

A large, thick orange arrow pointing to the right, positioned behind the text "High performance. Delivered.".

High performance. Delivered.

Oracle Scorecard & Strategy Management

The Un-Scorecard Manual

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The BI Foundation Suite

OBIEE

Essbase

OSSM

BI Mobile

The \$450,000 Question:



OSSM

If I'm a customer who licensed the BI Foundation Suite, but have no plans to develop a scorecard, is OSSM useless to me?

The \$450 Answer:

Of course not, as long as you think of OSSM as just another developer tool within OBIEE which allows you to build "stuff."

An orange square containing the text "OSSM" in white, centered within the square.

OSSM

The Un-Scorecard Manual For OSSM

- For Your Consideration: OSSM
- The Advantages of the KPI Object
- Features OBIEE Would Die For
- Views "Answers" Doesn't Have
- The Fine Print

For Your Consideration: OSSM

Developing In OBIEE 11g

"Report"

"Analysis"

"Scorecard"

Pixel-Perfect Reports

Analytical Reports

KPI Reports

Very Graphical

Very Graphical

Very Graphical

Interactive Views

Interactive Views

Interactive Views

Put on a Dashboard

Put on a Dashboard

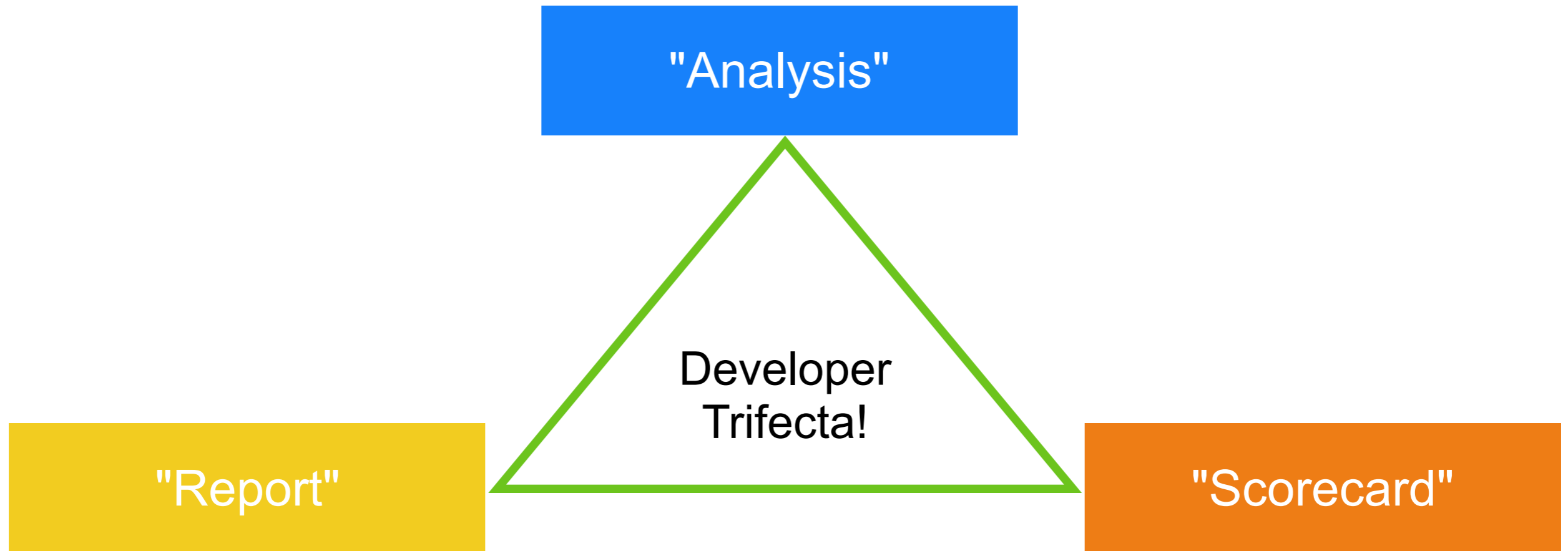
Put on a Dashboard

Prompt-able

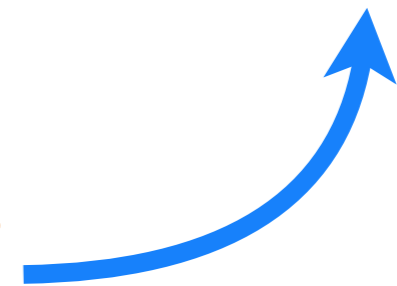
Prompt-able

Prompt-able

Why Not Consider OSSM For Regular BI?



Pssst...scorecards can do a few things easier and faster than analyses can!






The Advantages of the KPI Object



The KPI Object: Full of Essential Vitamins

- 'Actual' & 'Target' Data
 - You don't have to interpret these fields literally - the formula editor allows them to be anything
 - Built-in comparison metrics
- Owner
 - Someone to contact about the measure, which could be interpreted as built-in support
- Trending
 - Built-in metric and conditional formatting
 - Automatic chart generation
- More advanced conditional formatting options
 - Thresholds can be defined by other columns
 - Logic for high/low is better
 - Scoring
 - No data options
- Related Documents
 - Easy way to access help files
- Custom Attributes
 - Easy way to show up to 5 additional metrics

Actual VS Target Data



Actual Value "Finance - Measures"."6 - Lease Expense"  



Target Value "Finance - Measures"."8 - Total Operating Expenses" * .25  


Actual Value "Finance - Measures"."3 - Days Cash on Hand"  




Target Value 70  

Actual Value "Finance - Measures"."14 - Benefits Expense Ratio by Compensation"  

Target Value "Finance - Measures"."15 - Benefits Expense Ratio by Total Rewards"  

Actual Value "Finance - Measures"."2 - Cash on Hand"  

Target Value "Previous Time Period Measures"."2 - Cash on Hand - Month Ago"  

