

Fig.1.1 Net Sales (USD) by Year, Quarter and Month

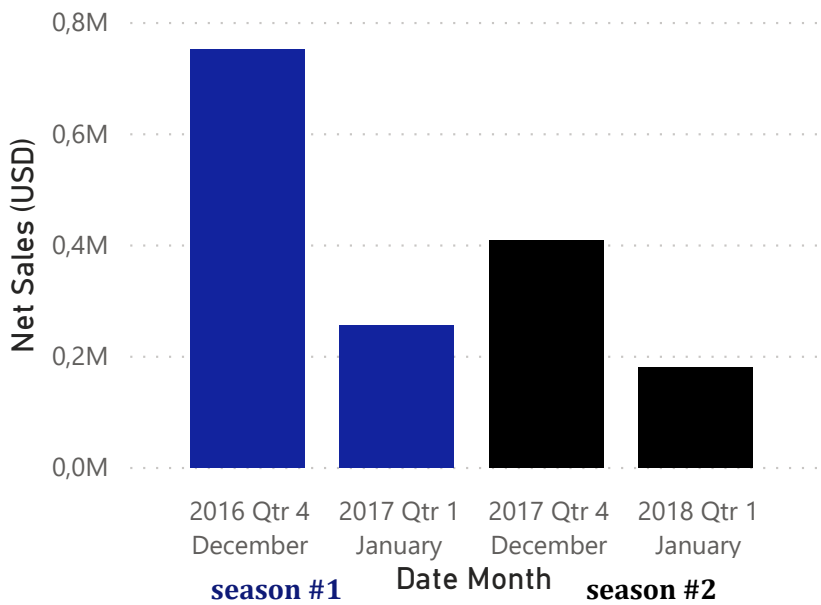


Fig.1.3 a) Discount by Date for s#1 with trend line and Median value
Averagely for two seasons

