

SALE OVERVIEW-2009

Sales Amount

3,249M

Sales Amount YTD%

-10%

Sales Quantity YTD%

17%

ASP YoY%

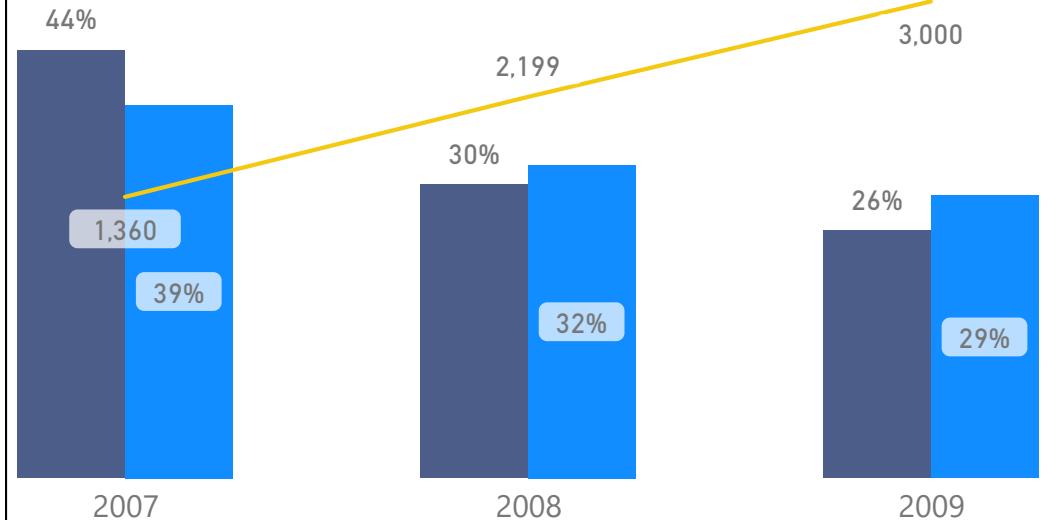
-10%

SalesKey YTD%

-16%

SalesAmount by Calendar/ Asia/ North America/ Europe

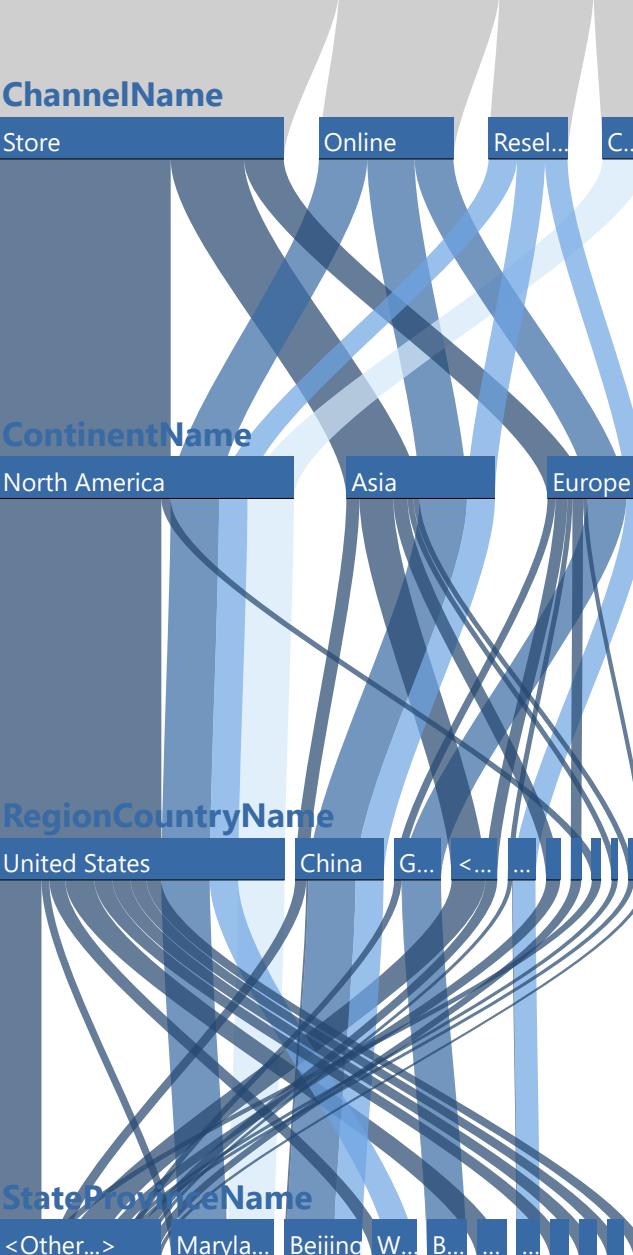
●% Transaction ●% SalesAmount ● SalesAmount/transaction (Median)



SalesAmount by Channel/ Continent/Country

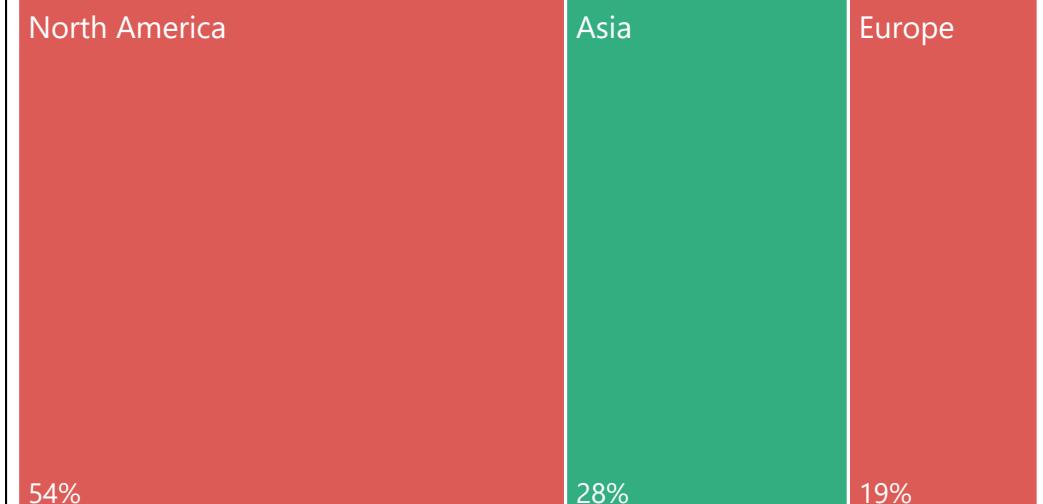


SalesAmount by Channel/ Geography



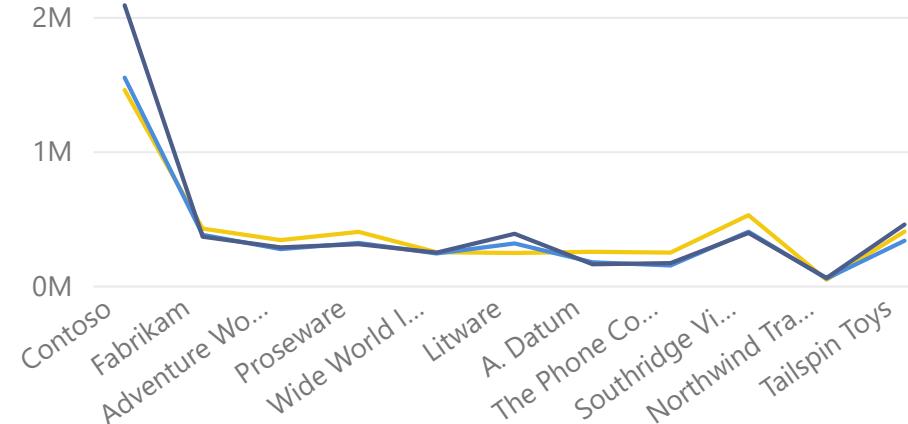
Sales% & YTD% by Channel/Geography/Product/Incentive

● North America ● Asia ● Europe



SalesAmount-Channel/Continent/Product/Incentive/Asia/EU/...

● 2007 ● 2008 ● 2009



SALE OVERVIEW-2009

Sales Amount
3,249M

Sales Amount YTD%
-10%

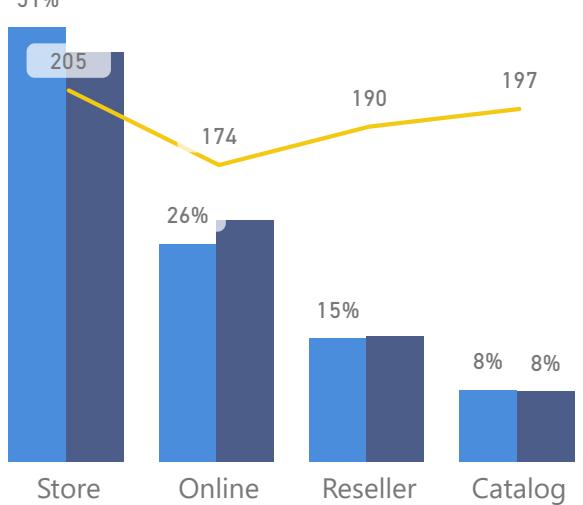
Sales Quantity YTD%
17%

ASP YoY%
-10%

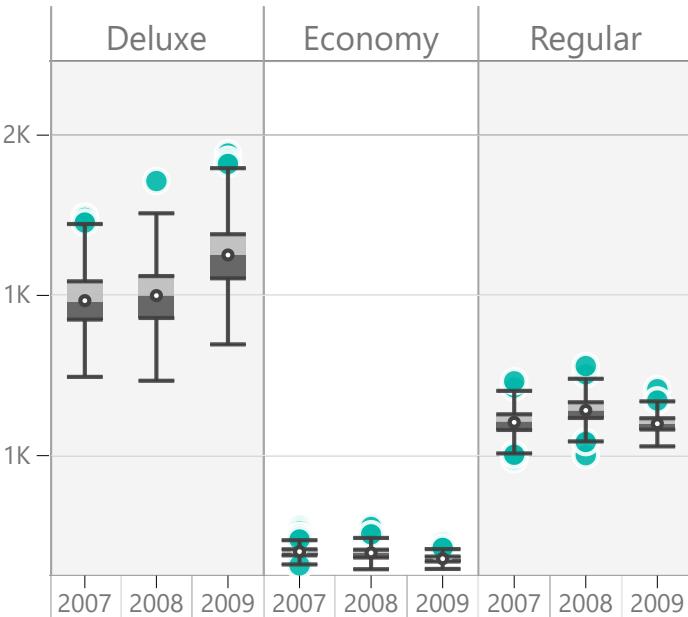
SalesKey YTD%
-16%

ASP by Channel/Continent/Products

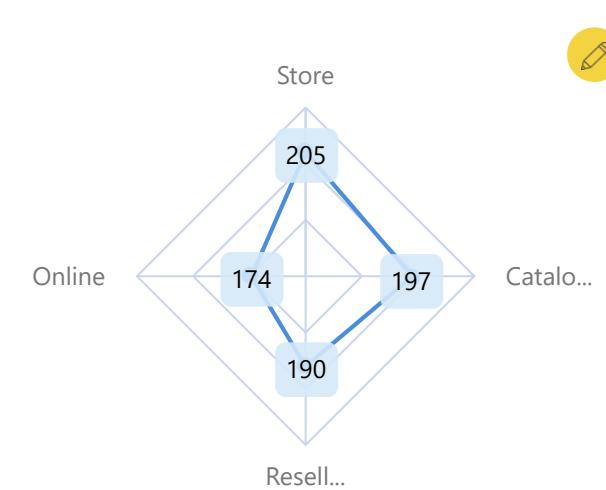
● %GT SalesAmount ● %GT SalesQuantity ● ASP



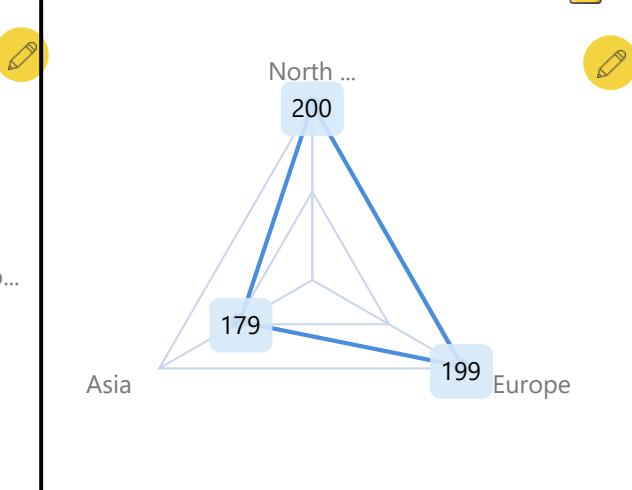
ASP by Class-Year Box plot



ASP by Channel

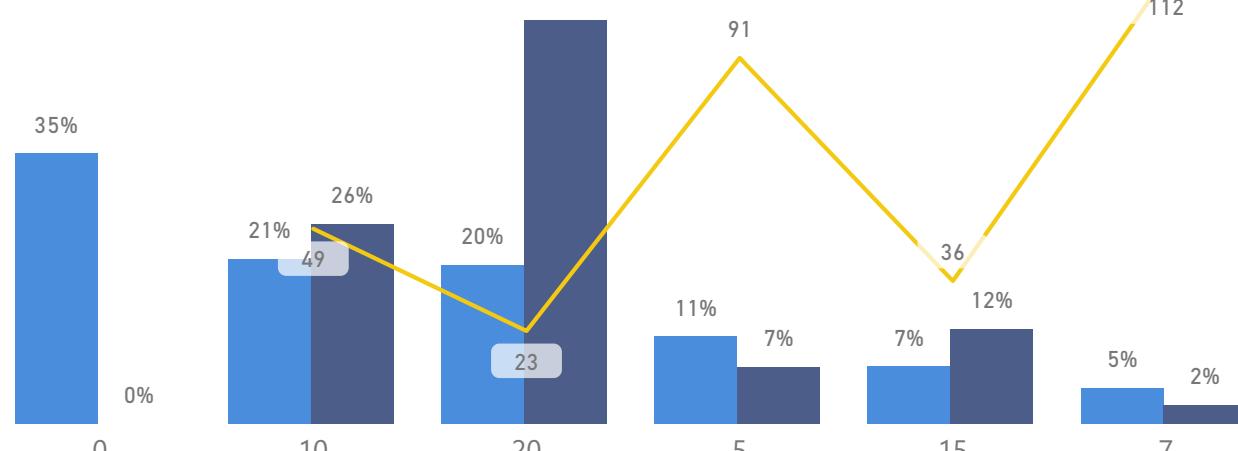


ASP by Continent



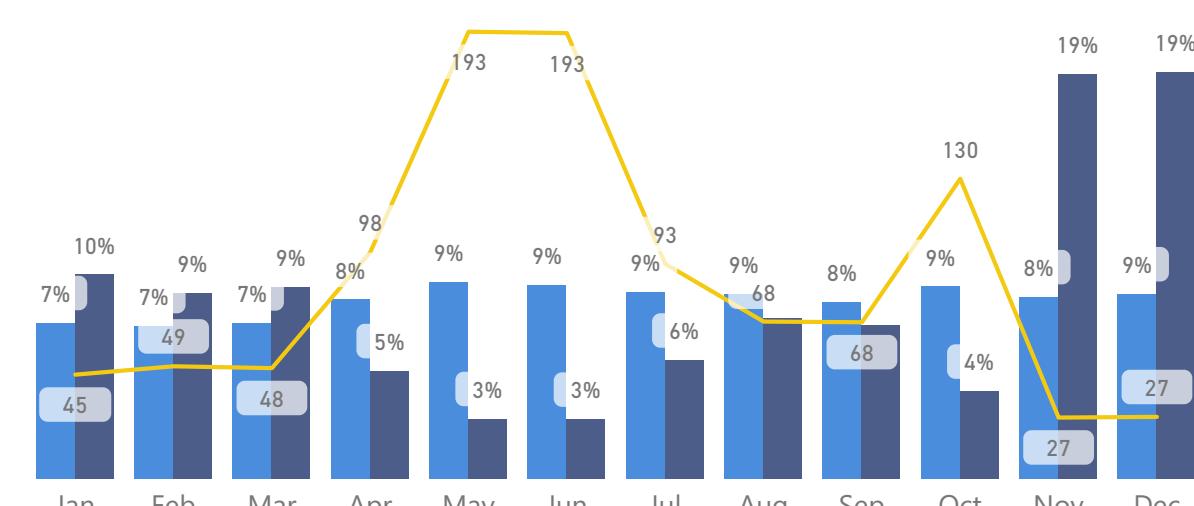
DiscountAmount - Channel/ Geography/ Products/Incentive

