

# MicroStrategy Visualization Guidelines

**Cis Local bi**

Title:	<b>MicroStrategy Visualization Guidelines CIS</b>
Version:	V1, 09 November 2015
Classification:	Internal Use Only
Intended Audience:	<u><i>IT:</i></u> <ul style="list-style-type: none"><li>• Local BI team</li><li>• External MSTR Consultants/Developers</li></ul> <u><i>Business:</i></u> <ul style="list-style-type: none"><li>• Power Users (Web Professional)</li><li>• Key Users</li></ul>

## REVISION HISTORY

<b>Version</b>	<b>Date</b>	<b>Issued \ Revised By</b>	<b>Comments</b>
<b>V0</b>	05.11.2015	Nelli Kim Sergey Butsev	Creation of first draft
<b>V1</b>	09.11.2015	Aleksandra Chalupa Dmitry Volobaev Nelli Kim	Review & Completion

# GOAL OF THIS DOCUMENT

The Visualization Guideline intends to describe standard ways to visualize data in the adidas Group BI front-end MicroStrategy.

Dashboard development should become leaner and more efficient being able to use standard colors, fonts, rules aligned with the adidas Design and Usability team.

In the following document the following types of reports will be described:

- Grid report
- Dashboard = MSTR Document (MicroStrategy notion)
- Visual Insight report

The Visualization guideline is considered a living document which should reflect always the latest status of data visualization.

# GENERAL SETTINGS

## Font:

Trebuchet MS as a default font of Microstrategy = AdiHaus (internal font of adidas)

## Resolution:

Main format designed both for Web & iPad users: 1024 x 748 px

Mobile iPhone 5 & iPhone 6: 640 x 1116 px

*\* In some rare specific cases (e.g. big grid reports) we can create other formats not adapted for iPad (to be validated case by case!). Before creating it, make sure it will never be used at iPad.*

## Background:

Background of the dashboard should be white - Hex: #e2e2e2

Only elements that “matter” have a color (header, navigation buttons, selectors, data & grids)

Easy for printing on PDF & Paper

# DASHBOARD DESIGN PRINCIPLES

#	Principle:	Description
1	Single Point of Dashboard Access	<b>Landing Page</b> to be single point of access for all available Dashboards
2	Standardized <b>naming convention</b>	<ul style="list-style-type: none"><li>• <u>MSTR Dashboards Naming Convention</u> see @ Confluence</li><li>• Metrics &amp; attributes naming convention will be published soon @ Confluence</li></ul>
3	Dashboard <b>Prompt Ready</b>	When possible, dashboard can be executed without entering prompt criteria, i.e. no-prompt report or default values for all prompts
4	<b>One-Screen</b> Dashboard	<ul style="list-style-type: none"><li>• Most of the Dashboards should be designed to be viewed on one screen</li><li>• Dashboard scrolling only for specific use cases</li></ul>
5	Business Review Ready Performance	Dashboards execution & navigation within <b>acceptable run-time</b> based on use cases
6	Dashboard <b>Print Ready</b> Function Availability	Most of the Dashboards should be ready for Printing (based on users' requirement)
7	<b>Excel Export Ready</b>	Most of the Dashboards should be designed to be exported into Excel file

# MSTR DOCUMENT TEMPLATE

Every Dashboard in MSTR should contain the following areas: Title, Navigation, Selectors and Content.

- Title, Navigation and Selectors areas should be designed with standards for all Dashboards.
- The Content area can differ per Use Case.



[Link to MSTR template](#)

# NAVIGATION ICONS

In the MSTR documents the following icons (as buttons) should be used for Navigation purpose.



