

Brand Market Share Reporting with MicroStrategy Dossier



Technical Components

- Esri Maps/Legends, dimensional metric filters
- Metric Selectors, Derived Metrics, Advanced Filters, Level Metrics
- Distinction: Dossier Datasets vs RSD Cubes
 - Semantic layer aware
- Dossier Query View
- Logical Modeling - even more important in ad-hoc/dossier deployment

Dashboard Screenshots

1. Herbicide Overview : Summary-Total Market Overview

METHODOLOGY 1. Herbicide Overview 2. Application Intensity 3. Glyphosate Overview 4. Brands and Manufacturers 5. Major-Labeling Brand Manual 6. Brand Profile 7. Active Ingredient Profile 8. Direct Brand Contact

HERBICIDE OVERVIEW

Expenditures **Product Acres**

Herbicide Market Size

1,145.7M
↓-0.3%

154.2M
↓-7.5%

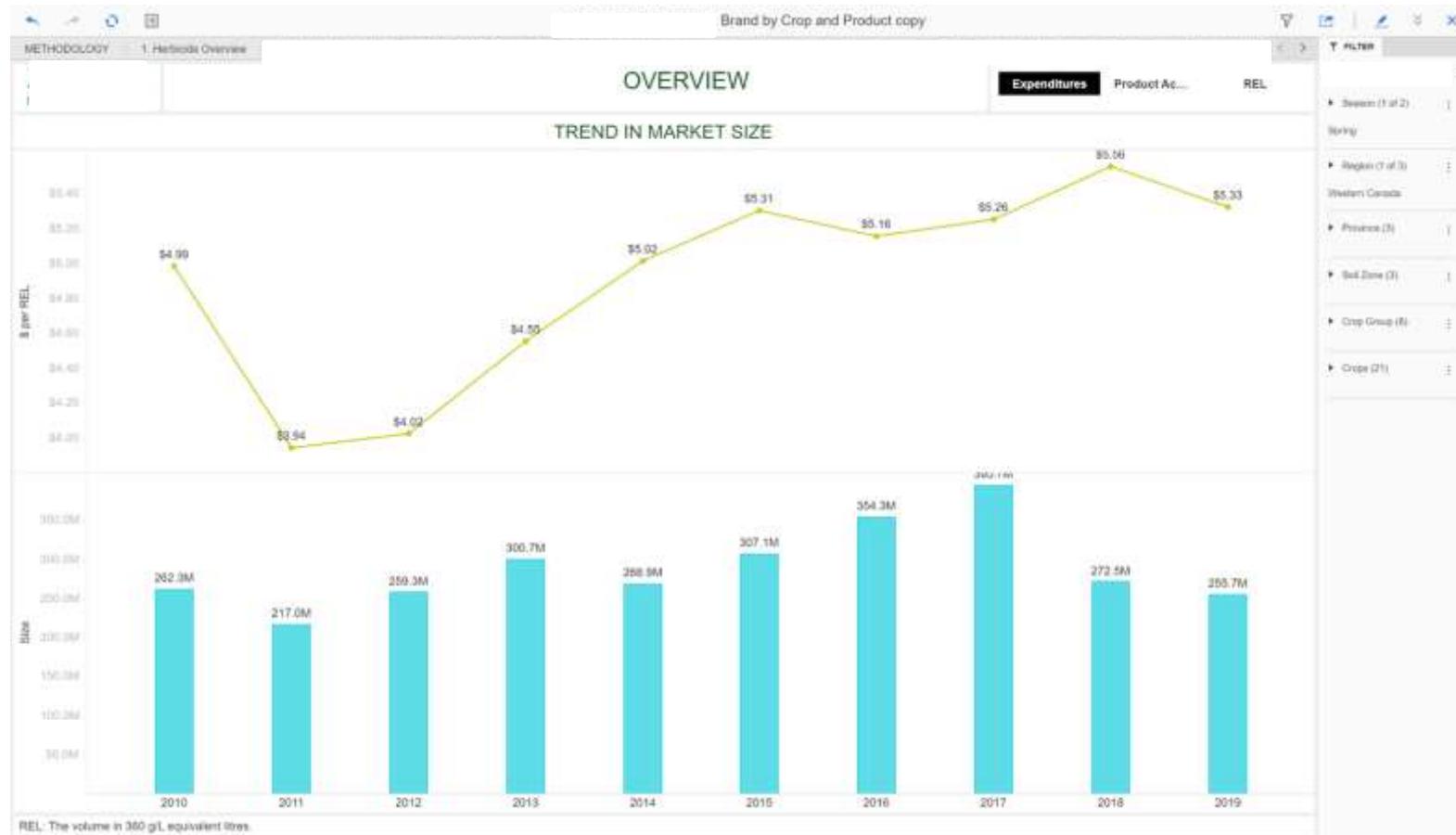
TOP 6 MANUFACTURERS

Manufacturer	Market Size	% Market Share (MS)	Δ in MS Points	% Growth
	238.7M	20.8%	↓ -1.0	↓ -5.0%
	225.9M	19.7%	↓ -0.2	↓ -1.5%
	189.2M	16.5%	↑ 0.3	↑ 1.4%
	154.2M	13.5%	↓ -1.0	↓ -7.5%
	98.4M	8.6%	↑ 0.8	↑ 9.8%
	87.2M	7.6%	↑ 0.9	↑ 12.8%

