

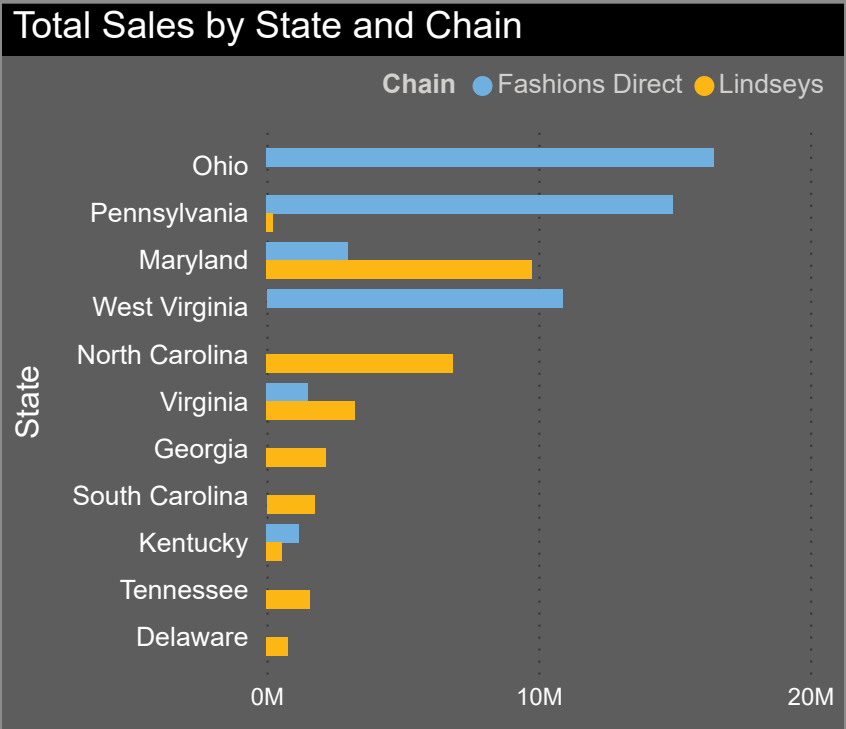
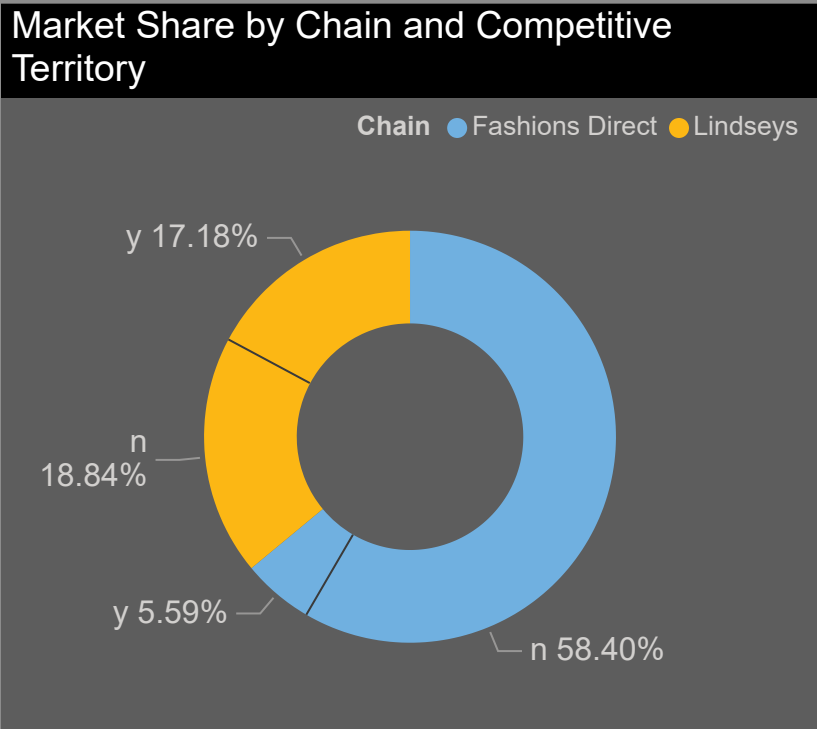
