

Supplier Deep Dive - FIREFLY

Allocate Analytics

January 26, 2019

This report provides an in-depth look at sales of products from FIREFLY.

Included are the following:

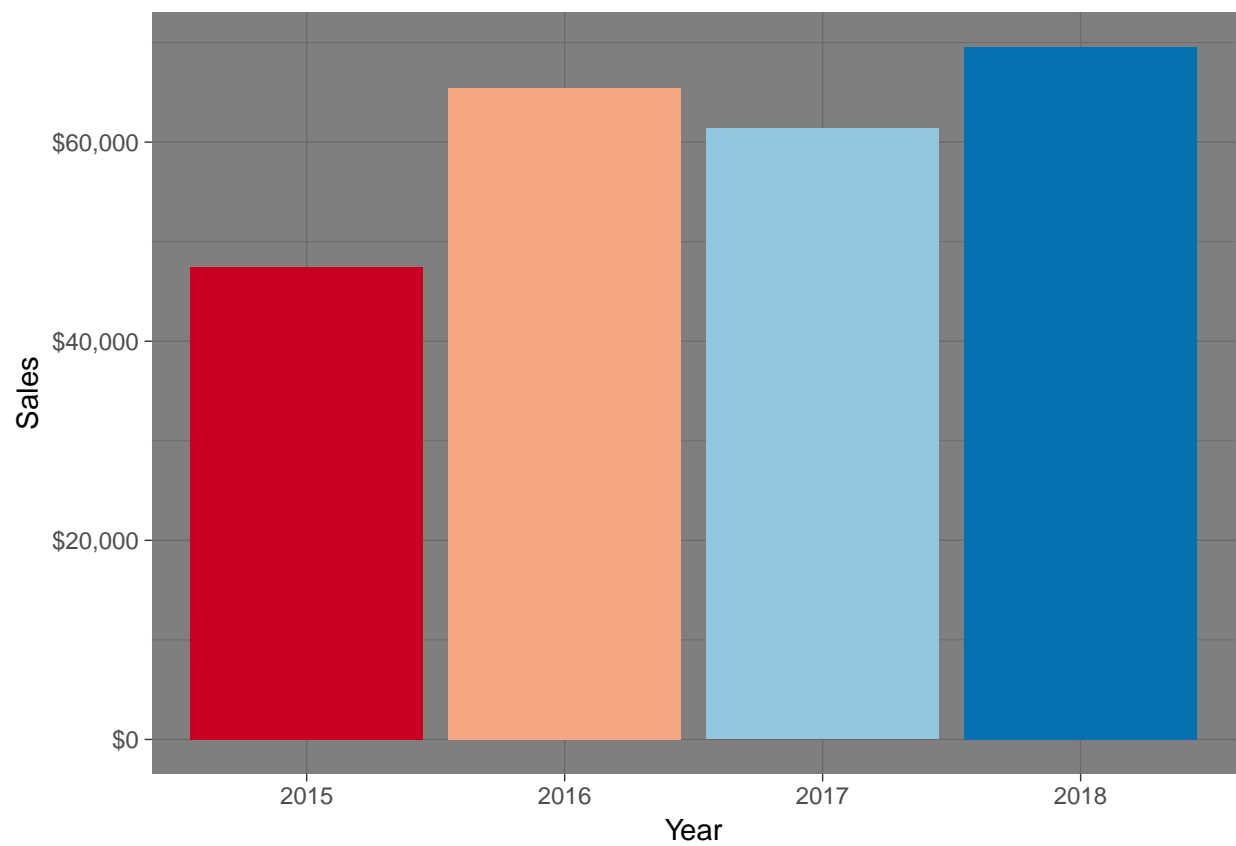
- Bar graph of sales from FIREFLY by year
- Line graph of sales from FIREFLY by month
- Line graph of sales by category
- Tables of sales by category (in dollars and units sold)
- Bar graph of top FIREFLY products comparing sales by year
- Table of sales by product comparing 2018 with 2017 for top products

Note: this report relies on data from 2015-01-01 to 2018-12-31.

