

CLIENT APPLICATION INSIGHTS

User Name
All

Total Counts

920
Registered Users

334K
Product Count

50
Registered Countries

12
User Roles

12
Role Categories

User Role: AREA MERCH
Country: United States
User Name: Alexis Brissette, Alyssa Zee, amber o'brien, Amy Broadhead, Angeleri Andrea

User Count	Area	Country	User Name
920	AREA MERCH	United States	Alexis Brissette
	BUSINESS UNITS	Germany	Alyssa Zee
	ACCOUNT GROUP	China	amber o'brien
	RESTRICTED ACCOUNT	British Indian Ocean Ter...	Amy Broadhead
	GLOBAL MERCH	Japan	Angeleri Andrea

User Distribution by Region

Region	Percentage
EMEA	60.54%
North America	17.94%
APAC	13%
Latin America	8.52%

User Details by Country

User ID	User Name	Profile Created On	Last Login Time
1295	Akiko Matsubara	29-12-2020 12:07:00	21-01-2022 04:29:00
723	MiguelAngel Cardenas	04-05-2020 13:44:00	21-01-2022 04:25:00
598	shirley shen	09-03-2020 07:47:00	21-01-2022 04:23:00
1008	Shirlene Wong	09-06-2020 20:04:00	21-01-2022 03:53:00
749	Eva Wagner	04-05-2020 13:44:00	21-01-2022 03:47:00
1581	Keith Berliner	15-09-2021 17:57:00	21-01-2022 03:24:00
787	Brenton Ford	06-05-2020 18:18:00	21-01-2022 02:54:00