● %GT SalesAmount ● %GT DiscountAmount ● Discount conversion rate



DiscountAmount - Calendar/Asia/NorthAmerica/Europe Seasonality

● %GT SalesAmount ● %GT DiscountAmount ● Discount conversion rate



SALE ANALYSIS

Sales Amount
947M

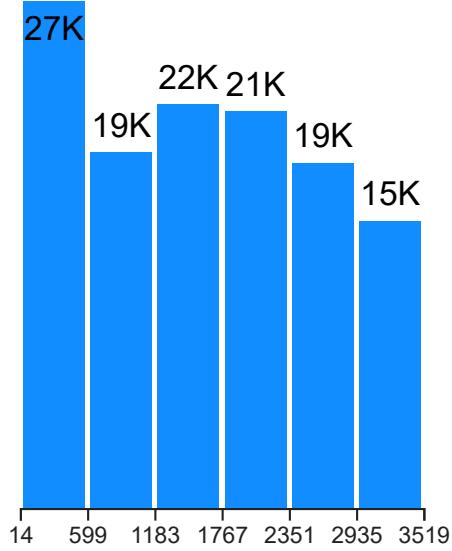
Sales Amount YTD%
-10%

Sales Amount YTD G...
-102M

Saleskey
220K

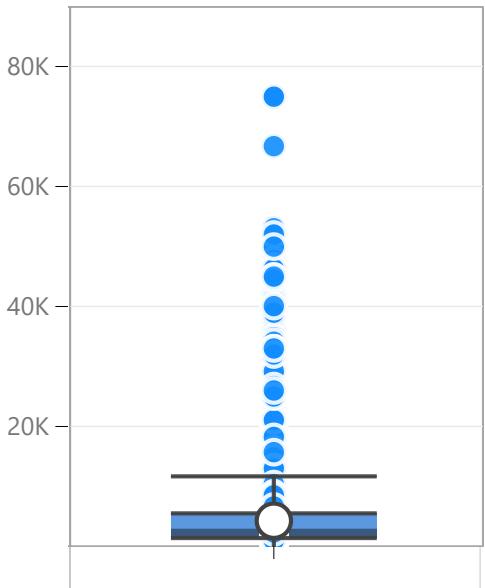
SalesKey YTD%
-16%

Sales Amount per transaction histogram

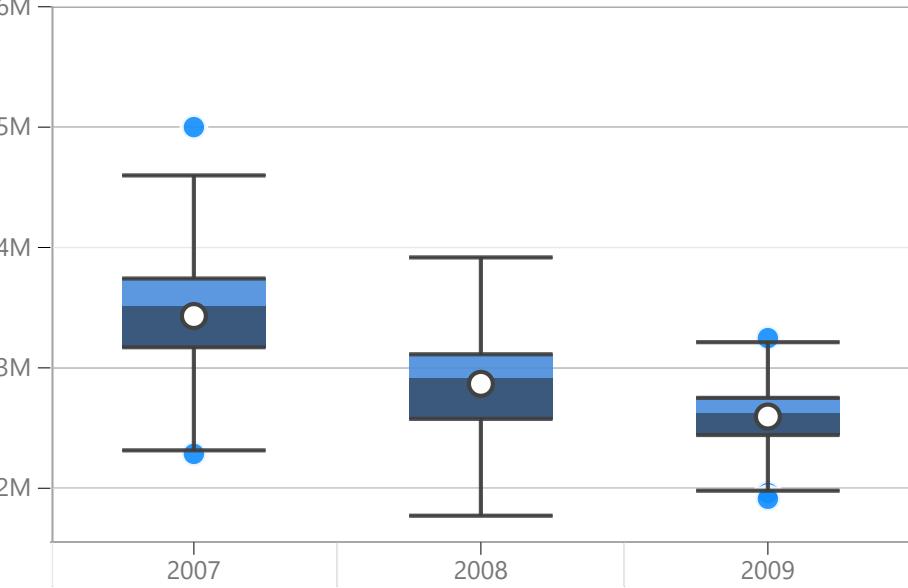


4,315
Mean_SalesAmount
3,000
Median_SalesAmount
112%
CV_SalesAmount
6,360
80%_SalesAmount

Sales Amount per transaction ...

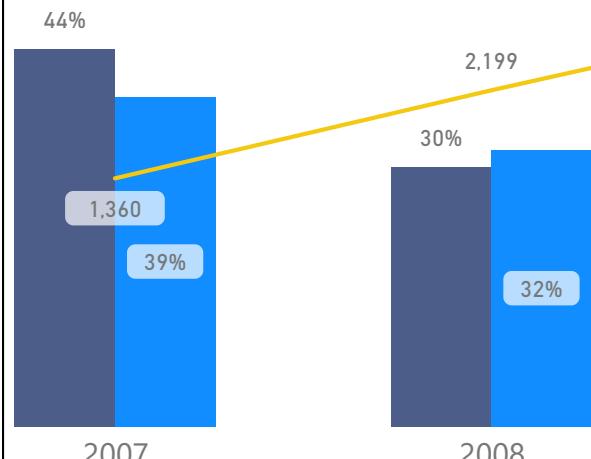


Sales Amount per day box plot

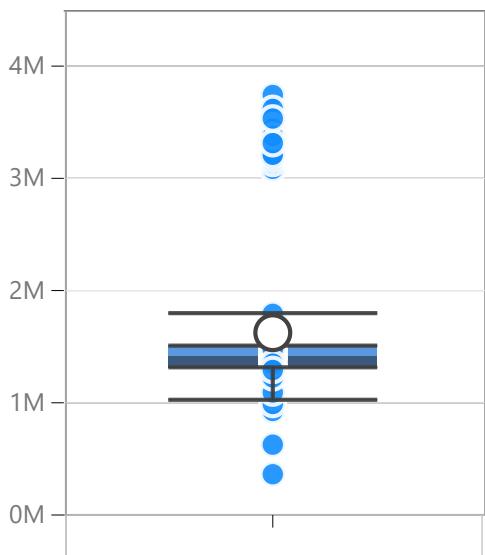


% Transaction, % SalesAmount and SalesAmount/transaction (...)

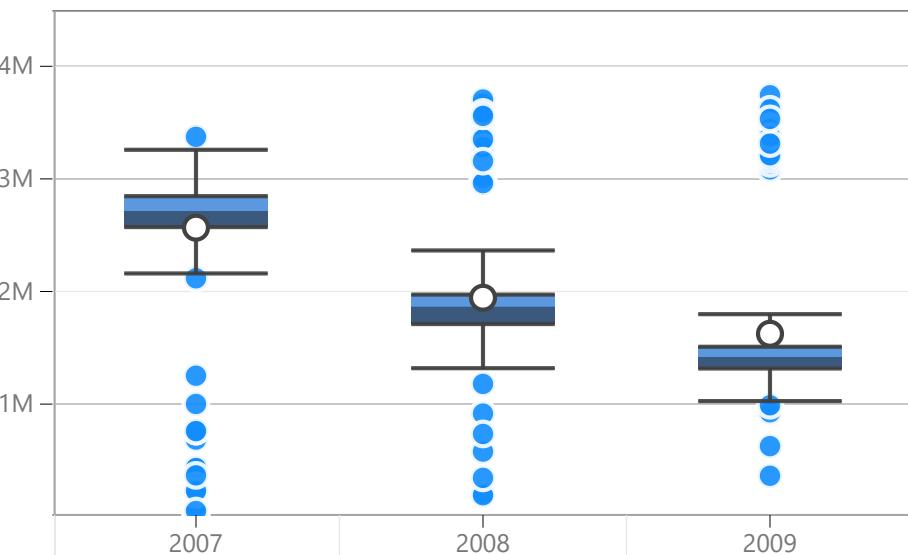
● % Transaction ● % SalesAmount ● SalesAmount/transaction (Me...



Sales Amount per store box plot



Sales Amount per store box plot



Year

All

Seas...

All

Cont...

All

Cou...

All

States

All

Chan...

All

Brands

All

Class

All

Prod...

All

SALE ANALYSIS

Sales Amount
3,249M

Sales Amount YTD%
-10%

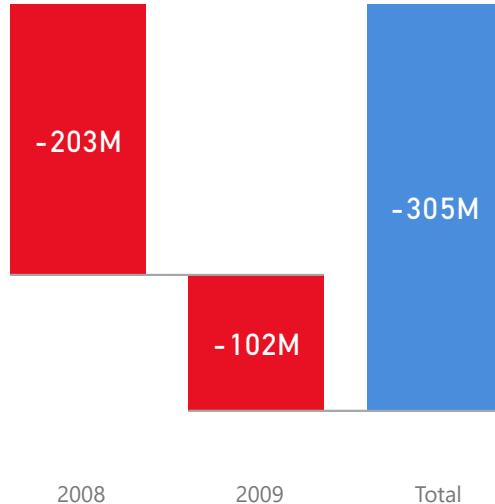
Sales Amount YTD G...
-102M

Saleskey
860K

SalesKey YTD%
-16%

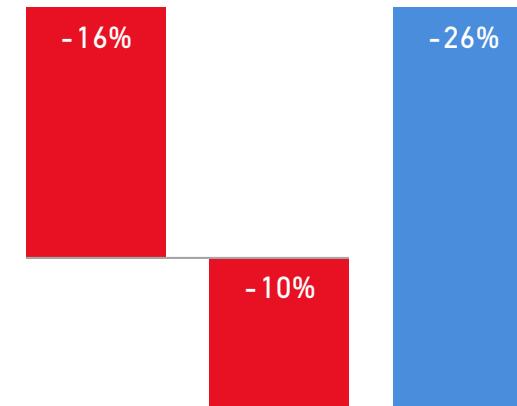
SalesAmount YTD change

● Increase ● Decrease ● Total



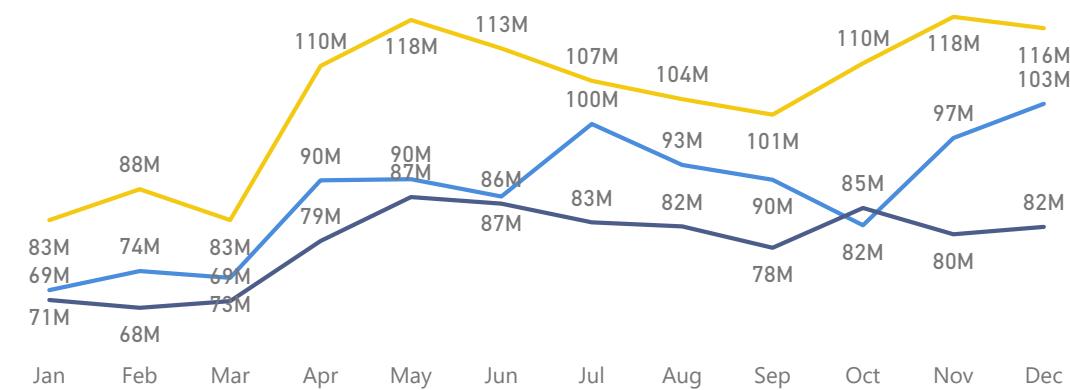
SalesAmount YTD% Growth

● Increase ● Decrease ● Total



SalesAmount by Month and CalendarYear

● 2007 ● 2008 ● 2009



Year

All

Seas...

All

Cont...

All

Cou...

All

States

All

Chan...

All

Brands

All

Class

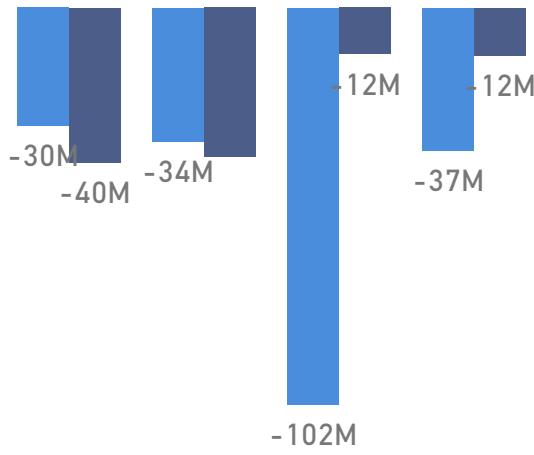
All

Prod...

All

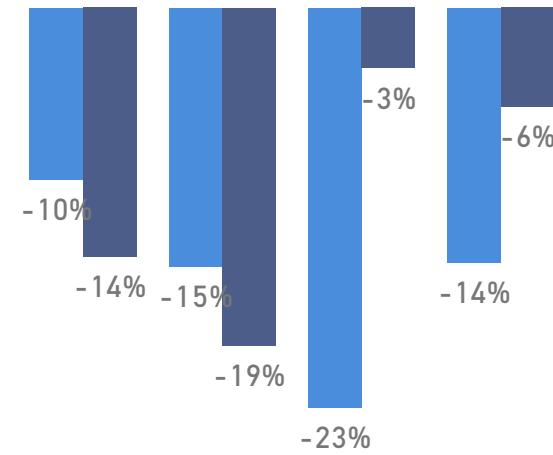
SalesAmount YoY change by NorthAmericaSeasonal...

● 2008 ● 2009

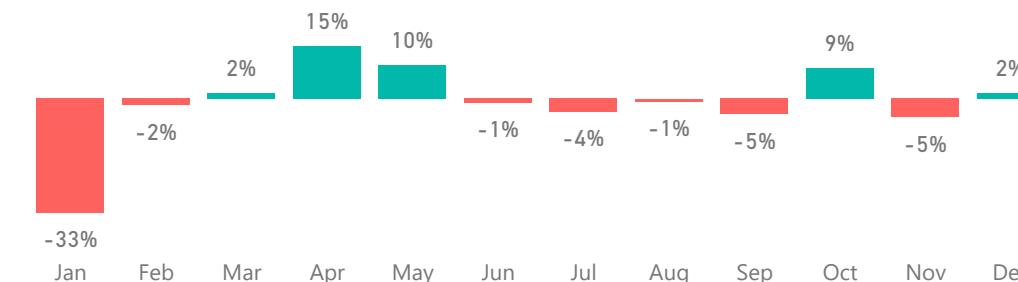


SalesAmount YoY% by NorthAmericaSeasonal a...

