

SALES QUANTITY ANALYSIS

Sales Quantity

4,898K

Sales Quantity YTD%

17%

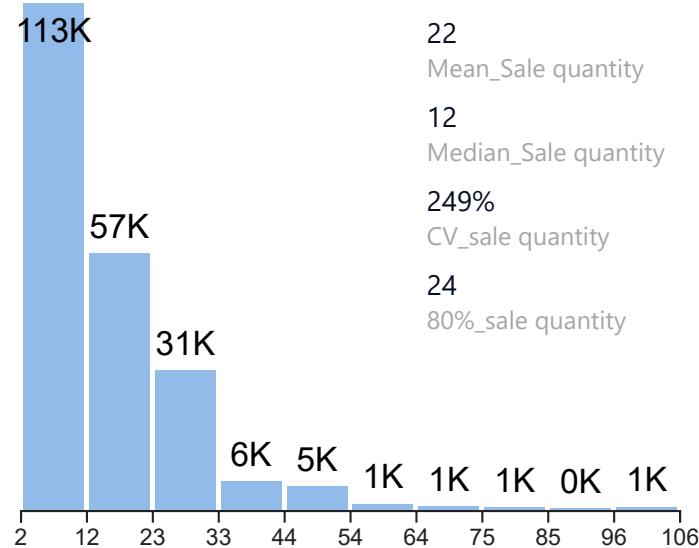
Sales Amount YTD%

-10%

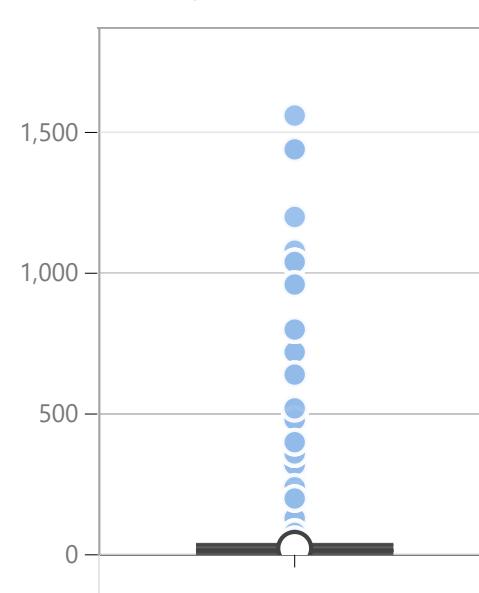
SalesKey YTD%

-16%

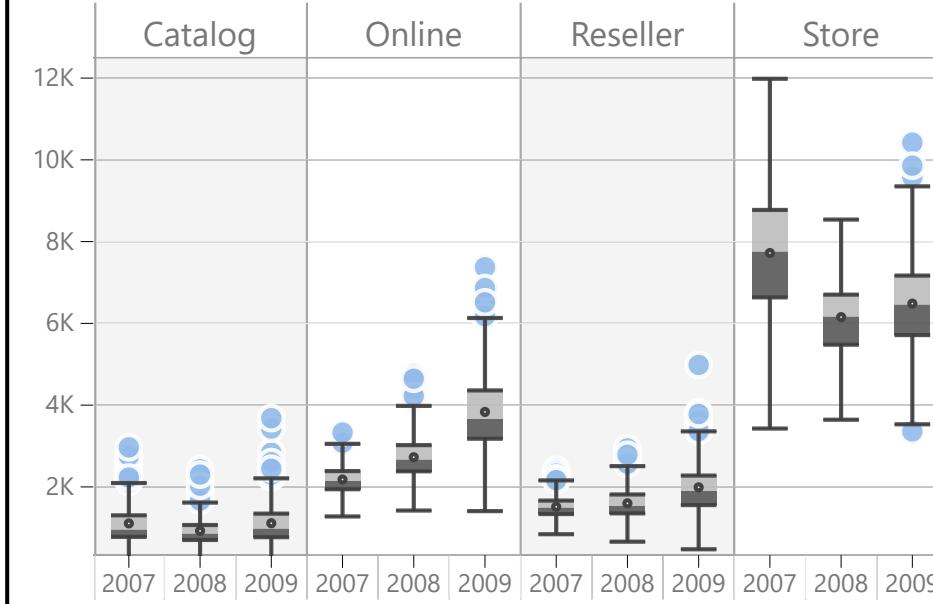
Sale quantity per transaction histogram



Sale quantity per transaction b...