Monthly User Activity

5041

Total User Logins

163

Daily Average User Logins

454

Distinct User Logins

9

Distinct User Roles

16

Distinct User Companies

12

Distinct User Groups

Y
M
D
Day

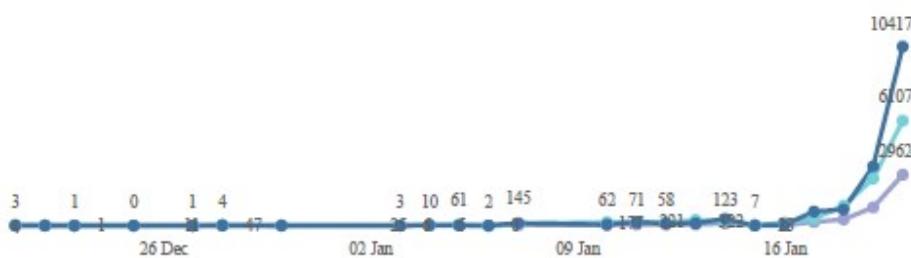
Dec 21 2021 - Jan 20 2022

21 22 23 24 25 26 27 28 29 30 31 1 2 3 4 5

◀ ▶

Monthly Activity by Login Time

● Login Count ● Doc Count ● Action Count



920

User Count

5041

Login Count

12130

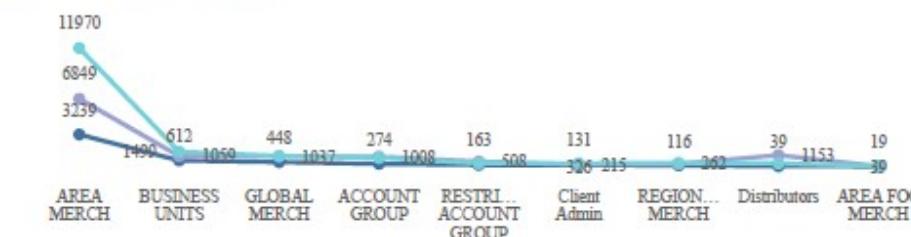
Doc Count

16849

Action Count

Monthly Activity by User Role

● Login Count ● Doc Count ● Action Count



User Role

All

▼

00:01:00

Duration of First Login Session

User Name

All

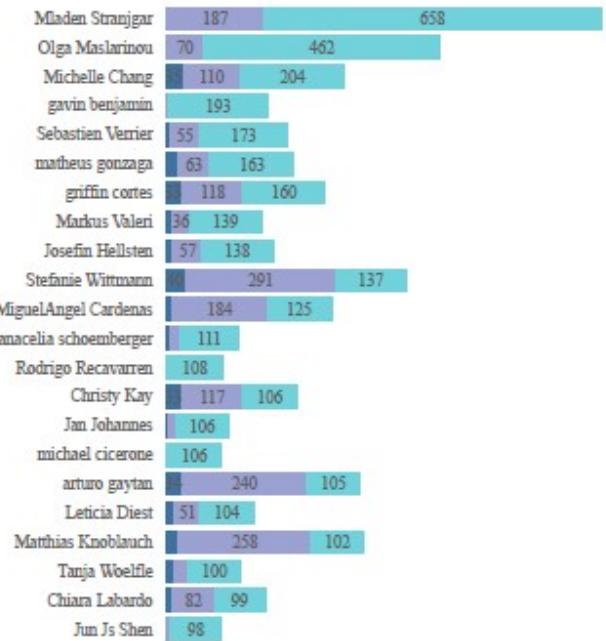
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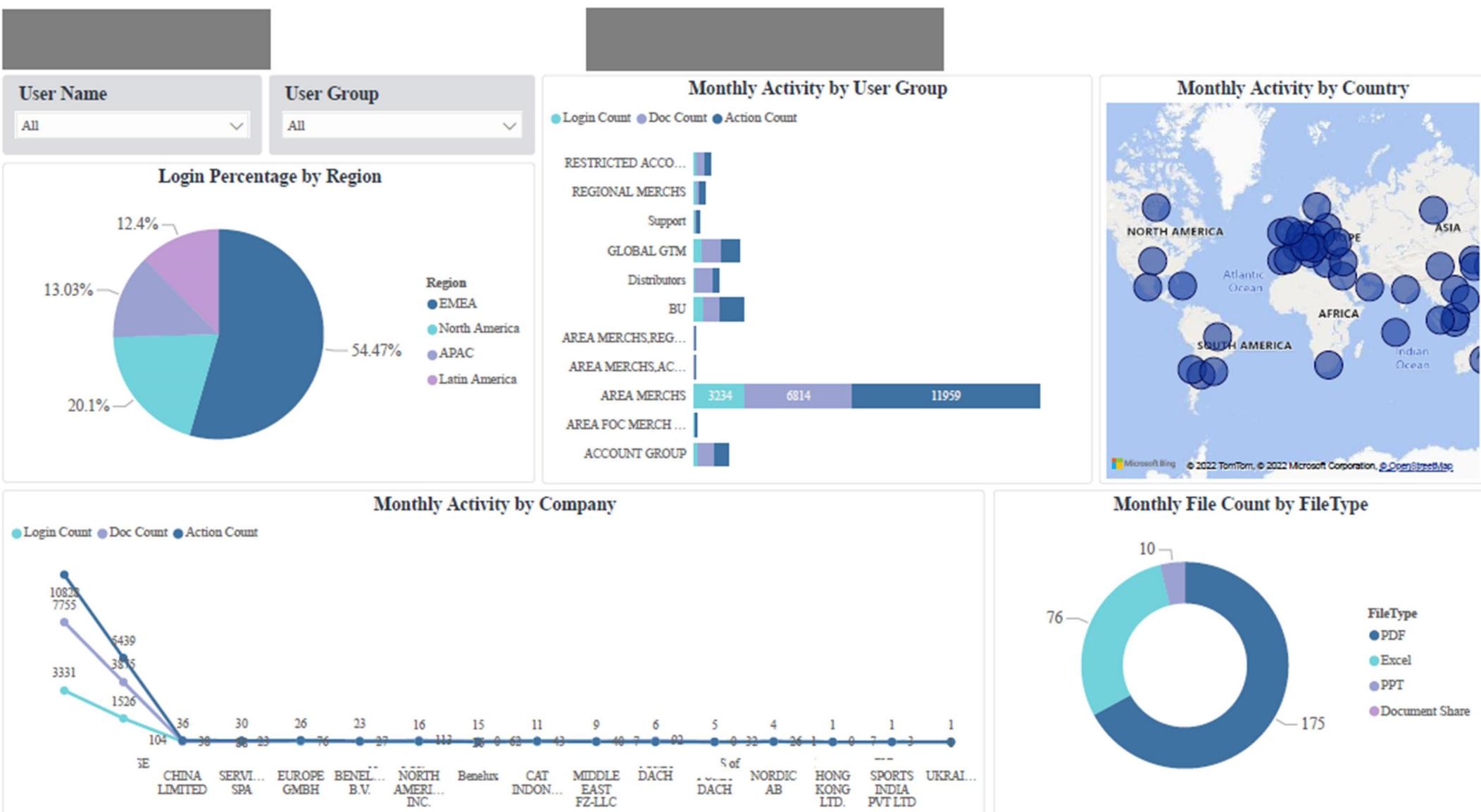
458 Hrs, 54 Mins

