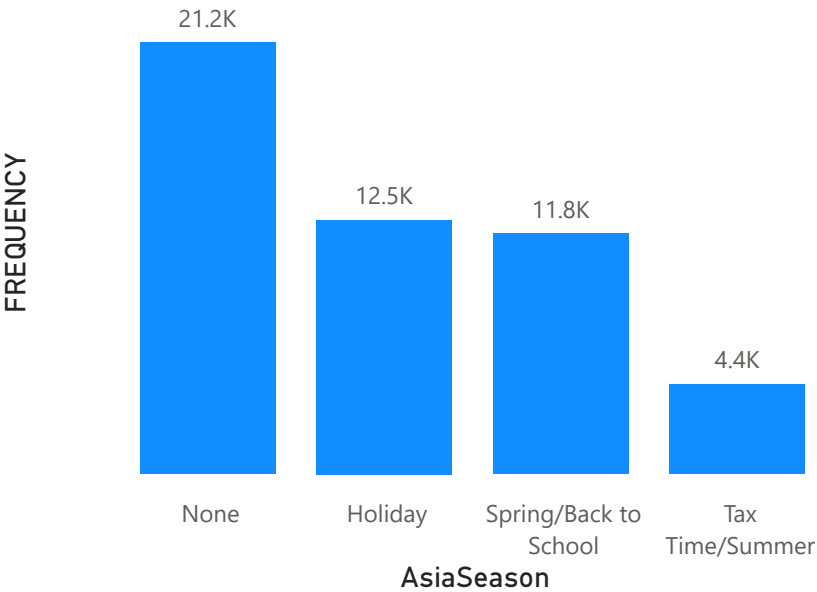


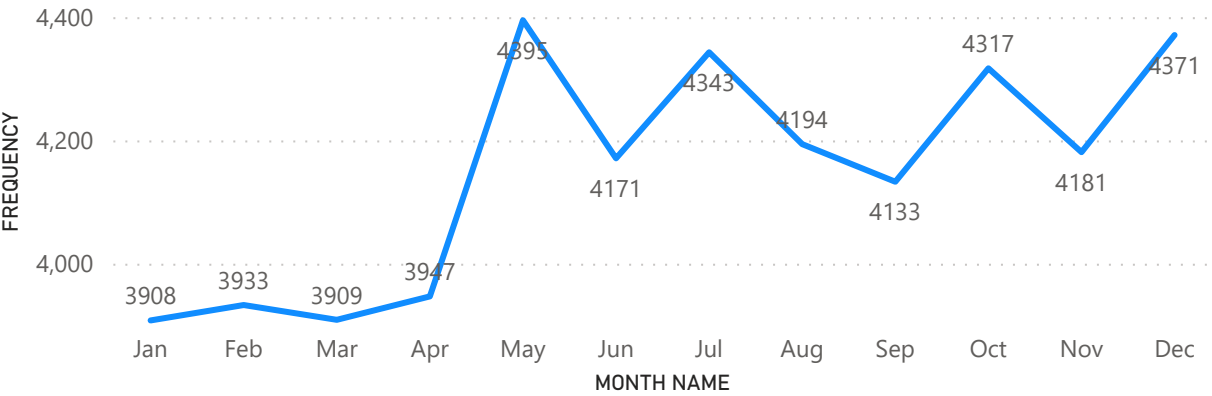
% Frequency by date				
FiscalYear	Holiday	None	Spring/Back to School	Tax Time/Summer
2007	0.57%	0.95%	0.54%	0.20%
2008	0.46%	0.78%	0.44%	0.17%
2009	0.42%	0.73%	0.40%	0.15%
Total	1.45%	2.46%	1.37%	0.51%