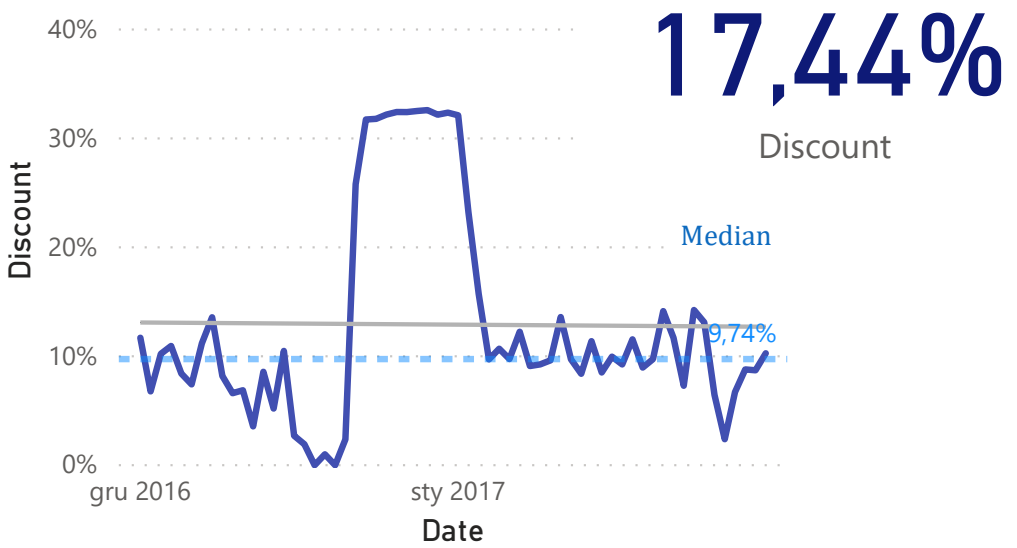


Fig 1.3. b) Discount by Date for s#2 with trend line and Median value

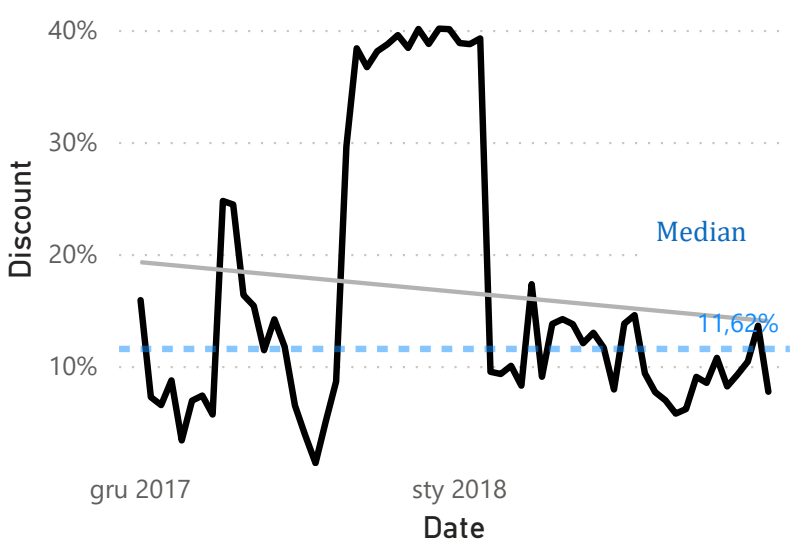


Fig. 1.2 Waterfall chart for Net Sales (USD) by Year and Quarter