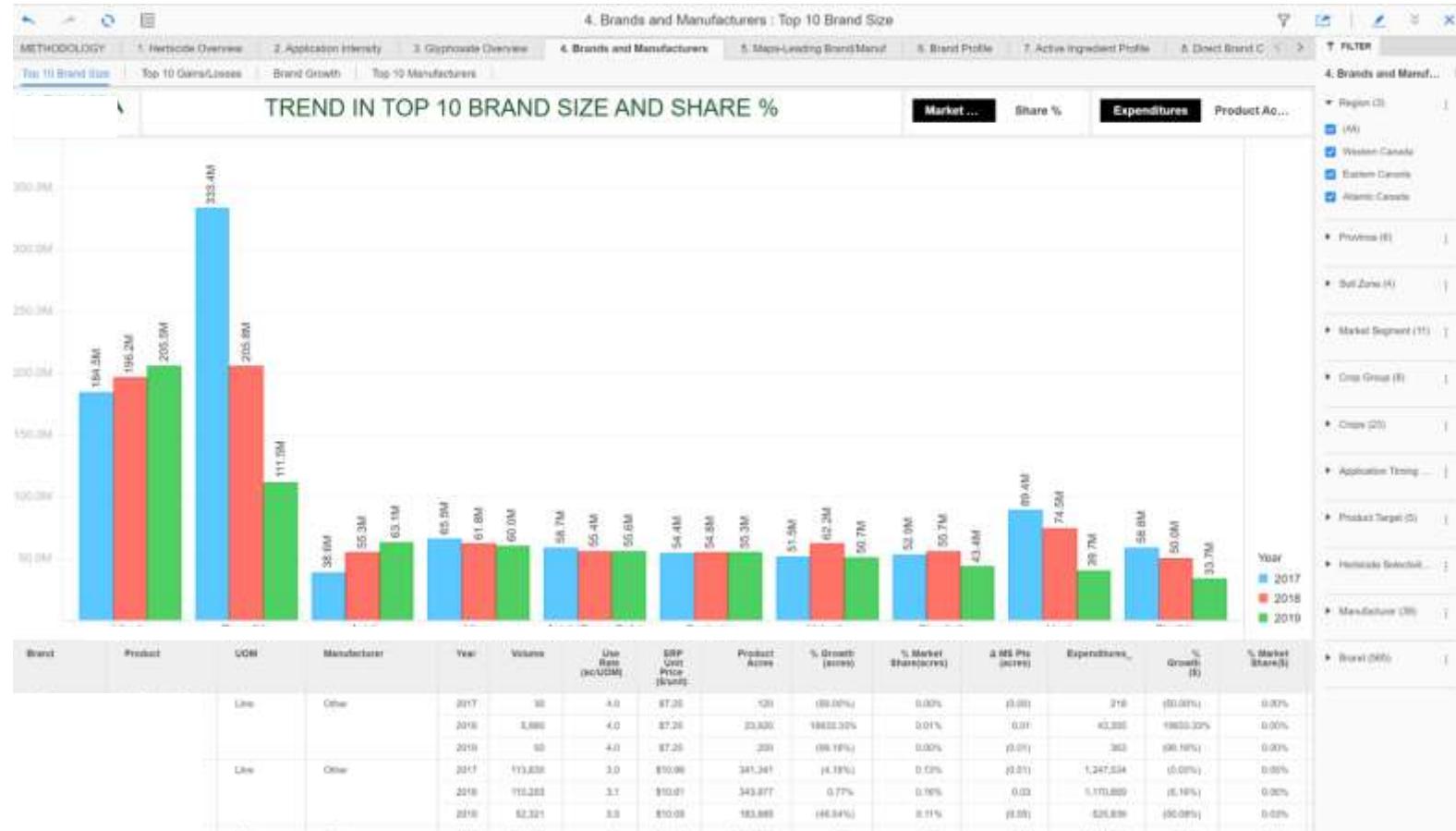
Legend: Company Data Non-Standard Data
 © 2018 Syngenta | P.O. Box 10000 | Morrisville, NC 27650 | 800.541.2121
 All rights reserved. Syngenta, the Syngenta logo and other trademarks and service marks used herein are the property of Syngenta AG or its affiliated companies.

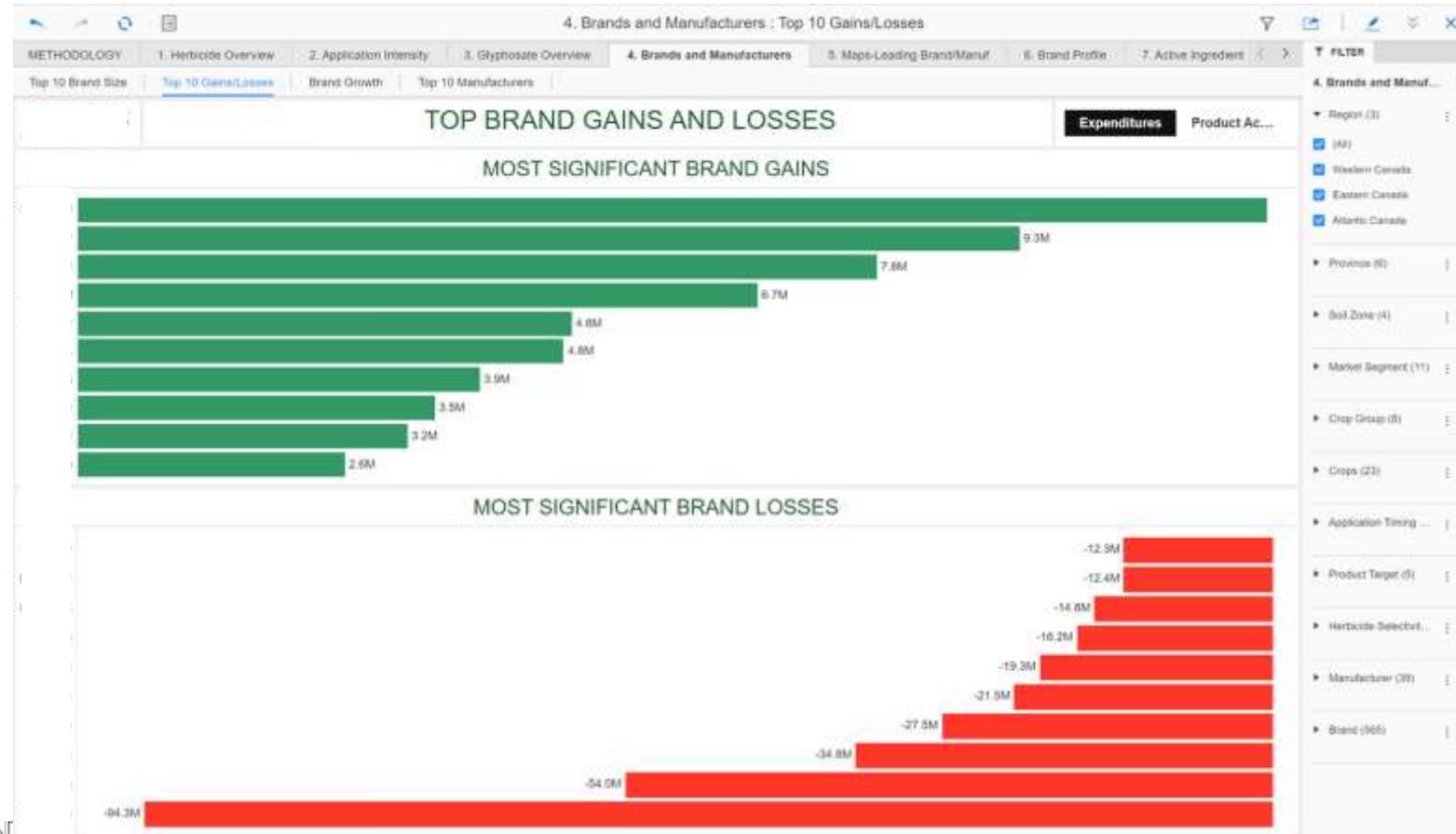
1. Herbicide Overview 1. Season (1 of 2)
 2. Region (1 of 3) Western Canada
 3. Crop Group (1)
 4. Crops (1)
 5. Herbicide Selection...
 Selective
 Non-selective
 6. Product Target (1)
 7. Year (1)
 2019

