

Digitalen Den Tunge BI

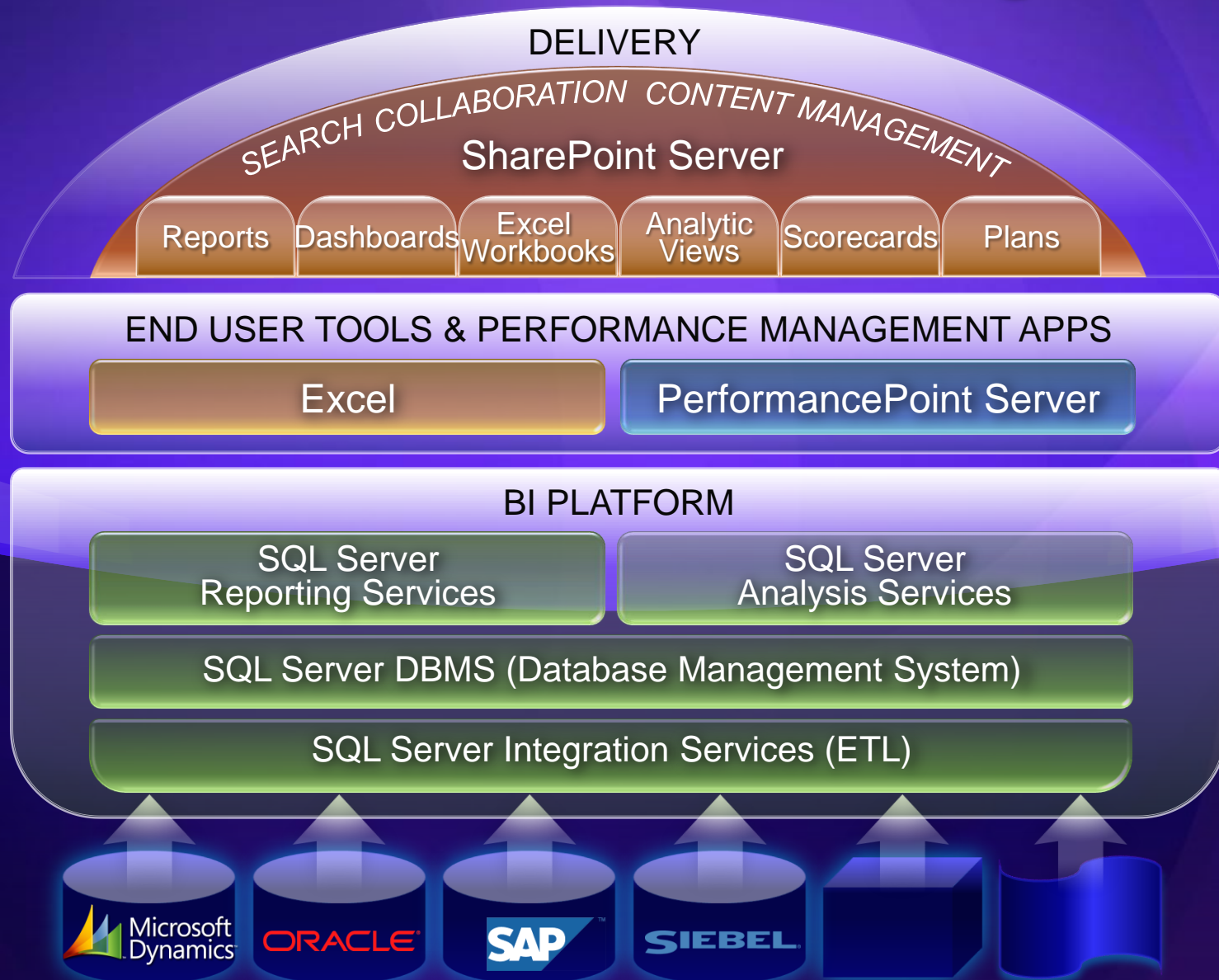
Arrangement ID: Webcast 1032394714

Christian Cletus
Senior PTS, SQL Server, BI & SOA
Microsoft Corporation

Agenda

- **Microsoft Business Intelligence**
- **Performance Management**
- **Navigering i Dashboards**
- **Analyse med ProClarity**
- **Planning Business Modeler og Excel**
- **Dashboard Design**
- **Design af rapporter med Reporting Services**
- **Rapportdesign med Analysis Services og Excel**
- **Datamining med SQL Server og Excel**

Microsoft Business Intelligence



Hvad er ETL?

Extract

- Hent data fra multiple kilder
- RDB, IMS, VSAM, ISAM, FlatFile
- Eliminering af uønskede data (Data Parsing)

Transform

- Tilpas data til fælles format
- Datavask
- Free-form Encoding
- Filtrering og sortering
- Join, Roll-up Split

Load

Gem data i DB eller DW

SQL Server Integration Services (ETL)

SQL Server Integration Services (ETL)

SQL Server og Business Intelligence

Vision og Strategi

Publicering af relevant
forretningsinformation til ALLE
beslutningstagere

- Komplet værktøjskasse
- Kendt og accepteret brugerflade
- Bygget til at kunne skalere



Tre dimensioner

1. Personlig BI:

Designet af brugeren og anvendt kun af brugeren selv

2. Team BI:

Designet af teamet, til teamet og anvendt kun af teamet

3. Organisatorisk BI:

Defineret af virksomheden, designet af IT og anvendt af alle

Microsoft SQL 2008

Content Unification

Microsoft SharePoint® Server

Personlig BI

Microsoft Excel®
Microsoft Access®
Microsoft Visio®
Report Builder
MapPoint

Team BI

Excel Services
Reporting Services
Microsoft SharePoint®

Organisatorisk BI

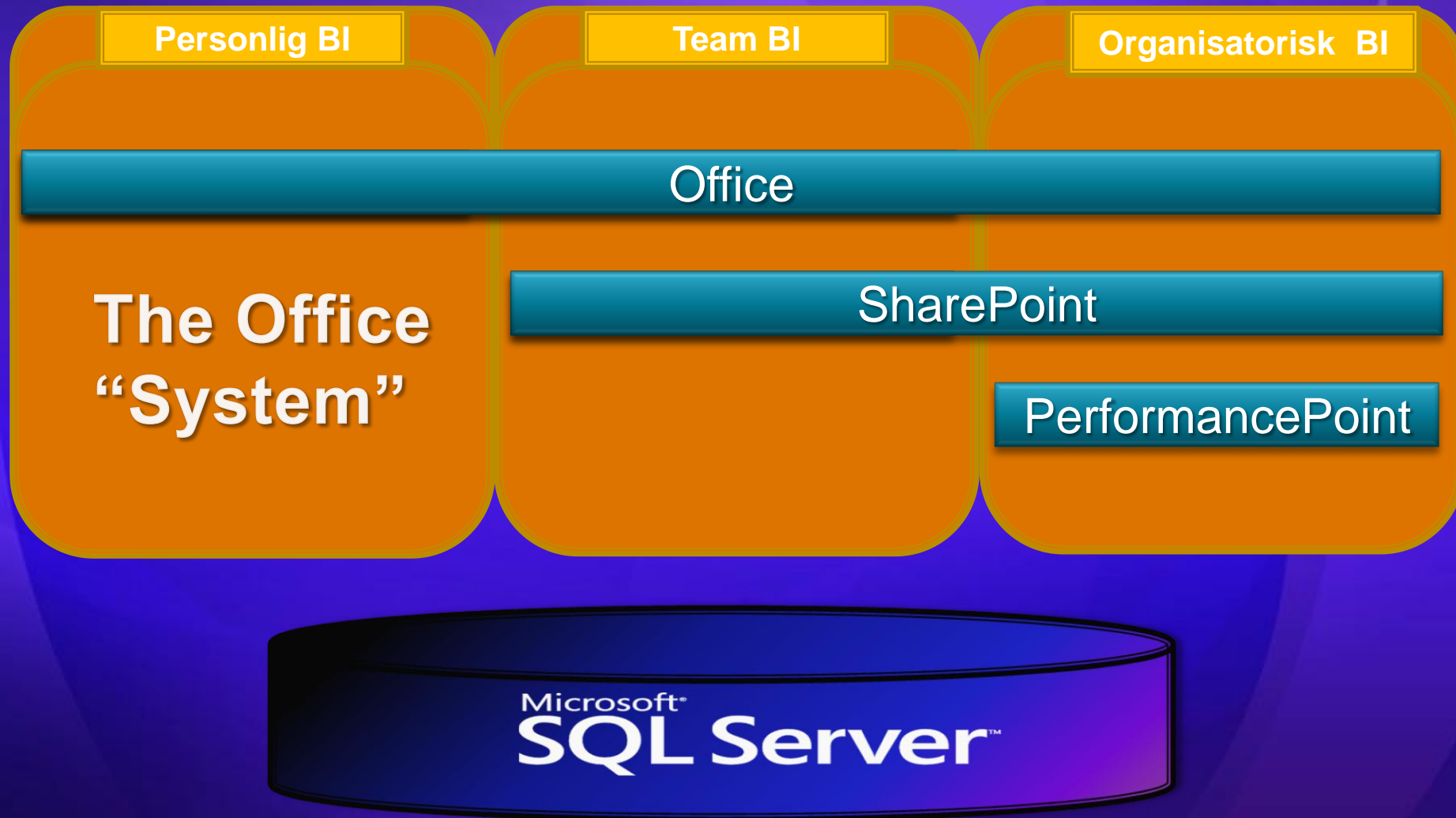
Microsoft
PerformancePoint™
Server

Data-Layer Unification

Microsoft SQL Server™

Integration Services Analysis Services Reporting Services

Business Intelligence og MS apps.



Performance Management

Bedre eksekvering af strategi



File Calendar 2004 Product: AB User: Admin

CRM Overall Scorecard

Opportunities - Won and Lost

Financial

	Actual	Target
Revenue	\$2,012,003.64	\$2,354,044.26
Expected Revenue vs Targets	\$2009024	\$860000
Revenue Growth YTD		15%

Sales and Pipeline

Win Loss Ratio %	87%	80%

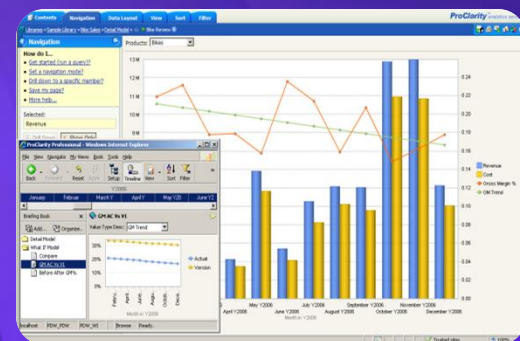
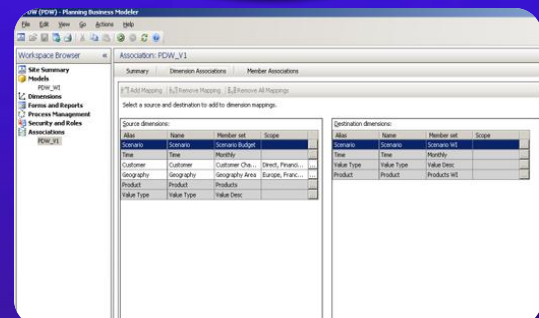
Average time to close

	23	19
Account based Opportunities	6	
Contact based Opportunities	159	76.32
Customer Additions		
Attainment %	233.61%	95.00%
Forecast Accuracy %	29.88%	90.00%

Marketing

	404	521
Campaign Response Count	224.00	240
Lead Count	50	15
Unique Profiles Sold		

Estimated vs Actual Opp Value



Corporate Scorecard

Period: Q4-06

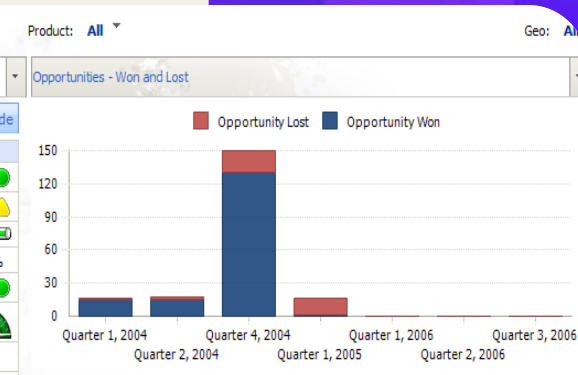
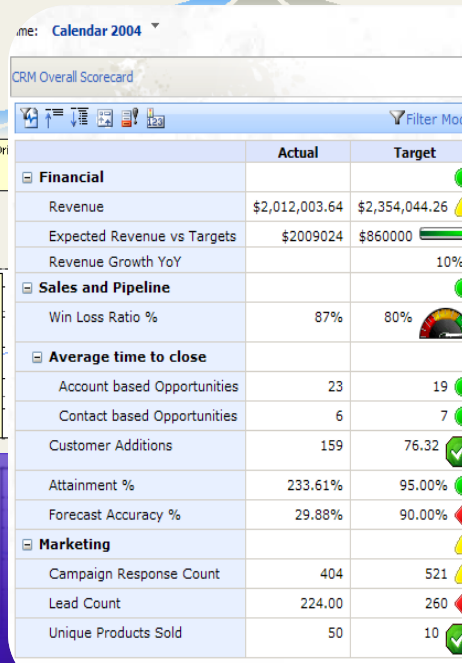
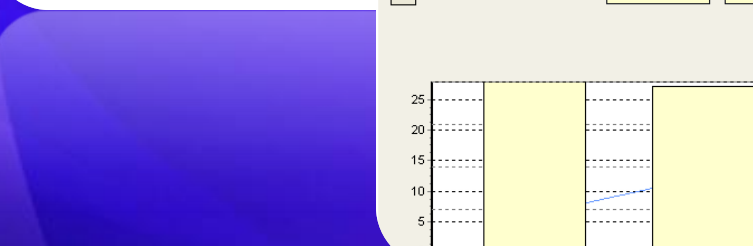
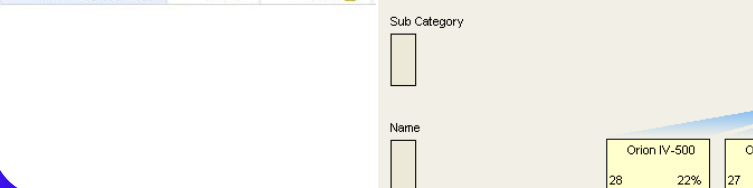
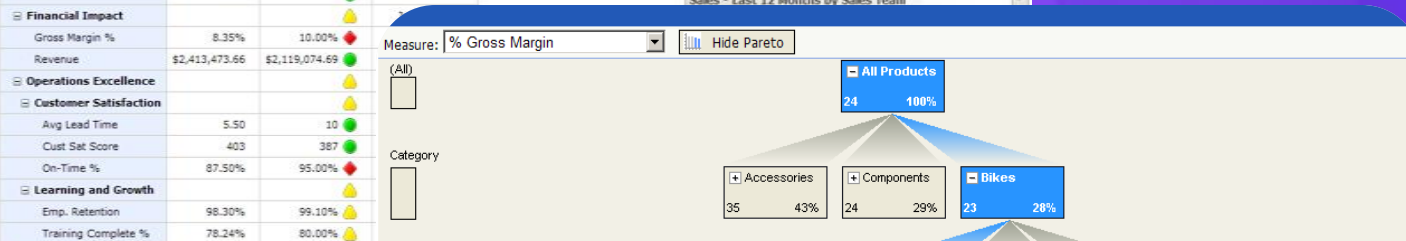
Product: Mountain-200 Black, 44

