

Total Revenue

Gross Margin %

% YOY

Sales Selected Year

Sales Previous Year

Total Cost

Total Sales Quantity

\$947.45M

57.28%

-9.72%

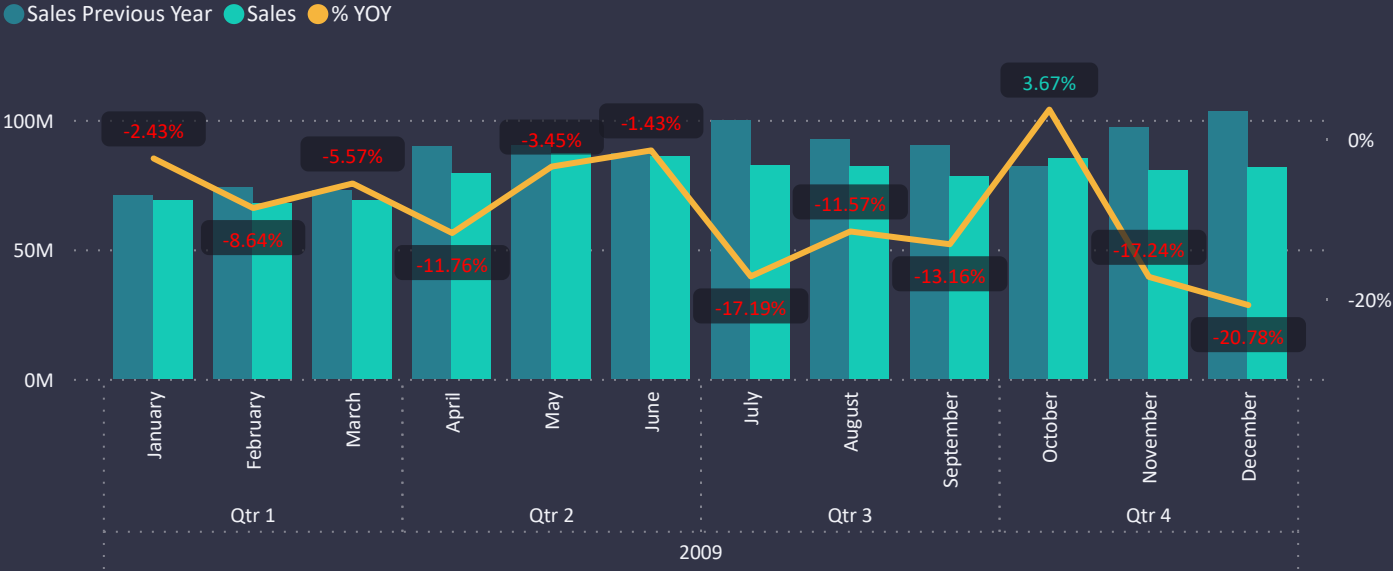
\$947.45M

\$1.05bn

404.74M

4.90M

Sales Comparison on Year



Year	Total Revenue	Total Pre Revenue	YOY Diff	% YOY
2009	947449457	1,049,439,875.76	-101,990,419.11	-9.72%
Qtr 1	205529320	217,709,328.09	-12,180,007.75	-5.59%
January	69027073	70,749,396.47	-1,722,323.82	-2.43%
1	2215486	2,089,446.33	126,039.29	6.03%
2	2061115	2,393,390.47	-332,275.58	-13.88%
3	2194480	2,322,052.83	-127,572.62	-5.49%
4	2177296	2,501,150.28	-323,854.03	-12.95%
5	2215728	2,246,436.17	-30,708.48	-1.37%
6	2386570	2,514,940.05	-128,370.15	-5.10%
7	2069989	2,147,304.97	-77,315.84	-3.60%
8	2395477	2,396,652.34	-1,175.33	-0.05%
9	2176370	2,166,646.26	9,723.44	0.45%
10	2327994	2,240,468.04	87,526.39	3.91%
11	2604545	2,223,434.36	381,110.57	17.14%
12	2195956	2,355,457.76	-159,501.92	-6.77%
13	2126594	2,258,435.83	-131,841.33	-5.84%
14	2307231	2,223,655.27	83,575.84	3.76%
Total	947449457	1,049,439,875.76	-101,990,419.11	-9.72%