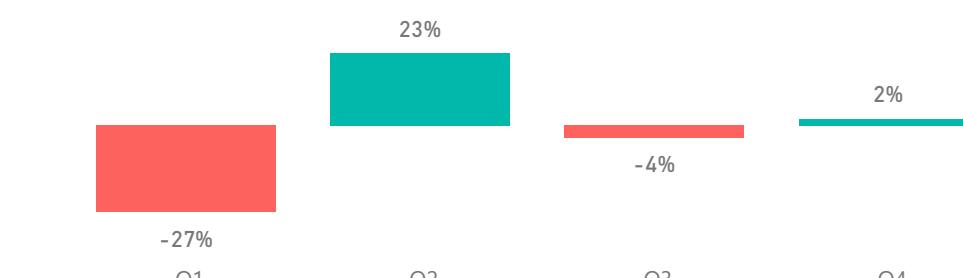
● 2008 ● 2009



SalesAmount MoM% by Month



SalesAmount QoQ% by CalendarQuarter



CHANNEL ANALYSIS

Sale Amount

947M

Sale Quantity

4,898K

ASP

193

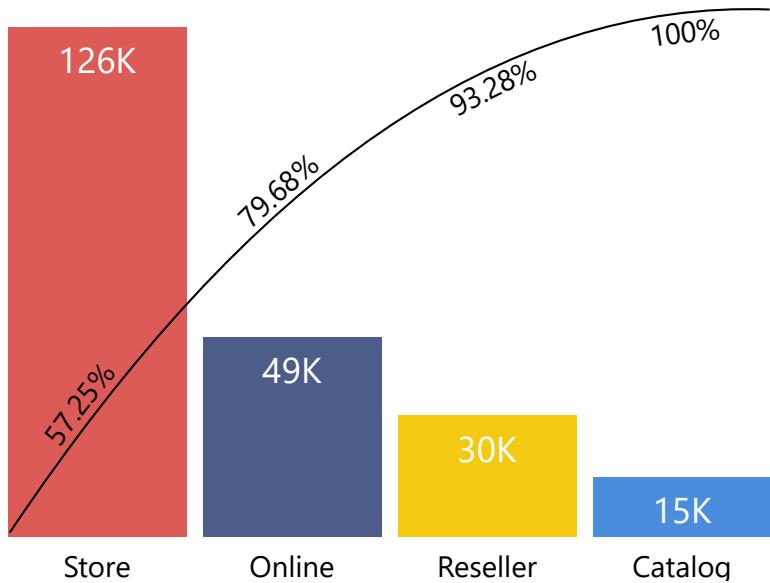
DiscountAmount

16,048K

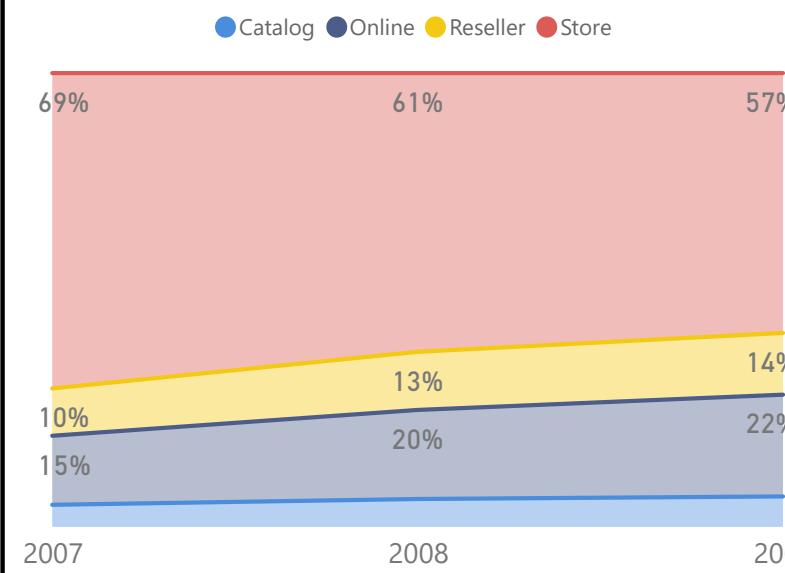
Salekey

220K

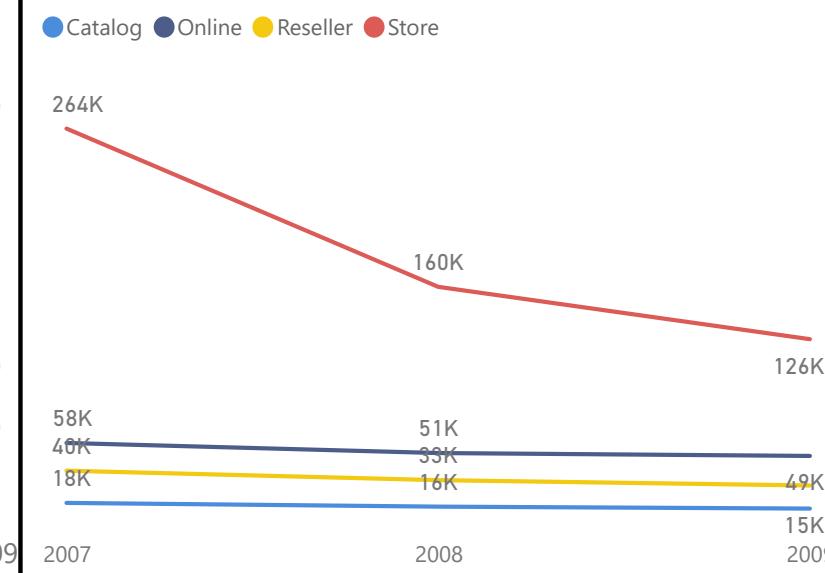
Channel frequency



% Frequency by CalendarYear and ChannelName



Frequency by CalendarYear and ChannelName



Sales Amount Gap YTD ...

● 2008 ● 2009

Store

-196M

-86M

SalesAmount YTD% by Cha...

● 2008 ● 2009

Store

-26%

-15%

Reseller

-4M

-14M

Reseller

-2%

-9%

Online

24M

5M

Online

11%

2%

Catalog

-28M

-7M

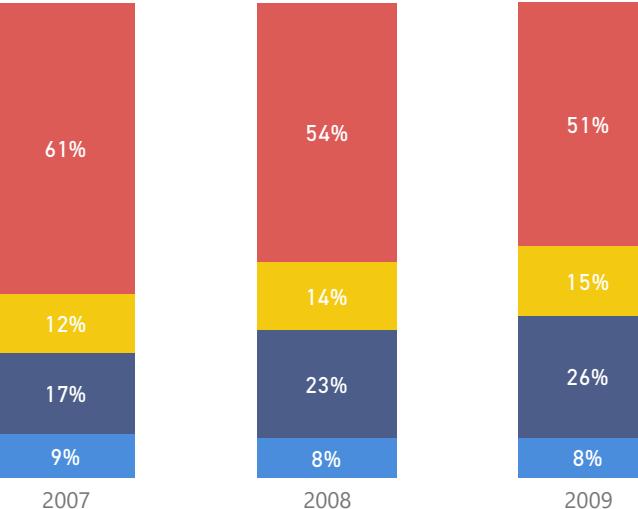
Catalog

-24%

-8%

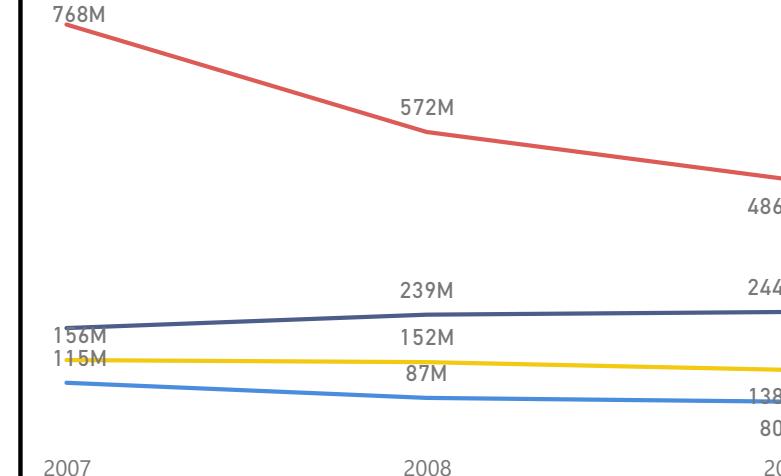
SalesAmount by CalendarYear and ChannelNa...

● Catalog ● Online ● Reseller ● Store



SalesAmount by CalendarYear and ChannelName

● Catalog ● Online ● Reseller ● Store



Year

All

Seas...

All

Cont...

All

Cou...

All

States

All

Chan...

All

Brands

All

Class

All

Prod...

All

CHANNEL ANALYSIS

Sale Amount

947M

Sale Quantity

4,898K

ASP

193

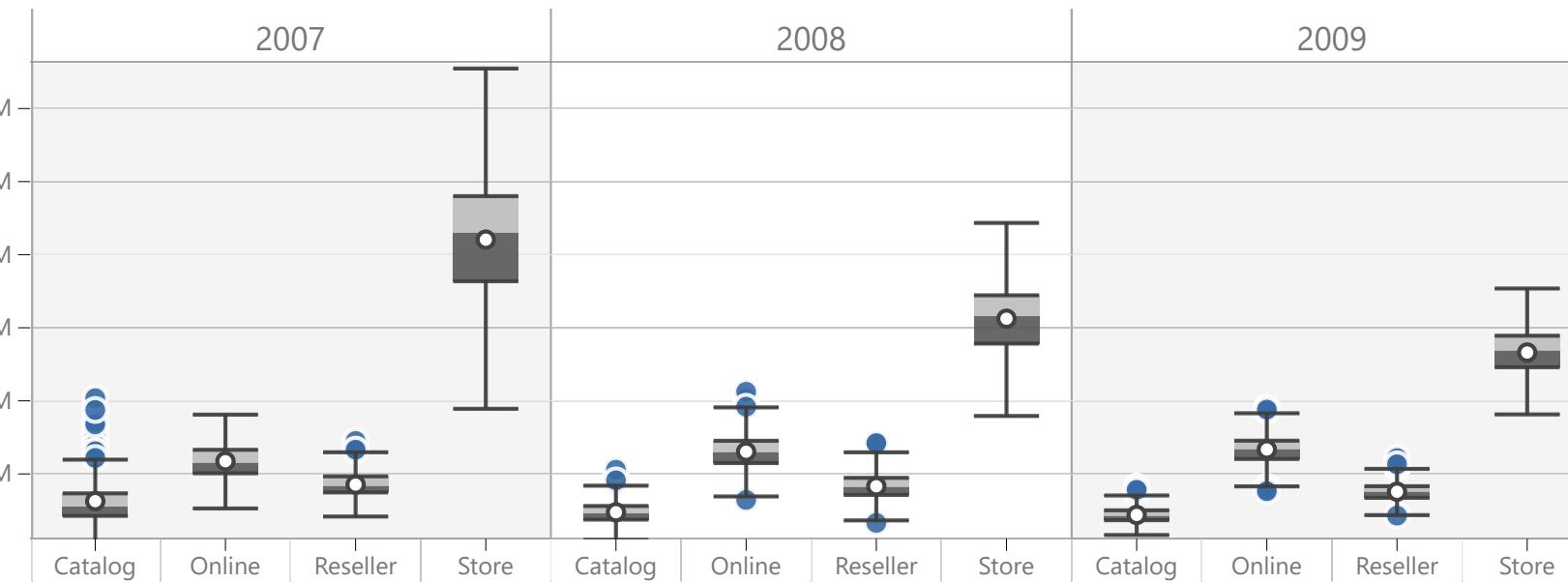
DiscountAmount

16,048K

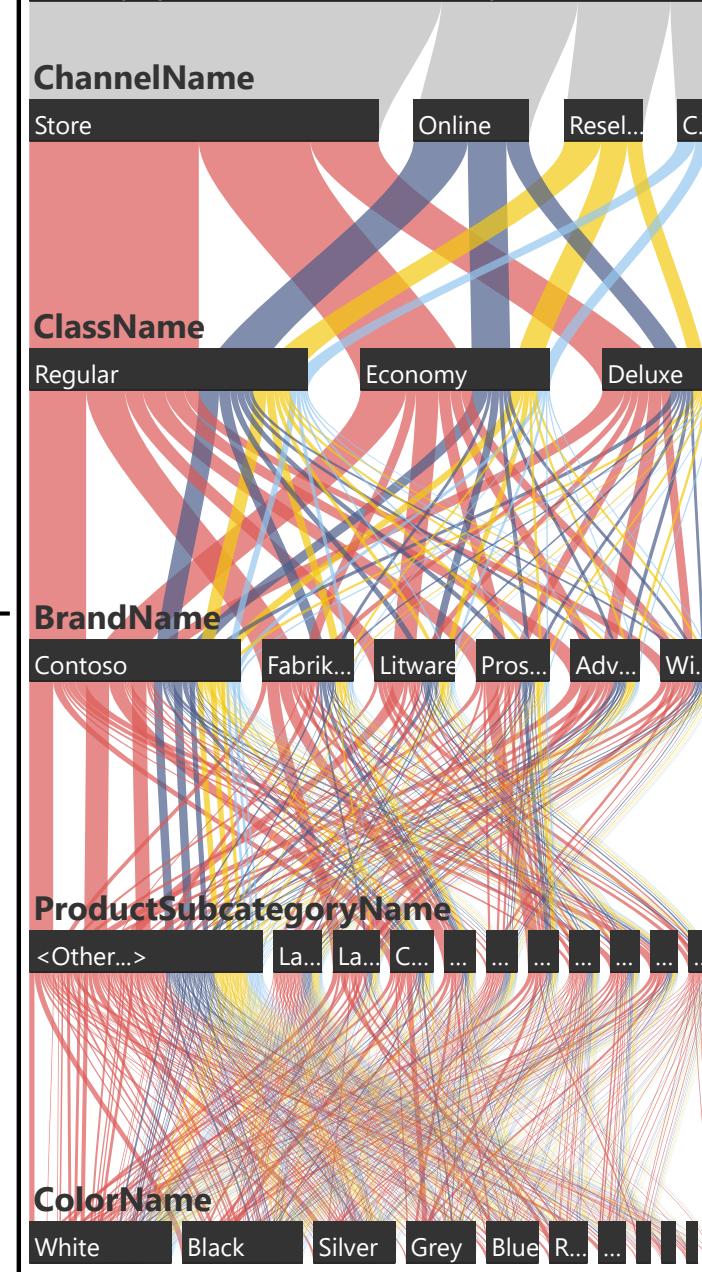
Saleskey

860K

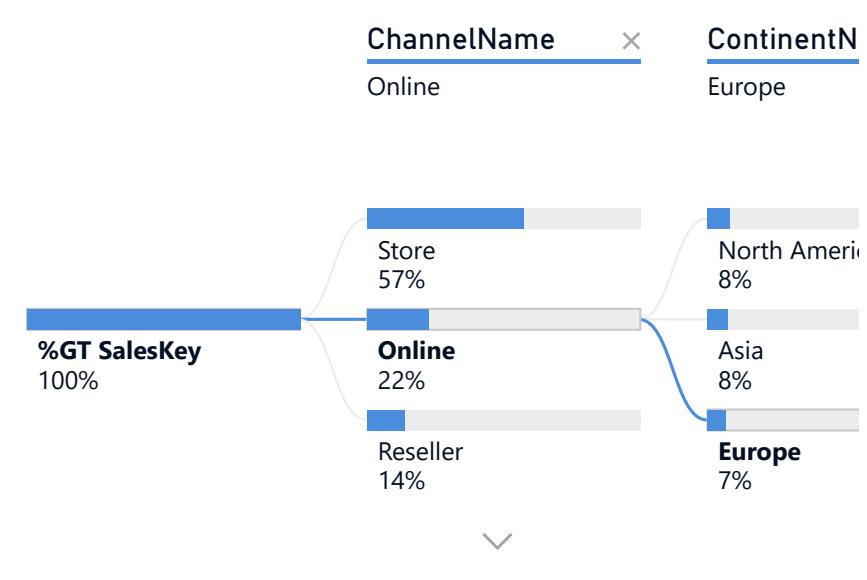
SalesAmount by DateKey, ChannelName and CalendarYear



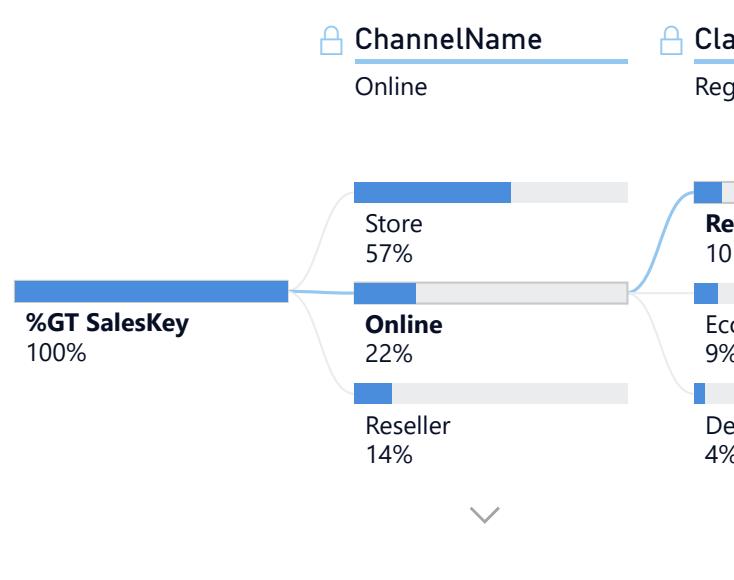
Saleskey by Channel - Product Hierarchy



Count by Channel - Geography



Count by Channel - Products Hierarchy



Year

All

Seas...