Objects  View 		Summary:  OK (2)  Close to Target (1)  Critical (1)  Reasonable (1)  Warning 3 (1)							
Label	Status	Trend	Actual	Target	Variance	% Variance	Change	% Change 	
 Accounts Receivable (Classic Target)			\$46,646,501	\$32,031,833	\$14,614,668	45.63%	\$2,332,325	5.26%	
 Cash on Hand (Quarter Ago Target)			\$15,052,539.02	\$15,053,542.59	(\$1,003.57)	-0.01%	\$54,207.55	0.36%	
 Days Cash on Hand (Manually Entered Target)			130.72	70.00	60.72	86.74%	(39.21)	-23.08%	
 Debt Ratio (Hardcoded Target)			0.50	0.32	0.18	56.44%	(0.15)	-23.08%	
 Lease Expense (Related Metric as Target)			\$688,519	\$9,604,986	(\$8,916,467)	-92.83%	(\$206,556)	-23.08%	
 Benefits Expense (Filtered Metric as Target)			0.25	0.36	(0.12)	-31.90%	(0.00)	-0.99%	

Targets can be anything: a real target, a prior period value, or a hard coded target. A more valuable option is to choose another metric or a filtered metric to compare for a more sophisticated analysis.

Contact Owner

Objects ▾ View ▾ Summary: ✔ OK (2) ⬠ Close to Target (1) ✖ Critical (1) ■ Reasonable (1) ⚠ Warning 3 (1)

Label	Status	Trend	Actual	Target	Variance	% Variance	Additional Custom Column 1
Benefits Expense (Filtered Metric as Target)			0.25	0.36	(0.12)	-31.90%	3.60
Days Cash on Hand (Manually Entered Target)			130.72	70.00	60.72	86.74%	32.00
Debt Ratio (Hardcoded Target)			0.50	0.32	0.18	56.44%	27.00
Lease Expense (Related Metric as Target)			\$688,519	\$9,604,986	(\$8,916,467)	-92.83%	\$120,629
Cash on Hand (Quarter Ago Target)			5,052,539.02	\$15,053,542.59	(\$1,003.57)	-0.01%	\$1,279,465.82
Accounts Receivable (Classic Target)	✔		\$46,646,501	\$32,031,833	\$14,614,668	45.63%	\$4,664,650

Objects ▾ View ▾ Summary: ✔ OK (2) ⬠ Close to Target (1) ✖ Critical (1) ■ Reasonable (1) ⚠ Warning 3 (1)

Label	Status	Trend	Actual	Target	Variance	% Variance	Additional Custom Column 1
Benefits Expense (Filtered Metric as Target)						-31.90%	3.60
Days Cash on Hand (Manually Entered Target)						86.74%	32.00
Debt Ratio (Hardcoded Target)						56.44%	27.00
Lease Expense (Related Metric as Target)						-92.83%	\$120,629
Cash on Hand (Quarter Ago Target)						-0.01%	\$1,279,465.82
Accounts Receivable (Classic Target)						45.63%	\$4,664,650

Contact Owner ✕

Owner: BLloyd

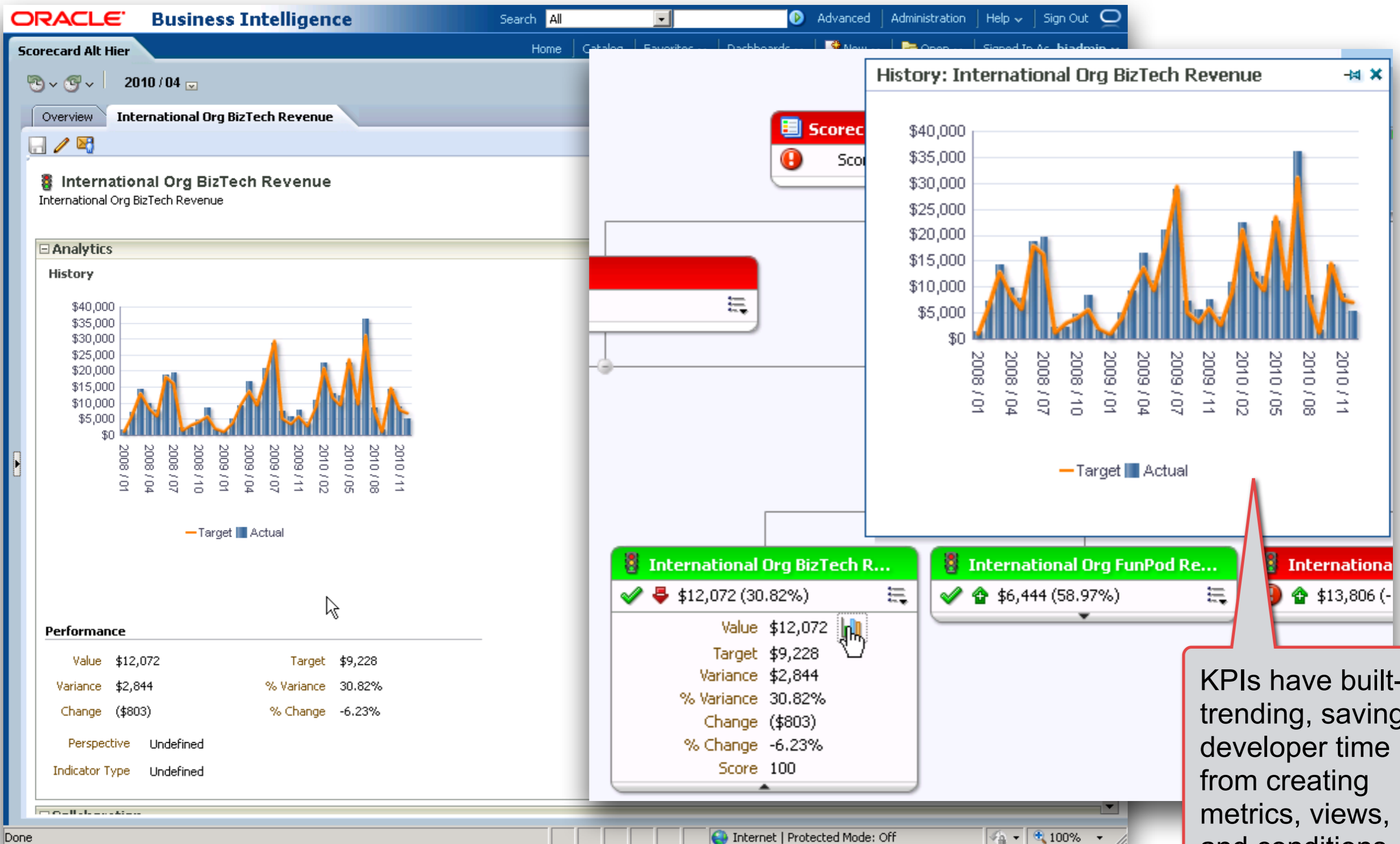
Subject: Benefits Expense KPI

Priority: High

Message: help me!