Filter Mode

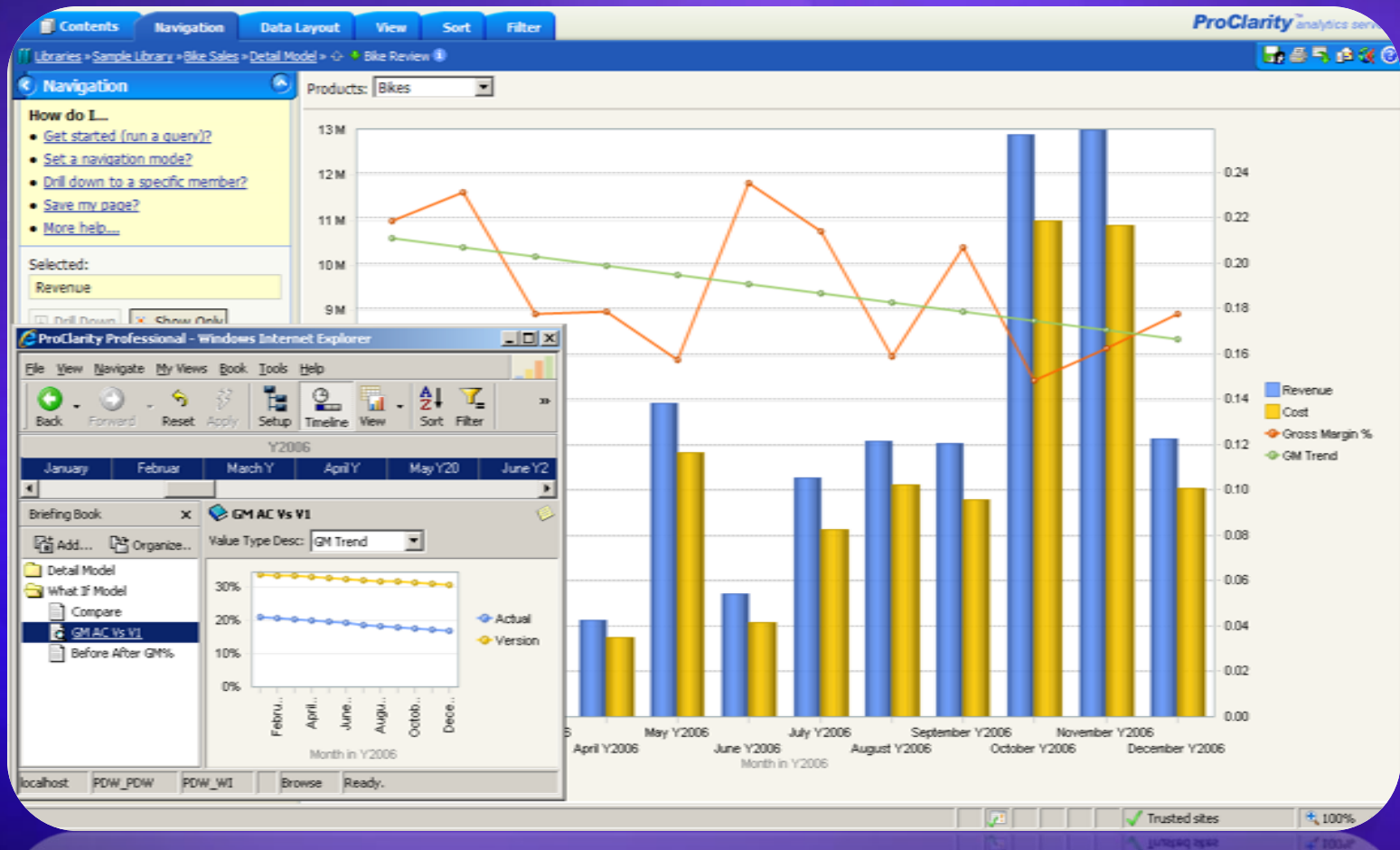
	Actual	Target	Person Responsible
Corporate			Christine Hughes
Sales Performance			April Stewart
Sales \$ Vol	\$2,462,728.22	\$2,077,524.21	April Stewart
Sales Unit Vol	1,814	1,466	April Stewart
Order Vol	8	3	April Stewart

Variance to Plan by Product

Product	Actual	Forecast	Forecast Var...
All Product	\$70,202,874.55	\$61,236,848.80	17.58%
Accessories	\$39,026,851.81	\$35,909,491.12	9.52%
Bikes	\$31,176,022.75	\$25,327,357.68	29.01%



Analyse



Planlægning

workspace Browser « Association: PDW_V1

Site Summary
Models
PDW_W1
Dimensions
Account
Forms and Reports
Process Management
Security and Roles
Associations
PDW_V1

Summary Dimension Associations Member Associations

Add Mapping Remove Mapping Remove All Mappings

Select a source and destination to add to dimension mappings.

Source dimensions:

Alias	Name	Member set	Scope
Scenario	Scenario	Scenario Bu...	
Time	Time	Monthly	
Customer	Customer	Customer C...	Direct, Fina...
Geography	Geography	Geography ...	Europe, Fra...
Product	Product	Products	
Value Type	Value Type	Value Desc	

Destination dimensions:

Alias	Name	Member set	Scope
Scenario	Scenario	Scenario W1	
Time	Time	Monthly	
Value Type	Value Type	Value Desc	
Product	Product	Products W1	

Workspace A... »

Association T... *

Available Actions

Save this Assoc...

Check Out

Cancel Check Out

Delete this Assoc...

Successfully retrieved object AccountType.

Connected to server http://localhost:46787

Demo

Monitorering, Analyse, Planlægning

http://bi-vpc/Pages/Default.aspx

Default.aspx

Welcome System Account | My Site | My Links | ?

All Sites Start Search... Site Actions

AdventureWorks Document Center Executive Finance Manufacturing Sales IT Reports Search News Wiki Ext Data Sites

Documents

- ReportsLibrary

Document Center

News

- Sample News Article
- News Archive

Reports

- Report Library
- Data Connection Library
- Samples

Search

IT

- Metrics
- SLA

AdventureWorks Corporate Intranet

Get started with Office SharePoint Server 2007:

Site and Content Management

- Create new pages, sites, and lists
- Customize pages with web parts
- Publish, schedule, and approve content with workflows
- Create a personal site

Business Solutions

- Search over sites, documents, and people
- Create key performance indicators and reports
- View an Excel workbook through the Excel Web Access Web Part
- Deploy an InfoPath form to a Document Library

I need to...

Choose task →


Employee Lookup →


Events


There are currently no upcoming events. To add a new event, click "Add new event" below.

▣ [Add new event](#)

News

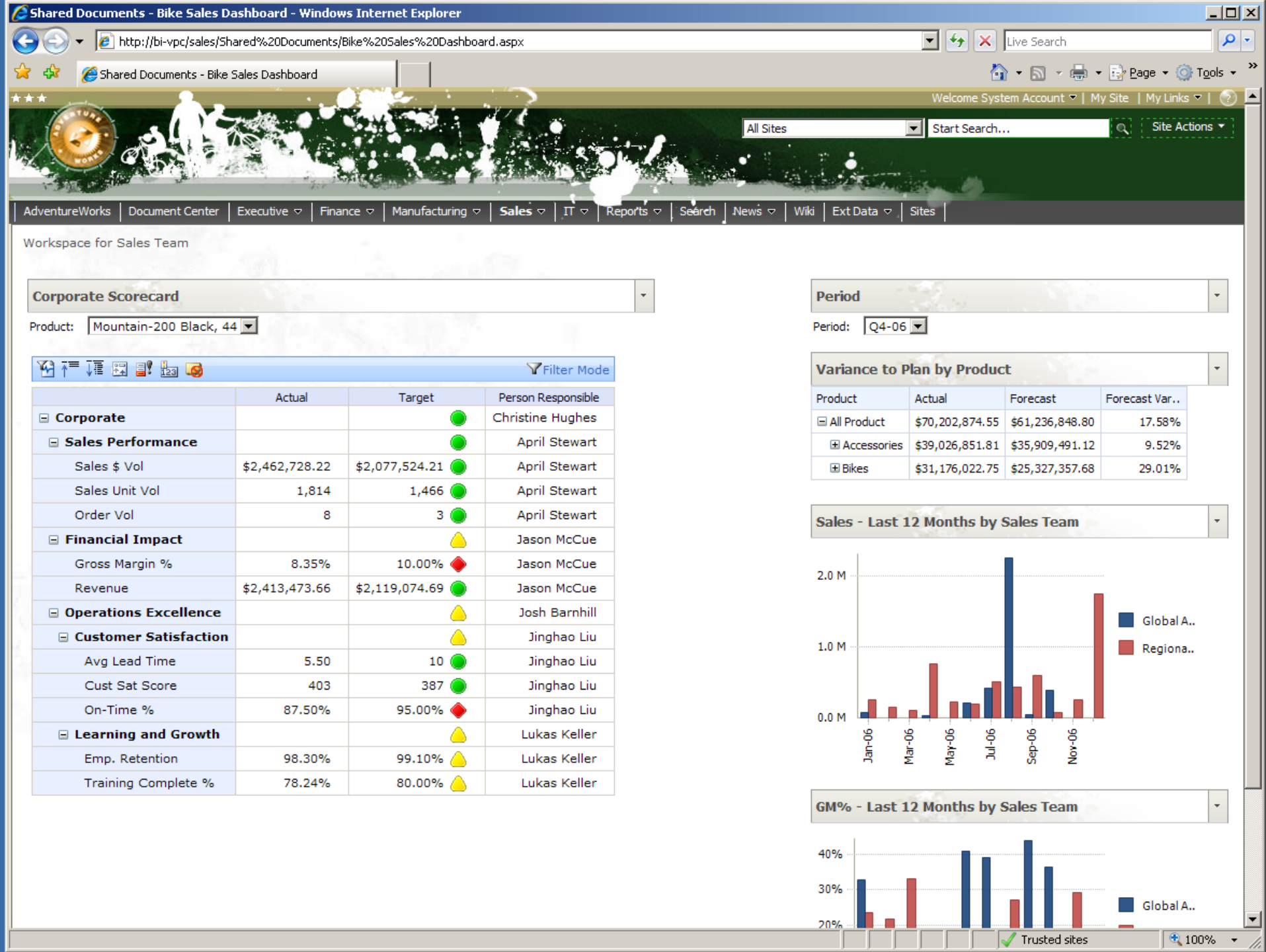
 **New Vice-President of Product Development**
Please welcome Shaun Beasley aboard as our new Vice President of Product Development. Shaun has over ten years of experience in the outdoor adventure industry, and will be a great addition to our team.

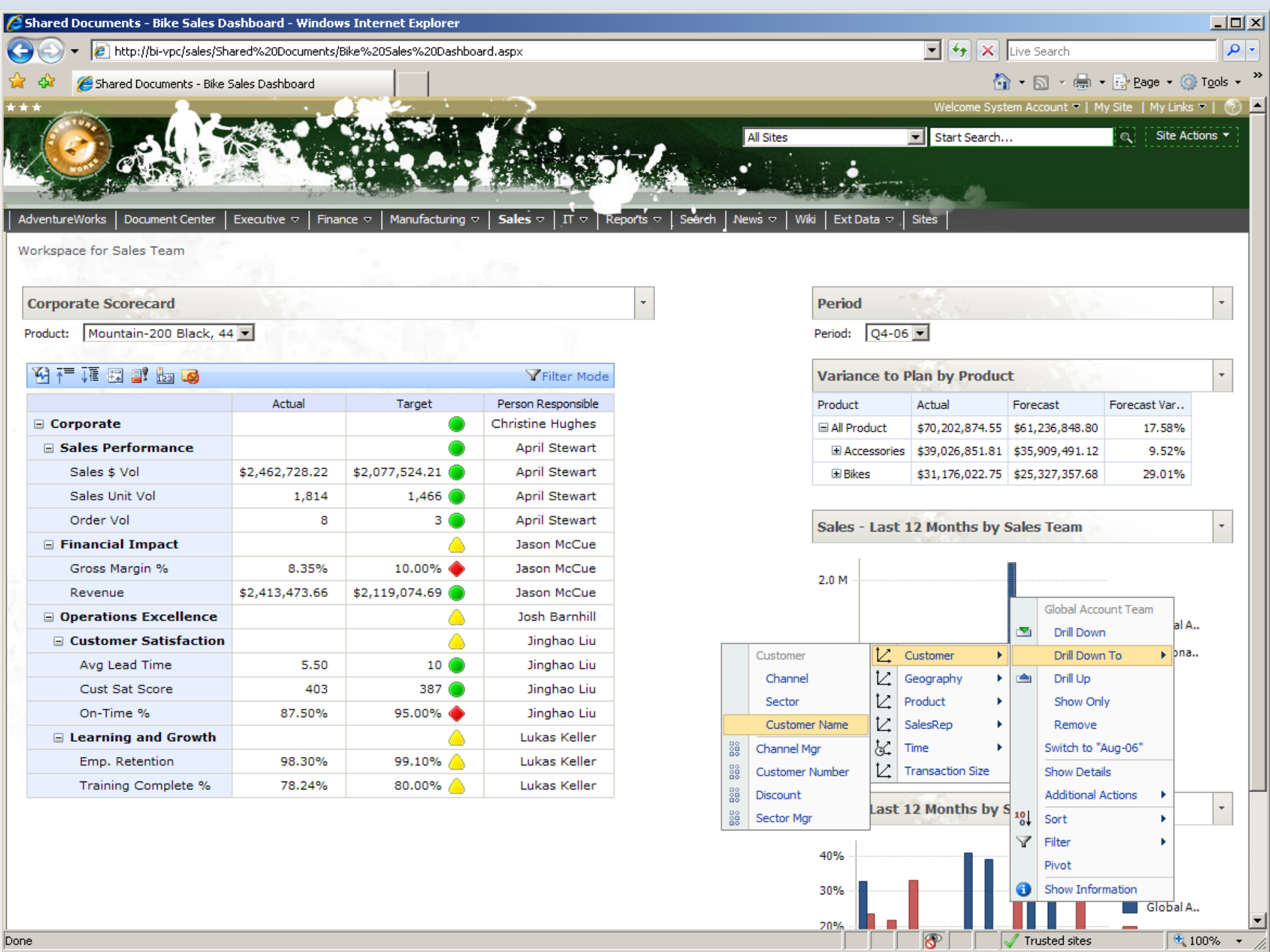
 **Sizzlin' Summer Products**
We're introducing lots of great new products to coincide with the start of summer. Check out the link above to see all the great new bikes, backpacking and climbing gear, and other hot products we'll be shipping next month.

 **Mountain-200 Bike Wins Award**
Our very own Mountain-200 mountain bike has been named as one of the top products of 2007 in Outdoor World Magazine. Congrats to the product team!

http://bi-vpc/manufacturing

Trusted sites 100%





http://bi-vpc/sales/Shared%20Documents/Bike%20Sales%20Dashboard.aspx

Shared Documents - Bike Sales Dashboard

Welcome System Account | My Site | My Links

All Sites Start Search... Site Actions

AdventureWorks | Document Center | Executive | Finance | Manufacturing | **Sales** | IT | Reports | Search | News | Wiki | Ext Data | Sites

Workspace for Sales Team

Corporate Scorecard

Product: Mountain-200 Black, 4

Scorecard - Corporate
Scorecard - Corporate Planning
Scorecard - Regional Planning
Scorecard - Company-Wide Initiatives
Scorecard - Sales
Scorecard - Warehousing and Shipping
Scorecard - Information Technology

Filter Mode

	Actual	Target	Person Responsible
Corporate			Christine Hughes
Sales Performance			April Stewart
Sales \$ Vol	\$2,462,728.22	\$2,077,524.21	April Stewart
Sales Unit Vol	1,814	1,466	April Stewart
Order Vol	8	3	April Stewart
Financial Impact			Jason McCue
Gross Margin %	8.35%	10.00%	Jason McCue
Revenue	\$2,413,473.66	\$2,119,074.69	Jason McCue
Operations Excellence			Josh Barnhill
Customer Satisfaction			Jinghao Liu
Avg Lead Time	5.50	10	Jinghao Liu
Cust Sat Score	403	387	Jinghao Liu
On-Time %	87.50%	95.00%	Jinghao Liu
Learning and Growth			Lukas Keller
Emp. Retention	98.30%	99.10%	Lukas Keller
Training Complete %	78.24%	80.00%	Lukas Keller

Period: Q4-06

Variance to Plan by Product

Product	Actual	Forecast	Forecast Var..
All Product	\$70,202,874.55	\$61,236,848.80	17.58%
Accessories	\$39,026,851.81	\$35,909,491.12	9.52%
Bikes	\$31,176,022.75	\$25,327,357.68	29.01%

Sales - Last 12 Months by Sales Team

GM% - Last 12 Months by Sales Team

Web Pages - Sales Scorecard - Windows Internet Explorer

http://bi-vpc/executive/Web%20Pages/Sales%20Scorecard.aspx

Live Search

Web Pages - Sales Scorecard

Welcome System Account | My Site | My Links |

All Sites

Start Search...

Site Actions

AdventureWorks | Document Center | Executive | Finance | Manufacturing | Sales | IT | Reports | Search | News | Wiki | Ext Data | Sites

Site for executive management to collaborate and share documents.