< >

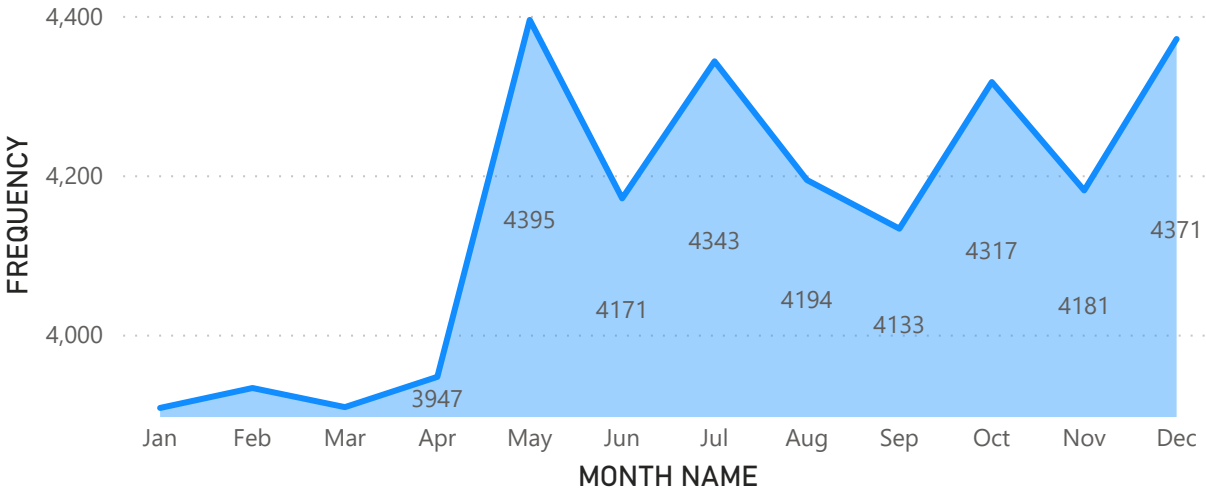
FREQUENCY by AsiaSeason



FREQUENCY by MONTH NAME



FREQUENCY by MONTH NAME



YEAR

All

YEAR

☐ Jan

☐ Feb

☐ Mar

☐ Apr

☐ May

☐ Jun

☐ Jul

☐ Aug

☐ Sep

☐ Oct

☐ Nov

☐ Dec

CHANNEL

☐ Online

CHANNEL

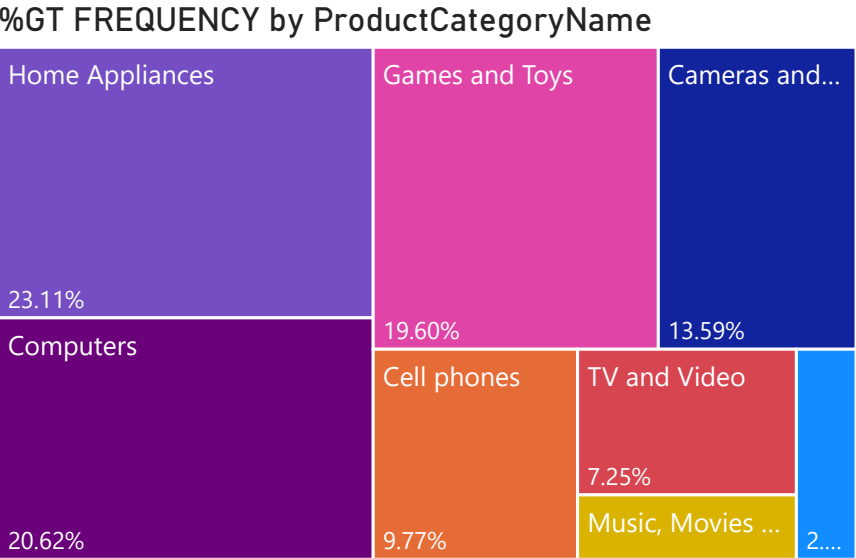
☐ Asia

☒ Europe

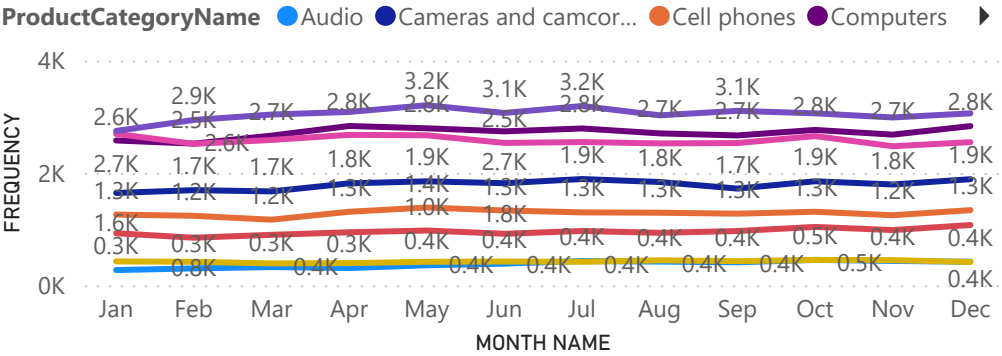
☐ North America

TOP 5 PRODUCTS

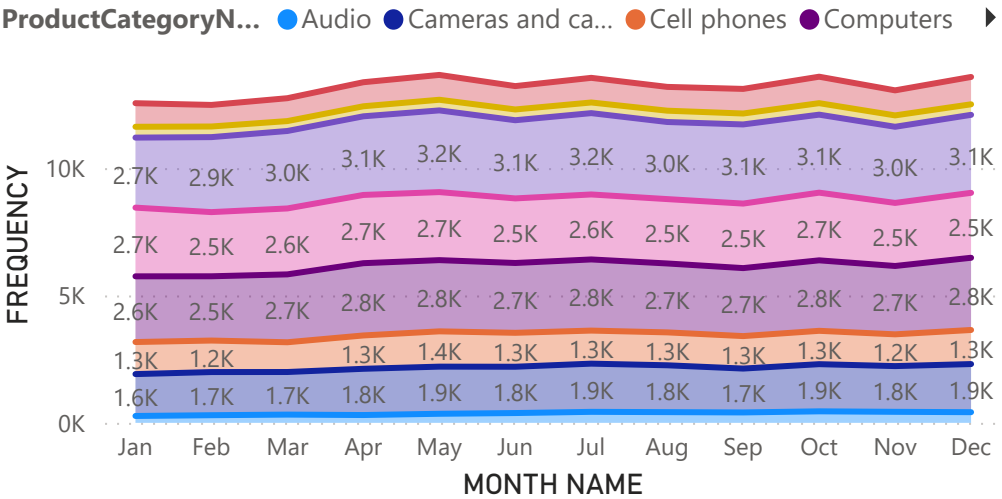
ProductCategoryName	FREQUENCY	%GT FREQUENCY
Home Appliances	36537	23.11%
Computers	32593	20.62%
Games and Toys	30982	19.60%
Cameras and camcorders	21483	13.59%
Cell phones	15449	9.77%
TV and Video	11469	7.25%
Music, Movies and Audio Books	5069	3.21%
Total	158090	100.00%



FREQUENCY by MONTH NAME and ProductCategoryName



FREQUENCY by MONTH NAME and ProductCategoryName



YEAR

- ☐ 2007
- ☐ 2008
- ☐ 2009

MONTH NAME

- ☐ Jan
- ☐ Feb
- ☐ Mar
- ☐ Apr
- ☐ May
- ☐ Jun
- ☐ Jul
- ☐ Aug
- ☐ Sep
- ☐ Oct
- ☐ Nov
- ☐ Dec

