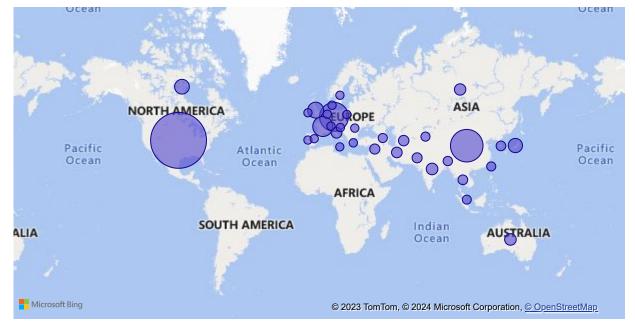




Computers



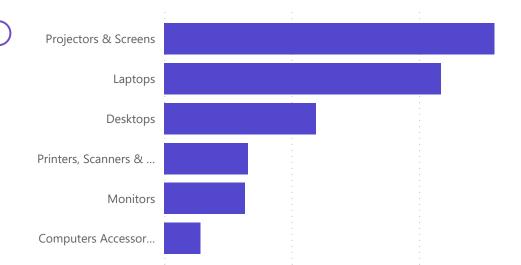


\$3.77bn

Net Revenue

\$107.01M

Discount Amount



\$0.5bn

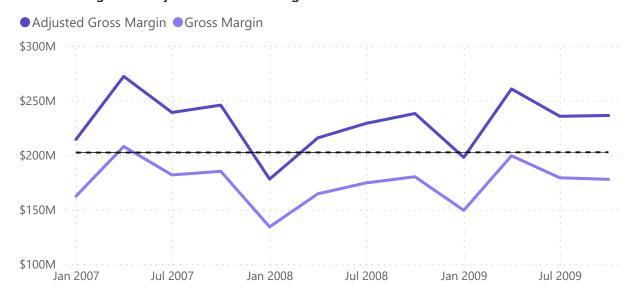
Net Revenue by Product Subcategory

\$0.0bn

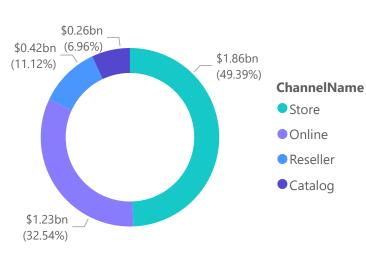
Price Adjustment

17.00%

Gross Margin vs Adjusted Gross Margin



Net Revenue by Channel (Product)



\$1.16K

Revenue per transaction

\$1.36K

Adjusted RpT

17.68%

Change in RpT

\$2.10bn

\$1.0bn

Gross Margin

\$2.76bn

Adjusted Gross Margin

31.77%

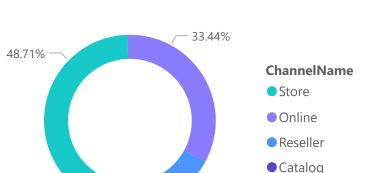
Change in GM



Catalog

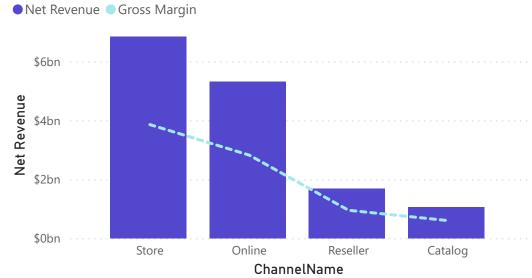
01-01-2007 🗐 31-12-2009 🗒

Sales Return by Channel

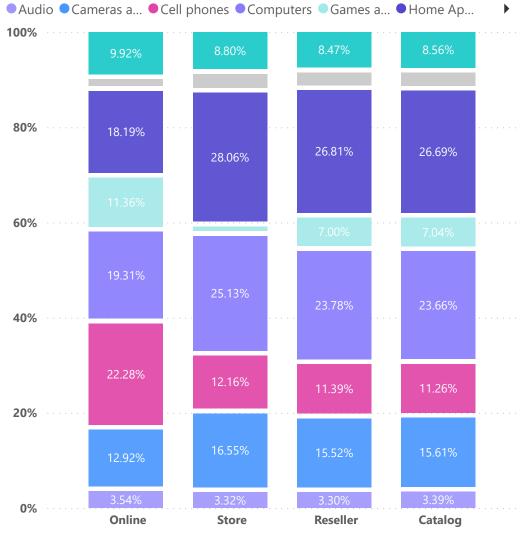


11.45%

Net Revenue vs Gross Margin by Sales Channel





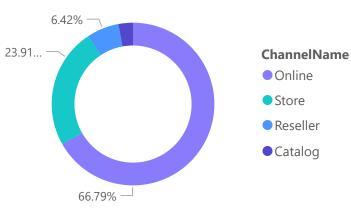


Sales Channel popularity by Country

6.4%



Discount Amount by Channel



Quarter Ending 30-09-2009 **QTD** Revenue ₹ 1.19bn~ Goal: 976.17M (+21.95%) Discount band (QTD Net Revenue) ₹ 122.30M (10.4%) Very High Medium

