**Business Intelligence Turns Dick’s Sporting Goods into a Winner**

**Case Study Questions**

1. **What problems did Dick’s face with its data tracking and reporting? How did they affect decision making and business performance?**
2. **What did the company do to remedy those problems?**
3. **Was MicroStrategy an appropriate selection for Dick’s? Why or why not?**
4. **Has improved reporting solved all of this company’s problems? Explain your answer.**

**Explore the Tableau Web site [http://www.tableausoftware.com] and then answer the following questions:**

1. **Describe the capabilities of Tableau software. List the capabilities that would be most useful for supporting decisions about stocking Dick’s stores. Explain how the software would help Dick’s employees with these decisions.**