Sales Summary Scorecard

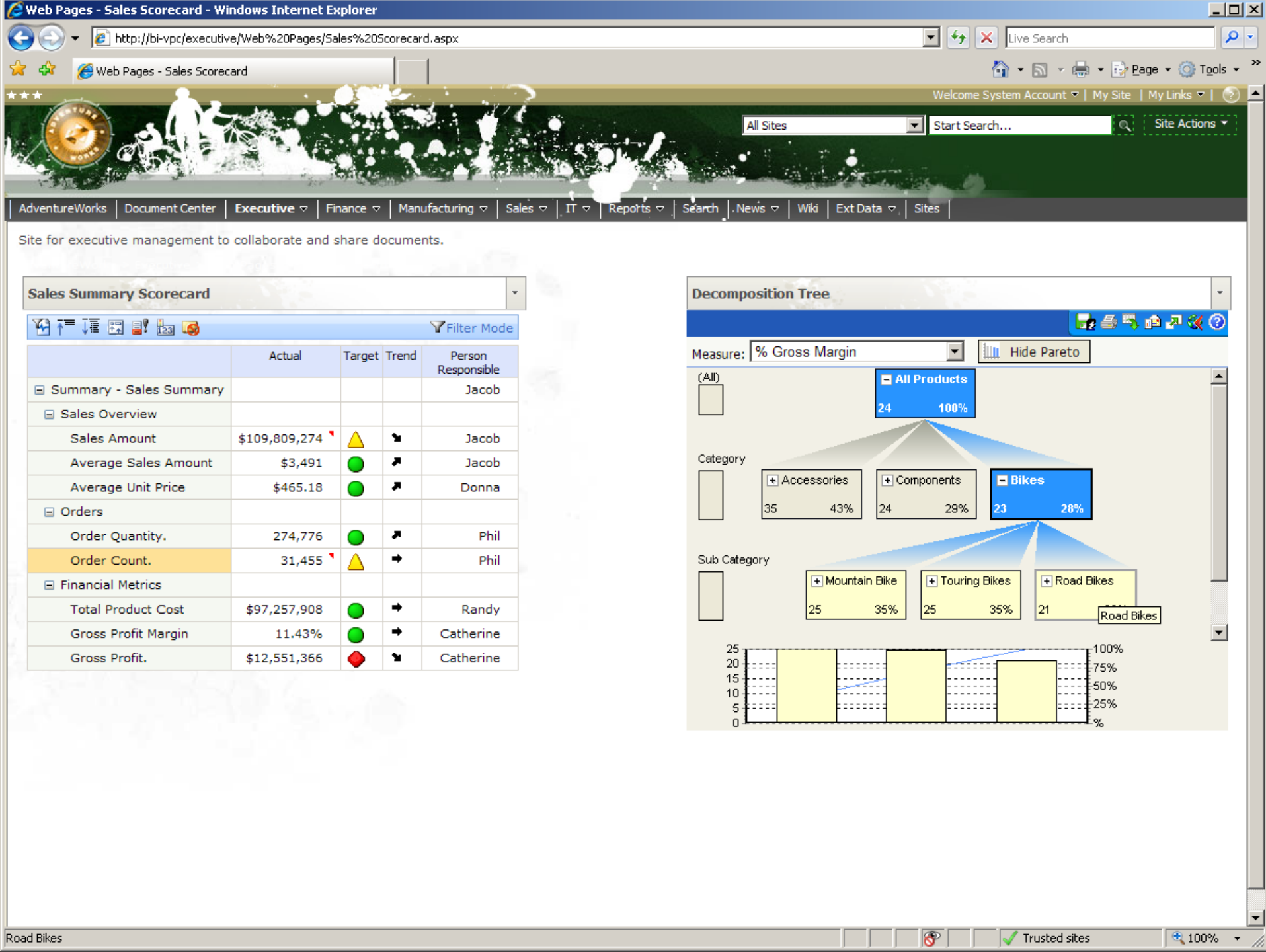
Filter Mode

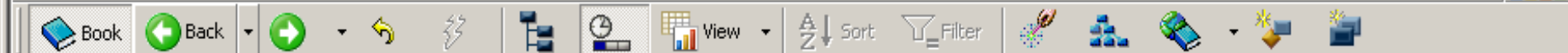
	Actual	Target	Trend	Person Responsible
Summary - Sales Summary				Jacob
Sales Overview				
Sales Amount	\$109,809,274			Jacob
Average Sales Amount	\$3,491			Jacob
Average Unit Price	\$465.18			Donna
Orders				
Order Quantity.	274,776			Phil
Order Count.	31,455			Phil
Financial Metrics				
Total Product Cost	\$97,257,908			Randy
Gross Profit Margin	11.43%			Catherine
Gross Profit.	\$12,551,366			Catherine

Done

Trusted sites

100%





AllTime

Briefing Book

Breakdown of % Gross Margin at Sub Category level

Add... Organize...

All Category Sales

- Sales (\$ and Units) by Category
- Sales (\$ and Units) by Sub-Category
- Sales YTD (\$ and Units)
- Relative Category Sales
- Relative Category Sales Growth
- Relative Category Sales Rank
- Category Rank, YTD Sales
- Sub-Category Rank, YTD Sales
- Product Rank, YTD Sales
- Product Mix Decomposition
- Products Perspective
- Performance Map - Sales

All Category Sales Growth

Bikes

Price Analysis

Market Analysis

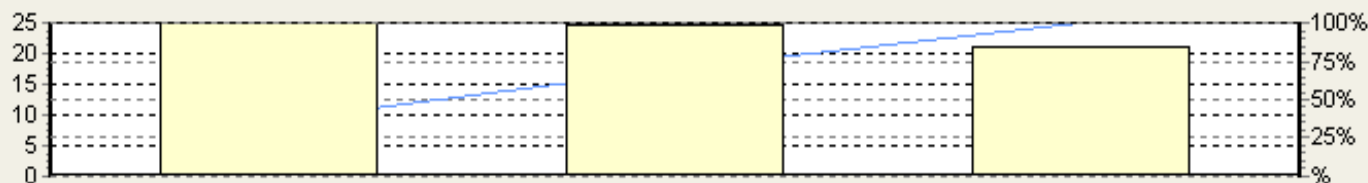
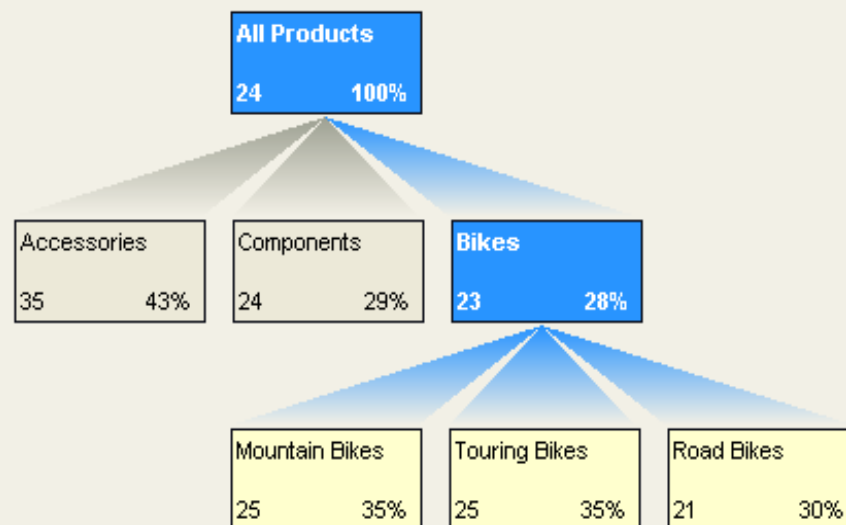
Basket Analysis

DecompTree

(All)

Category

Sub Category





2004

January February March 2 April 2 May 20 June 20 July 20 August September October November December

Briefing Book

Sales (\$ and Units) by Category, Last 12 Months

Measures: Sales Amt

All Category Sales

- Sales (\$ and Units) by Category
- Sales (\$ and Units) by Category
- Sales YTD (\$ and Units)
- Relative Category Sales
- Relative Category Sales
- Relative Category Sales
- Category Rank, YTD Sales
- Sub-Category Rank, YTD Sales
- Product Rank, YTD Sales
- Product Mix Decomposition
- Products Perspective
- Performance Map - Sales

All Category Sales Growth

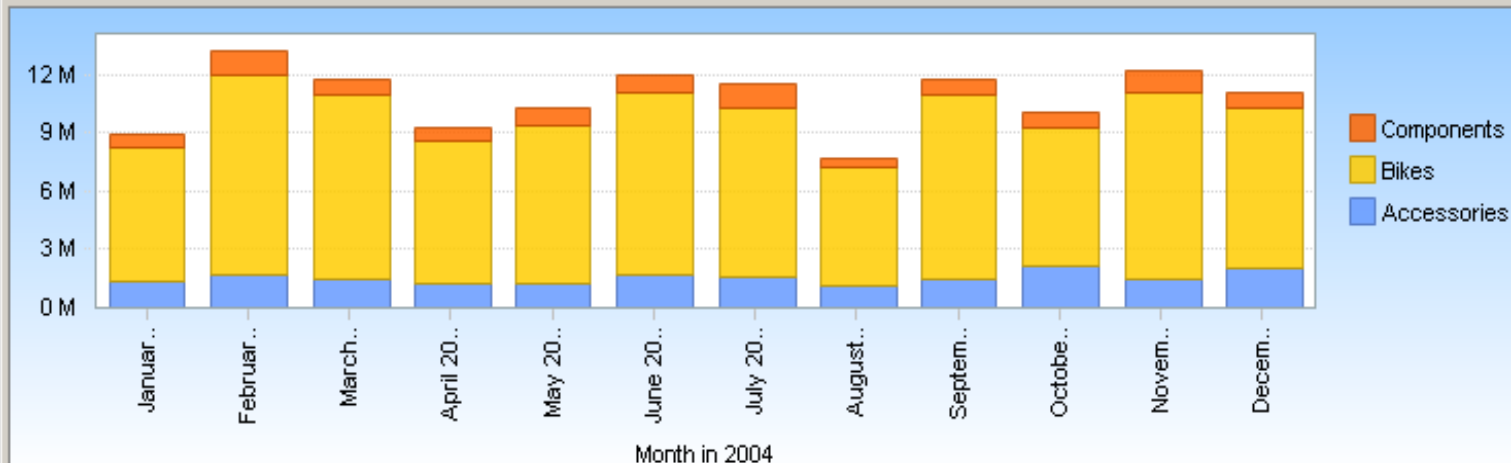
Bikes

Price Analysis

Market Analysis

Basket Analysis

DecompTree



	January 2004	February 2004	March 2004	April 2004	May 2004	June 2004	July 2004
Accessories	\$1,366,158.65	\$1,671,258.92	\$1,446,344.27	\$1,240,238.58	\$1,260,692.13	\$1,711,824.32	\$1,711,824.32
Bikes	\$6,825,380.16	\$10,332,558.24	\$9,462,042.84	\$7,334,487.05	\$8,129,508.44	\$9,349,166.23	\$9,349,166.23
Components	\$783,276.40	\$1,161,148.85	\$889,000.53	\$705,483.27	\$833,922.53	\$956,109.35	\$956,109.35

File View Navigate My Views Book Tools Help



2004

 Februar | March 2 | April 2 | May 200 | June 20 | July 20 | August | Septemb | October | November | **Decembe**

Briefing Book

Sales Amt for YTD (Name by Month in Q4 CY 2004)

Measures: Sales Amt

All Category Sales

- Sales (\$ and Units) by c
- Sales (\$ and Units) by c
- Sales YTD (\$ and Units)
- Relative Category Sale
- Relative Category Sale
- Relative Category Sale
- Category Rank, YTD Sa
- Sub-Category Rank, YI
- Product Rank, YTD Sale
- Product Mix Decomposi
- Products Perspective
- Performance Map - Sale

All Category Sales Growth

Bikes

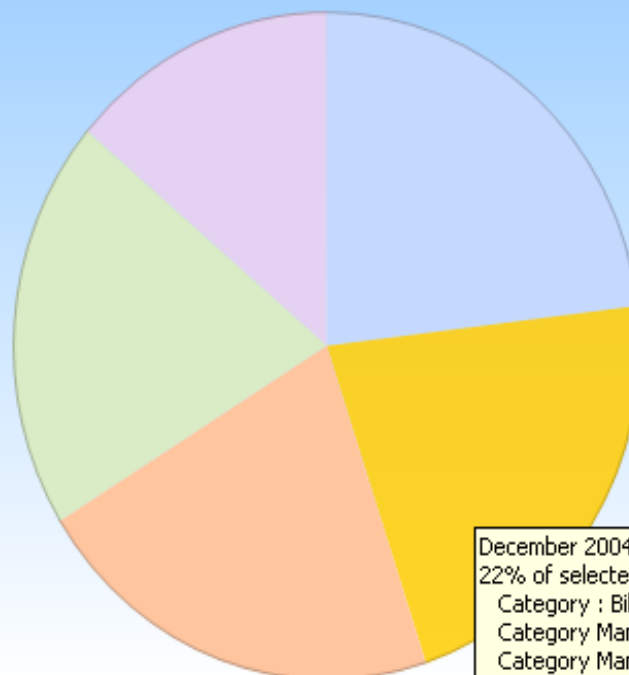
Price Analysis

Market Analysis

Basket Analysis

DecompTree

Year-To-Date Sales by Category



- Orion IV-750a Dual
- Orion IV-750 Dual
- Orion IV-500a
- Orion IV-500
- Orion IV-333

December 2004/Orion IV-750 Dual = \$5,033,604.84
 22% of selected items in December 2004

Category : Bikes
 Category Manager : Jesper Aaberg
 Category Manager Email : jaaberg@adventure-works.com
 Sku : PCS1409324
 Sub Category : Mountain Bikes

	December 2004
Orion IV-750a Dual	\$5,328,532.38
Orion IV-750 Dual	\$5,033,604.84
Orion IV-500a	\$4,922,703.28
Orion IV-500	\$4,600,265.20

Contoso (Corporate) - Planning Business Model

FileEditViewGoActionsHelp

Workspace Browser <<

Site Summary

Models

Dimensions

Forms and Reports


Process Management

Security and Roles

Associations


Corporate

About this model site




Connection

Server:	http://localhost:46787/
Application:	Contoso
Model site:	Corporate
Label:	Corporate
Description:	
Parent Model Site:	




Models

Models total:	9
Shared:	9
Checked out by current user:	0




Dimensions

Dimensions total:	15
Shared:	15
Checked out by current user:	0




Forms and Reports

Templates:	13
Operational reports:	35



Process Management

Cycles:	14
Assignments:	12
Jobs:	7



Security and Roles

Users:	4
Business roles:	5

Workspace Actions >>

Site Tasks ^

Create an Application...

Create a Model Subsite...

Delete Application...

Delete Model Subsite...

Save Model Site

Deploy Model Site

Close Model Site


Successfully retrieved object Time.










Connected to server http://localhost:46787/.

Workspace Browser <<

- Site Summary
- Models**
- Dimensions
- Forms and Reports
- Process Management
- Security and Roles
- Associations



Corporate Models

 **Models in this site** Models total: 9
Shared: 9

Name	Label	Model Type	Parent Model Site	Shared	Checked Out
 Corporate Management ...	Corporate Mana...	Financial model ...	Corporate	True	
 Corporate Statutory Con...	Corporate Statu...	Financial model ...	Corporate	True	
 Exchange Rates	Exchange Rates	Exchange Rate ...	Corporate	True	
 HR	HR	Financial model ...	Corporate	True	
 HR Assumptions	HR Assumptions	Global Assumpti...	Corporate	True	
 Operational Plan	Operational Plan	Financial model ...	Corporate	True	
 Product Controlling	Product Controlling	Generic Model	Corporate	True	
 Strategic Assumptions	Strategic Assum...	Global Assumpti...	Corporate	True	
 Strategic Plan	Strategic Plan	Financial model ...	Corporate	True	

Workspace Actions >>

Model Tasks >

-  Create a Model ...
-  Create an Association...
- [Synchronize all Models to Staging Area...](#)

Model Details >

Name	Corporate Management ...
Label	Corporate Management ...
Model Type	Financial model without s...
Shared	True
Checked Out By	
Parent Model Site	Corporate

Dimensions ▲

Dimension	Member Set or ...	Total Members
Account	Corporate Man...	106
BusinessProcess	Standard	10
Currency	All Members	8
Entity	Operational	32
InterCompany	All Members	31
Product	Major Products	12
Scenario	All Members	10
Time	Fiscal	2191
TimeDataView	All Members	5

Workspace Browser <<

- Site Summary
- Models
- Dimensions
- Forms and Reports
- Process Management**
- Security and Roles
- Associations

Corporate Process Management

Process Management in this site Cycles: 14 Assignments: 12

View: **Assignments**

Name	Label	Cycle	Start Date	Data Entry Form	Contributor
Corporate Intercompan...	Corporate Inter...	Management Re...	CST@1:51	Corporate Inter...	r:[Contributors]
Corporate Intercom...	Corporate Inter...	Management Re...	6/4/2008 2:51:0...	Corporate Inter...	adventure-work
Corporate Intercom...	Corporate Inter...	Management Re...	6/4/2008 2:51:0...	Corporate Inter...	adventure-work
Corporate Intercom...	Corporate Inter...	Management Re...	6/4/2008 2:51:0...	Corporate Inter...	adventure-work
Corporate Intercom...	Corporate Inter...	Management Re...	6/4/2008 2:51:0...	Corporate Inter...	adventure-work
Corporate Shares Infor...	Corporate Share...	Shares Information	CST@0:44	Corporate Cons...	r:[Group Financ
Corporate Shares In...	Corporate Share...	Shares Informati...	6/4/2008 1:44:0...	Corporate Cons...	adventure-work
New	New	Newone	CST+0DAY@23:25	Corporate Cons...	u:[adventure-w
New-1	New_342_1	Newone_1	1/11/2009 11:2...	Corporate Cons...	adventure-work
Strategic Drivers	Strategic Drivers	Strategic Drivers	CST@3:20	Strategic Drivers	r:[Senior Group
HR Assumptions	HR Assumptions	HR Assumptions_1	6/10/2008 6:49:...	HR Assumptions	adventure-work
Working Capital Input	Working Capital ...	Working Capital ...	6/8/2008 11:34:...	Working Capital	adventure-work