01-01-2007 🗐 31-12-2009 🗐

QTD Net Revenue

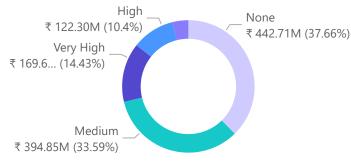
₹ 1.18bn~ Goal: 940.44M (+25%) QTD COGS

₹ 537.98M~ Goal: 473.42M (+13.64%) QTD RpT

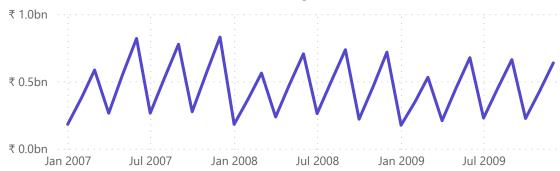
₹ 757.56! Goal: 1,000 (-24.24%) QTD Gross Margin %

54.24%! Goal: 70.00% (-22.52%)

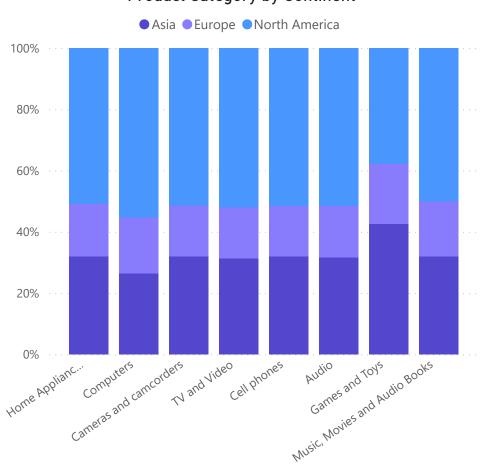




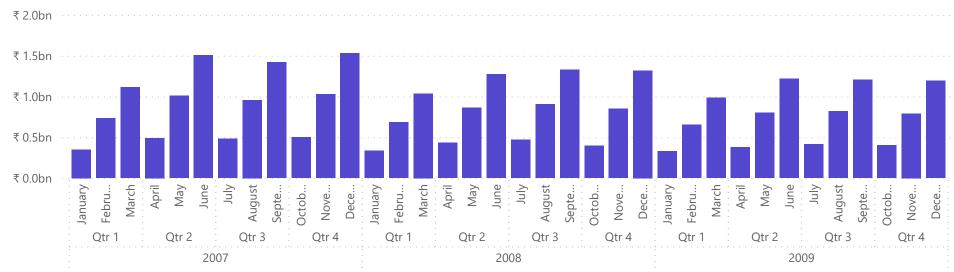
QTD Gross Margin Amount



Product Category by Continent



QTD Revenue (Product)





YTD Net Revenue by Year and Month

01-01-2007 🗐 31-12-2009 🗐

YTD Revenue

\$4bn

\$4.60bn

January

YTD Net Revenue

\$4.54bn

July

June

2007

August

YTD COGS

\$2.03bn

April

May June July

2008

March

YTD Gross Margin

\$2.51bn

August

October

September

November

December

YTD GMP

55.20%

April May

February

January

YTD RpT

\$771.37

October

September

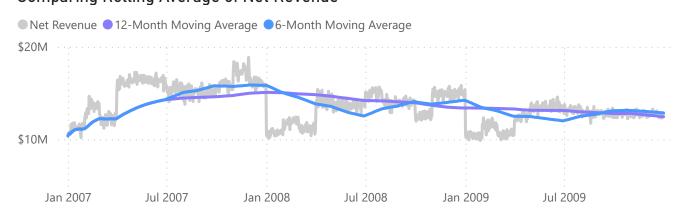
December

November

Product Category by Continent Asia Europe North America 100% 50% Audio Computers Cameras and canc... Cameras and canc... Audio Games and Toys Games and Toys Cameras and Canc... Music. Movies and ...

Comparing Rolling Average of Net Revenue

April May



October

September

December

November

January

February

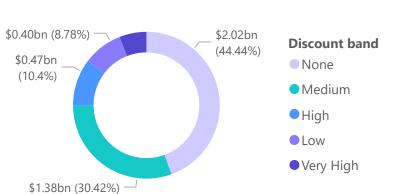
Discount band (YTD Net Revenue)

July

June

2009

August



YTD Net Revenue by Channel