CHANEL

- ☐ Catalog
- ☒ Online
- ☐ Reseller
- ☐ Store

CONTINENT

- ☐ Asia
- ☐ Europe
- ☐ North America

3.25bn

SalesAmount

3.78K

Average of SalesAmount

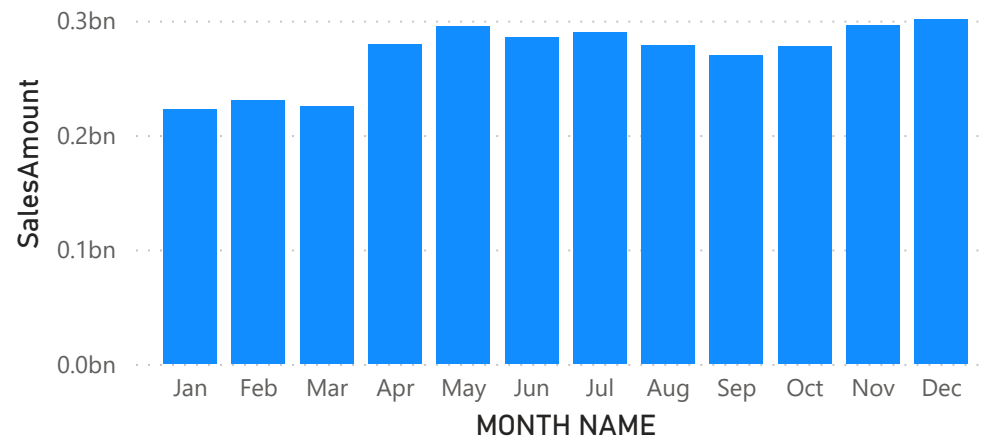
272.72K

Max of SalesAmount

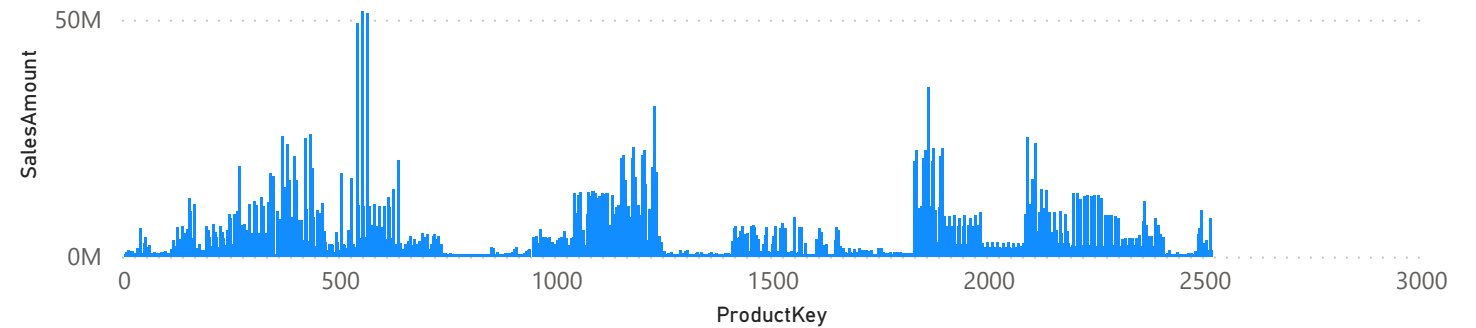
3.04

Min of SalesAmount

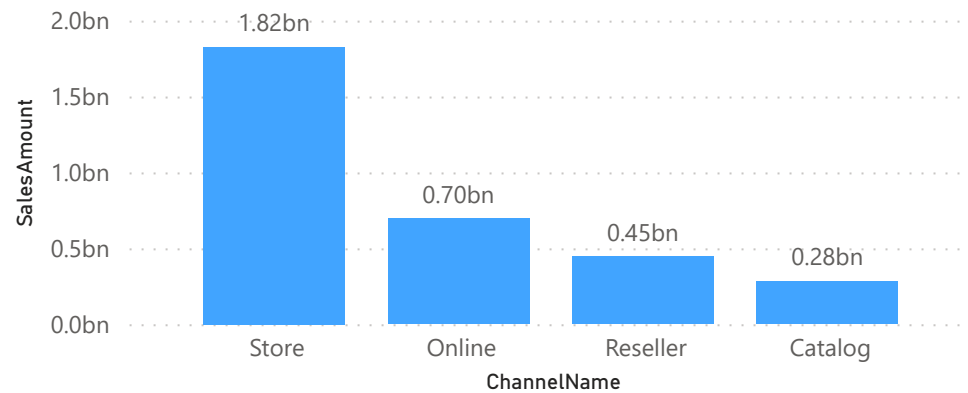
SalesAmount by MONTH NAME



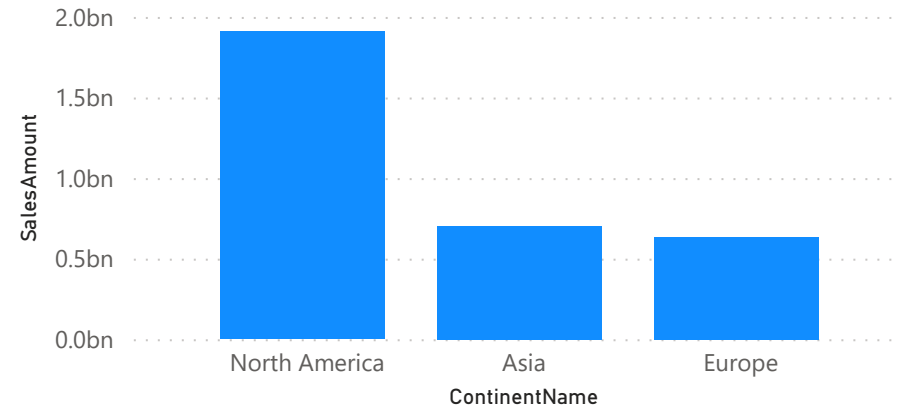
SalesAmount by ProductKey



SalesAmount by ChannelName

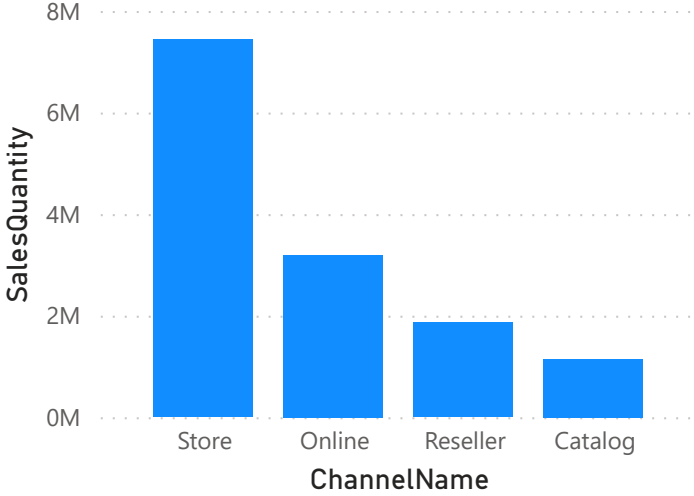


SalesAmount by ContinentName

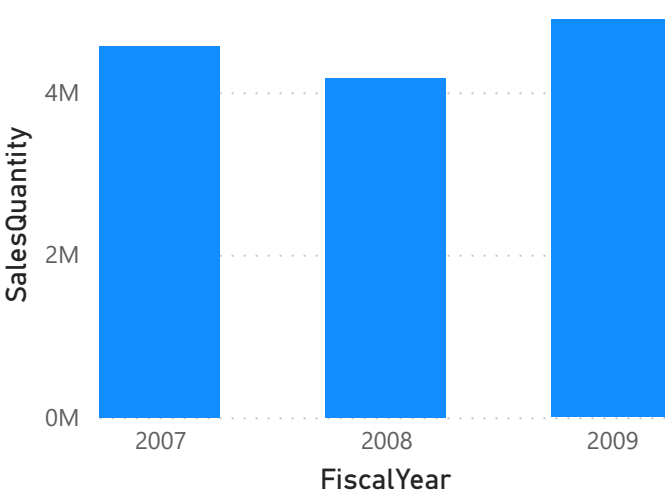




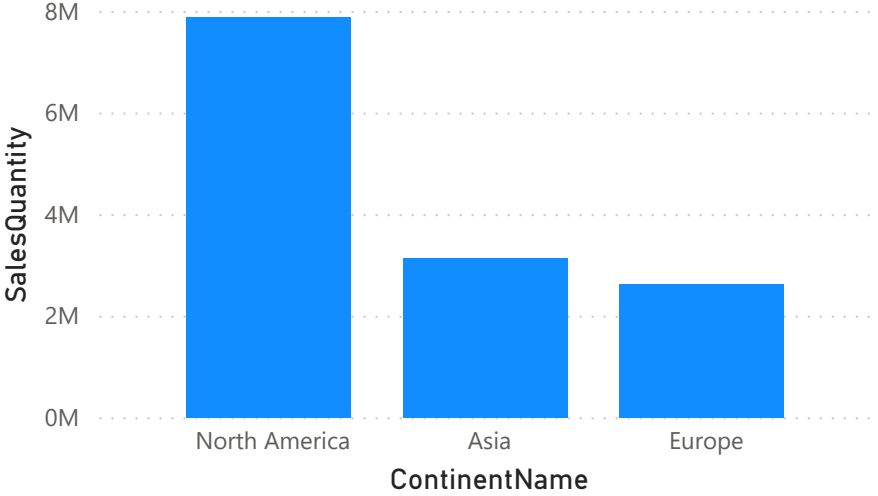
SalesQuantity by ChannelName



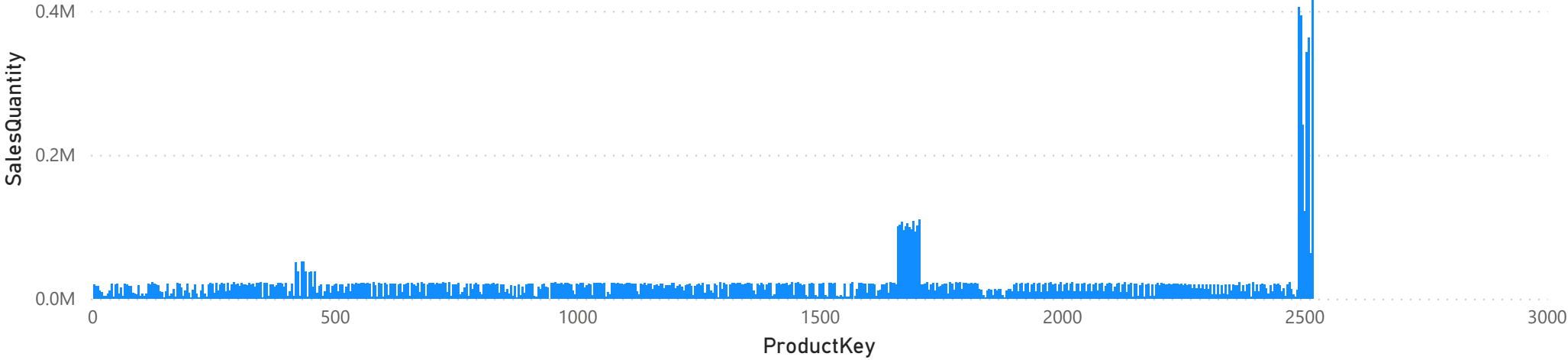
SalesQuantity by FiscalYear



SalesQuantity by ContinentName



SalesQuantity by ProductKey

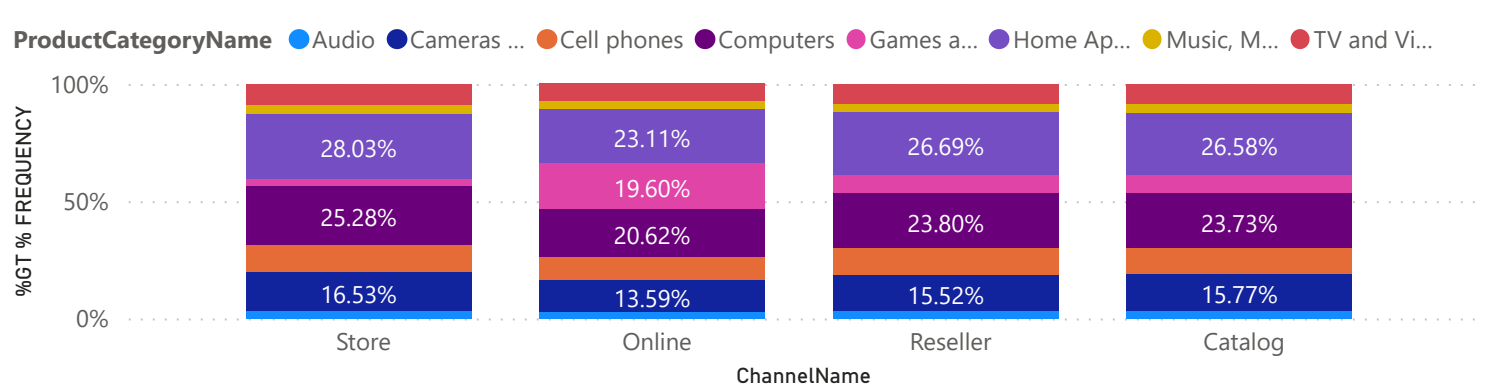




RAW COUNT

ProductCategoryName	Catalog	Online	Reseller	Store	Total
Audio	1635	4508	3255	17127	26525
Cameras and camcorders	7761	21483	15955	90805	136004