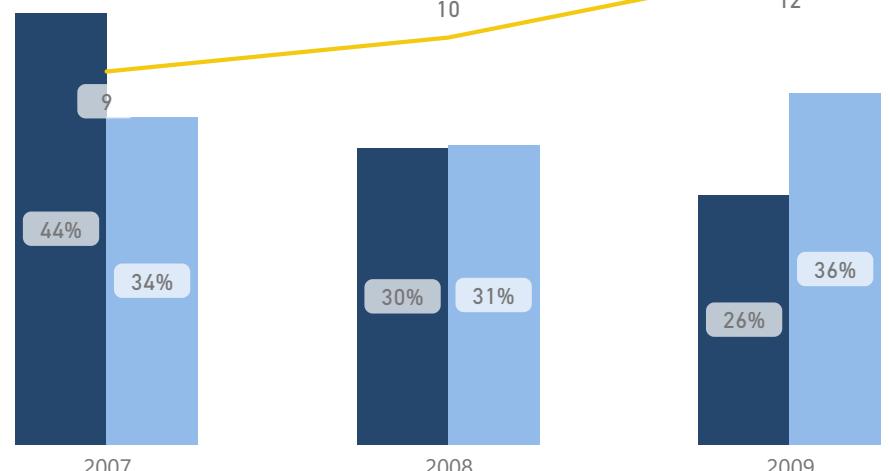


Sale quantity per date box plot

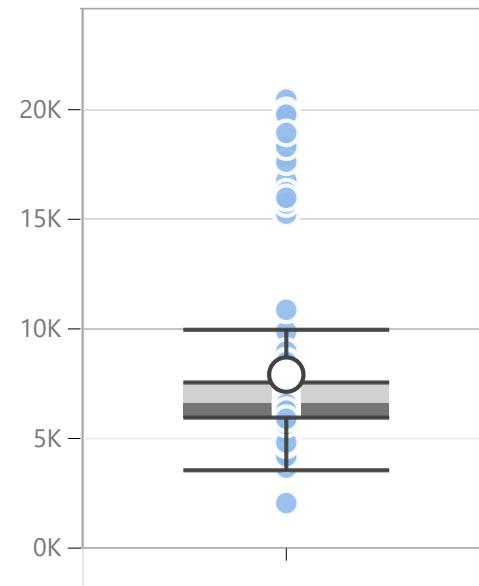


Sale quantity - Transaction - Sale quantity/transaction over time

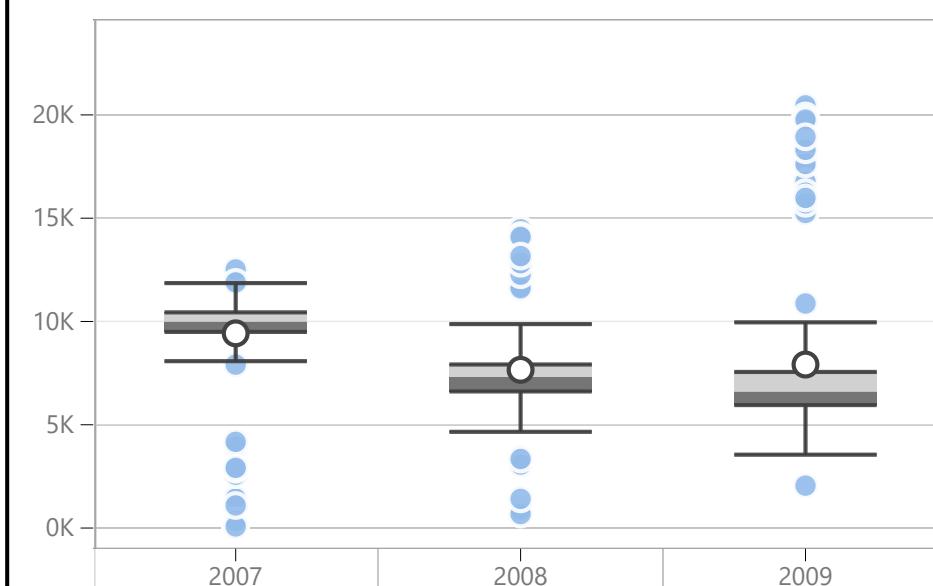
● % Transaction ● % SalesQuantity ● Sale quantity/transaction (Median)



Sale quantity per store box plot



Sale quantity per store box plot



Year

All

Seas...