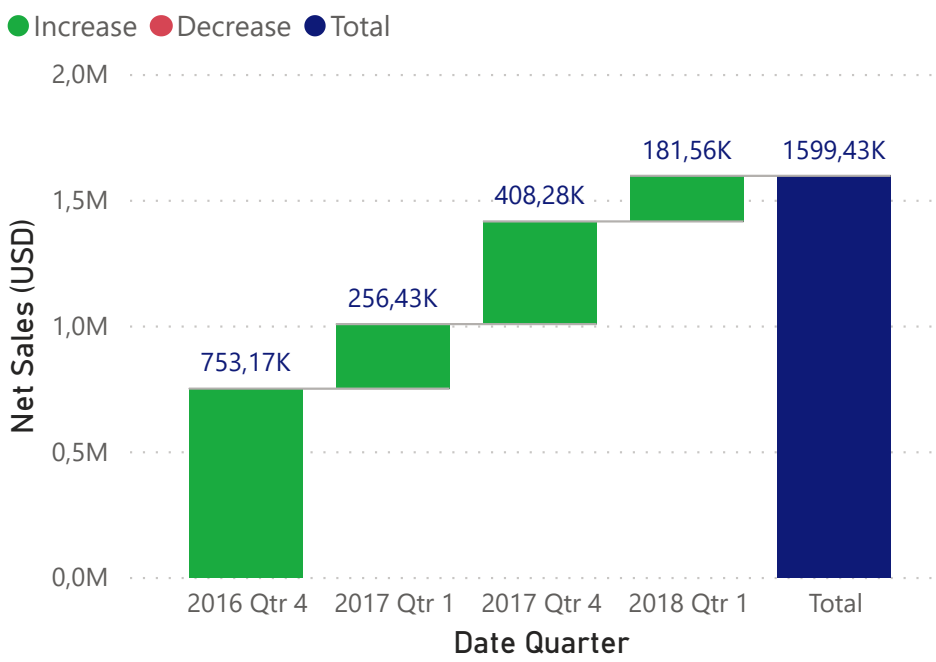


Fig. 1.4 Net Units Sold and Discount (%) by Date and top sale Regions on the basis of s#1 data

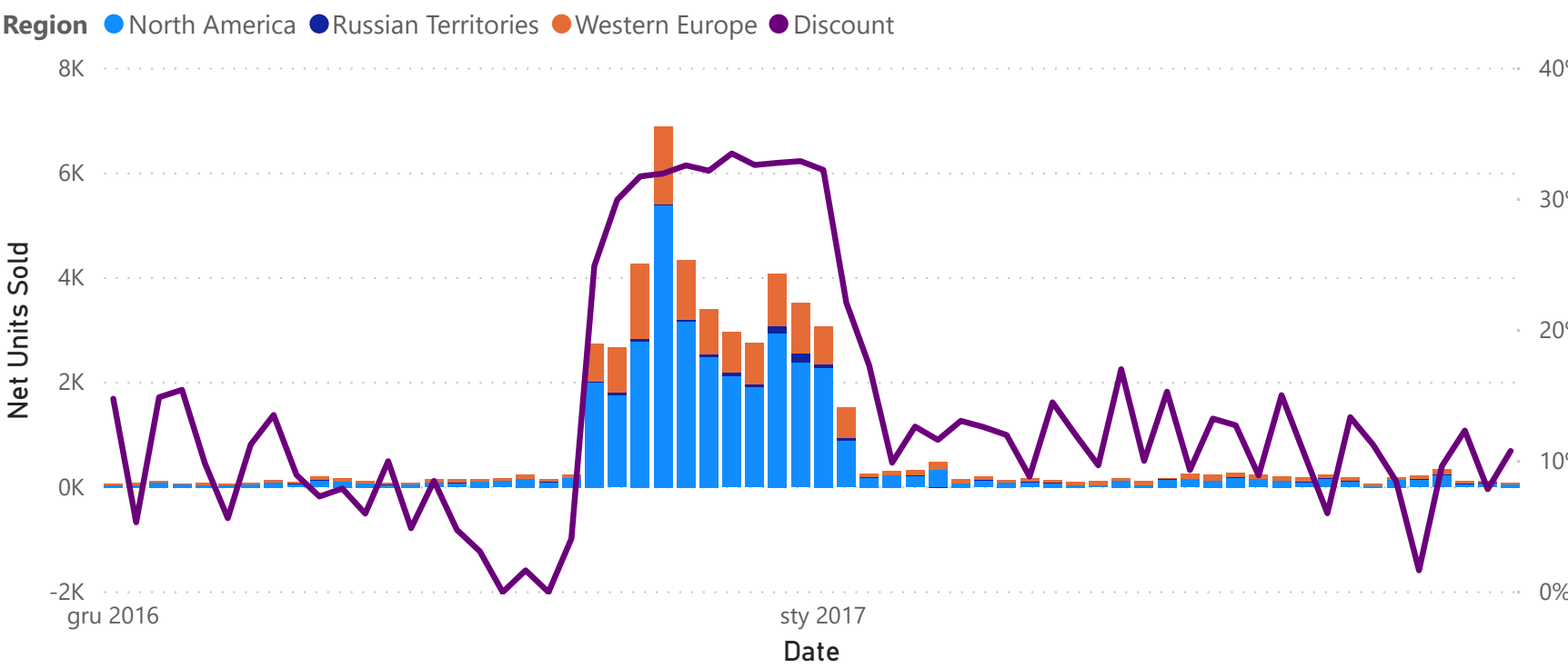
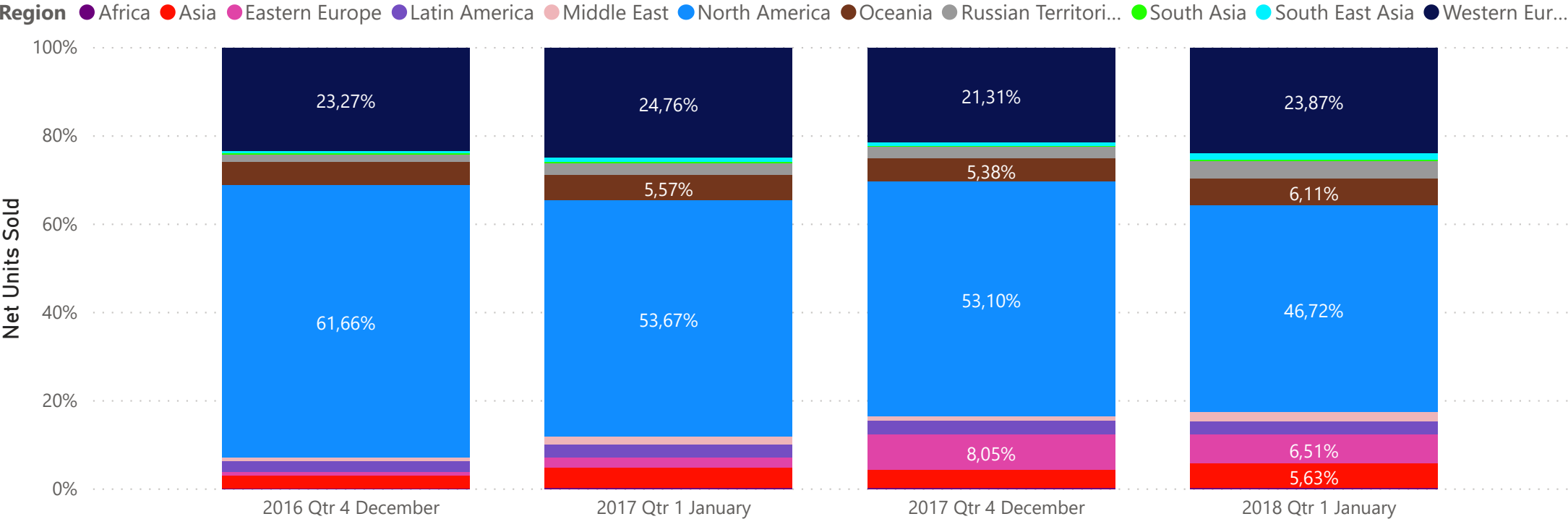