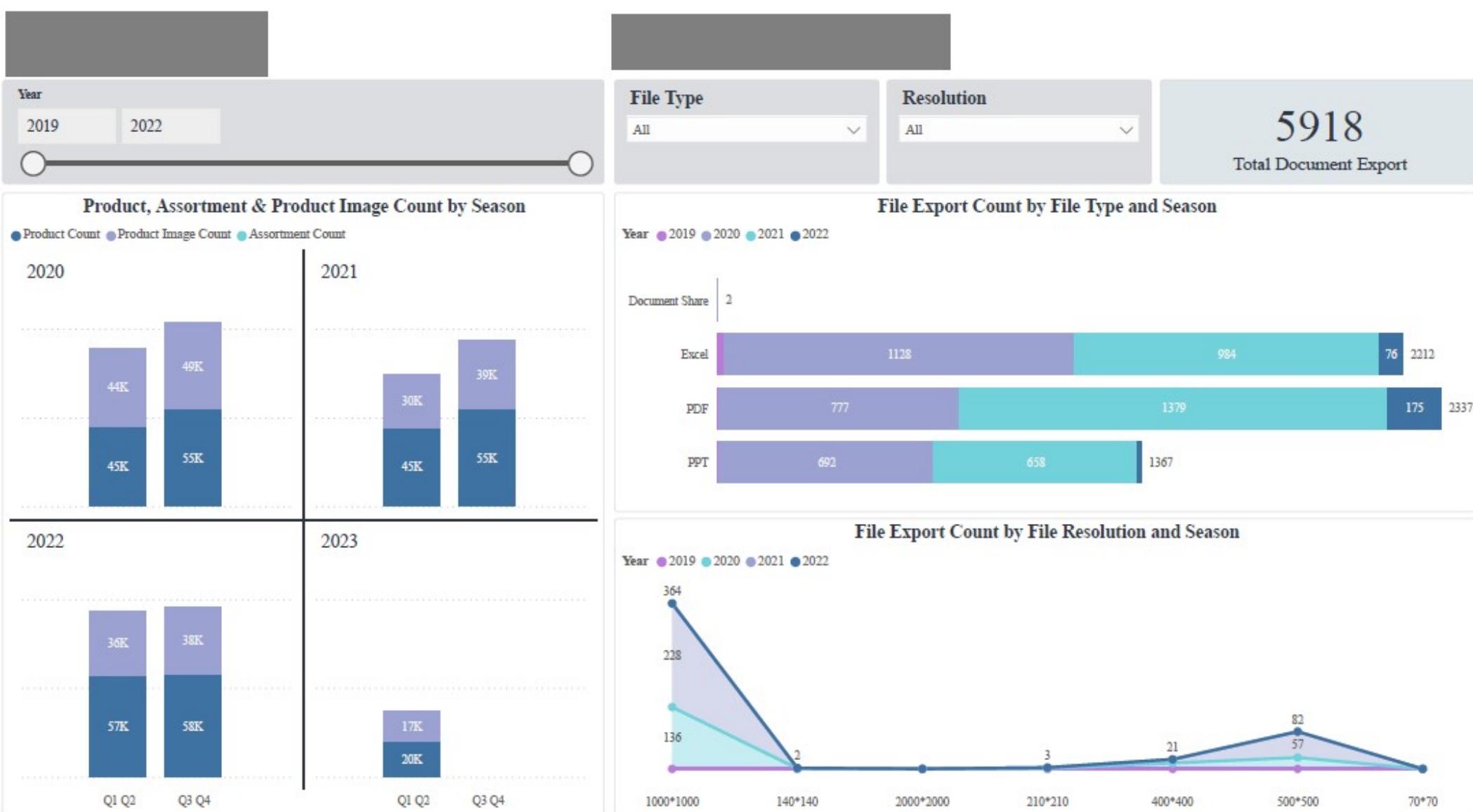
Monthly User Session Duration

Monthly Activity by User Name

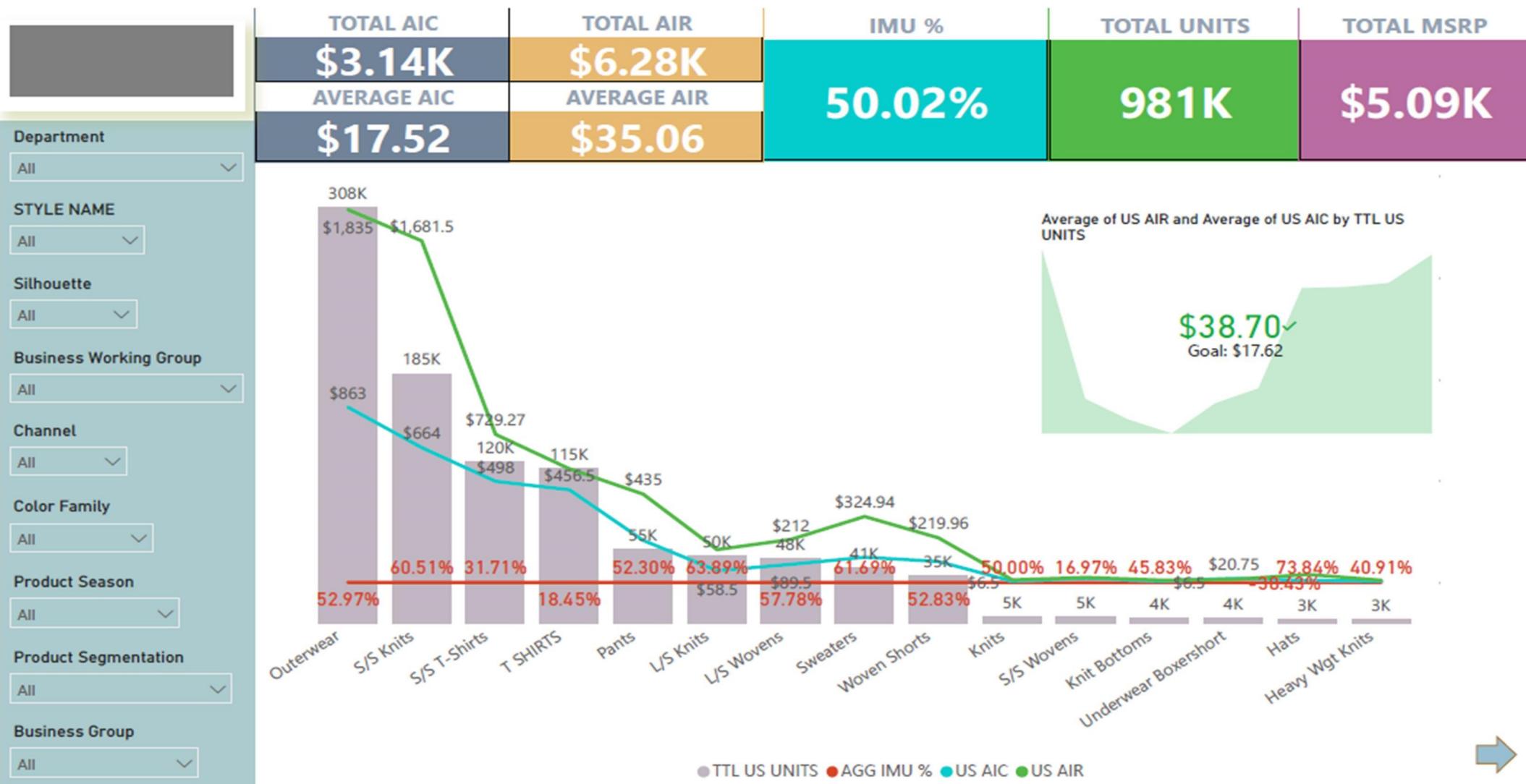
● Login Count ● Action Count ● Doc Count