All

Cont...

All

Cou...

All

States

All

Chan...

All

Brands

All

Class

All

Prod...

All

ASP ANALYSIS

ASP
193

ASP YoY%
-23%

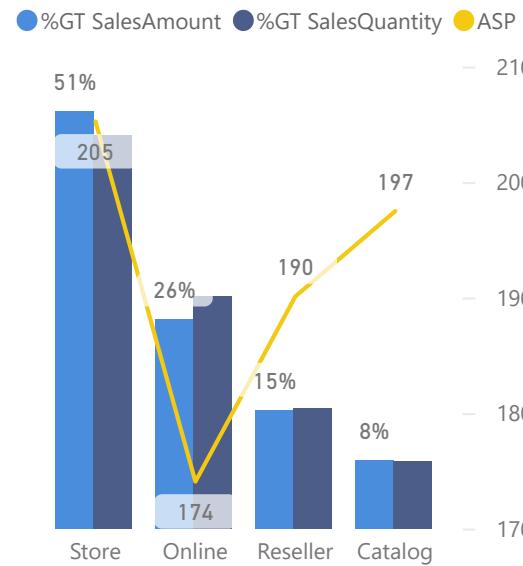
Sales Amount YTD%
-10%

SalesKey YTD%
-16%

Sales Quantity YTD%
17%

DiscountAmount
16,048K

%GT SalesAmount, %GT SalesQu...



ASP by Channel and Year

ASP - 2007 ASP - 2008 ASP - 2009



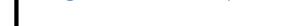
Store
Online
Resell...
Catalog

%GT SalesAmount, %GT SalesQu...



