

# Contoso Retail

01-01-2007



31-12-2009



Country Selection



All



Total Revenue

\$15.13bn

Net Revenue

\$14.94bn

COGS

\$6.71bn

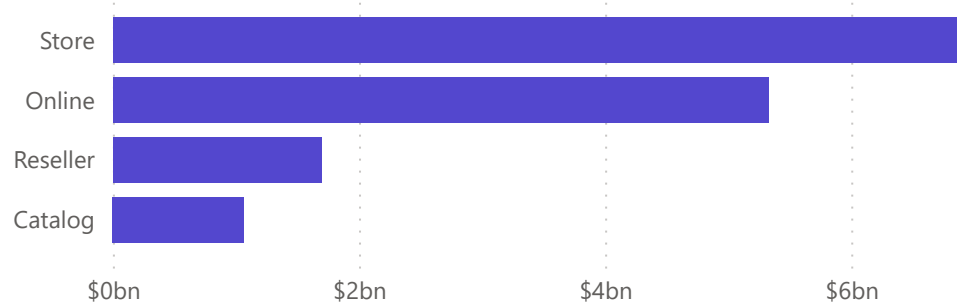
Gross Margin

55.10%

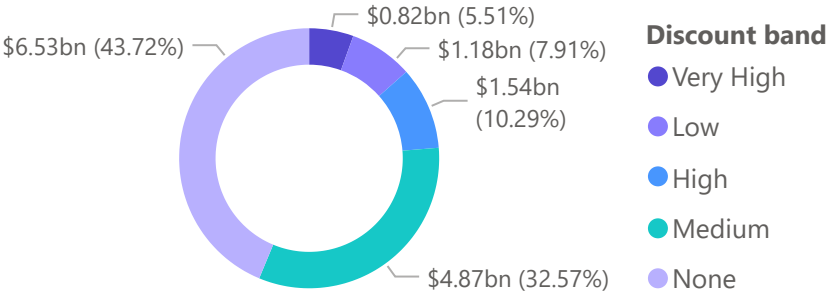
ARPT

\$931.97

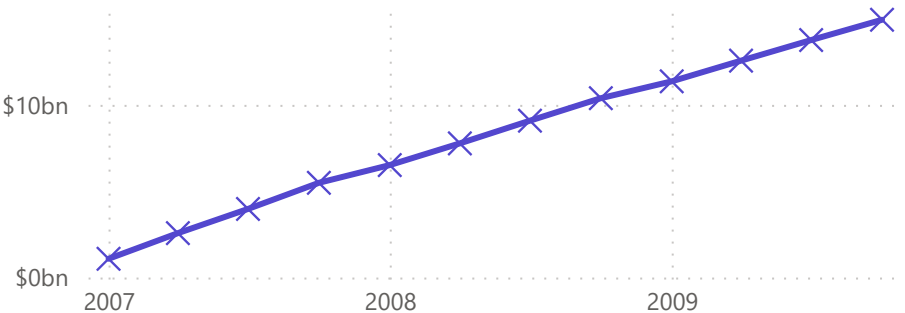
Net Revenue by Sales Channel



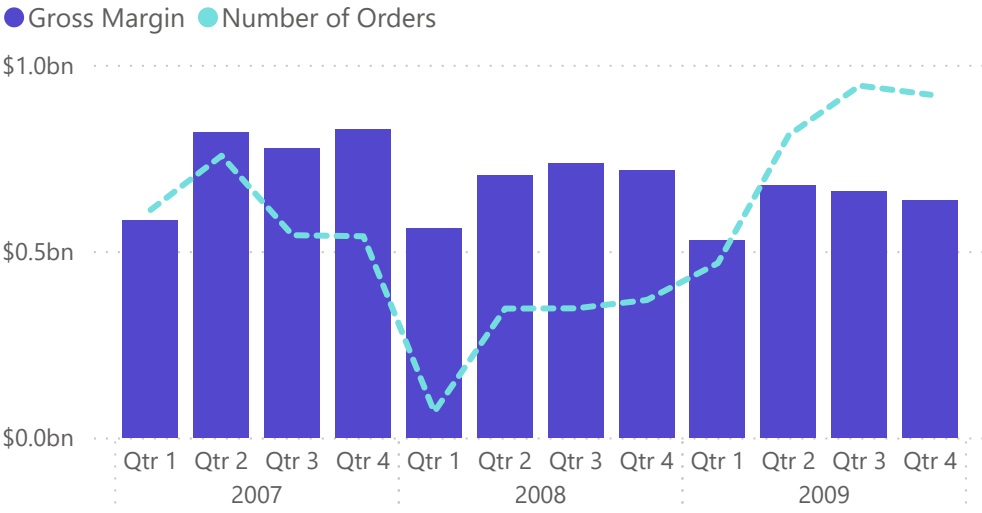
Discount Band (Net Revenue)



