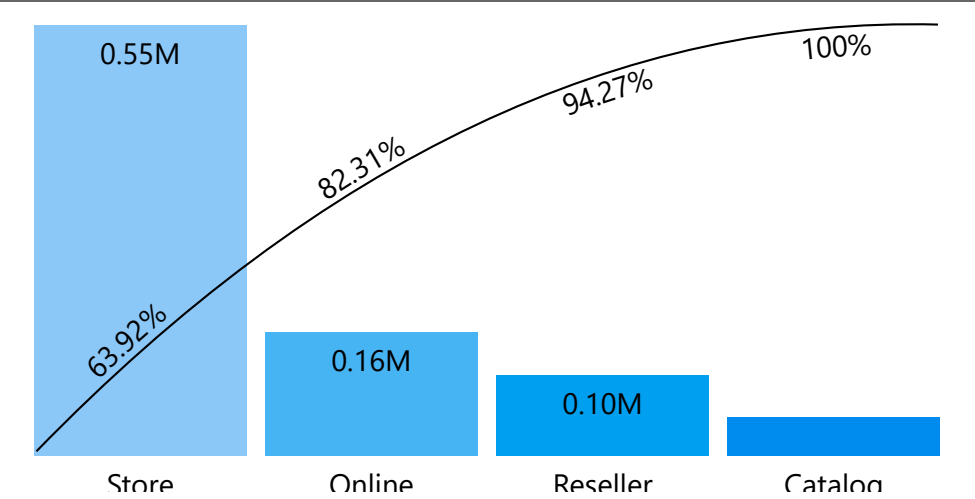


CHANNEL (STATIC)

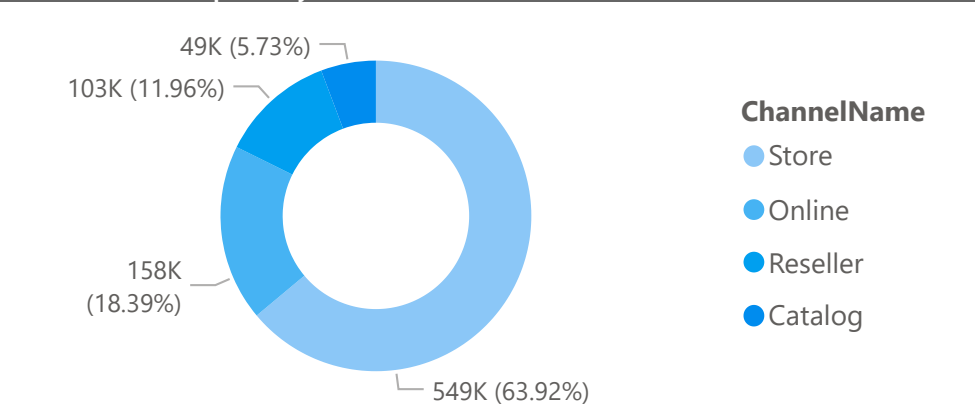
Frequency Table

ChannelName	Transaction	Relative Frequency	Cumulative %
Store	549,377	63.92%	63.92%
Online	158,090	18.39%	82.31%
Reseller	102,814	11.96%	94.27%
Catalog	49,224	5.73%	100.00%
Total	859,505	100.00%	

Pareto Chart

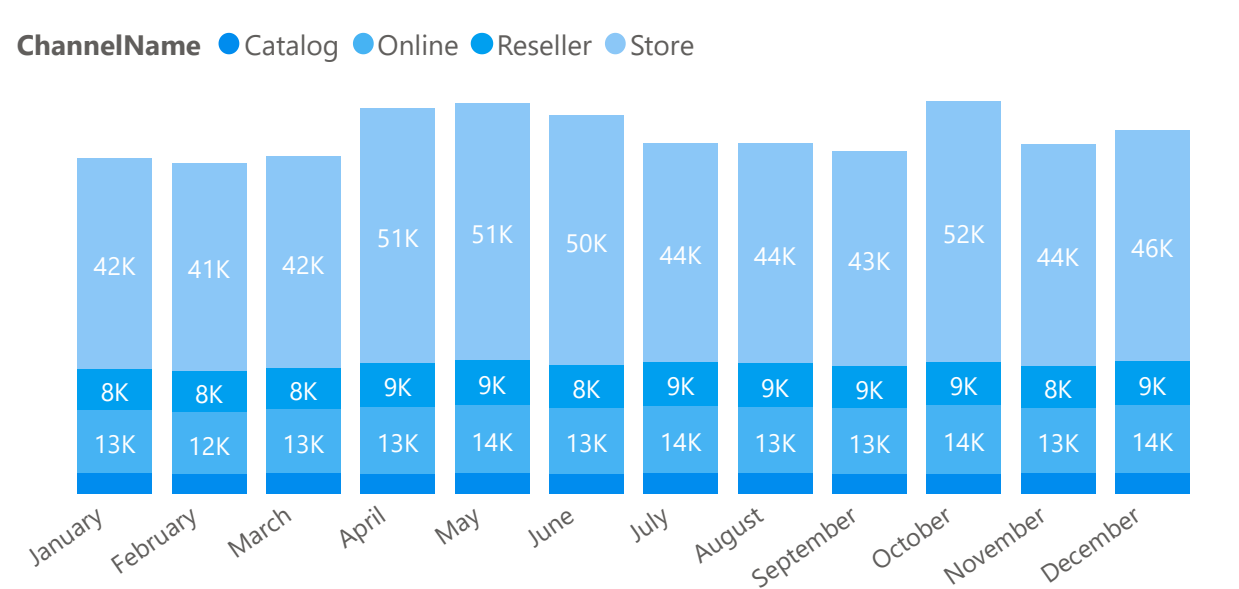


Relative Frequency

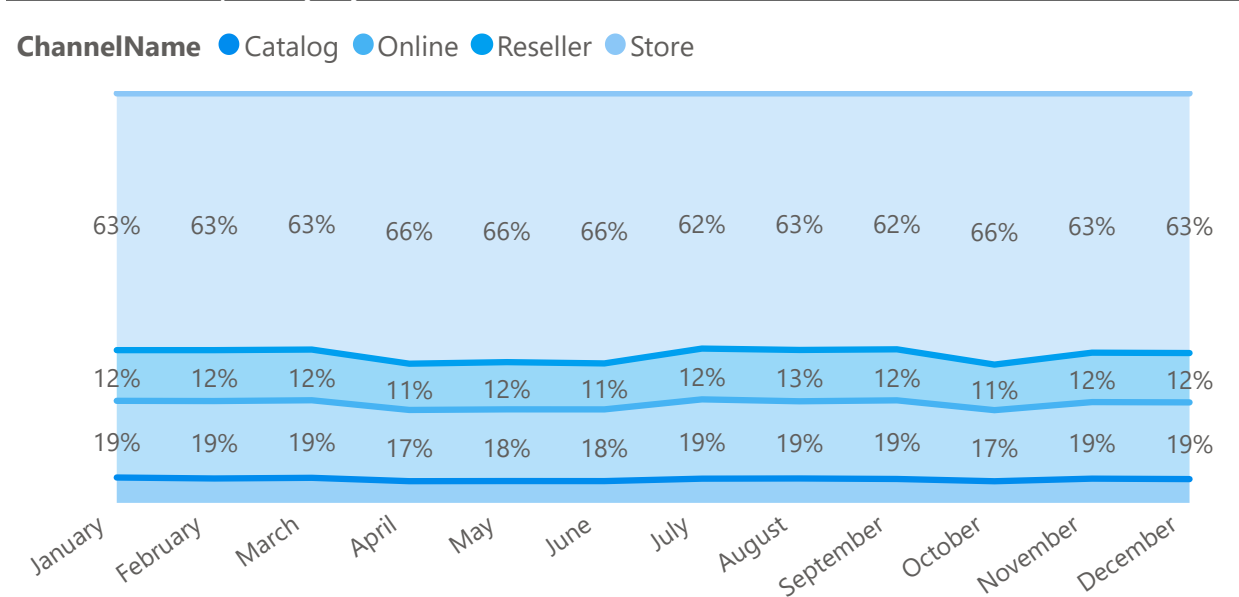


CHANNEL (CHANGE OVER TIME)

Transaction by Month and ChannelName



Relative Frequency by Month and ChannelName



Year

- ☐ 2007
- ☐ 2008
- ☐ 2009

ContinentNa...

- ☐ Asia
- ☐ Europe
- ☐ North America

ClassName

- ☐ Deluxe
- ☐ Economy
- ☐ Regular

ProductCate...

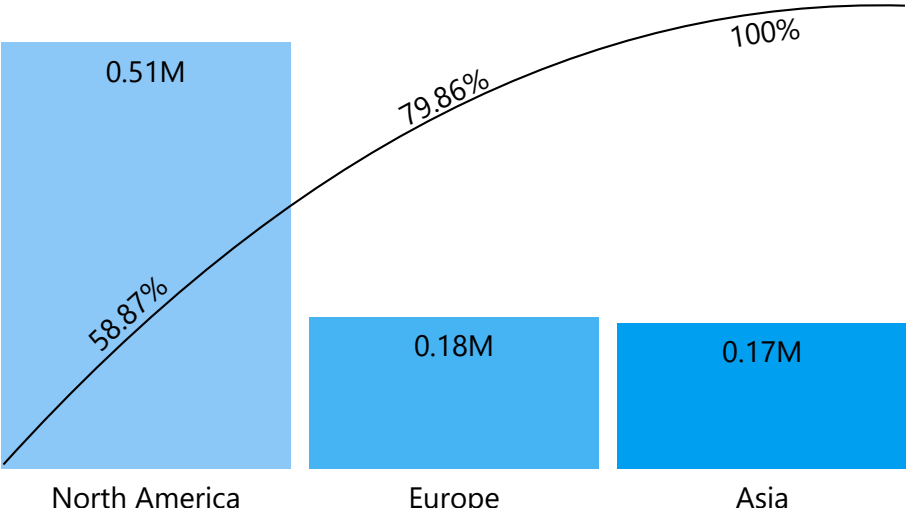
- ☐ Audio
- ☐ Cameras and ca...
- ☐ Cell phones
- ☐ Computers
- ☐ Games and Toys
- ☐ Home Appliances
- ☐ Music, Movies a...
- ☐ TV and Video

CONTINENT (STATIC)

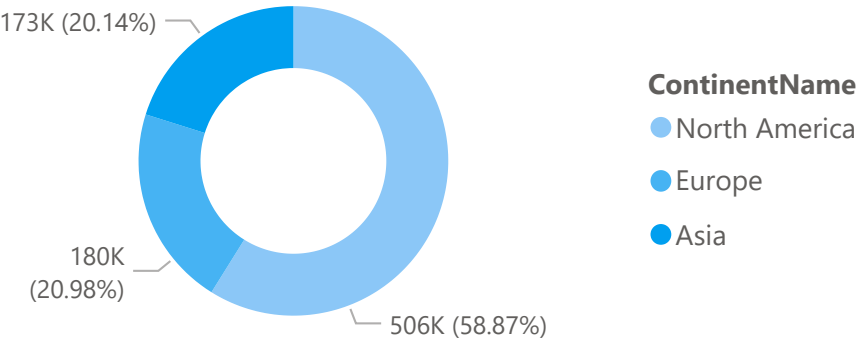
Frequency Table

ContinentName	Transaction	Relative Frequency	Cumulative %_Continent
North America	506,030	58.87%	58.87%
Europe	180,365	20.98%	79.86%
Asia	173,110	20.14%	100.00%
Total	859,505	100.00%	

Pareto Chart

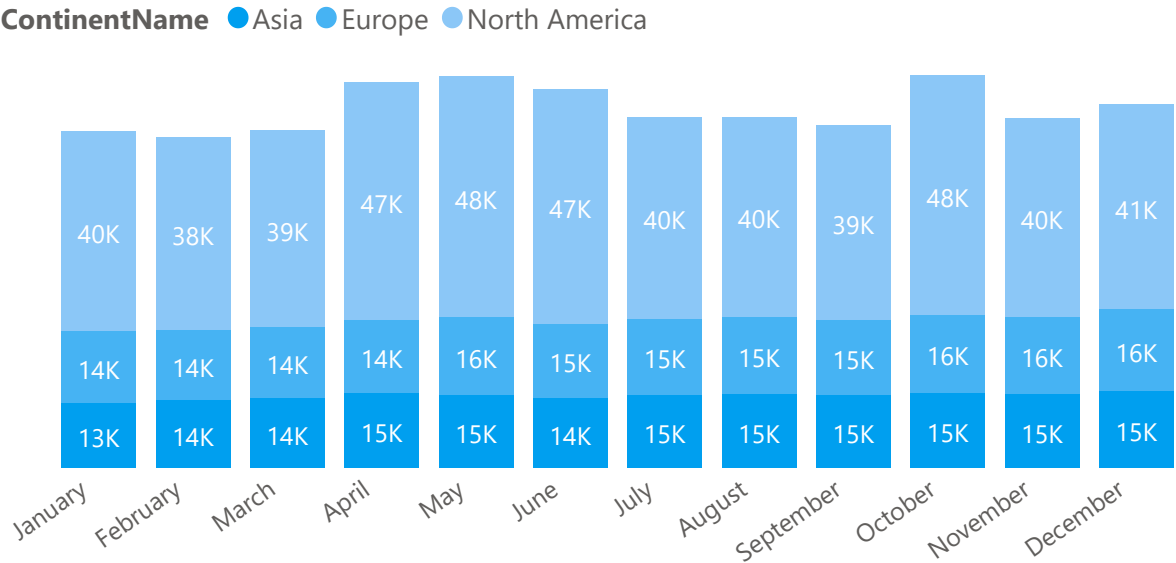


Relative Frequency

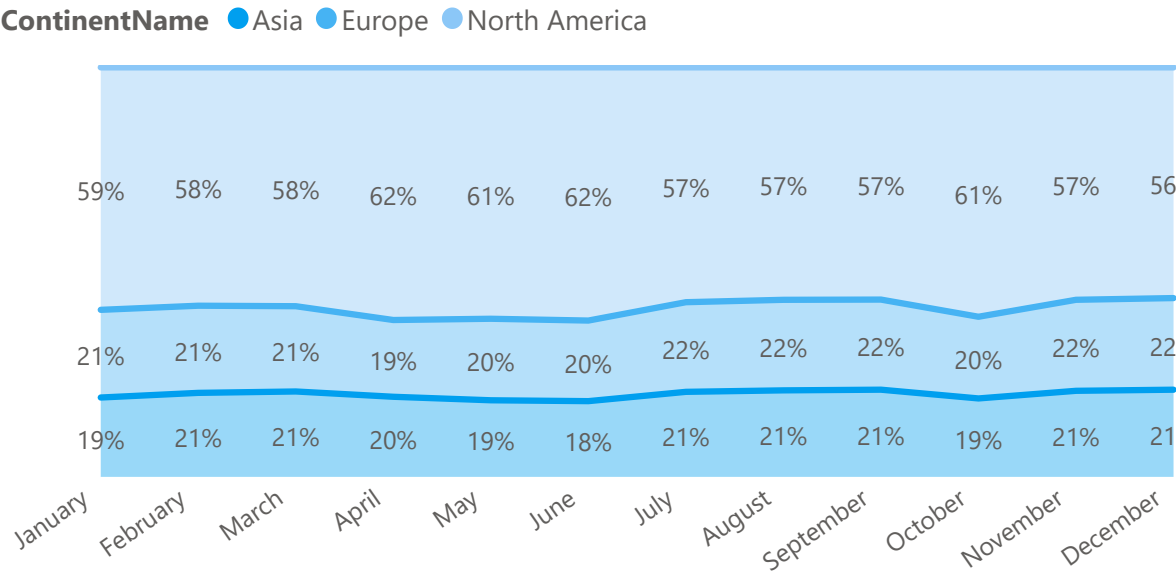


CONTINENT (CHANGE OVER TIME)

Transaction by Month and ContinentName



Relative Frequency by Month and ContinentName



- Year

 - 2007
 - 2008
 - 2009
- ChannelName

 - Catalog
 - Online
 - Reseller
 - Store
- ClassName

 - Deluxe
 - Economy
 - Regular
- ProductCate...