ASP by Channel and Year

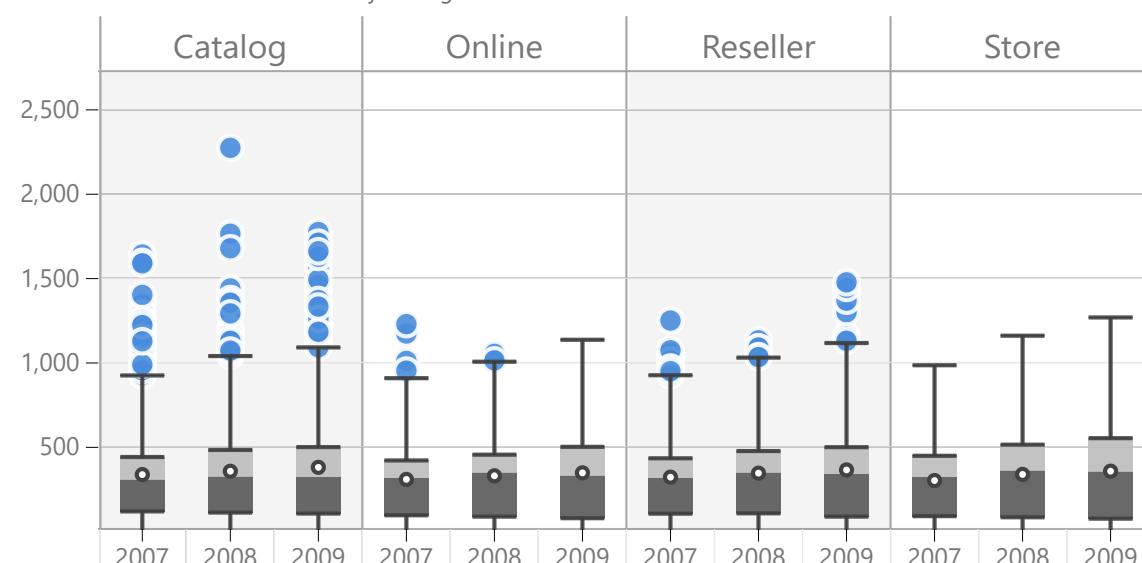
ASP - 2007 ASP - 2008 ASP - 2009



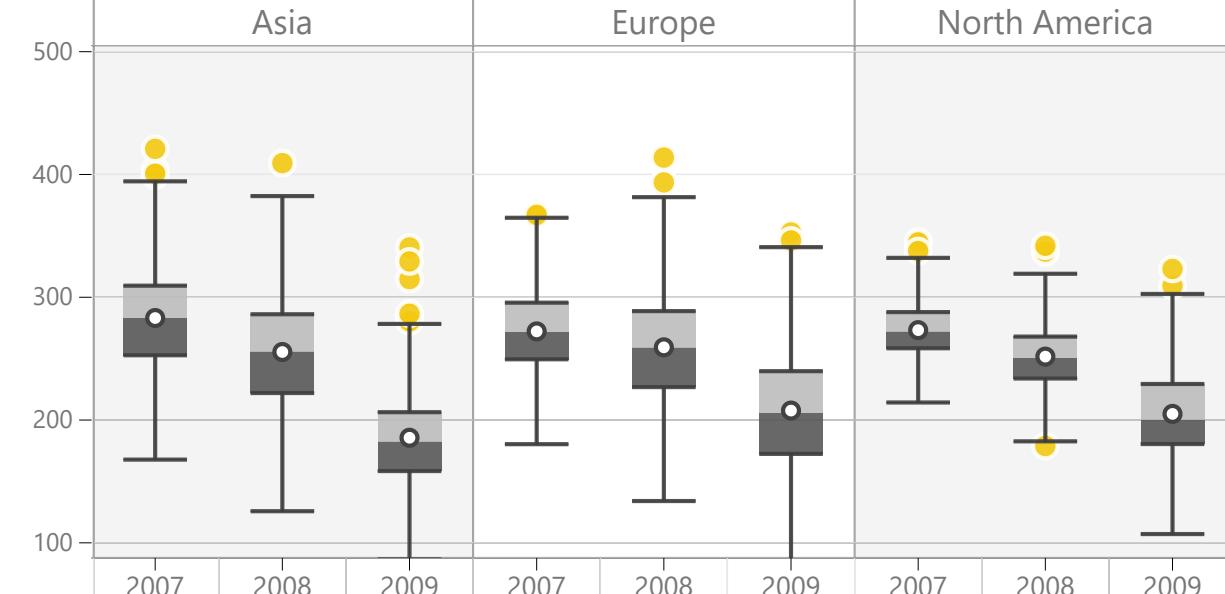
Europe
Asia
North ...

ASP per day by Channel box plot

ClassName Deluxe Economy Regular



ASP per day by Continent box plot



Year

All

Seas...

All

Cont...

All

Cou...

All

States

All

Chan...

All

Brands

All

Class

All

Prod...