Availability of Icons dependent on use case:

- **Home:** Brings you back to the Landing page
- **Help:** Provides an explanation on the current document
- \* **Comment** for Mobile only (tbc)
- \* **Re-prompt** (tbc)
- **Report:** Provides an overview on related reports & documents (where applicable)
- **Filter:** Used to indicate if there is a filter set in pop-up selector

*See links to these Icons at next page*



# HEADER

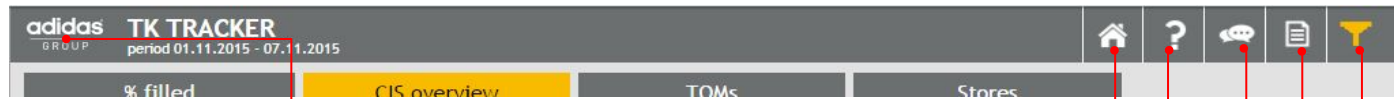


## FONTS

Trebuchet 14pt Bold #FFFFFF

Trebuchet 8pt Bold #FFFFFF

## ICONS



[https://deheremap4312.emea.adsint.biz/MicroStrategy/\\_custom/cis/img/common/group\\_logo\\_alive.png](https://deheremap4312.emea.adsint.biz/MicroStrategy/_custom/cis/img/common/group_logo_alive.png)

[https://deheremap4312.emea.adsint.biz/MicroStrategy/\\_custom/cis/img/common/icon\\_home.png](https://deheremap4312.emea.adsint.biz/MicroStrategy/_custom/cis/img/common/icon_home.png)

[https://deheremap4312.emea.adsint.biz/MicroStrategy/\\_custom/cis/img/common/icon\\_help.png](https://deheremap4312.emea.adsint.biz/MicroStrategy/_custom/cis/img/common/icon_help.png)

[https://deheremap4312.emea.adsint.biz/MicroStrategy/\\_custom/cis/img/common/icon\\_comment.png](https://deheremap4312.emea.adsint.biz/MicroStrategy/_custom/cis/img/common/icon_comment.png)

[https://deheremap4312.emea.adsint.biz/MicroStrategy/\\_custom/cis/img/common/icon\\_report.png](https://deheremap4312.emea.adsint.biz/MicroStrategy/_custom/cis/img/common/icon_report.png)

[https://deheremap4312.emea.adsint.biz/MicroStrategy/\\_custom/cis/img/common/filter\\_orange.png](https://deheremap4312.emea.adsint.biz/MicroStrategy/_custom/cis/img/common/filter_orange.png)

## COLORS



#6C6F70

# GRIDS

## ARE A

Orange line on the top of rectangle #F8BB00

Rectangle #FFFFFF

Country	MHR WE	MHR WD	MHR K	MHR K Trading	MHR% MTD
RUSSIA	20 898	13 858	1.51	1.72	
KAZAKHSTAN	918	399	2.30	2.54	
UKRAINE	1 336	434	3.08	3.47	

## Grid HEADER

Trebuchet 14pt Regular #333333

Trebuchet 8-12pt Regular #FFFFFF

Color #2883BF

Thick #FFFFFF

PLANING HOURS BY RDs AND TOMs

Store RD (CIS)	Store TOM (CIS)	Sun	Mon	Tue	Wed	Thu	Fri	Sat	MHR K	MHR K Trad	MHR WE	MHR WD	MHR% Trading	MHR% PT	Hours MTD	MHR Target	MHR% MTD
	Total	1 054	2 919	932	949	980	918	934	2.21	2.54	1 651	747	75%	27%	17 875	0	
	Grebennikova Natal'ya	249	796	227	235	246	243	253	2.25	2.50	430	192	76%	30%	3 248	0	
	Handarhaeva Valentina	395	597	318	316	301	312	307	1.72	1.91	431	250	74%	30%	4 825	0	
Bogatova Irina	Karapetyan Suren	0	74	0	0	0	0	0			25	0	93%	68%	1 222	0	
	Kologrivova Tatyana	0	281	40	0	0	0	0	11.70	12.23	94	8	83%	39%	549	0	
	Lavrov Sergey	411	850	331	378	412	356	374	1.94	2.21	557	288	70%	18%	6 972	0	

## VALUES AND TOTALS

Trebuchet 8-12pt Regular #333333

Banding #F6F6F6 (246,246,246)