All

Cont...

All

Cou...

All

States

All

Chan...

All

Brands

All

Class

All

Prod...

All

CONTINENTS ANALYSIS

Sale Amount

947M

Sale Quantity

4,898K

ASP

193

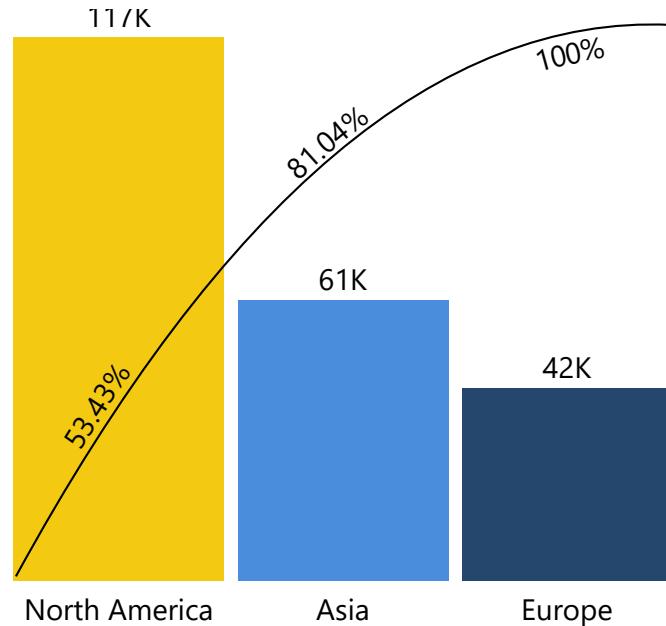
DiscountAmount

16,048K

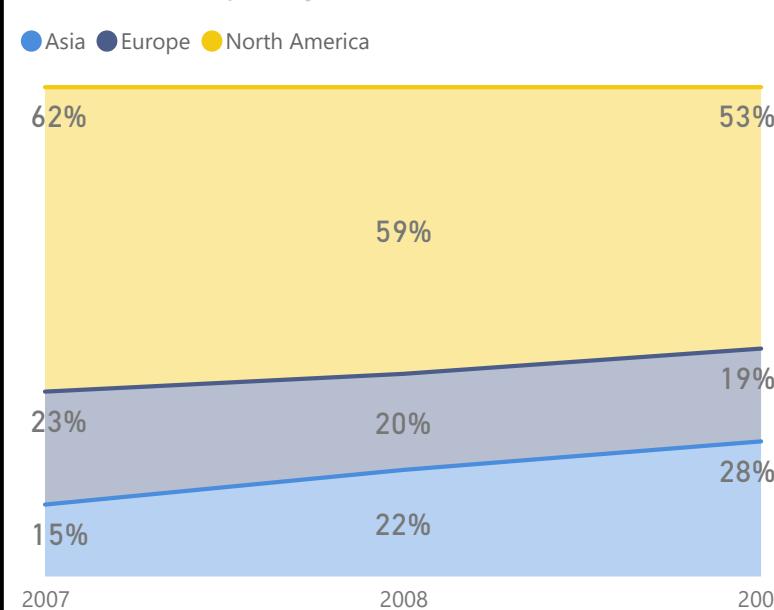
Salekey

220K

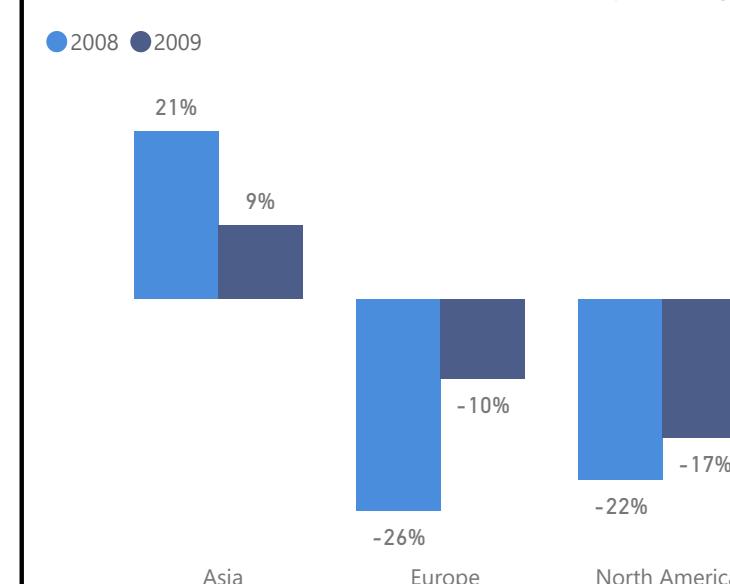
Continent Frequency



Continent frequency % overtime



SalesAmount YTD% and Sales Amount Gap YTD by Conti...



Year

All

Seas...

All

Cont...

All

Cou...

All

States

All

Chan...

All

Brands

All

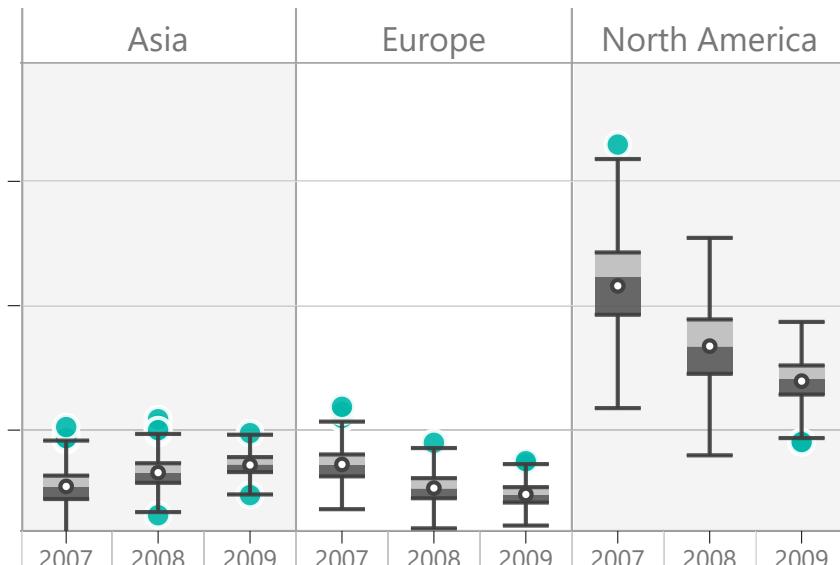
Class

All

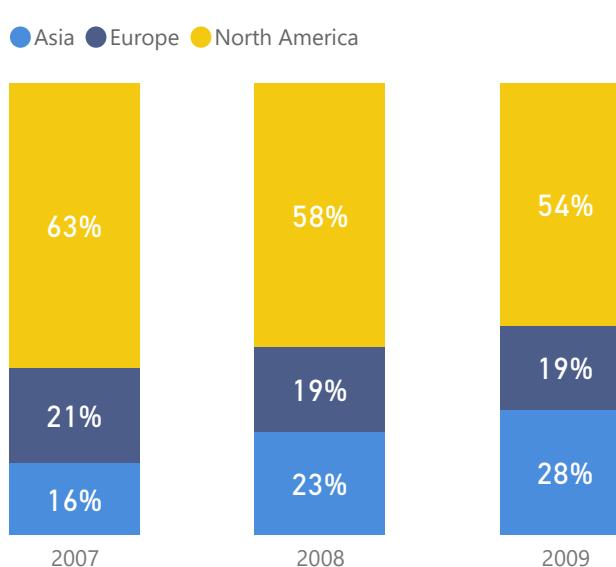
Prod...

All

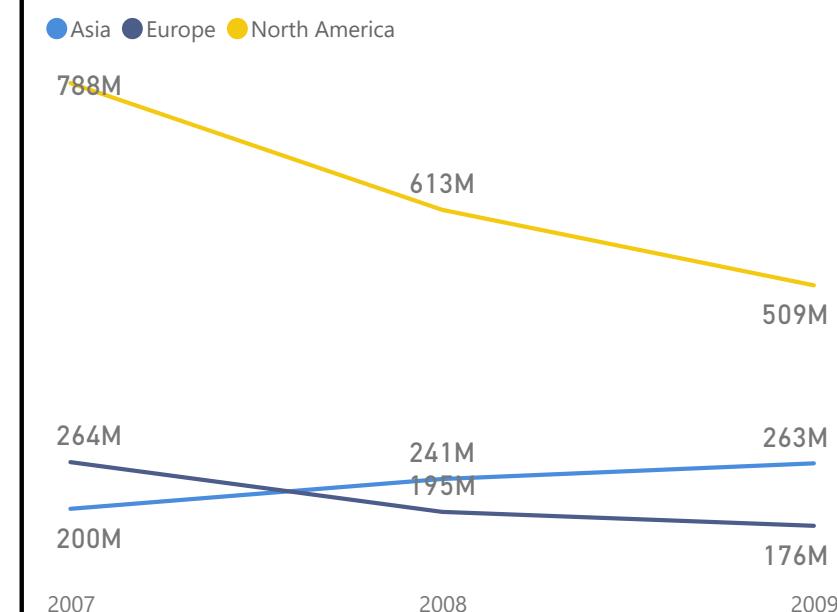
SalesAmount by DateKey, CalendarYear and ContinentName



SalesAmount by CalendarYear and Continen...



SalesAmount by CalendarYear and Continen...



STATES ANALYSIS

Sale Amount

947M

Sale Quantity

4,898K

ASP

193

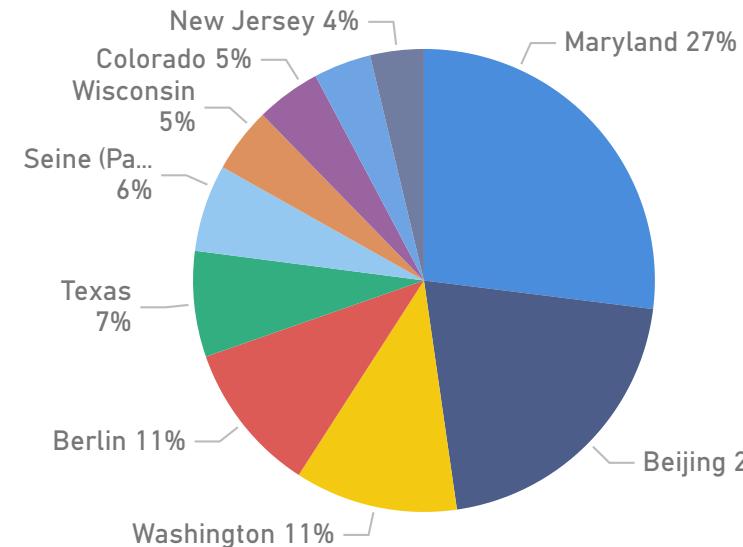
DiscountAmount

16,048K

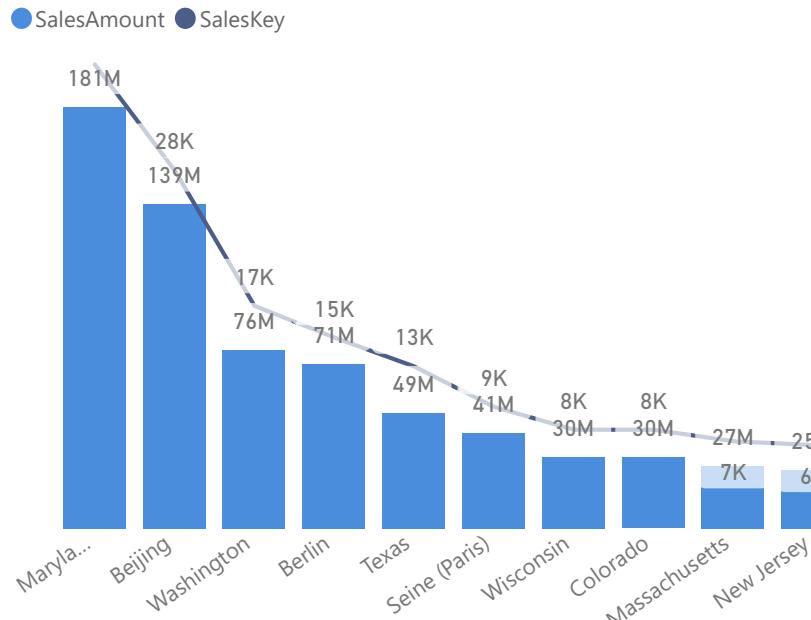
Salekey

220K

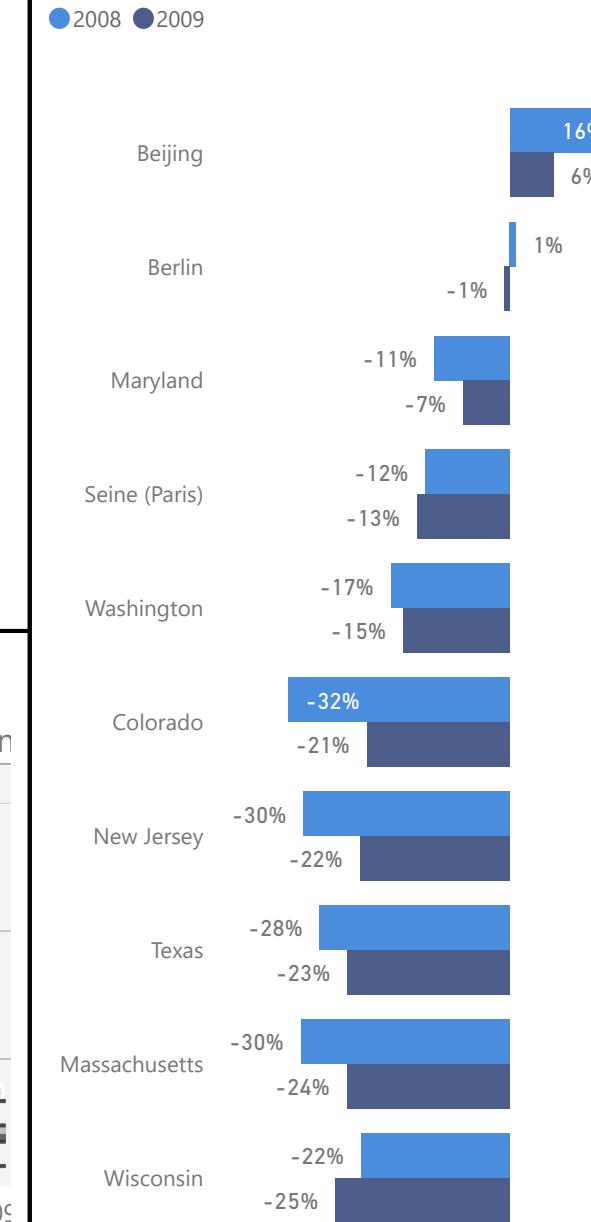
SalesAmount by Top 10 States



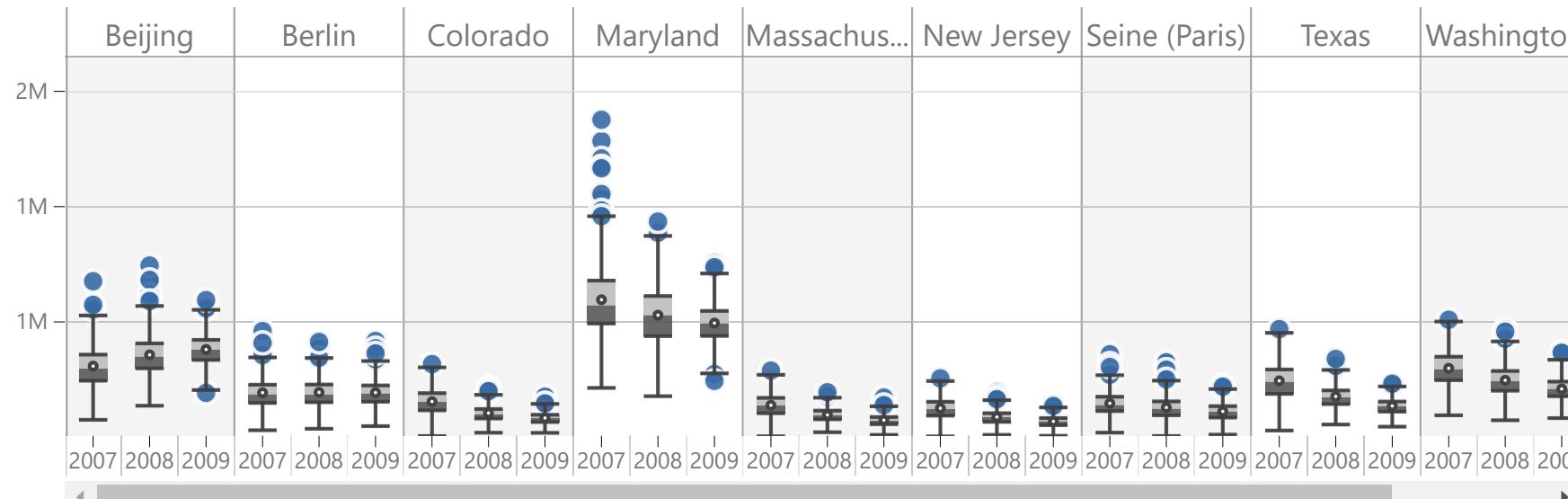
SalesAmount and SalesKey by States



SalesAmount YTD% and Sales Amount Gap ...