All

ASP ANALYSIS

ASP
193

ASP YoY%
-23%

Sales Amount YTD%
-10%

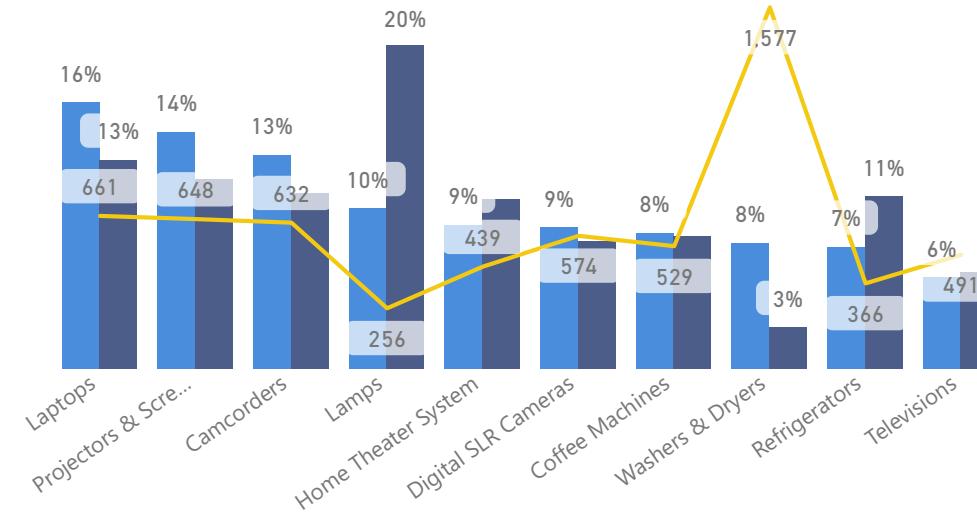
SalesKey YTD%
-16%

Sales Quantity YTD%
17%

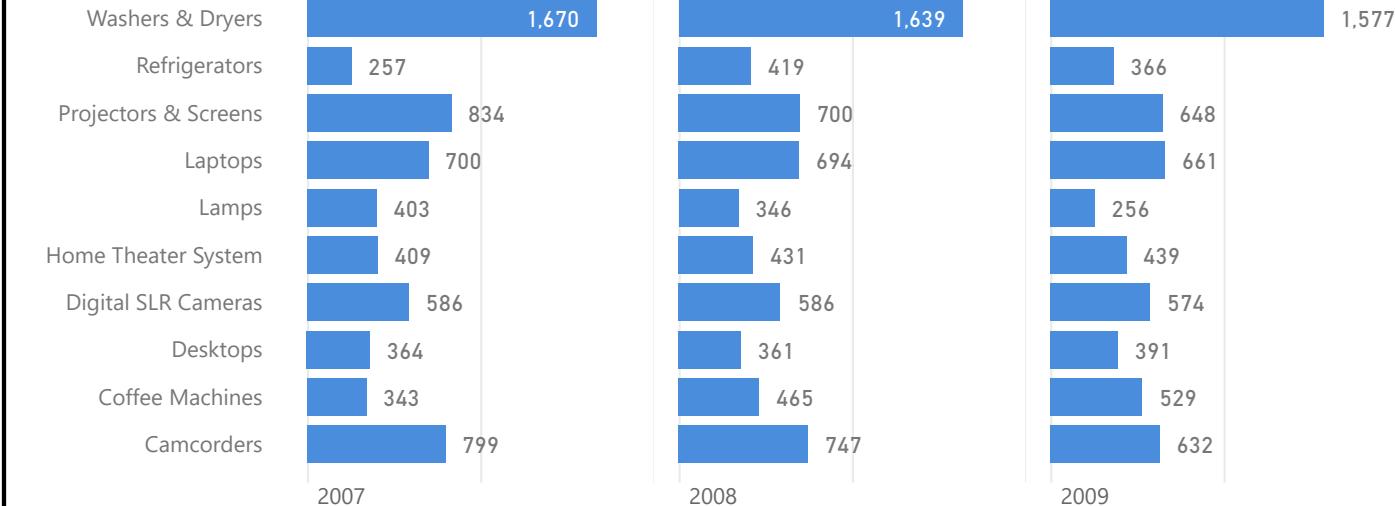
DiscountAmount
16,048K

SalesAmount-Salesquanity-ASP By Product Hierachy

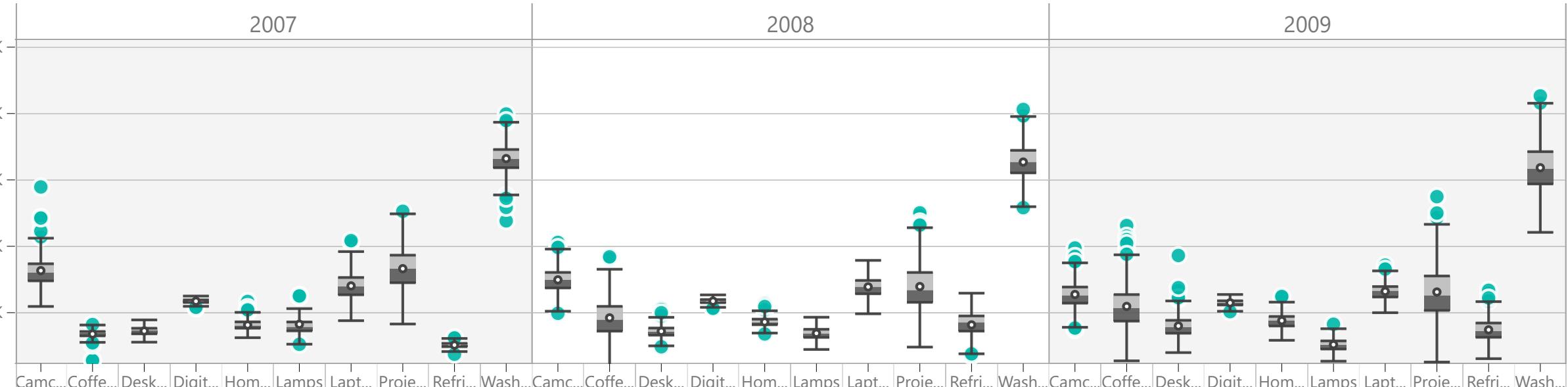
●%GT SalesAmount ●%GT SalesQuantity ●ASP