Lines #E2E2E2

Use thin lines or banding to separate row/columns

Trebuchet 8-12pt Regular #FFFFFF

Background #6C6F70

Store RD (CIS)	Store TOM (CIS)	Sun	Mon	Tue	Wed	Thu	Fri	Sat	MHR K	MHR K Trad	MHR WE
	Total	1 054	2 919	932	949	980	918	934	2.21	2.54	1 651
	Grebennikova Natal'ya	249	796	227	235	246	243	253	2.25	2.50	430
	Handarhaeva Valentina	395	597	318	316	301	312	307	1.72	1.91	431
Bogatova Irina	Karapetyan Suren	0	74	0	0	0	0	0			25
	Kologrivova Tatyana	0	281	40	0	0	0	0	11.70	12.23	94
	Lavrov Sergey	411	850	331	378	412	356	374	1.94	2.21	557
	Smirnova Dar'ya	0	320	17	21	22	8	0	12.54	17.99	114

Country	MHR WE	MHR WD	MHR K	MHR K Trading	MHR% MTD
RUSSIA	20 898	13 858	1.51	1.72	
KAZAKHSTAN	918	399	2.30	2.54	
UKRAINE	1 336	434	3.08	3.47	

	Smirnova Dar'ya	0	320	17	21	22	8	0
	Total	1 164	3 439	1 025	1 006	983	1 008	1 028
	Drozдов Roman	147	460	119	120	108	121	116
	Gbur Vladimir	147	376	106	116	127	120	122

# GRIDS

## Thresholds

To highlight groups of columns use gray color or color in border with same color of the header

For thresholds use colors from color palettes



# GRAPHS

## Graph HEADER

Orange line 3px on the top of rectangle #F8BB00

Rectangle #FFFFFF

Trebuchet 14pt Regular #333333



## VALUES and graph area

Trebuchet 8-12pt Regular #333333

Bar chart – use color from palette (see next page)

Trebuchet 8-12pt Regular #333333

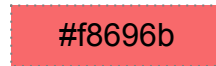
Lines color #E6E6E6 (230,230,230)

Remove unnecessary lines

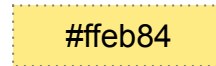


# COLOR PALETTES

Traffic light colors for thresholds  
(background)



RGB 248, 105,  
107



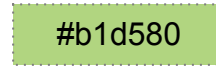
RGB 255, 235,  
132



RGB 99, 190,  
123

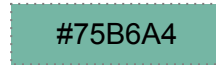


RGB 251, 170,  
119

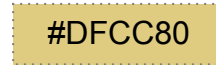


RGB 177, 213,  
128

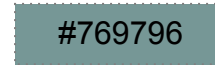
Color palette for Graphs



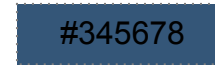
RGB  
117,182,164



RGB  
223,204,128



RGB  
118,151,150



RGB 52,86,120



RGB 43,132,191



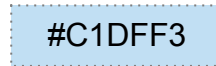
RGB  
52,152,219



RGB  
125,190,234



RGB  
159,206,237



RGB  
193,223,243

# FILTERS PANEL

ARE  
A

Rectangle ##FAFAFA

Line thick #C0C0C0

FILT  
ERS

Trebuchet 10pt **Bold** #333333

Trebuchet 9pt Regular #333333

If you have a lot filters you can use  
panels in filter panel

**RDs**

- All ROMs
- Bogatova Irina
- Cherevko Rostislav
- Davydov Pavel
- Dobbs Luke Stephen
- Evlentiey Pavel
- Gyske Petr
- Gyske Valentina
- Hazell Matthew
- Kosachenko Denis
- Krohichev Vladimir
- Lohin Sergey

**Store type**

- All types
- Concept Store
- Factory Outlet

**TOMs**

- All TOMs
- Lundin Pavel
- Radchenko Anastasiya
- Gyske Valentina
- Handarbaeva Valentina
- Lomaev Oleg
- Zamanov Shamil
- Chernova Evgeniya
- Mal'tseva Anna
- Zotov Ilia
- Lavrov Sergey
- Reznik Andrey
- Zagrebi
- Devyatko
- Rajskay
- Greben
- Zlobina
- Bogatov
- Alpatov

**Stores**

- All Stores
- 18042:KZ\_PAVLODAR\_BatyrMall\_RCS
- 18043:KZ\_PAVLODAR\_BatyrMall\_AKID
- 15127u:UA\_KYIV\_SkaiMoll\_AKID
- C239:RU\_MOSKVA\_YuzhnoeButovo\_FO
- C5ZC:RU\_MOSKVA\_Vyezdnyatorgovlya\_RCES
- C43R:RU\_PETROZAVODSK\_Maksi\_RCS
- 15131u:UA\_DNIPROPETROVSK\_Mist\_BCS
- C04I:RU\_MOSKVA\_Megapolis\_BCS
- C09Z:RU\_KALUGA\_Passazh\_BCS