Workspace Actions >>

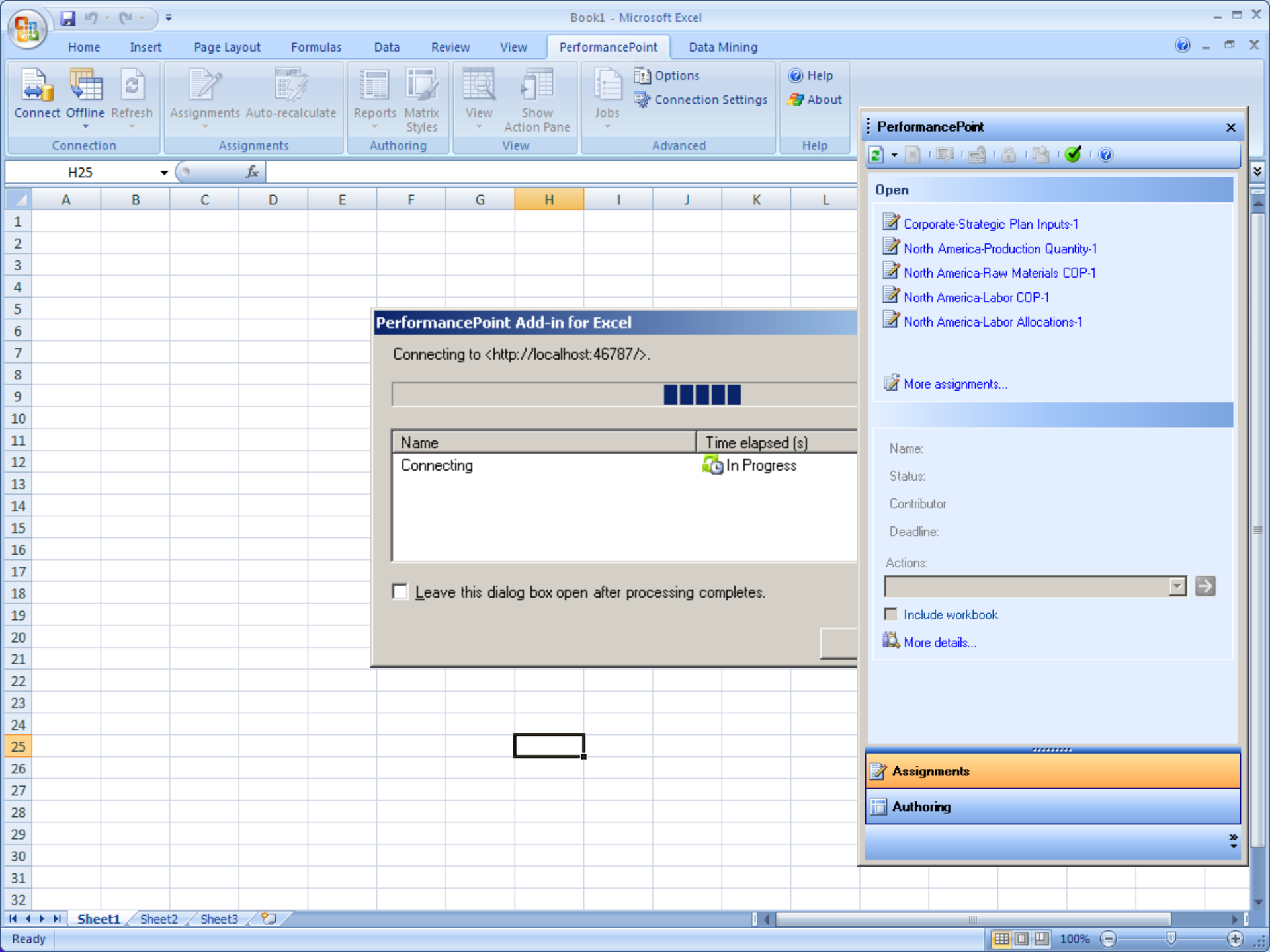
Process Scheduling Tasks ^

[Create a Cycle ...](#)

[Available Actions ...](#)

Assignment Details ^

Name	Corporate Intercompany ...
Cycle	Management Reporting
Status	
Data Entry Form	Corporate Intercompany
Contributor	r:[Contributors]
Start Date	CST@1:51
Submission Deadline	CET-1DAY@1:51
Priority	Medium



Corporate-Strategic Plan Inputs-1 @ Contoso_Mfg - Microsoft Excel

HomeInsertPage LayoutFormulasDataReviewViewPerformancePointData Mining

Connect

Offline

Refresh

Assignments

Auto-recalculate

Reports

Matrix Styles

View

Show Action Pane

Jobs

Options

Connection Settings

Help

About

Connection

Assignments


Authoring

View

Advanced

Help

C12

	A	B	C	D	E	F
1		Contoso: Strategic Plan Inputs				
2						
3						
8		Q1 Year2009	Q2 Year2009	Q3 Year2009	Q4 Year2009	
10	Market Volume	25,000,000	25,000,000	25,000,000	25,000,000	
11	Market Share	15%	13%	14%	15%	
12						
13	Average Sales Price Input	\$ 39.08	\$ 39.50	\$ 40.00	\$ 39.00	
14	Sales Price Growth					
15						
16	Average Sales Price	\$ 39.08	\$ 39.50	\$ 40.00	\$ 39.00	
17						
18	Net Revenue	\$ 141,420,750	\$ 123,881,875	\$ 135,100,000	\$ 141,131,250	
19	Margin %	45.00%	45.00%	45.00%	45.00%	
20	Gross Profit	\$ 63,639,338	\$ 55,746,844	\$ 60,795,000	\$ 63,509,063	
21						
22	Other expenses	\$ 10,207,750	\$ 8,941,794	\$ 9,751,518	\$ 10,186,854	
23	SG&A	\$ 7,260,711	\$ 6,360,244	\$ 6,936,196	\$ 7,245,848	
24						
25	EBIT	\$ 46,170,877	\$ 40,444,806	\$ 44,107,286	\$ 46,076,361	
26						
27	Target Tax Rate	22.08%	22.01%	21.89%	22.03%	
28	Taxation	\$ 10,194,530	\$ 8,901,902	\$ 9,655,085	\$ 10,150,622	
29						
30	Net Income	\$ 35,976,347	\$ 31,542,904	\$ 34,452,201	\$ 35,925,739	
31						
32	Operating Income %	32.65%	32.65%	32.65%	32.65%	
33	Net Income %	25.44%	25.46%	25.50%	25.46%	
34						
35						

Corporate-Strategic Plan Inputs-1 @ Contoso_Mfg

Open

Corporate-Strategic Plan Inputs-1

North America-Production Quantity-1

North America-Raw Materials COP-1

North America-Labor COP-1

North America-Labor Allocations-1

More assignments...

Online - Corporate-Strategic Plan Inputs-1

Name: Corporate-Strategic Plan Inputs-1

Status: Started

Contributor: ADVENTURE-WORKS\administrator

Deadline: 12/30/2009 2:05:00 PM

Actions:

Override Status

Override Status

Purge

Save Privately

Submit

Submit Draft

Assignments

Authoring

Ready

100%

Demo

Design af Dashboards

1

2

3

4

5

Home

Edit

Create

Untitled - Microsoft Office PerformancePoint Dashboard Designer

Paste

Cut

Copy

Refresh

Publish All

Mark Differences

Delete

Publish Item

Open Items

Delete

Clipboard

Actions

Compare Data

View History

Revert Changes

Validate Data

Toggle

Expand All

Collapse All

Changes

View

Workspace Browser

<<

Dashboards

KPIs

Scorecards

Reports

Data Sources

Indicators

Server

Workspace

Dashboards available on the server

Name	Owner	Version
Refresh to load dashboards		

Details

>>

Related KPIs

>>

Name

▲

Owner

Related Scorecards

>>

Name

▲

Owner

Related Reports

>>

Name

▲

Owner

Related Data Sources

>>

Name

▲

Owner

Related Indicators

>>

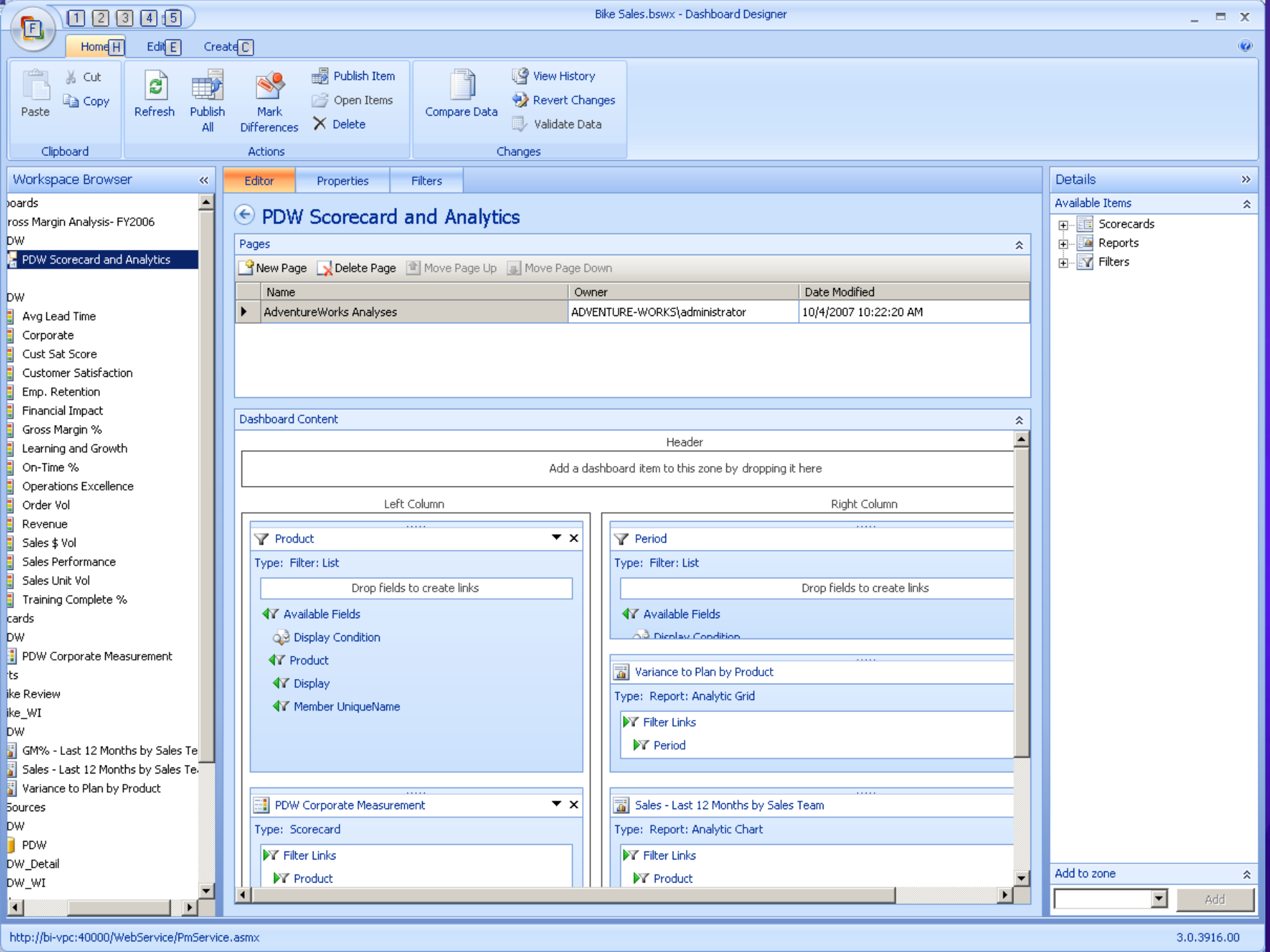
Name

▲

Owner

http://bi-vpc:40000/WebService/PmService.asmx

3.0.3916.00



Paste Cut Copy

Refresh Publish All Mark Differences Delete

Clipboard

Publish Item Open Items Compare Data View History Revert Changes Validate Data

Actions Changes

Workspace Browser

- boards
- ross Margin Analysis- FY2006
- DW
- PDW Scorecard and Analytics
- DW
- Avg Lead Time
- Corporate
- Cust Sat Score
- Customer Satisfaction
- Emp. Retention
- Financial Impact
- Gross Margin %
- Learning and Growth
- On-Time %
- Operations Excellence
- Order Vol
- Revenue
- Sales \$ Vol
- Sales Performance
- Sales Unit Vol
- Training Complete %
- cards
- DW
- PDW Corporate Measurement
- ts
- ike Review
- ike_WI
- DW
- GM% - Last 12 Months by Sales Te
- Sales - Last 12 Months by Sales Te
- Variance to Plan by Product
- Sources
- DW
- PDW
- DW_Detail
- DW_WI

Editor Properties Filters

PDW Scorecard and Analytics

Pages

New Page Delete Page Move Page Up Move Page Down

Name	Owner	Date Modified
AdventureWorks Analyses	ADVENTURE-WORKS\administrator	10/4/2007 10:22:20 AM

Dashboard Content

Header

Add a dashboard item to this zone by dropping it here

Left Column

Product

Type: Filter: List

Drop fields to create links

Available Fields

Display Condition

Product

Display

Member UniqueName

PDW Corporate Measurement

Type: Scorecard

Filter Links

Product

Right Column

Period

Type: Filter: List

Drop fields to create links

Available Fields

Display Condition

Variance to Plan by Product

Type: Report: Analytic Grid

Filter Links

Period

Sales - Last 12 Months by Sales Team

Type: Report: Analytic Chart

Filter Links

Product

Details

Available Items

Scorecards

Reports

Filters

Add to zone

Add

Home H Edit E Create C

Paste Cut Copy Refresh Publish All Mark Differences Delete Publish Item Open Items Compare Data View History Revert Changes Validate Data

Clipboard Actions Changes

Workspace Browser

- Dashboards
 - Gross Margin Analysis - F
 - PDW
 - PDW Scorecard and
- KPIs
 - PDW
 - Avg Lead Time
 - Corporate
 - Cust Sat Score
 - Customer Satisfacti
 - Emp. Retention
 - Financial Impact
 - Gross Margin %
 - Learning and Growt
 - On-Time %
 - Operations Exceller
 - Order Vol
 - Revenue
 - Sales \$ Vol
 - Sales Performance
 - Sales Unit Vol
 - Training Complete %
- Scorecards
 - PDW
 - PDW Corporate Me.
- Reports
 - Bike Review
 - Bike_WI
 - PDW
 - GM% - Last 12 Mon
 - Sales - Last 12 Mon
 - Variance to Plan by
- Data Sources
 - PDW
 - PDW
 - PDW_Detail
 - PDW_WI

Design Query Properties

GM% - Last 12 Months by Sales Team

Measures: **Gross Margin %**

Month	Global Account Team	Regional Teams
Jan-06	26%	21%
Feb-06	22%	20%
Mar-06	15%	17%
Apr-06	25%	17%
May-06	19%	18%
Jun-06	32%	17%
Jul-06	28%	9%
Aug-06	19%	14%
Sep-06	28%	15%
Oct-06	15%	16%
Nov-06	24%	19%
Dec-06	24%	14%

Available Items

- Measures
- Dimensions
- Named Sets

Series: SalesRep Bottom Axis: [Last 12 Cal Months w/ Sales] Background: Product

Gross Margin %

Browse...

Home

Edit

Create

Paste

Cut

Copy

Refresh

Publish All

Mark Differences

Delete

Publish Item

Open Items

Compare Data

View History

Revert Changes

Validate Data

Clipboard

Actions

Changes

Workspace Browser

boards

ross Margin Analysis- FY2006

DW

PDW Scorecard and Analytics

DW

Avg Lead Time

Corporate

Cust Sat Score

Customer Satisfaction

Emp. Retention

Financial Impact

Gross Margin %

Learning and Growth

On-Time %

Operations Excellence

Order Vol

Revenue

Sales \$ Vol

Sales Performance

Sales Unit Vol

Training Complete %

cards

DW

PDW Corporate Measurement

ts

ike Review

ike_WI

DW

GM% - Last 12 Months by Sales Te

Sales - Last 12 Months by Sales Te

Variance to Plan by Product

Sources

DW

PDW

DW_Detail

DW_WI

Editor

Properties

Filters

PDW Scorecard and Analytics

Pages

New Page

Delete Page

Move Page Up

Move Page Down

Name	Owner	Date Modified
AdventureWorks Analyses	ADVENTURE-WORKS\administrator	10/4/2007 10:22:20 AM

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Drop fields to create links

Available Fields

Display Condition

Product

Display

Member UniqueName

PDW Corporate Measurement

Type: Scorecard

Filter Links

Product

Right Column

Period

Type: Filter: List

Drop fields to create links

Available Fields

Display Condition

Variance to Plan by Product

Type: Report: Analytic Grid

Filter Links

Period

Sales - Last 12 Months by Sales Team

Type: Report: Analytic Chart

Filter Links

Product

Details

Available Items

Scorecards

Reports

PDW

Sales - Last 12 Months

GM% - Last 12 Months

Variance to Plan by Product

Bike_WI

Bike Review

Filters

Add to zone

Add

Demo

Design af rapport

http://bi-vpc/Pages/DemoLinks.aspx

Business Intelligence VPC Demo Links

Welcome System Account | My Site | My Links

All Sites Start Search... Site Actions

AdventureWorks | Document Center | Executive | Finance | Manufacturing | Sales | IT | Reports | Search | News | Wiki | Ext Data | Sites

Documents

- ReportsLibrary

Document Center

News

- Sample News Article
- News Archive

Reports

- Report Library
- Data Connection Library
- Samples

Search

IT

- Metrics
- SLA

Report Library

Data Connection Library

Samples

This Business Intelligence VPC is intended to provide end-to-end demos highlighting the capabilities of Microsoft's powerful Business Intelligence platform. Several core demos illustrating how the fictitious AdventureWorks bike manufacturer uses business intelligence are provided, as are several different vertical-specific examples.