The ability to route messages tied to a KPI creates a built-in support system.

Trending



KPIs have built-in trending, saving a developer time from creating metrics, views, and conditions.

Conditional Formatting

KPI states are easier to create and more advanced than conditional formatting.

Back Next

States

KPI state is determined by comparing the actual ("Finance - Measures"."2 - Cash on Hand") and target ("Finance - Previous Time Period Measures"."2 - Cash on Hand - Month Ago") values. For each KPI state, define a label, color, and icon. Determine state ranges by defining threshold values between each state.

State Properties

Goal High Values are Desirable

Show Advanced Properties

Status label	Color	Icon	Actions	Score	Thresholds
On Target	 			100	greater than 100%
Close to Target	 			50	between 90% and 100%
Insufficient Cash	 			0	less than 90%

Thresholds define as % of target value

100 %

90 %

If KPI returns No Data No status

Label	Status	Trend	Actual	Target	Variance	% Variance	Change	% Change
Accounts Receivable (Classic Target)	✓	↑	\$46,646,501	\$32,031,833	\$14,614,668	45.63%	\$2,332,325	5.26%
Cash on Hand (Quarter Ago Target)	◇	↔	\$15,052,539.02	\$15,053,542.59	(\$1,003.57)	-0.01%	\$54,207.55	0.36%
Days Cash on Hand (Manually Entered Target)	✓	↓	130.72	70.00	60.72	86.74%	(39.21)	-23.08%
Debt Ratio (Hardcoded Target)	✗	↔	0.50	0.32	0.18	56.44%	(0.15)	-23.08%
Lease Expense (Related Metric as Target)	▬	↓	\$688,519	\$9,604,986	(\$8,916,467)	-92.83%	(\$206,556)	-23.08%
Benefits Expense (Filtered Metric as Target)	⚠	↔	0.25	0.36	(0.12)	-31.90%	(0.00)	-0.99%

Custom Attributes

Objects ▾ View ▾		Summary: ✓ OK (2) ⚠ Close to Target (1) ✖ Critical (1) 🟢 Reasonable (1) ⚠ Warning 3 (1)						
Label	Status	Trend	Actual	Target	Variance	% Variance	Additional Custom Column 1	
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🚩 Days Cash on Hand (Manually Entered Target)	✓	📉	130.72	70.00	60.72	86.74%	32.00	
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🚩 Accounts Receivable (Classic Target)	✓	📈	\$46,646,501	\$32,031,833	\$14,614,668	45.63%	\$4,664,650	

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🚩 Lease Expense (Related Metric as Target)	🟢	📉	\$688,519	\$9,604,986	(\$8,916,467)	-92.83%	\$120,629	
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🚩 Accounts Receivable (Classic Target)	✓	📈	\$46,646,501	\$32,031,833	\$14,614,668	45.63%	\$4,664,650	

Custom attributes can be shown or hidden by the user and can provide additional detail.

Benefits to Equity Ratio

Days in Finance Cycle

P/E Ratio

Features OBIEE Would Die For

The OSSM Intangibles

- **Comment threading**
 - A common request in OBIEE can be provided using a true comment interface
- **Dimension PoV Bar**
 - Created automatically for every dimension attached to a KPI in the scorecard
 - Forward and Back buttons allow easy navigation
- **Related documents**
 - Link to anything in the catalog or web server on any type of object in the scorecard.
- **Objectives**
 - Aggregate dissimilar metrics into a single score
 - Ability to aggregate based on weights, best case, worst case, etc.
- **KPI Agents**
 - Faster and easier to create for a less savvy user.
 - Very specific and predictable.
 - Prompt-able.

Comment Threads

The screenshot displays the Oracle Business Intelligence interface. At the top, there is a navigation bar with 'ORACLE Business Intelligence' and a search bar. Below this, a 'Scorecard' section shows filters for 'Office', 'Product Type', 'February', 'Q1', '2012', 'Hospital Location', 'Area', and 'Category'. The main content area is titled 'Debt' and shows a 'Collaboration' section with '25 Comments'. A 'Business Owner' is listed as 'biadmin'. The comment thread includes:

- Debt**
KRogers 5/1/2012 5:20:51 PM
It could grip it by the husk!
[Reply](#)
- RE: Debt**
JSmith 5/1/2012 5:21:38 PM
It's not a question of where he grips it! It's a simple question of weight ratios! A five ounce bird could not carry a one pound coconut.
[Reply](#)
- RE: Debt**
KRogers 5/1/2012 5:22:18 PM
Well, it doesn't matter. Will you go and tell your master that Arthur from the Court of Camelot is here?
[Reply](#)
- RE: Debt**
JSmith 5/1/2012 5:23:01 PM
Listen. In order to maintain air-speed velocity, a swallow needs to beat its wings forty-three times every second, right?
[Reply](#)
- RE: Debt**

A callout box with a red border and a pointer to the comment thread contains the text: "A built-in comment thread interface is better than a clunky write back or AF one."