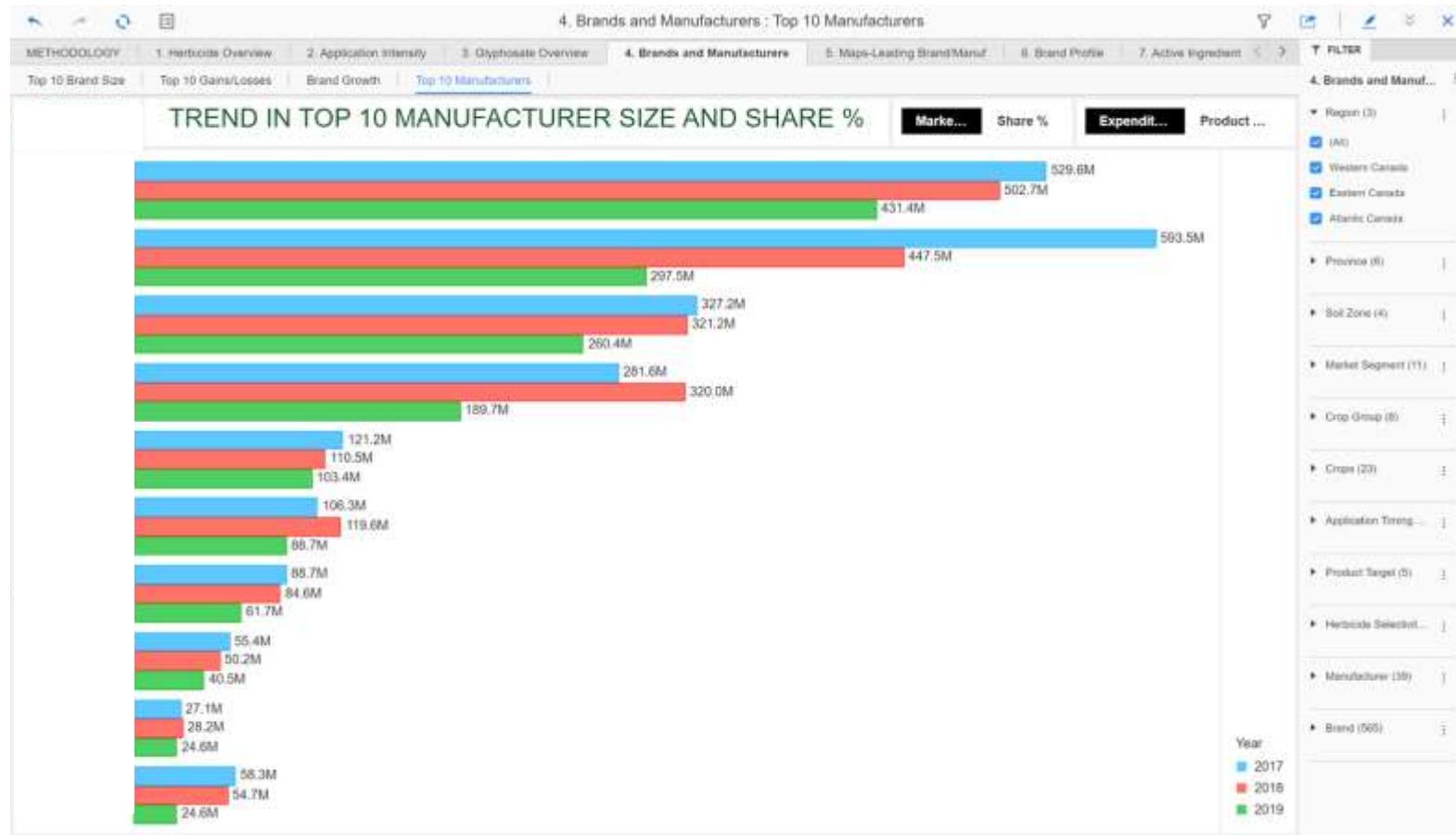


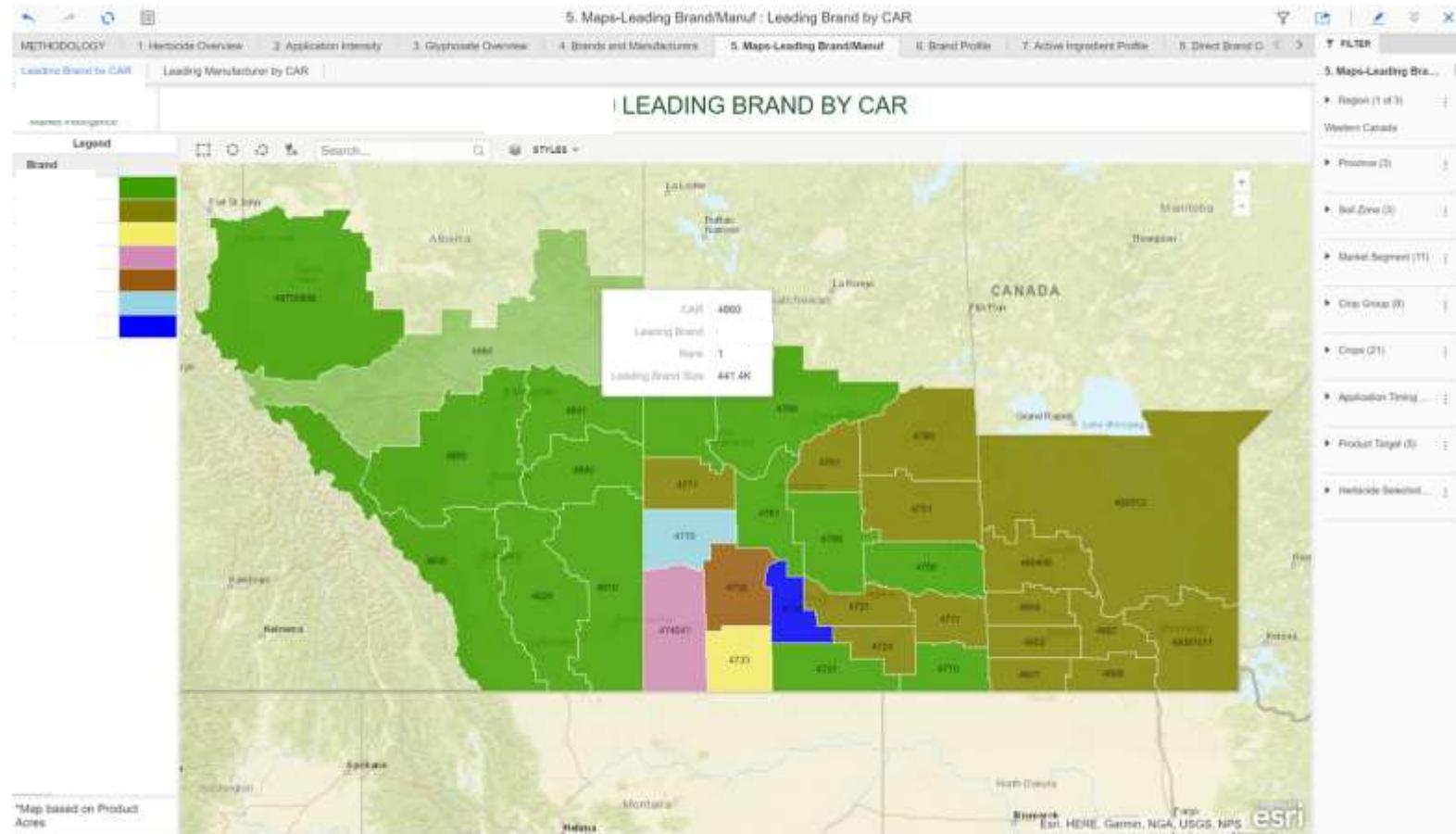


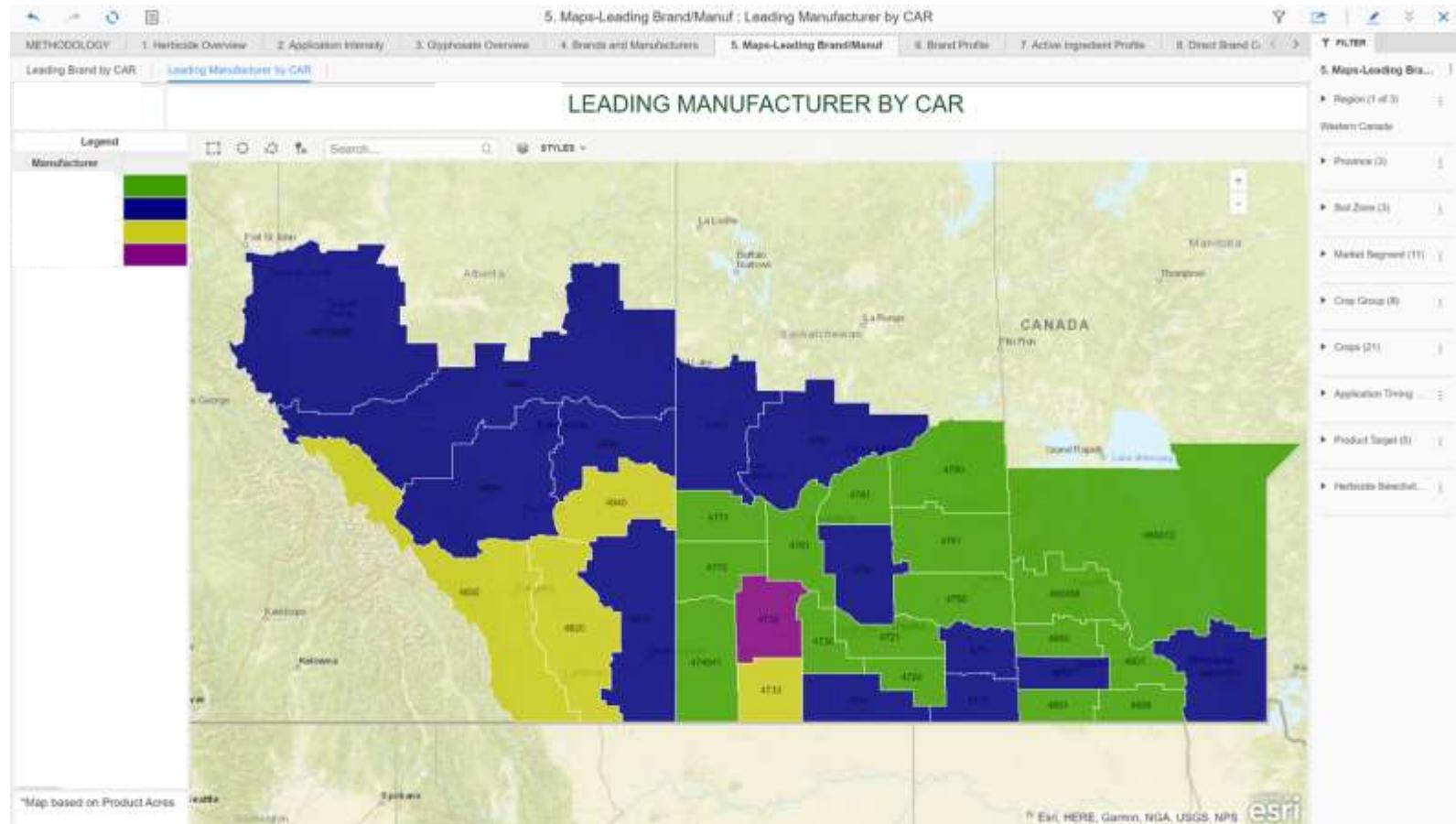
Quick Demo