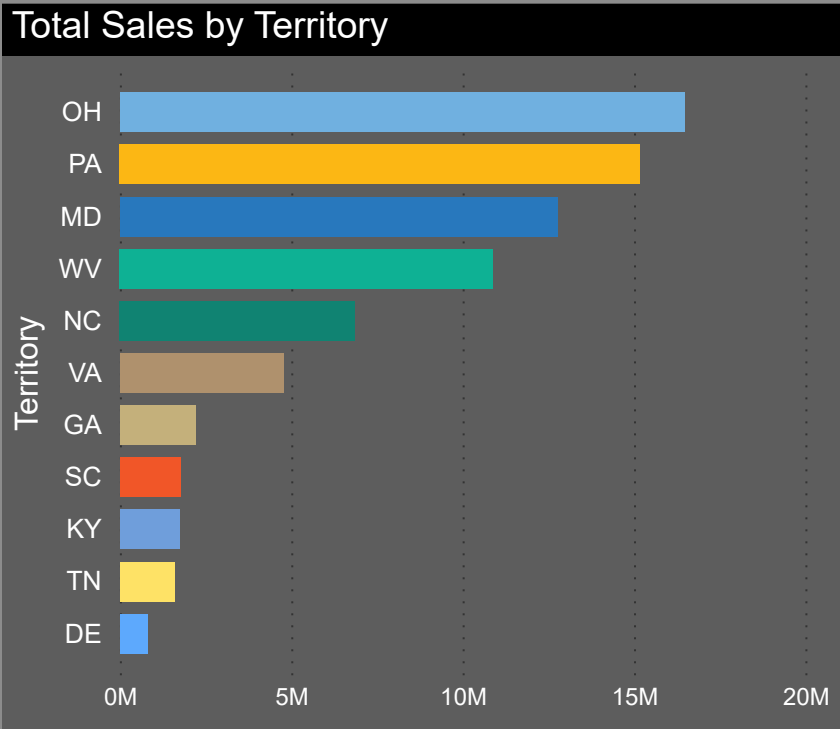
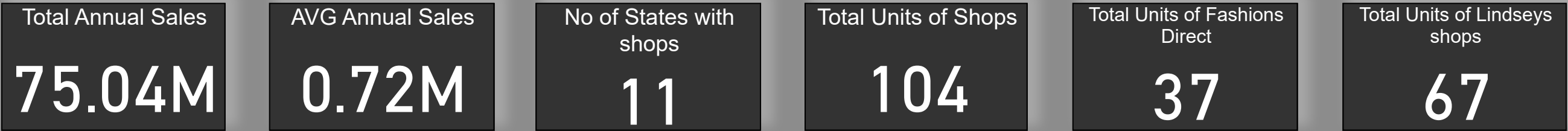
BG GROUP FASHION LINE: SALES REPORT