On the right side, a 'Debt: Status' window is open, showing a list of comments:

- Debt**
JSmith 5/1/2012 4:56:08 PM
Who goes there?
[Reply](#)
- RE: Debt**
KRogers 5/1/2012 4:57:34 PM
It is I, Arthur, son of Uther Pendragon, from the castle of Camelot. King of the Britons, defeater of the Saxons, Sovereign of all England!
[Reply](#)
- RE: RE: Debt**
JSmith 5/1/2012 4:58:25 PM
Pull the other one!
[Reply](#)
- RE: RE: RE: Debt**
KRogers 5/1/2012 4:59:08 PM
I am, and this is my trusty servant Patsy. We have ridden the len...
[Reply](#)
- RE: RE: RE: RE: Debt**
JSmith 5/1/2012 4:59:48...
What? Ridden on a horse?
[Reply](#)
- RE: RE: RE: RE: RE: Debt**
KRogers 5/1/2012 5:01:33...
Yes!
[Reply](#)
- RE: RE: RE: RE: RE: RE: Debt**

At the bottom, there are 'Related Items' sections for 'Causes' and 'Effects', each with a table containing columns for 'Strategy Node Name', 'Strength', and 'Proportionality'.

Point of View Bar VS Dashboard Prompts

The screenshot shows the Oracle Business Intelligence Scorecard interface. At the top, there is a navigation bar with 'ORACLE Business Intelligence' and a search field. Below this is a 'Scorecard' header with various filters: Office, Product Type, February, Q1, 2012, Hospital Location, Area, and Category. A dropdown menu for 'Office' is open, showing a list of office names including Montgomery Office, Blue Bell Office, Foster Office, Glenn Office, Tellaro Office, Madison Office, Eden Office, Sherman Office, Casino Office, Merrimon Office, Perry Office, Eiffel Office, Spring Office, Mills Office, College Office, Guadalupe Office, Figueroa Office, River Office, and Copper Office. The main content area displays a scorecard with 'Objectives' and 'KPIs' for different categories, and a 'Scorecard Breadth' section with a pie chart and a legend for Financial, Non-financial, and Unassigned.

VS

The PoV bar automatically creates prompts for all dimensions used by KPIs.

The screenshot shows a dashboard prompts window from Oracle Business Intelligence. It contains several dropdown menus for selecting values: Office, Product Type, Per Name Month, Per Name Qtr, Per Name Year, and Company. There are also 'Apply' and 'Reset' buttons at the bottom right.

Related Documents

The screenshot displays the Oracle Business Intelligence Scorecard interface. The top navigation bar includes the Oracle logo, 'Business Intelligence' text, a search bar, and links for 'Advanced', 'Administration', 'Help', and 'Sign Out'. Below this, a secondary navigation bar shows 'Home', 'Catalog', 'Favorites', 'Dashboards', 'New', 'Open', and 'Signed In As biadmin'. The main content area is titled 'Scorecard' and 'Supply Chain', with filters for 'Office', 'Product Type', 'February', 'Q1', '2012', 'Hospital Location', 'Area', and 'Category'. The 'Children' and 'Descendants' sections show status counts for Objectives and KPIs. The 'Objectives & KPIs' section features a table with columns for Label, Status, Trend, Actual, Target, Variance, % Variance, Change, and % Change. A summary row indicates 2 OK, 1 Warning, and 2 Critical items. The 'Collaboration' section shows 'No Comments' and a 'Business Owner' field set to 'biadmin'. The 'Related Documents' section lists 'Help' and 'Letter From The VP', with a mouse cursor hovering over the latter.

Label	Status	Trend	Actual	Target	Variance	% Variance	Change	% Change
Receive Order	OK		2,000.00	1,800.00	200.00	11.11%		
Fill Order	Critical		75.67%	99.99%	(24.32%)	-24.32%		
Send Invoice	Critical		542,681.00	651,217.20	(108,536.20)	-16.67%		
Payment Revenue								
Start	OK							
End	Warning							

Help users by linking to related content, both unstructured and OBIEE-built.

Objectives

The screenshot displays the Oracle Business Intelligence Scorecard interface. The main window is titled 'Health & Safety' and shows a configuration screen for an objective. The 'Status' is 'Critical' and the 'Type' is 'Objective'. A score gauge is visible, showing a score of 0 out of 100. Below the gauge, there are sections for 'Children' and 'Descendants' with their respective counts for OK, Warning, and Critical states. A dropdown menu for 'Indicator Type' is open, showing options like 'Worst Case', 'Best Case', and 'Weighted'. At the bottom, a table lists the child objectives and KPIs with their current status, trend, actual values, targets, variances, and percentage variances.

Label	Status	Trend	Actual	Target	Variance	% Variance
Avg. Equipment Rating	Warning		72.50	75.00	(2.50)	-3%
Equipment Expenses	Critical		403,888.80	209,665.00	194,223.79	93%
Nurse to Doctor Ratio	Critical		11.75	5.00	6.75	135%
Avg. Years of Experience	Critical		18.00	15.00	3.00	200%
% Given Aspirin on Arrival	OK		173.00%	100.00%	73.00%	73%
% Asked about Heart Conditions	OK		172.30%	100.00%	72.30%	72%
Cleanliness Rating	OK		10.00%	5.00%	5.00%	100%

Objectives offer a way to aggregate dissimilar metrics to create a score using various options.

Analysis Agents VS KPI Agents

The screenshot shows the Oracle Business Intelligence 'Untitled Agent' configuration page. The 'Delivery Content' tab is active, showing fields for Subject, Content (set to 'Analysis'), Format, and Delivery options. The 'Recipients' and 'Destinations' sections are also visible.

VS

The screenshot shows a 'Create New Agent: # of Orders' dialog box. It includes fields for Name, Description, Location (set to '/My Folders'), and Trigger Agent if KPI Status is (set to 'OK'). The 'Qualify' section has two dropdown menus: '"Products", "Product Type"' (set to 'Not Pinned') and '"Offices", "Office"' (set to 'Not Pinned').

KPI agents have a much simpler interface to create them, you can easily filter, or pin, dimensions, and the conditions are straightforward.

Views "Answers" Doesn't Have

OSSM Documents, or "Views"

- KPI Watchlist
- Strategy Map
- Cause and Effect Map
- Strategy Tree
- Custom View

How can these views be used for regular BI?