CLIENT FINANCIAL PLANNING



	IMU %	TOTAL EXT RETAIL	TOTAL EXT COST	TOTAL WHSL FOB COST	TOTAL WHSL UNITS
	48.16%	\$21.08M	\$10.62M	\$34.65	24

Department

Style Name

Silhouette

Business Working Group

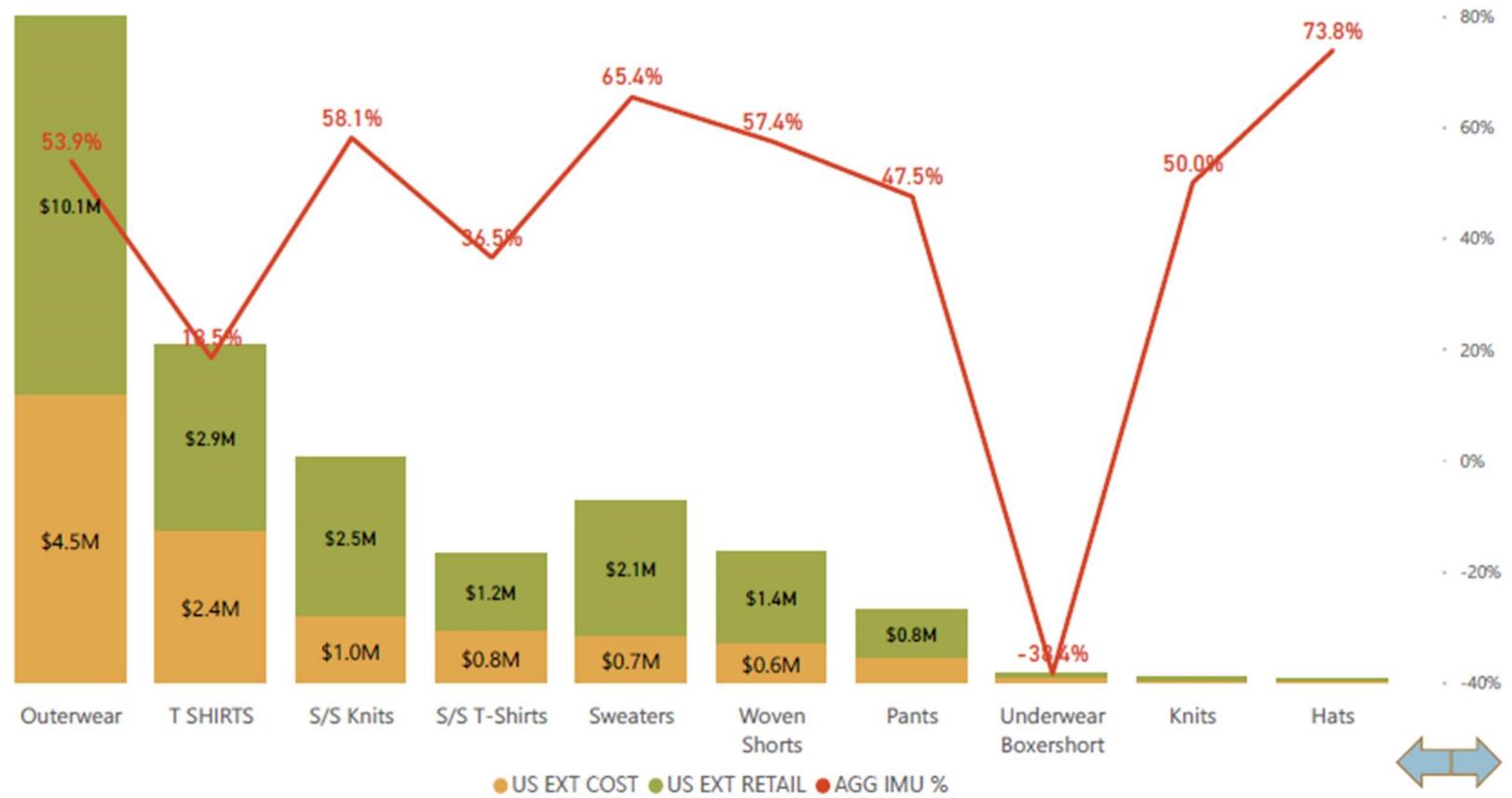
Channel

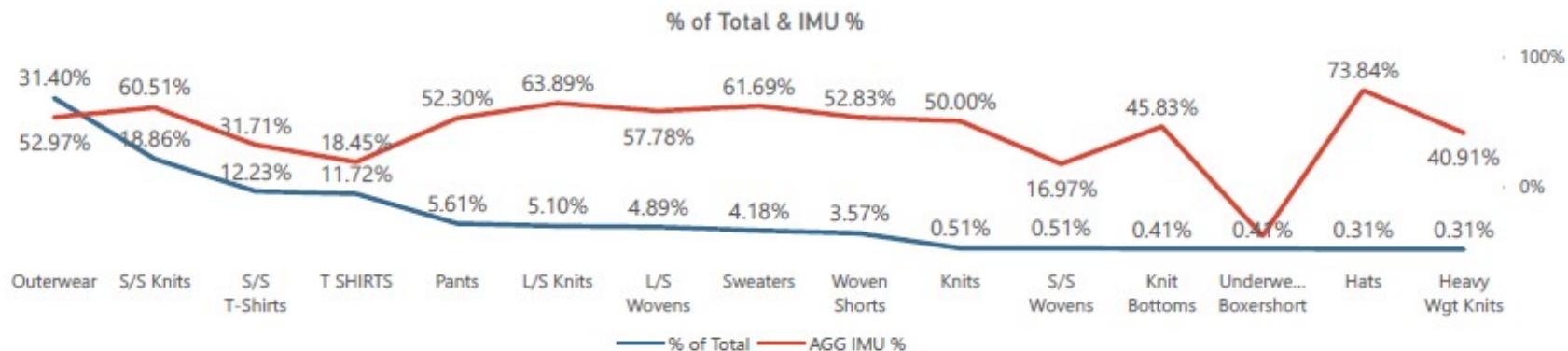
Color Family

Product Season

Product Segmentation

Business Group



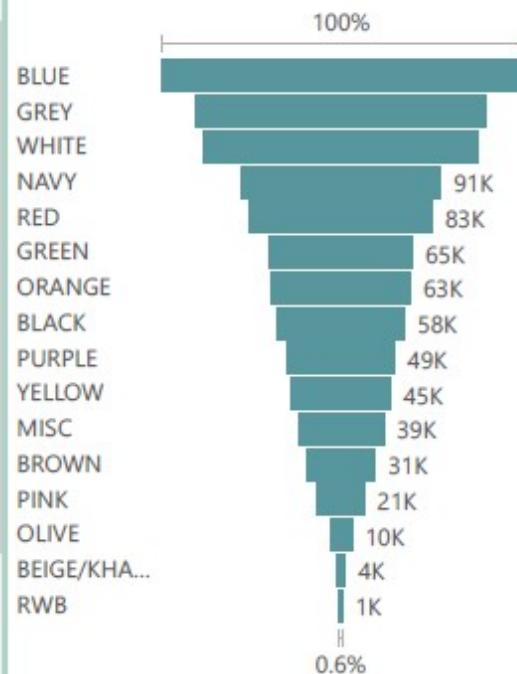


Department	TTL US UNITS	US AIC	US AIR	Average of US AIC	Average of US AIR	▼ AGG IMU %	US EXT COST	US EXT RETAIL	% of Total
Hats	3000	\$10.46	\$39.99	\$5.23	\$20.00	73.84%	\$16,960	\$49,990	0.31%
L/S Knits	50000	\$58.50	\$162.00	\$6.50	\$18.00	63.89%	\$3,25,000	\$8,60,000	5.10%
Sweaters	41000	\$124.50	\$324.94	\$20.75	\$54.16	61.69%	\$8,50,750	\$22,49,590	4.18%
S/S Knits	185000	\$664.00	\$1,681.50	\$20.75	\$52.55	60.51%	\$38,38,750	\$96,47,500	18.86%
L/S Wovens	48000	\$89.50	\$212.00	\$11.19	\$26.50	57.78%	\$3,99,500	\$12,54,000	4.89%
Outerwear	308000	\$863.00	\$1,835.00	\$15.41	\$32.77	52.97%	\$47,13,500	\$1,03,33,000	31.40%
Woven Shorts	35000	\$103.75	\$219.96	\$20.75	\$43.99	52.83%	\$7,26,250	\$15,49,740	3.57%
Pants	55000	\$207.50	\$435.00	\$20.75	\$43.50	52.30%	\$11,41,250	\$23,95,000	5.61%
Knits	5000	\$6.50	\$13.00	\$6.50	\$13.00	50.00%	\$32,500	\$65,000	0.51%
Knit Bottoms	4000	\$6.50	\$12.00	\$6.50	\$12.00	45.83%	\$26,000	\$48,000	0.41%
Heavy Wgt Knits	3000	\$6.50	\$11.00	\$6.50	\$11.00	40.91%	\$19,500	\$33,000	0.31%
S/S T-Shirts	120000	\$498.00	\$729.27	\$20.75	\$30.39	31.71%	\$24,90,000	\$35,33,310	12.23%
T Shirts	115000	\$456.50	\$559.78	\$20.75	\$25.44	18.45%	\$23,86,250	\$28,93,850	11.72%
S/S Wovens	5000	\$20.75	\$24.99	\$20.75	\$24.99	16.97%	\$1,03,750	\$1,24,950	0.51%
