Custom D3 Visualizations:
7 Custom Visualizations You Should Be Using In Your Dossiers

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Agenda

1. Why advanced visualizations matter
2. What are D3 visualizations?
3. What are MicroStrategy Dossiers?
4. How to customize your visualizations and Dossiers
5. 7 snazzy visualizations worth mentioning
6. Resources
Why Advanced Visualizations Matter
Raw Data versus Visualizing Data

[Diagram showing a table and a treemap visualization]
MicroStrategy Delivers All That You Need for Data Discovery!

- HTML 5 user interface
- Growing data sources
- Data Wrangling
- Enhanced 3rd party custom visualizations
- Enhanced map
Why Additional Visualizations

• Better insights into data

• Infinite possibilities of visualizations

• Integrates seamlessly with MicroStrategy

• Lots of fun
What are D3 Visualizations?
What are D3 Visualizations?

- D3 is a JavaScript library for creating visualizations using data
- Utilizes HTML5 standards
- Create interactive, dynamic visualizations
- Simple for developers to create
Use Already Created Visualizations

http://d3js.org/
MicroStrategy Desktop Ready Visualizations

Visualizations.microstrategy.com

Natural Language Generation

Calendar

Bubble

Line charts

Annotation chart

Waterfall
What is a MicroStrategy Dossier?
What is a MicroStrategy Dossier?

The MicroStrategy Dossier™ makes it easy to visually tell stories with data by organizing dashboards and reports into chapters and pages.
How to Customize Your Dossier
Import Plug-ins into Desktop

ADD / IMPORT VISUALIZATIONS!
Import Plug-ins into Desktop
Editing Properties of Plug-ins in Desktop
Visualization Builder

• **Create** custom HTML5 visualizations that consume and display MicroStrategy data

• **Find** an interesting D3 visualization online and quickly create your own custom visualization that is integrated with MicroStrategy

• **Edit** a set of sample visualizations that you can use as a base for creating your own custom visualizations
Visualization Builder

Code editor

```
#MxMenuModel_WEB-INFxmllayoutsblocksInsertDHTMLWidgetMenu
background:url(images/RWD.png) no-repeat scroll 4px;
padding: 3px 0px 3px 14px;
}
#MxMenuModelEditor_WEB-INFxmllayoutsblocksInsertDHTMLWidgetMenu
background:url(images/RWD.png) no-repeat scroll 4px;
padding: 3px 0px 3px 14px;
}
mstrmojo-Chart.bulletchart{
    background-color: #FFFFFF;
}
.mstrmojo-theme-dark .mstrmojo-Chart.bulletchart{
    background-color: #333333;
}
mstrmojo-Chart.bulletchart .bulletchart-Table .sc1
    padding-right: 18px !important;
    margin-right: -18px !important;
}
mstrmojo-Chart.bulletchart .bulletchart-table-text-
    text-align: right;
```
Visualization Builder
Dropzone editor
Visualization Builder

Configuration

![Visualization Builder Configuration](image)
Visualization Builder
Properties
Visualization Builder Demo
Adding new fields
Visualization Builder Demo

Edit code
7 Snazzy Visualizations Worth Mentioning
Natural Language Generation

• Partners: Automated Insights or Narrative Science

• Immediately create a story that might be buried in data

• Narratives update as you filter

• Good for those with little experience with data analytics
Mekko Chart

• Take bar charts to a new level by using space to consider two additional dimensions of a dataset

• Great for conducting comparisons and analyzing how a part relates to its entirety

Use Cases:
• What is our current R&D spending against total budget for emerging markets?

• How is my travel spend for the organization being allocated across departments?
Word Cloud

- Quickly see what is significant in a given text source
- Adjust font size and color to make important words appear bigger and bolder

**Use Cases**
- Identify most frequently searched terms on a website
- Recognize common customer frustrations to address customer support issues
Sankey Diagram

• Depict the flow, transitions, and relationships among key entities

• Helpful when you want to pinpoint dominant contributions within a system

Use Cases:
• Which airports have the most passenger traffic and are connection hubs?

• What are customer online shopping habits like and how can we redesign their purchase experience based on most frequented brands?
• Bring context and the current state of business together

• Ideal for rapid monitoring or when dashboards have limited space to convey information

**Use Cases:**

• How do product defects this week compare against acceptable threshold references?

• Did we reach our order request goals for this quarter?
KPI

- Clear and distinct
- Calls out measurements in a clean, simple way
  - Rates
  - Averages
  - Percentages
  - Ratios
- Highlights main events and elicits immediate action
Sequences Sunburst

• Interactive, elevated ring chart
• Made up of concentric circles
• Top left has "breadcrumbs" for easy navigation

Use Cases
• Compare website traffic for different brands or categories
• Recognize best selling products within a product line or across entire offering
Additional Resources

Visualization library

Developer zone
Summary and Takeaways

**NEW**

D3 provides new and exciting ways to discover insights

**Available on Desktop, Web, and Mobile**

Free* to use with MicroStrategy license
Thank You!

For questions: ykarim@microstrategy.com