**Geography**

- COUNTRY (3)
  - (All)
  - RUSSIA
  - KAZAKHSTAN
  - UKRAINE
- STORE TYPE (3)
  - (All)
  - Concept Store
  - Event Store
  - Factory Outlet
- TrueComp (2)
  - (All)
  - Comp
  - NonComp

**Product**

- CLUSTER (20)
  - (All)
  - 68:SPB
  - 69:MosReg
  - 70:N\West
  - 71:KZ\_South
  - 72:UA\_VEST
  - 73:UA\_CENTER
  - 74:Mid\Volga
  - 75:UA\_KIEV
  - 76:Moscow
  - 77:KZ\_North
  - 78:KZ\_Vest
  - 79:UA\_SOUTH
  - 80:FarEast
  - 81:South
  - 82:UA\_EAST
  - 83:Centre
  - 84:N\Volga
  - 85:Ural
  - 86:UA\_CENTER

**Local Attributes**

- STORE FORMAT (14)
  - (All)
  - AKID
  - BCES
  - BCS
  - FO
  - HOCS
  - MBFO
  - NEO
  - OCS
  - RCES
  - RCS
  - RCSC
  - REFO
  - RKID
  - V/OCS

# FILTERS AT DASHBOARD PANEL

ARE  
A

Rectangle #FFFFFFF

No lines

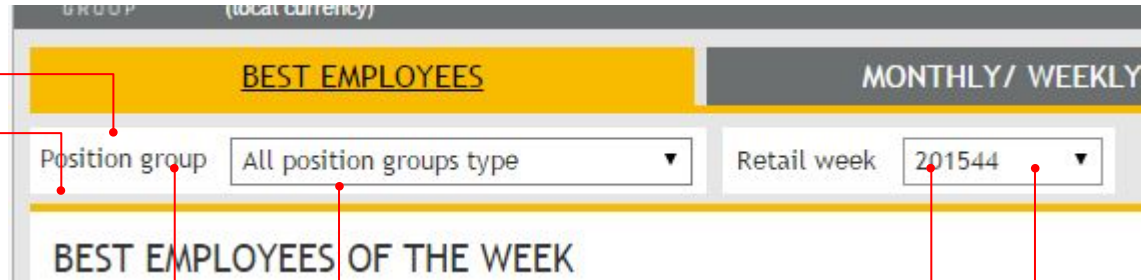
FILT  
ERS

Trebuchet 10pt Regular #333333

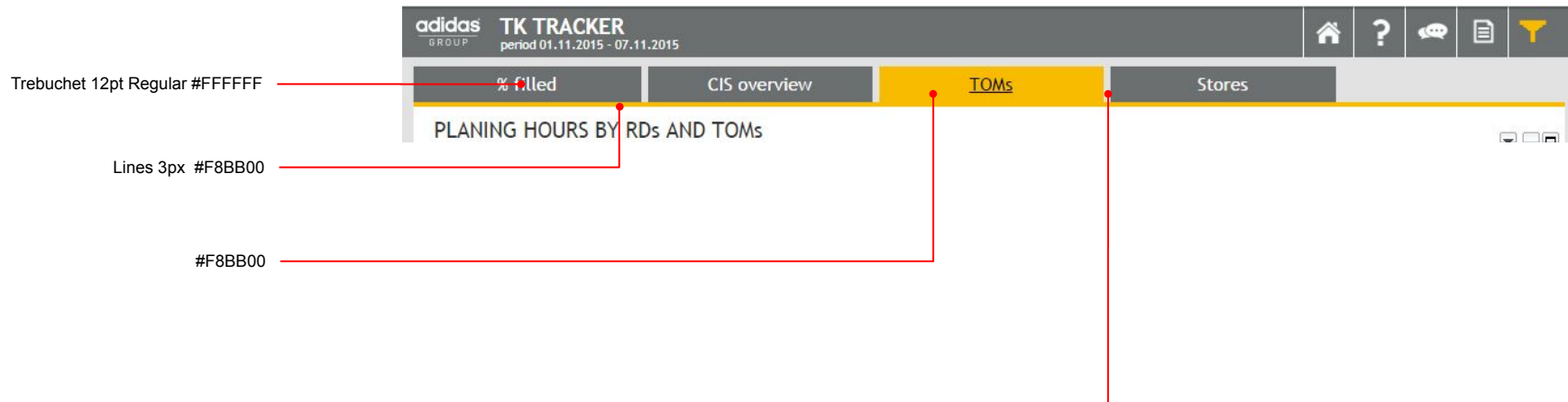
Line color #808080

Trebuchet 10pt Regular #333333

No Color (on iPad it's Gray)



# SELECTORS



## Separate TABs

CSS script

```
.mstrmojo-LinkListHoriz td {border-left: 0pt  
solid white !important;  
border-right: 5pt solid #E2E2E2 !important;}
```



# HELP

**Rus** **Eng**

## Instruction for use

This report shows only stores with Click & Collect program.

**RETAIL WEEK FILTER:**

Retail Week filter contains only weeks for which Click & Collect program was live in at least one store.  
Use Retail Week slider to define the weeks for which you would like to see the results.  
Report shows data for last 20 weeks.

By period 201506 - 201510

Retail Week From: "201506" To: "201510"

**STORE FILTER:**  
Check boxes allow users to select individual or group of stores that will be shown in the report

**WAVE FILTER:**  
Check boxes allow users to select waves that will be shown in the report

**CnC KPI.**  
CnC G2N - percentage of Net Sales to amount ordered.

**Stores**

- All stores
- C04D:RU\_MOSKVA\_AshanSokolniki\_CS\_AP
- C0EB:RU\_MOSKVA\_Kaleydoskop\_BCS
- C0BM:RU\_MOSKVA\_ZolotoyVavilon3\_BCS
- C00H:RU\_MOSKVA\_Kapitoliy