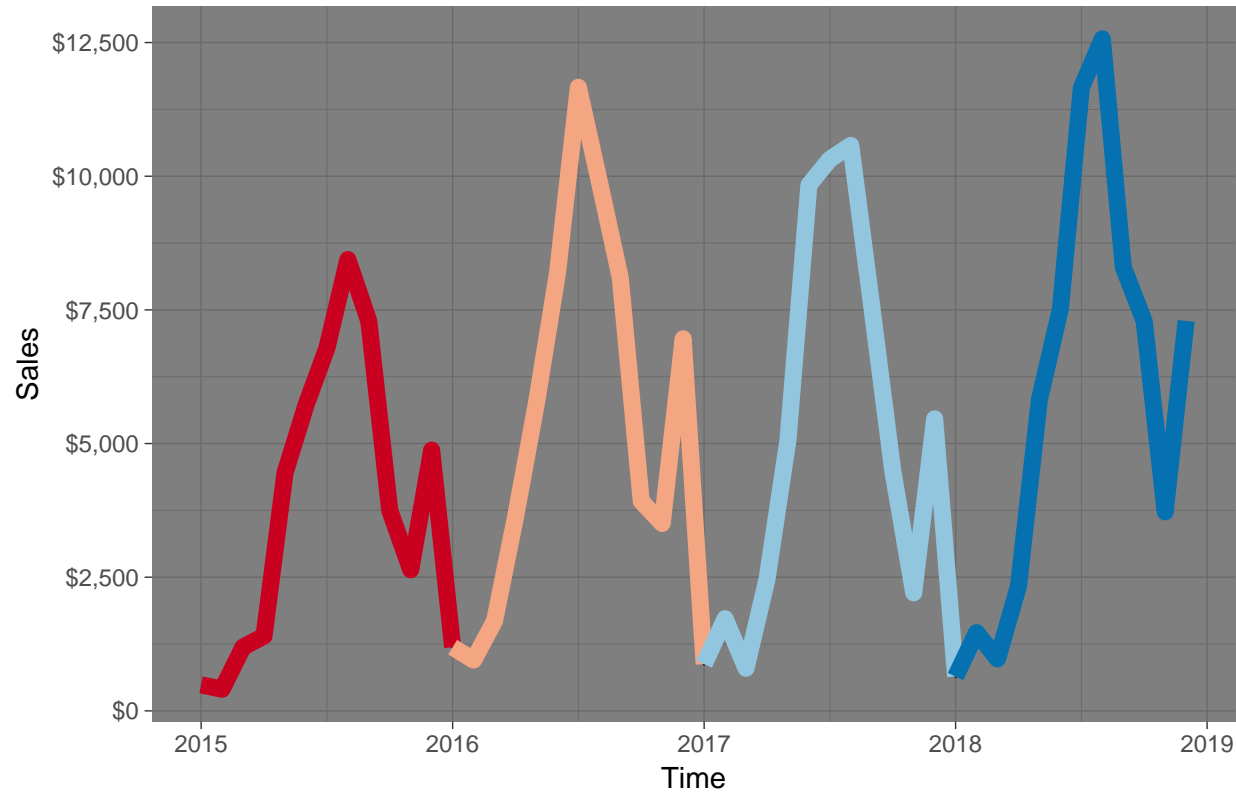
Summary

For the selected time period there were 351 distinct FIREFLY products (SKUs) sold in 4 categories across 1 department(s).