Fig. 2.1 a) Net Units Sold (contributions in %) by Year, Quarter, Month and Region



10,15%

Returns s#1 in %

13,68%

Returns s#2 in %

Fig. 2.1 b) Net Units Sold (amounts) by Year, Quarter, Month and Region

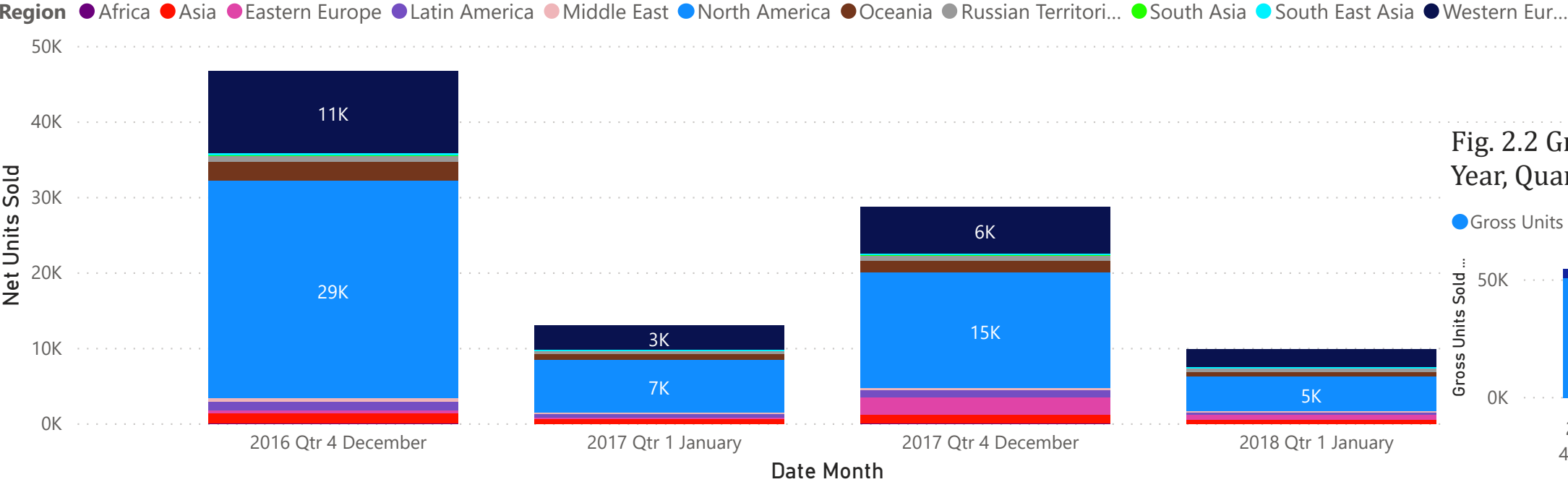
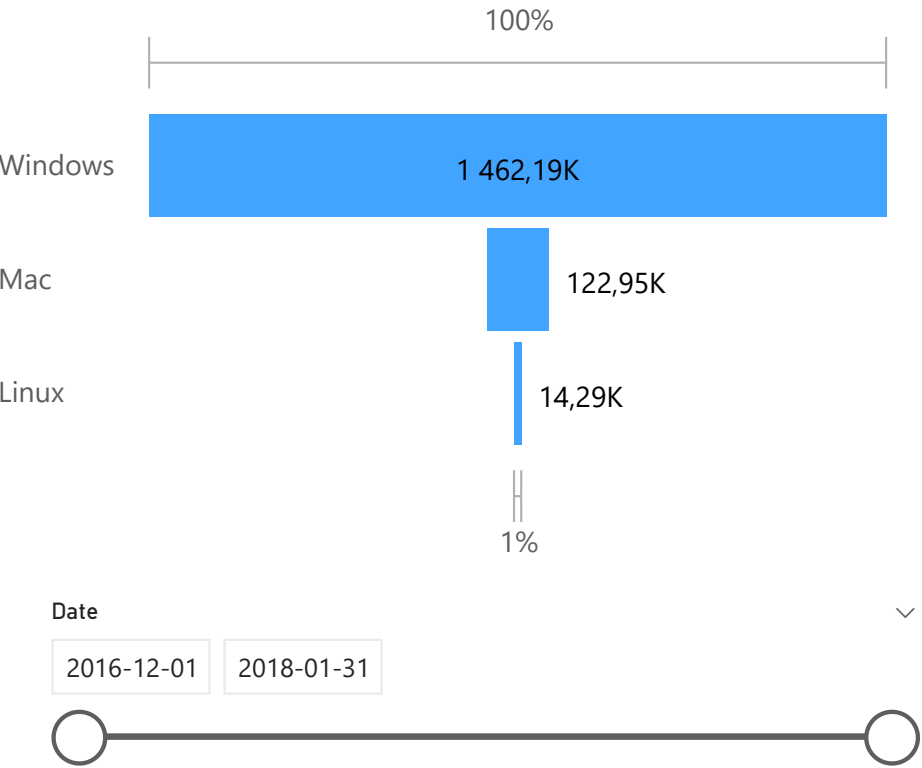