Chain

All

State

All



At 16,473,325.83, OH had the highest Total Sales and was 1,959.75% higher than DE, which had the lowest Total Sales at 799,773.18. OH accounted for 21.95% of Total Sales.

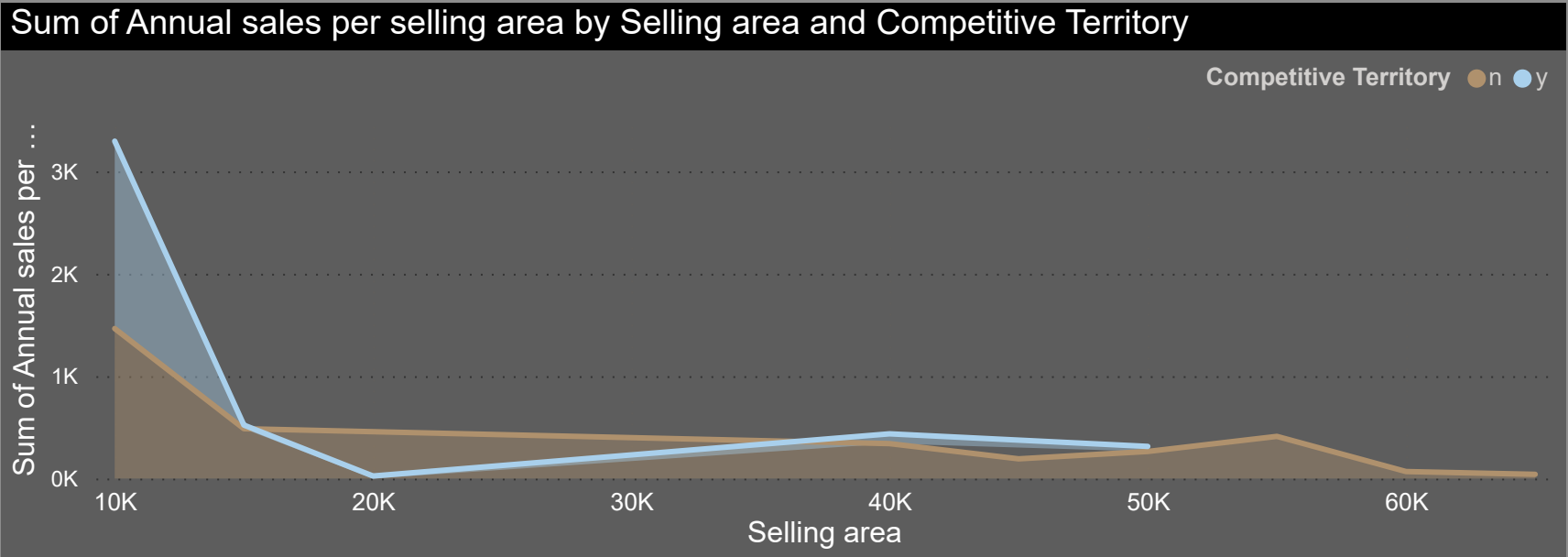
Across all 11 Territory, Total Sales ranged from 799,773.18 to 16,473,325.83.

Average Market Share was higher for n (0.39) than y (0.11).

Market Share for n and y diverged the most when the Chain was Fashions Direct, when n were 0.53 higher than y.

Total Total Sales was higher for Fashions Direct (48,015,811.20) than Lindseys (27,023,181.18).

Ohio in Chain Fashions Direct made up 21.95% of Total Sales.