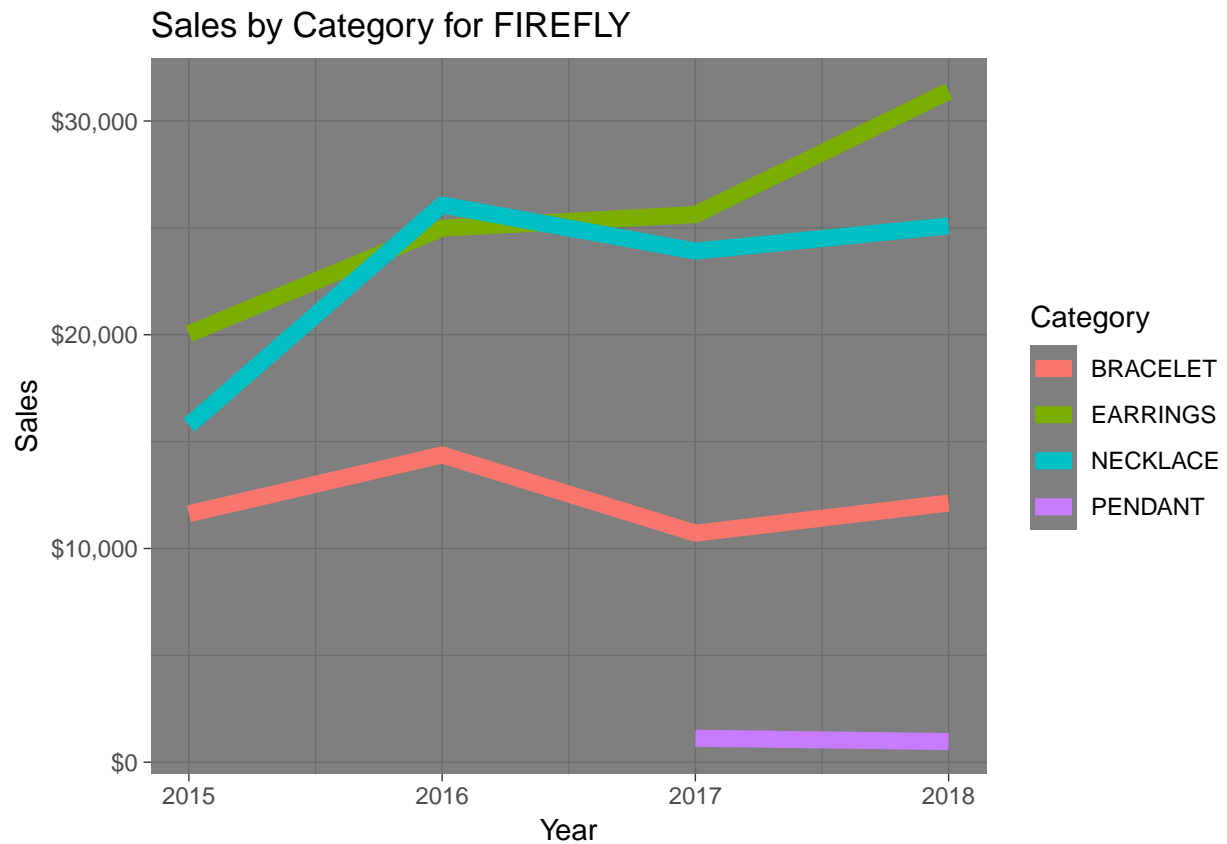
Bar Graph of Sales from FIREFLY by Year



Total Sales from Selected Supplier by Month



Line Graph of Sales by Category



Sales by Category in Dollars

Category	2018	2017	2016	2015
BRACELET	\$12,124	\$10,714	\$14,376	\$11,627
EARRINGS	\$31,396	\$25,624	\$24,986	\$20,040
NECKLACE	\$25,094	\$23,911	\$26,072	\$15,768

Sales by Category in Units Sold

Category	2018	2017	2016	2015
BRACELET	81	69	91	81
EARRINGS	657	558	522	426
NECKLACE	409	357	373	273