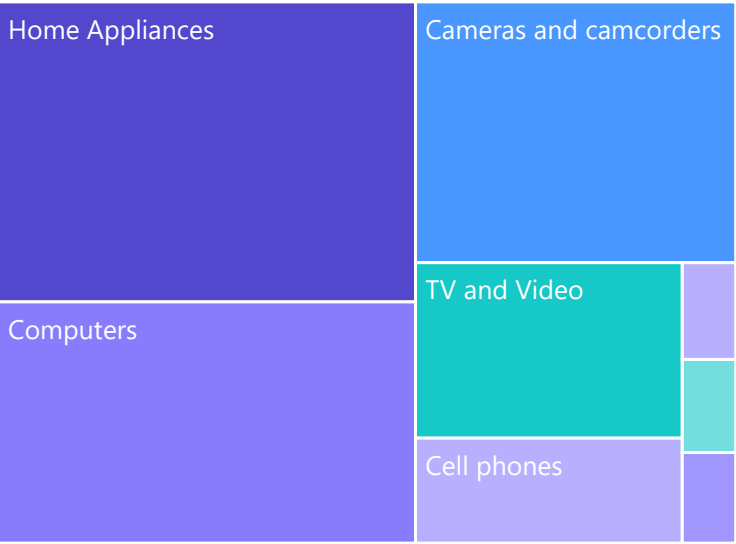
Cumulative Gross Margin



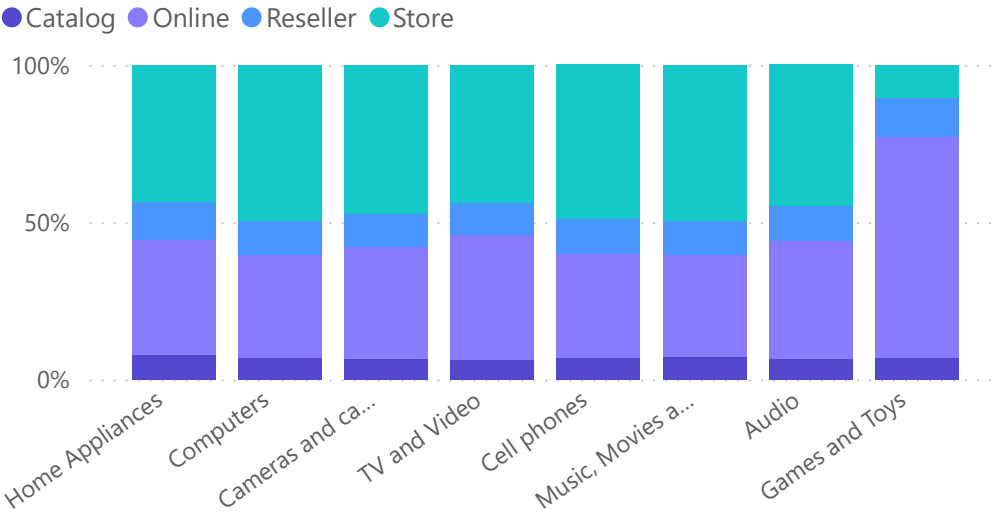
Customer Orders vs Gross Margin



Product Category



Product Category by Sales Channel

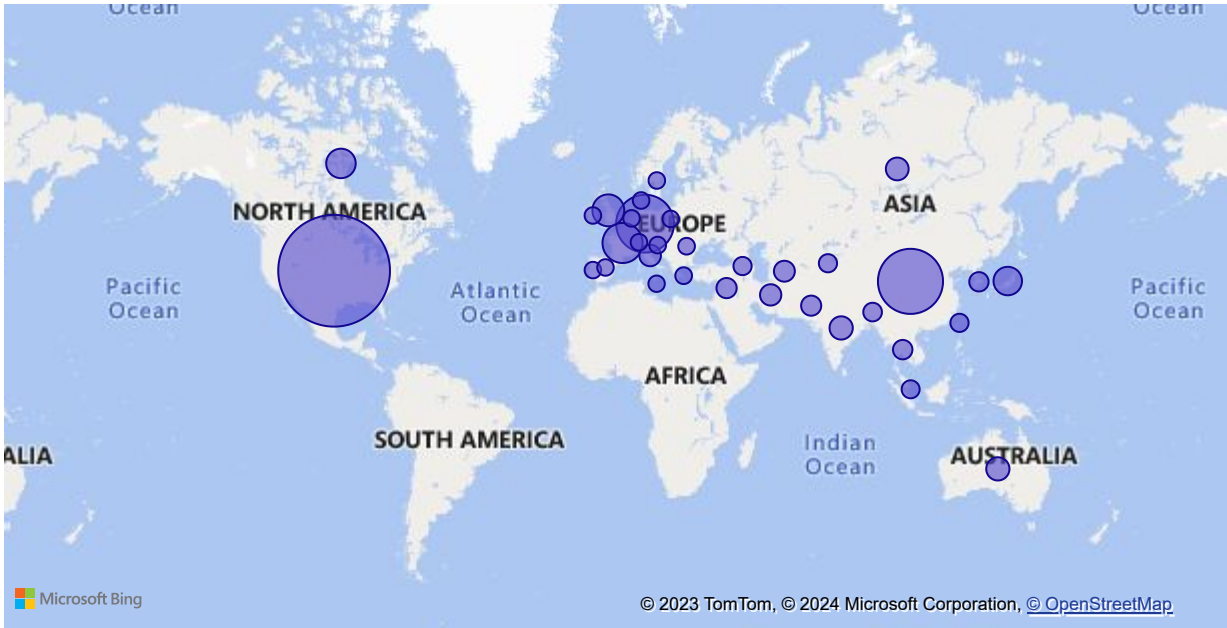




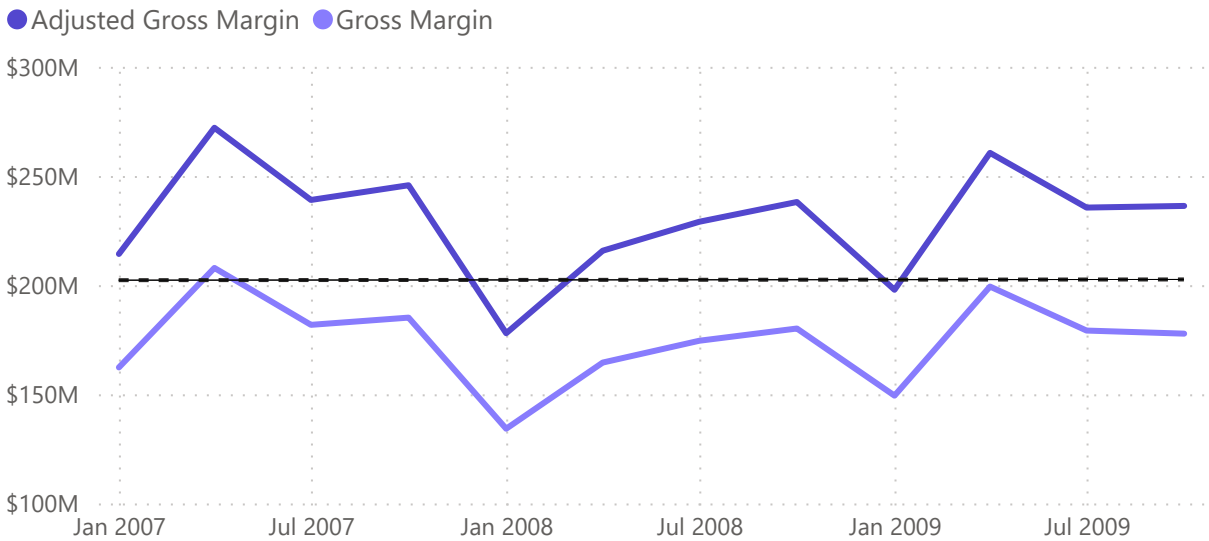
# Computers

01-01-2007