Cell phones	5351	15449	11521	65461	97782
Computers	11682	32593	24466	138861	207602
Games and Toys	3746	30982	7843	14567	57138
Home Appliances	13084	36537	27438	153970	231029
Music, Movies and Audio Books	1775	5069	3848	21221	31913
TV and Video	4190	11469	8488	47365	71512
Total	49224	158090	102814	549377	859505

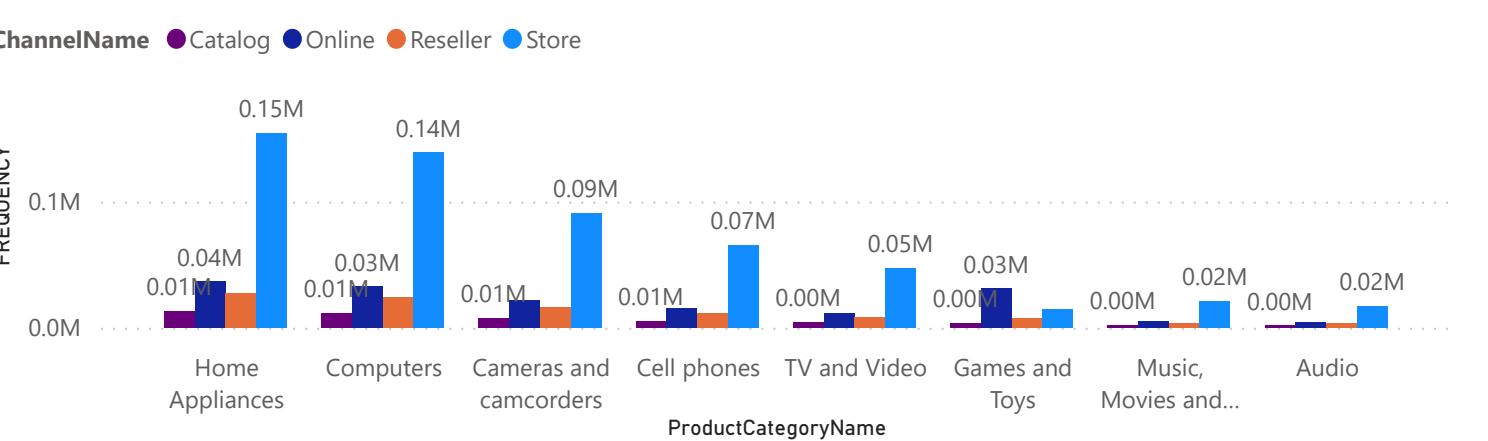
%GT % FREQUENCY by ChannelName and ProductCategoryName



ROW COUNT

FREQUENCY by ProductCategoryName and ChannelName

ProductCategoryName	Catalog	Online	Reseller	Store	Total
Audio	6.16%	17.00%	12.27%	64.57%	100.00%
Cameras and camcorders	5.71%	15.80%	11.73%	66.77%	100.00%
Cell phones	5.47%	15.80%	11.78%	66.95%	100.00%
Computers	5.63%	15.70%	11.79%	66.89%	100.00%
Games and Toys	6.56%	54.22%	13.73%	25.49%	100.00%
Home Appliances	5.66%	15.81%	11.88%	66.65%	100.00%
Music, Movies and Audio Books	5.56%	15.88%	12.06%	66.50%	100.00%
TV and Video	5.86%	16.04%	11.87%	66.23%	100.00%
Total	5.73%	18.39%	11.96%	63.92%	100.00%



