(Mr. Tenkey #541)

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Dear Management: Rules of thumb for a company's analytics and business intelligence reporting...  
  
- Most managers can't be bothered with ALL the details. They simply want cumulative results that tell them a story, of the subject matter they are reviewing.  
- Details are for you to provide, when they DON'T LIKE the story the results are telling them.  
- Add colored pictures and graphs (as needed) to keep their attention.  
  
Hence,  
  
If you can't have all the stats, prod #'s, pull-thru's, costs, data bits AND pretty pictures...  
  
In a concise, summary result. (A report card, some might say.)...  
  
Then, you're not trying hard enough.  
  
As my take away would be...  
  
It's a report card peeps... NOT report cardssssssss.  
  
My couple pennies.  
  
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