Year

2009

Month

All

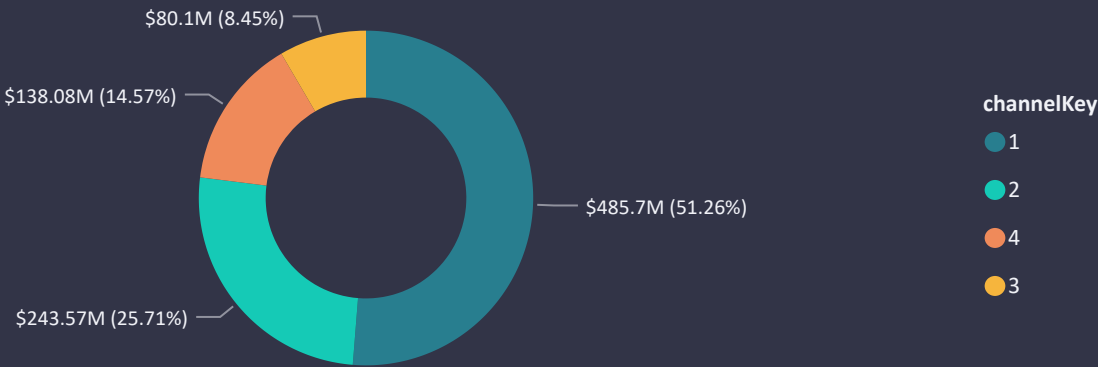
Quarter

All

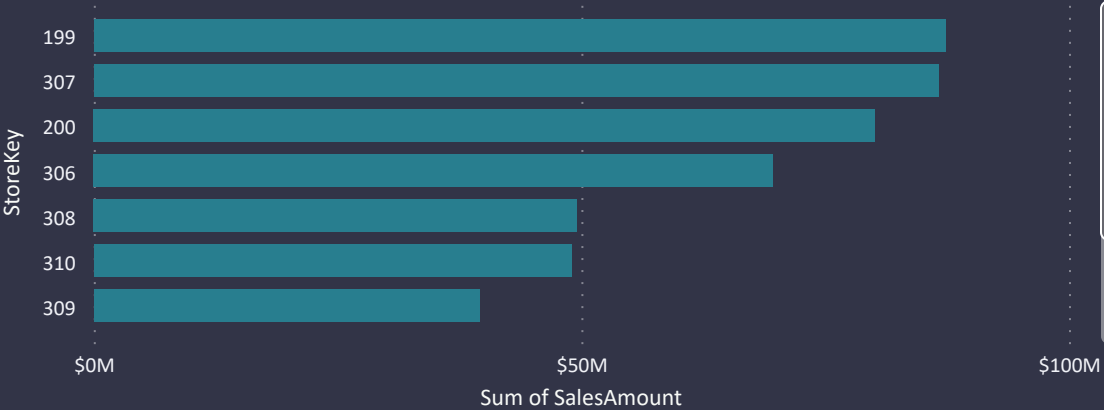
Day

All

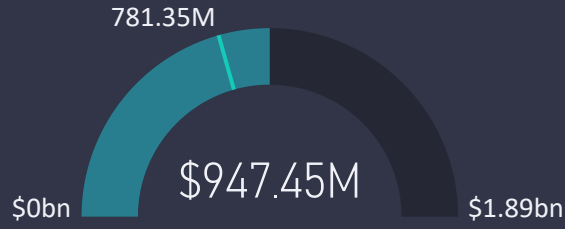
Sales Amount by channelKey



Top 10 Store highest sales amount



Target Budget Amount



Actual and Target Budget Amount by Month



Year

2009

Quarter

All

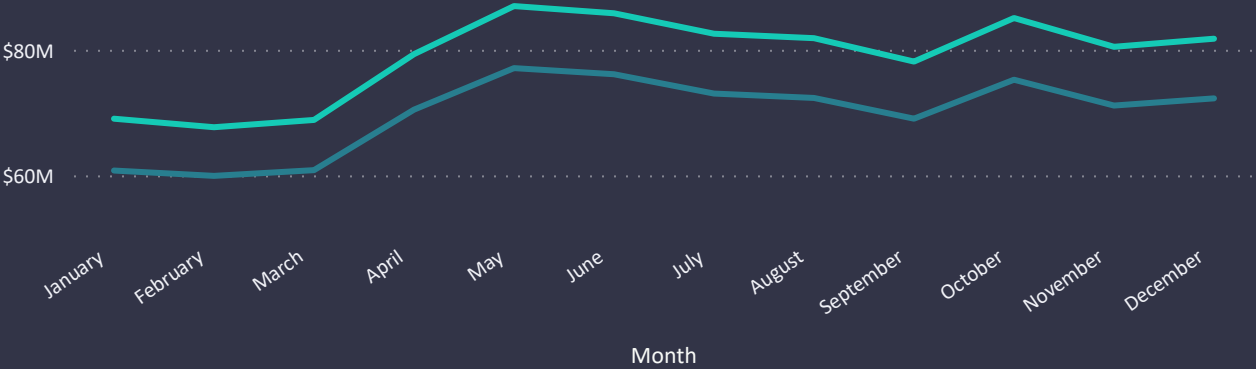
Month

All

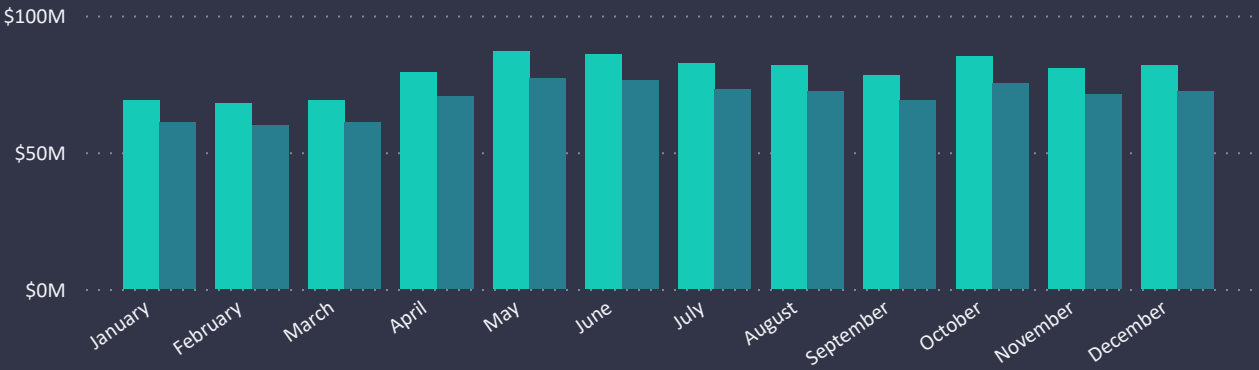
Day

All

Actual Sales Forecast Sales



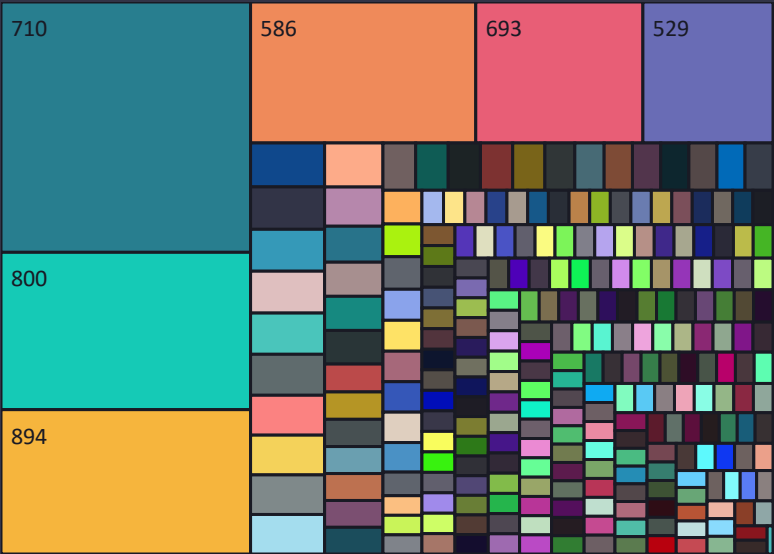
Actual Sales Forecast Sales



Revenue Allocationby GeographyKey

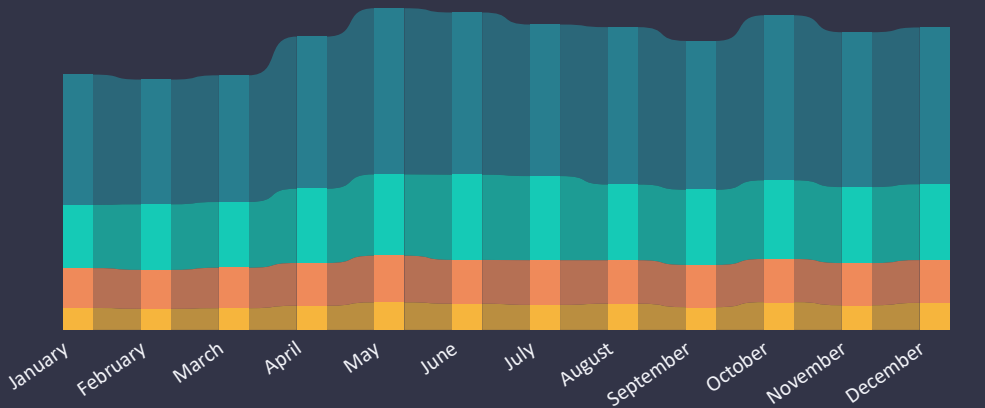


Revenue by GeographyKey