COLUMN COUNT

GRAND TOTAL COUNTS

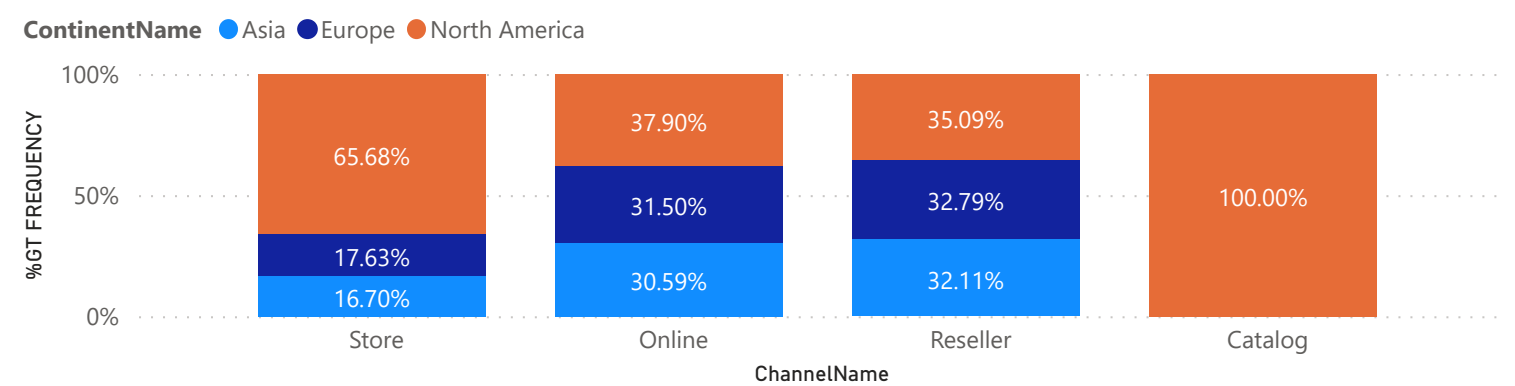
ProductCategoryName	Catalog	Online	Reseller	Store	Total
Audio	3.32%	2.85%	3.17%	3.12%	3.09%
Cameras and camcorders	15.77%	13.59%	15.52%	16.53%	15.82%
Cell phones	10.87%	9.77%	11.21%	11.92%	11.38%
Computers	23.73%	20.62%	23.80%	25.28%	24.15%
Games and Toys	7.61%	19.60%	7.63%	2.65%	6.65%
Home Appliances	26.58%	23.11%	26.69%	28.03%	26.88%
Music, Movies and Audio Books	5.56%	15.88%	12.06%	66.50%	3.71%
Total	100.00%	100.00%	100.00%	100.00%	100.00%

ProductCategoryName	Catalog	Online	Reseller	Store	Total
Audio	0.19%	0.52%	0.38%	1.99%	3.09%
Cameras and camcorders	0.90%	2.50%	1.86%	10.56%	15.82%
Cell phones	0.62%	1.80%	1.34%	7.62%	11.38%
Computers	1.36%	3.79%	2.85%	16.16%	24.15%
Games and Toys	0.44%	3.60%	0.91%	1.69%	6.65%
Home Appliances	1.52%	4.25%	3.19%	17.91%	26.88%
Music, Movies and Audio Books	0.31%	0.50%	0.45%	2.47%	3.71%
Total	5.73%	18.39%	11.96%	63.92%	100.00%

RAW COLUMN

%GT FREQUENCY by ChannelName and ContinentName

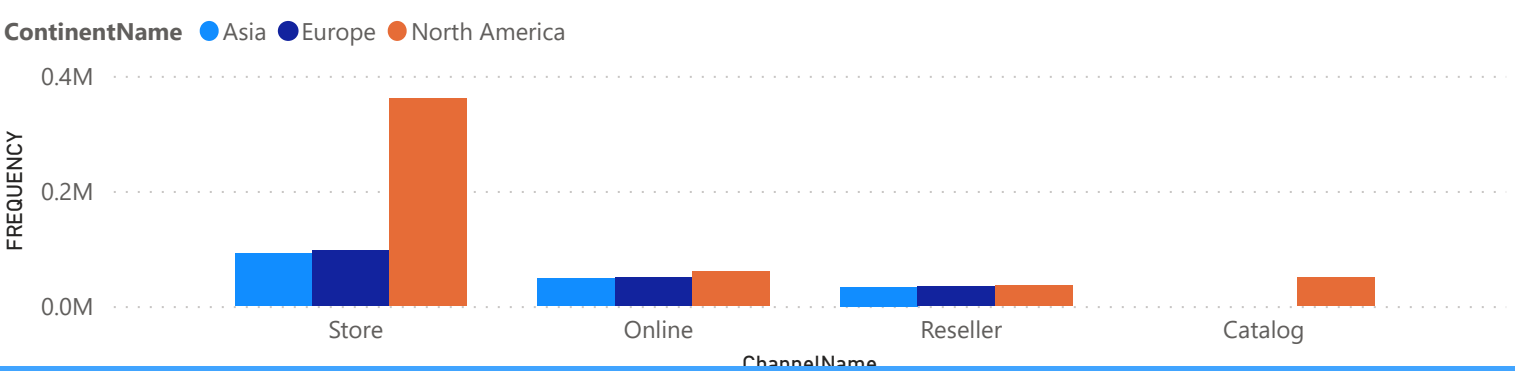
ChannelName	Asia	Europe	North America	Total
Catalog			49224	49224
Online	48367	49802	59921	158090
Reseller	33016	33717	36081	102814
Store	91727	96846	360804	549377
Total	173110	180365	506030	859505



ROW COLUMN

FREQUENCY by ChannelName and ContinentName

ChannelName	Asia	Europe	North America	Total
Catalog			100.00%	100.00%
Online	30.59%	31.50%	37.90%	100.00%
Reseller	32.11%	32.79%	35.09%	100.00%
Store	16.70%	17.63%	65.68%	100.00%
Total	20.14%	20.98%	58.87%	100.00%



COLUMN COUNT

GRANT TOTOAL COUNT

ChannelName	Asia	Europe	North America	Total
Catalog			9.73%	5.73%
Online	27.94%	27.61%	11.84%	18.39%
Reseller	19.07%	18.69%	7.13%	11.96%
Store	52.99%	53.69%	71.30%	63.92%
Total	100.00%	100.00%	100.00%	100.00%