Underwear Boxershorts	4000	\$20.75	\$14.99	\$20.75	\$14.99	-38.43%	\$83,000	\$59,960	0.41%
Total	981000	\$3,136.71	\$6,275.42	\$17.52	\$35.06	50.02%	\$1,71,52,960	\$3,50,96,890	100.00%

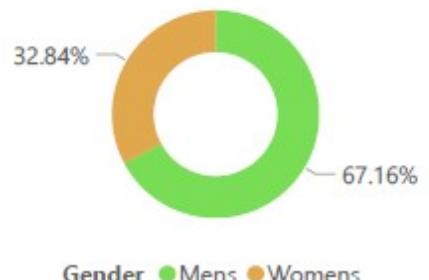


Style Name	Style count	TTL US UNITS	TTL US DOOR COUNT
M NANTUCKET SS TEE	15	80000	160
IVY POLO SHIRT CLF	13	65000	151
M TINO SS TEE	10	50000	90
KENT POLO CLF	9	50000	90
CUSTOM FIT [REDACTED] S/S POLO	8	50000	60
W HAILEY (HUNTER) BELTED JACKET	7	34000	54
W TULLA QUILTED JACKET-SOLID	7	35000	105
M NANTUCKET S/S TEE	6	41000	51
M NANTUCKET VNECK S/S TEE	6	33000	63
CUSTOM FIT CHINO PANT	5	20000	20
IVY POLO SHIRT- CF	5	41000	74
M NANTUCKET SS V NECK TEE	5	20000	70
M NEW [REDACTED] YACHT JACKET	5	35000	45
PACIFIC V-NECK SWEATER	5	35000	45
W TYRA PUFFER JACKET	5	35000	45
FREDERICK POLO CLF	4	10000	50
W FUNYUN PUFFER COAT	4	14000	14
W HOLLYWOOD 5IN SHORT YD	4	30000	52
HORZNTL ST			
W TORT FUR HOODED PUFFER	4	26000	66
NEW ENGLAND SOLID OX	3	20000	40
NEW ENGLAND SOLID OX LS CF	3	21000	51
SP21			
W FRESCA FUNNEL NECK COAT	3	24000	54
W GRAHAM TECH PARKA	3	15000	45
AM ARDIN CAP	2	3000	3
ANGELO PLEATED TROUSER	2	15000	15
M [REDACTED] STRETCH CHINO	2	19000	39
W KRAFT HOODED DOLMAN	2	11000	21
ANORAK			
Total	179	981000	1818

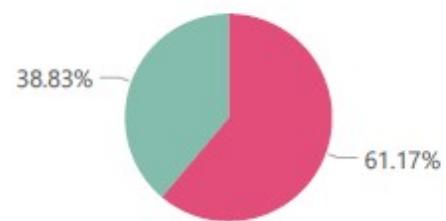
TTL US UNITS by Color Family



DOOR COUNT by Gender

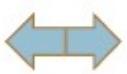


DOOR COUNT by Channel



Product Season

Core (green) ● Spring (pink)



STYLE NAME	TOTAL UNITS	TY STYLE	TY SKU	% of TOTAL	DEPTH	DOOR COUNT	SEGMENTATION
All	482K	13	83	100.00%	61K	107	18



PACIFIC V-NECK SWEATER IVY POLO SHIRT CLF KENT POLO CLF CUSTOM FIT POLO IVY POLO SHIRT- CF W TULLA QUILTED JACKET-SOLID M TINO SS TEE M NEW YACHT JACKET M NANTUCKET S/S TEE M NANTUCKET SS TEE