Fig. 2.2 Gross Units Sold and Returns by Year, Quarter and Month



Fig. 3.1 Net Sales (USD) by Platform



11,76%	12086	102773
Returns for Windows in %	Total_Returns_Windows	Total_Sold_Units_Windows
9,87%	771	7813
Returns for Mac in %	Total_Returns_Mac	Total_Sold_Units_Mac
5,05%	47	931
Returns for Linux in %	Total_Returns_Linux	Total_Sold_Units_Linux

Fig. 3.2 Net Units Sold by Country and Platform

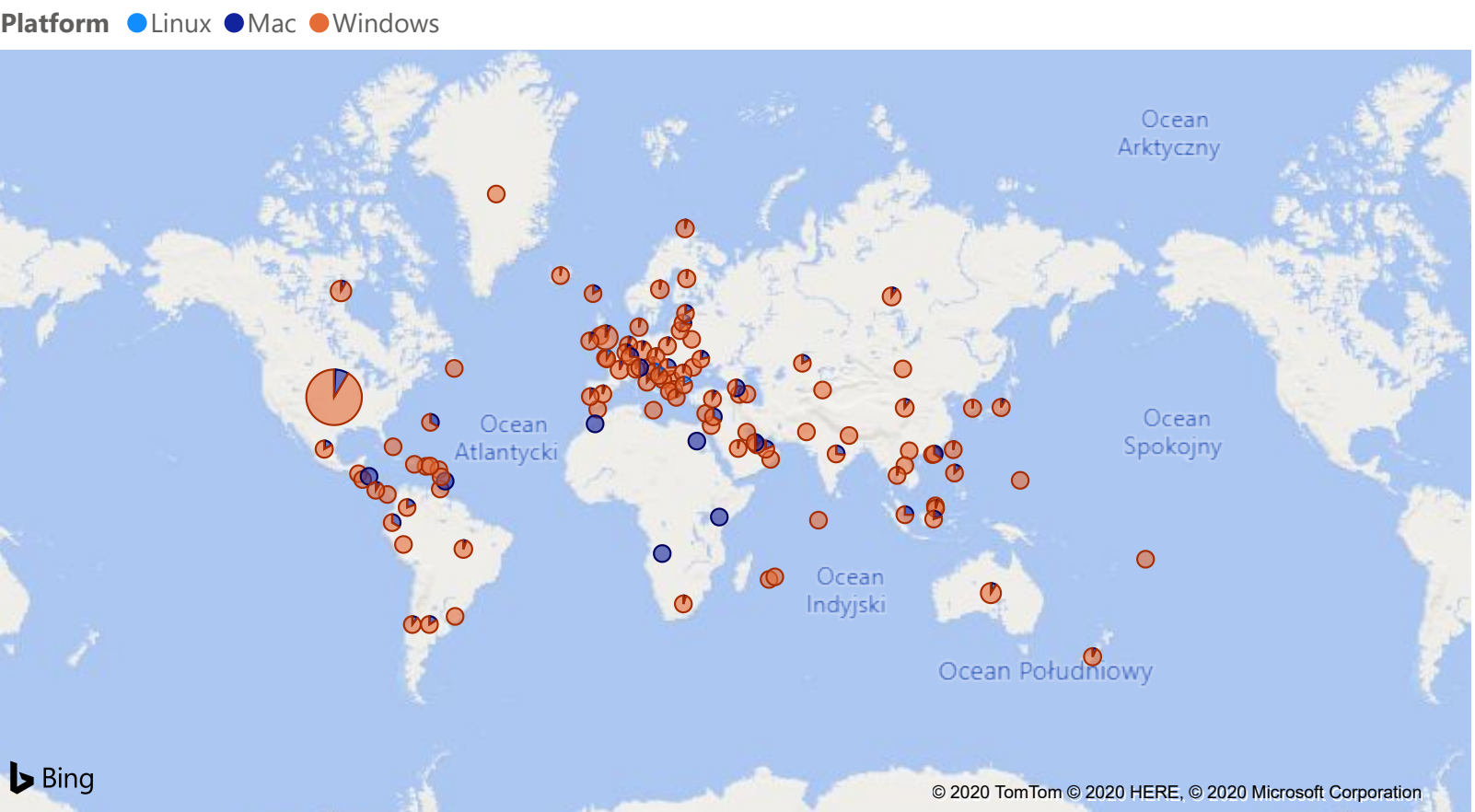


Fig. 3.3 Net Sales (USD) by Country

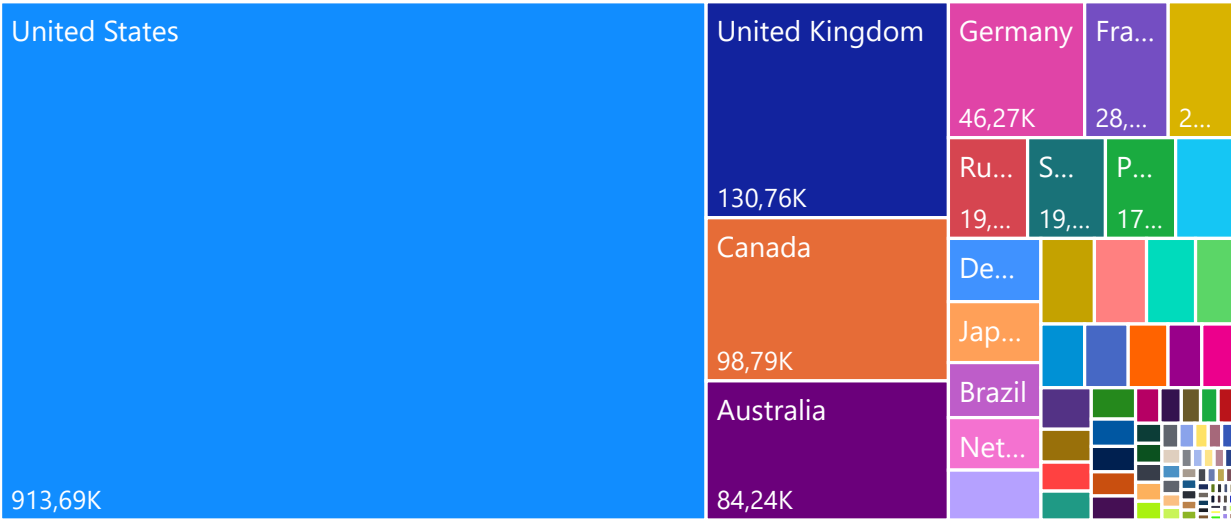


Fig. 4.1 Key Influencers chart

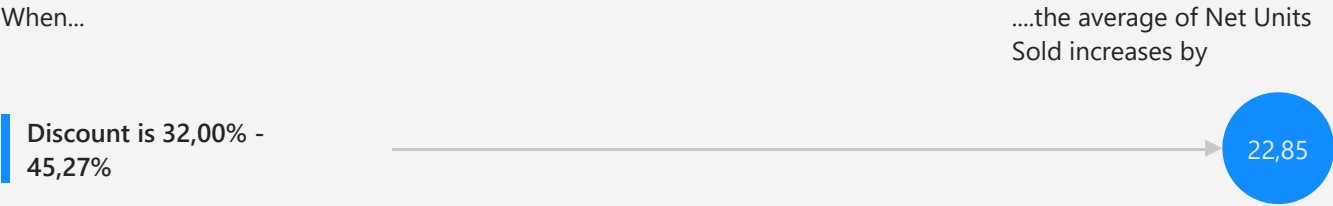
Key influencers Top segments



What influences Net Units Sold to

Increase

 ?



Net Units Sold

98613

← Net Units Sold is more likely to increase when Discount is 32,00% - 45,27% than otherwise (on average).