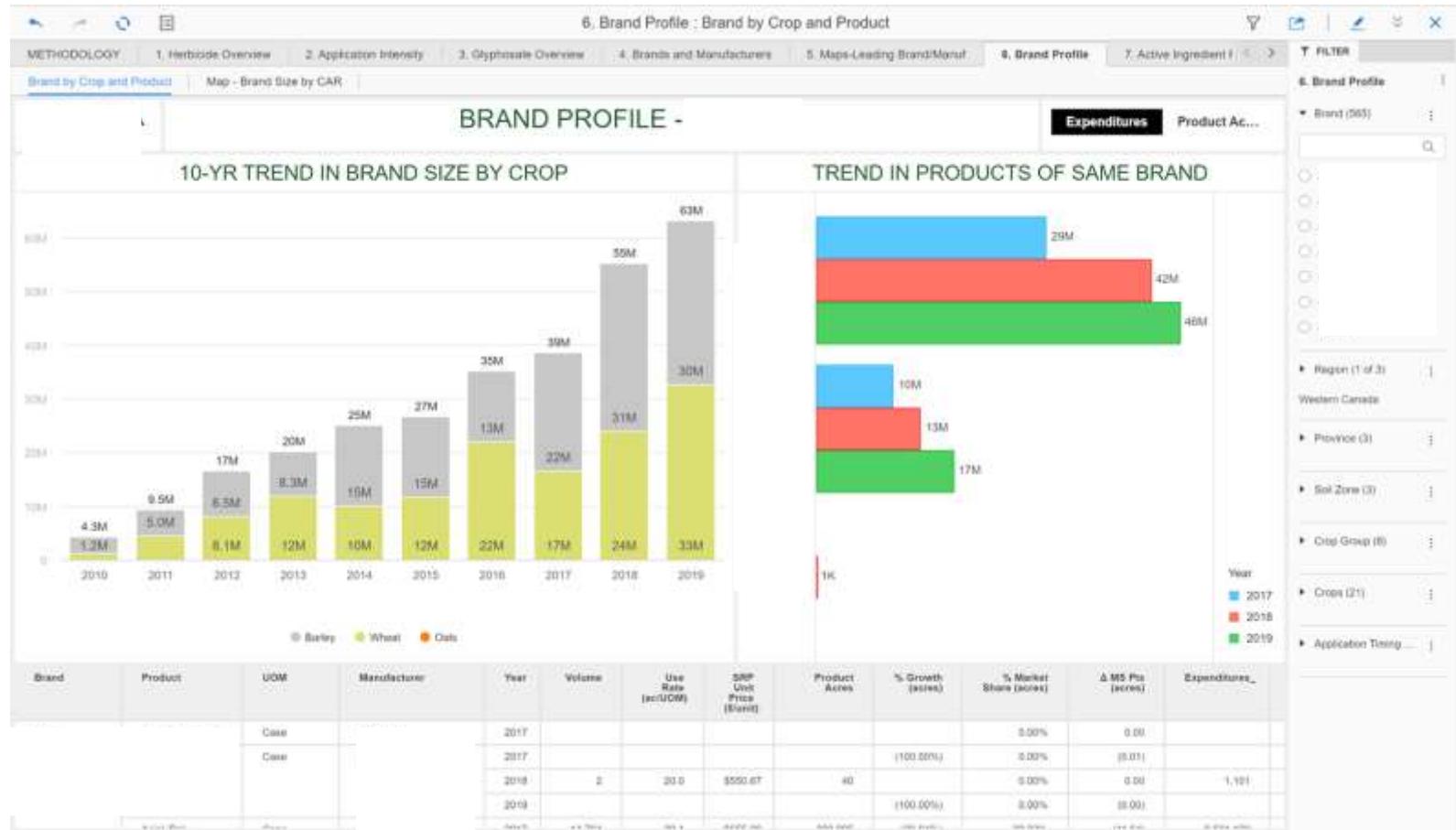


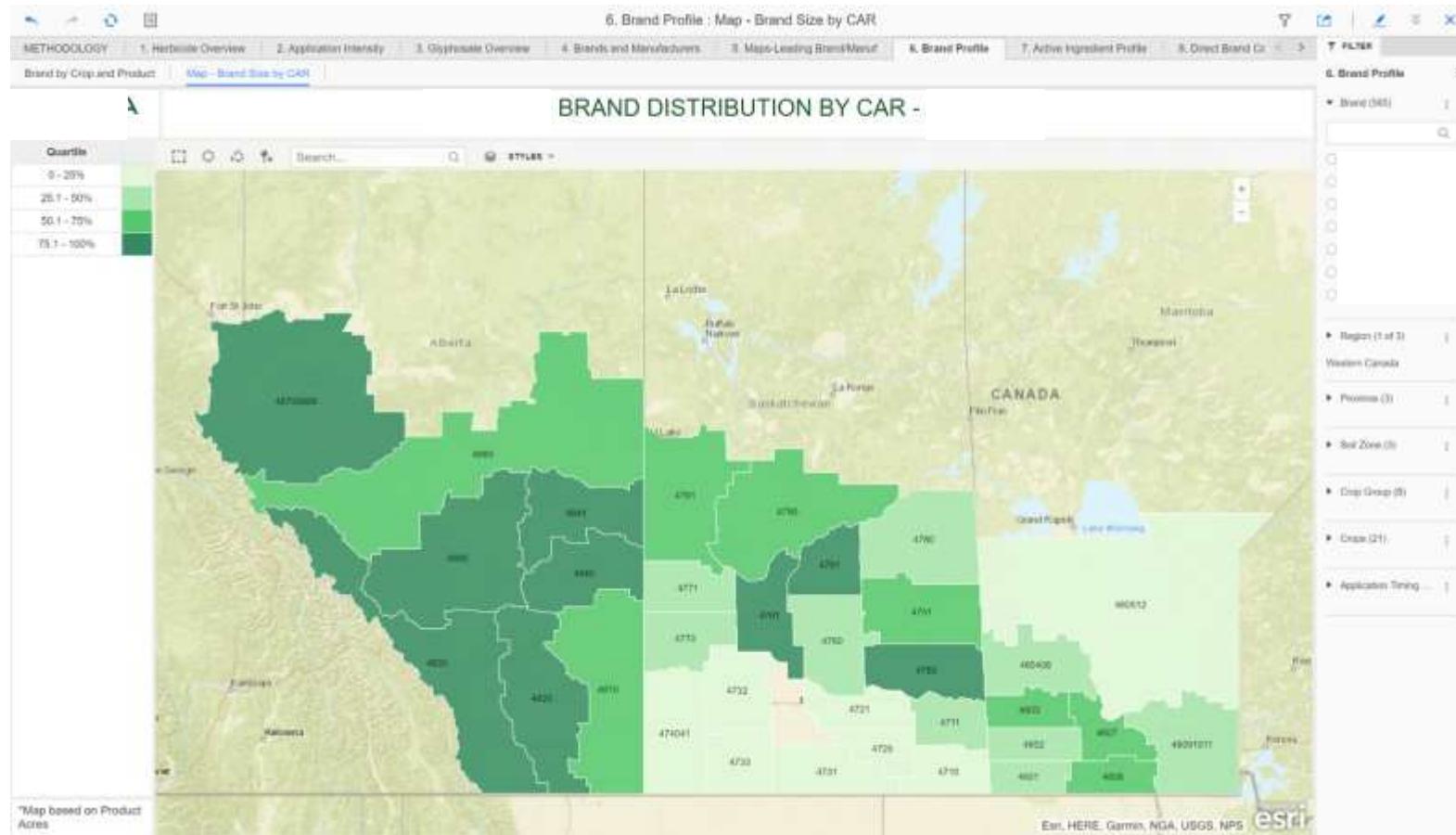


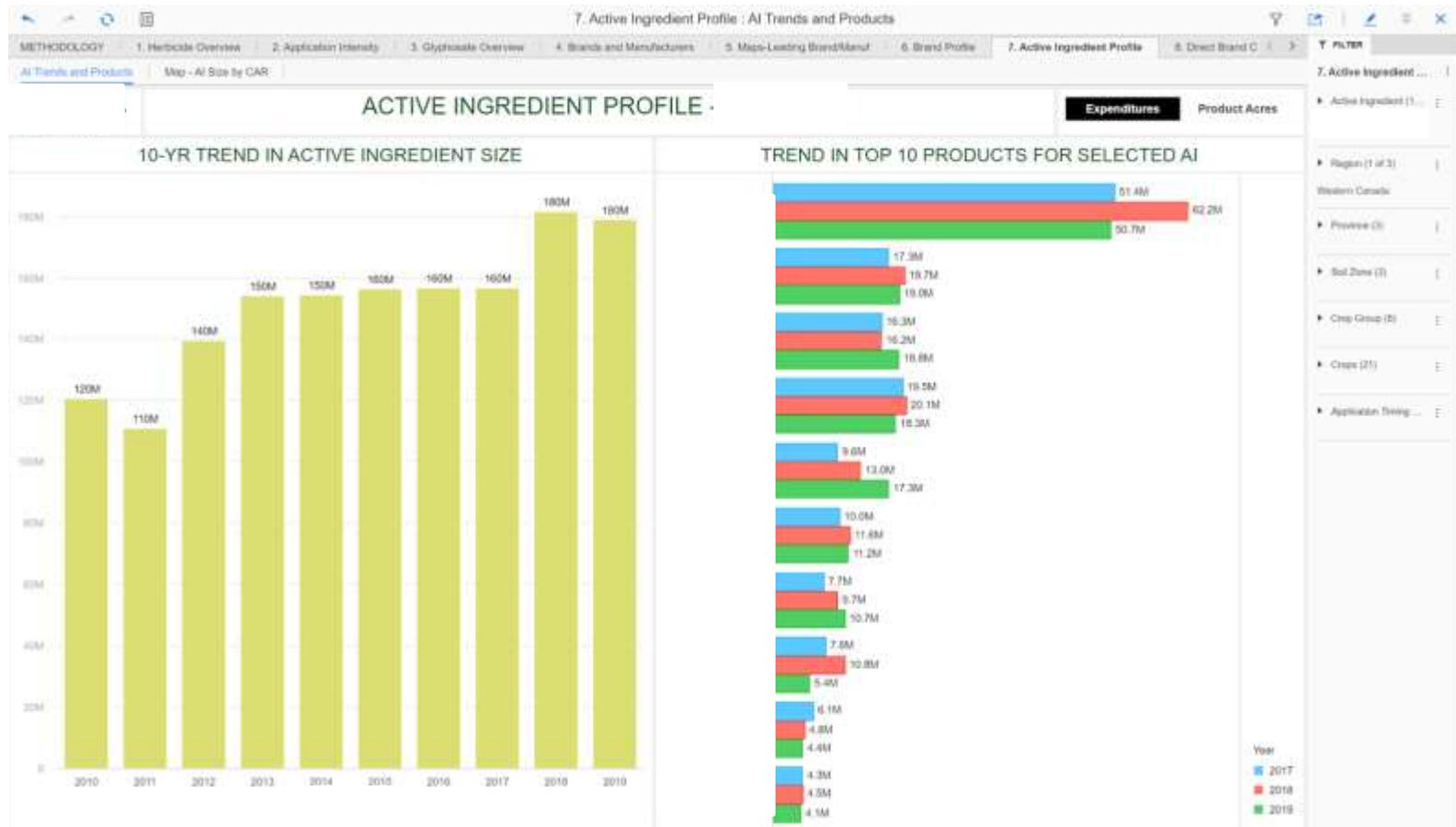