31-12-2009



Gross Margin vs Adjusted Gross Margin



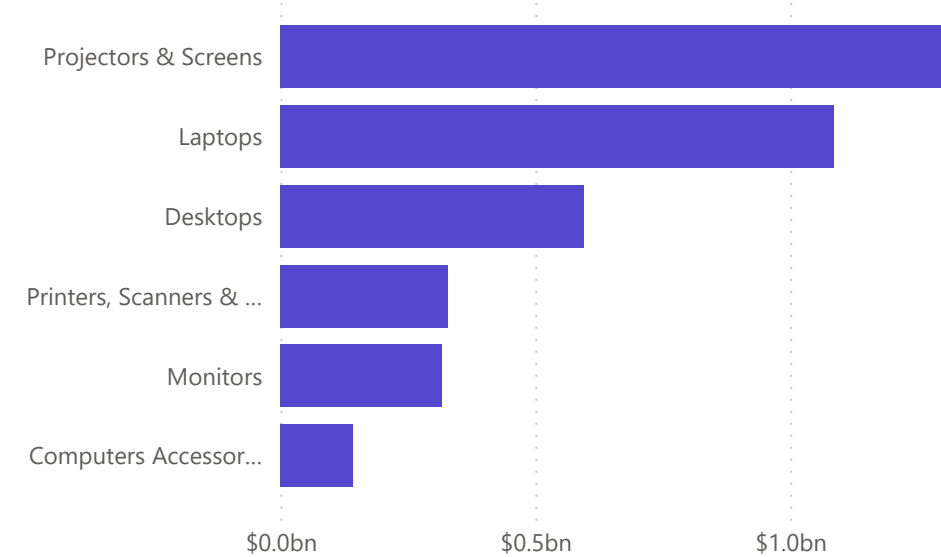
\$3.77bn

Net Revenue

\$107.01M

Discount Amount

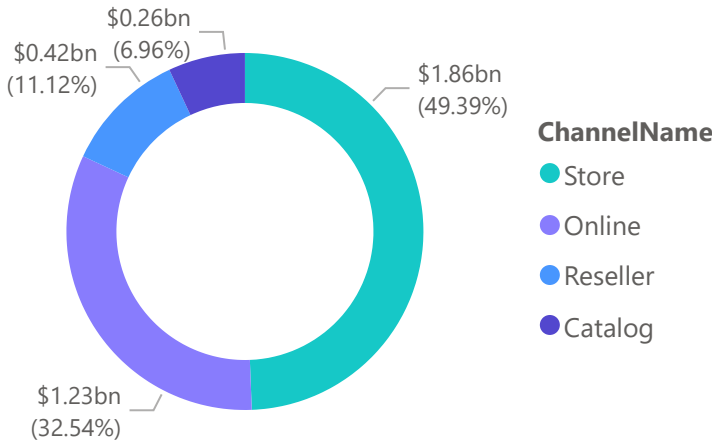
Net Revenue by Product Subcategory



Price Adjustment

17.00%

Net Revenue by Channel (Product)