TY BUY ● US AIC ● US AIR ● US IMU



CLIENT SPECIFIC SENTIMENT ANALYSIS

PRODUCTS SENTIMENT ANALYSIS



**CUSTOMER
RATING**

SENTIMENT SCORES

059

035

063

002

positiv

positiv

neutral

negative

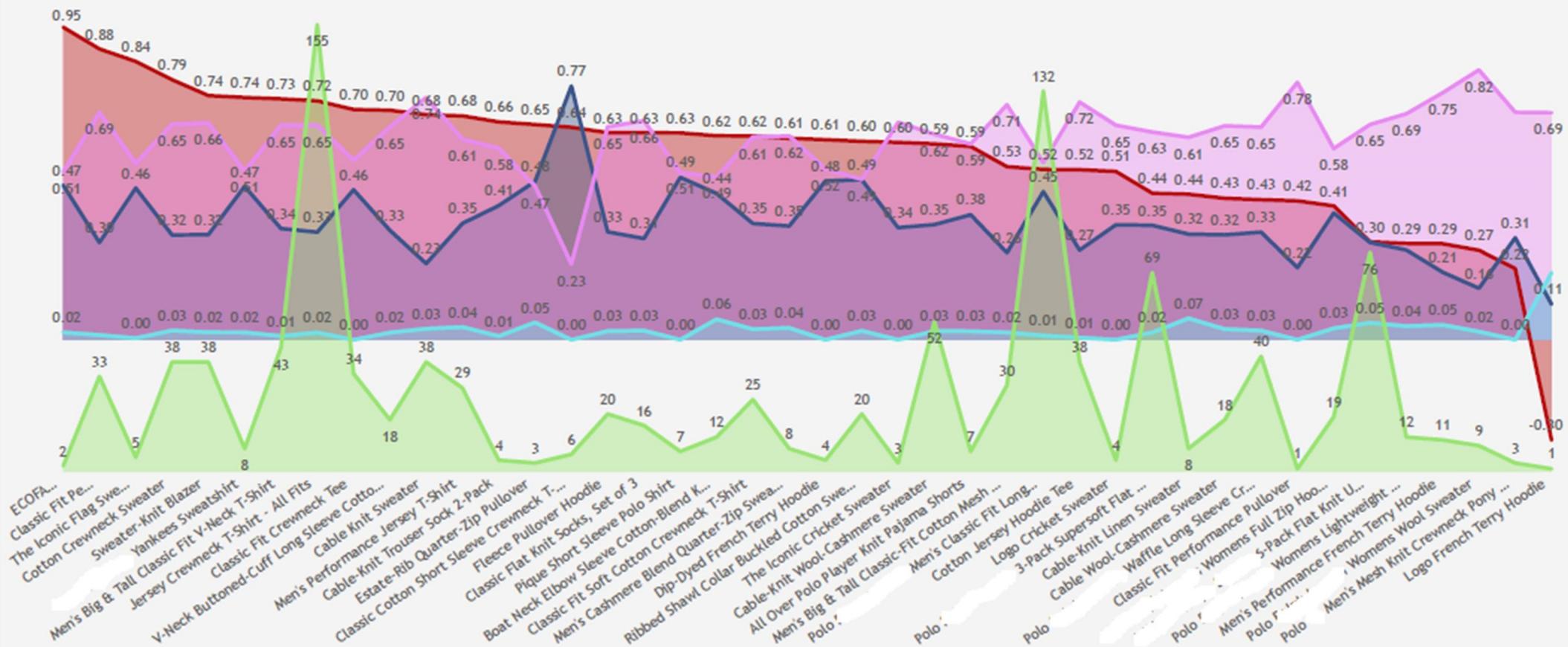
Customer Rating by Product Name

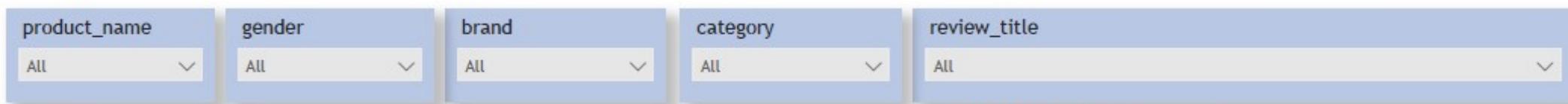
All Over Polo PL...	Cotton Crewne...	Classic Cotton...	Ribbed...	Men's ...	Jersey...	Pique ...	Fleece...	Classic...
5.00	4.82	4.67						
Classic Fit Perf...	The Iconic Fla...	Classic Fit Cre...	4.50	4.48	4.48	4.43	4.40	4.38
5.00	4.80	4.65						
ECOFAST Pure T...	Men's Big & Tal...		Men's Cash...	Cotton ...	Cable K...	Classic ...	Cable-K...	
			4.38					
5.00	4.79	4.58	Men's Big & ...	4.29	4.24	4.20	4.19	
Estate-Rib Quar...	Logo Cricket S...	V-Neck Button...						
5.00	4.75	4.56	4.37					
The Iconic Cric...	Classic Fit Perf...	Cable Wool-C...	Sweater-Kni...	Cable-Knit L...	3.93	3.84	3.78	
5.00	4.70	4.50	4.34	4.00				
	Boat Neck Elb...	Cable-Knit Tro...	Polo RL Men...	Dip-Dyed Fr...	3.50			Men's P...
4.88	4.67	4.50	4.33	4.00	3.47			3.36

product_name	category	brand	gender	review_title
All	All	All	All	All

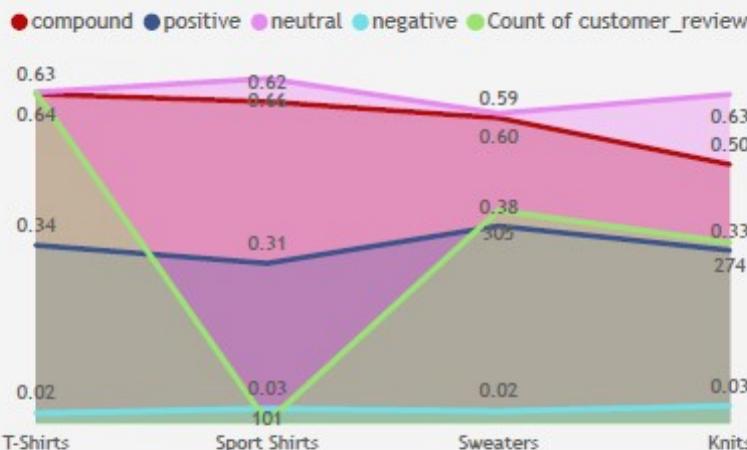
Sentiment scores by Product Name & Review Count