BG GROUP FASHION LINE: SALES REPORT

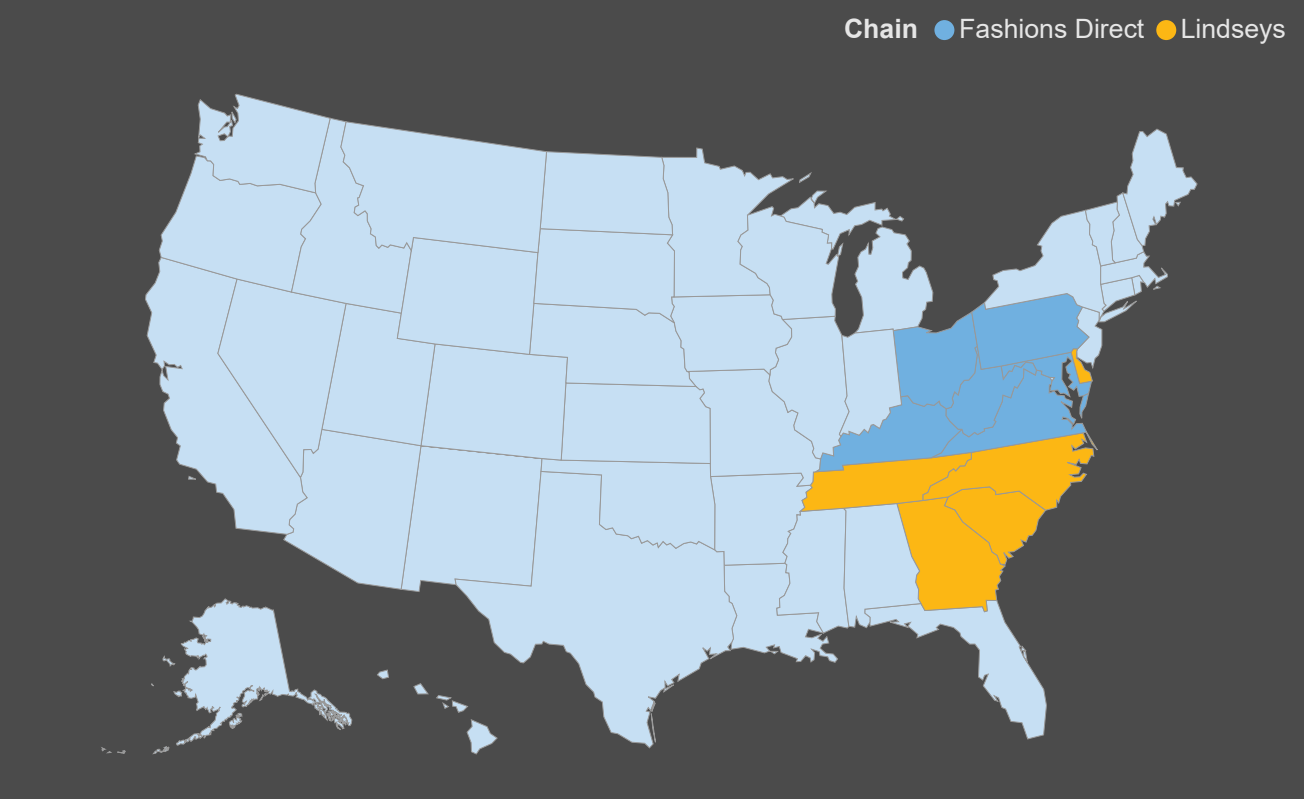
Chain

All

State

All

Count of Chain and First Shop Territory.City by State and Chain



Name	State	Sum of Sales	Sum of Annual sales	Chain
Akron Fashions Direct	Ohio	1,374,610.77	2,061,916.16	Fashions Direct
Alexandria Lindseys	Virginia	438,670.39	658,005.59	Lindseys
Altoona Fashions Direct	Pennsylvania	1,240,090.68	1,860,136.02	Fashions Direct
Anderson Lindseys	South Carolina	332,667.96	499,001.94	Lindseys
Annapolis Lindseys	Maryland	1,768,458.66	2,652,687.99	Lindseys
Asheville Lindseys	North Carolina	358,983.88	538,475.83	Lindseys
Athens Lindseys	Georgia	281,233.77	421,850.66	Lindseys
Augusta Lindseys	Georgia	265,043.56	397,565.35	Lindseys
Beavercreek Fashions Direct	Ohio	1,150,579.79	1,725,869.68	Fashions Direct
Beckley Fashions Direct	West Virginia	1,268,818.79	1,903,228.18	Fashions Direct
Bel Air Fashions Direct	Maryland	1,647,223.46	2,470,835.18	Fashions Direct
Total		75,038,992.38	112,558,488.57	