**Waves**

- All waves
- 7
- 15
- 2

Background #E2E2E2

Color #6C6F70

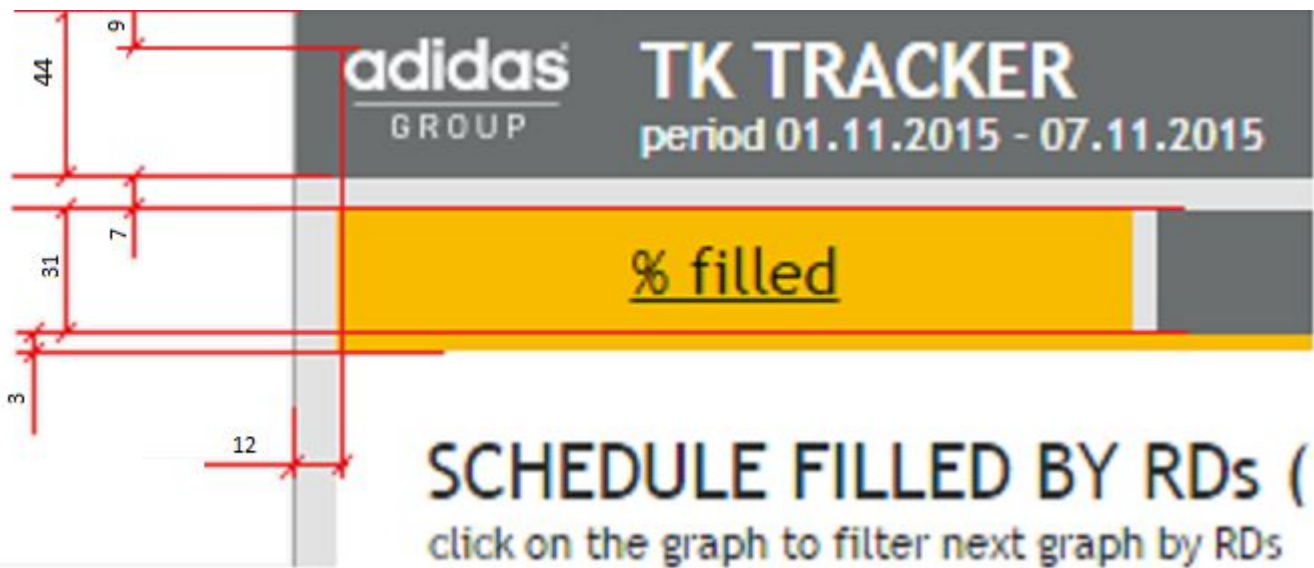
Trebuchet 12 #FFFFFF

Color #F8BB00

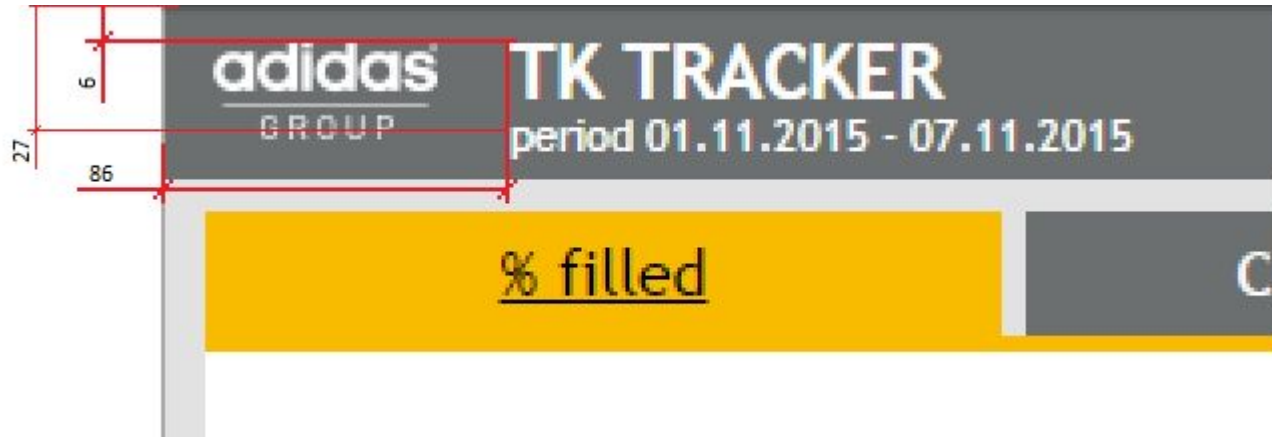
Trebuchet 8- 12pt Regular #333333

Lines 3px #C0C0C0

# HEADER SIZES



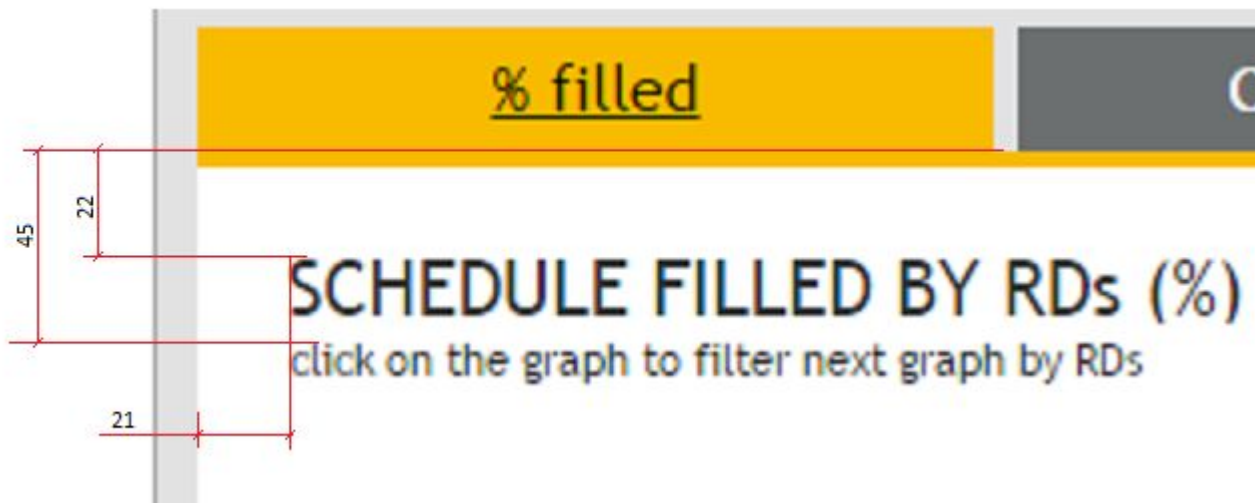
# TITLE SIZES



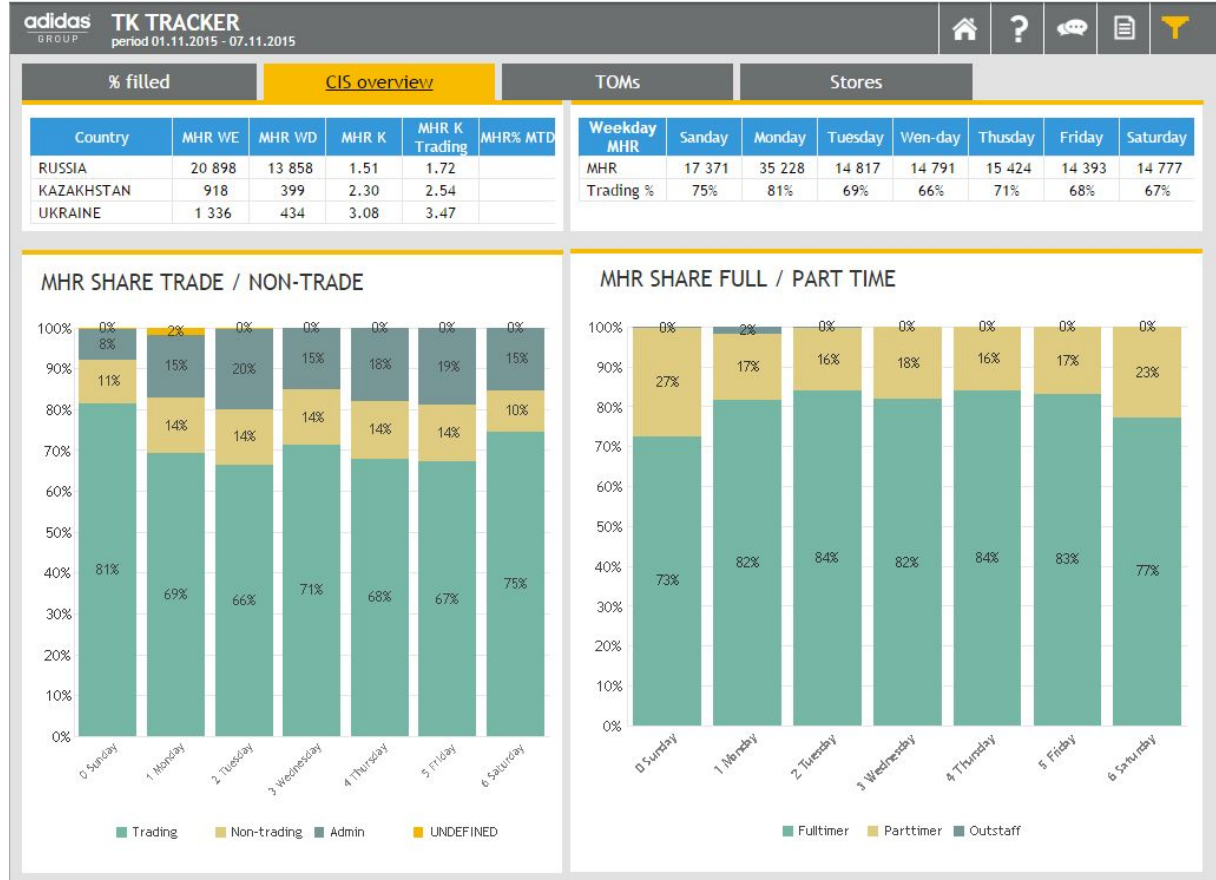
# HELP



## OTHER SIZES



# EXAMPLES



# EXAMPLES

adidas GROUP		EMPLOYEE PERFORMANCE (local currency)		BEST EMPLOYEES		MONTHLY/ WEEKLY KPIs						CUSTOM PERIOD					
Position group		All position groups type		Month	201511	Retail week	201544										
BY MONTH																	
Store	Employee	Rank	NS incl VAT	NS % FTW	Qty	Qty FTW	UPT	SPH	ATV	ASP	MHR	CPH	HPC	Conv %			