● compound ● positive ● neutral ● negative ● Count of customer_review





Sentiment scores by category name & category count



Rating, compound score and price by brand

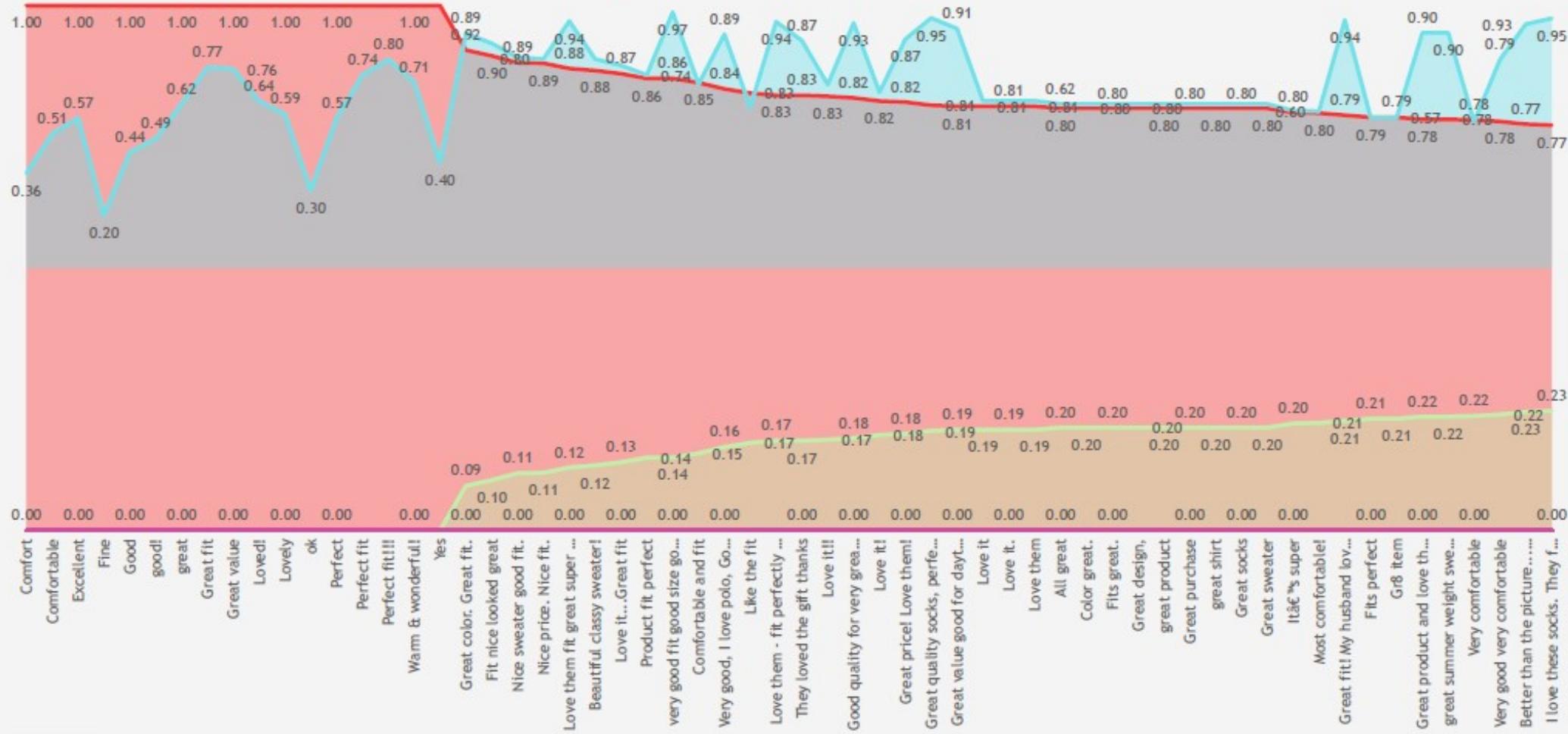


Word Cloud for Customer Reviews



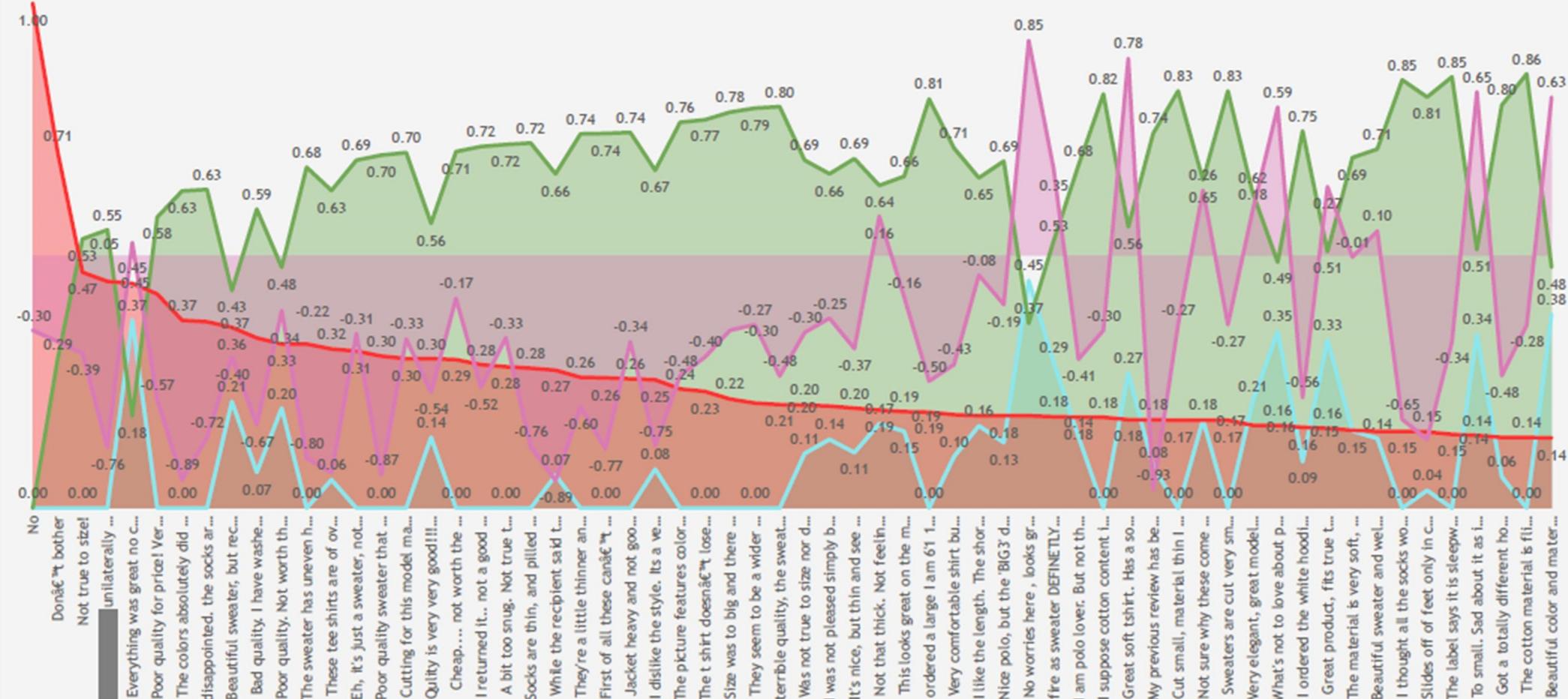
Sentiment Scores sorted by Positive first vs Customer Review