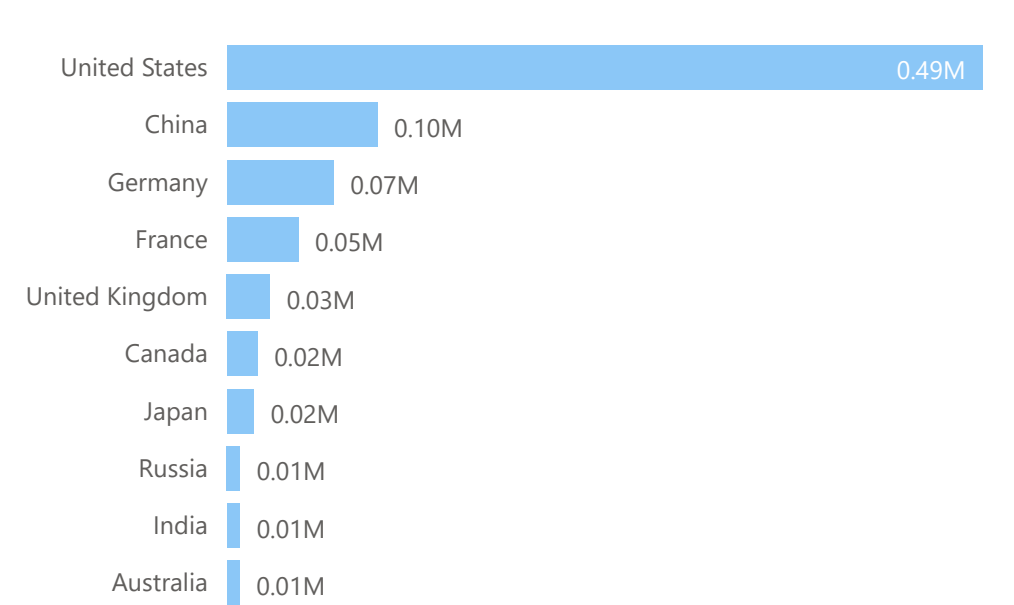
 - Audio
 - Cameras and ca...
 - Cell phones
 - Computers
 - Games and Toys
 - Home Appliances
 - Music, Movies a...
 - TV and Video

COUNTRY (STATIC)

Frequency Table

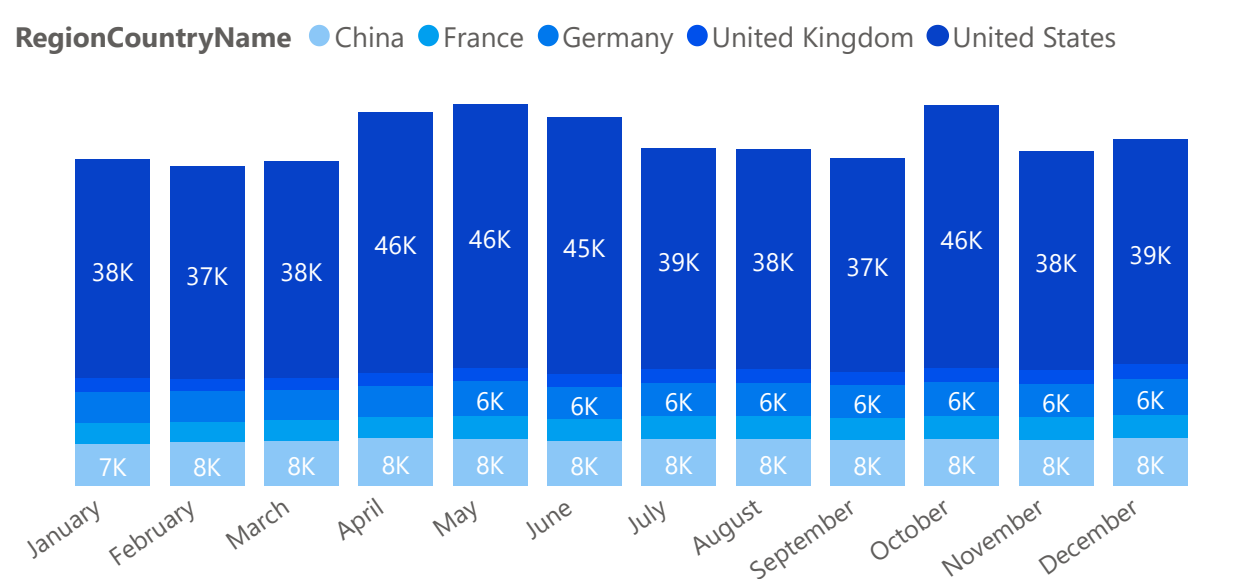
RegionCountryName	Transaction	Relative Frequency	Cumulative %_Country
United States	486,326	56.58%	56.58%
China	96,883	11.27%	67.85%
Germany	68,716	7.99%	75.85%
France	45,932	5.34%	81.19%
United Kingdom	27,718	3.22%	84.42%
Canada	19,704	2.29%	86.71%
Japan	17,353	2.02%	88.73%
Russia	8,460	0.98%	89.71%
India	8,360	0.97%	90.69%
Australia	8,226	0.96%	91.64%
Italy	6,870	0.80%	92.44%
Iran	5,496	0.64%	93.08%
Total	859,505	100.00%	

Top 10 Country

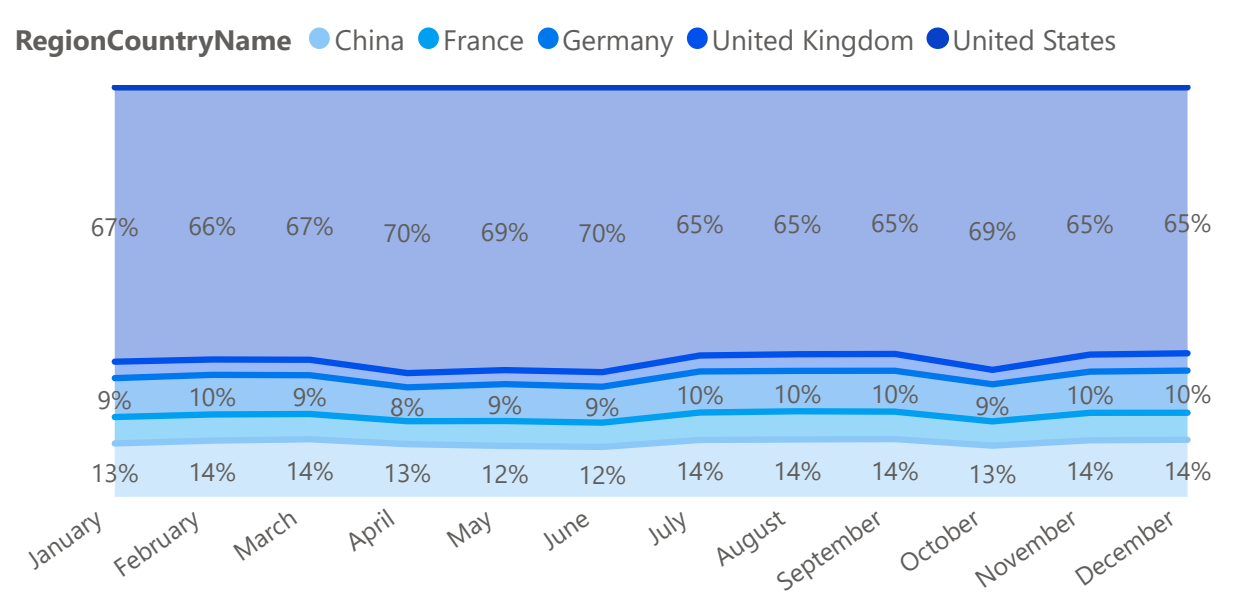


COUNTRY (CHANGE OVER TIME)

Transaction by Month and RegionCountryName



Relative Frequency by Month and RegionCountryName



Year

- ☐ 2007
- ☐ 2008
- ☐ 2009

ContinentName

- ☐ Asia
- ☐ Europe
- ☐ North America

ChannelName

- ☐ Catalog
- ☐ Online
- ☐ Reseller
- ☐ Store

ClassName

- ☐ Deluxe
- ☐ Economy
- ☐ Regular

ProductCategory

- ☐ Audio
- ☐ Cameras and camcorders
- ☐ Cell phones
- ☐ Computers
- ☐ Games and Toys
- ☐ Home Appliances
- ☐ Music, Movies and TV
- ☐ TV and Video

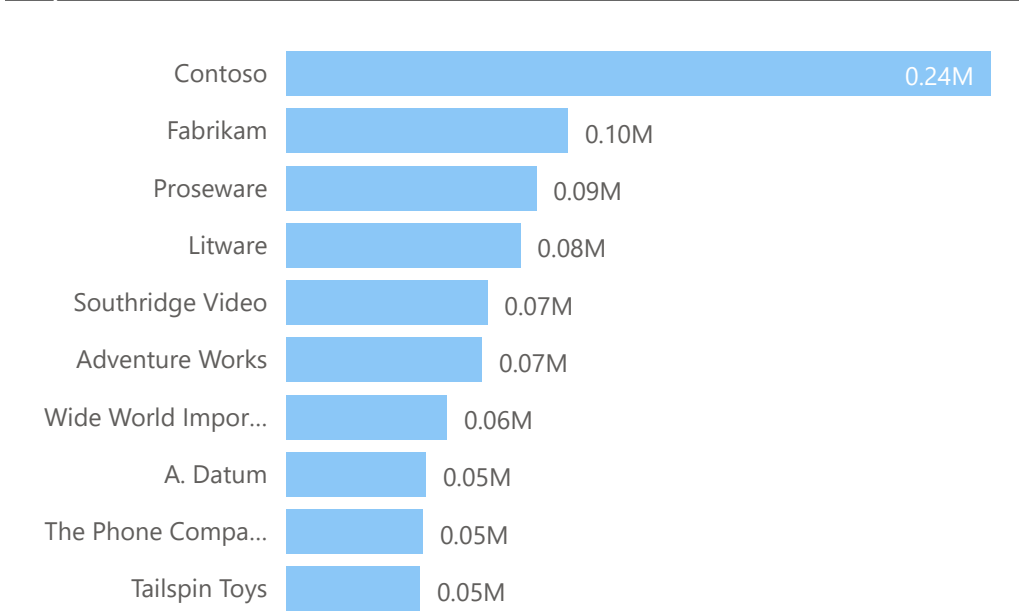
BRAND (STATIC)

Frequency Table

BrandName	Transaction	Relative Frequency	Cumulative %_Brand
Contoso	243,763	28.36%	28.36%
Fabrikam	97,500	11.34%	39.70%
Proseware	86,538	10.07%	49.77%
Litware	81,094	9.43%	59.21%
Southridge Video	69,647	8.10%	67.31%
Adventure Works	67,771	7.88%	75.20%
Wide World Importers	55,661	6.48%	81.67%
A. Datum	48,352	5.63%	87.30%
The Phone Company	47,324	5.51%	92.80%
Tailspin Toys	46,280	5.38%	98.19%
Northwind Traders	15,575	1.81%	100.00%
Total	859,505	100.00%	

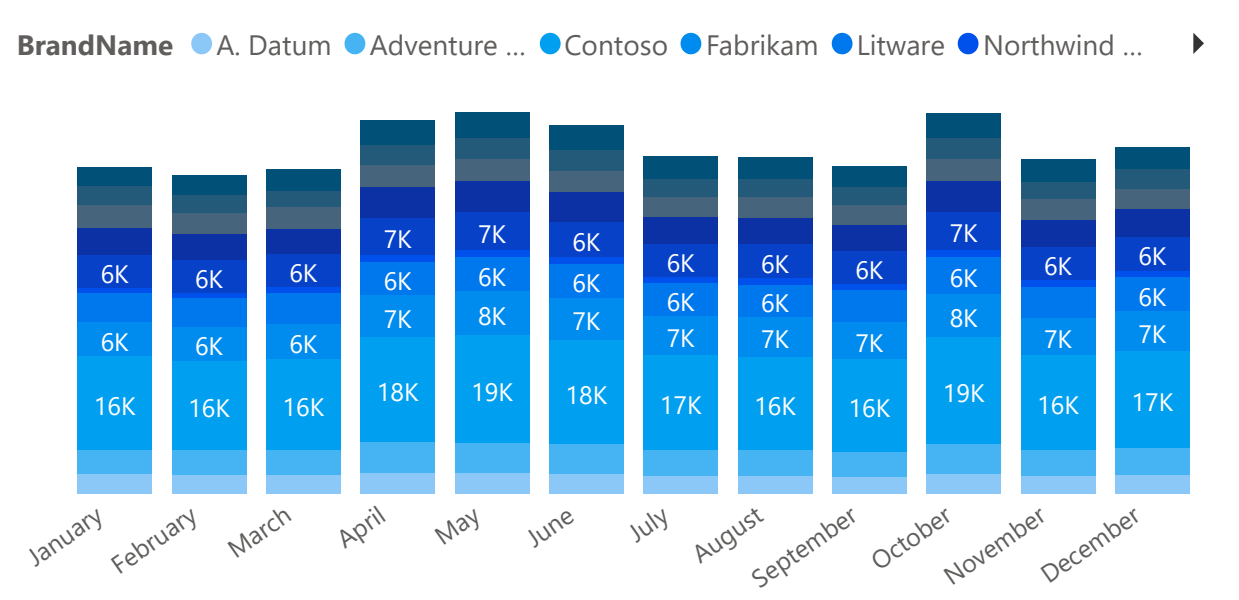
< >

Top 10 Brand



BRAND (CHANGE OVER TIME)

Transaction by Month and BrandName



Year

- 2007
- 2008
- 2009

ContinentName

- Asia
- Europe
- North America

ChannelName

- Catalog
- Online
- Reseller
- Store

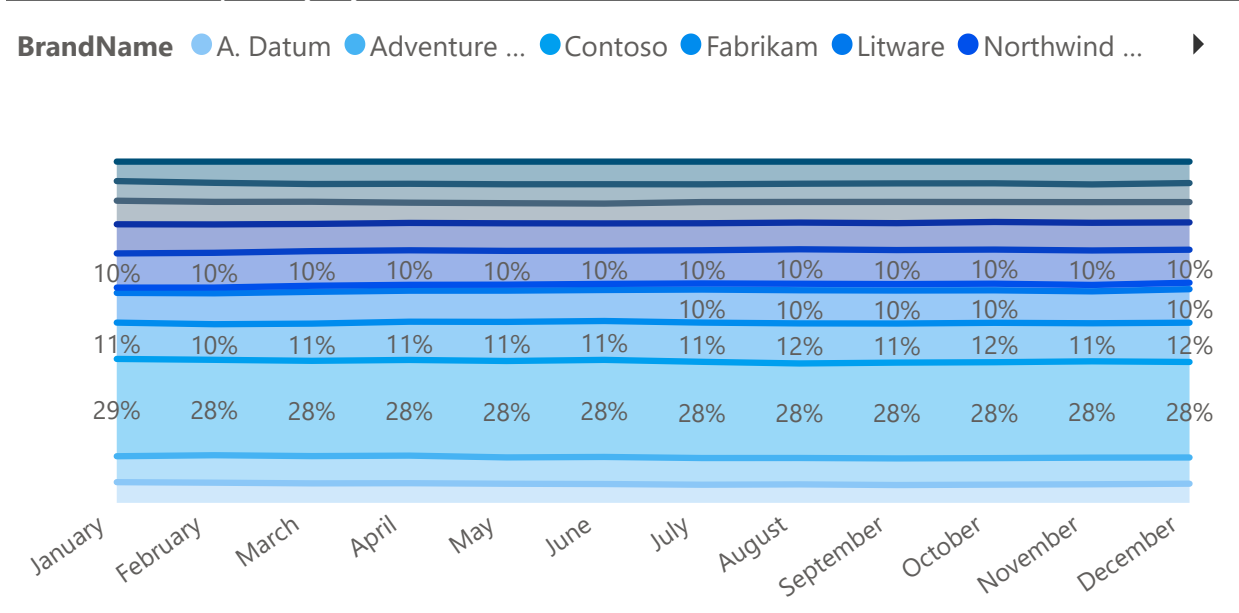
ClassName

- Deluxe
- Economy
- Regular

ProductCategory

- Audio
- Cameras and camcorders
- Cell phones
- Computers
- Games and Toys
- Home Appliances
- Music, Movies and Books
- TV and Video

Relative Frequency by Month and BrandName

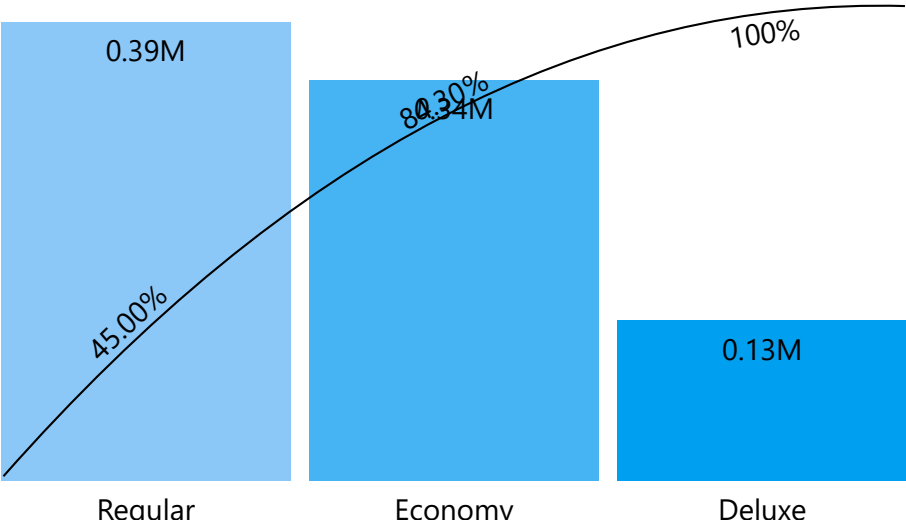


CLASS (STATIC)

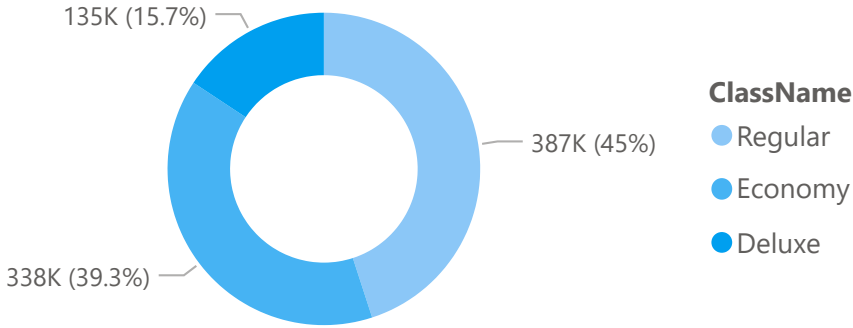
Frequency Table

ClassName	Transaction	Relative Frequency	Cumulative %_Class
Regular	386,793	45.00%	45.00%
Economy	337,756	39.30%	84.30%
Deluxe	134,956	15.70%	100.00%
Total	859,505	100.00%	

Pareto Chart

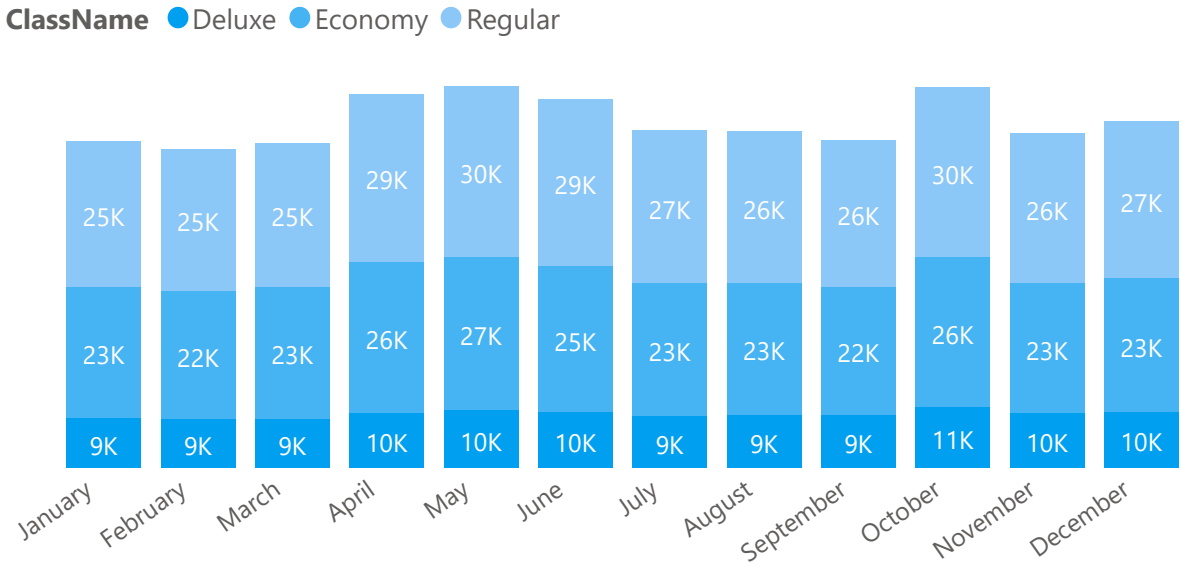


Relative Frequency

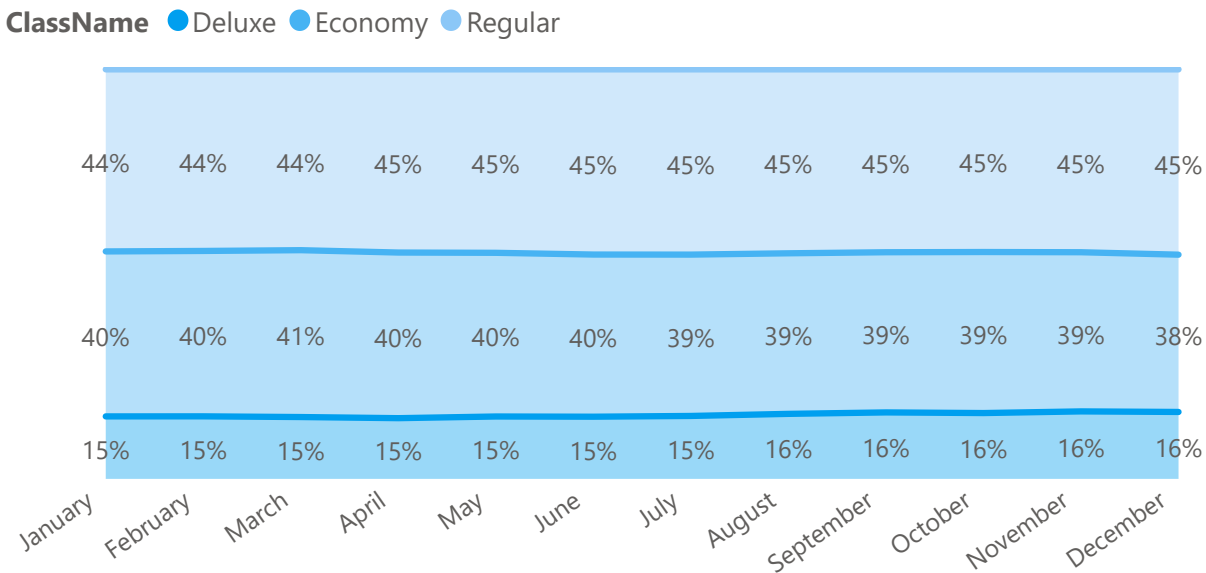


CLASS (CHANGE OVER TIME)

Transaction by Month and ClassName



Relative Frequency by Month and ClassName



Year

- 2007
- 2008
- 2009

ContinentNa...