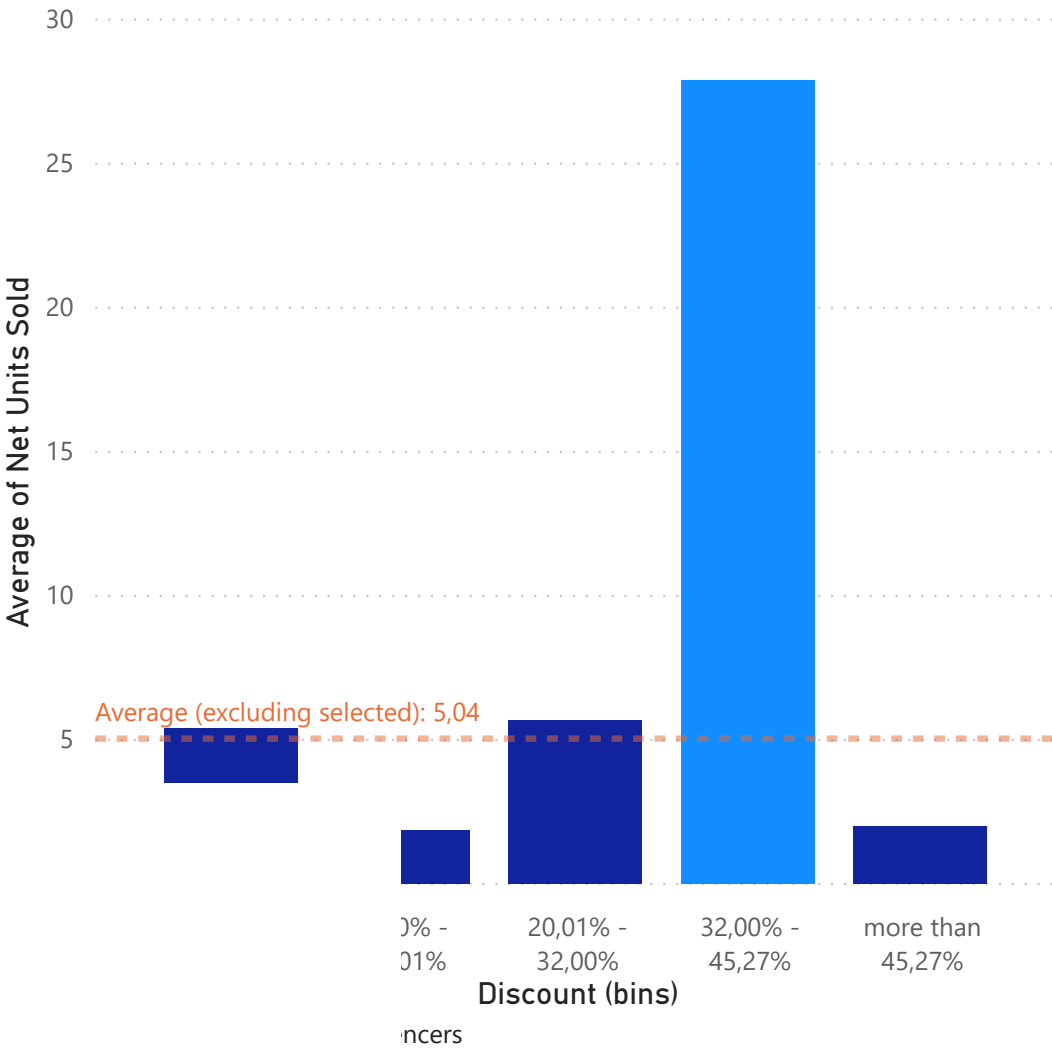
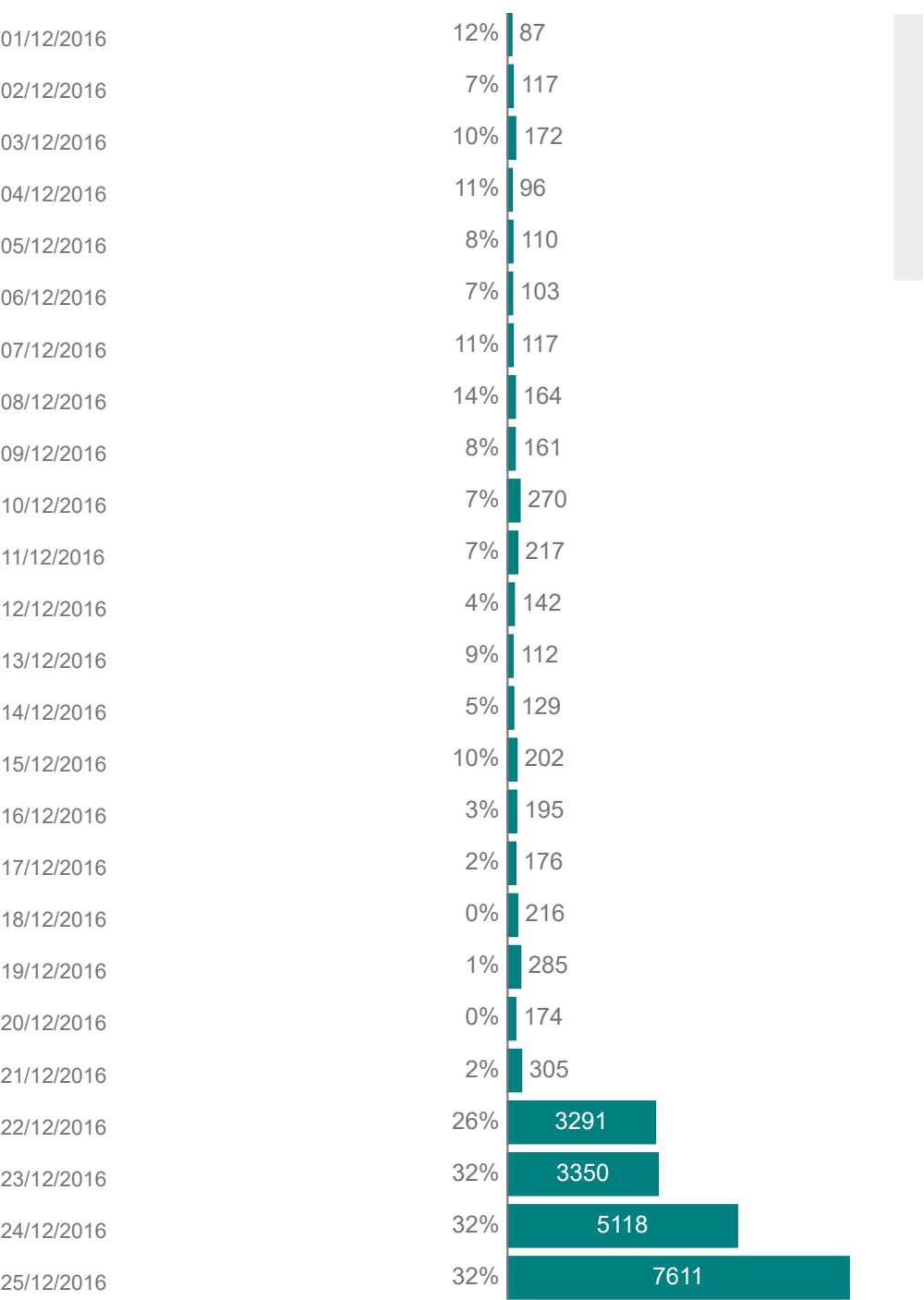


Fig. 5.1 Discount (daily average) and Net Units Sold by Date



2016-12-01 2018-01-31

Table 5.1 Hot sale period in s#1

Date	Net Units Sold	Discount
21-12-2016	305	2,37%
22-12-2016	3291	25,79%
23-12-2016	3350	31,74%
24-12-2016	5118	31,80%
25-12-2016	7611	32,19%
26-12-2016	4919	32,42%
27-12-2016	3826	32,42%
28-12-2016	3314	32,52%
29-12-2016	3104	32,60%
30-12-2016	4661	32,18%
31-12-2016	4089	32,37%
01-01-2017	3554	32,12%
02-01-2017	1786	23,23%
03-01-2017	311	15,73%
Total	49239	29,27%