\$1.16K

Revenue per transaction

\$1.36K

Adjusted RpT

17.68%

Change in RpT

\$2.10bn

Gross Margin

\$2.76bn

Adjusted Gross Margin

31.77%

Change in GM



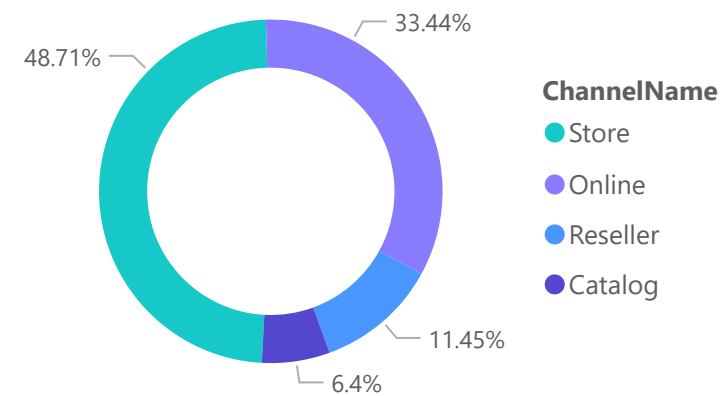
# Catalog

01-01-2007

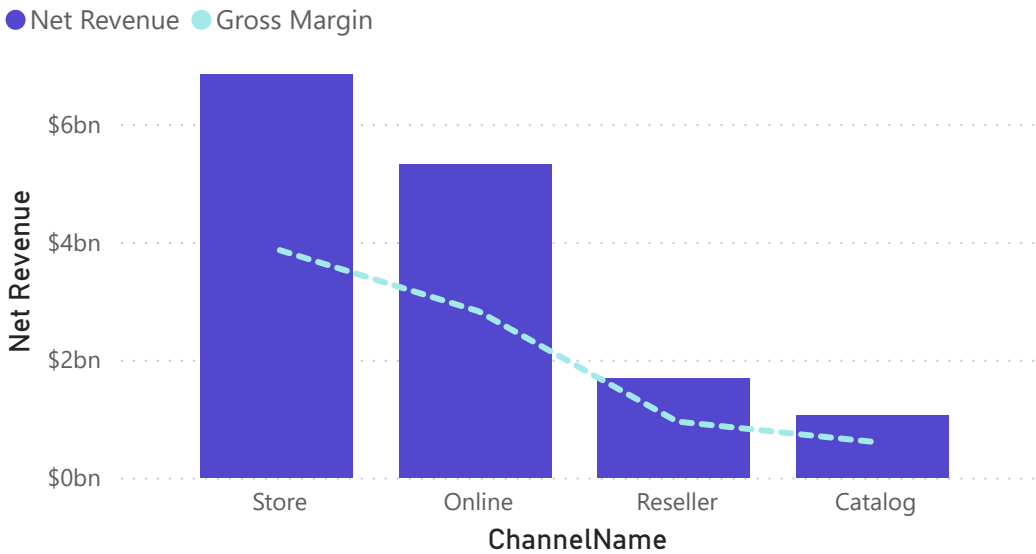