SalesAmount by DateKey, CalendarYear and StateProvinceName



Year

All

Seas...

All

Cont...

All

Cou...

All

States

All

Chan...

All

Brands

All

Class

All

Prod...

All

GEOGRAPHY ANALYSIS

Sale Amount

947M

Sale Quantity

4,898K

ASP

193

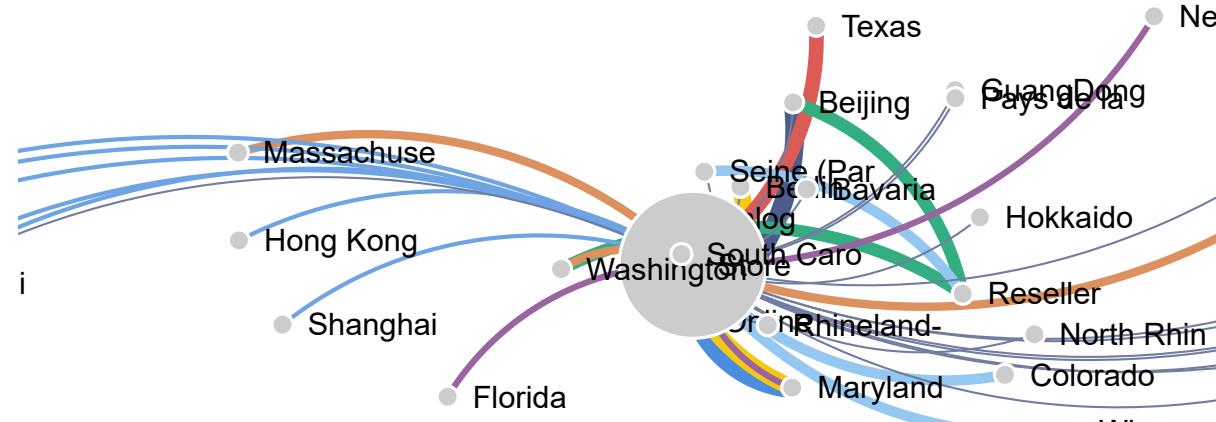
DiscountAmount

16,048K

Salekey

220K

SalesKey by StateProvinceName and ChannelName



Count by Continent - Channel - Store group

ContinentName × RegionCountryN... × StateProv

North America

RegionCountryN... ×

United States

StateProv

Maryland

Salekey

100%

North America

53%

Asia

28%

Europe

19%

United States

52%

Canada

2%

Maryland

16%

Washington

8%

Texas

6%

Saleskey by Geography-Product

ContinentName

North America

Europe

Asia

RegionCountryName

United States

China

Germany

France

StateProvinceName

<Other...>

Maryland

Beijing

Washi...

Berlin

Texas

Sei...

W...

ClassName

Regular

Economy

Deluxe

BrandName

Contoso

Fabrikam

Litware

Proseware

Adventure

Wide...

ProductSubcategoryName

<Other...>

Lamps

Laptop...

Com...

Pr...

Mi...

H...

R...

C...

ColorName

White

Black

Silver

Grey

Blue

Red

Br...

...

Year

All

Seas...

All

Cont...

All

Cou...

All

States

All

Chan...

All

Brands

All

Class

All

Prod...

All

STORES ANALYSIS

Sale Amount

486M

Sale Quantity

2,366K

ASP

205

DiscountAmount

8,199K

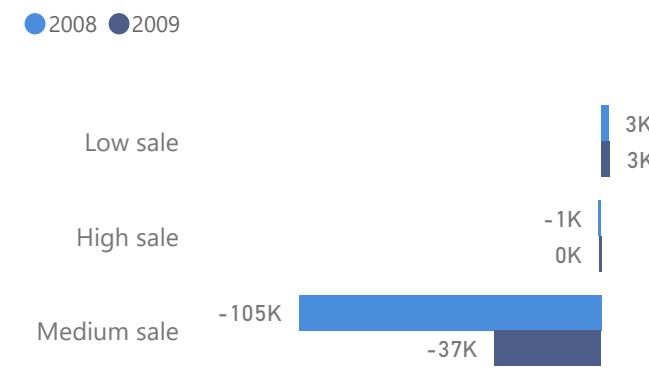
Salekey

126K

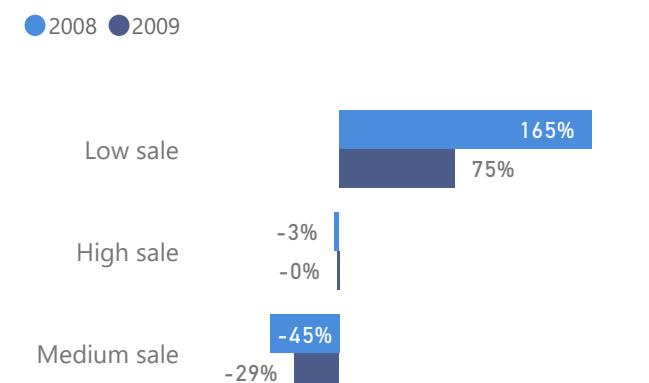
Store Frequency - AVG Frequency/store

StoreKey (clusters) - transaction	Frequency	AVG Frequency/ store
Medium sale	91,368	364
High sale	27,150	905
Low sale	7,193	400
Total	125,711	420

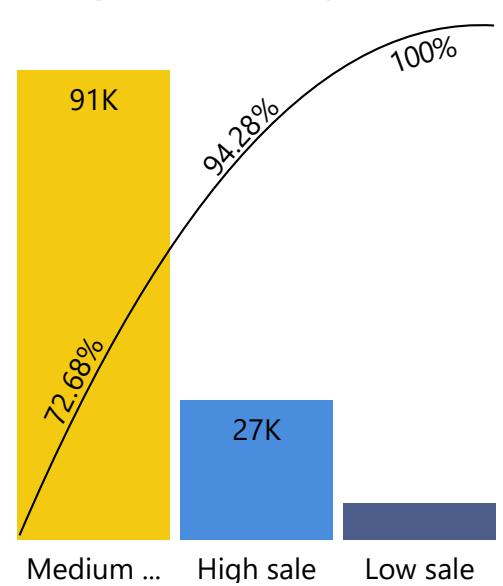
Frequency change by store group over year



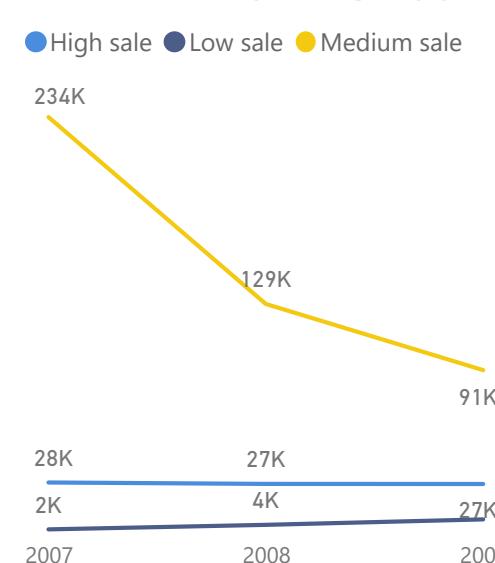
Frequency change % by store group over year



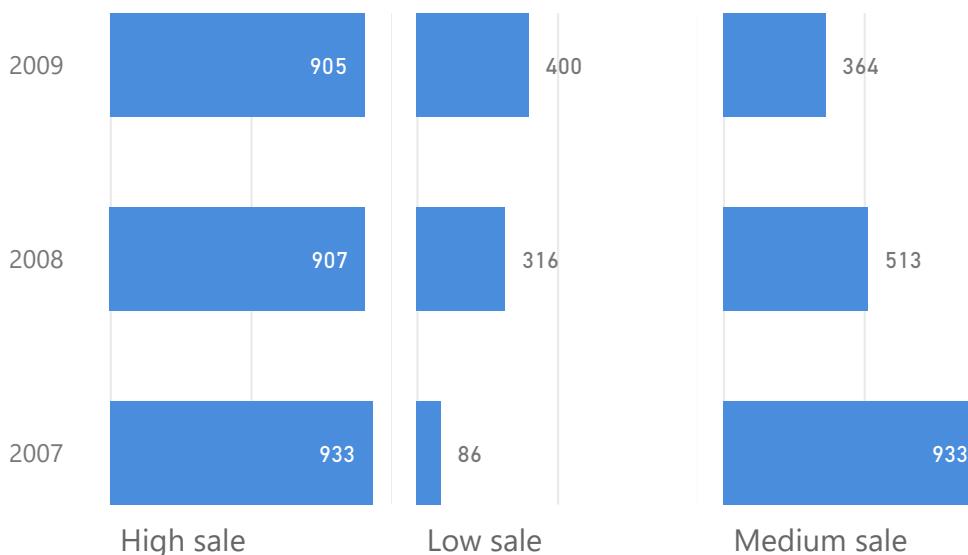
Store group Frequency



Stores frequency change by year



Store Freq and AVG transaction/store overtime

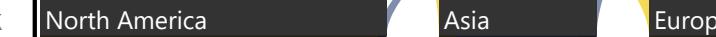


Store group by Geography

StoreKey (clusters) -transaction



ContinentName



RegionCountryName



StateProvinceName



Year

All

Seas...

All

Cont...

All

Cou...

All

States

All

Chan...

All

Brands

All

Class

All

Prod...

All

STORES ANALYSIS

Sale Amount

486M

Sale Quantity

2,366K

ASP

205

DiscountAmount

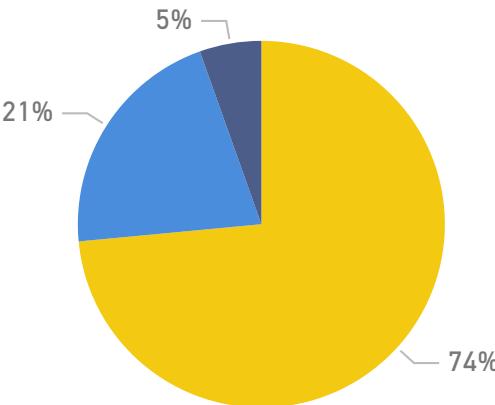
8,199K

Salekey

126K

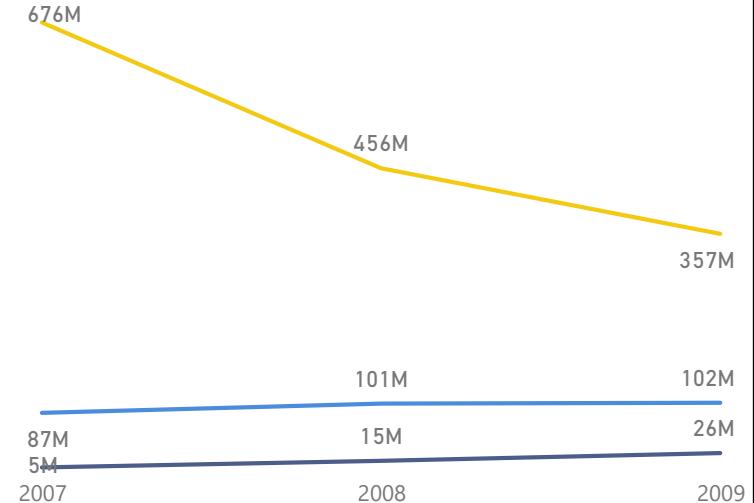
Sale Amount by store group

Medium sale High sale Low sale



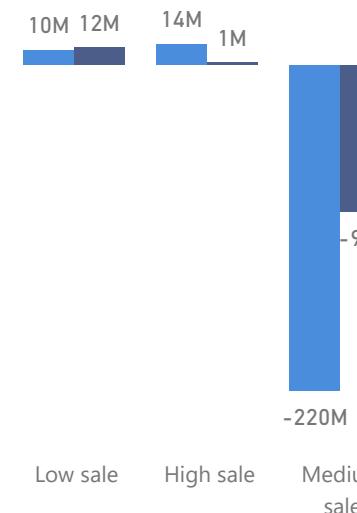
SalesAmount by CalendarYear and StoreKey (cluster...)

High sale Low sale Medium sale



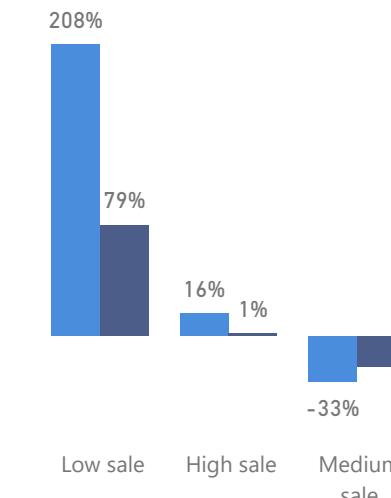
Sales Amount Gap YTD by StoreKe...

2008 2009



SalesAmount YTD% by StoreK...

2008 2009



Year

All

Seas...

All

Cont...

All

Cou...

All

States

All

Chan...

All

Brands

All

Class

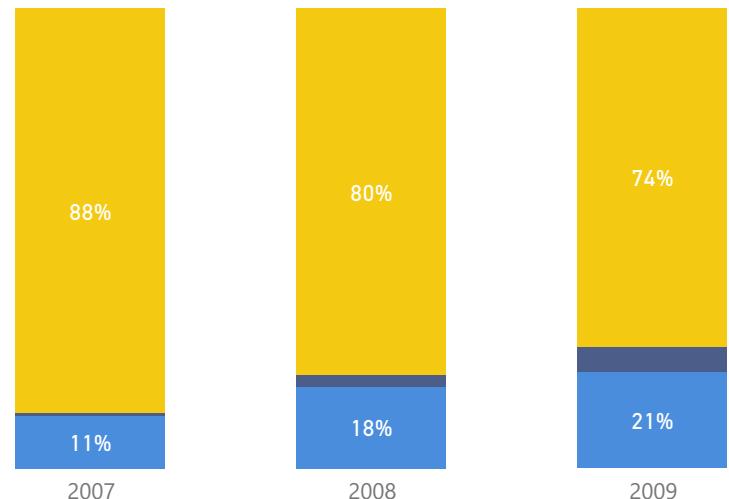
All

Prod...