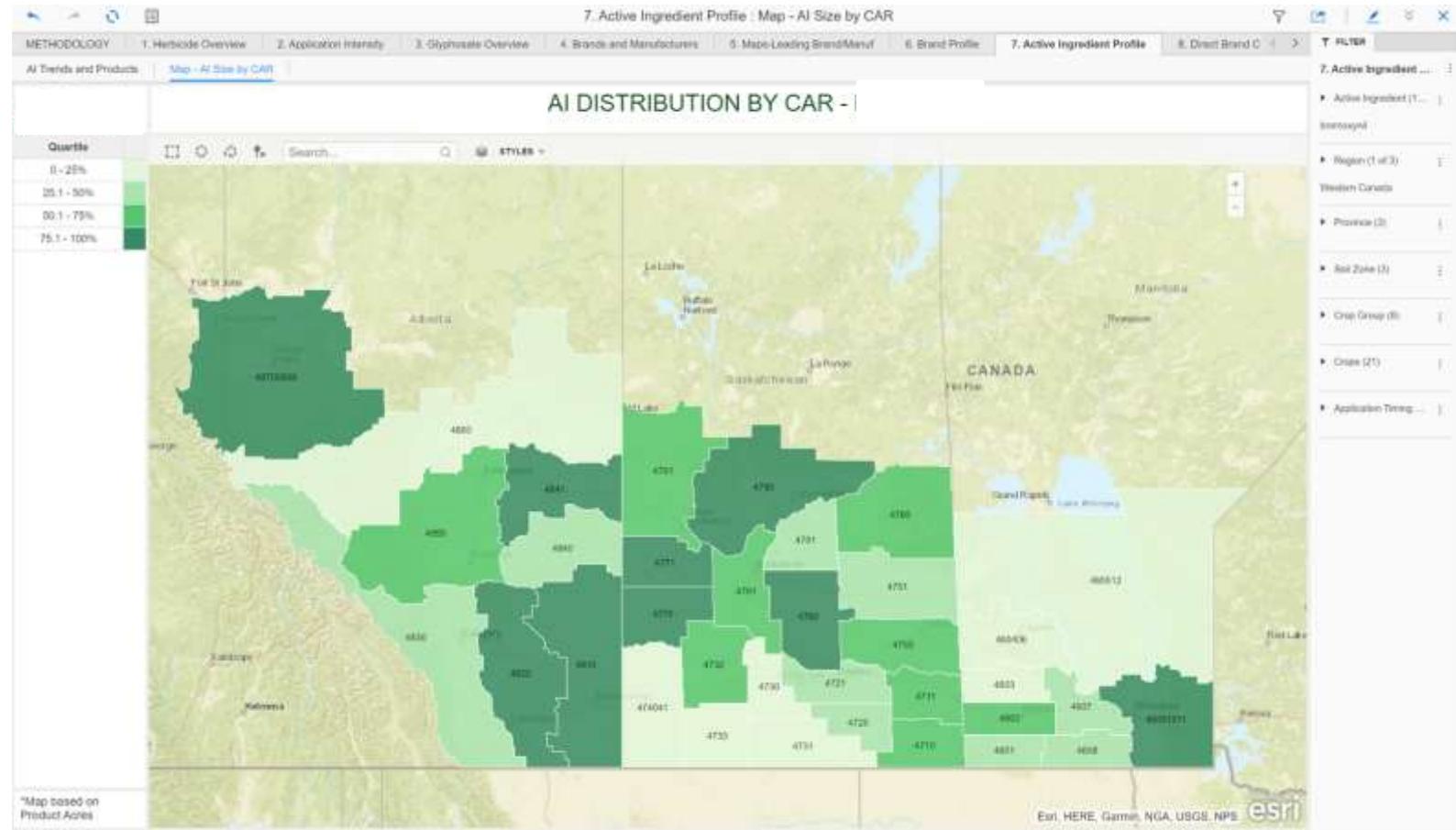








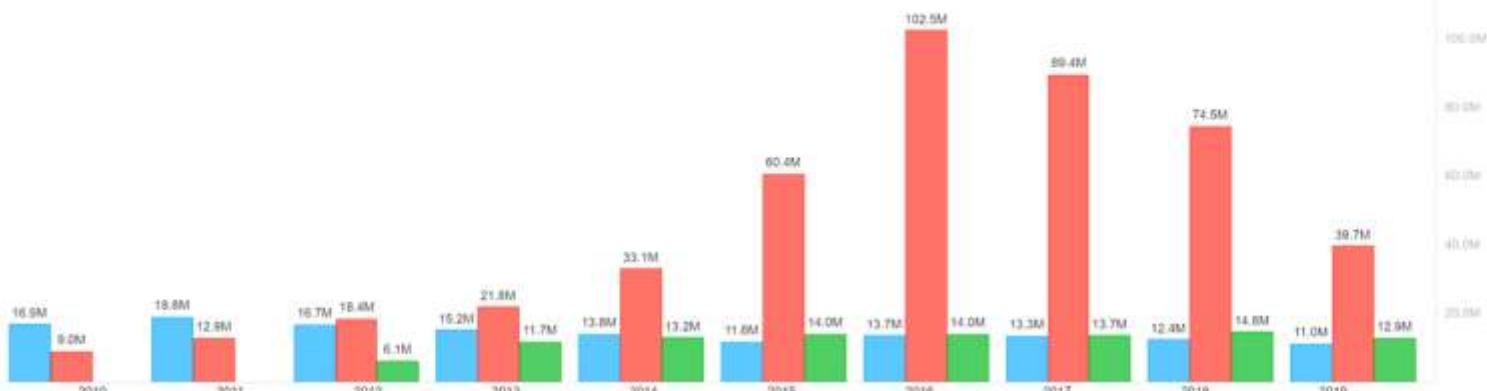




10-YR TREND IN BRAND SIZE AND \$/AC (select 3 brands)

Expenditures

Product Acres



8. Direct Brand Comparison : Brand Size by Soil Zone and Crop

METHODOLOGY

1. Herbicide Overview 2. Application Intensity 3. Glyphosate Overview 4. Brands and Manufacturers 5. Map-Lauding Brand Matrix 6. Brand Metrics 7. Active Ingredient Profile 8. Direct Brand Comparison