31-12-2009



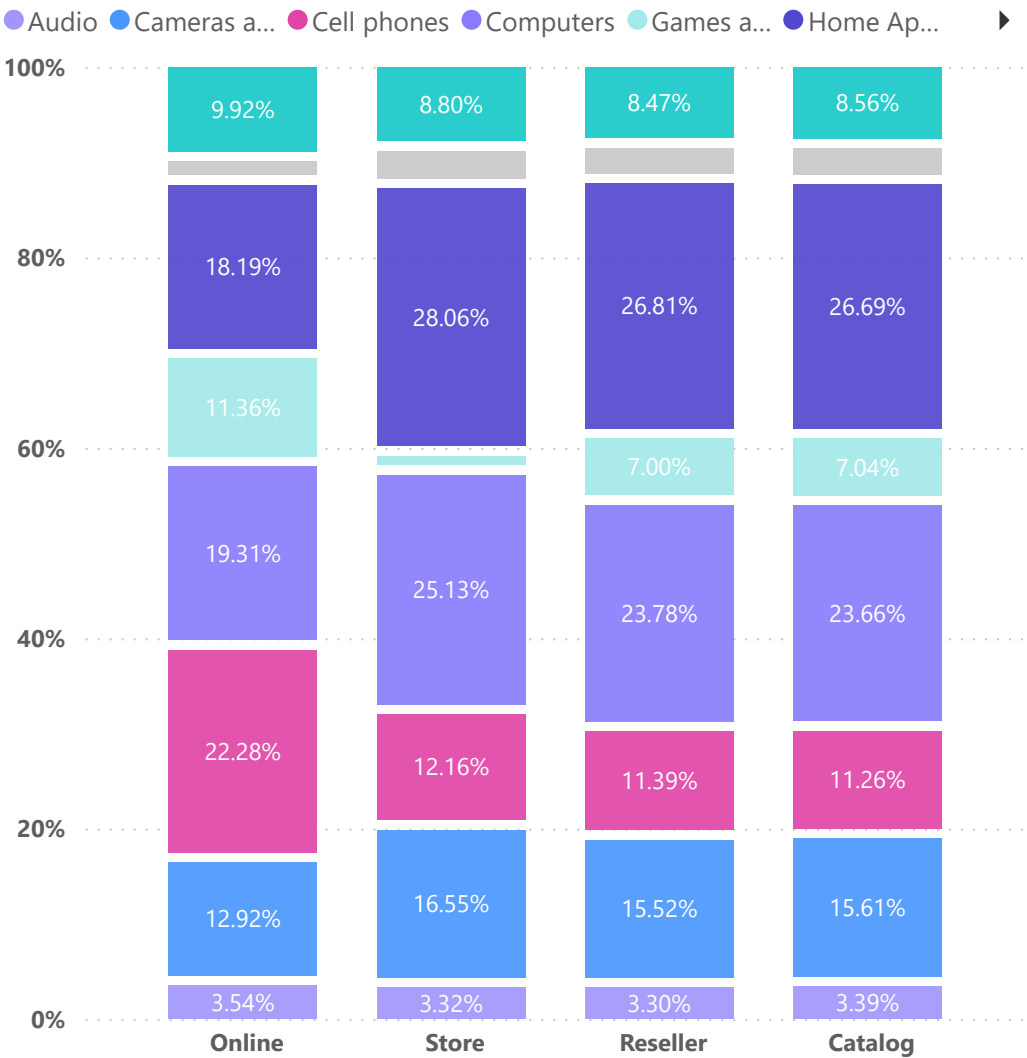
Sales Return by Channel



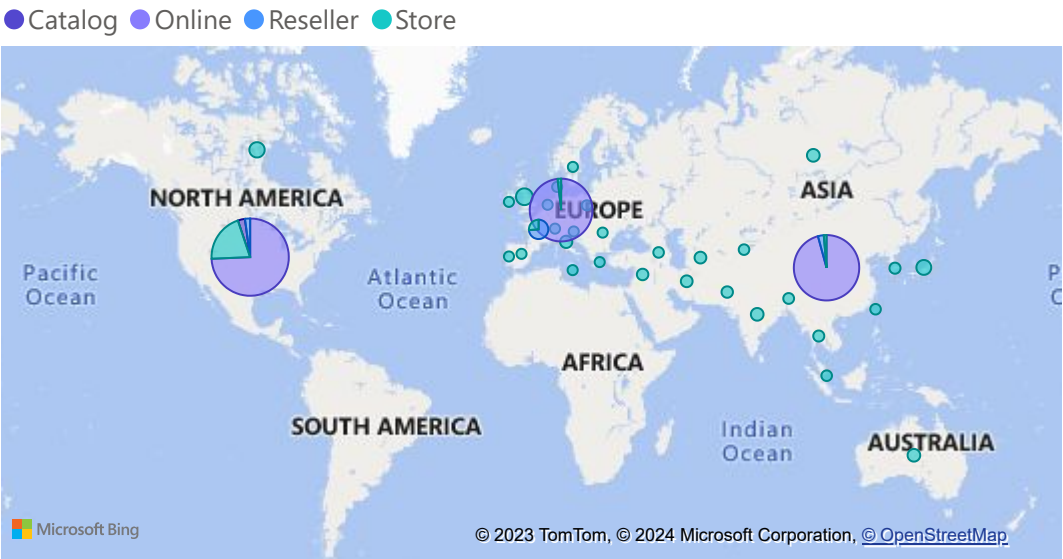
Net Revenue vs Gross Margin by Sales Channel



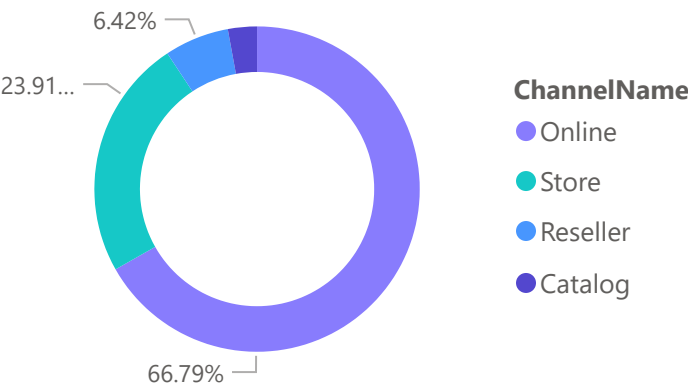
Top Ordered Product Category by Sales Channel