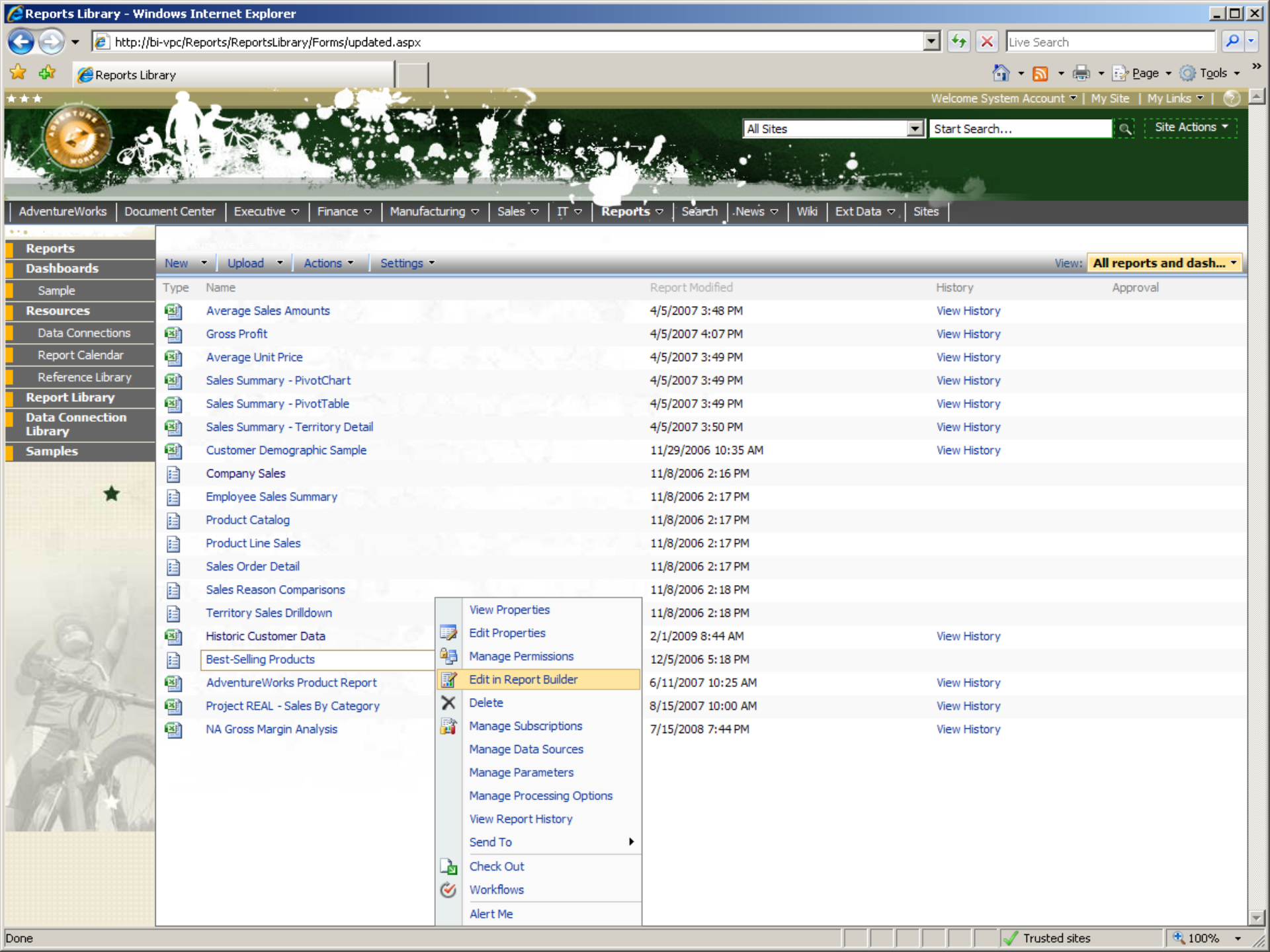
All presenter scripts for these demos are located at C:\Presenter Scripts.

Admin Links	Core Demo Links
URL	URL
SharePoint Central Administration	Executive
Report Manager	Finance
ProClarity Analytics Server	Sales
ProClarity Dashboard	Reports Library
PerformancePoint Planning Administration Console	Contoso Planning & Consolidation - New
PerformancePoint Monitoring Central	IT - New
Add new link	Add new link

Misc Demo Links	Vertical Demo Links
URL	URL
PeopleSoft Financial Dashboard	Healthcare
PPS launch demo	Federal Government
Ad Hoc reporting - C:\Presenter Scripts\Additional Demos\TDM scenarios\Ad Hoc Reporting.docx	State Government
Multi Dimensional Analysis- C:\Presenter Scripts\Additional Demos\TDM scenarios\Multi Dimensional Analysis.docx	Local Government
Predictive Analysis-C:\Presenter Scripts\Additional Demos\TDM scenarios\Predictive Analysis.docx	Banking
SQL Server 2005 demos- C:\Presenter Scripts\Additional Demos\SQL Server 2005 Demo Files\Documentation\Presenter Script.doc	Insurance
Add new link	Retail
	Oil & Gas
	Manufacturing
	Manufacturing - BDM - New

http://bi-vpc/Reports/ReportsLibrary

Trusted sites 100%



Reports Library - Windows Internet Explorer				
http://bi-vpc/Reports/ReportsLibrary/Forms/updated.aspx				
Reports Library				
Welcome System Account My Site My Links Site Actions				
AdventureWorks Document Center Executive Finance Manufacturing Sales IT Reports Search .News Wiki Ext Data Sites				
New Upload Actions Settings				
View: All reports and dash...				
Type	Name	Report Modified	History	Approval
	Average Sales Amounts	4/5/2007 3:48 PM	View History	
	Gross Profit	4/5/2007 4:07 PM	View History	
	Average Unit Price	4/5/2007 3:49 PM	View History	
	Sales Summary - PivotChart	4/5/2007 3:49 PM	View History	
	Sales Summary - PivotTable	4/5/2007 3:49 PM	View History	
	Sales Summary - Territory Detail	4/5/2007 3:50 PM	View History	
	Customer Demographic Sample	11/29/2006 10:35 AM	View History	
	Company Sales	11/8/2006 2:16 PM		
	Employee Sales Summary	11/8/2006 2:17 PM		
	Product Catalog	11/8/2006 2:17 PM		
	Product Line Sales	11/8/2006 2:17 PM		
	Sales Order Detail	11/8/2006 2:17 PM		
	Sales Reason Comparisons	11/8/2006 2:18 PM		
	Territory Sales Drilldown	11/8/2006 2:18 PM		
	Historic Customer Data	2/1/2009 8:44 AM	View History	
	Best-Selling Products	12/5/2006 5:18 PM		
	AdventureWorks Product Report	6/11/2007 10:25 AM	View History	
	Project REAL - Sales By Category	8/15/2007 10:00 AM	View History	
	NA Gross Margin Analysis	7/15/2008 7:44 PM	View History	

Reporting Services - Best-Selling Products - Windows Internet Explorer

http://bi-vpc/Reports/_layouts/ReportServer/RSViewerPage.aspx?RelativeReportUrl=/reports/reportslibrary/best-selling%20products.rdl

Live Search

Reporting Services - Best-Selling Products

AdventureWorks > Reports > Reports Library

My Site | My Links

Actions

1 of 9Find Next100%

Open with Report Builder

Subscribe

Print

Export

Product Category English Product Category Name	Product Subcategory English Product Subcategory Name	English Product Name	Total Order Quantity
Accessories	Bike Racks	Hitch Rack - 4-Bike	2803
		Total	2803
	Bottles and Cages	Water Bottle - 30 oz.	2536
		Total	2536
	Cleaners	Bike Wash - Dissolver	2372
		Total	2372
	Helmets	Sport-100 Helmet, Black	2181
		Sport-100 Helmet, Black	1606
		Sport-100 Helmet, Black	544
		Sport-100 Helmet, Blue	2191
		Sport-100 Helmet, Blue	1701
		Sport-100 Helmet, Blue	617
		Sport-100 Helmet, Red	1957
		Sport-100 Helmet, Red	1465
		Sport-100 Helmet, Red	510
		Total	12772
	Hydration Packs	Hydration Pack - 70 oz.	2011
		Total	2011
	Locks	Cable Lock	1058
		Total	1058
	Pumps	Minipump	1105
		Total	1105

DoneTrusted sites100%

Explorer

Adventure Works DW.smdl

Entities:

Fact Reseller Sale

- Product
 - Product Subcategory
 - Product Category
 - Order Date
 - Due Date
 - Ship Date
 - Reseller
 - Employee
 - Promotion
 - Currency

Fields:

- #Fact Reseller Sales
 - a Sales Order Number
 - Total Sales Order Line ...
 - Total Revision Number
 - Total Order Quantity**
 - Total Unit Price
 - Total Extended Amount
 - Total Unit Price Discoun...
 - Total Discount Amount
 - Total Product Standard...
 - Total Total Product Cost
 - Total Sales Amount
 - Total Tax Amt
 - Total Freight
 - a Carrier Tracking Number
 - a Customer PO Number

Click to add title

Product Category		Product Subcategory	Product	
Product Category	English Product Category Name	Product Subcategory	English Product Name	Total Order Quantity
xxxxxxxxxx		xxxxxxxxxxxxxxxxxx	xx	0
			Total	0
		Total		0
Total				0

Total rows: 0

Filter: Fact Reseller Sales with: Order Quantity > 1

Explorer

Adventure Works DW.smdl

Entities:

Fact Reseller Sale
Product
Product Subcategory
Product Category
Order Date
Due Date
Ship Date
Reseller
Employee
Promotion
Currency

Fields:

#Fact Reseller Sales
a Sales Order Number
Total Sales Order Line ...
Total Revision Number
Total Order Quantity
Total Unit Price
Unit Price
Avg Unit Price
Min Unit Price
Max Unit Price
Total Extended Amount
Total Unit Price Discoun...
Total Discount Amount
Total Product Standard...
Total Total Product Cost
Total Sales Amount
Total Tax Amt
Total Freight
a Carrier Tracking Number
a Customer PO Number

Click to add title

Product Category		Product Subcategory		Product	
Product Category	Product Subcategory	Total Unit Price	English Product Name	Total Order Quantity	
English Product Category Name	English Product Subcategory Name				
xxxxxxxxxx	xxxxxxxxxxxxxxxxxx	0.0	xx	0	
			Total	0	
	Total	0.0		0	
Total		0.0		0	

Total rows: 0

Filter: Fact Reseller Sales with: Order Quantity > 1

Product Category English Product Category Name	Product Subcategory English Product Subcategory Name	Total Unit Price	English Product Name	Total Order Quantity
Accessories	Bike Racks	30925.2000	Hitch Rack - 4-Bike	2803
			Total	2803
	Bottles and Cages	1215.6638	Water Bottle - 30 oz.	2536
			Total	2536
	Cleaners	1799.6415	Bike Wash - Dissolver	2372
			Total	2372
	Helmets	48615.7537	Sport-100 Helmet, Black	2181
			Sport-100 Helmet, Black	1606
			Sport-100 Helmet, Black	544
			Sport-100 Helmet, Blue	2191
			Sport-100 Helmet, Blue	1701
			Sport-100 Helmet, Blue	617
			Sport-100 Helmet, Red	1957
			Sport-100 Helmet, Red	1465
			Sport-100 Helmet, Red	510
			Total	12772
	Hydration Packs	10626.8175	Hydration Pack - 70 oz.	2011

Demo

Design af rapporter med Excel

Book1 - Microsoft Excel

File Home Insert Formulas Data Tools Outline

Remove Duplicates Data Validation Consolidate What-If Analysis Group Ungroup Subtotal

Data Connection Wizard

Connect to Database Server

Enter the information required to connect to the database server.

1. Server name: BI-VPC

2. Log on credentials

☒ Use Windows Authentication

☐ Use the following user name and password

User Name: Password:

Data Connection Wizard

Select Database and Table

Select the Database and Table/Cube which contains the data you want.

Select the database that contains the data you want

PeopleSoft

☒ Connect to a specific cube or table

Name

AP Disbursements

AP Voucher

Bill Lines

Budget Ledger Data

Customer Items

Journal Line Data

Ledger Data

Data Connection Wizard

Save Data Connection File and Finish

Enter a name and description for your new Data Connection file, and press Finish to save.

File Name: BI-VPC Sales BI Time.odc

☐ Save password in file

Description: (To help others understand what your data connection points to)

Friendly Name: BI-VPC Sales BI Time

Search Keywords:

☐ Always attempt to use this file to refresh data

Excel Services: Authentication Settings...

Cancel < Back

Import Data

Select how you want to view this data in your workbook.

☐ Table

☐ PivotTable Report

☒ PivotChart and PivotTable Report

☐ Only Create Connection

Where do you want to put the data?