Revenue by Channel over time

channelKey 1 2 3 4



Return Amount by BrandName



Revenue by BrandName



Year

2009

Quarter

All

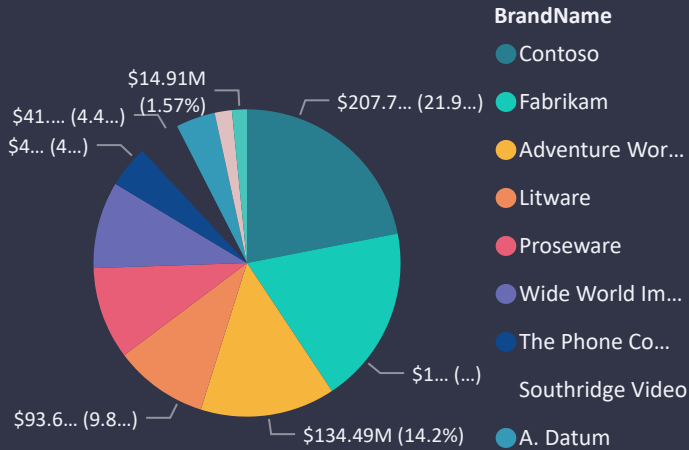
Month

All

Day

All

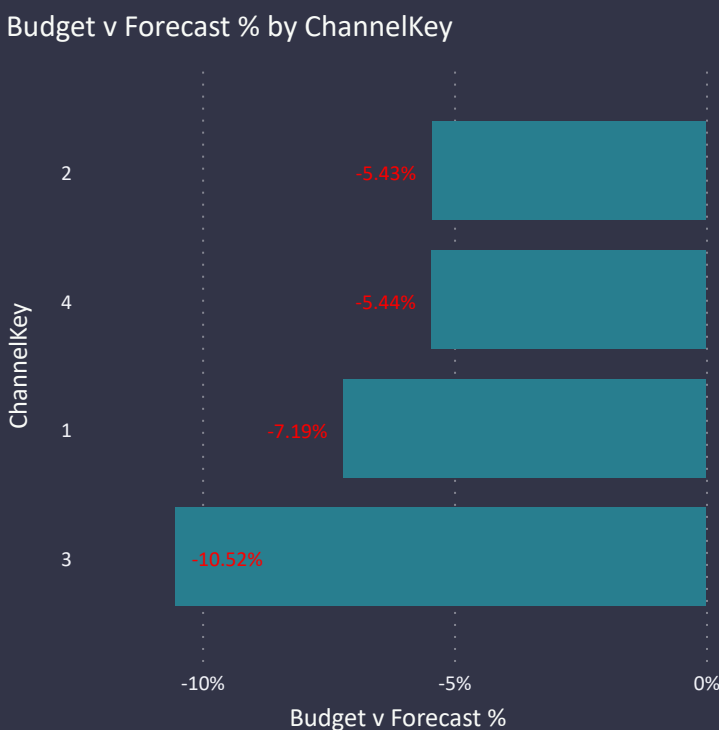
Actual Sales by Brand



Gross Margin % Brand to Region

BrandName	424	449	453	501	506	529	551	558	562	571	575	576	579	586	598	627	651	677
A. Datum	57.55%	53.73%	56.19%	64.52%	61.24%	60.51%	59.85%	60.26%	60.68%	60.29%	60.90%	58.34%	62.08%	60.07%	60.67%	63.10%	64.39%	
Adventure Works	57.65%	58.64%	58.18%	57.42%	59.42%	59.80%	61.92%	59.35%	59.08%	59.66%	61.29%	58.89%	61.29%	59.85%	61.57%	60.32%	56.95%	