All

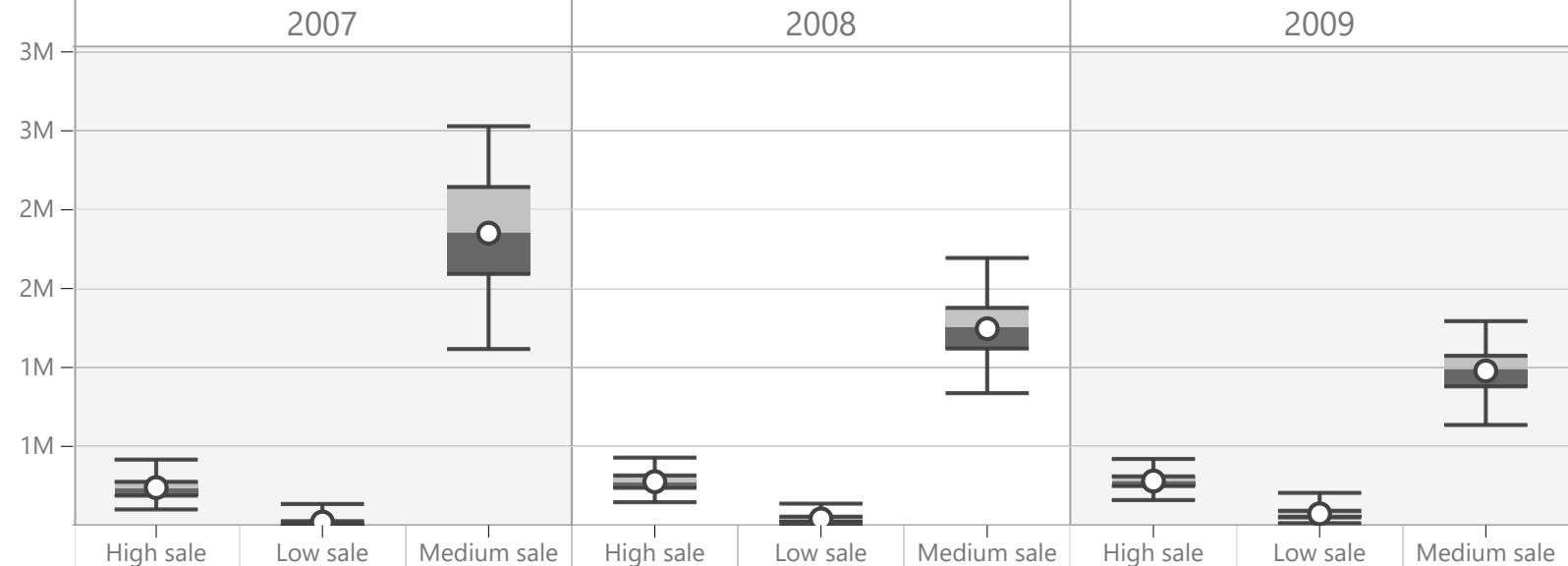
SaleAmount by Store group

High sale Low sale Medium sale



SalesAmount by DateKey, StoreKey (clusters) -transaction and CalendarYear

2007 2008 2009



BRANDS ANALYSIS

Sale Amount

947M

Sale Quantity

4,898K

ASP

193

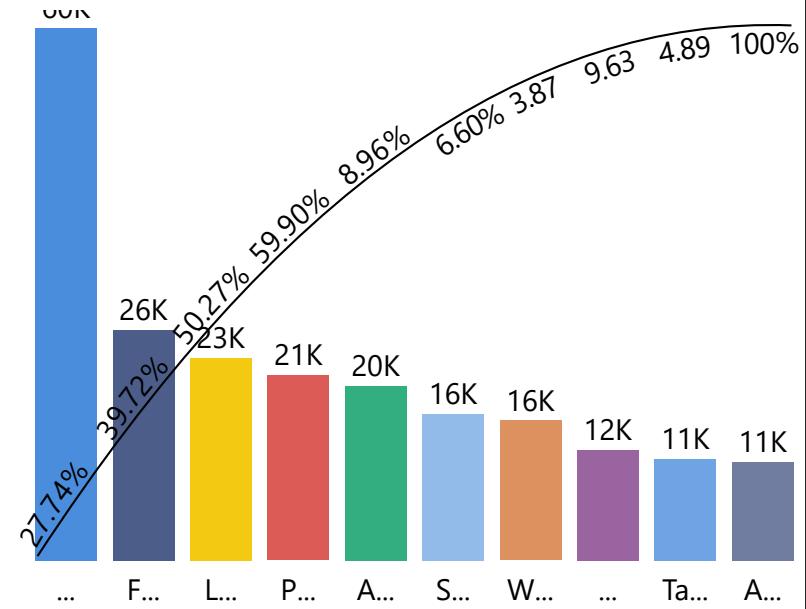
DiscountAmount

16,048K

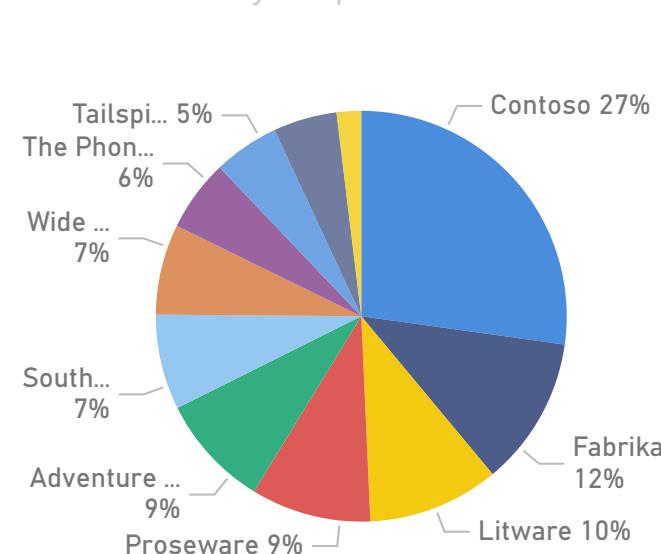
Salekey

220K

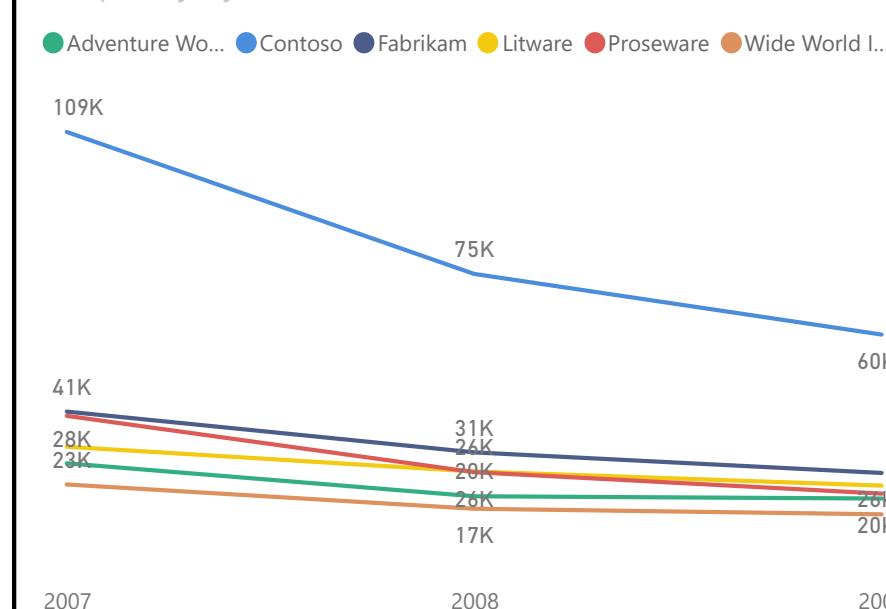
Brands Freq Pareto



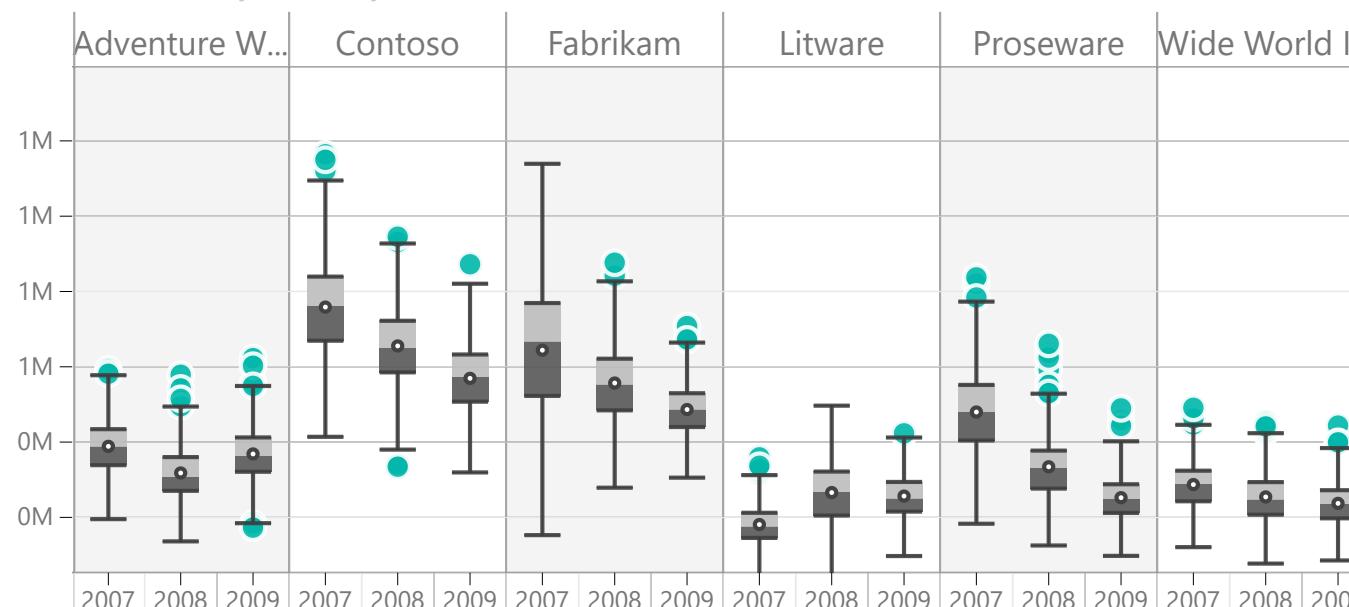
Product Hierarchy Freq & %



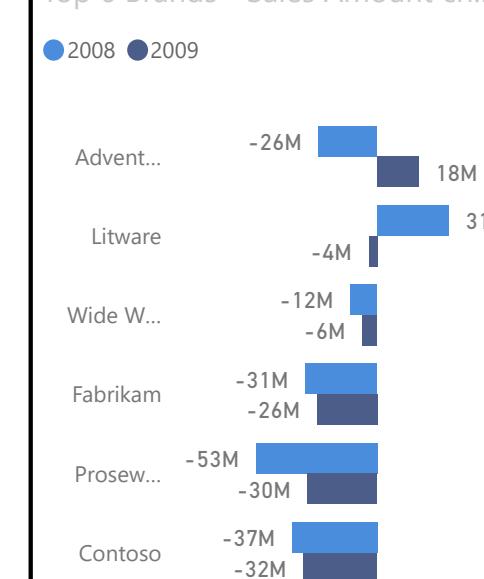
Frequency by CalendarYear and BrandName



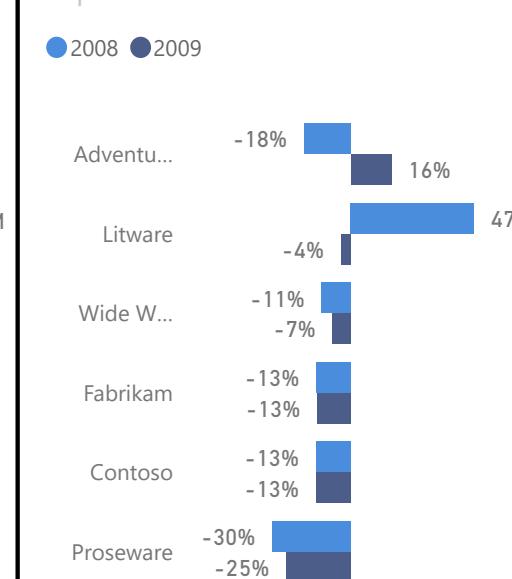
SalesAmount by DateKey, CalendarYear and BrandName



Top 6 Brands - Sales Amount ch...



Top 6 Brands - Sales Amount %cha...



Year

All

Seas...

All

Cont...

All

Cou...

All

States

All

Chan...

All

Brands

All

Class

All

Prod...

All

CLASS ANALYSIS

Sale Amount

947M

Sale Quantity

4,898K

ASP

193

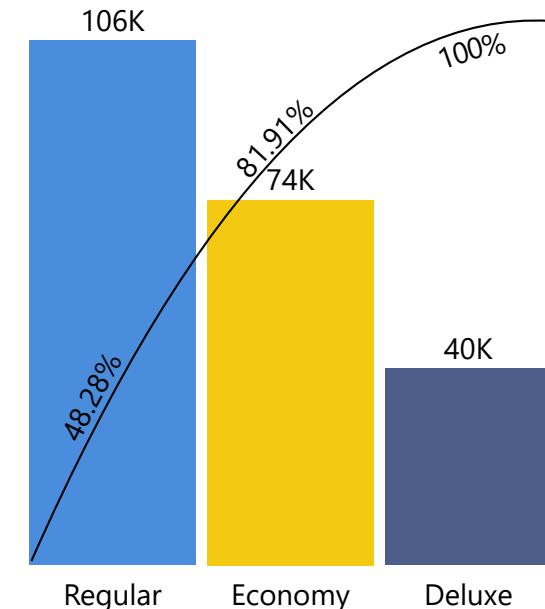
DiscountAmount

16,048K

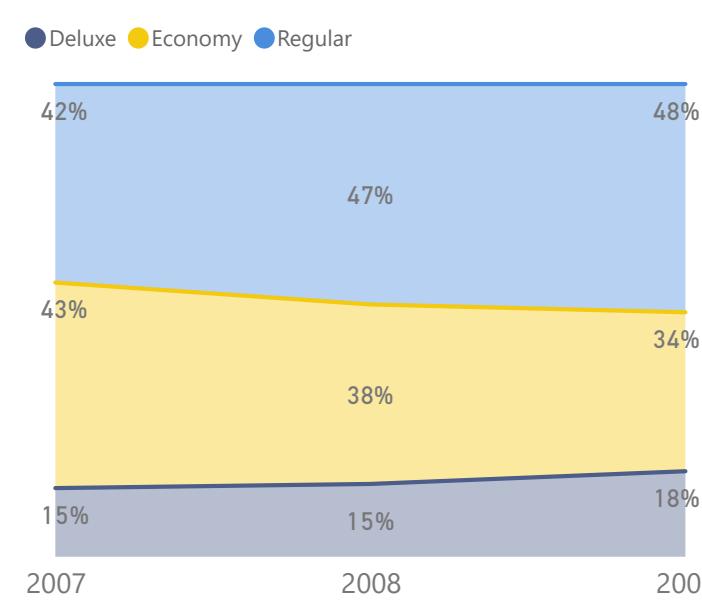
Salekey

220K

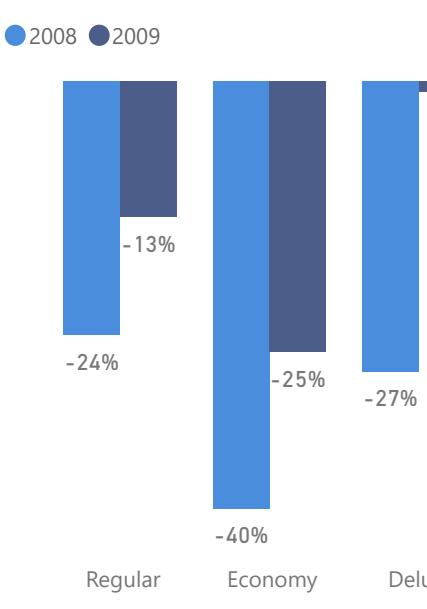
Class Frequency Pareto



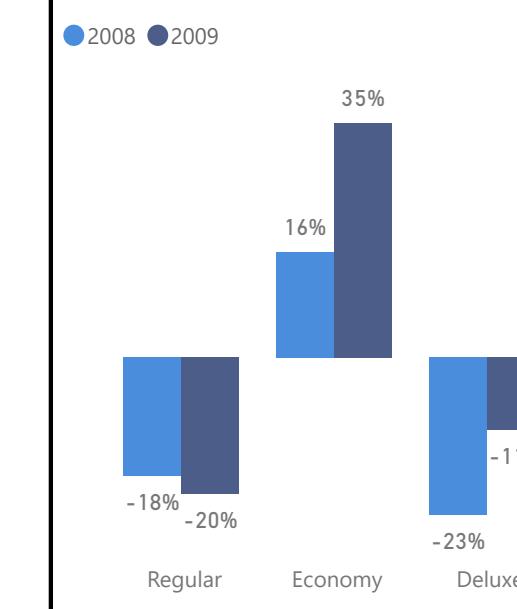
% Frequency by CalendarYear and ClassName