- Asia
- Europe
- North America

ChannelName

- Catalog
- Online
- Reseller
- Store

ClassName

- Deluxe
- Economy
- Regular

ProductCate...

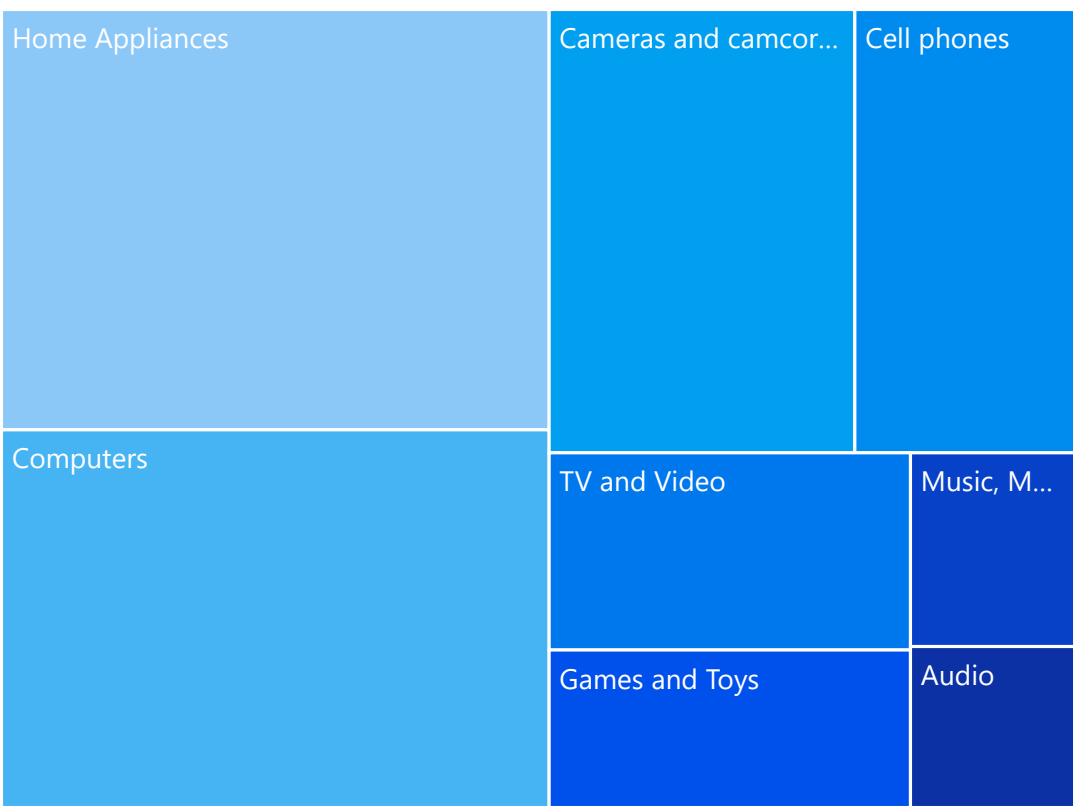
- Audio
- Cameras and ca...
- Cell phones
- Computers
- Games and Toys
- Home Appliances
- Music, Movies a...
- TV and Video

PRODUCT CATEGORY (STATIC)

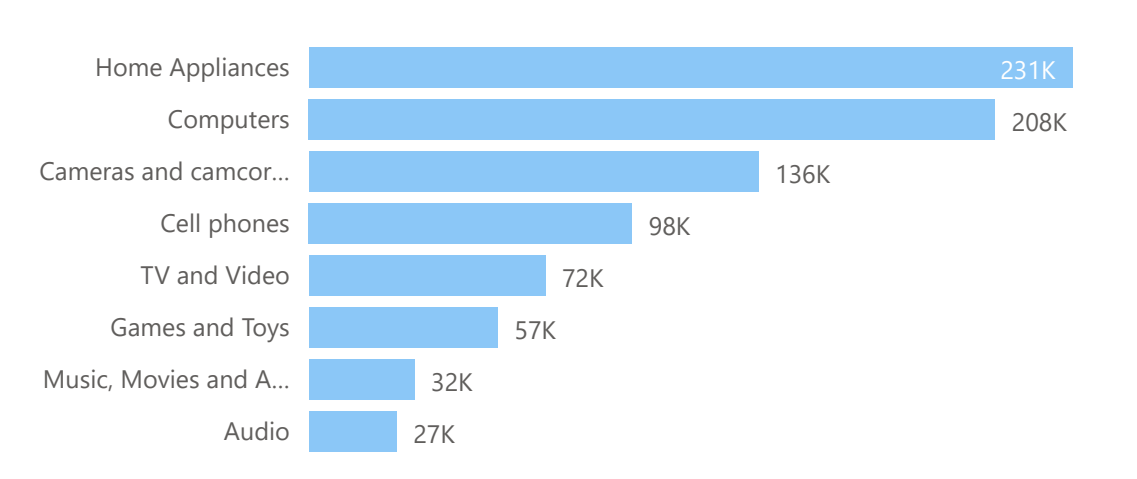
Summary Table

ProductCategoryName	Transaction	SalesQuantity	SalesAmount
⊕ Home Appliances	231,029	2,611,197	\$1,013,361,691.22
⊕ Computers	207,602	2,645,555	\$865,636,570.73
⊕ Cameras and camcorders	136,004	1,644,275	\$704,068,250.66
⊕ Cell phones	97,782	3,395,708	\$210,007,397.70
⊕ TV and Video	71,512	849,247	\$329,774,842.01
⊕ Games and Toys	57,138	1,796,824	\$40,955,187.74
⊕ Music, Movies and Audio Books	31,913	374,485	\$47,084,788.93
⊕ Audio	26,525	324,349	\$38,223,698.50
Total	859,505	13,641,640	\$3,249,112,427.49

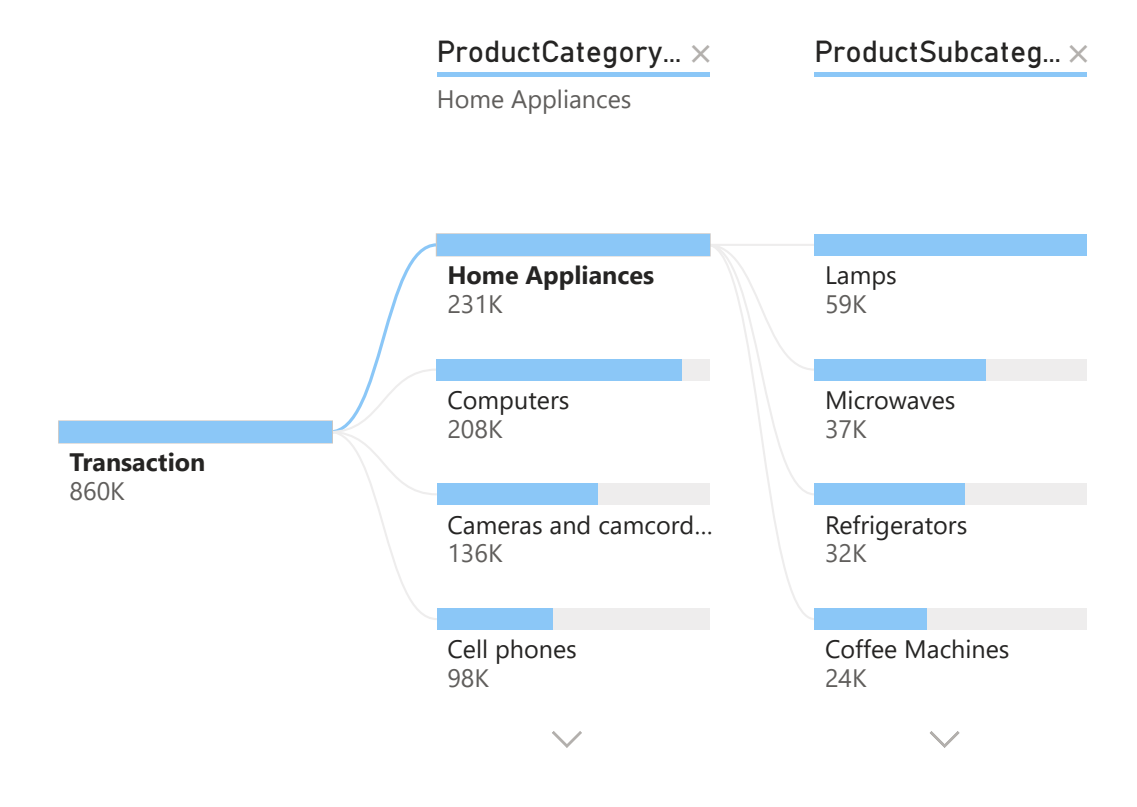
Transaction by ProductCategoryName



Frequency Bar Chart



Transaction by Product Category & SubCategory



Year

- ☐ 2007
- ☐ 2008
- ☐ 2009

ContinentName

- ☐ Asia
- ☐ Europe
- ☐ North America

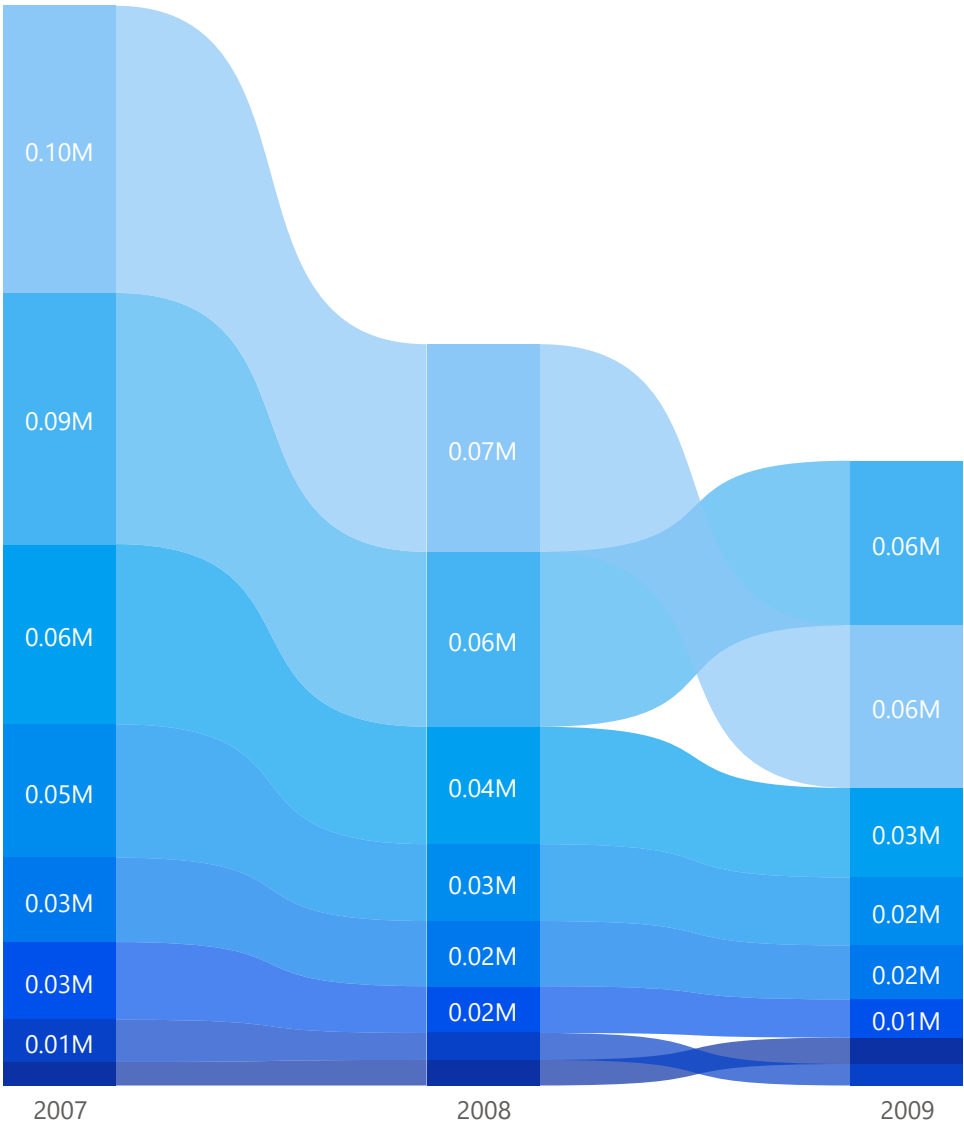
ChannelName

- ☐ Catalog
- ☐ Online
- ☐ Reseller
- ☐ Store

PRODUCT CATEGORY (CHANGE OVER TIME)

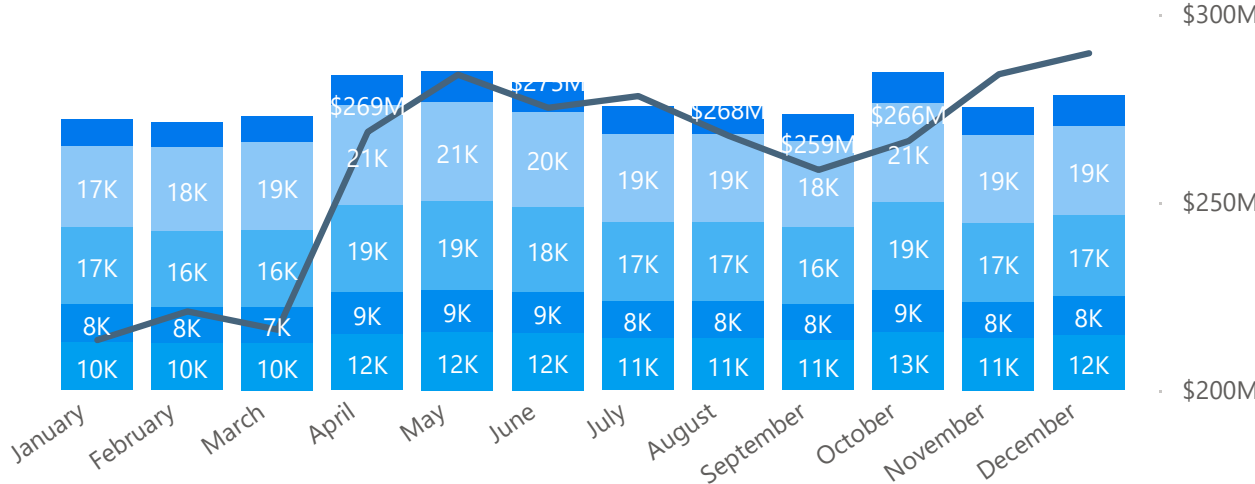
Transaction by Year and ProductCategoryName

ProductCategoryName Audio Camera... Cell pho... Comput... Games ...



Transaction and SalesAmount by Month and ProductCategoryName

ProductCategoryName Camera... Cell pho... Comput... Home A... TV and ... SalesAm...



