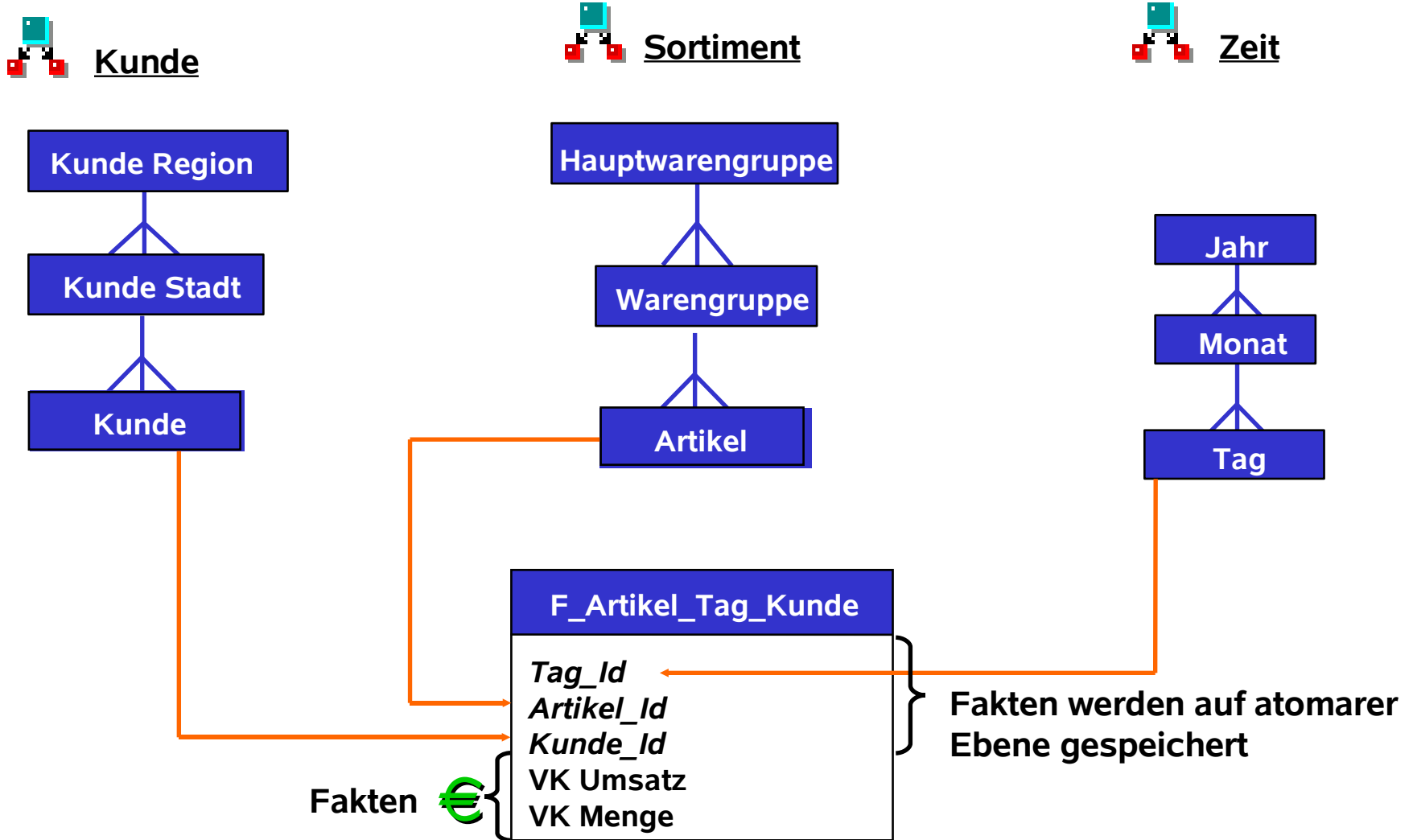
- **Problem: getrennte operative Systeme**
 - Z.B. Schaden vs. Verträge
- **Tarifkalkulation**
 - Bspw. Hausratversicherung
- **Sammeln von Erkenntnissen**
 - Kunden mit mind. 2 Verträgen kündigen seltener
- **Kosten Controlling**

- **Telekommunikation**
- **Logistik**
- **Pharmaindustrie**
- **Krankenkassen**
- **etc.**

- **OLAP vs. OLTP Systemen**
- **Physikalisches Datenmodell**
 - Fakt-Tabellen, Lookup-Tabellen, Schemata
- **Logisches Datenmodell**
 - Fakten, Attribute, Beziehungen, Hierarchien
- **Design Optimierung**



Beispiel eines Datenmodells





Fallstudie / Demo

Dr. Manfred Sauren
MicroStrategy
Dezember 2006



Fragen & Antworten

MicroStrategy Academy vom 12. – 16. März 2007

MicroStrategy Academy vom 30. Juli – 03. August 2007

Dr. Manfred Sauren
MicroStrategy
2. März 2006