OSSM Documents, or "Views"

- **KPI Watchlist**
 - Users can select which columns they want to see
 - Summary bar for status
 - Unique pivot view
 - Full sorting & analyze
- **Smart KPI Watchlist**
 - Built-in selector for view
 - Built-in ranks/filters/sorts
- **Cause & Effect Map**
 - Guide a user to why a metric value is the way it is
- **Strategy Map**
 - Monitor a business process and identify areas of breakdown
- **Strategy Tree**
 - Create alternative hierarchies and groupings, even across dimensions
 - View data that isn't there without creating outer joins
- **Custom View**
 - View non-geographic dimensions spatially/visually

KPI Watchlist - User Selectable Columns

The screenshot displays the Oracle Business Intelligence KPI Watchlist interface. At the top, there is a navigation bar with 'ORACLE Business Intelligence' and a search bar. Below this, a 'Scorecard Demo' header contains various navigation options like 'Alerts', 'Home', 'Catalog', 'Favorites', 'Dashboards', 'New', 'Open', and 'Signed In As biadmin'. The main content area is titled 'KPI Watchlist' and includes a 'Watchlist Example' section. This section features a 'Finance KPI Watchlist' table with columns for Label, Status, Trend, Actual, Target, Variance, % Variance, Change, and % Change. A 'Show More Columns' dialog box is open in the foreground, allowing users to manage the columns displayed in the watchlist. The dialog has two panes: 'Available Columns' and 'Visible Columns'. The 'Available Columns' pane lists 'Variance', '% Variance', 'Change', '% Change', 'Owner', 'Additional Custom Column 1', 'ETL Last Updated Date', 'Custom Column 3', 'Custom Column 4', and 'Custom Column 5'. The 'Visible Columns' pane lists 'Label', 'Status', 'Trend', 'Actual', 'Target', 'Variance', '% Variance', 'Change', and '% Change'. The dialog also includes 'Move', 'Move All', 'Remove', and 'Remove All' buttons, along with 'Help', 'OK', and 'Cancel' buttons at the bottom.

Label	Status	Trend	Actual	Target	Variance	% Variance	Change	% Change
Accounts Receivable (Classic Target)	✓	↑	\$46,646,501	\$32,031,833	\$14,614,668	45.63%	\$2,332,325	5.26%
Cash on Hand (Quarter Ago Target)	◇	↓	\$15,052,539.02	\$15,053,542.59	(\$1,003.57)	-0.01%	\$54,207.55	0.36%
Days Cash on Hand (Manually Entered Target)	✓	↑				86.74%	(39.21)	-23.08%
Debt Ratio (Hardcoded Target)	✓	↑				56.44%	(0.15)	-23.08%
Lease Expense (Related Metric as Target)	✓	↑				-92.83%	(\$206,556)	-23.08%
Benefits Expense (Filtered Metric as Target)	✓	↑				-31.90%	(0.00)	

Watch lists allow the user to hide or show columns right on the dashboard.

Smart KPI Watchlist - User Interactivity

The screenshot displays the Oracle Business Intelligence KPI Watchlist interface. A 'Choose Starting Nodes' dialog box is open, allowing the user to select nodes from a tree structure. The 'Available Nodes' list includes 'Strategy', 'Scorecard', 'Finance', 'Cash', 'Expenses', 'Debt', 'Financial Health', and 'Supply Chain'. The 'Selected Nodes' list currently contains 'Scorecard'. The dialog box has 'Move', 'Move All', 'Remove', and 'Remove All' buttons. The background interface shows a 'Finance Smart Watchlist' with a table of metrics and a summary row.

Summary: ✔ OK (1) ⚠ Warning (1) ❗ Critical (1)		
% Variance	Change	% Change
-23.08%	\$11,125.00	8.90%
45.63%	\$2,332,325	5.26%
-31.90%	(0.00)	-0.99%

A smart watch list allows the user to choose where to focus on a scorecard, allowing for incredible flexibility in one object if objectives or initiatives are used wisely.

Smart KPI Watchlist - Built-in Ranks/Sorts

The screenshot shows the Oracle Business Intelligence interface. At the top, there's a navigation bar with 'ORACLE Business Intelligence' and a search bar. Below that, a 'Scorecard Demo' header contains tabs for 'KPI Watchlist', 'Strategy Map', 'Clinical Report', 'Cause & Effect Map', 'Strategy Tree / Circle', 'Custom View', and 'Custom View - iPad'. The 'KPI Watchlist' tab is active.

Under the 'KPI Watchlist' tab, there's a 'Watchlist Example' section. Below it is a 'Smart Watchlist Example' section. A 'Filter' section is visible, with tabs for 'Relationship', 'Type', 'Perspective', 'Performance', and 'Ownership'. The 'Performance' tab is selected. Under 'Performance', there are options to 'Select' (Top, Bottom, All) and 'based on' (Status, Score, Best Performance (% Variance), Worst Performance (% Variance), Biggest Improvements (% Change), Biggest Declines (% Change)).

Below the filter section is a 'Finance Smart Watchlist' table. The table has columns: Label, Status, Trend, Actual, Target, Variance, % Variance, Change, and % Change. A summary row indicates: Summary: OK (1) Warning (1) Critical (1).