ASP by Product Hierarchy and Year



ASP per datekey by Product Hierarchy



Year

All

Seas...

All

Cont...

All

Cou...

All

States

All

Chan...

All

Brands

All

Class

All

Prod...

All

INCENTIVE ANALYSIS

Sale Amount

947M

Sale Quantity

4,898K

ASP

193

DiscountAmount

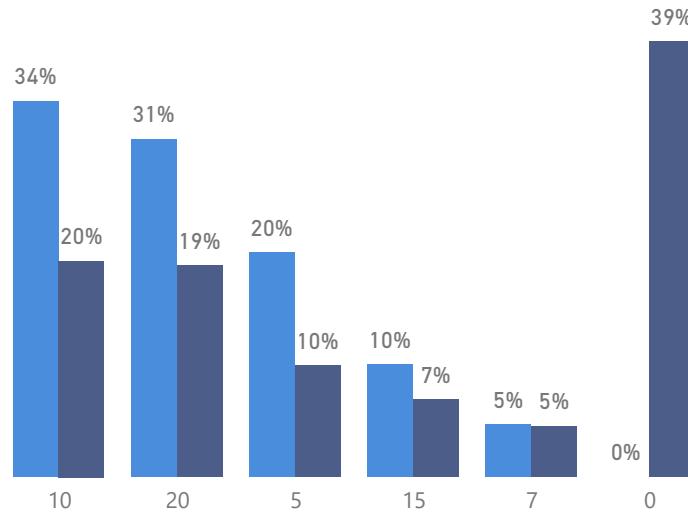
16,048K

Salekey

220K

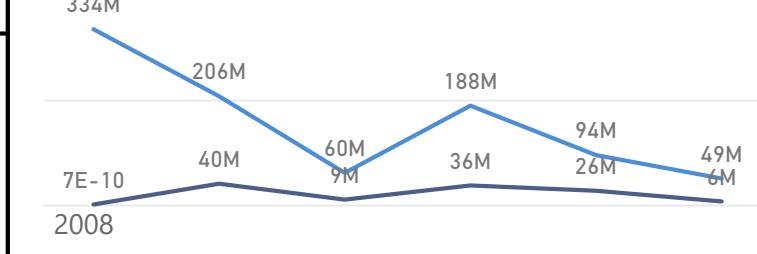
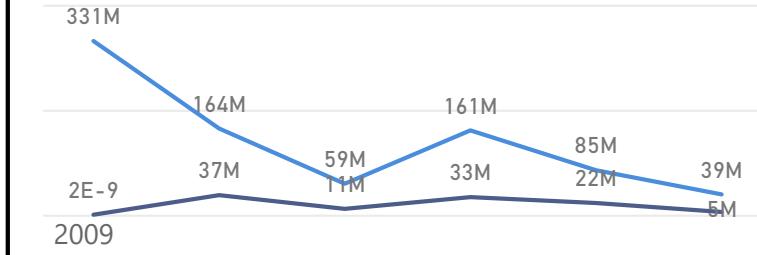
%GT SalesAmount promotion and %GT SalesAmount non promotion