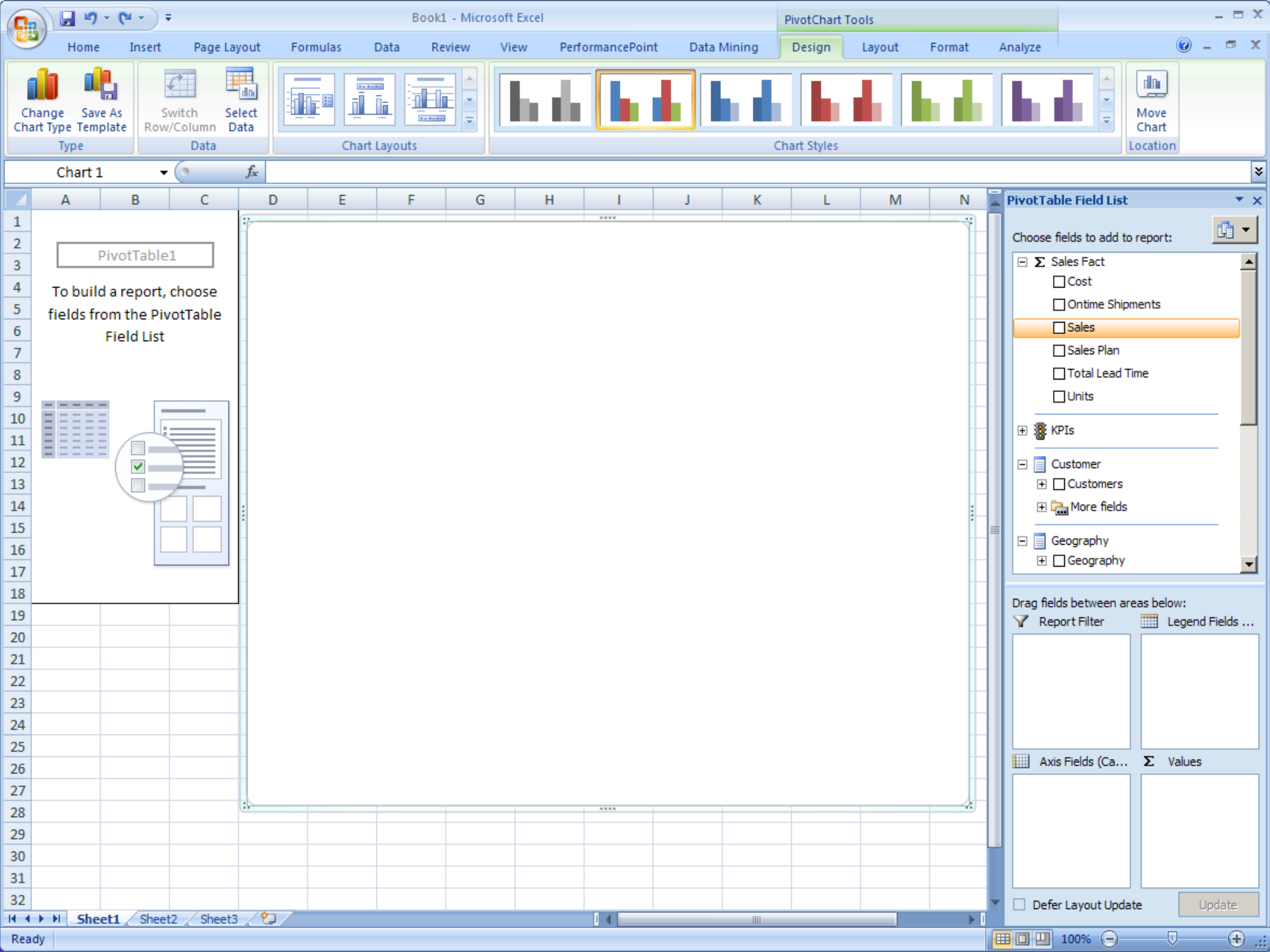
☒ Existing worksheet: =\$A\$1

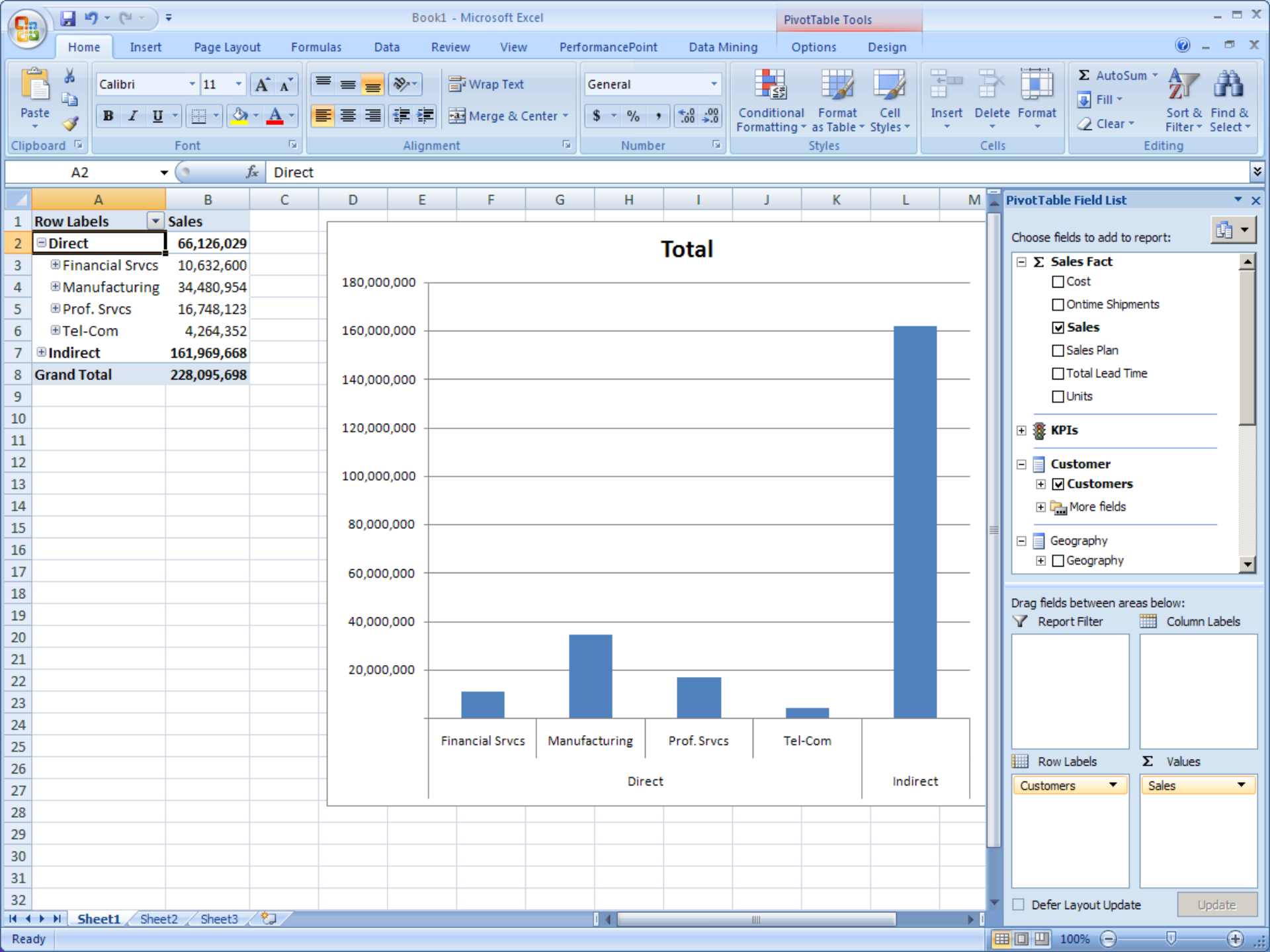
☐ New worksheet

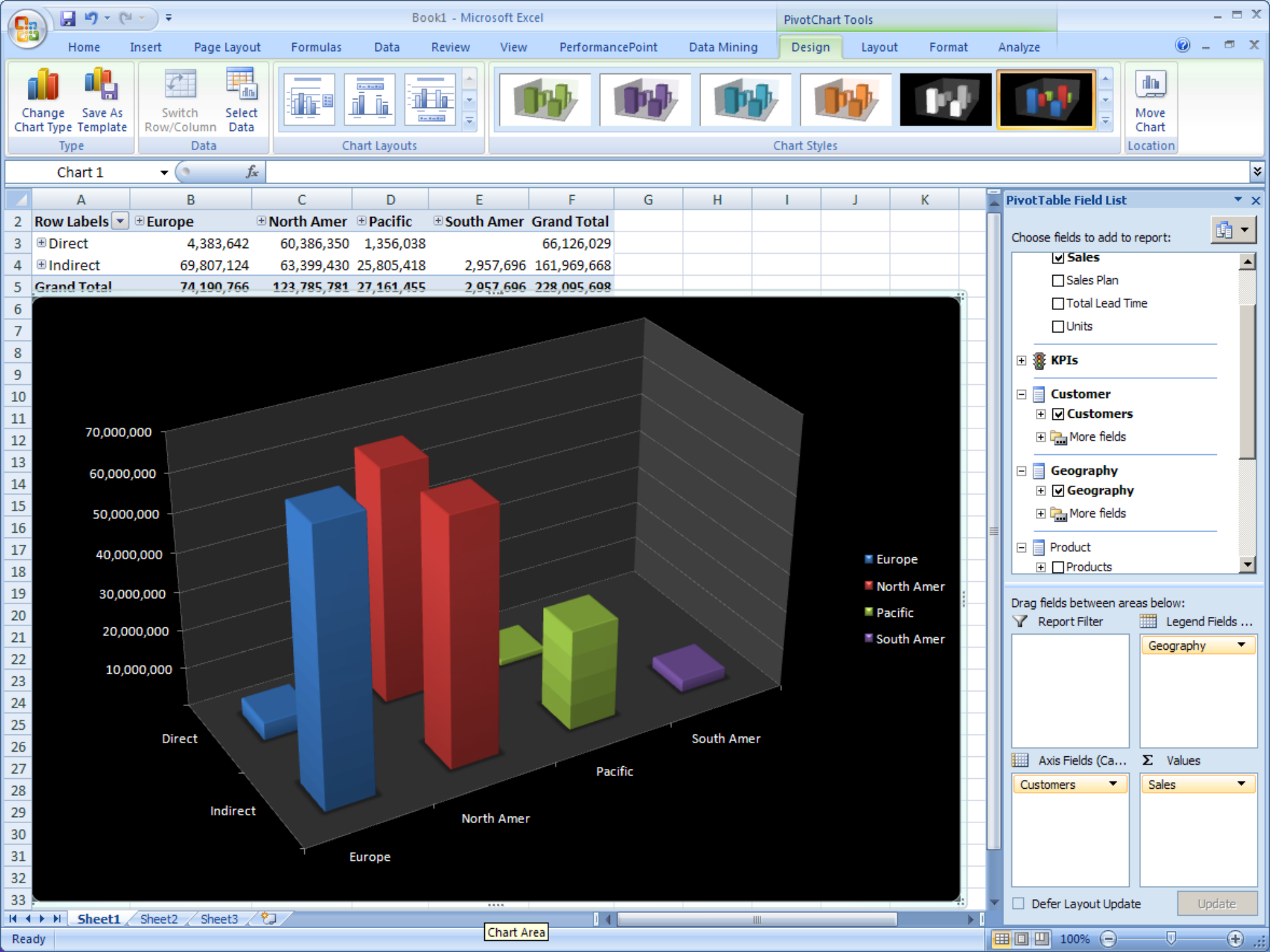
Properties... OK Cancel

Sheet1 Sheet2 Sheet3

Ready

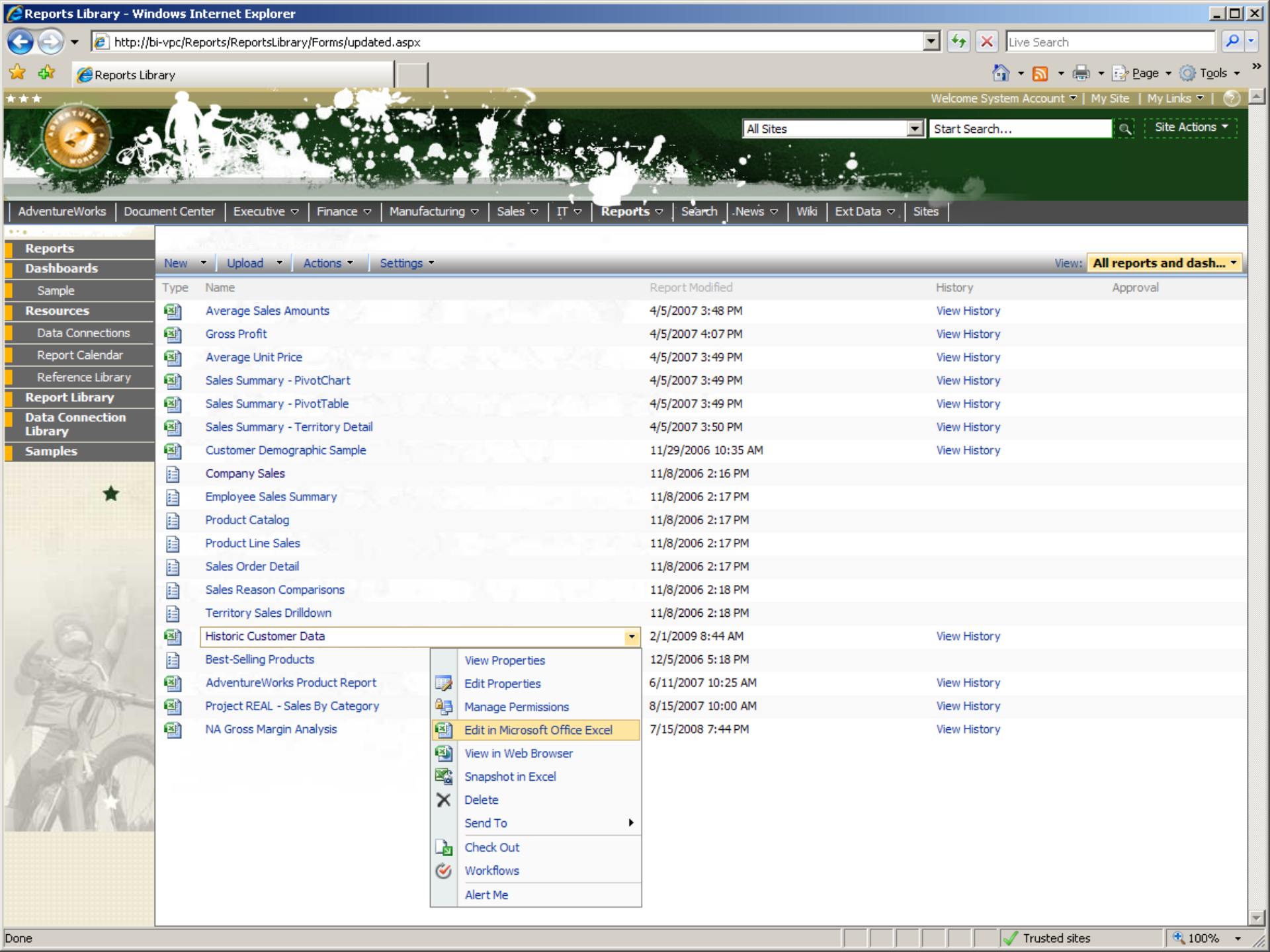






Demo

Datamining med Excel



Reports Library - Windows Internet Explorer				
http://bi-vpc/Reports/ReportsLibrary/Forms/updated.aspx				
Reports Library				
Welcome System Account My Site My Links Site Actions				
All Sites Start Search...				
AdventureWorks Document Center Executive Finance Manufacturing Sales IT Reports Search .News Wiki Ext Data Sites				
New Upload Actions Settings				
View: All reports and dash...				
Type	Name	Report Modified	History	Approval
	Average Sales Amounts	4/5/2007 3:48 PM	View History	
	Gross Profit	4/5/2007 4:07 PM	View History	
	Average Unit Price	4/5/2007 3:49 PM	View History	
	Sales Summary - PivotChart	4/5/2007 3:49 PM	View History	
	Sales Summary - PivotTable	4/5/2007 3:49 PM	View History	
	Sales Summary - Territory Detail	4/5/2007 3:50 PM	View History	
	Customer Demographic Sample	11/29/2006 10:35 AM	View History	
	Company Sales	11/8/2006 2:16 PM		
	Employee Sales Summary	11/8/2006 2:17 PM		
	Product Catalog	11/8/2006 2:17 PM		
	Product Line Sales	11/8/2006 2:17 PM		
	Sales Order Detail	11/8/2006 2:17 PM		
	Sales Reason Comparisons	11/8/2006 2:18 PM		
	Territory Sales Drilldown	11/8/2006 2:18 PM		
	Historic Customer Data	2/1/2009 8:44 AM	View History	
	Best-Selling Products	12/5/2006 5:18 PM		
	AdventureWorks Product Report	6/11/2007 10:25 AM	View History	
	Project REAL - Sales By Category	8/15/2007 10:00 AM	View History	
	NA Gross Margin Analysis	7/15/2008 7:44 PM	View History	

View Properties

Edit Properties

Manage Permissions

Edit in Microsoft Office Excel

View in Web Browser

Snapshot in Excel

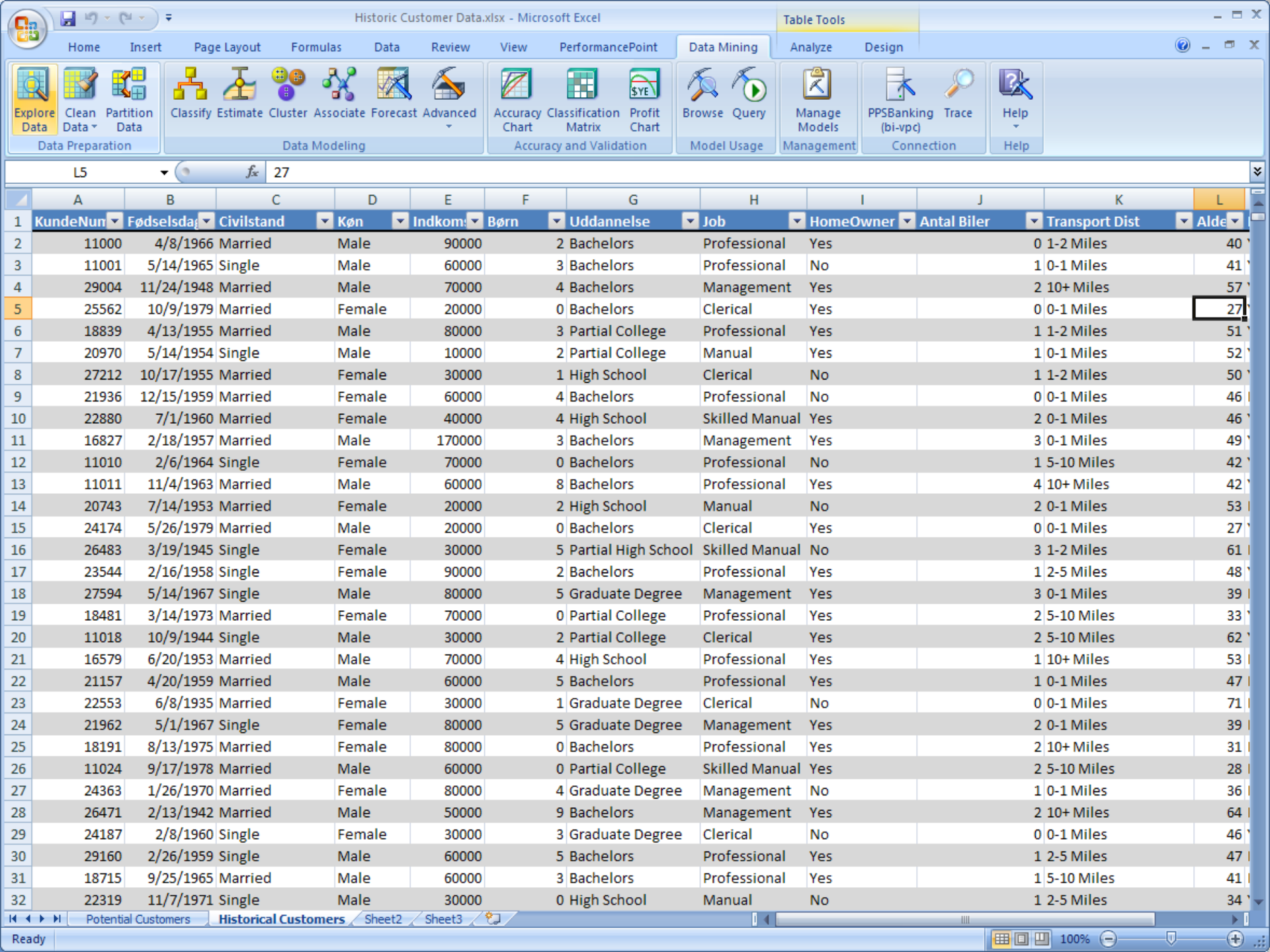
Delete

Send To

Check Out

Workflows

Alert Me



Select Column

Select column:

Data samples:

KundeNummer	Fødselsd	Indkomst	Børn	Uddannelse	Job	HomeOwner
11000	4/8/1966 12:00					
11001	5/14/1965 12:00					