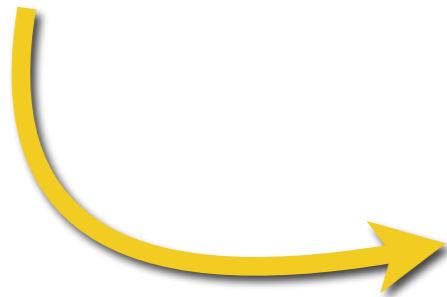
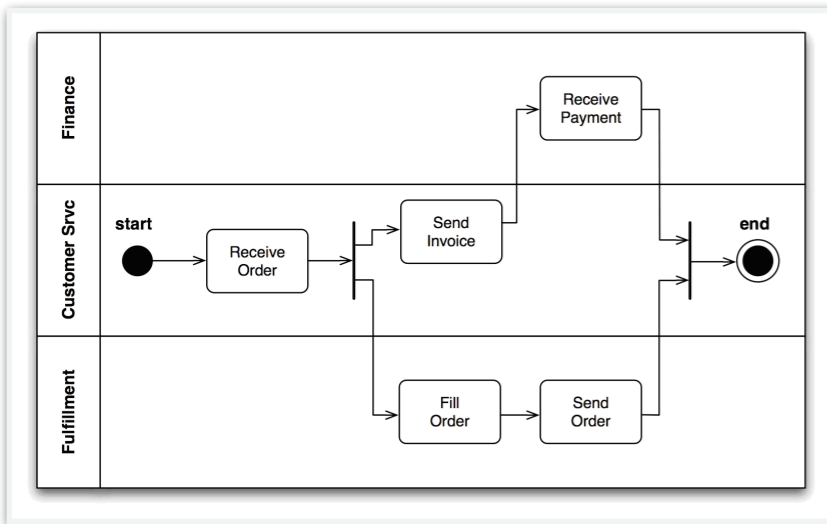
Label	Status	Trend	Actual	Target	Variance	% Variance	Change	% Change
iPod Touch (W) - Sales Revenue	Critical	Up	\$136,125.00	\$176,962.50	(\$40,837.50)	-23.08%	\$11,125.00	8.90%
Receive Payment	OK	Up	\$46,646,501	\$32,031,833	\$14,614,668	45.63%	\$2,332,325	5.26%
Benefits Expense	Warning	Down	0.25	0.36	(0.12)	-31.90%	(0.00)	-0.99%

Below the table, there are two 'Answers Scorecard' examples.

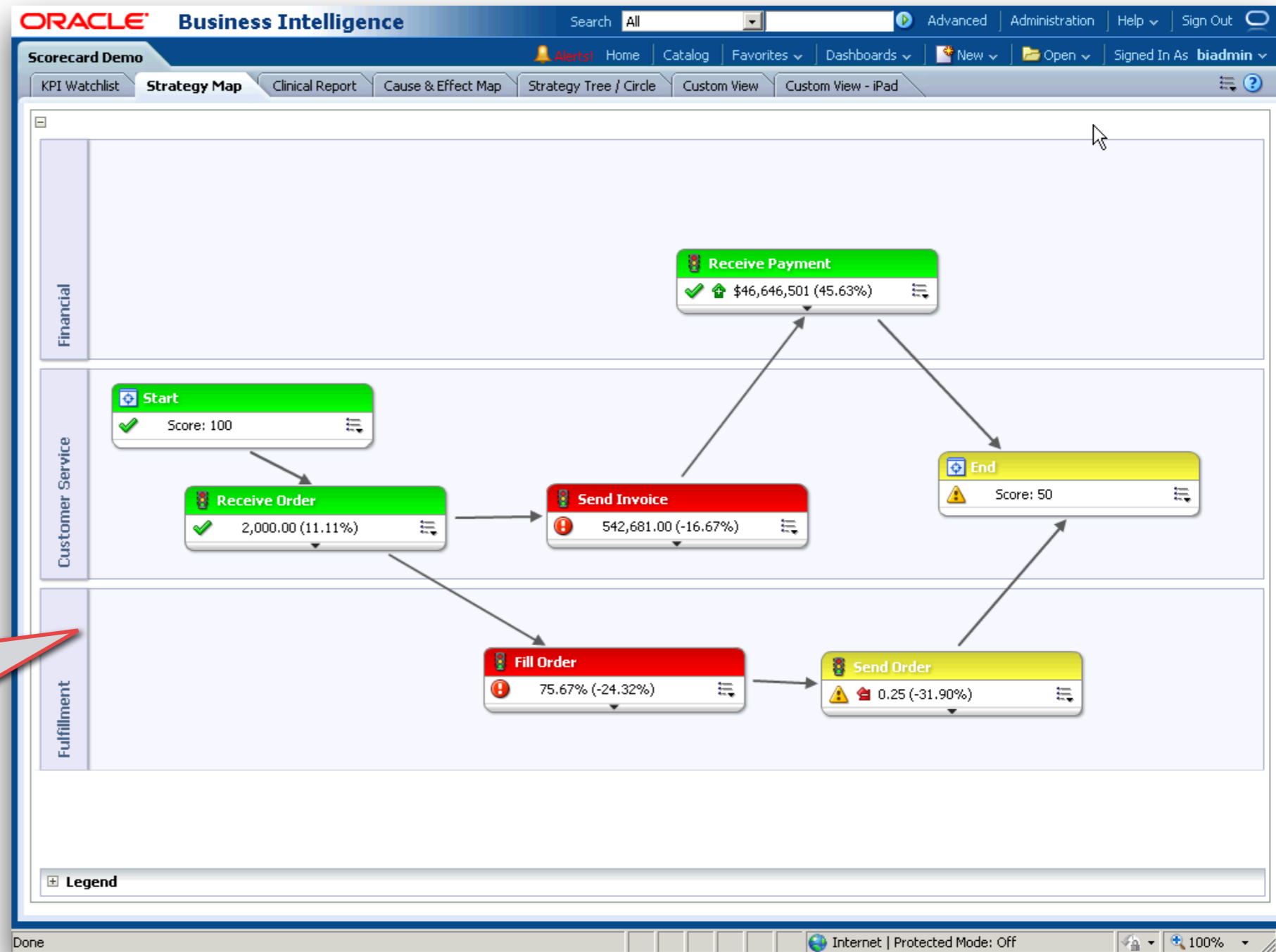
They also have a built-in filtering, sorting, and ranking features that are intuitive.

Note: smart watch lists are not yet enabled for creation. To create them, copy one from SampleApp to your scorecard.

Strategy Map - Monitor Process Flows



Create a swim-lane report to monitor the performance of a process, using perspectives as the different lanes in the process.