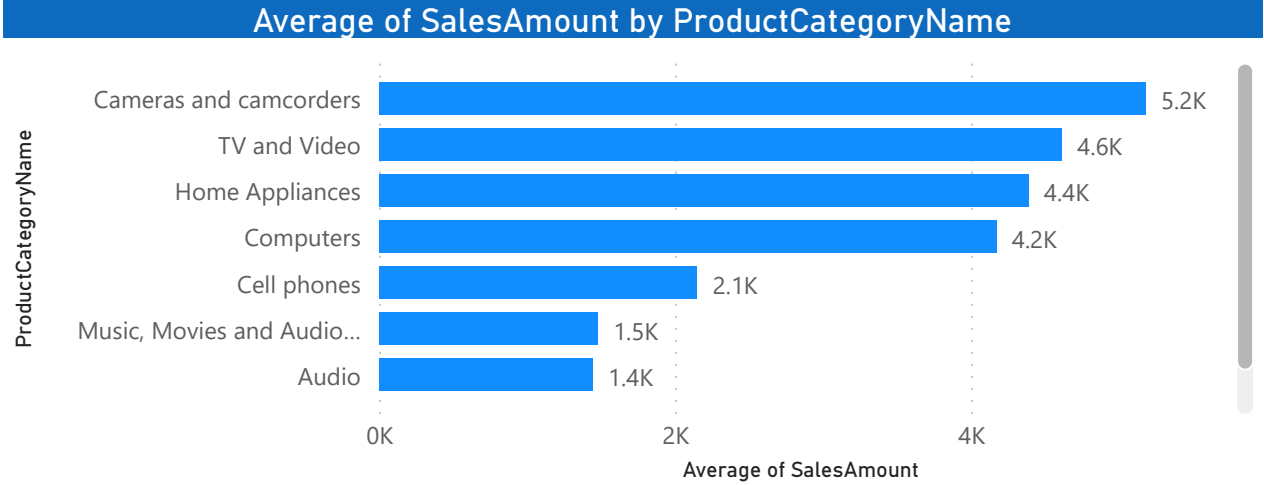
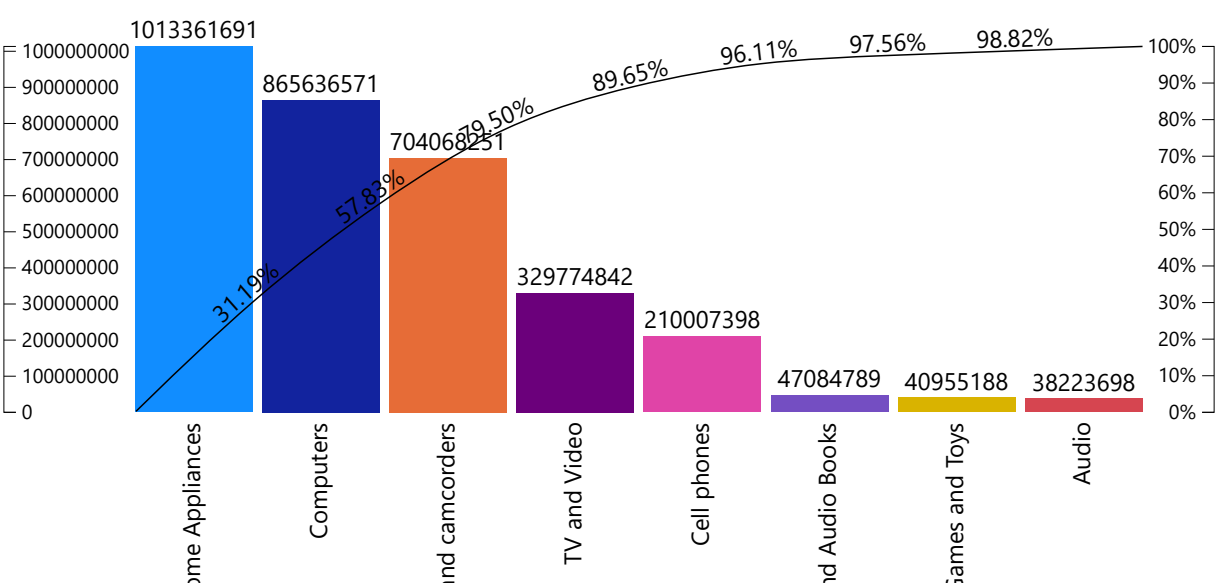
ChannelName	Asia	Europe	North America	Total
Catalog			5.73%	5.73%
Online	5.63%	5.79%	6.97%	18.39%
Reseller	3.84%	3.92%	4.20%	11.96%
Store	10.67%	11.27%	41.98%	63.92%
Total	20.14%	20.98%	58.87%	100.00%



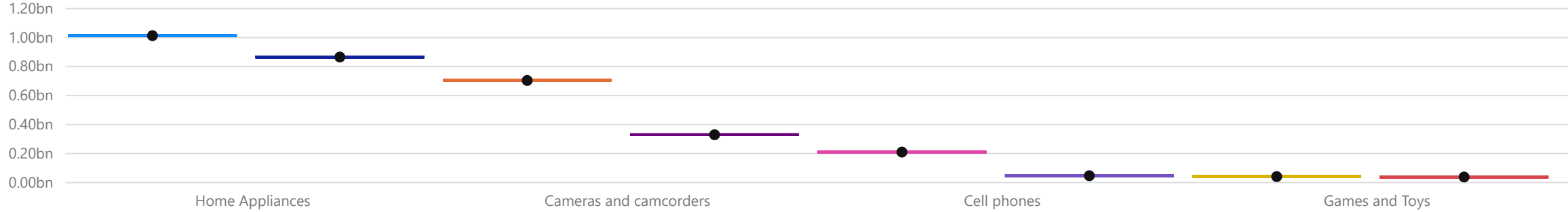


SUMMARY MEASURES

ProductCategoryName	SalesAmount	Average of SalesAmount	Median of SalesAmount	Min of SalesAmount	Max of SalesAmount	Count of SalesAmount	Standard deviation of SalesAmount
Computers	865,636,570.73	4,169.69	1,863.48	3.04	190,923.60	207602	6,523.08
Home Appliances	1,013,361,691.22	4,386.30	2,599.80	15.97	272,718.12	231029	5,933.13
Cameras and camcorders	704,068,250.66	5,176.82	3,942.00	22.24	112,000.00	136004	5,291.91
TV and Video	329,774,842.01	4,611.46	3,920.10	220.80	86,999.70	71512	4,111.16
Cell phones	210,007,398.70	3,147.71	1,800.00	31.87	77,004.00	67783	3,541.46
Total	3,249,112,427.49	3,780.21	2,080.00	3.04	272,718.12	859505	5,317.94

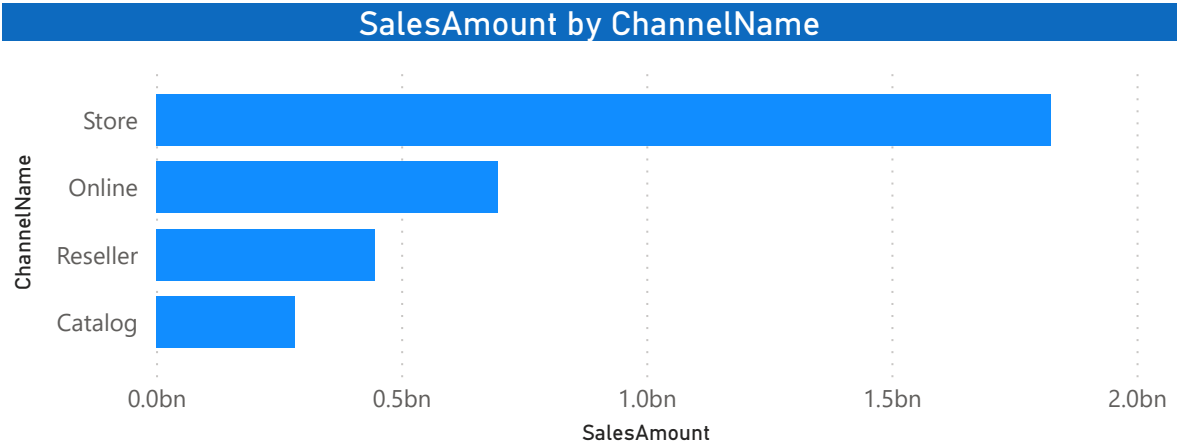
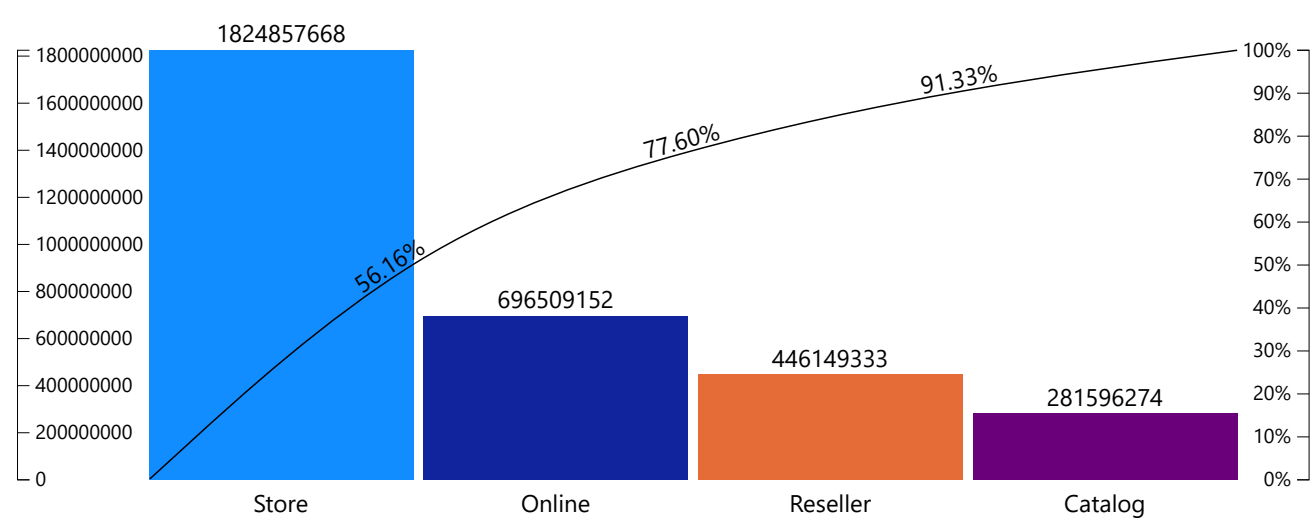


