

ABSTRACT**REPORT GENERATION SYSTEM AND METHOD**

[0080] A report generation system includes a database configured to store customer data and transactional data for a plurality of customers of a client. The system includes a query generator accessible by an analyst to define one or more report queries using a plurality of input variables. The query generator is configured to deconstruct the one or more report queries to create a query tree structure and includes a plurality of distinct report queries. The system includes a report processor configured to process the customer data and the transactional data based on the distinct report queries and values of input variables to generate one or more reports with output data. The report processor includes a report design module to define a plurality of data visualization formats. The report processor is configured to generate the one or more reports with output data displayed in accordance with the defined data visualization formats.

Figure 1