How Individual FIREFLY Products Sold in 2018 vs. Prior Years

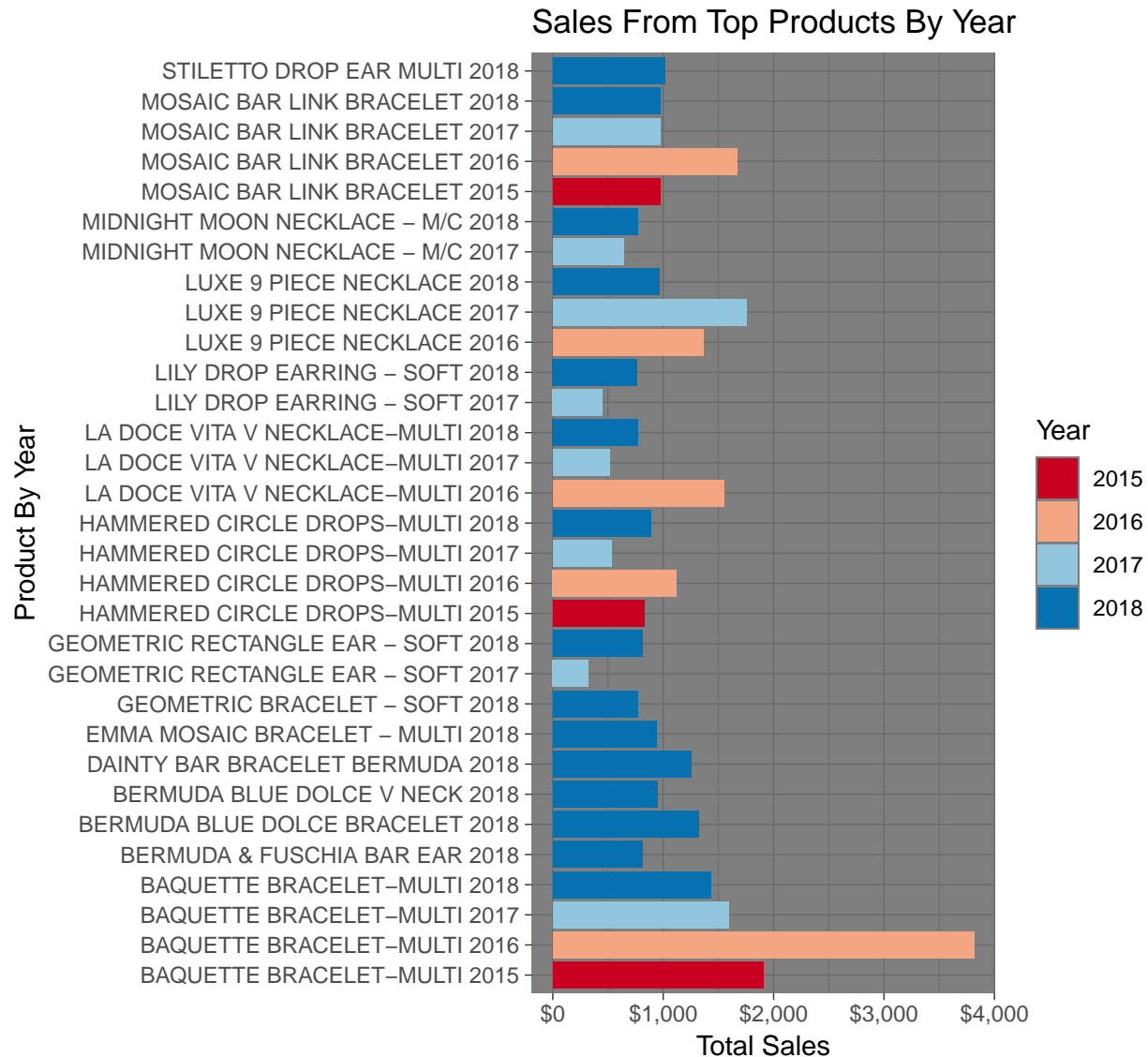


Table of Sales by Product Comparing 2018 with 2017 for Top 100 Products

Note: “Perc.Whole” means what percentage of all FIREFLY sales in 2018 came from this product

Product	Sales Current Yr	Perc.Whole	Sales Prior Yr	Growth	Perc.Growth
BAQUETTE BRACELET-MULTI	\$1,431	2.06%	\$1,590	\$-159	-10%
BERMUDA BLUE DOLCE BRACELET	\$1,320	1.9%	\$0	\$0	NA%
DAINTY BAR BRACELET BERMUDA	\$1,251	1.8%	\$0	\$0	NA%
STILETTO DROP EAR MULTI	\$1,016	1.46%	\$0	\$0	NA%
MOSAIC BAR LINK BRACELET	\$973	1.4%	\$973	\$0	0%
LUXE 9 PIECE NECKLACE	\$965	1.39%	\$1,755	\$-790	-45%
BERMUDA BLUE DOLCE V NECK	\$945	1.36%	\$0	\$0	NA%
EMMA MOSAIC BRACELET - MULTI	\$936	1.35%	\$0	\$0	NA%