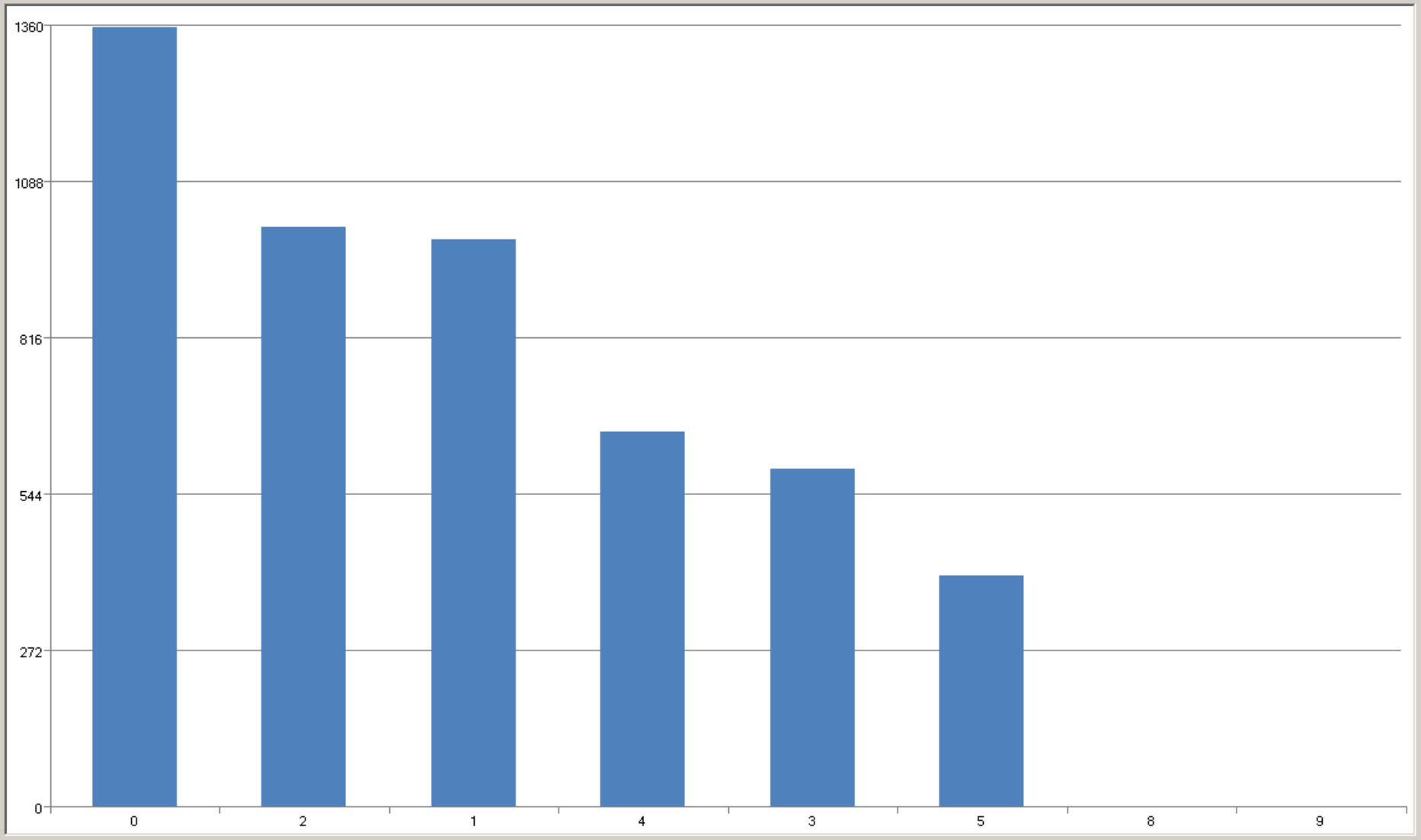
29004	11/24/1948 12:00:00 AM	Married	Male	70000	4	Bachelors	Management	Yes	2	10+ Miles	57	Yes
25562	10/9/1979 12:00:00 AM	Married	Female	20000	0	Bachelors	Clerical	Yes	0	0-1 Miles	27	Yes
18839	4/13/1955 12:00:00 AM	Married	Male	80000	3	Partial College	Professional	Yes	1	1-2 Miles	51	Yes
20970	5/14/1954 12:00:00 AM	Single	Male	10000	2	Partial College	Manual	Yes	1	0-1 Miles	52	Yes
27212	10/17/1955 12:00:00 AM	Married	Female	30000	1	High School	Clerical	No	1	1-2 Miles	50	Yes
21936	12/15/1959 12:00:00 AM	Married	Female	60000	4	Bachelors	Professional	No	0	0-1 Miles	46	No
22880	7/1/1960 12:00:00 AM	Married	Female	40000	4	High School	Skilled Manual	Yes	2	0-1 Miles	46	Yes
16827	2/18/1957 12:00:00 AM	Married	Male	170000	3	Bachelors	Management	Yes	3	0-1 Miles	49	Yes
11010	2/6/1964 12:00:00 AM	Single	Female	70000	0	Bachelors	Professional	No	1	5-10 Miles	42	Yes
11011	11/4/1963 12:00:00 AM	Married	Male	60000	8	Bachelors	Professional	Yes	4	10+ Miles	42	Yes
20743	7/14/1953 12:00:00 AM	Married	Female	20000	2	High School	Manual	No	2	0-1 Miles	53	No
24174	5/26/1979 12:00:00 AM	Married	Male	20000	0	Bachelors	Clerical	Yes	0	0-1 Miles	27	Yes
26483	3/19/1945 12:00:00 AM	Single	Female	30000	5	Partial High School	Skilled Manual	No	3	1-2 Miles	61	No
23544	2/16/1958 12:00:00 AM	Single	Female	90000	2	Bachelors	Professional	Yes	1	2-5 Miles	48	Yes
27594	5/14/1967 12:00:00 AM	Single	Male	80000	5	Graduate Degree	Management	Yes	3	0-1 Miles	39	No
18481	3/14/1973 12:00:00 AM	Married	Female	70000	0	Partial College	Professional	Yes	2	5-10 Miles	33	Yes
11018	10/9/1944 12:00:00 AM	Single	Male	30000	2	Partial College	Clerical	Yes	2	5-10 Miles	62	Yes
16579	6/20/1953 12:00:00 AM	Married	Male	70000	4	High School	Professional	Yes	1	10+ Miles	53	No
21157	4/20/1959 12:00:00 AM	Married	Male	60000	5	Bachelors	Professional	Yes	1	0-1 Miles	47	No
22553	6/8/1935 12:00:00 AM	Married	Female	30000	1	Graduate Degree	Clerical	No	0	0-1 Miles	71	No
21962	5/1/1967 12:00:00 AM	Single	Female	80000	5	Graduate Degree	Management	Yes	2	0-1 Miles	39	No
18191	8/13/1975 12:00:00 AM	Married	Female	80000	0	Bachelors	Professional	Yes	2	10+ Miles	31	No
11024	9/17/1978 12:00:00 AM	Married	Male	60000	0	Partial College	Skilled Manual	Yes	2	5-10 Miles	28	No
24363	1/26/1970 12:00:00 AM	Married	Female	80000	4	Graduate Degree	Management	No	1	0-1 Miles	36	No
26471	2/13/1942 12:00:00 AM	Married	Male	50000	9	Bachelors	Management	Yes	2	10+ Miles	64	No
24187	2/8/1960 12:00:00 AM	Single	Female	30000	3	Graduate Degree	Clerical	No	0	0-1 Miles	46	Yes
29160	2/26/1959 12:00:00 AM	Single	Male	60000	5	Bachelors	Professional	Yes	1	2-5 Miles	47	No

Explore Data

View the counts of discrete values in your data. View as numeric to see a distribution of numeric values.



'Historical Customers'!'Historical Customers'[Börn]



Add New Column

**Specify Thresholds**

Specify the range of values that are allowed. Change resolution or view as discrete to change the view of the data.

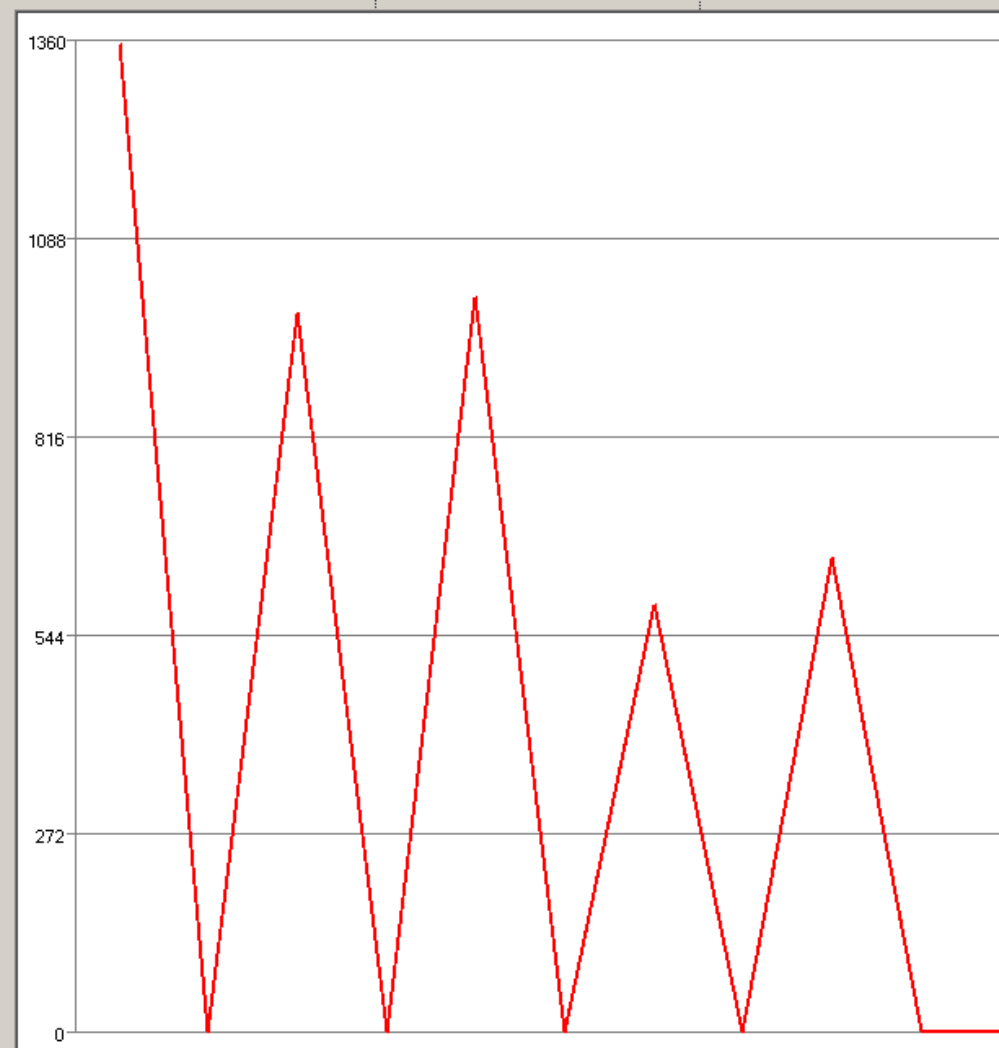
Minimum:

0

Maximum:

5

'Historical Customers'!'Historical Customers'[Bern]



Resolution:

20

Outliers**Outlier Handling**

Please indicate how you would like to remove outliers.

- ☐ Change value to specified limits
- ☐ Change value to mean
- ☐ Change value to null (empty data)
- ☒ Delete rows containing outliers

< Back

Next >

Cancel

< Back

Next >

Cancel

Historic Customer Data.xlsx - Microsoft Excel

HomeInsertPage LayoutFormulasDataReviewViewPerformancePointData MiningAnalyzeDesign

Explore DataClean DataPartition Data

ClassifyEstimateClusterAssociateForecastAdvanced

Accuracy ChartClassification MatrixProfit Chart

BrowseQueryModel Usage

Manage ModelsManagement

PPSBanking (bi-vpc)TraceConnection

HelpHelp

Re-label

Select Column

Select column: HomeOwner

Data samples:

ddannelse	Job	HomeOwner
elors	Professional	Yes
elors	Professional	No
elors	Management	Yes
elors	Clerical	Yes
al College	Professional	Yes
al College	Manual	Yes
School	Clerical	No
elors	Professional	No
School	Skilled Manual	Yes

Re-label

Re-label Data

Specify new labels for data labels you want to change by typing or selecting values on the right. You can group values together by specifying the same new labels for many different original labels. Clicking on the column headers will sort the labels by

Count	Original Labels
1578	No
3418	Yes

< Back

Re-label

Select Destination

Specify where to put the modified data.

☐ Add as a new column to the current worksheet

☐ Copy sheet data with changes to a new worksheet

☒ Change data in place

< Back

Finish

Cancel

	G	H	I	J	K	L
	else	Job	HomeOwner	Antal Biler	Transport Dist	Alde
1	s	Professional	Yes		0 1-2 Miles	40
2	s	Professional	No		1 0-1 Miles	41
3					2 10+ Miles	57
4					0 0-1 Miles	27
5					1 1-2 Miles	51
6					1 0-1 Miles	52
7					1 1-2 Miles	50
8					0 0-1 Miles	46

Potential CustomersHistorical CustomersSheet2Sheet3

Classify Wizard

Finish

Structure name: Sandkasse til den tunge BI

Structure description: Sandkassemodel med udgangspunkt i koeb

Model name: Cykelkunde

Model description: Microsoft_Decision_Trees model built on the Sandkasse til den tunge BI table

Options

- ☒ Browse model
- ☐ Use temporary model
- ☒ Enable drillthrough

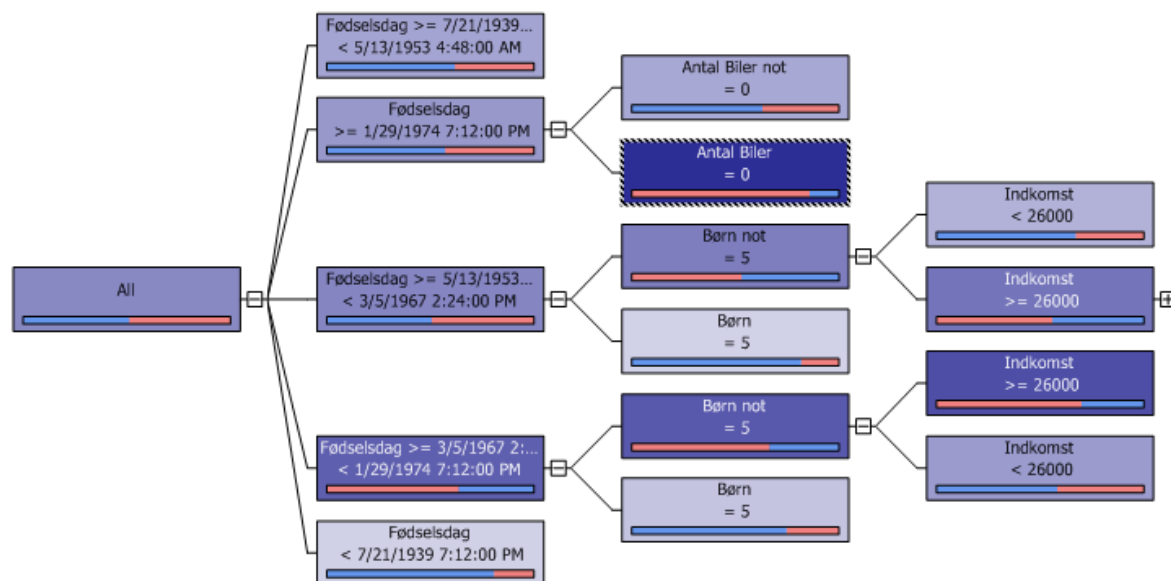
< Back Finish Cancel

Default Expansion: 4 Levels

Background: Yes

Show Level 1  Level 5

☒ Yes



High	Low
------	-----



Total Cases: 63

[illegible]

Fødselsdag >= 1/29/1974 7:12:00 PM and Antal Biler = 0

Historic Customer Data.xlsx - Microsoft Excel

HomeInsertPage LayoutFormulasDataReviewViewPerformancePointData Mining

Explore Data

Classification Matrix

Model Usage

Manage Models

PPSBanking (bi-vpc)

Trace

Help

Model:

Sandkasse til den tunge BI

Cykelkunde

Specify Column to Predict

Mining column to predict:

☒ Show results as percentage

☒ Show results as count

Description

This task analyzes the performance of a model in predicting the 'BikeBuyer' column, the number of misclassifications per 'BikeBuyer'.

The matrix shows, for each 'BikeBuyer' column, the number of correct predictions as well as the number of misclassifications.