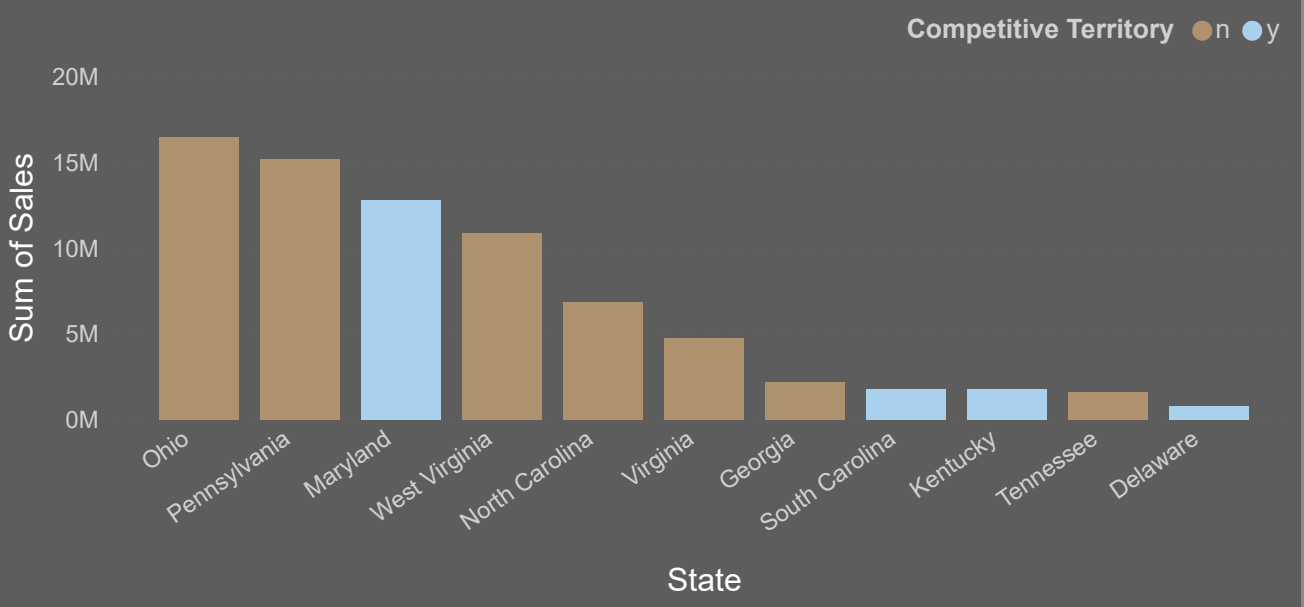
Total Sum of Sales was higher for n (57,954,988.43) than y (17,084,003.96).

Ohio in Competitive Territory n made up 21.95% of Sum of Sales.

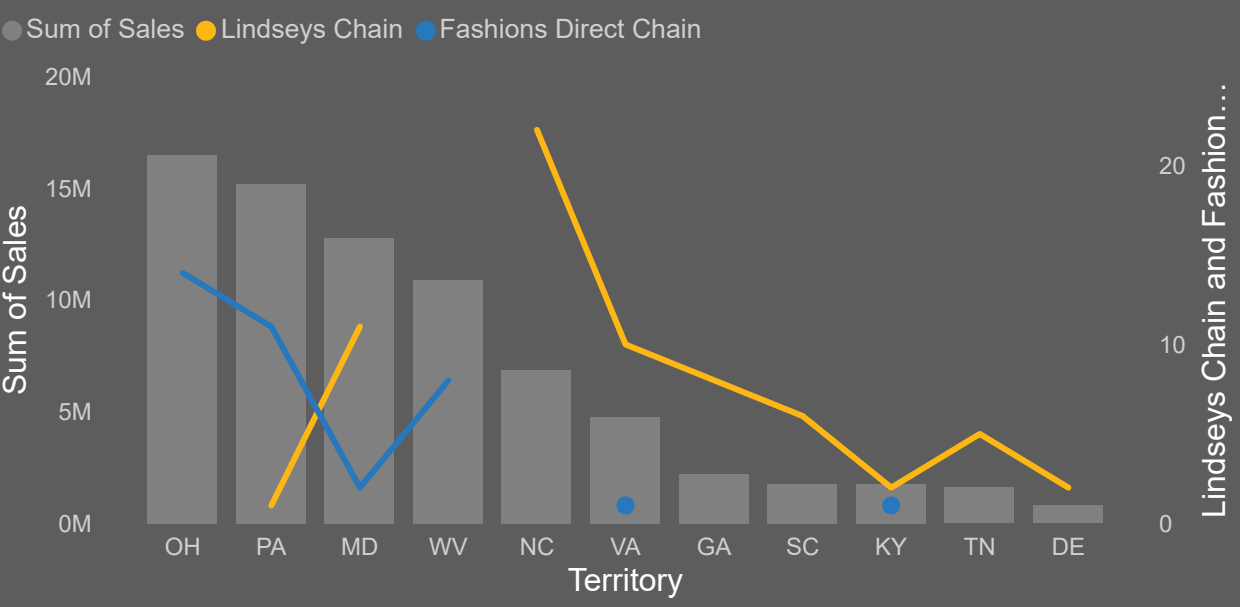
Average Sum of Sales was higher for n (8,279,284.06) than y (4,271,000.99).