Product	Sales Current Yr	Perc.Whole	Sales Prior Yr	Growth	Perc.Growth
HAMMERED CIRCLE DROPS-MULTI	\$885	1.27%	\$531	\$354	66.7%
BERMUDA & FUSCHIA BAR EAR	\$812	1.17%	\$0	\$0	NA%
GEOMETRIC RECTANGLE EAR - SOFT	\$810	1.16%	\$324	\$486	150%
LA DOCE VITA V NECKLACE-MULTI	\$774	1.11%	\$516	\$258	50%
GEOMETRIC BRACELET - SOFT	\$772	1.11%	\$0	\$0	NA%
MIDNIGHT MOON NECKLACE - M/C	\$768	1.1%	\$640	\$128	20%
LILY DROP EARRING - SOFT	\$765	1.1%	\$450	\$315	70%
LARGE ORNATE CROSS NECK - TEAL	\$728	1.05%	\$0	\$0	NA%
PETITE FLOWER NECKLACE	\$728	1.05%	\$840	\$-112	-13.3%
FLORA NECKLACE-GLASS PEARLS	\$708	1.02%	\$708	\$0	0%
MEDIUM CROSS- MULTI	\$682	0.98%	\$690	\$-8	-1.2%
PETITE FLORA NCKL-WHT GLASS P	\$680	0.98%	\$691	\$-11	-1.7%
BERMUDA DRAGONFLY PENDANT	\$666	0.96%	\$0	\$0	NA%
BERMUDA DRAGONFLY EARRINGS	\$660	0.95%	\$0	\$0	NA%
LA DOLCE VITA BRACELET - B/W	\$660	0.95%	\$644	\$16	2.6%
LA DOLCE VITA BRACELET - MINT	\$660	0.95%	\$660	\$0	0%
LUXE MEDLEY SQUARE EAR - M/C	\$650	0.93%	\$455	\$195	42.9%
DAINTY BAR NECKLACE - M/C	\$645	0.93%	\$903	\$-258	-28.6%
BRILLIANT ELABORATE BRACELET	\$640	0.92%	\$800	\$-160	-20%
VINTAGE ROUND BRACELET-SOFT	\$640	0.92%	\$640	\$0	0%
OVAL DOLCE EAR BERMUDA/FUSCHIA	\$637	0.92%	\$0	\$0	NA%
LA DOLCE VITA BRACELET- MULTI	\$636	0.91%	\$1,113	\$-477	-42.9%
FANCY BUTTERFLY NECKLACE - M/C	\$620	0.89%	\$372	\$248	66.7%
BERMUDA BLUE DOLCE NECK	\$616	0.89%	\$0	\$0	NA%
+ART NOUVEAU EAR - PERIWINKLE	\$572	0.82%	\$0	\$0	NA%
MIDNIGHT MOON EARRING - M/C	\$568	0.82%	\$638	\$-70	-10.9%
BERMUDA BLUE ROUND DOLCE EAR	\$552	0.79%	\$0	\$0	NA%
STILETTO PENDANT NECK MULTI	\$547	0.79%	\$0	\$0	NA%
PETITE CROSS NECKLACE-MULTI	\$546	0.78%	\$312	\$234	75%
ISABELLA SIMPLE NECK - LAV	\$532	0.76%	\$380	\$152	40%
BUTTERFLY EARRING MULTI	\$528	0.76%	\$0	\$0	NA%
MIDNIGHT MOON NECK - BERMUDA	\$528	0.76%	\$0	\$0	NA%
BRILLIANT CHANDELIER EAR MULTI	\$525	0.75%	\$0	\$0	NA%
VIVA NECKLACE - SOFT	\$525	0.75%	\$0	\$0	NA%
DROP EARRINGS	\$507	0.73%	\$702	\$-195	-27.8%
LILY ORGANIC EARRING - SOFT	\$504	0.72%	\$448	\$56	12.5%
MIDNIGHT MOON EAR - BERMUDA	\$504	0.72%	\$0	\$0	NA%
CASCADING LEAF NECKLACE	\$499	0.72%	\$595	\$-96	-16.1%
LINEAR EARRINGS- TANZ	\$483	0.69%	\$621	\$-138	-22.2%
LINEAR 5 SQUARE NECKLACE	\$476	0.68%	\$1,309	\$-833	-63.6%
LILY DROP NECKLACE - SOFT	\$472	0.68%	\$295	\$177	60%
LILY ORGANIC NECKLACE - SOFT	\$470	0.68%	\$188	\$282	150%
LUXE MOSAIC BRACELET-INDI	\$470	0.68%	\$0	\$0	NA%
SQUARE LEAF MULTICOLOR PENDANT	\$469	0.67%	\$0	\$0	NA%
ELONGATED RECTANGLE EARRING	\$468	0.67%	\$468	\$0	0%
MIRRORED SQ EARRING	\$468	0.67%	\$676	\$-208	-30.8%
RAINBOW OVAL NECKLACE	\$460	0.66%	\$0	\$0	NA%
DRAGONFLY EARRING - FUSCHIA/TQ	\$456	0.66%	\$0	\$0	NA%
LUXE MEDLEY SQUARE EAR - SOFT	\$455	0.65%	\$325	\$130	40%
MOSAIC INLAY CROSS NECK - M/C	\$455	0.65%	\$520	\$-65	-12.5%
ARCHITECTURAL SQUARE NECK - MC	\$450	0.65%	\$0	\$0	NA%
LUXE SM RECTANGLE EAR - SOFT	\$450	0.65%	\$495	\$-45	-9.1%