Contoso	56.33%	56.44%	57.42%	56.39%	59.14%	57.18%	58.29%	56.90%	56.60%	57.69%	56.33%	58.35%	56.57%	57.45%	57.73%	55.32%	58.47%	
Fabrikam	58.68%	56.30%	56.89%	56.23%	56.20%	57.53%	56.63%	58.62%	57.42%	57.44%	56.82%	57.26%	57.41%	58.06%	56.70%	59.39%	56.99%	
Litware	55.81%	56.19%	54.79%	52.71%	52.88%	54.93%	57.07%	53.72%	55.36%	53.20%	55.61%	55.44%	54.29%	54.42%	54.39%	54.61%	54.05%	
Northwind Traders	55.54%	47.09%	54.92%	52.15%	51.12%	53.53%	59.29%	54.50%	57.13%	56.14%	51.43%	49.31%	58.15%	55.21%	52.43%	49.98%	54.07%	
Proseware	55.36%	55.54%	57.90%	58.72%	55.69%	59.41%	55.50%	58.88%	59.21%	54.10%	57.29%	60.49%	55.06%	59.27%	60.43%	60.70%	59.86%	
Southridge Video	54.05%	52.52%	54.76%	52.42%	52.15%	52.81%	52.90%	53.22%	53.41%	51.97%	54.51%	53.54%	54.59%	53.33%	51.82%	53.34%	53.57%	
Tailspin Toys		51.54%	53.41%	52.57%	59.34%	51.08%	54.06%	57.95%	62.68%	58.79%	54.31%	56.59%	54.90%	50.89%	53.99%	66.84%	51.36%	
The Phone Company	55.76%	54.33%	55.16%	55.09%	57.31%	55.14%	53.61%	54.64%	54.12%	54.73%	53.31%	58.01%	55.68%	55.50%	58.14%	57.46%	56.67%	
Wide World Importers	56.80%	56.57%	58.16%	58.56%	58.09%	58.14%	55.40%	56.27%	58.40%	58.28%	56.56%	58.10%	57.63%	58.22%	59.95%	59.97%	56.54%	
Total	57.02%	56.27%	56.99%	56.94%	57.45%	57.34%	57.48%	57.17%	57.51%	57.00%	57.27%	57.76%	57.49%	57.32%	58.29%	58.42%	57.32%	