Year

- 2007
- 2008
- 2009

ContinentName

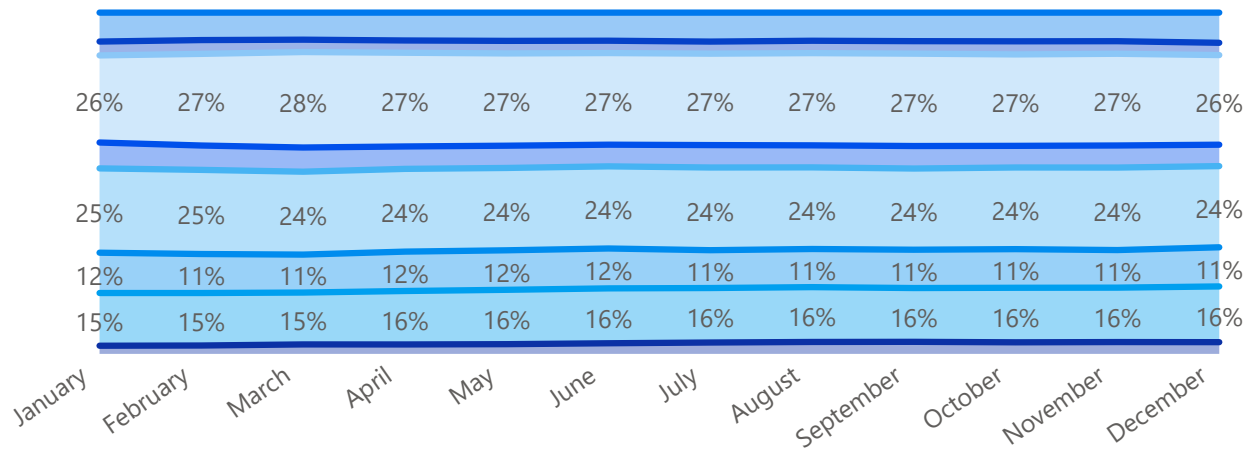
- Asia
- Europe
- North America

ChannelName

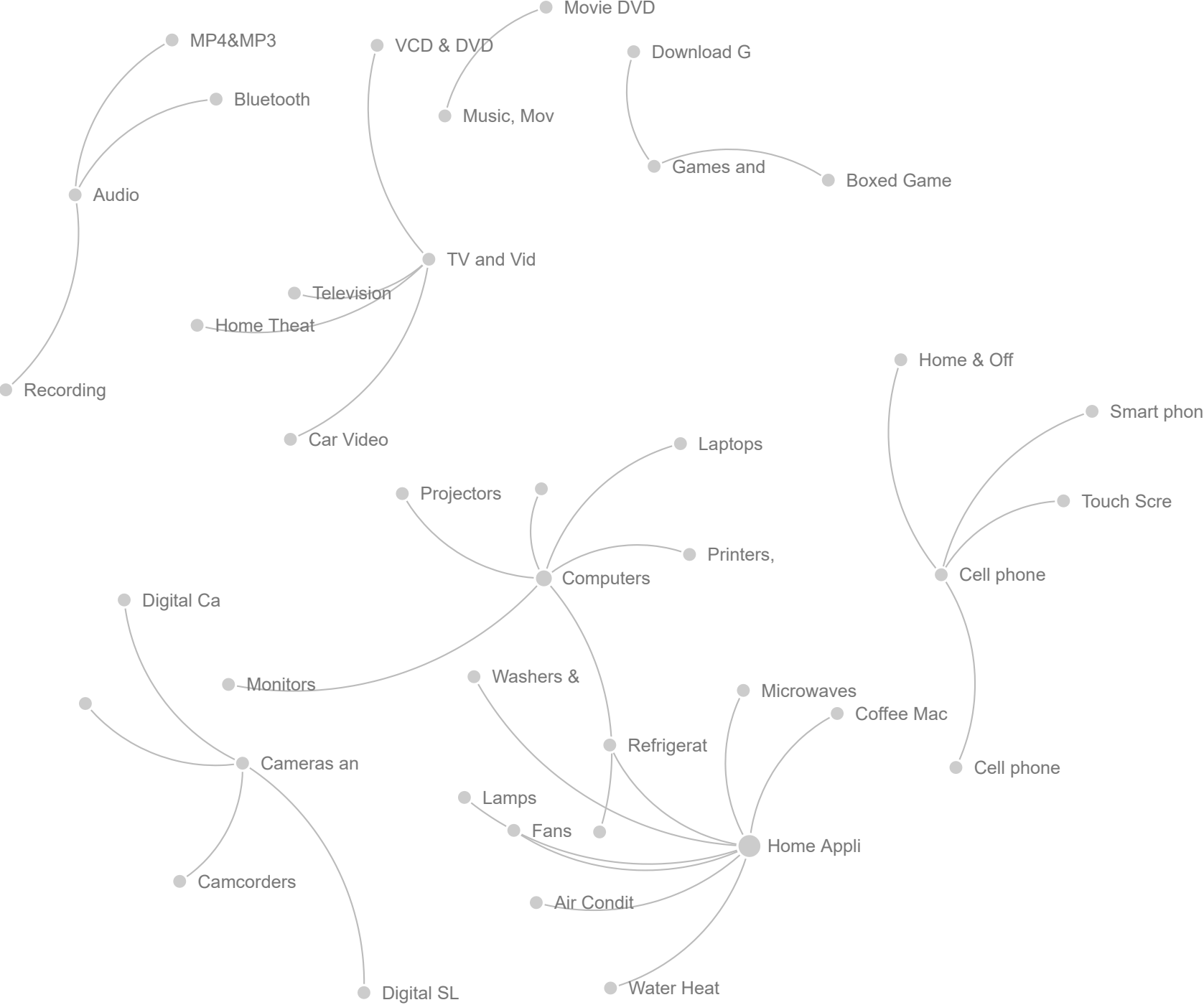
- Catalog
- Online
- Reseller
- Store

Relative Frequency by Month and ProductCategoryName

ProductCategoryName Audio Camera... Cell pho... Comput... Games ... Home A...



ProductCategoryName and ProductSubcategoryName



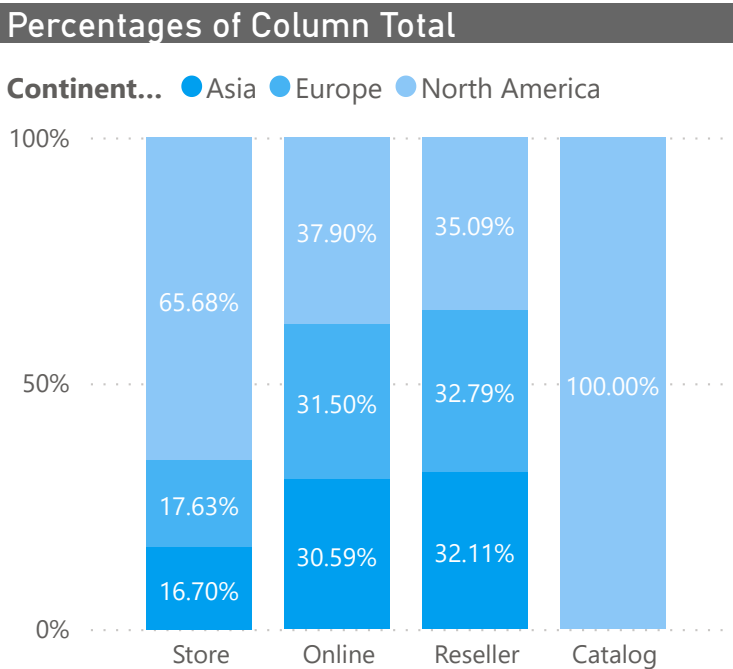
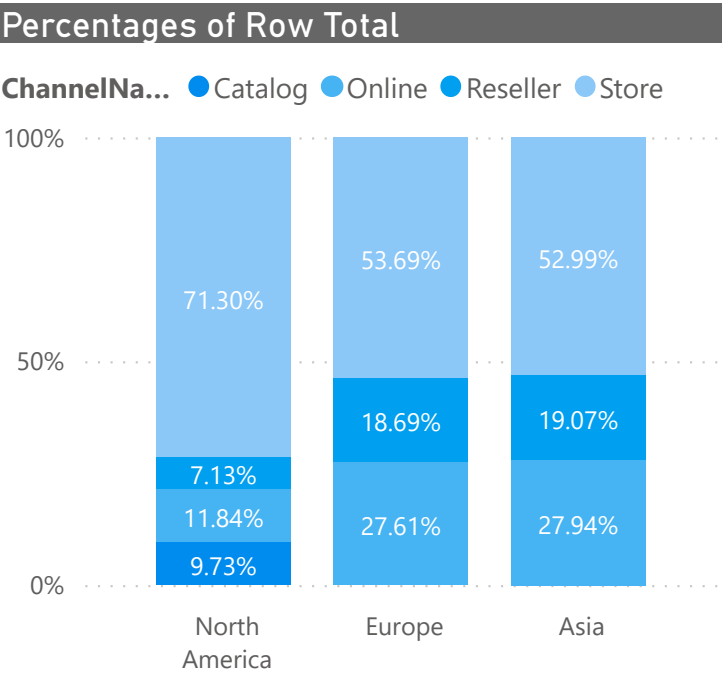
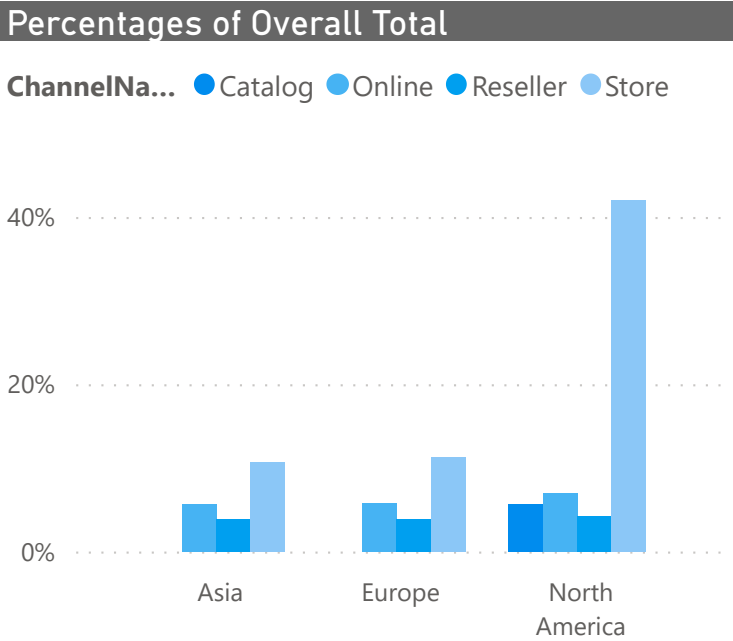
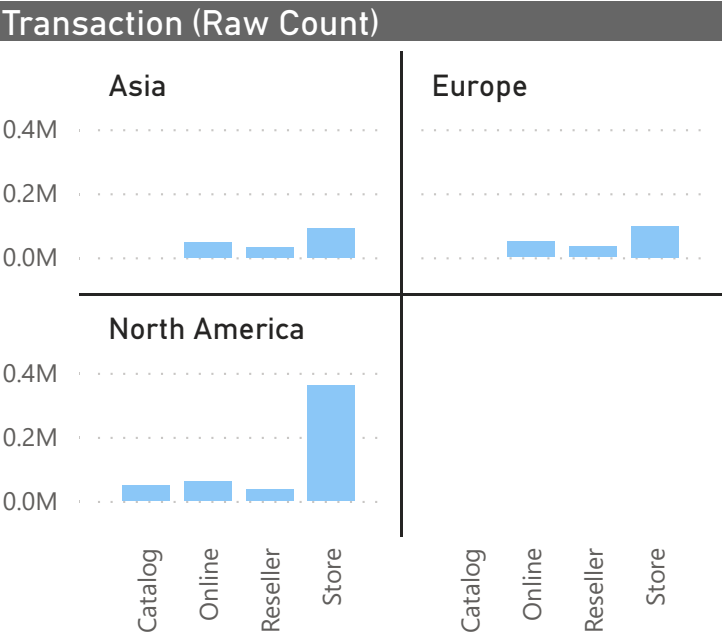
CHANNEL & CONTINENT

ContinentName	Catalog	Online	Reseller	Store	Total
Asia		48.4K	33.0K	91.7K	173.1K
Europe		49.8K	33.7K	96.8K	180.4K
North America	49.2K	59.9K	36.1K	360.8K	506.0K
Total	49.2K	158.1K	102.8K	549.4K	859.5K

ContinentName	Catalog	Online	Reseller	Store	Total
Asia		6%	4%	11%	20%
Europe		6%	4%	11%	21%
North America	6%	7%	4%	42%	59%
Total	6%	18%	12%	64%	100%

ContinentName	Catalog	Online	Reseller	Store	Total
Asia		28%	19%	53%	100%
Europe		28%	19%	54%	100%
North America	10%	12%	7%	71%	100%
Total	6%	18%	12%	64%	100%

ContinentName	Catalog	Online	Reseller	Store	Total
Asia		31%	32%	17%	20%
Europe		32%	33%	18%	21%
North America	100%	38%	35%	66%	59%
Total	100%	100%	100%	100%	100%



- Year
- 2007

2008

2009
- ClassName
- Deluxe

Economy

Regular
- ProductCate...
- Audio

Cameras and ca...

Cell phones

Computers

Games and Toys

Home Appliances

Music, Movies a...

TV and Video

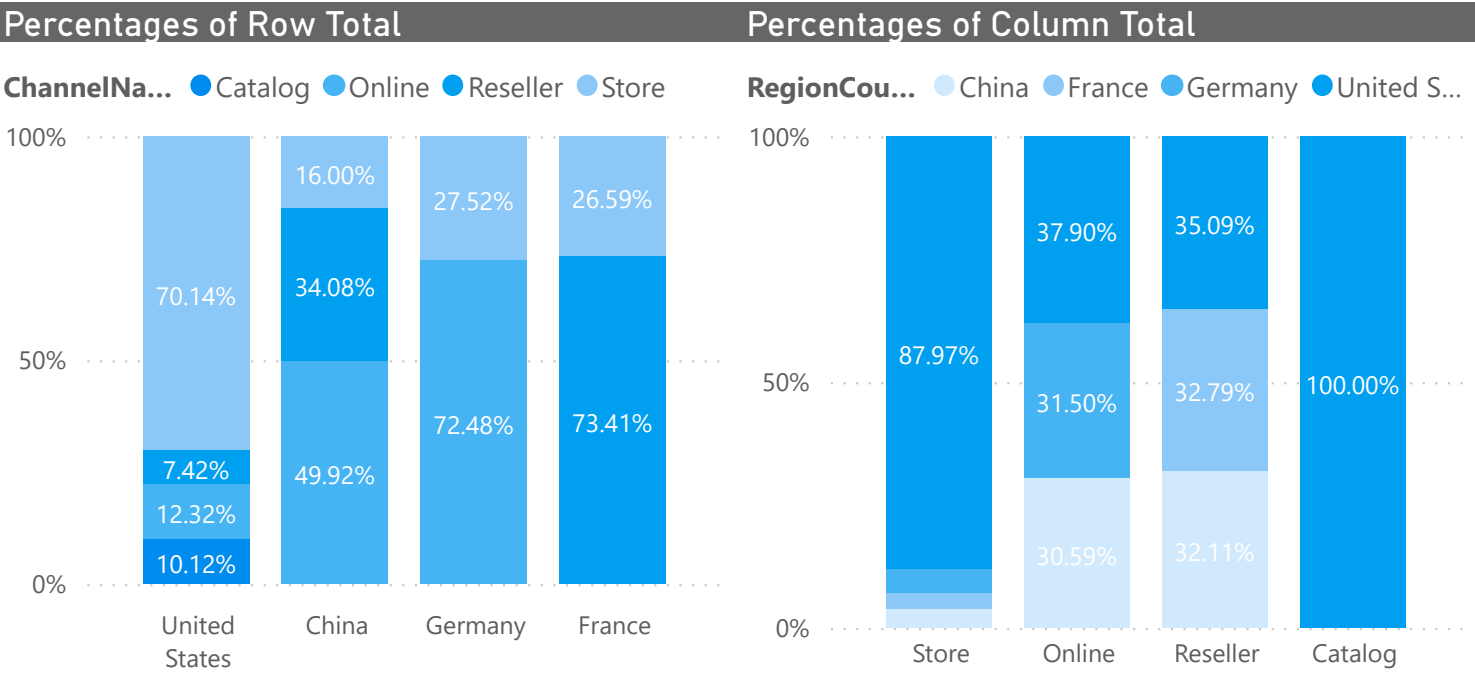
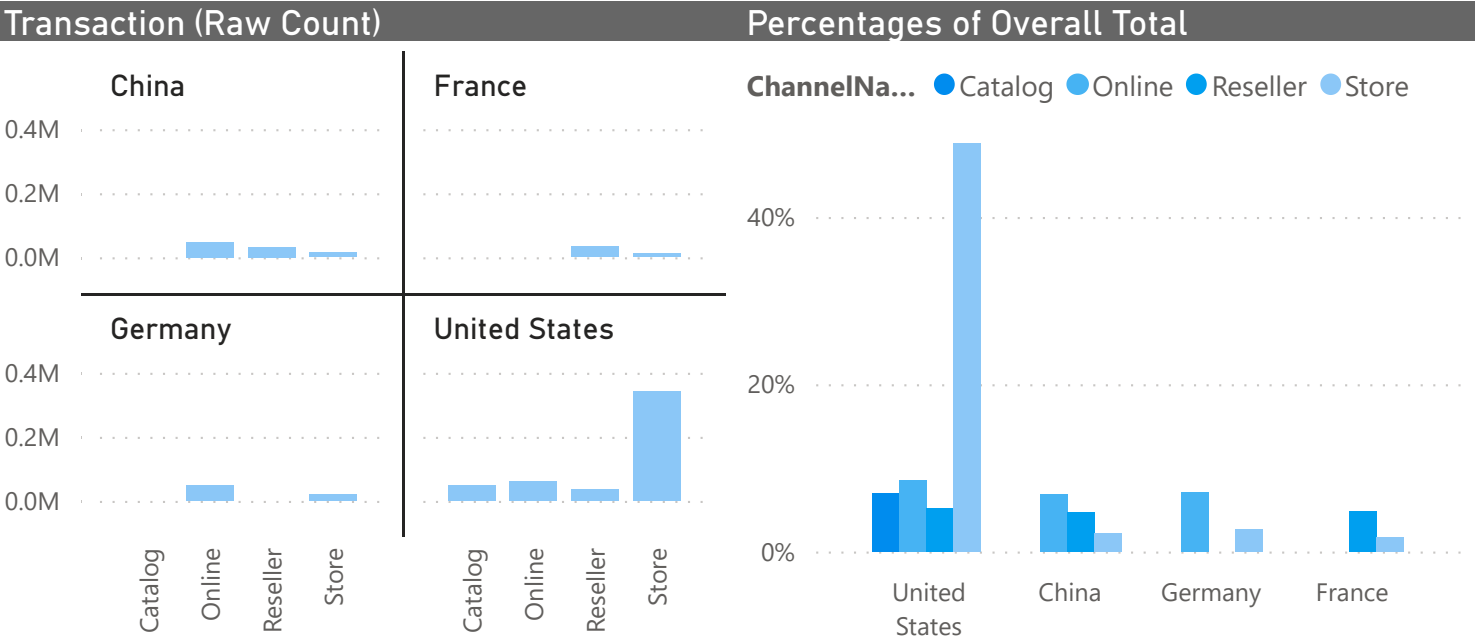
CHANNEL & TOP 4 COUNTRIES

Raw Count					
RegionCountryName	Catalog	Online	Reseller	Store	Total
United States	49.2K	59.9K	36.1K	341.1K	486.3
China		48.4K	33.0K	15.5K	96.9
Germany		49.8K		18.9K	68.7
Total	49.2K	158.1K	102.8K	549.4K	859.5

Percentages of Overall Total					
RegionCountryName	Catalog	Online	Reseller	Store	Total
United States	6%	7%	4%	40%	57%
China		6%	4%	2%	11%
Germany		6%		2%	8%
France			4%	1%	5%
Total	6%	18%	12%	64%	100%

Percentages of Row Total					
RegionCountryName	Catalog	Online	Reseller	Store	Total
United States	10%	12%	7%	70%	100%
United Kingdom				100%	100%
Turkmenistan				100%	100%
the Netherlands				100%	100%
Total	6%	18%	12%	64%	100%

Percentages of Column Total					
RegionCountryName	Catalog	Online	Reseller	Store	Total
United States	100%	38%	35%	62%	57%
China		31%	32%	3%	11%
Germany		32%		3%	8%
France			33%	2%	5%
Total	100%	100%	100%	100%	100%



Year

- 2007
- 2008
- 2009

ClassName

- Deluxe
- Economy
- Regular

ContinentNa...