Sales Channel popularity by Country

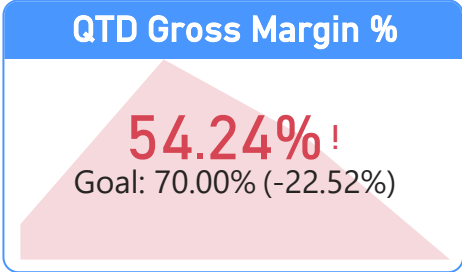
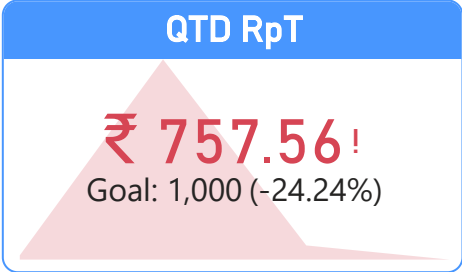
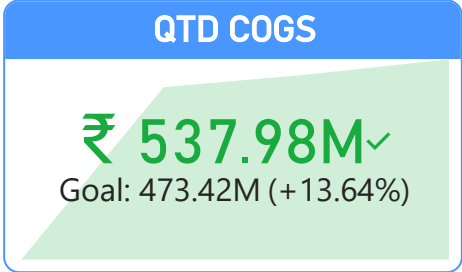
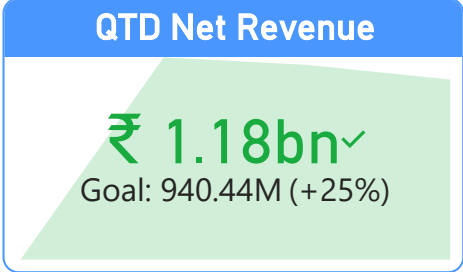
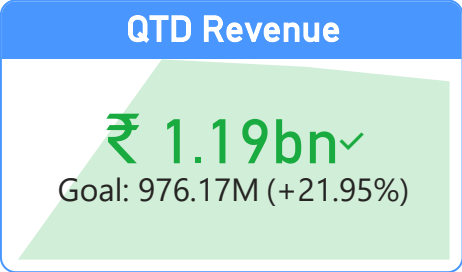