ChannelKey	1	2
BrandName	Budget v Forecast	Budget v Forecast %
A. Datum	-1,230,593.09	-6.93%
Adventure Works	-5,181,961.78	-7.62%
Contoso	-6,323,244.37	-6.96%
Fabrikam	-6,159,031.93	-7.29%
Litware	-2,834,899.69	-7.01%
Northwind Traders	-398,688.24	-6.86%
Proseware	-3,015,067.11	-7.11%
Southridge Video	-1,313,417.74	-6.81%
Tailspin Toys	-42,397.03	-7.03%
The Phone Company	-1,353,733.63	-7.05%
Wide World Importers	-3,131,926.22	-7.46%
Total	-30,984,960.84	-7.19%



Year

2009

Quarter

All

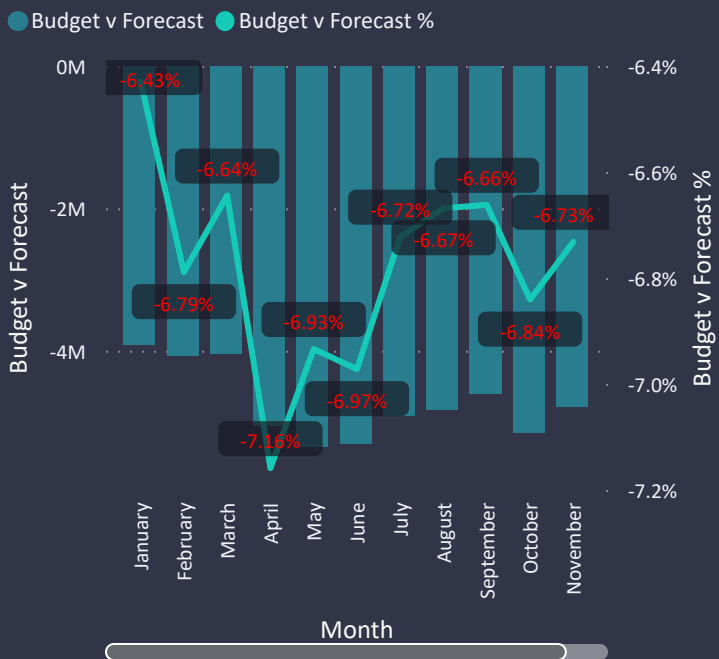
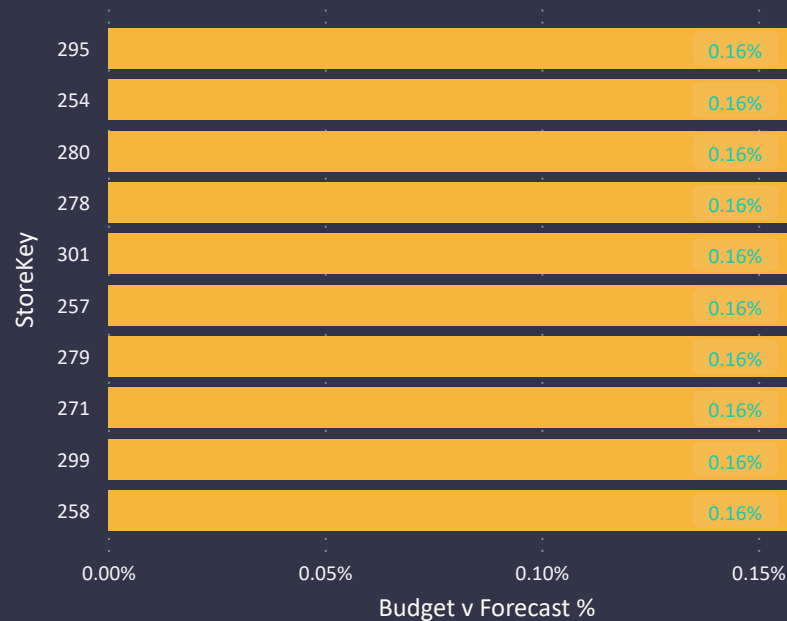
Month

All

Day

All

Budget v Forecast % by StoreKey



Running Total