SA-VR TREND

Brand Size by Soil Zone and Crop

MAP - Brand Comparison

T. FILTER

8. Direct Brand Compar...

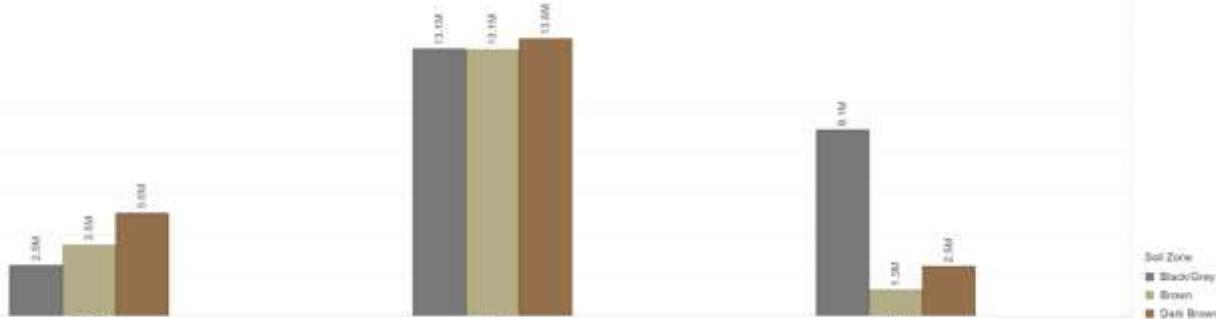
Brand (3 Selected)

BRANDS (select 3) BY SOIL ZONE AND CROP

Expenditures

Product Acres

BRAND SIZE BY SOIL ZONE

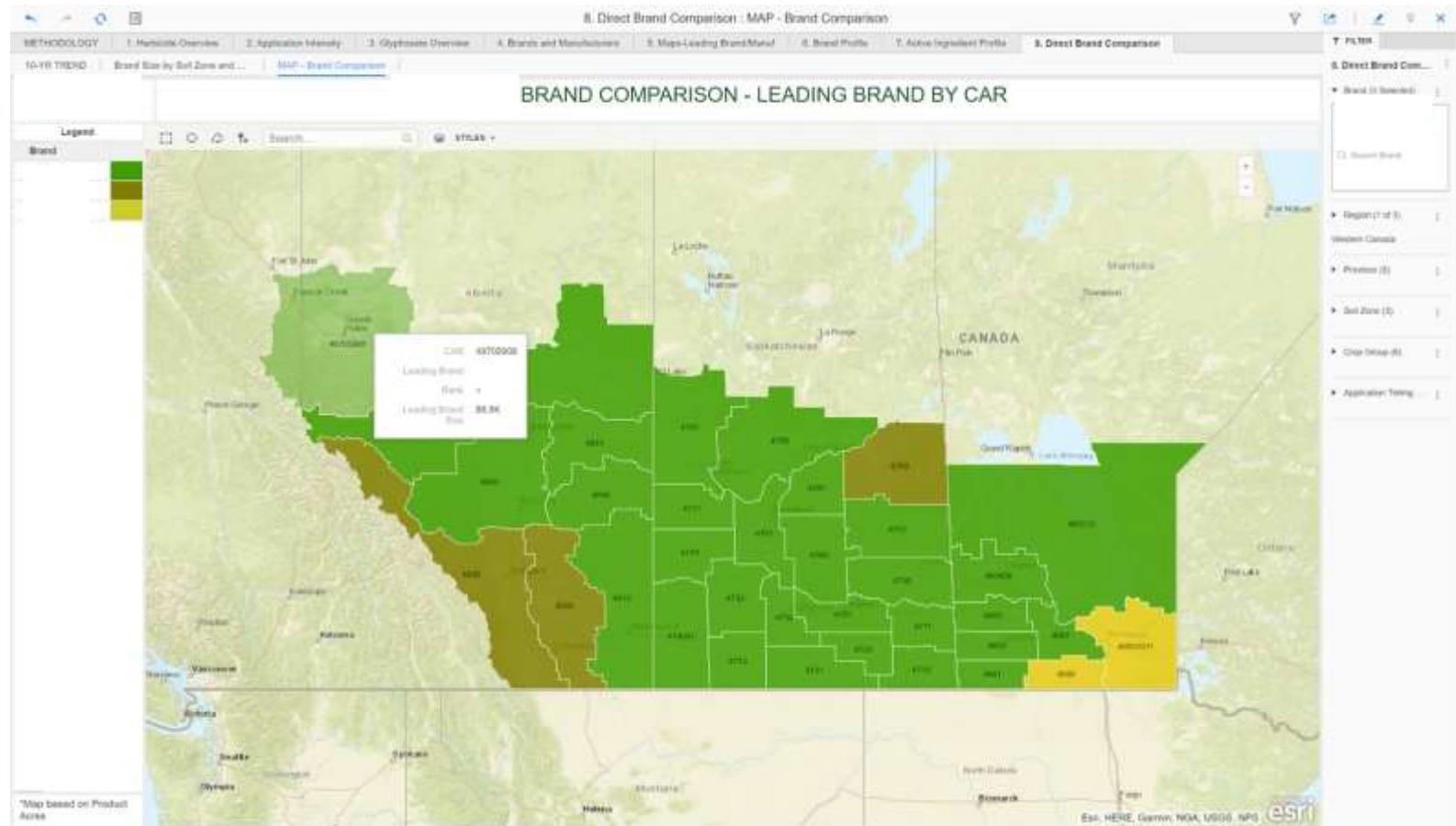


Soil Zone
 ■ Black/Grey
 ■ Brown
 ■ Dark Brown

BRAND SIZE BY CROP



Crop
 ■ Canola - Clearfield
 ■ Canola - RoundUp Ready
 ■ Canola - Liberty Link
 ■ Rye - Fall
 ■ Pea - Fall
 ■ Corn - All
 ■ Wheat
 ■ Fallow - Summer
 ■ Soybean
 ■ Oats
 ■ Lentils
 ■ Chickpeas
 ■ Canary Seed
 ■ Barley



Thank you!