Discount Amount by Channel

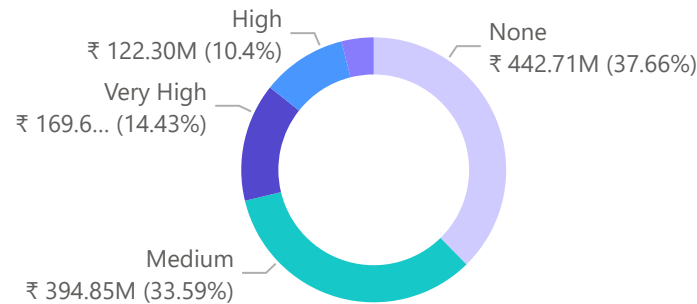


Quarter Ending  
30-09-2009

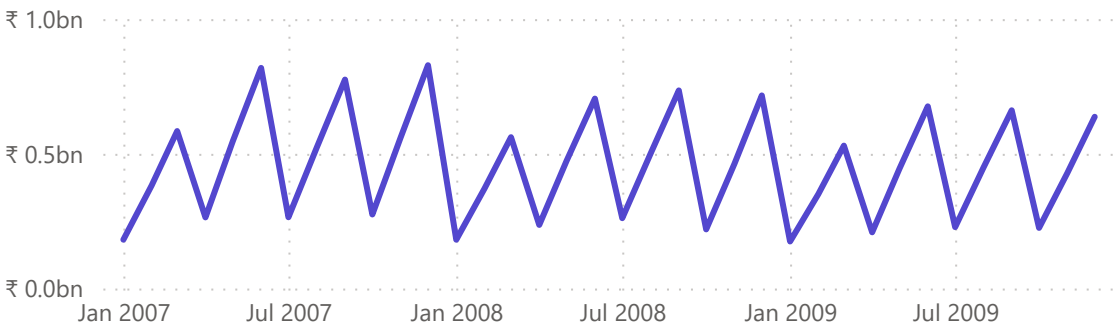
01-01-2007 31-12-2009



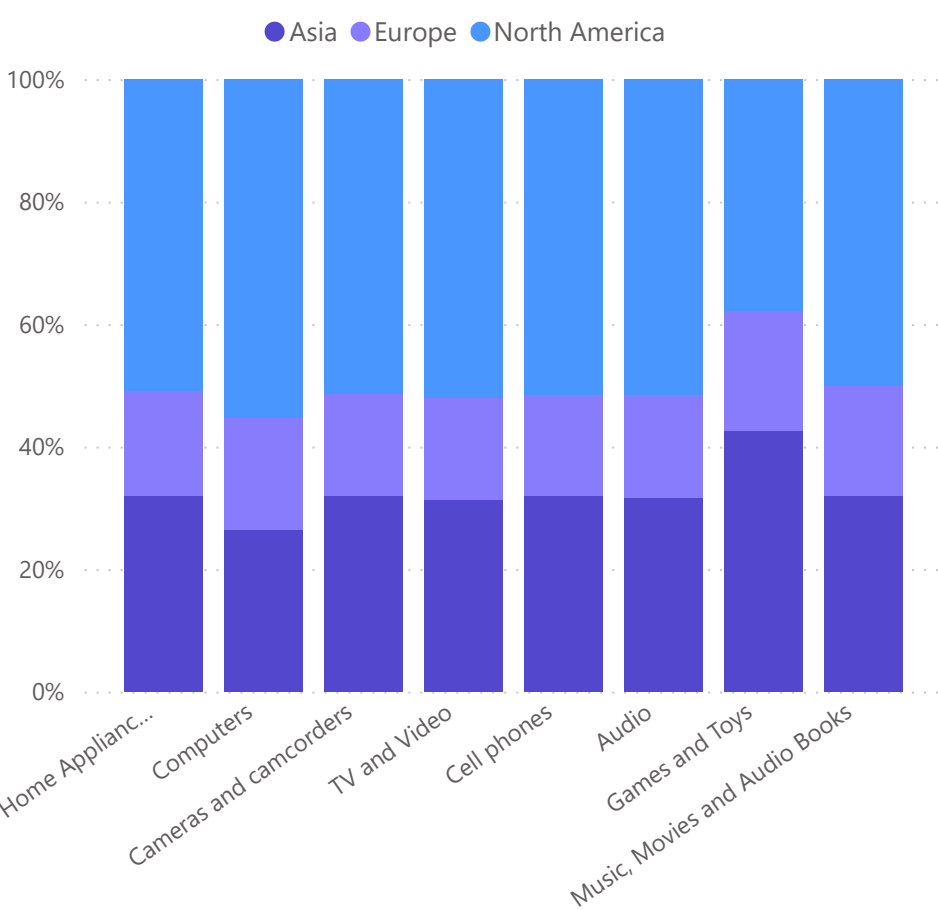
Discount band (QTD Net Revenue)



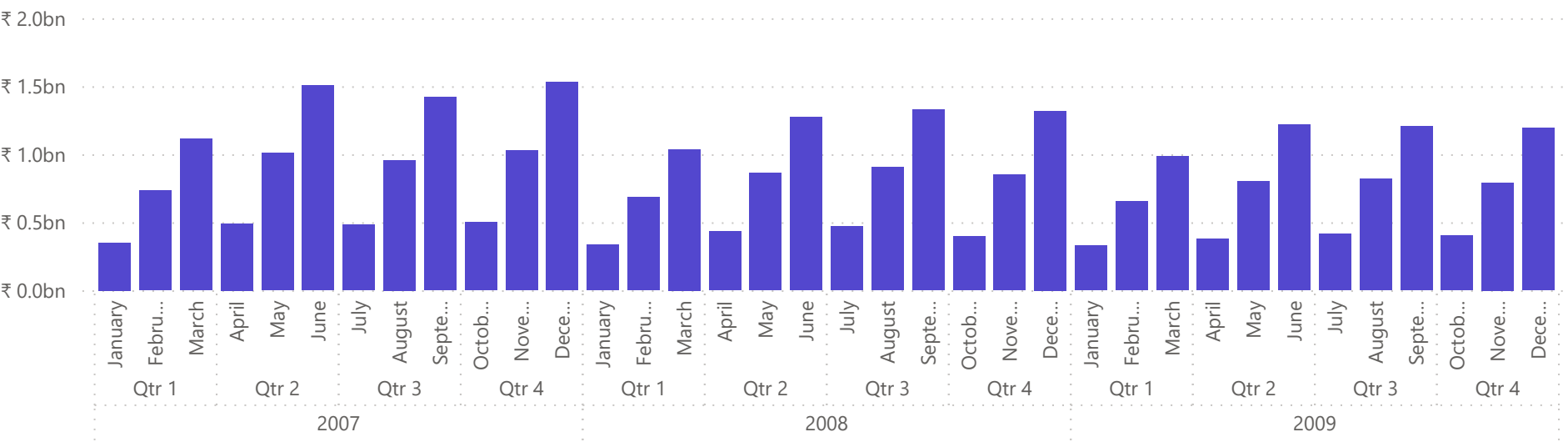
QTD Gross Margin Amount



Product Category by Continent



QTD Revenue (Product)