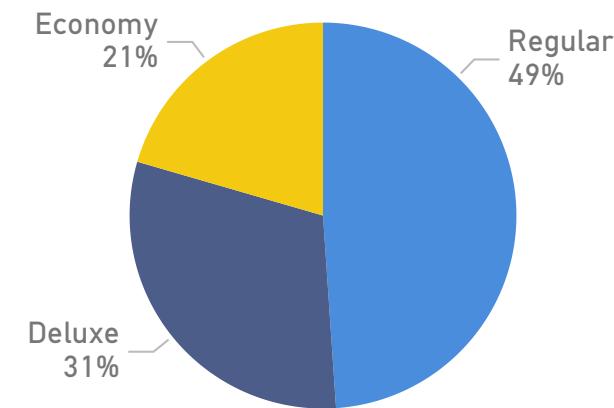
SalesKey YTD% by ClassName and Year



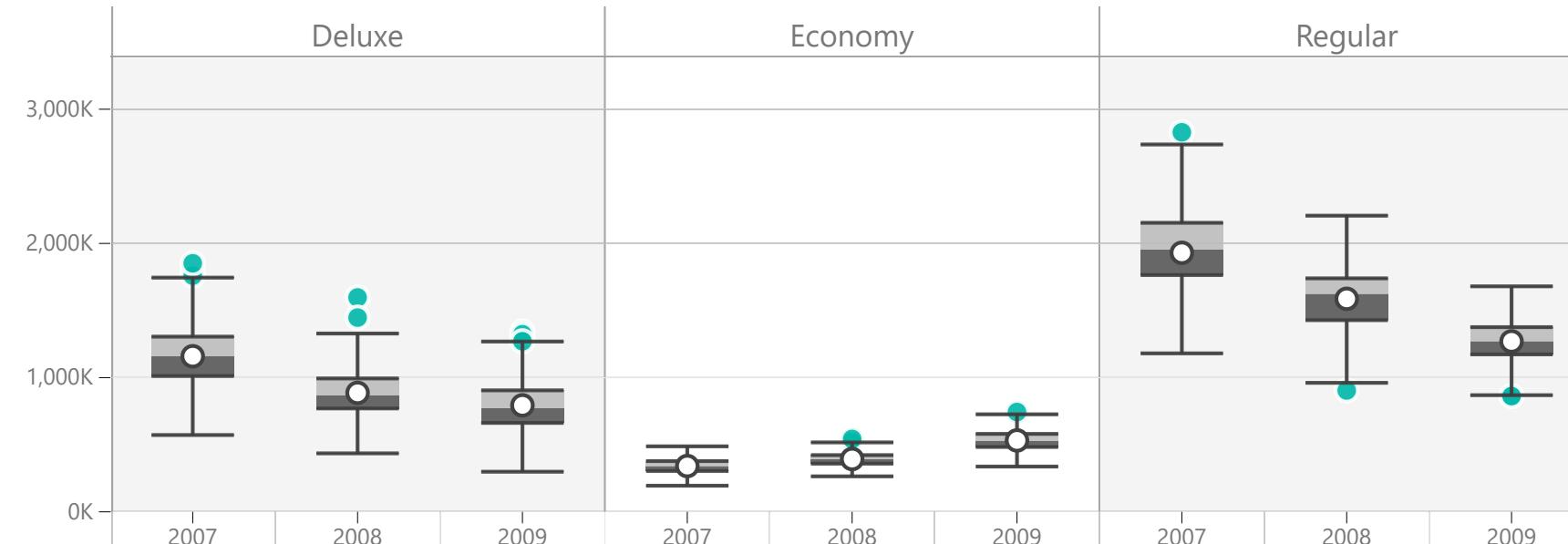
SalesAmount YTD% by ClassName and...



SalesAmount by ClassName



SalesAmount by DateKey, CalendarYear and ClassName



Year

All

Seas...

All

Cont...

All

Cou...

All

States

All

Chan...

All

Brands

All

Class

All

Prod...

All

COLORS ANALYSIS

Sale Amount

947M

Sale Quantity

4,898K

ASP

193

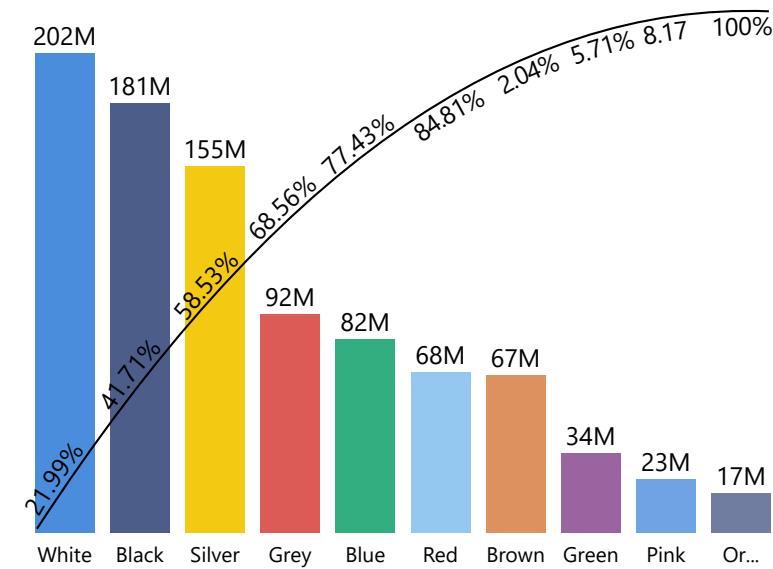
DiscountAmount

16,048K

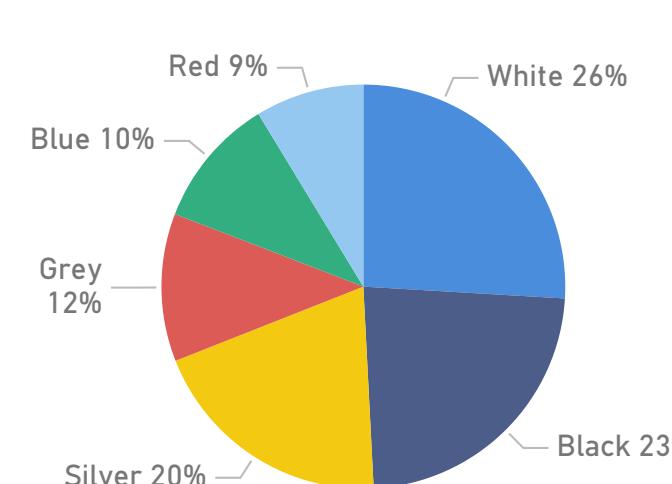
Salekey

220K

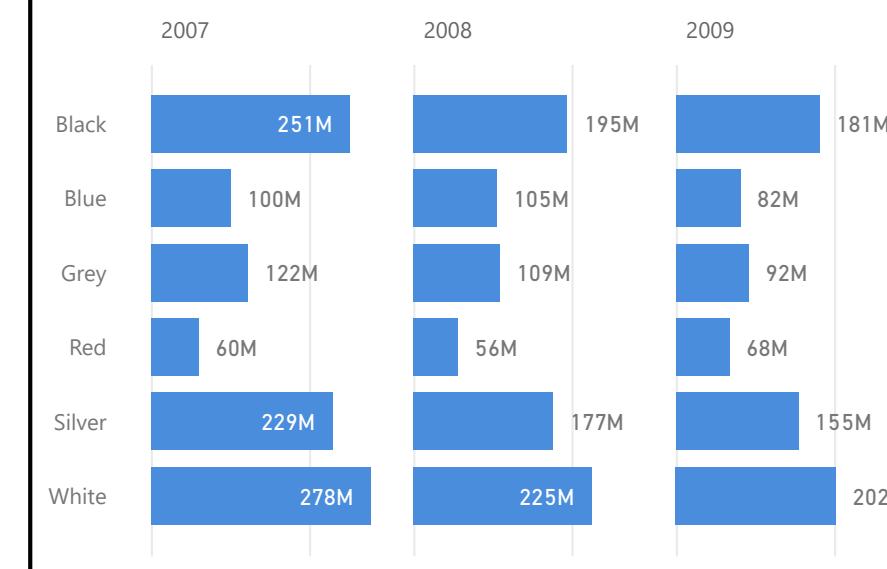
Colors in Sale Amount Pareto



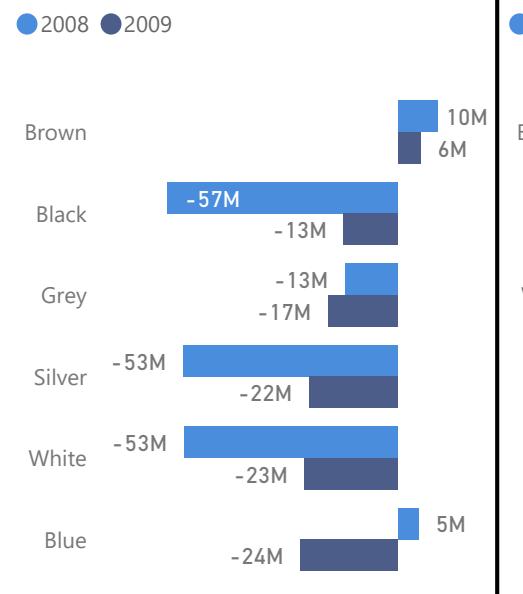
SalesAmount by ColorName



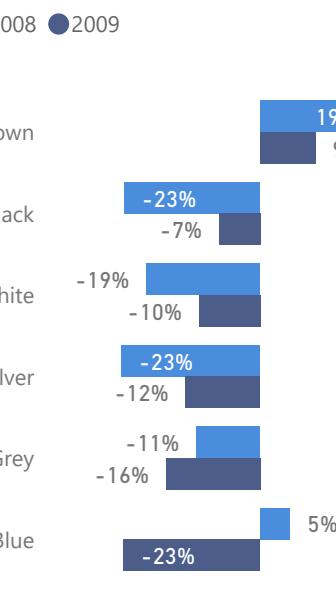
Top 6 Colors - Sales Amount overtime



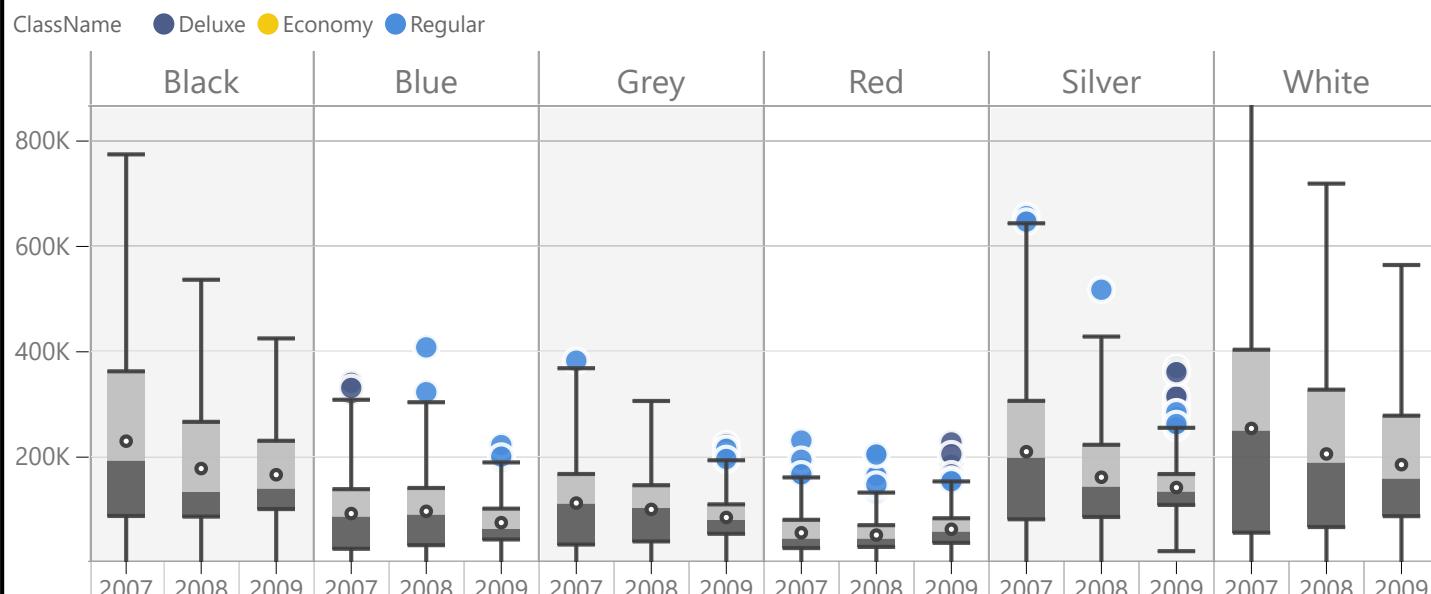
Top 6 Colors - Sales Amount ch...



Top 6 Colors - Sales Amount %c...



SalesAmount by DateKey, CalendarYear, ColorName and ClassName



Year

All

Seas...

All

Cont...

All

Cou...

All

States

All

Chan...

All

Brands

All

Class

All

Prod...