Table. 5.2 Hot sale period in s#2

Date	Net Units Sold	Discount
21-12-2017	1742	29,71%
22-12-2017	2244	38,46%
23-12-2017	2583	36,77%
24-12-2017	3005	38,20%
25-12-2017	4966	38,83%
26-12-2017	2416	39,64%
27-12-2017	1928	38,49%
28-12-2017	1485	40,18%
29-12-2017	1406	38,85%
30-12-2017	1391	40,21%
31-12-2017	1213	40,17%
01-01-2018	1236	38,93%
02-01-2018	1059	38,83%
03-01-2018	1294	39,34%
Total	27968	38,09%

Fig. 5.2 Discount and Net Units Sold with 56, 90, 95% percentile lines

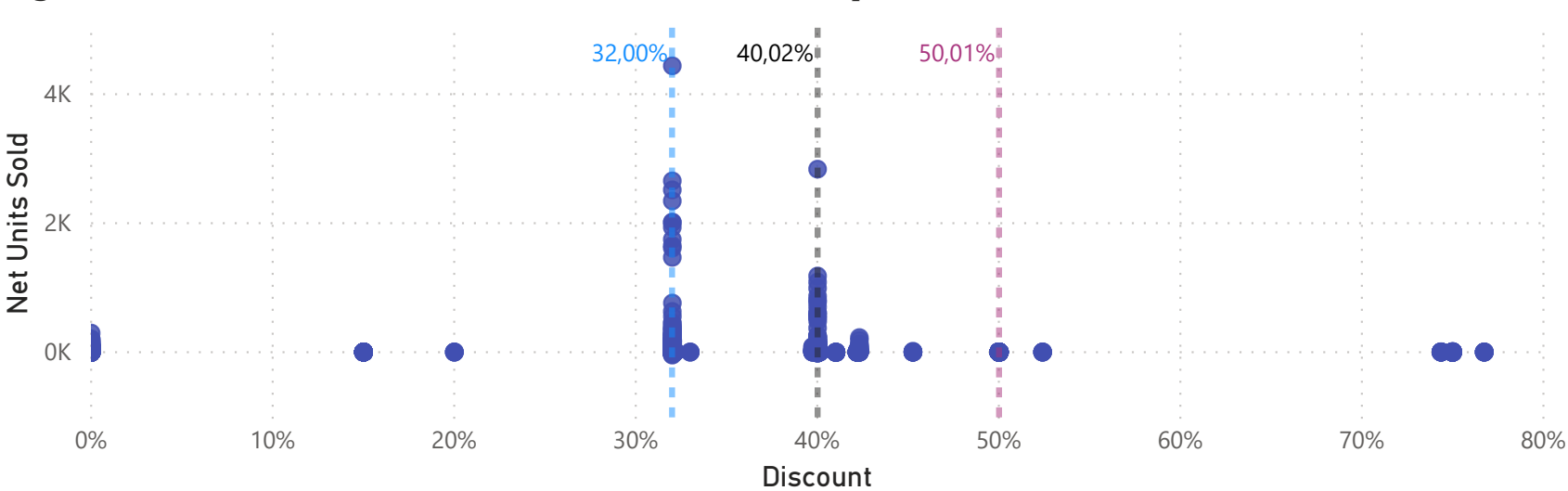
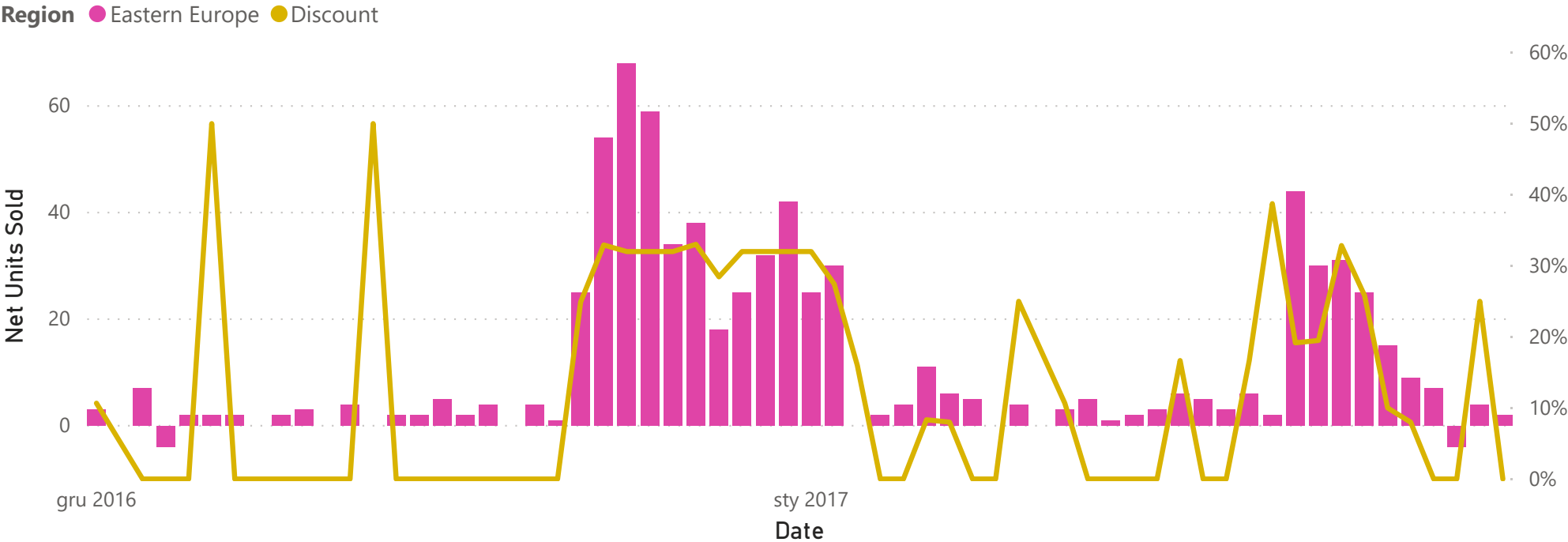