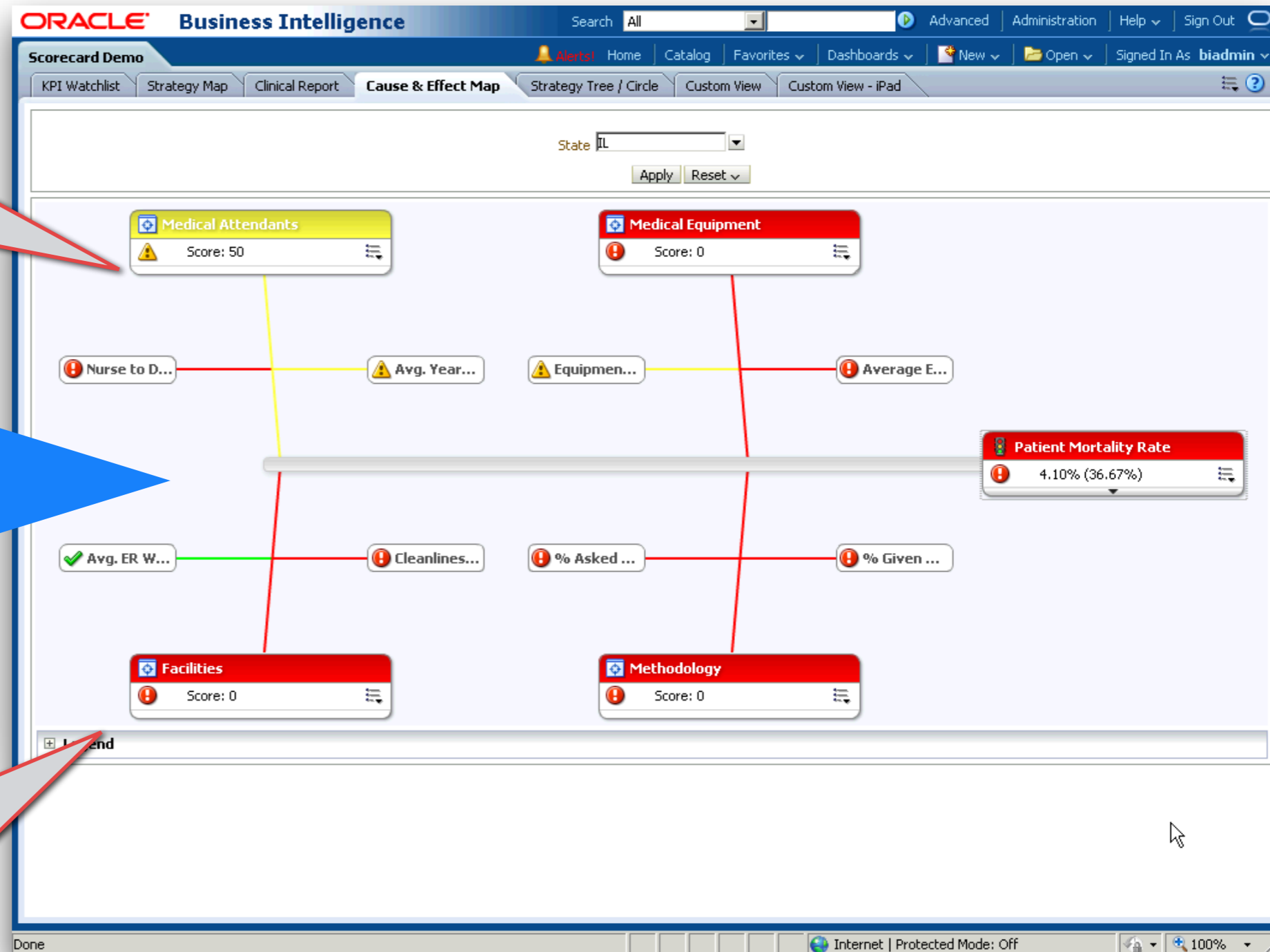


Cause and Effect Map - Answer Why

Help a user understand why a metric is bad by taking them to a view that shows them contributing factors.