All

PRODUCTSUB ANALYSIS

Sale Amount

947M

Sale Quantity

4,898K

ASP

193

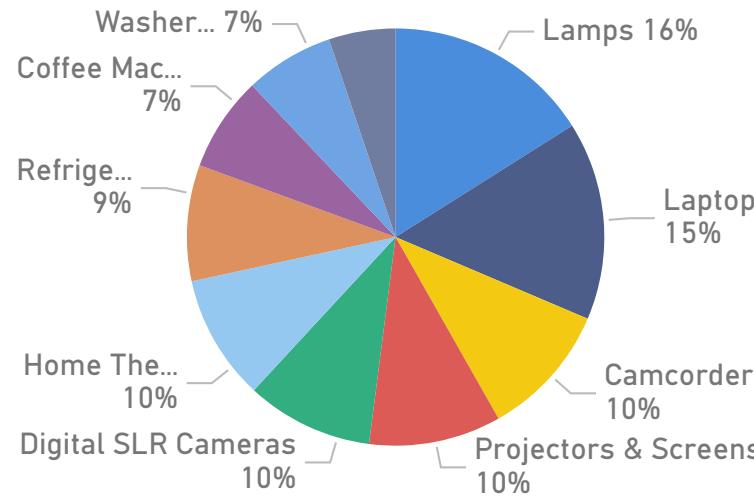
DiscountAmount

16,048K

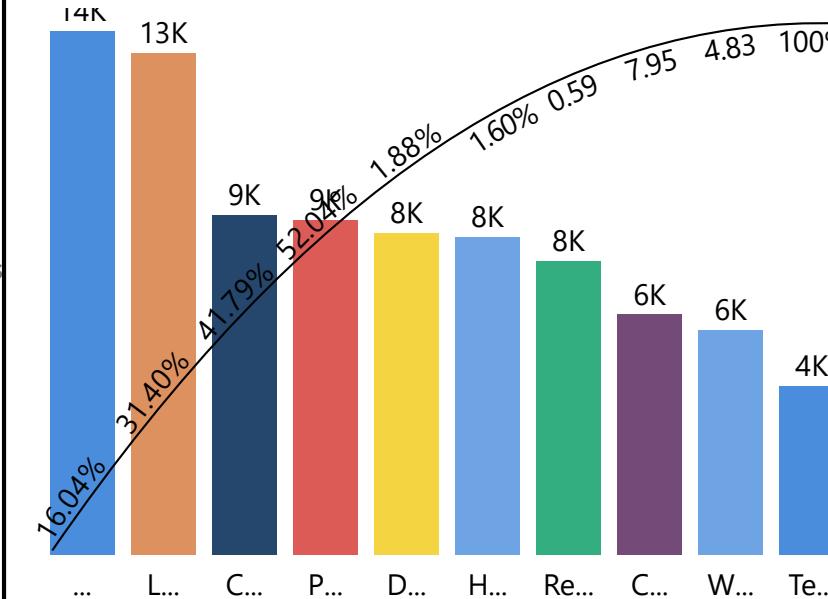
Salekey

220K

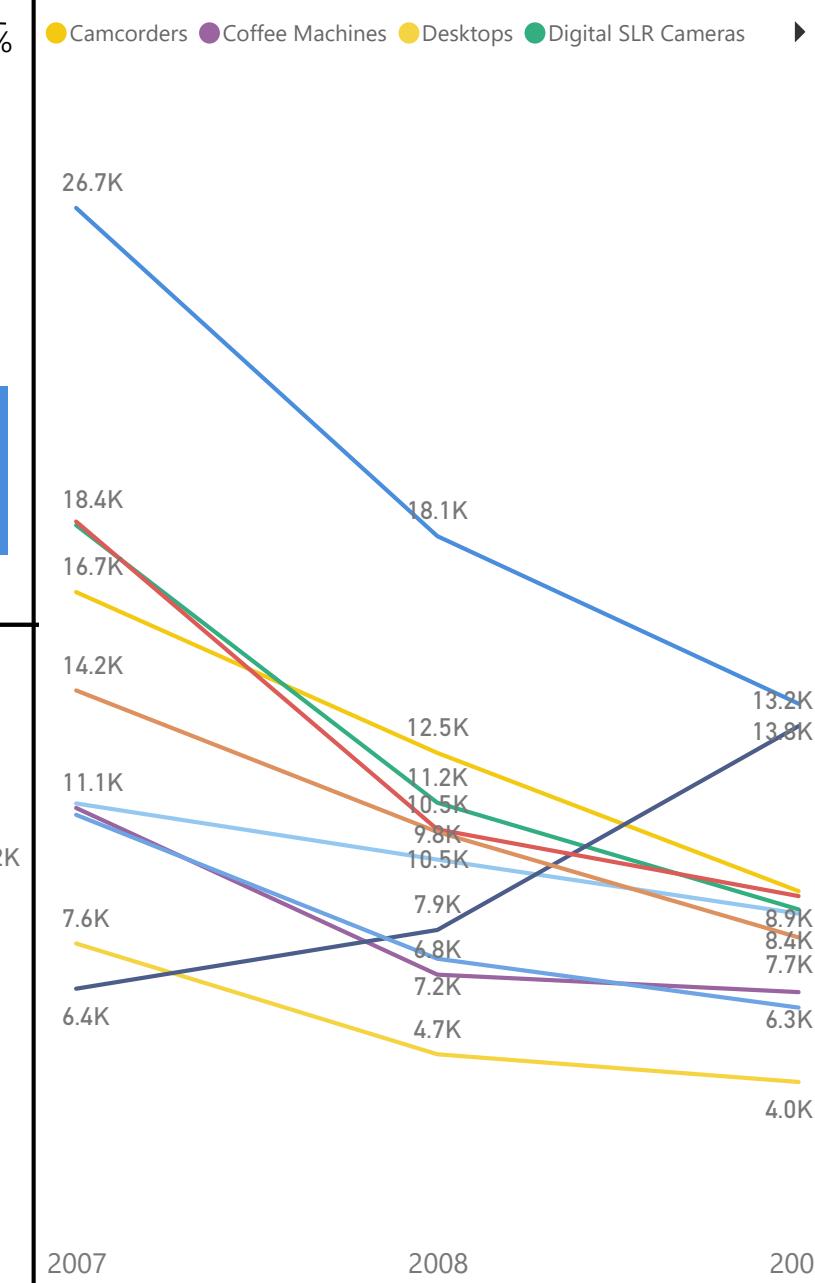
ProductSub Frequency %



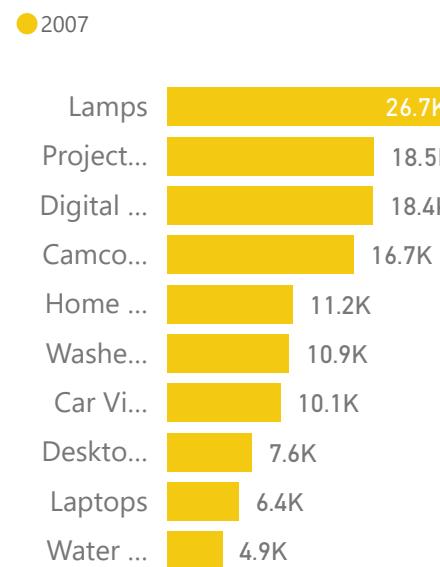
ProductSub Frequency Pareto



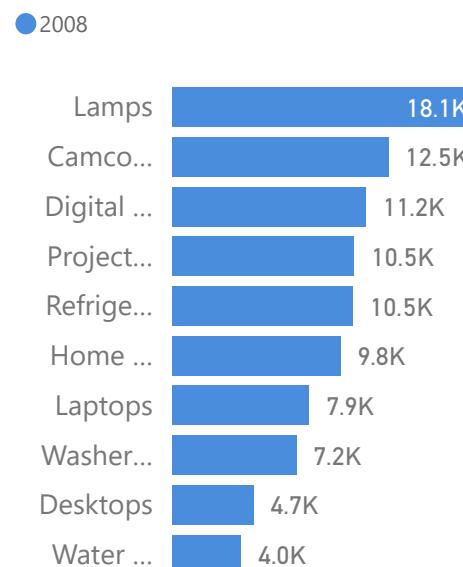
Frequency by CalendarYear and ProductSubcategoryNa...



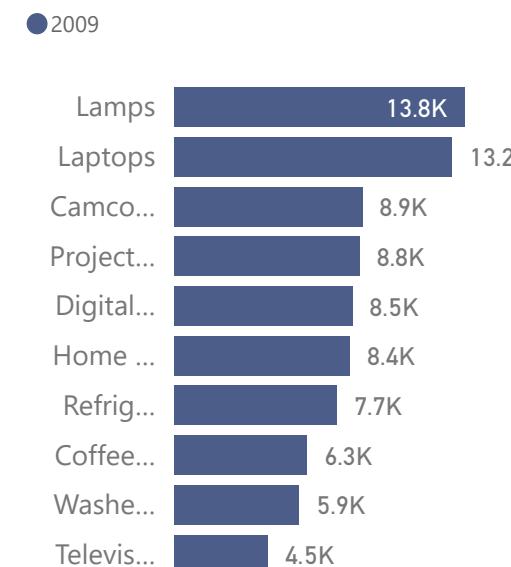
Frequency by ProductSub



Frequency by ProductSub



Frequency by ProductSub



Year

All

Seas...

All

Cont...

All

Cou...

All

States

All

Chan...

All

Brands

All

Class

All

Prod...

All

PRODUCTSUB ANALYSIS

Sale Amount

947M

Sale Quantity

4,898K

ASP

193

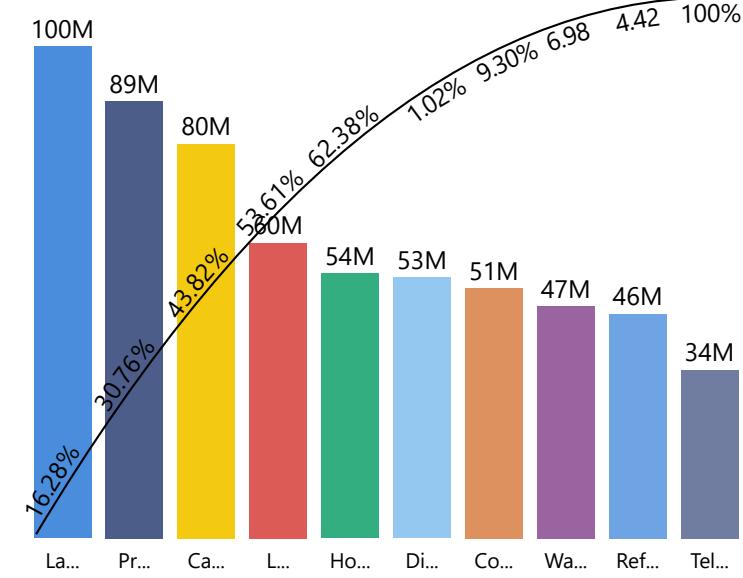
DiscountAmount

16,048K

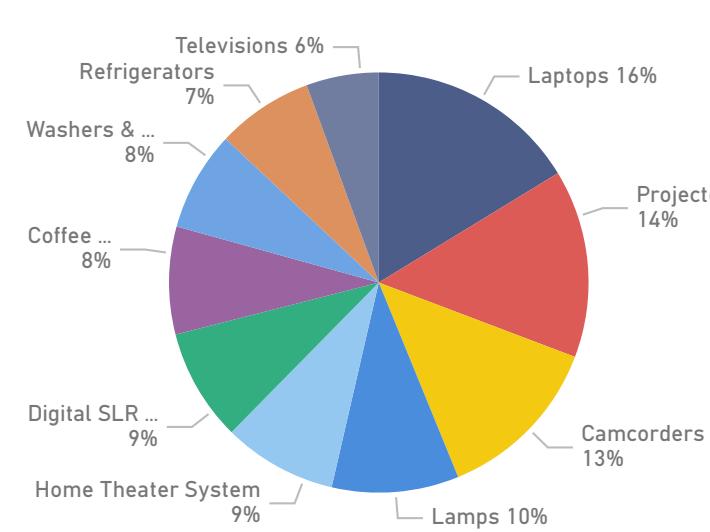
Salekey

220K

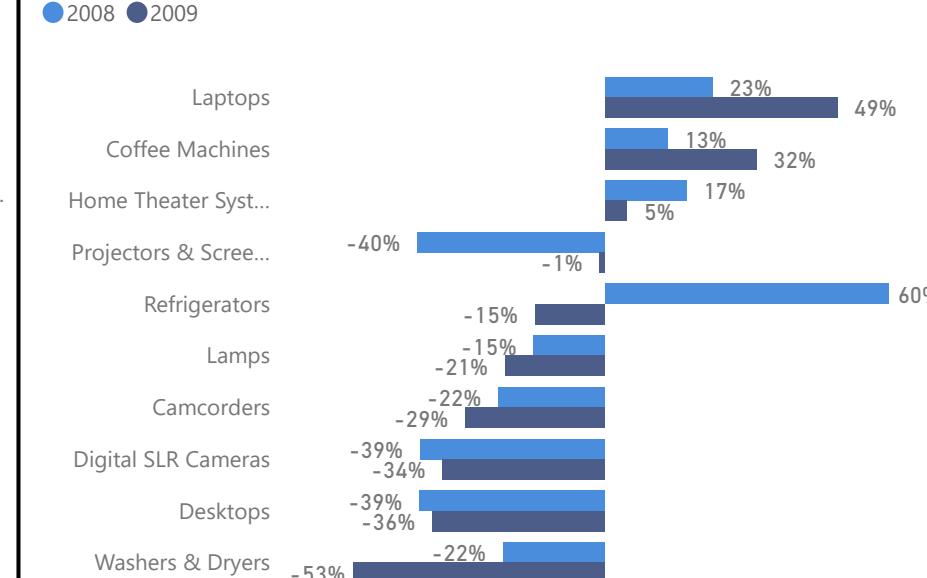
ProductSub in Sale Amount Pareto



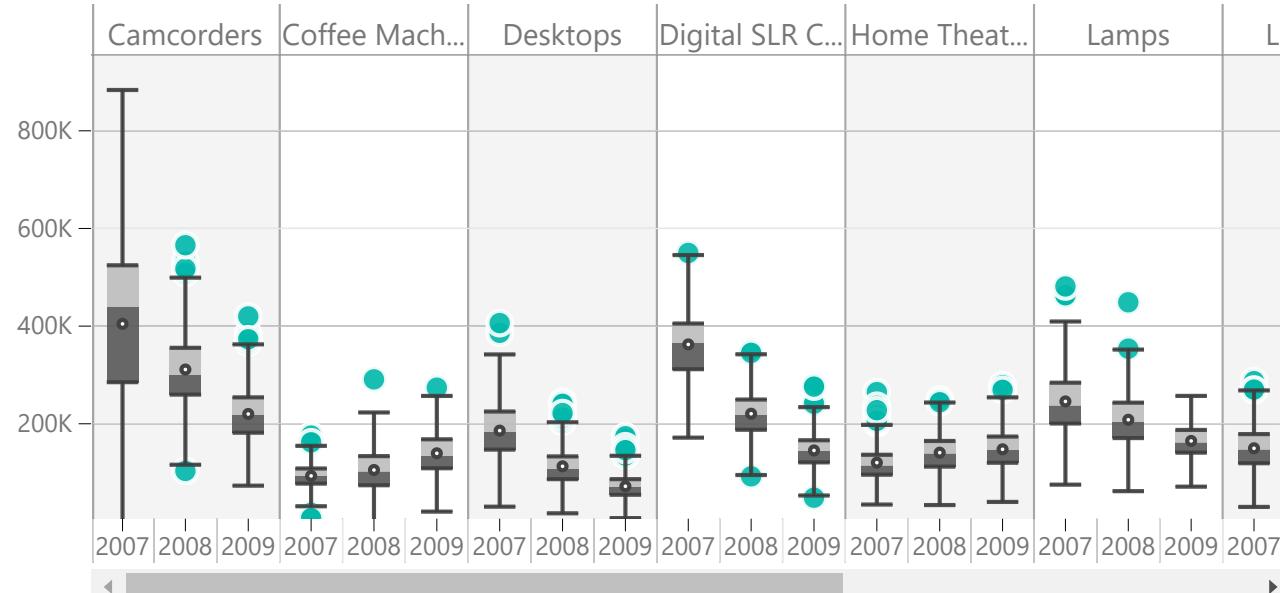
SalesAmount by ProductSubcategoryName



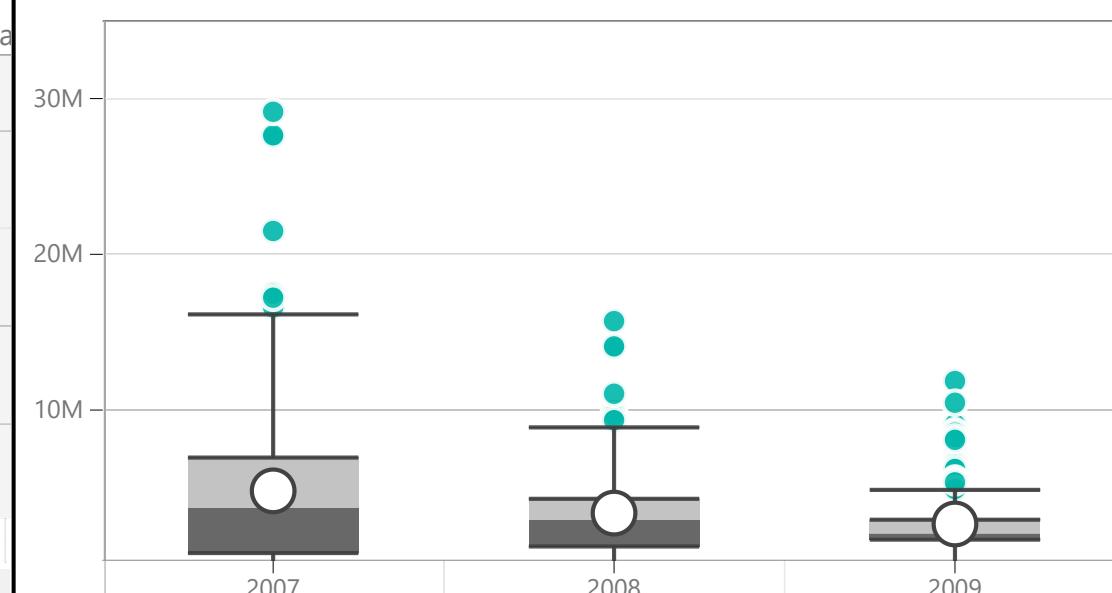
SalesAmount YTD% and Sales Amount Gap YTD by ProductSubcategoryName



SalesAmount by DateKey, CalendarYear and ProductSubcategoryName



SalesAmount by ProductKey and CalendarYear



Year

All

Seas...

All

Cont...

All

Cou...

All

States

All

Chan...

All

Brands

All

Class

All

Prod...

All