Fig. S1 a) Net Units Sold and Discount by Date and Region



9,57K

Net Sales (USD)

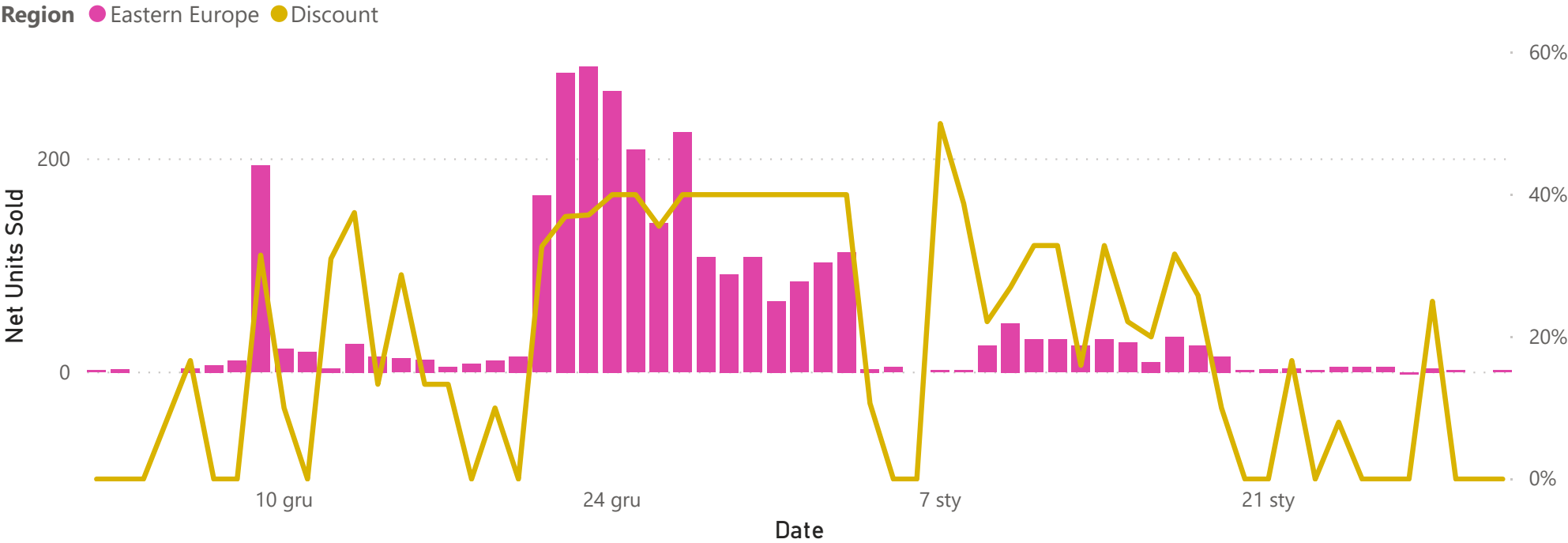
722

Net Units Sold

season #1

- Region
- Africa
 - Asia
 - Eastern Europe
 - Latin America
 - Middle East
 - North America
 - Oceania
 - Russian Territories
 - South Asia
 - South East Asia
 - Western Europe

Fig. S1 b) Net Units Sold and Discount by Date and Region



17,34K

Net Sales (USD)

2964

Net Units Sold

season #2

Fig. S2.1 Discount and Gross Units Sold by ID

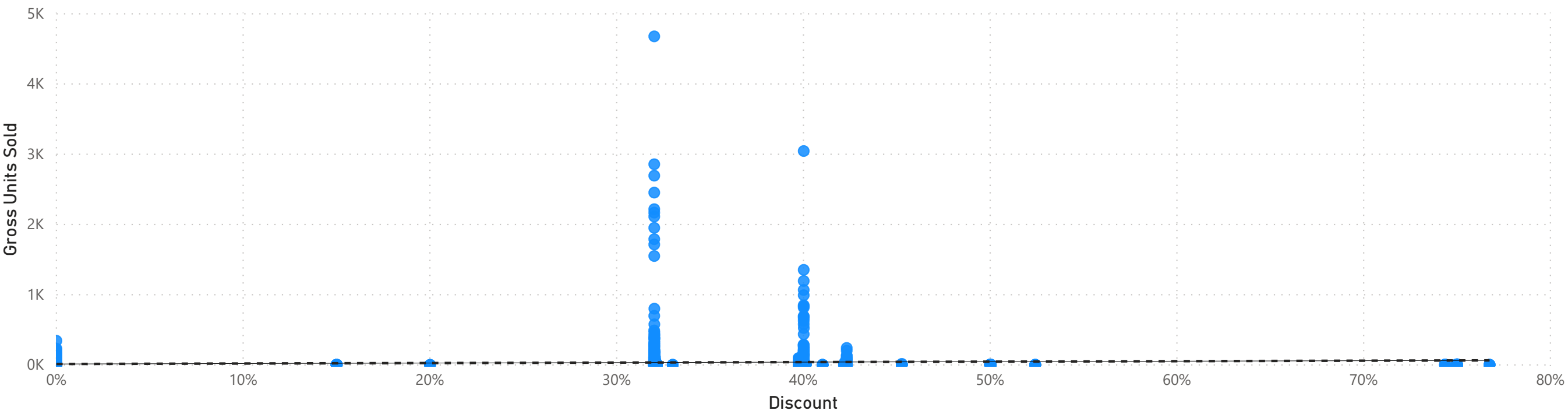


Fig S2.2 Discount and Gross Units Sold by Date and Region