☒ Table

☐ Data range

☐ Analysis Services data

Data source name:

Query:

Specify Relationship

Specify the relationship between model columns and input columns:

Mining Column	Table Column
Alder	Alder
Antal Biler	Antal Biler
BikeBuyer	BikeBuyer
Børn	Børn
Civilstand	Civilstand
Fødselsdag	Fødselsdag
HomeOwner	HomeOwner
Indkomst	Indkomst
Job	Job
Køn	Køn
Transport Dist	Transport Dist
Uddannelse	Uddannelse

< Back

Finish

Cancel

1

2

3

4

5

6

7

8

9

10

11

12

13

14

15

16

17

18

19

20

21

22

23

24

25

26

27

28

29

30

31

32

Kunde

Antal Biler

Transport Dist

Alder

BikeBuyer

1 0-1 Miles

41 Yes

2 1-2 Miles

48 Yes

3 2-3 Miles

31 No

4 3-4 Miles

64 No

5 4-5 Miles

47 No

6 5-6 Miles

Yes

7 6-7 Miles

Yes

8 7-8 Miles

No

9 8-9 Miles

Yes

10 9-10 Miles

Yes

11 10-11 Miles

No

12 11-12 Miles

Yes

13 12-13 Miles

No

14 13-14 Miles

Yes

15 14-15 Miles

No

16 15-16 Miles

Yes

17 16-17 Miles

No

18 17-18 Miles

No

19 18-19 Miles

No

20 19-20 Miles

No

21 20-21 Miles

No

22 21-22 Miles

No

23 22-23 Miles

No

24 23-24 Miles

No

25 24-25 Miles

No

26 25-26 Miles

No

27 26-27 Miles

No

28 27-28 Miles

No

29 28-29 Miles

No

30 29-30 Miles

No

31 30-31 Miles

No

32 31-32 Miles

No

17328

9/3/

26385

6/28/

20334

5/14/

25322

3/7/

22589

4/1/

11097

10/27/1961

Married

Male

17173

11/23/1952

Single

Male

16591

10/27/1953

Married

Male

16444

10/23/1963

Married

Female

11114

5/28/1962

Single

Female

70000

5

16597

3/15/1951

Single

Female

100000

3

11118

7/3/1957

Single

Male

80000

1

23020

4/22/1963

Married

Female

90000

0

16603

11/19/1947

Married

Female

110000

4

Partial High School

Professional

Ejer

3

10+ Miles

58

Yes

11130

1/6/1980

Married

Female

30000

0

High School

Skilled Manual

Ejer

2

5-10 Miles

26

No

Potential Customers

Historical Customers

Sandkasse til den tunge BI

Drill Through

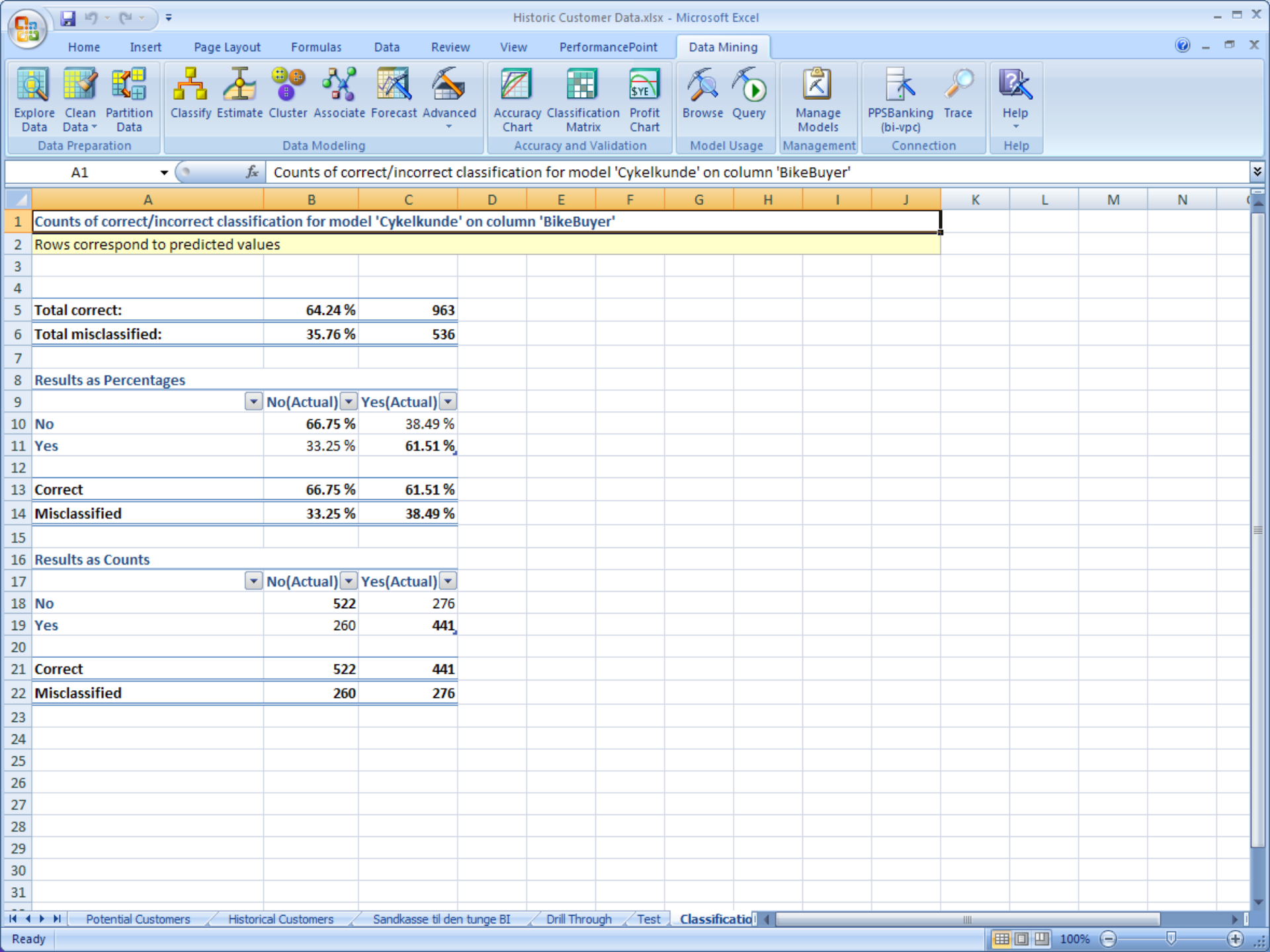
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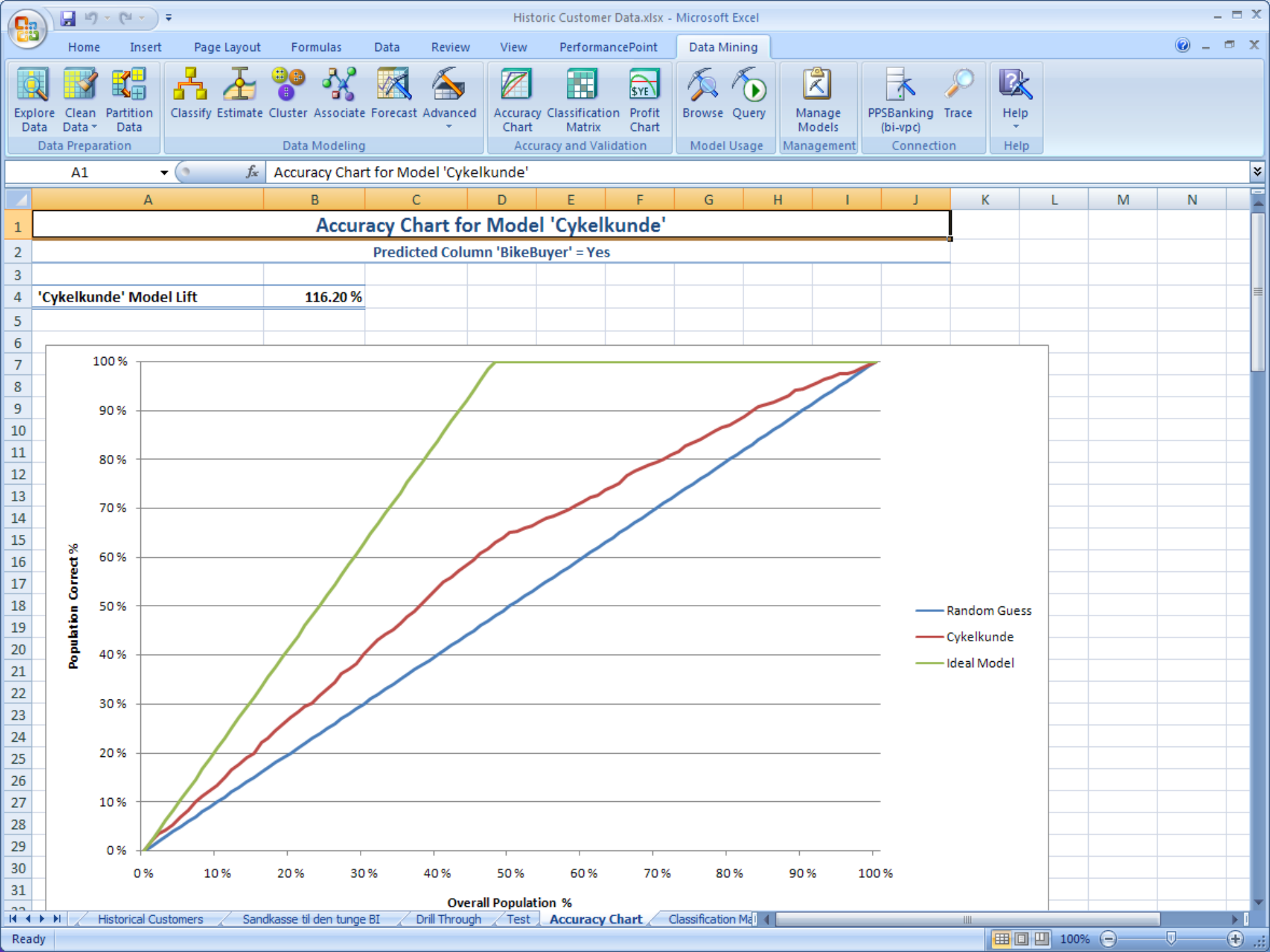
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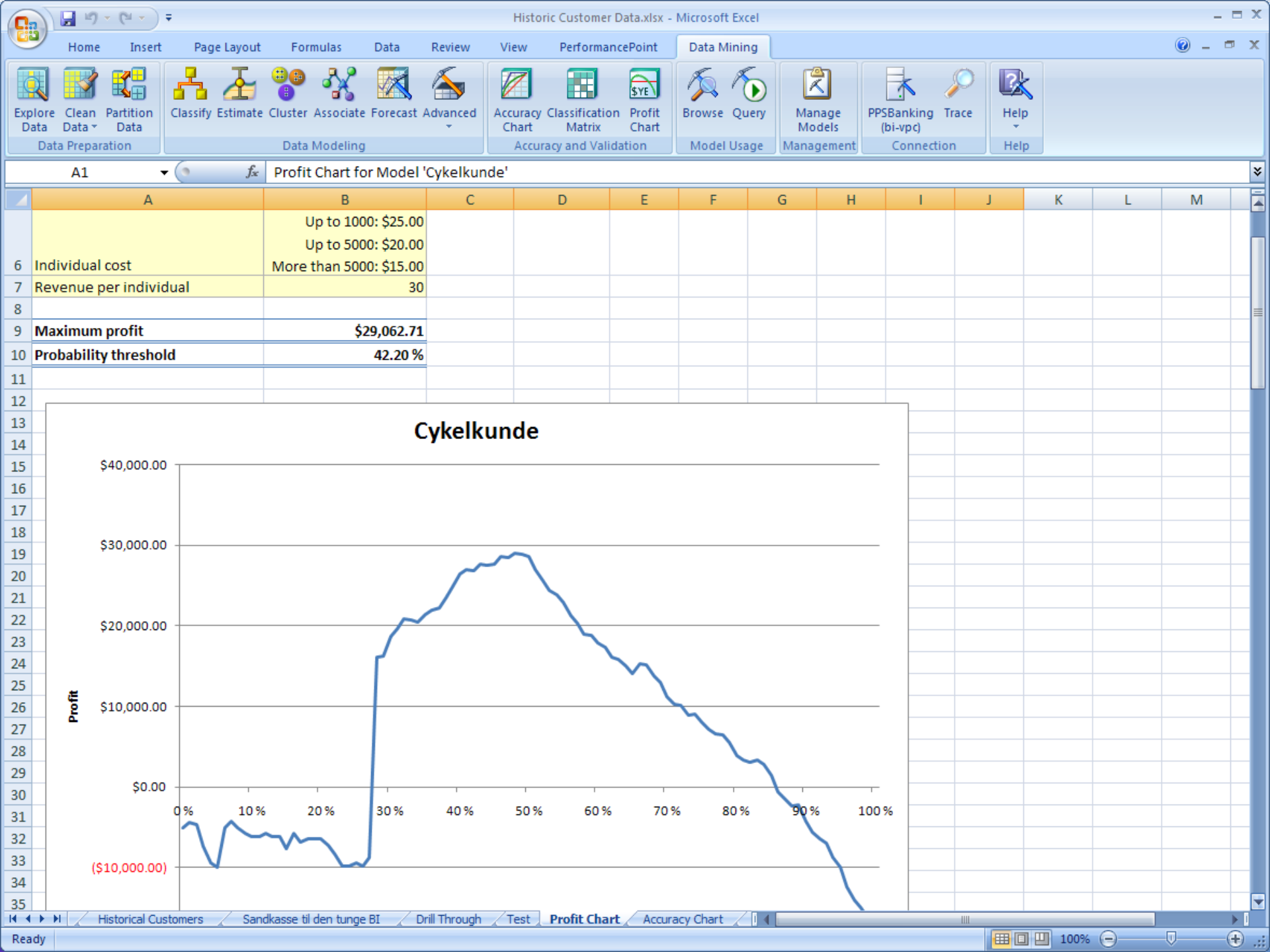
SI

Ready

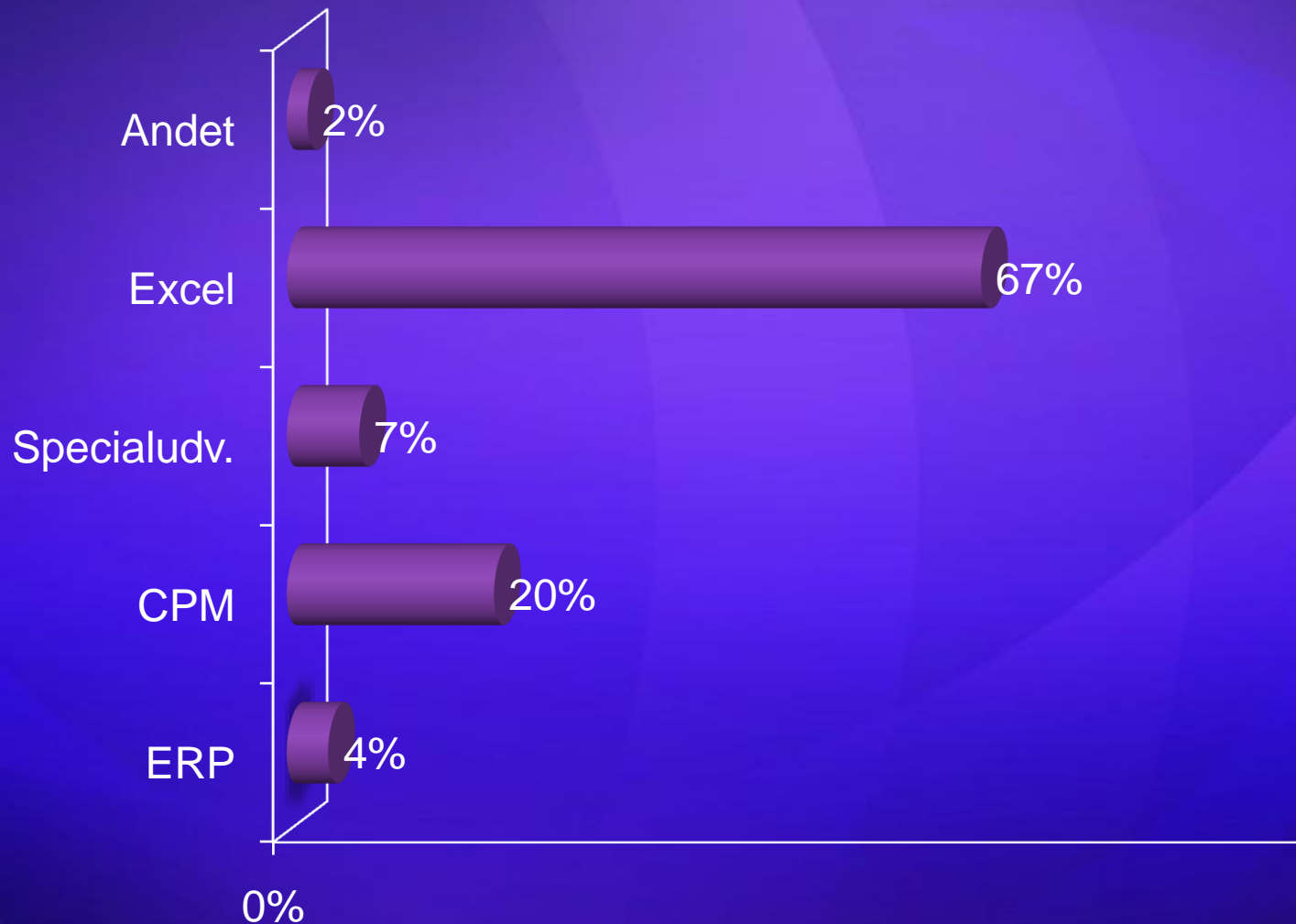
100%







Hvad er det primære værktøj?



Source: The Sonax Group

Microsoft[®]

Your potential. Our passion.[™]

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