● %GT SalesAmount promotion ● %GT SalesAmount non promotion



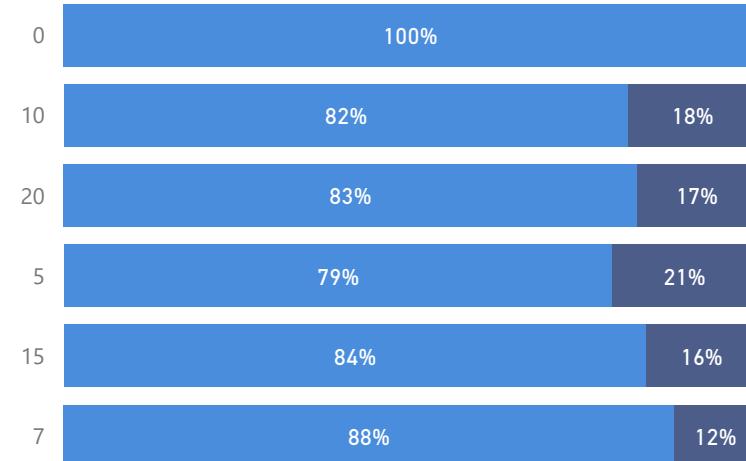
SalesAmount non promotion and SalesAmount promotion

● SalesAmount non promotion ● SalesAmount promotion



SalesAmount non promotion and SalesAmount promotion

● SalesAmount non promotion ● SalesAmount promotion



Incentive Flow chart

Incentive %

0 20 10 5 15 7

ChannelName

Store Online Reseller C...

ContinentName

North America Asia Europe

ClassName

Regular Economy Deluxe

Year

All

Seas...

All

Cont...

All

Cou...

All

States

All

Chan...

All

Brands

All

Class

All

Prod...