Product	Sales Current Yr	Perc.Whole	Sales Prior Yr	Growth	Perc.Growth
ISABELLA ROUND EARRINGS- LT	\$449	0.65%	\$675	\$-226	-33.5%
PETITE CROSS- MULTI	\$445	0.64%	\$405	\$40	10%
BAQUETTE EARRINGS-MULTI	\$445	0.64%	\$534	\$-89	-16.7%
BRILLIANT MED ELABORATE NECK	\$435	0.63%	\$725	\$-290	-40%
CELESTIAL MOON NECK - FUSCHIA	\$420	0.6%	\$0	\$0	NA%
RECTANGLE LEAF NECK SOFT	\$416	0.6%	\$0	\$0	NA%
MEDIUM ORNATE CROSS NECK - M/C	\$414	0.6%	\$368	\$46	12.5%
DOLCE VITA RECTANGLE EAR B/W	\$405	0.58%	\$225	\$180	80%
DAINTY CROSS EARRING - MULTI	\$398	0.57%	\$0	\$0	NA%
FLAME TEARDROP EARRING	\$396	0.57%	\$0	\$0	NA%
LUXE MINI BRACELET - SOFT	\$396	0.57%	\$396	\$0	0%
PETITE SCALLOPED FLOWER NECK	\$392	0.56%	\$1,176	\$-784	-66.7%
SM RED CRYSTAL HEART EARRINGS	\$392	0.56%	\$245	\$147	60%
FLORA GLASS/PRLS DROPS-WHITE	\$390	0.56%	\$585	\$-195	-33.3%
LUXE MINI BRACELET	\$390	0.56%	\$780	\$-390	-50%
TEARDROP MOSAIC DROPS-MULTI	\$390	0.56%	\$429	\$-39	-9.1%
CRYSTAL EARRING- TANZ	\$380	0.55%	\$330	\$50	15%
CELESTIAL MOON EAR - FUSCHIA	\$378	0.54%	\$0	\$0	NA%
ISABELLA ROUND EARRING - LAV	\$378	0.54%	\$210	\$168	80%
DAINTY CROSS NECKL-SILVER	\$376	0.54%	\$210	\$166	78.8%
ISABELLA SIMPLE NECKLACE- LT	\$375	0.54%	\$525	\$-150	-28.6%
DROP EARRING - LAVENDER	\$368	0.53%	\$420	\$-52	-12.5%
PETIT DRAGONFLY EARRING - TEAL	\$365	0.52%	\$532	\$-167	-31.4%
ART DECO THIN RECT EAR - PAD	\$364	0.52%	\$0	\$0	NA%
LUXE SM RECTANGLE EAR - M/C	\$360	0.52%	\$360	\$0	0%
PETIT DRAGONFLY PENDANT - TEAL	\$360	0.52%	\$468	\$-108	-23.1%
DAINTY BAR NECK BERMUDA	\$356	0.51%	\$0	\$0	NA%
LA DOLCE DIAGONAL DROPS-MUL	\$354	0.51%	\$354	\$0	0%
ART NOUVEAU NECK - PERIWINKLE	\$345	0.5%	\$0	\$0	NA%
BOTANICAL ROUND EARRING	\$345	0.5%	\$483	\$-138	-28.6%
ROSE HEART EARRING	\$343	0.49%	\$294	\$49	16.7%
+BRILLIANT ELABORATE BR - CRY	\$330	0.47%	\$330	\$0	0%
CELESTIAL MOON PENDANT - M/C	\$328	0.47%	\$336	\$-8	-2.5%
LA DOLCE VITA NECKLACE-MULTI	\$327	0.47%	\$218	\$109	50%
DOLCE VITA BRACELET - AMETHYST	\$325	0.47%	\$0	\$0	NA%
LEAF AND FRUIT EARRING	\$321	0.46%	\$276	\$45	16.2%
FAN EARRING LG FUSCHIA	\$312	0.45%	\$0	\$0	NA%
BOTANIC NECK - LIGHT TURQUOISE	\$295	0.42%	\$0	\$0	NA%
BLUE RECTANGLE MIRROR EAR	\$288	0.41%	\$0	\$0	NA%
LUXE 3-PC NECKLACE - SOFT	\$285	0.41%	\$285	\$0	0%