- Asia
- Europe
- North America

ProductCate...

- Audio
- Cameras and ca...
- Cell phones
- Computers
- Games and Toys
- Home Appliances
- Music, Movies a...
- TV and Video

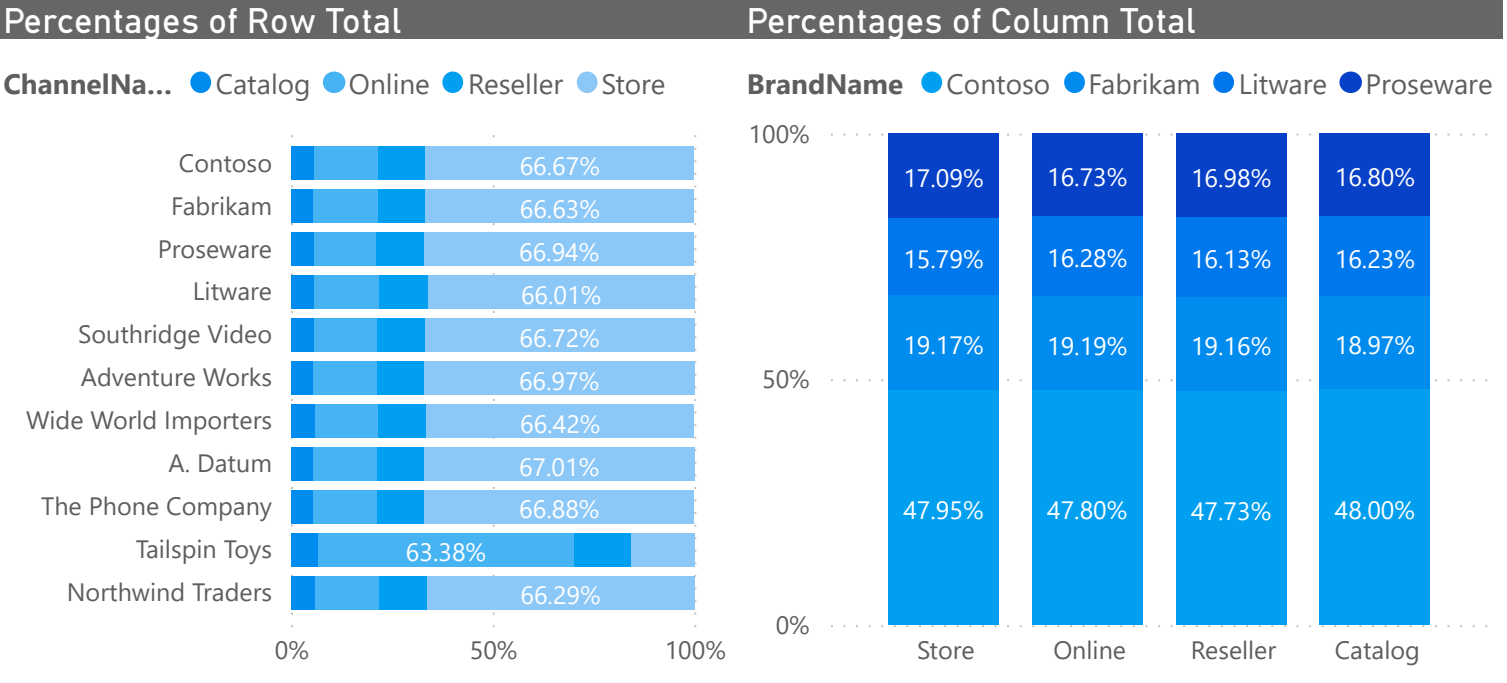
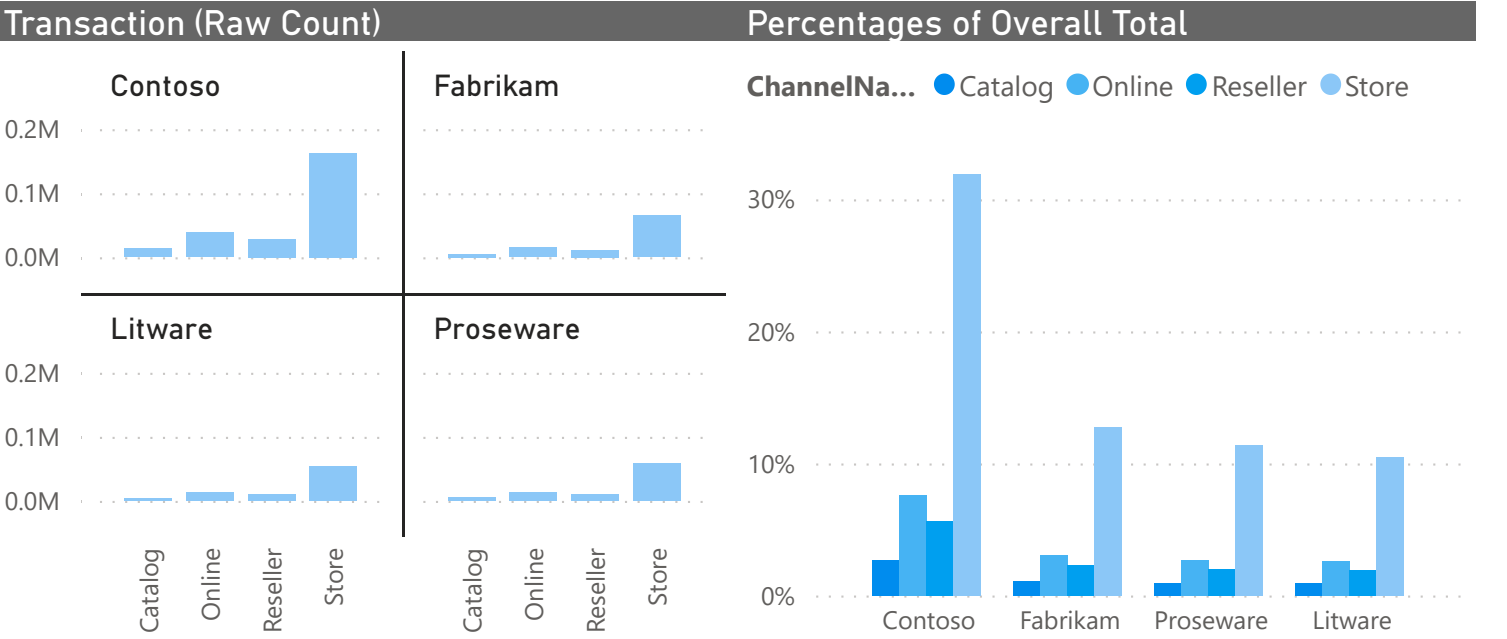
CHANNEL & TOP 4 BRANDS

Raw Count					
BrandName	Catalog	Online	Reseller	Store	Total
Contoso	13.8K	38.6K	28.8K	162.5K	243.7K
Fabrikam	5.5K	15.5K	11.6K	65.0K	97.6K
Proseware	4.8K	13.5K	10.3K	57.9K	86.5K
Total	49.2K	158.1K	102.8K	549.4K	859.5K

Percentages of Overall Total					
BrandName	Catalog	Online	Reseller	Store	Total
Contoso	2%	4%	3%	19%	28%
Fabrikam	1%	2%	1%	8%	11%
Proseware	1%	2%	1%	7%	10%
Litware	1%	2%	1%	6%	9%
Total	6%	18%	12%	64%	100%

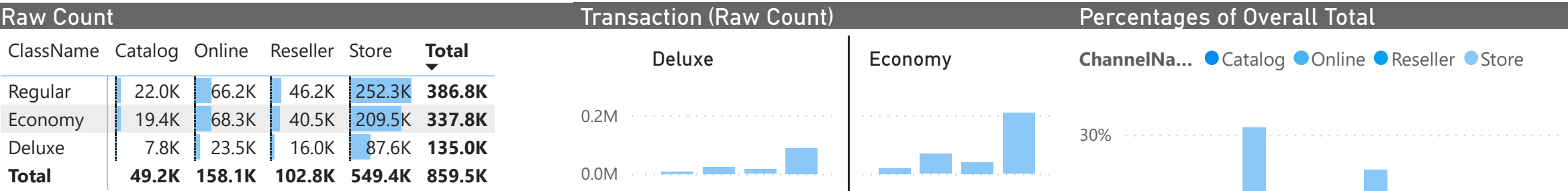
Percentages of Row Total					
BrandName	Catalog	Online	Reseller	Store	Total
A. Datum	6%	16%	12%	67%	100%
Adventure Works	6%	16%	12%	67%	100%
Contoso	6%	16%	12%	67%	100%
Fabrikam	6%	16%	12%	67%	100%
Total	6%	18%	12%	64%	100%

Percentages of Column Total					
BrandName	Catalog	Online	Reseller	Store	Total
Contoso	28%	24%	28%	30%	28%
Fabrikam	11%	10%	11%	12%	11%
Proseware	10%	9%	10%	11%	10%
Total	100%	100%	100%	100%	100%



- Year
- 2007
 - 2008
 - 2009
- ClassName
- Deluxe
 - Economy
 - Regular
- ContinentName
- Asia
 - Europe
 - North America
- ProductCategory
- Audio
 - Cameras and ca...
 - Cell phones
 - Computers
 - Games and Toys
 - Home Appliances
 - Music, Movies a...
 - TV and Video

CHANNEL & PRODUCT CLASS



Year

2007

2008

2009

ContinentName

Asia

Europe

North America

ProductCategory

Audio

Cameras and ca...

Cell phones

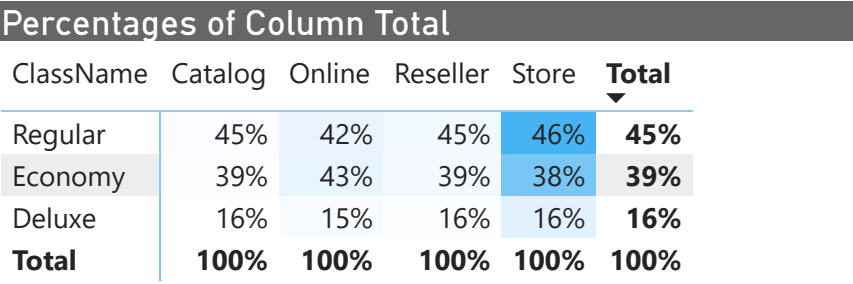
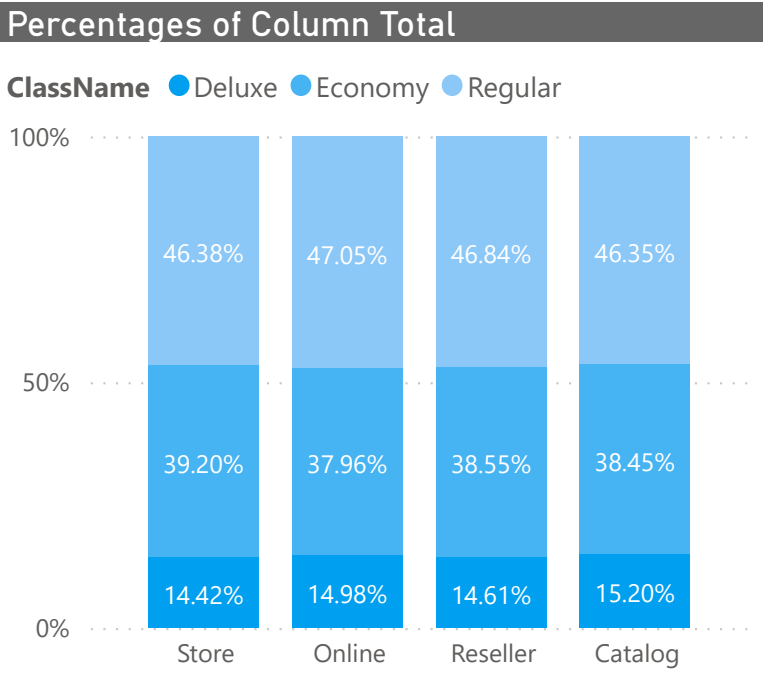
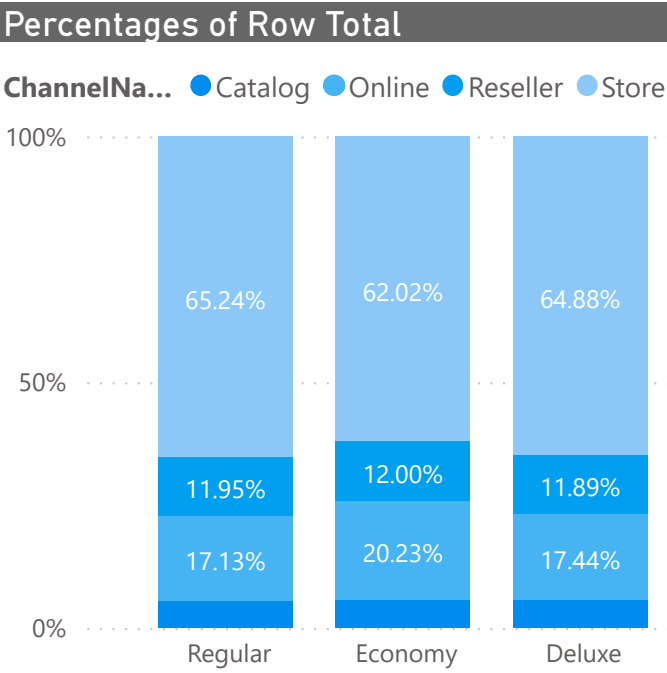
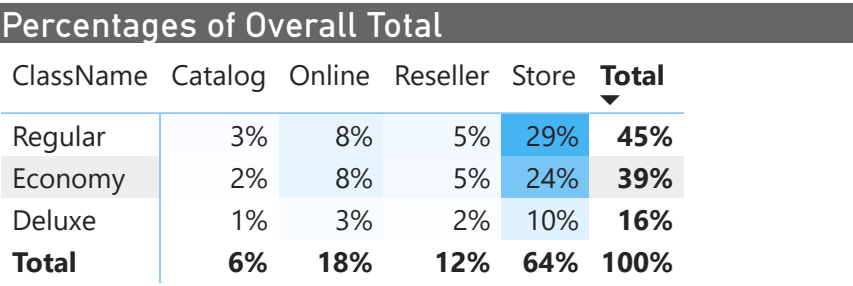
Computers

Games and Toys

Home Appliances

Music, Movies a...

TV and Video



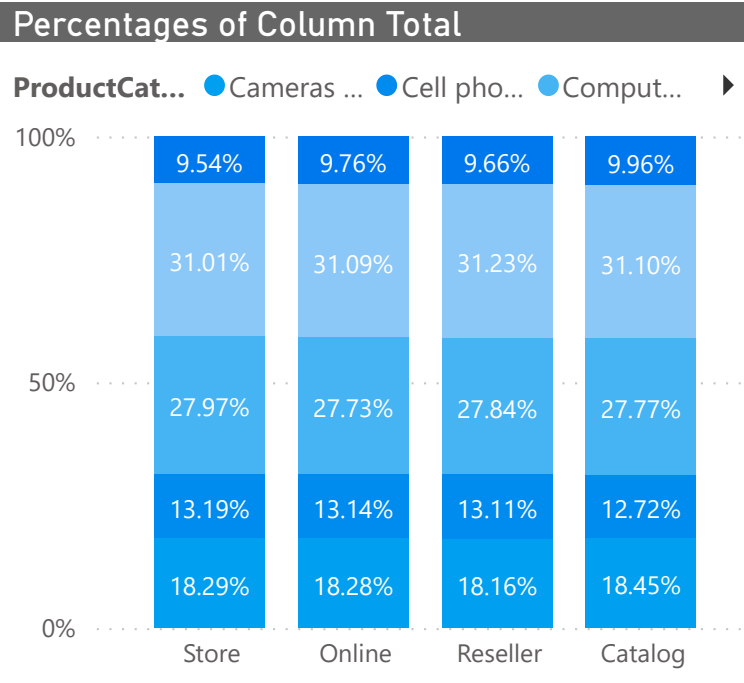
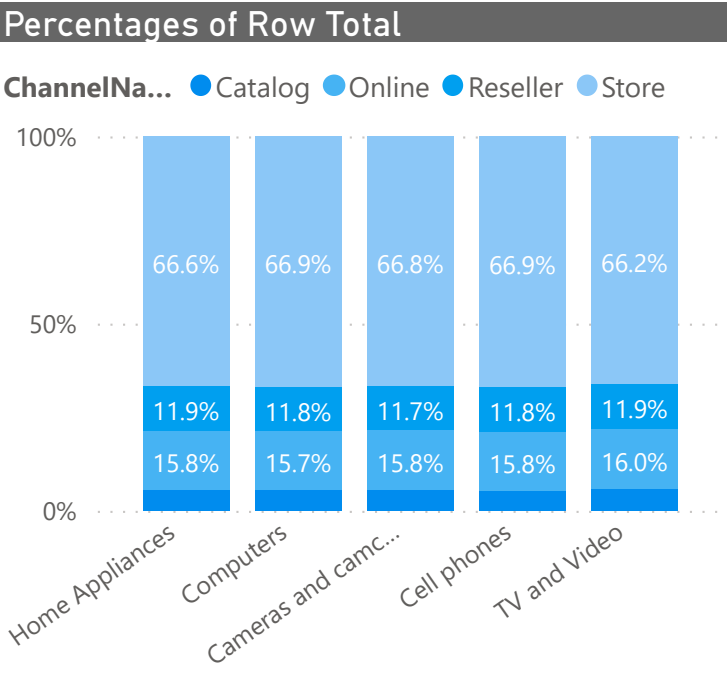
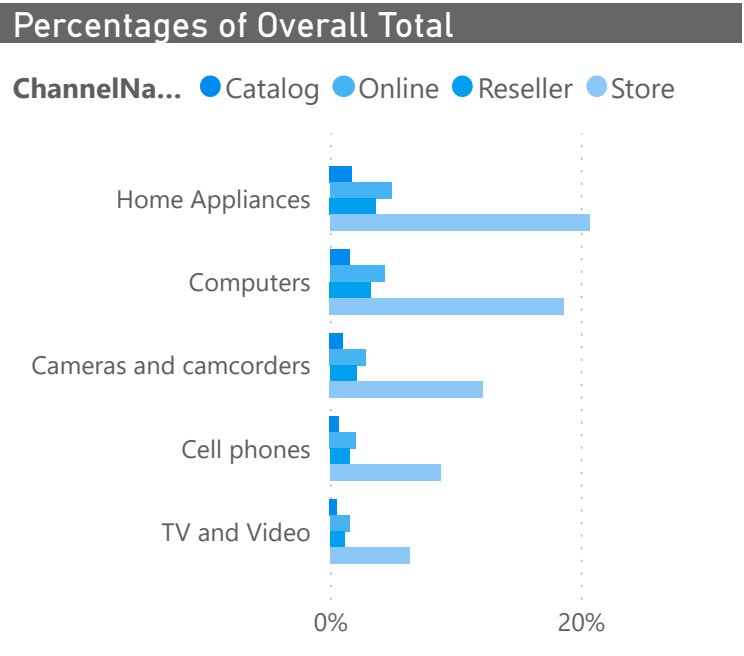
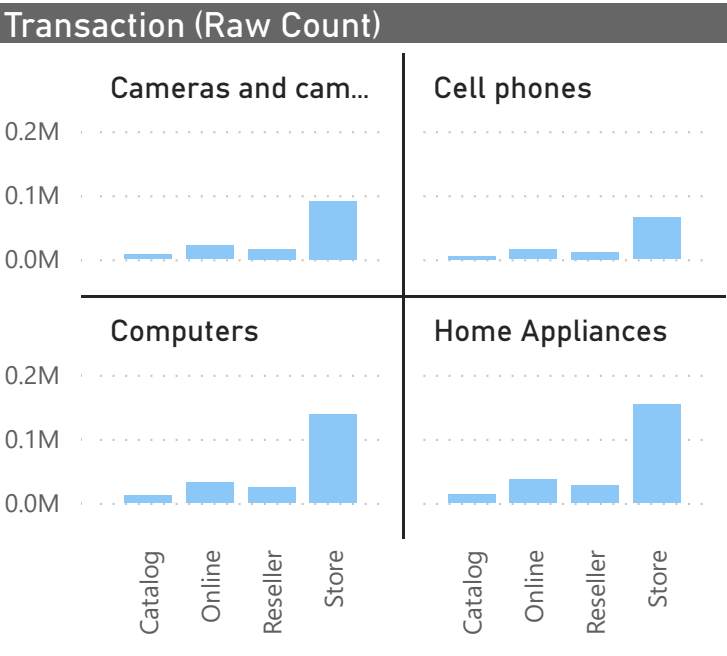
CHANNEL & TOP 5 PRODUCT CATEGORIES