Across all 11 Territory, Sum of Sales ranged from 799,773.18 to 16,473,325.83, Lindseys Chain ranged from 1 to 22, and Fashions Direct Chain ranged from 1 to 14.

Sum of Sales and First Chain by State and Competitive Territory



Sum of Sales, Lindseys Chain and Fashions Direct Chain by Territory



BG GROUP FASHION LINE: SALES REPORT

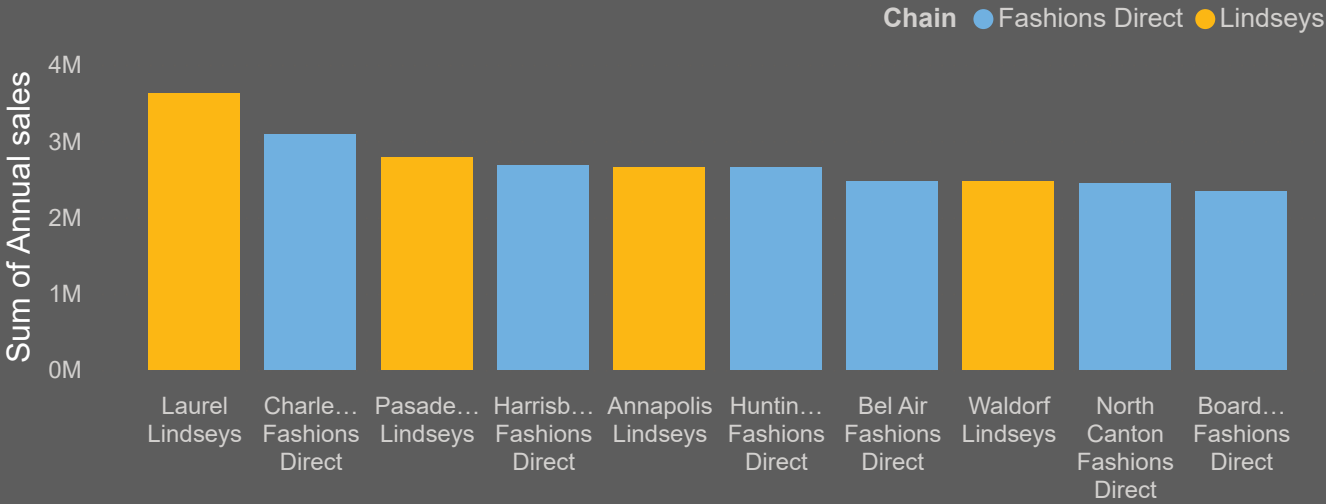
Fashions Direct

Lindseys

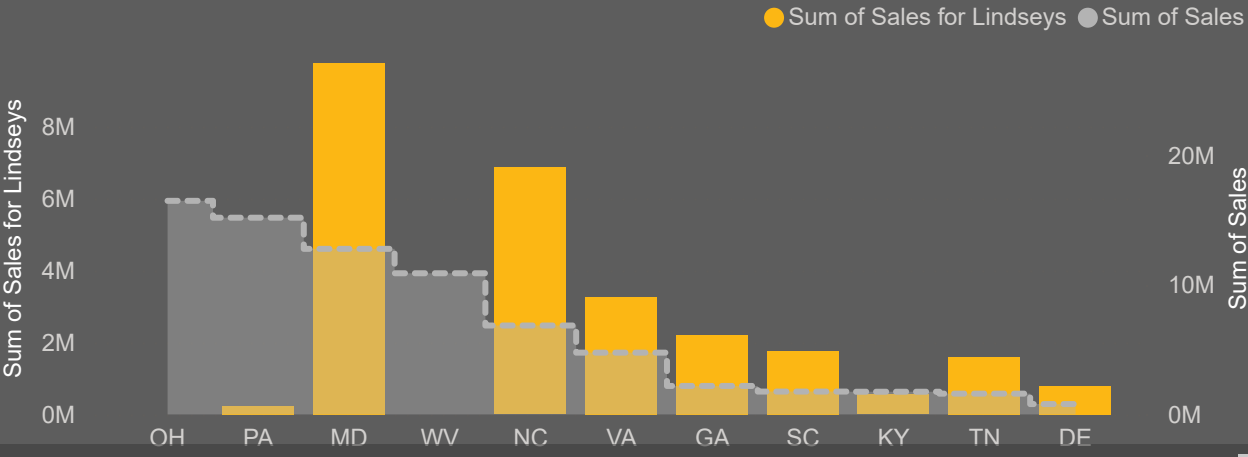
State

All

Top 10 Annual sales by Name and Chain

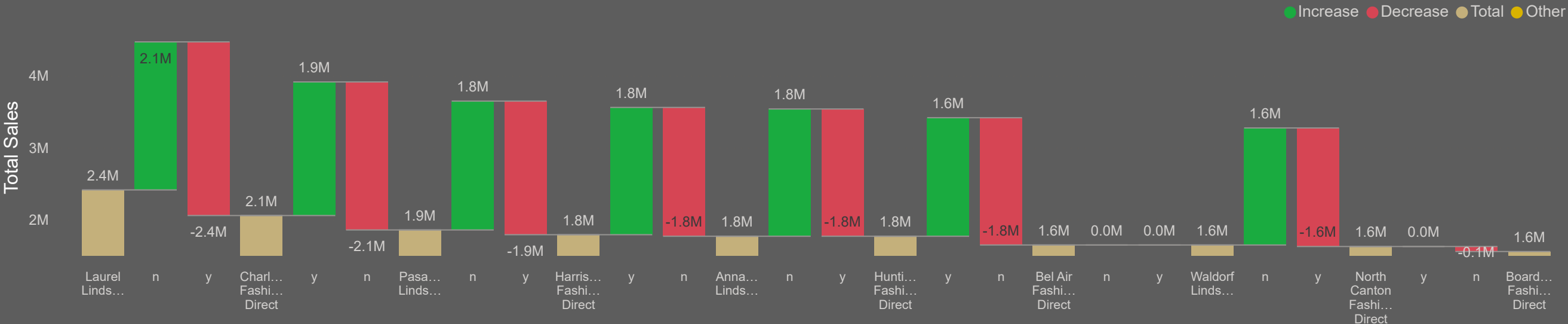


Sum of Sales for Lindseys and Sum of Sales by Territory



Lindseys with 64.4% of records and Fashion Direct with 35.6% of records most affected the distribution

Top 10 Stores Competitive Analysis



Summary

Total Sum of Annual sales per selling area was higher for n (3,271.69) than y (2,035.56).

10000 in Competitive Territory y made up 34.48% of Sum of Annual sales per selling area.

Average Sum of Annual sales per selling area was higher for n (408.96) than y (407.11).

Sum of Annual sales per selling area for n and y diverged the most when the Selling area was 15000, when n were 451.15 higher than y.

Total Sum of Annual sales was higher for [Fashions Direct](#) (15,666,637.25) than [Lindseys](#) (11,526,594.19).

[Laurel Lindseys](#) in Chain [Lindseys](#) made up [13.31%](#) of Sum of Annual sales.

Average Sum of Annual sales was higher for [Lindseys](#) (2,881,648.55) than [Fashions Direct](#) (2,611,106.21).