15143u	UA_KYIV_Peremohy21A_BCS	Sakhatska Vira	1	57,051	28%	32	6	2.91	3,169	4,322	1,485.7	15.00	0.73	82	12.6%		
C075	RU_SANKT-PETERBURG_GrandKanon_BCS	Mihajlov Ivan	1	78,632	61%	23	7	1.28	8,330	3,702	2,897.3	8.00	2.25	27	6.4%		
C049	RU_MOSKVA_MegaTeplyStan_OCS	Askerov Rasim	1	228,675	24%	33	8	1.38	11,570	8,075	5,872.5	16.75	1.43	42	4.4%		
C021	RU_MOSKVA_Atrium_BCS	Kryazheva Ekaterina	1	156,230	46%	27	10	1.35	8,275	6,620	4,903.6	16.00	1.25	48	4.4%		
C024	RU_MOSKVA_Olimp_BCS	Suhanov Egor	1	215,183	21%	45	7	2.25	8,816	9,147	4,065.2	20.75	0.96	62	16.9%		
C03T	RU_NARO-FOMINSK_Serpantin_BCS	Majorova Irina	1	134,320	28%	38	7	1.58	5,401	4,782	3,020.1	21.25	1.13	53	5.7%		
C0GP	RU_SVKT'VIKAR_Iyun_AKID	Sheremeta Elena	1	41,630	32%	17	4	2.13	2,303	4,606	2,167.7	16.00	0.50	120	4.1%		
C08E	RU_SANKT-PETERBURG_Galereya_BCS	Pazyeva Ekaterina	1	219,871	33%	61	15	1.69	11,124	5,176	3,054.6	16.75	2.15	28	5.4%		
C0JZ	RU_ANAPA_Akatsiya_BCS	Osipenko Irina	1	40,529	36%	10	2	2.00	3,122	6,869	3,434.7	11.00	0.45	132	5.0%		
C047	RU_MOSKVA_Vegas_BCS	Kramer Anton	1	184,957	18%	33	6	2.06	14,928	9,796	4,749.8	10.50	1.52	39	7.4%		
BY WEEK																	
Store	Employee	Rank	NS incl VAT	NS % FTW	Qty	Qty FTW	UPT	SPH	ATV	ASP	MHR	CPH	HPC	Conv %			
15143u	UA_KYIV_Peremohy21A_BCS	Sakhatska Vira	1	57,051	28%	32	6	2.91	3,169	4,322	1,485.7	15.00	0.73	82	12.6%		
C075	RU_SANKT-PETERBURG_GrandKanon_BCS	Mihajlov Ivan	1	78,632	61%	23	7	1.28	8,330	3,702	2,897.3	8.00	2.25	27	6.4%		
C049	RU_MOSKVA_MegaTeplyStan_OCS	Askerov Rasim	1	228,675	24%	33	8	1.38	11,570	8,075	5,872.5	16.75	1.43	42	4.4%		
C021	RU_MOSKVA_Atrium_BCS	Kryazheva Ekaterina	1	156,230	46%	27	10	1.35	8,275	6,620	4,903.6	16.00	1.25	48	4.4%		
C024	RU_MOSKVA_Olimp_BCS	Suhanov Egor	1	215,183	21%	45	7	2.25	8,816	9,147	4,065.2	20.75	0.96	62	16.9%		
C03T	RU_NARO-FOMINSK_Serpantin_BCS	Majorova Irina	1	134,320	28%	38	7	1.58	5,401	4,782	3,020.1	21.25	1.13	53	5.7%		
C0GP	RU_SVKT'VIKAR_Iyun_AKID	Sheremeta Elena	1	41,630	32%	17	4	2.13	2,303	4,606	2,167.7	16.00	0.50	120	4.1%		
C08E	RU_SANKT-	Pazyeva Ekaterina	1	219,871	33%	61	15	1.69	11,124	5,176	3,054.6	16.75	2.15	28	5.4%		

# EXAMPLES