Raw Count				
ProductCategoryName	Catalog	Online	Reseller	Store
Home Appliances	13.1K	36.5K	27.4K	
Computers	11.7K	32.6K	24.5K	
Cameras and camcorders	7.8K	21.5K	16.0K	
Total	49.2K	158.1K	102.8K	

Percentages of Overall Total				
ProductCategoryName	Catalog	Online	Reseller	Store
Home Appliances	2%	4%	3%	
Computers	1%	4%	3%	
Cameras and camcorders	1%	2%	2%	
Total	6%	18%	12%	

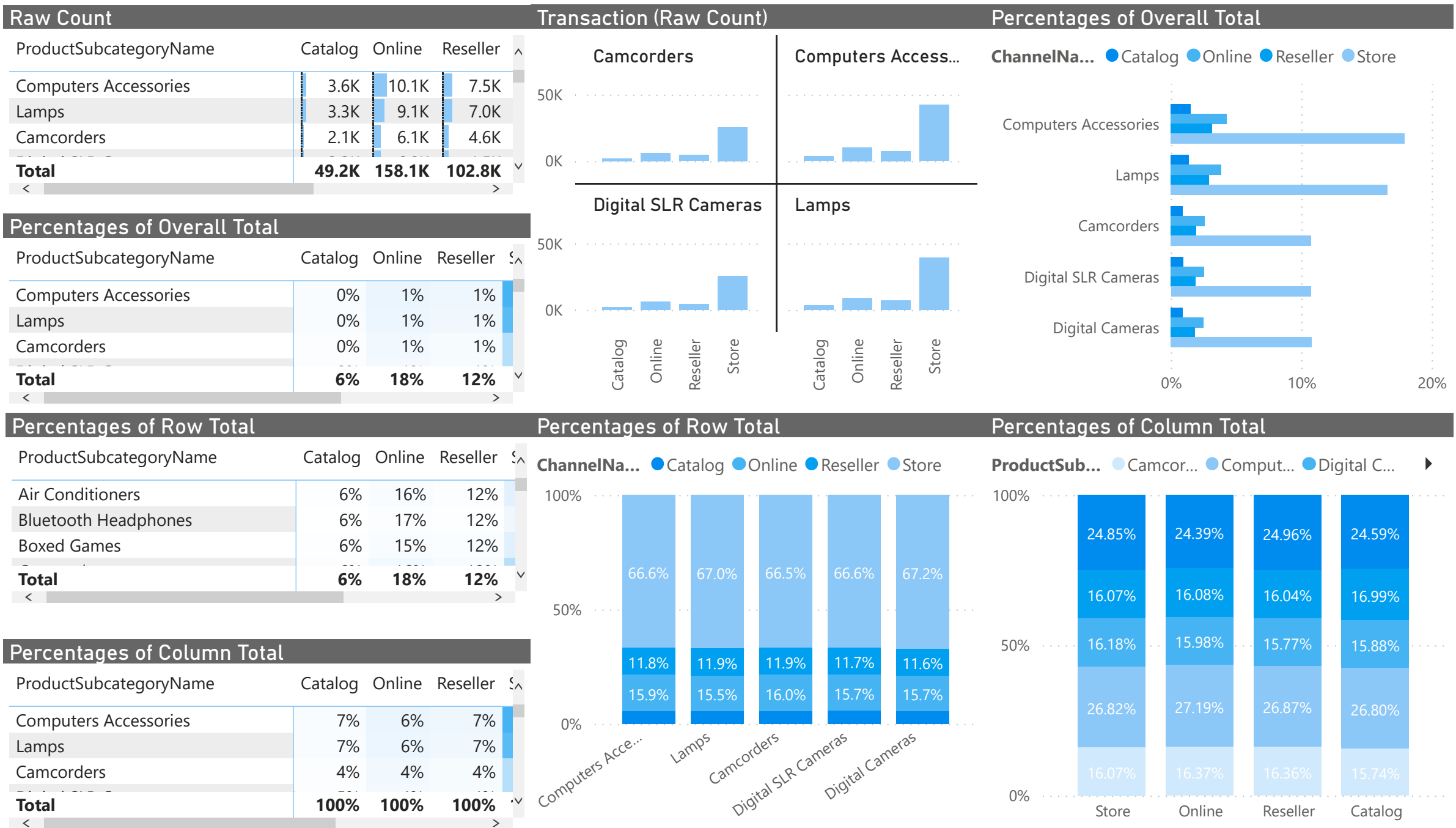
Percentages of Row Total				
ProductCategoryName	Catalog	Online	Reseller	Store
Audio	6%	17%	12%	
Cameras and camcorders	6%	16%	12%	
Cell phones	5%	16%	12%	
Total	6%	18%	12%	

Percentages of Column Total				
ProductCategoryName	Catalog	Online	Reseller	Store
Home Appliances	27%	23%	27%	
Computers	24%	21%	24%	
Cameras and camcorders	16%	14%	16%	
Total	100%	100%	100%	1



- Year
- ☐ 2007
- ☐ 2008
- ☐ 2009
- ClassName
- ☐ Deluxe
- ☐ Economy
- ☐ Regular
- ContinentNa...
- ☐ Asia
- ☐ Europe
- ☐ North America

CHANNEL & TOP 5 PRODUCT SUBCATEGORIES



- Year
- ☐ 2007
- ☐ 2008
- ☐ 2009
- ClassName
- ☐ Deluxe
- ☐ Economy
- ☐ Regular
- ContinentName
- ☐ Asia
- ☐ Europe
- ☐ North America
- ProductCategory
- ☐ Audio
- ☐ Cameras and ca...
- ☐ Cell phones
- ☐ Computers
- ☐ Games and Toys
- ☐ Home Appliances
- ☐ Music, Movies a...
- ☐ TV and Video

CHANNEL & TOP 5 PRODUCT COLORS

Raw Count

ColorName	Catalog	Online	Reseller	Store	Total
Black	11.1K	33.6K	23.2K	128.4K	196.3K
White	9.6K	31.2K	20.2K	108.8K	169.8K
Silver	7.9K	26.2K	16.3K	85.8K	136.3K
Grev	5.8K	16.1K	12.0K	68.0K	101.9K
Total	49.2K	158.1K	102.8K	549.4K	859.5K

Percentages of Overall Total

ColorName	Catalog	Online	Reseller	Store	Total
Black	1%	4%	3%	15%	23%
White	1%	4%	2%	13%	20%
Silver	1%	3%	2%	10%	16%
Grev	1%	2%	1%	8%	12%
Total	6%	18%	12%	64%	100%

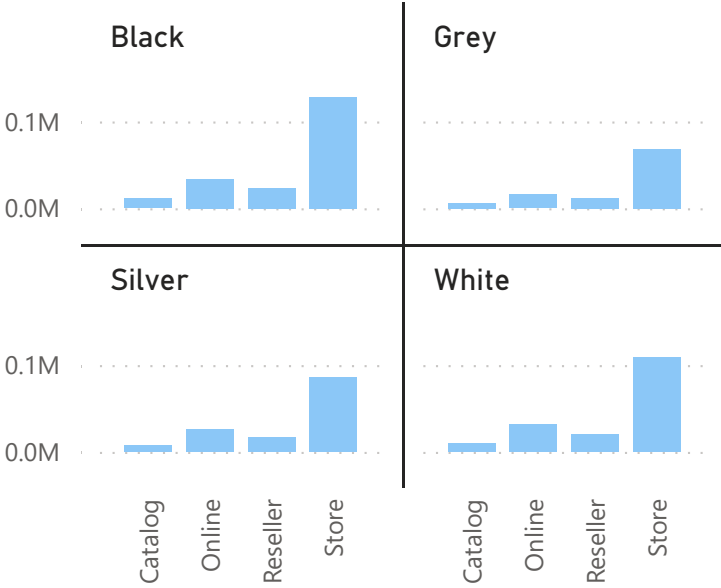
Percentages of Row Total

ColorName	Catalog	Online	Reseller	Store	Total
Azure	6%	16%	11%	67%	100%
Black	6%	17%	12%	65%	100%
Blue	6%	29%	13%	53%	100%
Brown	6%	16%	12%	66%	100%
Total	6%	18%	12%	64%	100%

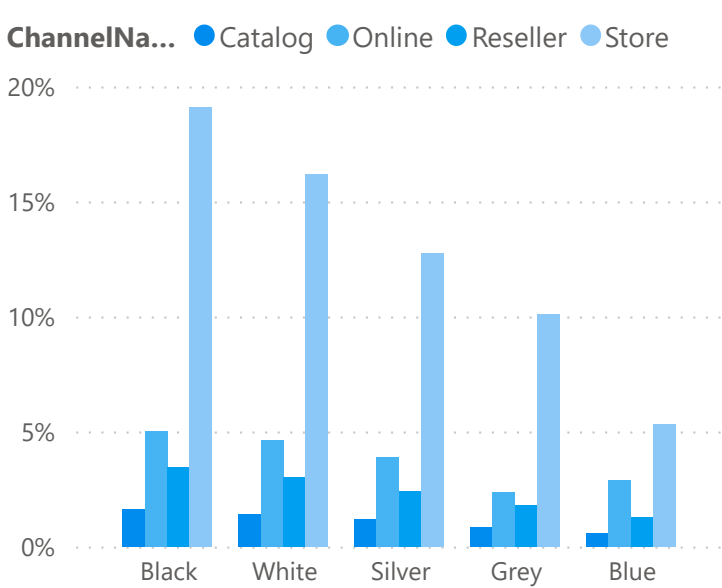
Percentages of Column Total

ColorName	Catalog	Online	Reseller	Store	Total
Black	22%	21%	23%	23%	23%
White	20%	20%	20%	20%	20%
Silver	16%	17%	16%	16%	16%
Grev	12%	10%	12%	12%	12%
Total	100%	100%	100%	100%	100%

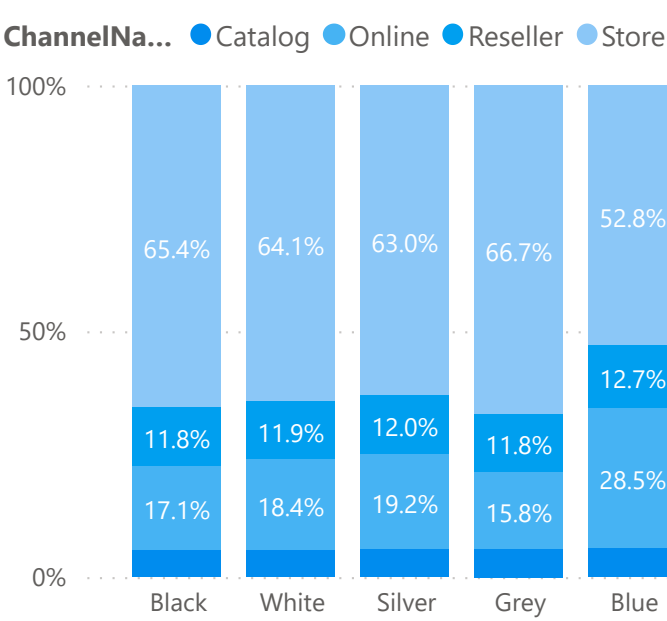
Transaction (Raw Count)



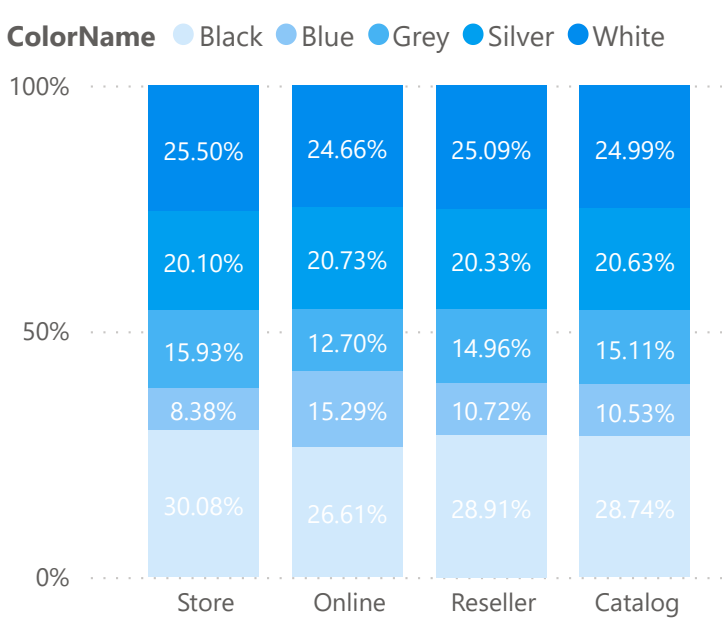
Percentages of Overall Total



Percentages of Row Total



Percentages of Column Total



Year

- 2007
- 2008
- 2009

ClassName

- Deluxe
- Economy
- Regular

ContinentNa...

- Asia
- Europe
- North America

ProductCate...

- Audio
- Cameras and ca...
- Cell phones
- Computers
- Games and Toys
- Home Appliances
- Music, Movies a...
- TV and Video

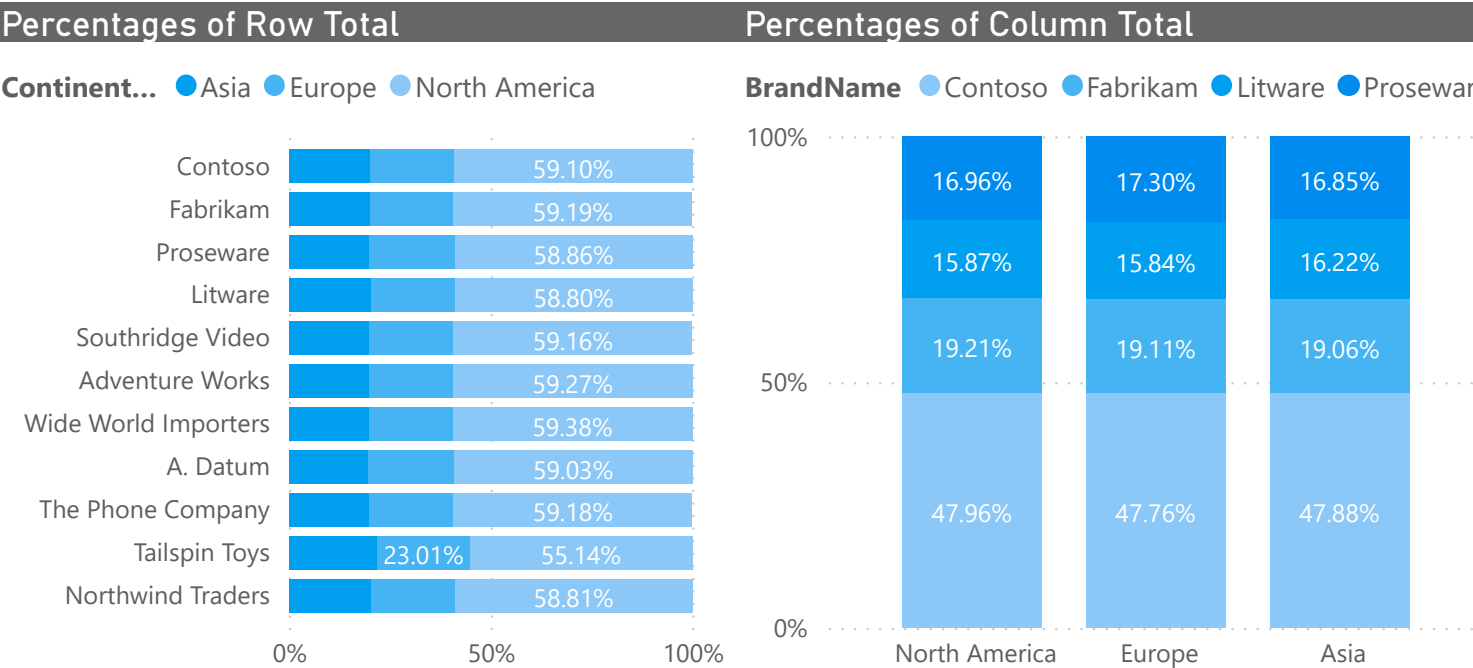
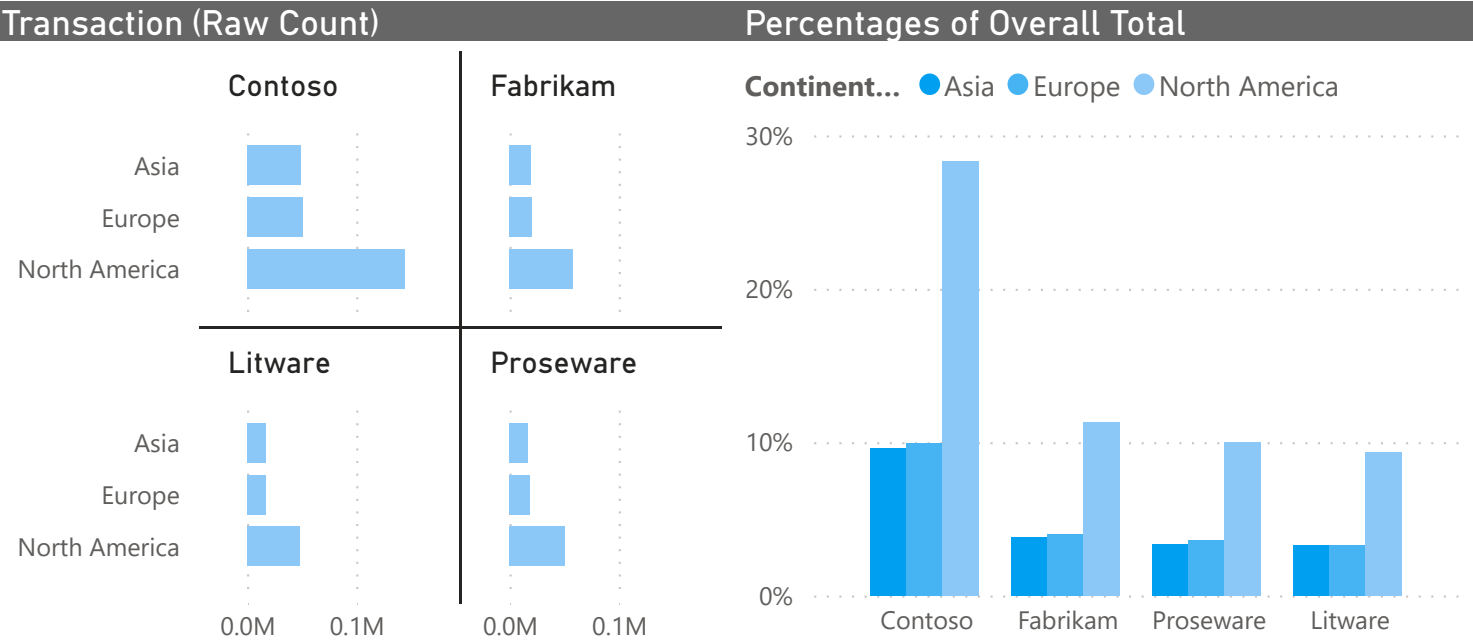
CONTINENT & TOP 4 BRANDS