SalesAmount by ProductCategoryName

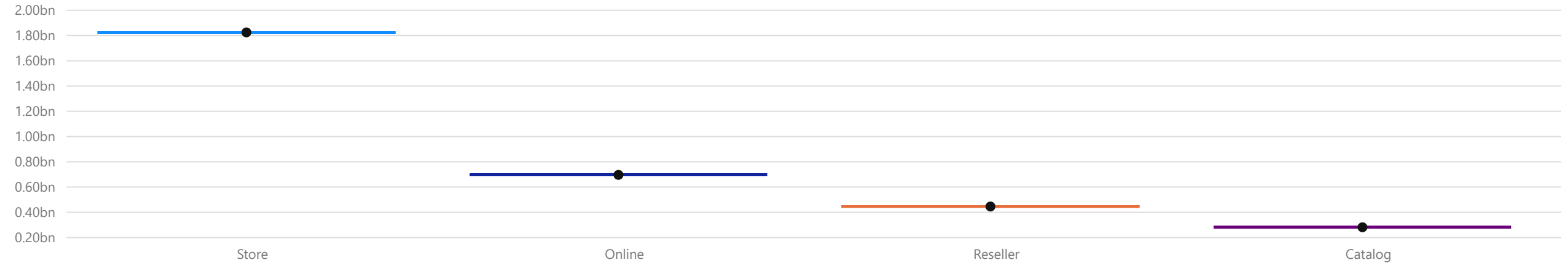


SUMMARY MEASURE

ChannelName	SalesAmount	Average of SalesAmount	Count of SalesAmount	Min of SalesAmount	Max of SalesAmount	Standard deviation of SalesAmount
Catalog	281,596,274.17	5,720.71	49224	5.32	272,718.12	8,980.25
Online	696,509,152.31	4,405.78	158090	3.04	164,479.80	6,863.08
Reseller	446,149,333.47	4,339.38	102814	3.04	132,645.00	6,249.01
Store	1,824,857,667.55	3,321.69	549377	3.04	64,474.20	3,929.16
Total	3,249,112,427.49	3,780.21	859505	3.04	272,718.12	5,317.94

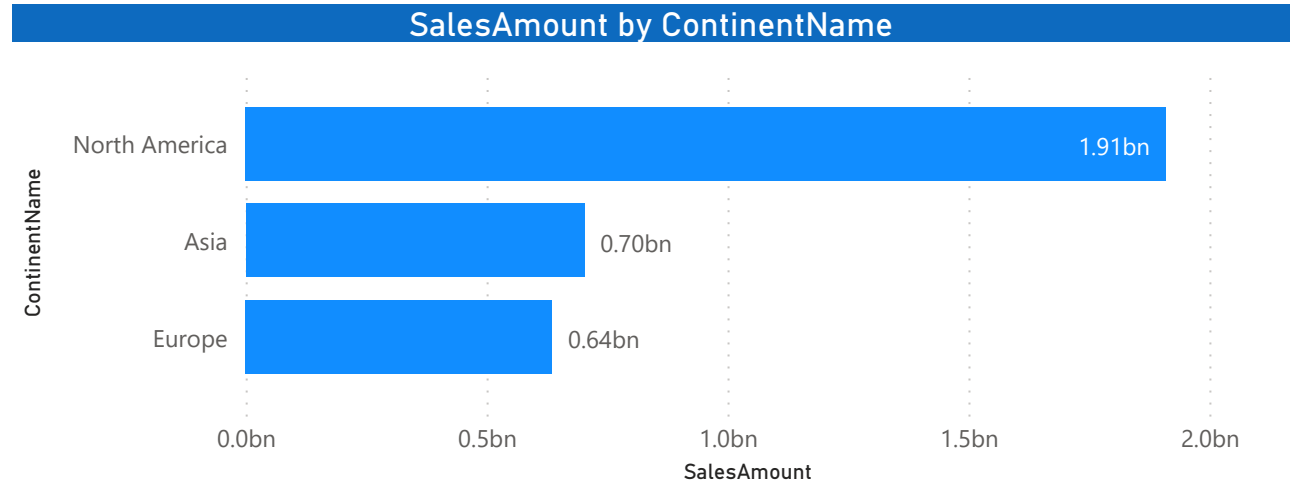
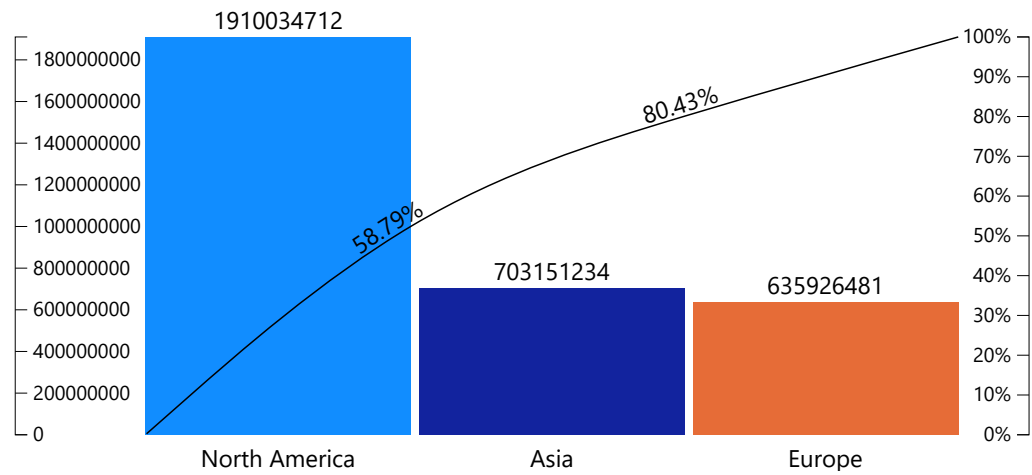