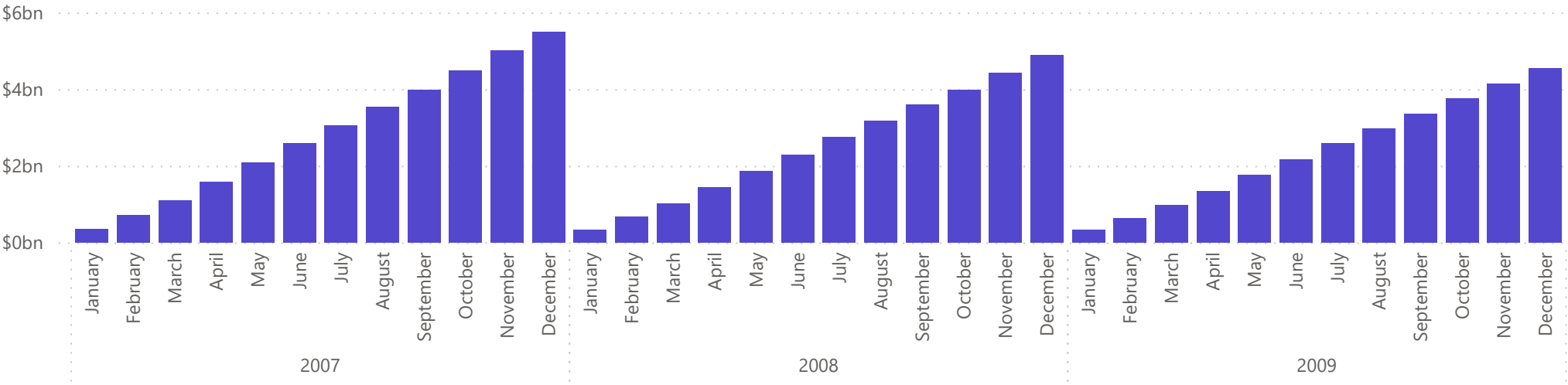


Year Ending  
31-12-2009

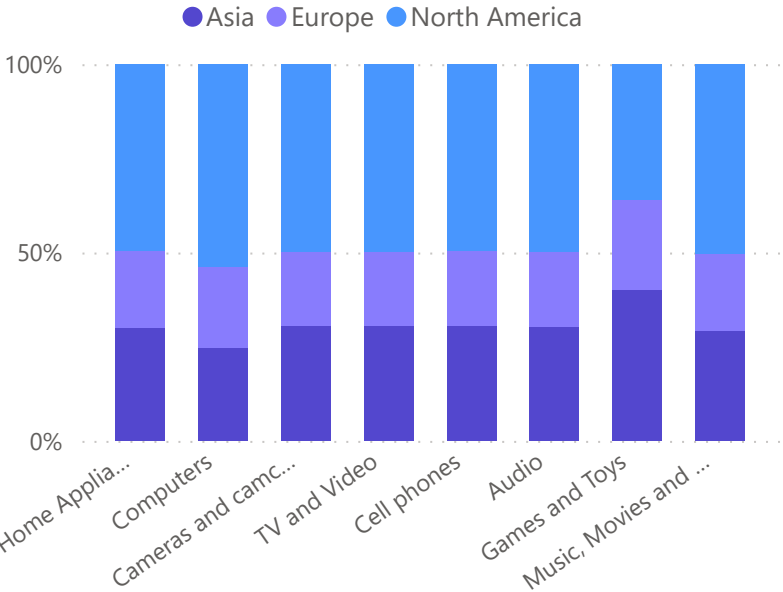
01-01-2007 31-12-2009



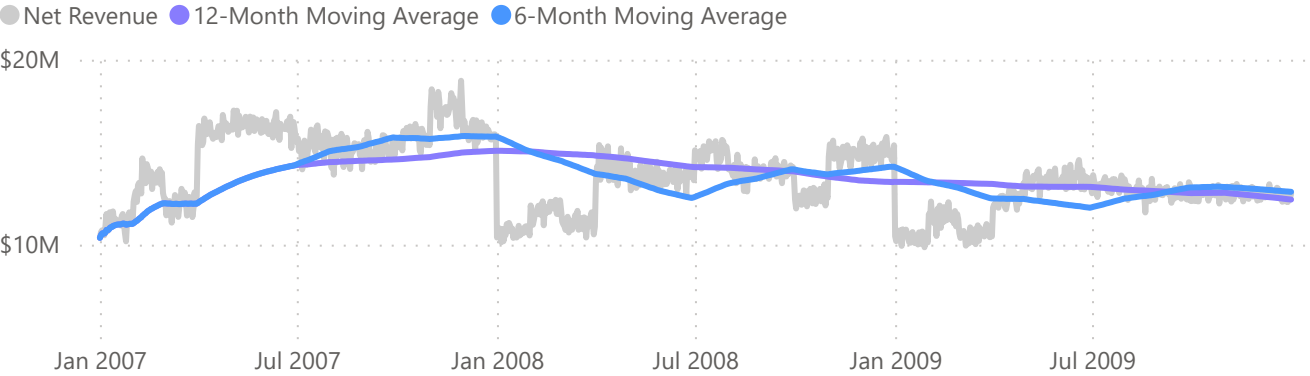
YTD Net Revenue by Year and Month



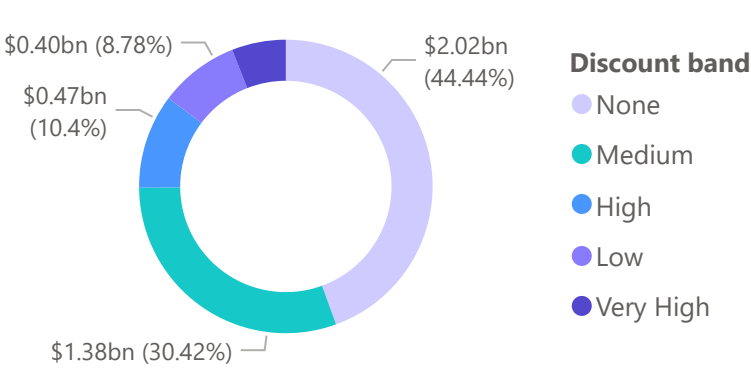
Product Category by Continent



Comparing Rolling Average of Net Revenue



Discount band (YTD Net Revenue)



YTD Net Revenue by Channel