Raw Count				
BrandName	Asia	Europe	North America	Total
Contoso	49.0K	50.7K	144.1K	243.8K
Fabrikam	19.5K	20.3K	57.7K	97.5K
Proseware	17.2K	18.4K	50.9K	86.5K
Total	173.1K	180.4K	506.0K	859.5K

Percentages of Overall Total				
BrandName	Asia	Europe	North America	Total
Contoso	6%	6%	17%	28%
Fabrikam	2%	2%	7%	11%
Proseware	2%	2%	6%	10%
Litware	2%	2%	6%	9%
Total	20%	21%	59%	100%

Percentages of Row Total				
BrandName	Asia	Europe	North America	Total
A. Datum	20%	21%	59%	100%
Adventure Works	20%	21%	59%	100%
Contoso	20%	21%	59%	100%
Fabrikam	20%	21%	59%	100%
Total	20%	21%	59%	100%

Percentages of Column Total				
BrandName	Asia	Europe	North America	Total
Contoso	28%	28%	28%	28%
Fabrikam	11%	11%	11%	11%
Proseware	10%	10%	10%	10%
Litware	10%	9%	9%	9%
Total	100%	100%	100%	100%



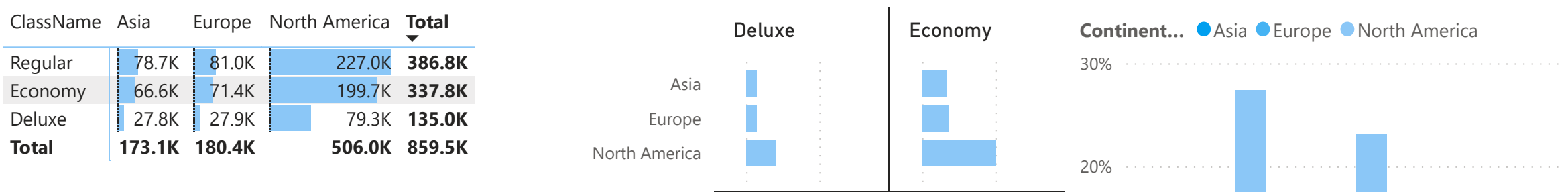
- Year
- 2007
 - 2008
 - 2009
- ChannelName
- Catalog
 - Online
 - Reseller
 - Store
- ClassName
- Deluxe
 - Economy
 - Regular
- ProductCate...
- Audio
 - Cameras and ca...
 - Cell phones
 - Computers
 - Games and Toys
 - Home Appliances
 - Music, Movies a...
 - TV and Video

CONTINENT & PRODUCT CLASS

Raw Count

Transaction (Raw Count)

Percentages of Overall Total



Year

- 2007
- 2008
- 2009

ChannelName

- Catalog
- Online
- Reseller
- Store

ProductCate...

- Audio
- Cameras and ca...
- Cell phones
- Computers
- Games and Toys
- Home Appliances
- Music, Movies a...
- TV and Video

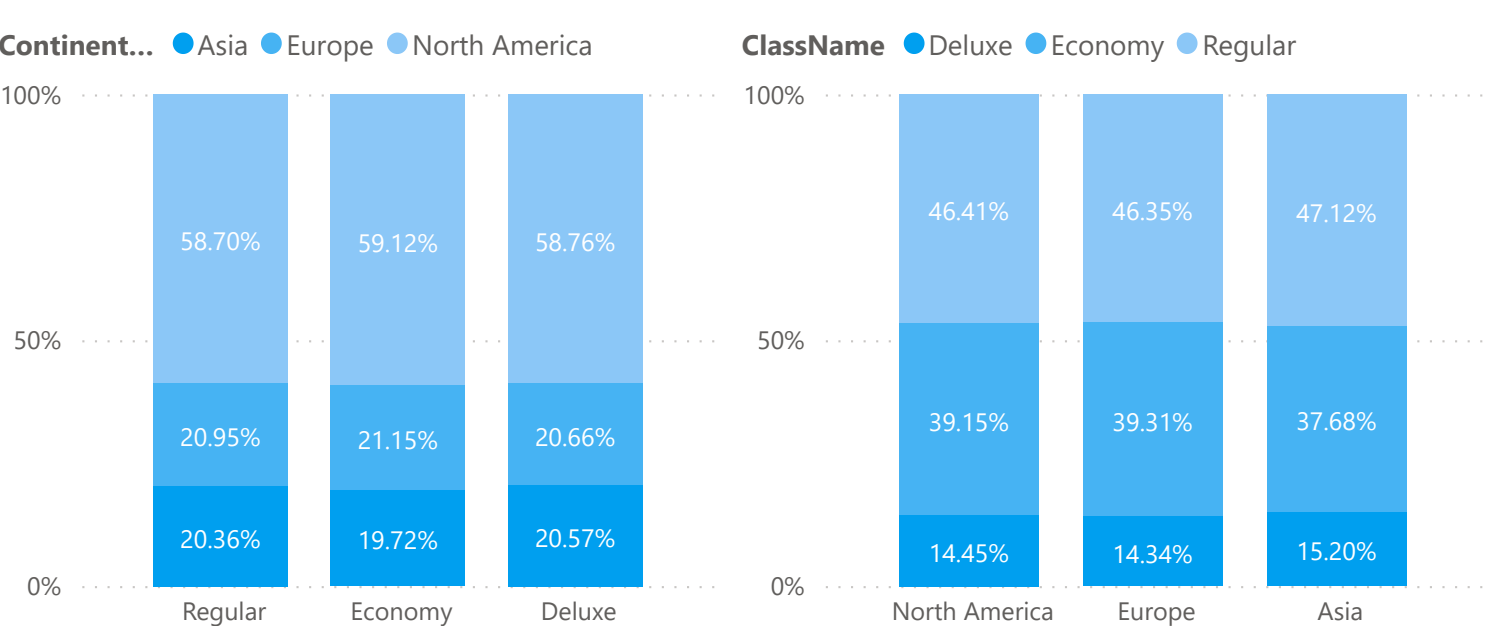
Percentages of Overall Total

ClassName	Asia	Europe	North America	Total
Regular	9%	9%	26%	45%
Economy	8%	8%	23%	39%
Deluxe	3%	3%	9%	16%
Total	20%	21%	59%	100%

Percentages of Row Total

Percentages of Row Total

Percentages of Column Total



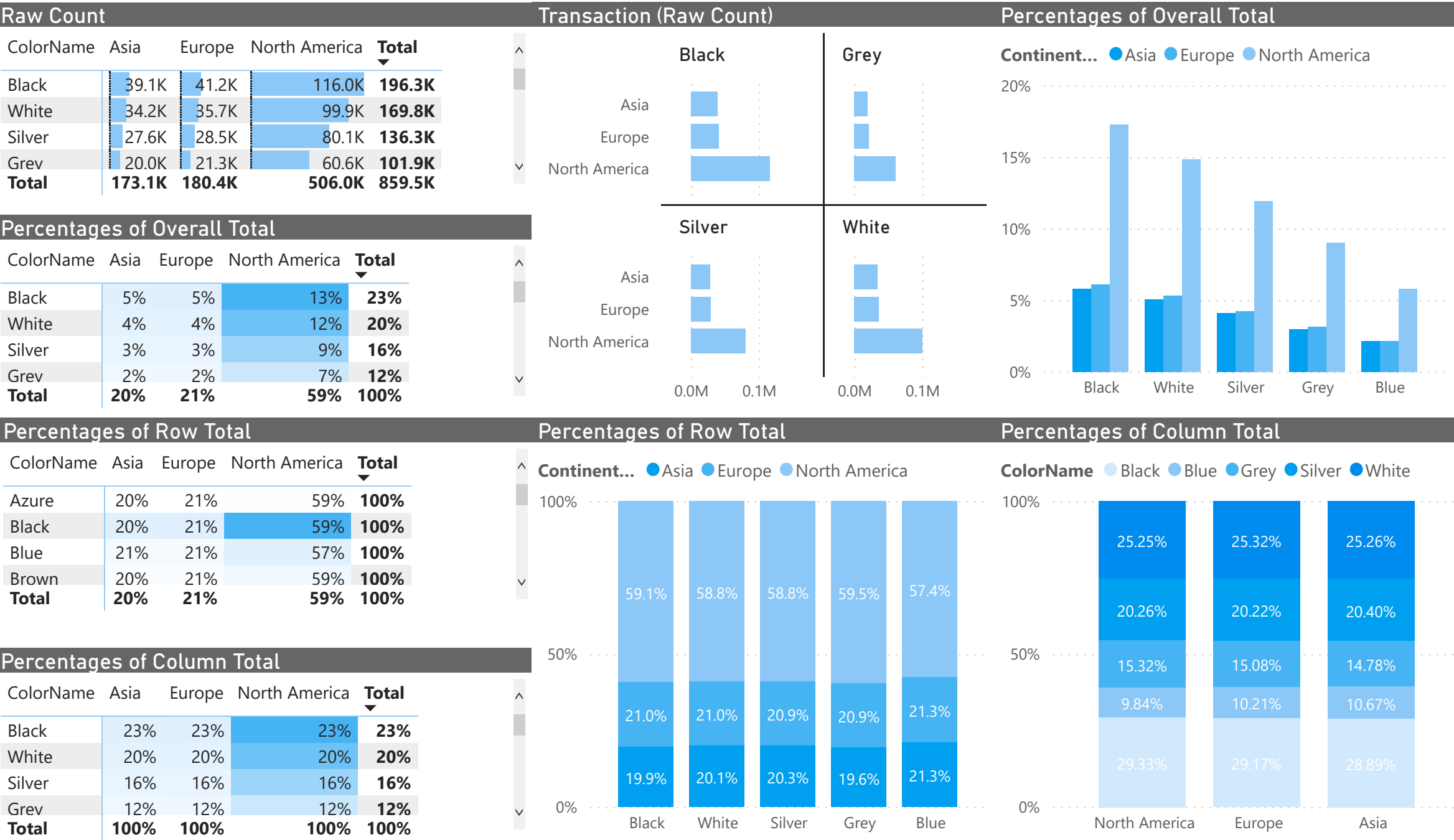
Percentages of Row Total

ClassName	Asia	Europe	North America	Total
Deluxe	21%	21%	59%	100%
Economy	20%	21%	59%	100%
Regular	20%	21%	59%	100%
Total	20%	21%	59%	100%

Percentages of Column Total

ClassName	Asia	Europe	North America	Total
Regular	45%	45%	45%	45%
Economy	38%	40%	39%	39%
Deluxe	16%	15%	16%	16%
Total	100%	100%	100%	100%

CONTINENT & TOP 5 PRODUCT COLORS



Percentages of Row Total

ColorName	Asia	Europe	North America	Total
Azure	20%	21%	59%	100%
Black	20%	21%	59%	100%
Blue	21%	21%	57%	100%
Brown	20%	21%	59%	100%
Total	20%	21%	59%	100%

Percentages of Row Total

Color	Asia	Europe	North America
Black	19.9%	21.0%	59.1%
White	20.1%	21.0%	58.8%
Silver	20.3%	20.9%	58.8%
Grey	19.6%	20.9%	59.5%
Blue	21.3%	21.3%	57.4%

Percentages of Column Total

Continent	Black	Blue	Grey	Silver	White
North America	29.33%	9.84%	15.32%	20.26%	25.25%
Europe	29.17%	10.21%	15.08%	20.22%	25.32%
Asia	28.89%	10.67%	14.78%	20.40%	25.26%

Year

- 2007
- 2008
- 2009

ChannelName

- Catalog
- Online
- Reseller
- Store

ClassName

- Deluxe
- Economy
- Regular

ProductCate...

- Audio
- Cameras and ca...
- Cell phones
- Computers
- Games and Toys
- Home Appliances
- Music, Movies a...
- TV and Video

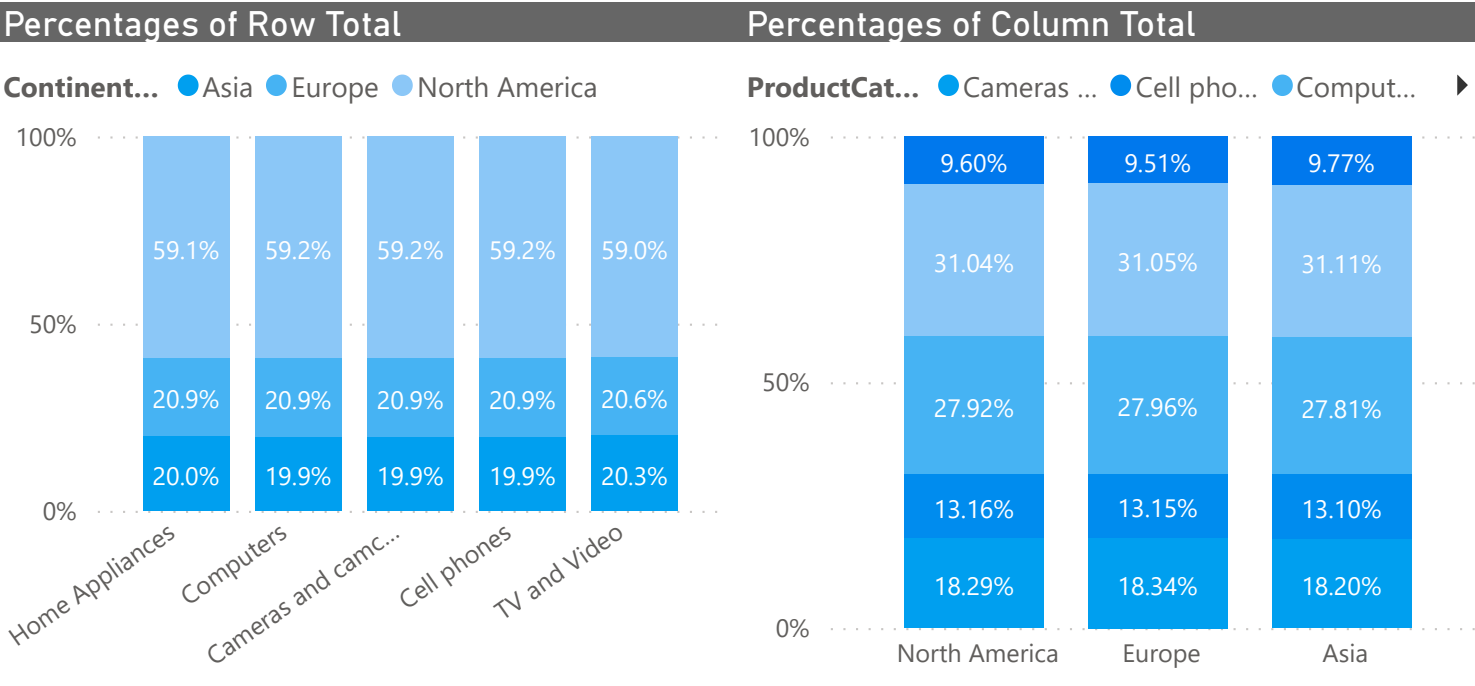
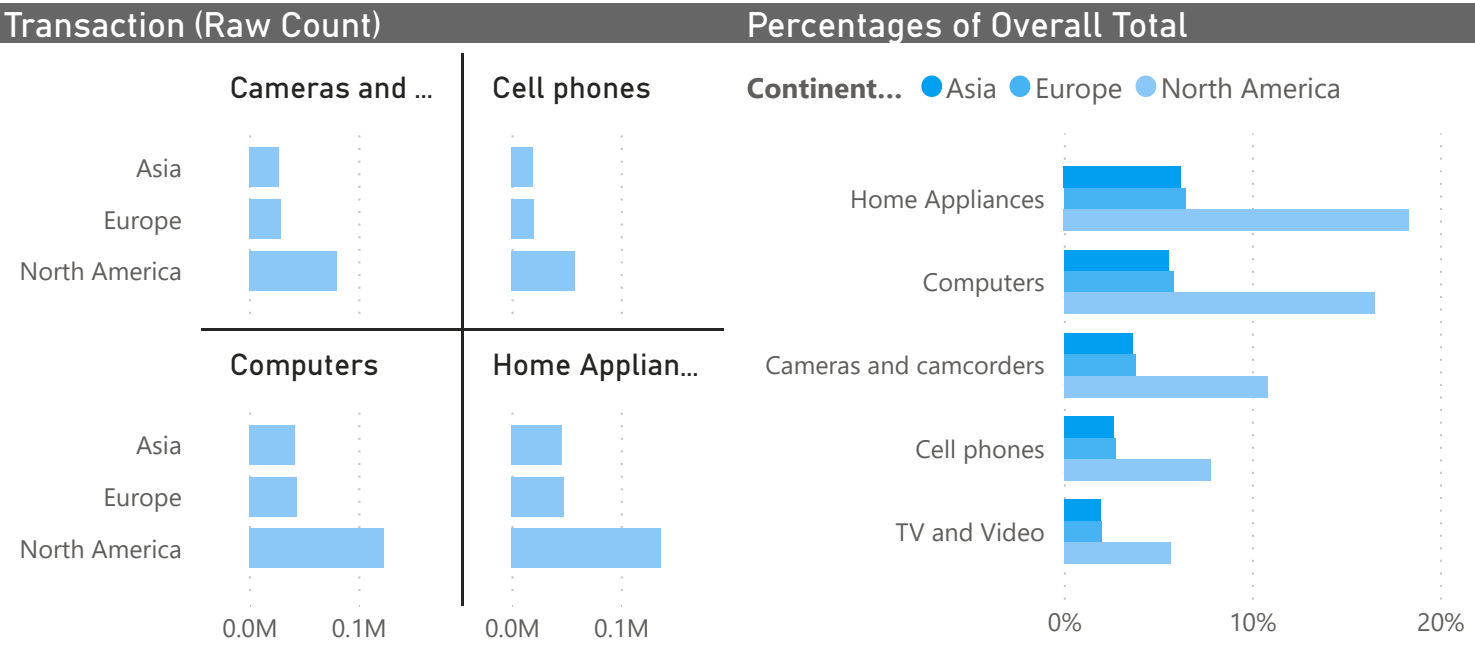
CONTINENT & TOP 5 PRODUCT CATEGORIES

