

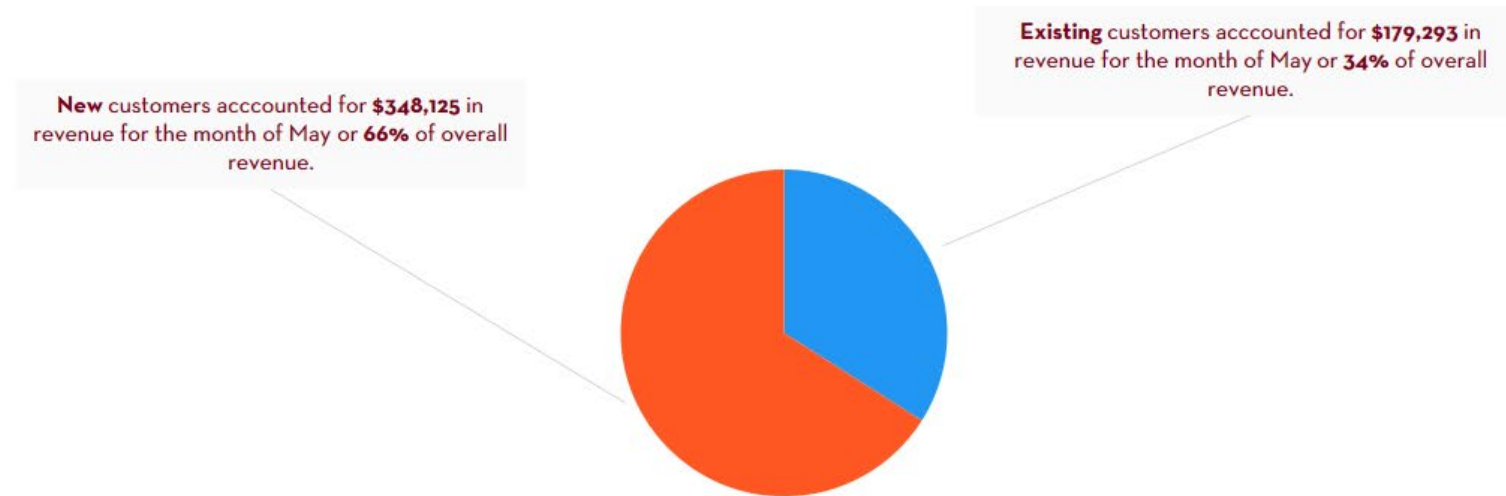
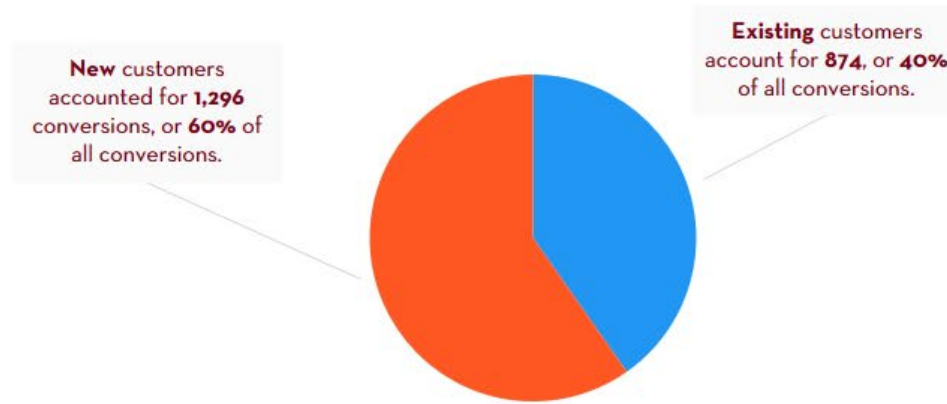
WM Winters Analysis

Danny Moncada – Tableau Demo

Initial Data Table

- * Total number of touches for each group at each position
- * What percentage of those touches accounted the overall touches of that group name
- * What percentage of all of the touches for that position came from each group

Groupname	ASSIST			CONVERTER			Positionname ORIGINATOR			ROSTER			Grand Total		
	Touches	% of Group	% of Position	Touches	% of Group	% of Position	Touches	% of Group	% of Position	Touches	% of Group	% of Position	Touches	% of Group	% of Position
BUZZ AFFILIATE	333	18.41%	19.42%	632	34.94%	29.12%	287	15.87%	13.23%	557	30.79%	13.70%	1,809	100.00%	17.88%
CJ	127	17.94%	7.41%	312	44.07%	14.38%	107	15.11%	4.93%	162	22.88%	3.99%	708	100.00%	7.00%
CPM	1,070	18.13%	62.39%	1,112	18.84%	51.24%	812	13.76%	37.44%	2,909	49.28%	71.56%	5,903	100.00%	58.34%
DIRECT MAIL							1	100.00%	0.05%				1	100.00%	0.01%
OTHER	4	8.70%	0.23%	5	10.87%	0.23%	24	52.17%	1.11%	13	28.26%	0.32%	46	100.00%	0.45%
PRINT - MAGAZINES	2	13.33%	0.12%	5	33.33%	0.23%	4	26.67%	0.18%	4	26.67%	0.10%	15	100.00%	0.15%
SEARCH GOOGLE BRAND	126	11.65%	7.35%				662	61.18%	30.52%	294	27.17%	7.23%	1,082	100.00%	10.69%
SEARCH GOOGLE NON-BRAND	11	8.09%	0.64%	42	30.88%	1.94%	65	47.79%	3.00%	18	13.24%	0.44%	136	100.00%	1.34%
SEARCH MSN BRAND	17	7.14%	0.99%				163	68.49%	7.51%	58	24.37%	1.43%	238	100.00%	2.35%
SEARCH MSN NON-BRAND	1	5.56%	0.06%	7	38.89%	0.32%	7	38.89%	0.32%	3	16.67%	0.07%	18	100.00%	0.18%
SEARCH YAHOO BRAND							1	33.33%	0.05%	2	66.67%	0.05%	3	100.00%	0.03%
Social							2	66.67%	0.09%	1	33.33%	0.02%	3	100.00%	0.03%
TV	8	11.43%	0.47%	25	35.71%	1.15%	20	28.57%	0.92%	17	24.29%	0.42%	70	100.00%	0.69%
Uncategorized	16	18.39%	0.93%	30	34.48%	1.38%	14	16.09%	0.65%	27	31.03%	0.66%	87	100.00%	0.86%
Grand Total	1,715	16.95%	100.00%	2,170	21.44%	100.00%	2,169	21.43%	100.00%	4,065	40.17%	100.00%	10,119	100.00%	100.00%



Percentage of Total Revenue & Average Sale Amount by Groupname (Last Touch Model)