All

DISCOUNT AMOUNT ANALYSIS

Sale Amount

947M

Sale Quantity

4,898K

ASP

193

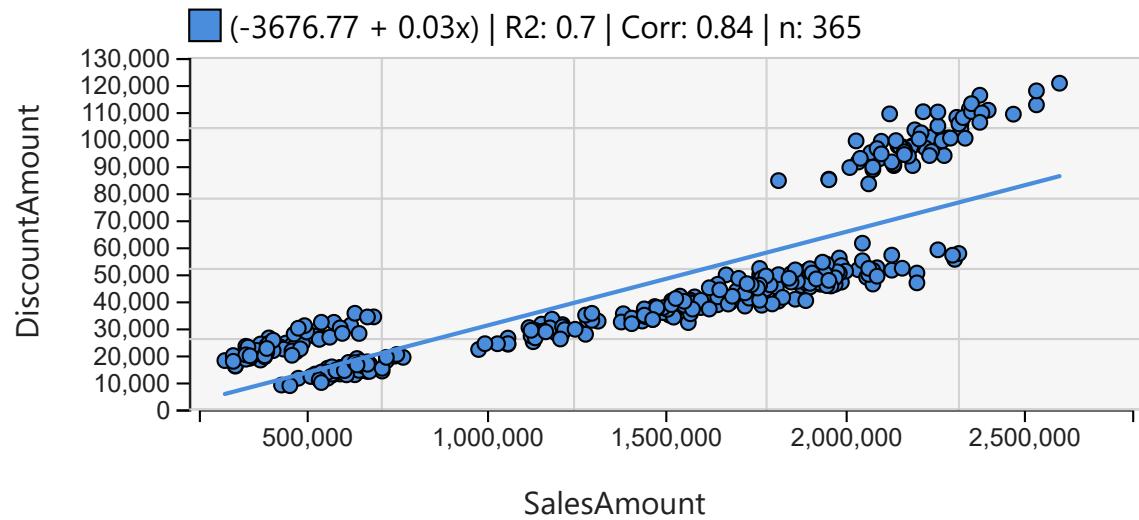
DiscountAmount

16,048K

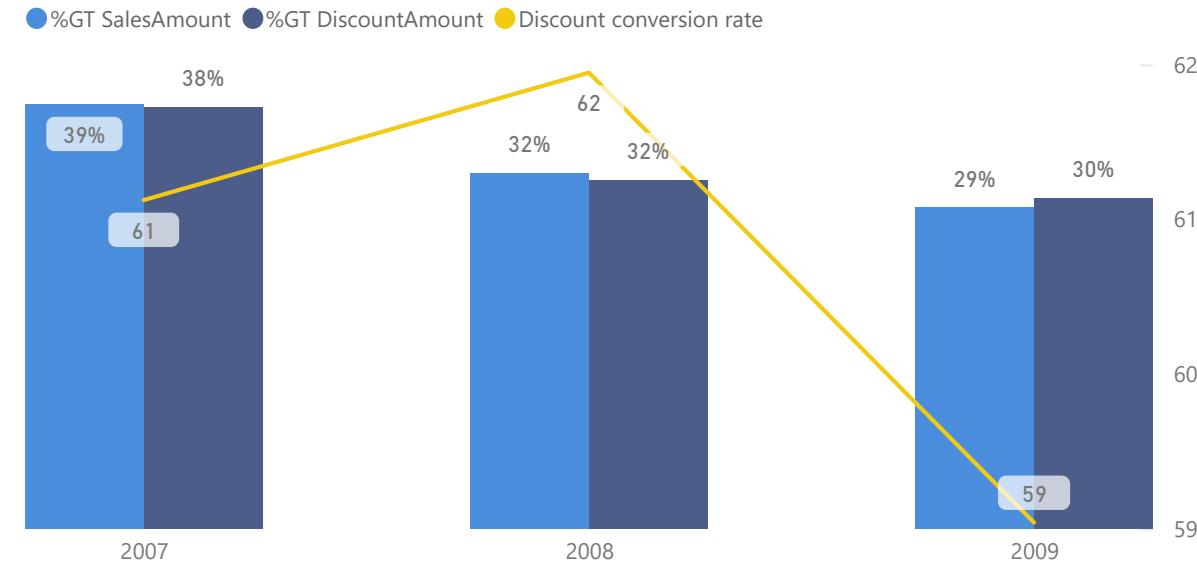
Salekey

220K

DiscountAmount and SalesAmount (excluded Non discount) by DateKey



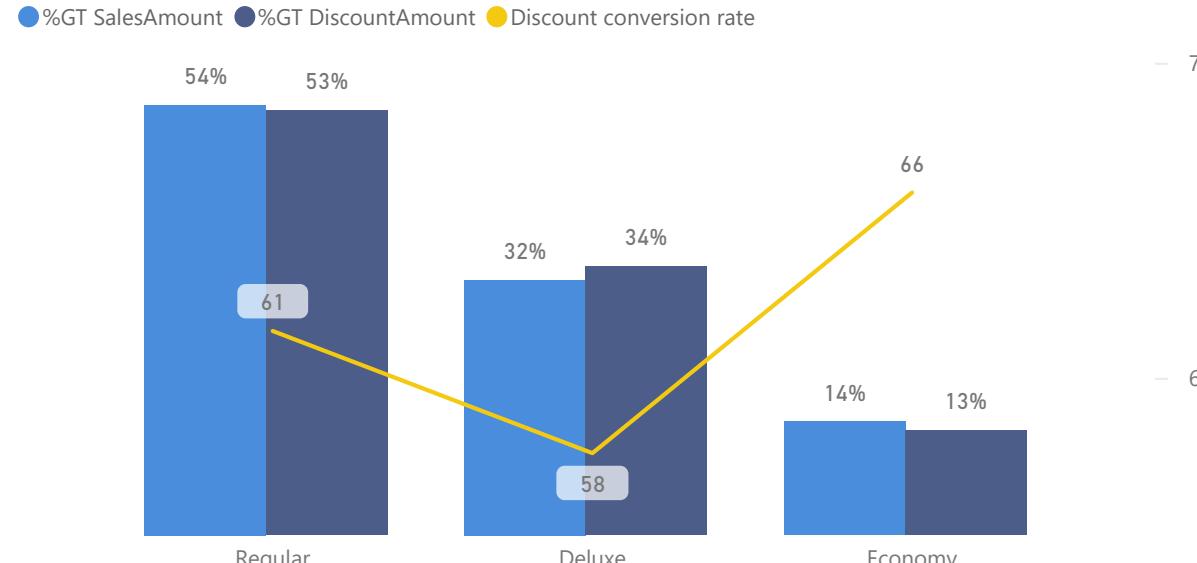
%GT SalesAmount, %GT DiscountAmount and Discount conversion rate by Calendar...



DiscountAmount and SalesAmount (excluded non discount) by ClassName



%GT SalesAmount, %GT DiscountAmount and Discount conversion rate by ClassName



Year

All

Seas...

All

Cont...

All

Cou...

All

States

All

Chan...

All

Brands

All

Class

All

Prod...

All