SalesAmount by ChannelName

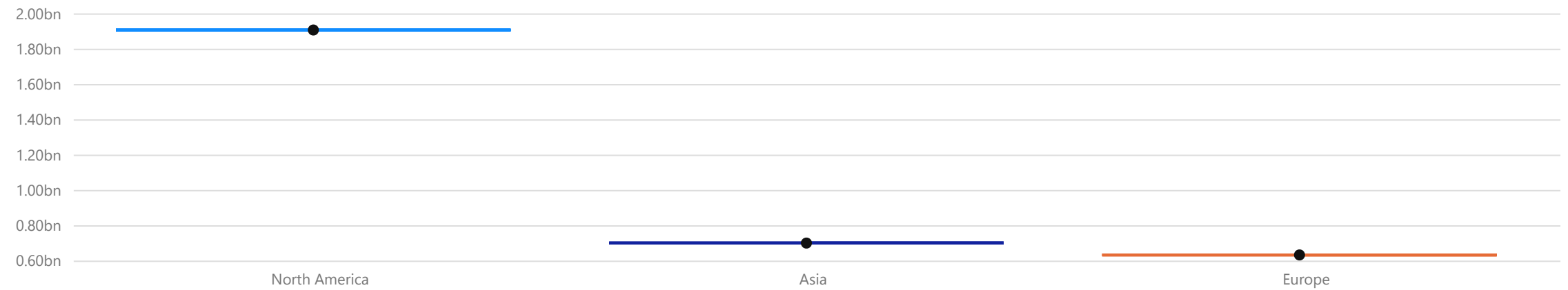


SUMMARY MEASURE

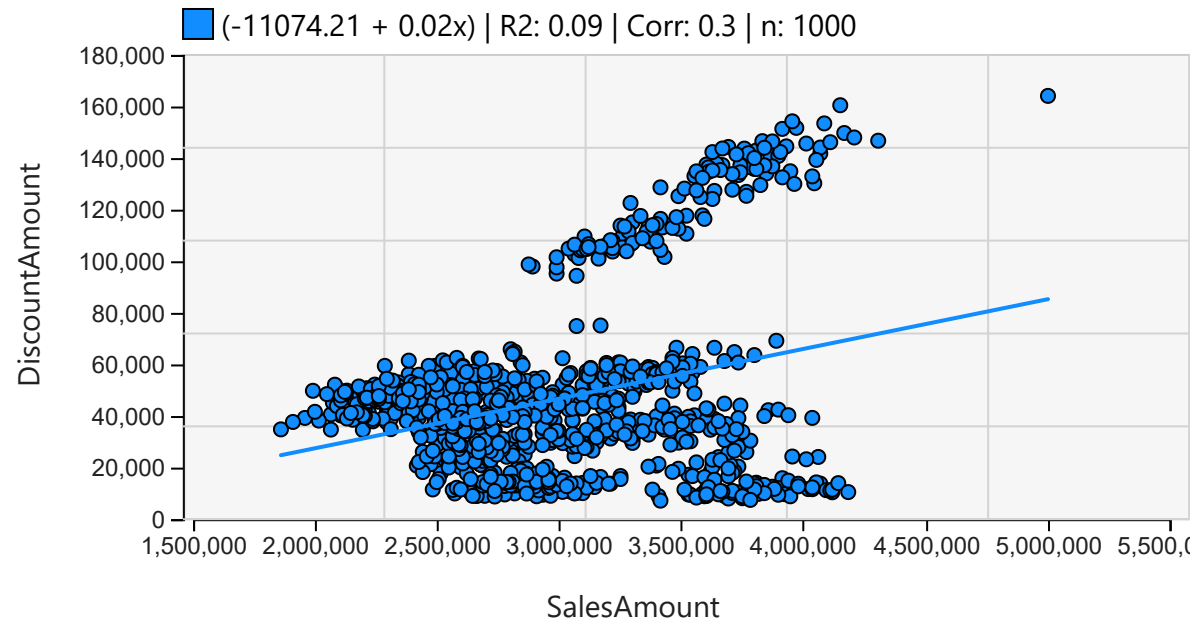
ContinentName	SalesAmount	Average of SalesAmount	Min of SalesAmount	Max of SalesAmount	Count of SalesAmount	Standard deviation of SalesAmount
Asia	703,151,233.88	4,061.88	4.75	133,175.58	173110	5,469.70
Europe	635,926,481.49	3,525.78	3.04	164,479.80	180365	5,077.37
North America	1,910,034,712.12	3,774.55	3.23	272,718.12	506030	5,344.30
Total	3,249,112,427.49	3,780.21	3.04	272,718.12	859505	5,317.94



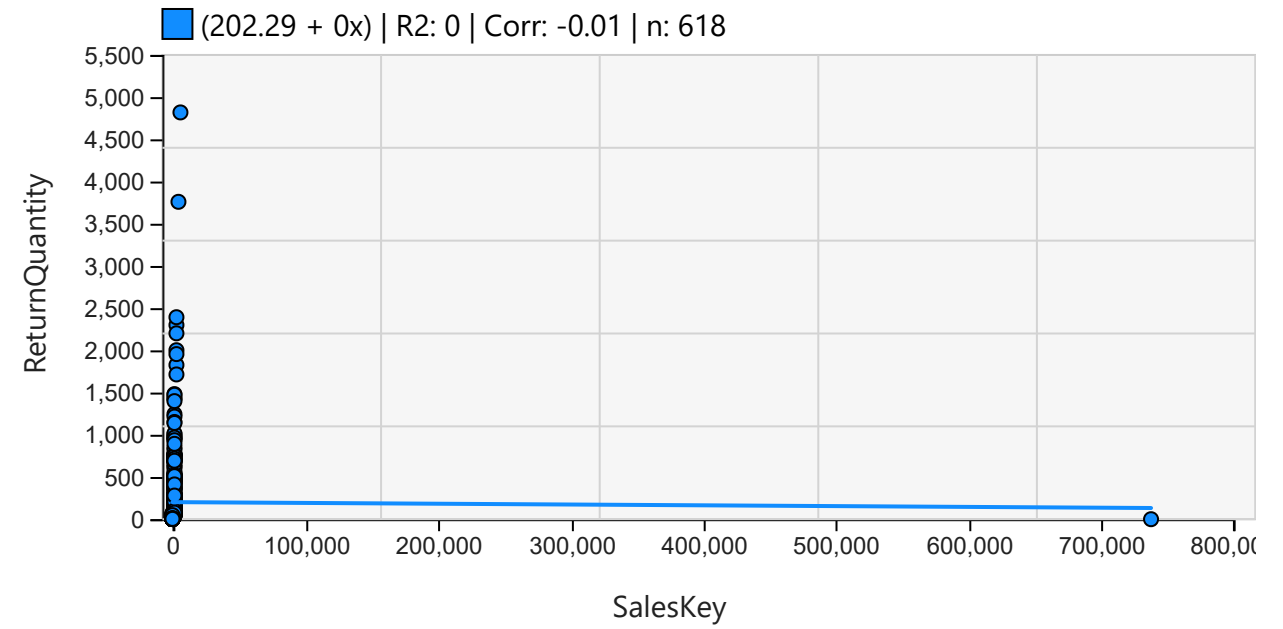
SalesAmount by ContinentName



DiscountAmount and SalesAmount by DateKey



ReturnQuantity and SalesKey by ReturnAmount



UnitCost and SalesKey by UnitPrice