● positive ● neutral ● negative ● compound



Sentiment Scores sorted by Negative first vs Customer Review

positive ● neutral ● negative ● compound

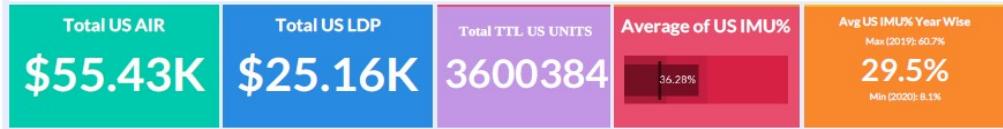


ASSORTMENT PLANNING ASSISTANCE

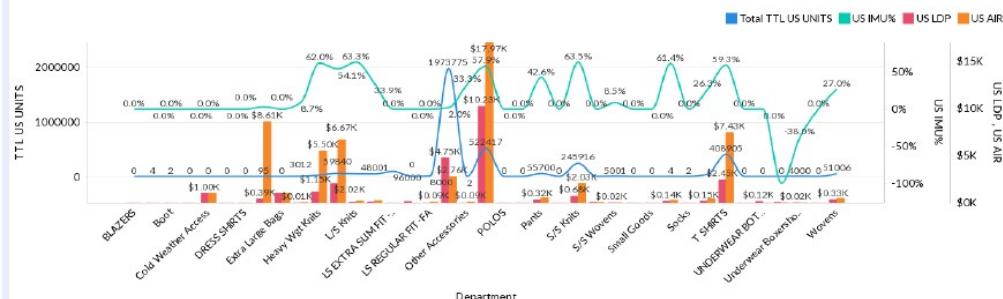
TH US All Seasons Dashboard

A complete analysis on US IMU%

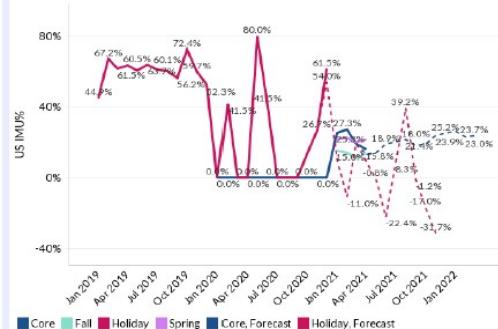
US IMU% Analysis Dashboard



Price Analysis



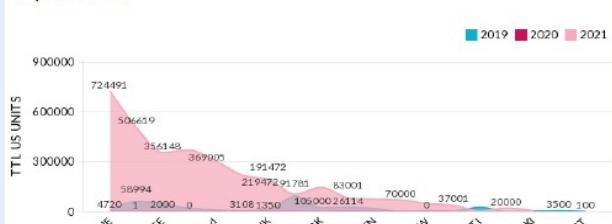
US IMU% Forecast with Season



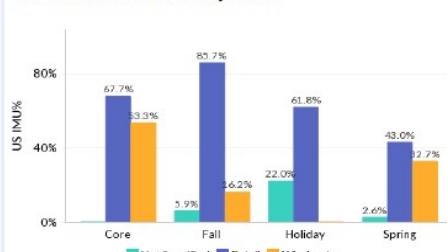
US IMU% Forecast with Gender



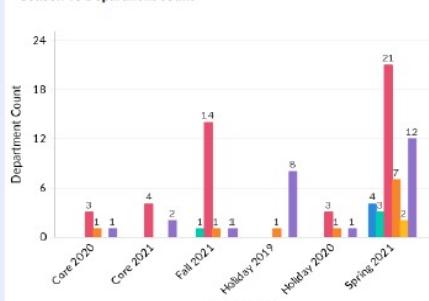
Dept vs TTL Units



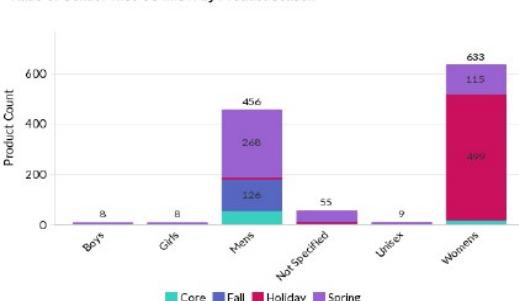
Product Season-wise US IMU% by Channel



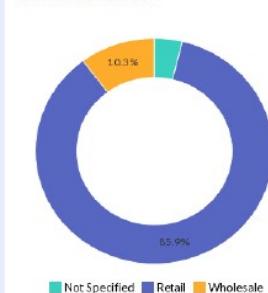
Season vs Department count



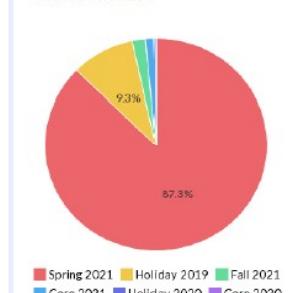
Ratio of Gender-wise US IMU% by Product Season



Channel-wise US IMU%



TTL Units vs Season



Gender-wise US IMU%