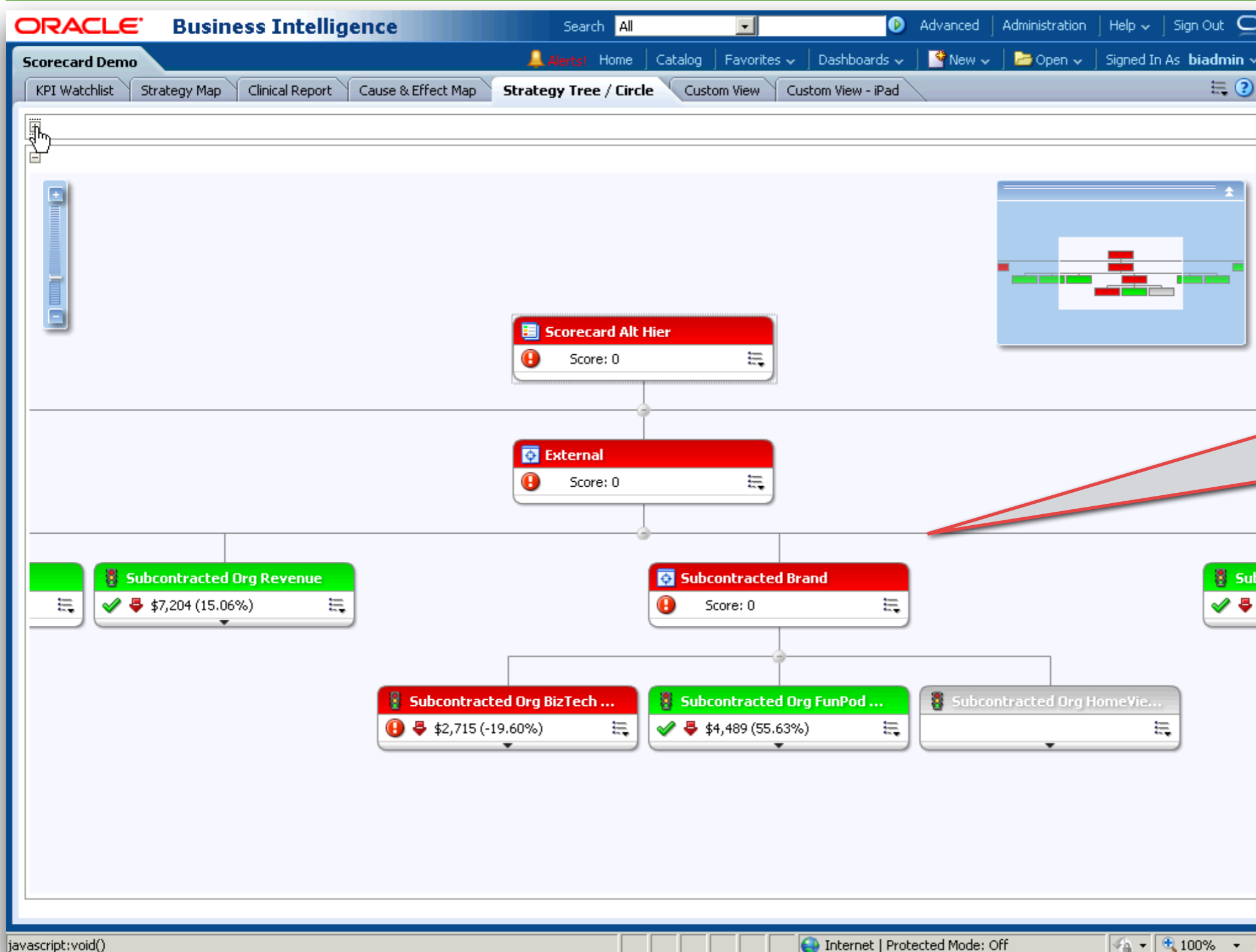
State	Patient Mortality Rate
CA	2.61%
FL	0.92%
GA	2.63%
HI	0.24%
IL	4.10%
IN	2.80%
KY	0.92%
MI	2.65%
MO	0.96%
NC	0.66%
NJ	1.35%
NY	1.59%
OR	2.87%
RI	0.39%
SC	2.53%
SD	1.75%
TX	2.33%
VT	2.34%
WA	1.52%
WI	2.25%

Cause and Effect Map



This is/was the promise of guided navigation, but provides a visualization that actually supports it.

Strategy Tree - Custom Hierarchies



Create alternate or cross-dimension drill-downs using filtered KPIs of the same metric.

Custom View - Spatial For The Rest Of Us

ORACLE Business Intelligence

Search All [Advanced] [Admin]

Scorecard Demo Alerts! Home Catalog Favorites Dashboards New

KPI Watchlist Strategy Map Clinical Report Cause & Effect Map Strategy Tree / Circle **Custom View** Custom View - iPad



Elf on a Shelf Revenue

✓ \$241,380.89 (21.02%)



FREE \$5 Target GiftCard
29⁹⁵

New at Target!
The Elf on the Shelf includes book and elf doll.

Droid Incredible Revenue

✓ \$441,831.50 (11.11%)

Value \$441,831.50

Target \$397,648.35

Variance \$44,183.15

% Variance 11.11%

Change

% Change

Score 100



FREE \$10 Target GiftCard
free

Verizon Droid Incredible 2 by HTC

Nintendo DS Lite Revenue

! \$98,461.95 (-50.63%)



FREE \$10 Target GiftCard
99⁹⁹


Nintendo DS Lite portable game system Available in black or blue.

free
GiftCard

when you buy any item on this page

Panasonic Microwave Revenue

✓ \$279,734.37 (40.25%)



FREE \$30 Target GiftCard
129⁹⁹

Panasonic 1.2-cu.-ft. 1,300-watt stainless steel microwave

KitchenAid Combo Revenue

! \$103,246.06 (-53.93%)

Value \$103,246.06

Target \$224,100.36

Variance (\$120,854.29)

% Variance -53.93%

Change

% Change



Keurig B5 Revenue

! \$98,461.95 (-56.06%)



Canon Digital Camera Revenue

! \$738,480.29 (-18.77%)



5% OFF TODAY EVERY DAY

Save an additional 5% off our already low prices every day with your Target debit or credit REDcard

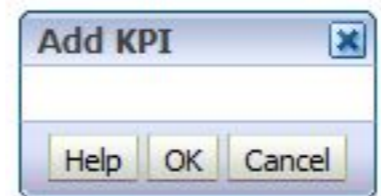
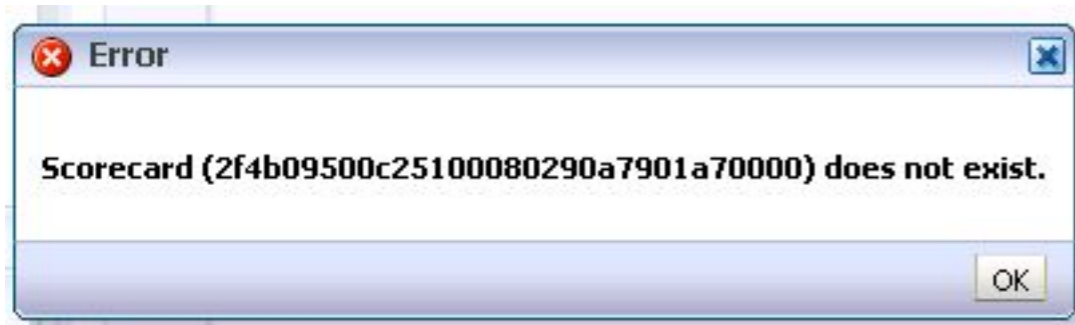
*Quantities limited, no rain checks. Terms and conditions apply to GiftCards.

Use this as a compliment to Map Views for dimensions other than geography.

The Fine Print

The Fine Print

- Monster SQL statements
- No caching?
- Buggy
- Some things don't quite work the way you want them to as your requirements get more complex



Connect the Dots

Use Action Framework...

- ...to process updated data files for KPIs
- ...to add new values into target tables