Raw Count			
ProductCategoryName	Asia	Europe	North America
Home Appliances	46.3K	48.2K	136.5K
Computers	41.4K	43.4K	122.8K
Cameras and camcorders	27.1K	28.5K	80.4K
Total	173.1K	180.4K	506.0K

Percentages of Overall Total			
ProductCategoryName	Asia	Europe	North America
Home Appliances	5%	6%	16%
Computers	5%	5%	14%
Cameras and camcorders	3%	3%	9%
Total	20%	21%	59%

Percentages of Row Total			
ProductCategoryName	Asia	Europe	North America
Audio	22%	21%	58%
Cameras and camcorders	20%	21%	59%
Cell phones	20%	21%	59%
Total	20%	21%	59%

Percentages of Column Total			
ProductCategoryName	Asia	Europe	North America
Home Appliances	27%	27%	27%
Computers	24%	24%	24%
Cameras and camcorders	16%	16%	16%
Total	100%	100%	100%



- Year
- 2007
 - 2008
 - 2009
- ChannelName
- Catalog
 - Online
 - Reseller
 - Store
- ClassName
- Deluxe
 - Economy
 - Regular

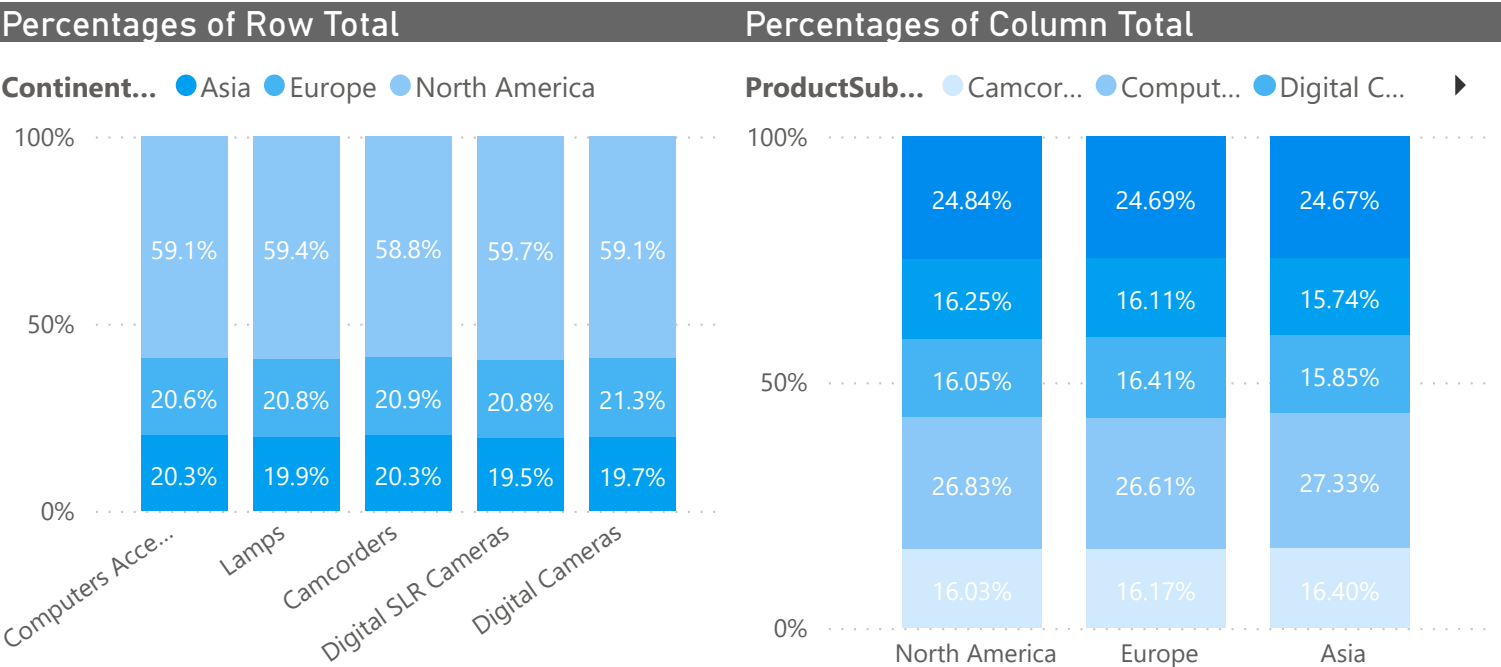
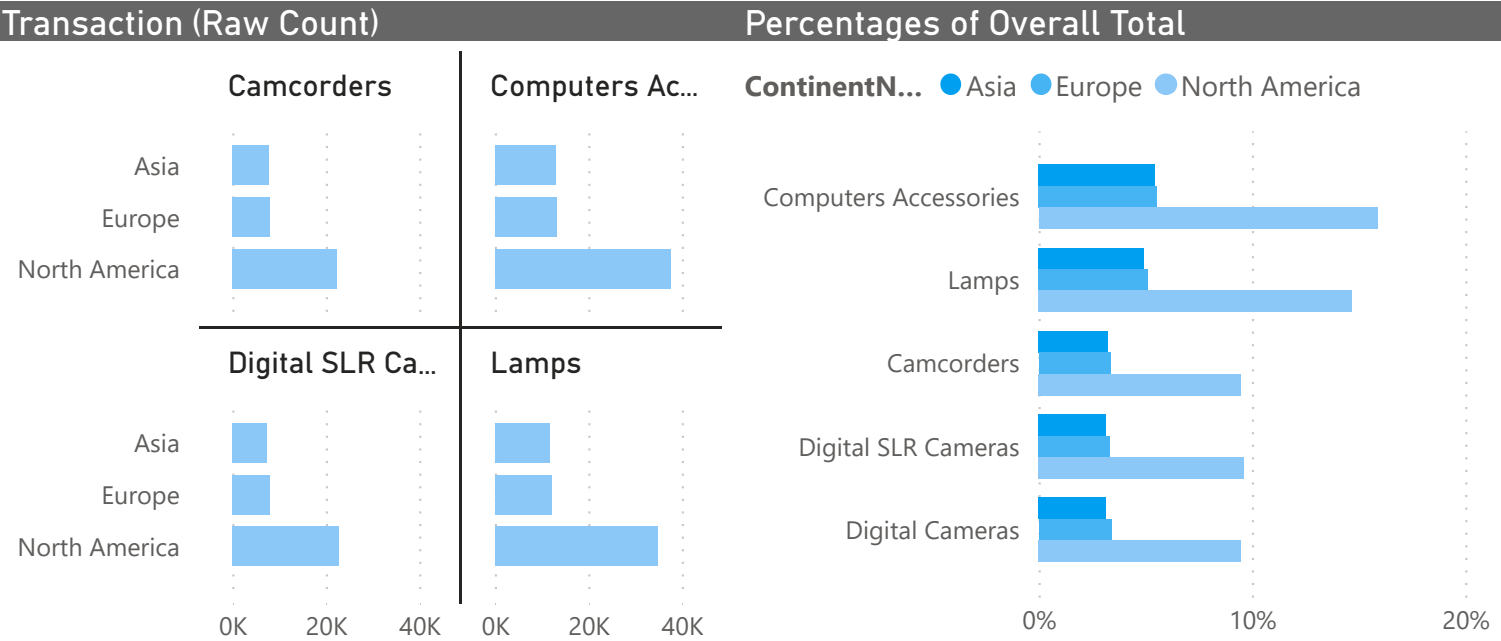
CONTINENT & TOP 5 PRODUCT SUBCATEGORIES

Raw Count	ProductSubcategoryName	Asia	Europe	North America	Total
	Computers Accessories	12.9K	13.1K	37.6K	
	Lamps	11.6K	12.2K	34.8K	
	Camcorders	7.7K	8.0K	22.5K	
	Total	173.1K	180.4K	506.0K	844.5K

Percentages of Overall Total	ProductSubcategoryName	Asia	Europe	North America	Total
	Computers Accessories	2%	2%	4%	7%
	Lamps	1%	1%	4%	7%
	Camcorders	1%	1%	3%	4%
	Total	20%	21%	59%	100%

Percentages of Row Total	ProductSubcategoryName	Asia	Europe	North America	Total
	Air Conditioners	20%	21%	59%	100%
	Bluetooth Headphones	22%	20%	58%	100%
	Boxed Games	19%	21%	60%	100%
	Total	20%	21%	59%	100%

Percentages of Column Total	ProductSubcategoryName	Asia	Europe	North America	Total
	Computers Accessories	7%	7%	7%	
	Lamps	7%	7%	7%	
	Camcorders	4%	4%	4%	
	Total	100%	100%	100%	100%



- Year
- 2007
 - 2008
 - 2009
- ChannelName
- Catalog
 - Online
 - Reseller
 - Store
- ClassName
- Deluxe
 - Economy
 - Regular
- ProductCate...
- Audio
 - Cameras and ca...
 - Cell phones
 - Computers
 - Games and Toys
 - Home Appliances
 - Music, Movies a...
 - TV and Video

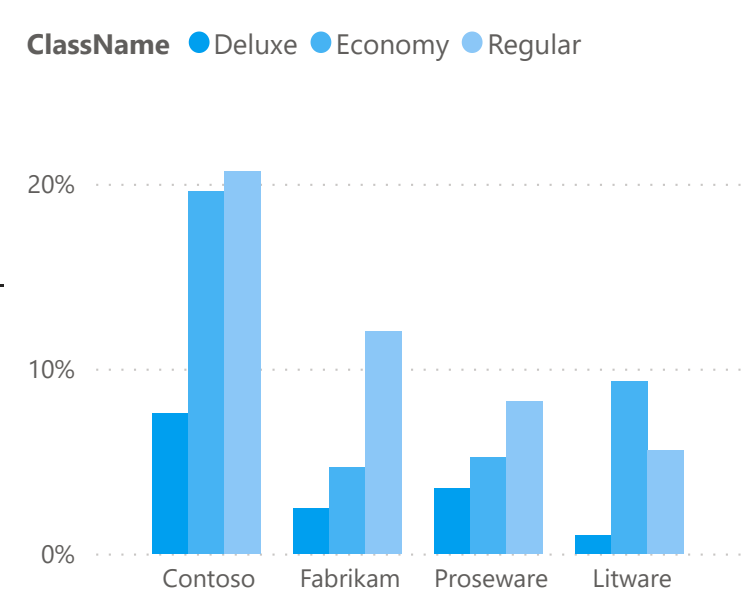
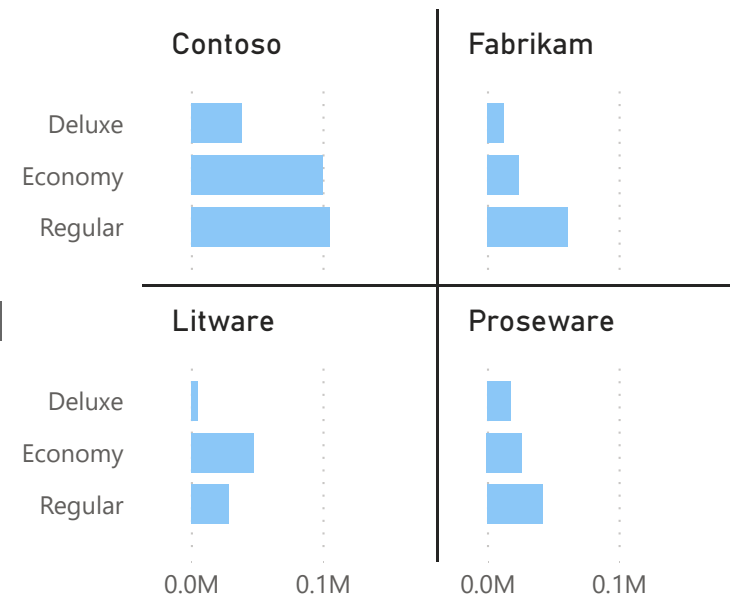
TOP BRANDS & PRODUCT CLASS

Raw Count

Transaction (Raw Count)

Percentages of Overall Total

BrandName	Deluxe	Economy	Regular	Total
Contoso	38.6K	99.9K	105.3K	243.8K
Fabrikam	12.4K	23.9K	61.1K	97.5K
Proseware	17.9K	26.6K	42.0K	86.5K
Litware	5.2K	47.4K	28.5K	81.1K
Total	135.0K	337.8K	386.8K	859.5K



Percentages of Overall Total

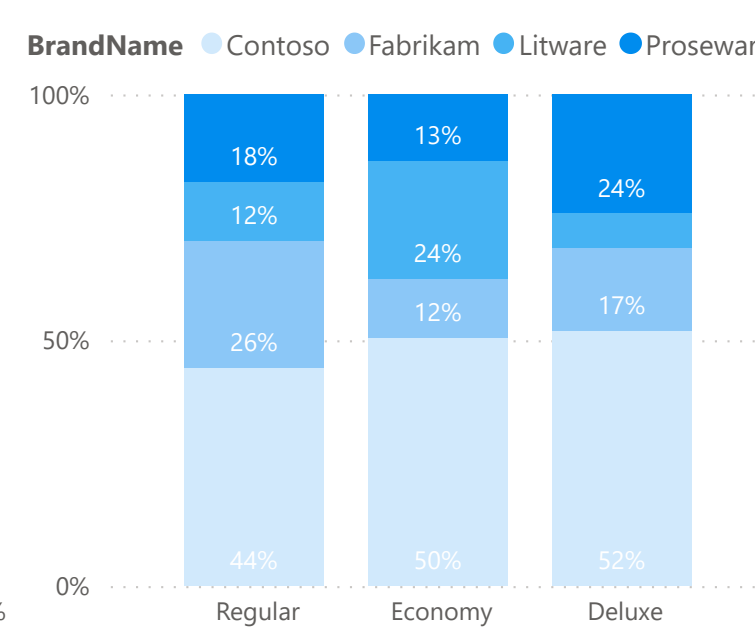
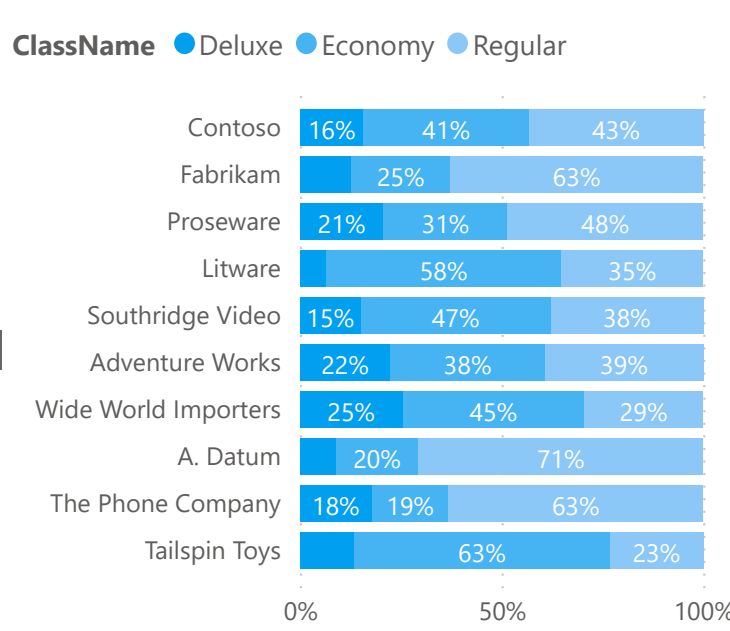
BrandName	Deluxe	Economy	Regular	Total
Contoso	4%	12%	12%	28%
Fabrikam	1%	3%	7%	11%
Proseware	2%	3%	5%	10%
Litware	1%	6%	3%	9%
Total	16%	39%	45%	100%

Percentages of Row Total

Percentages of Row Total

Percentages of Column Total

BrandName	Deluxe	Economy	Regular	Total
A. Datum	9%	20%	71%	100%
Adventure Works	22%	38%	39%	100%
Contoso	16%	41%	43%	100%
Fabrikam	13%	25%	63%	100%
Total	16%	39%	45%	100%



Percentages of Column Total

BrandName	Deluxe	Economy	Regular	Total
Contoso	29%	30%	27%	28%
Fabrikam	9%	7%	16%	11%
Proseware	13%	8%	11%	10%
Litware	4%	14%	7%	9%
Total	100%	100%	100%	100%

- Year
- ☐ 2007
- ☐ 2008
- ☐ 2009
- ChannelName
- ☐ Catalog
- ☐ Online
- ☐ Reseller
- ☐ Store
- ContinentNa...
- ☐ Asia
- ☐ Europe
- ☐ North America
- ProductCate...
- ☐ Audio
- ☐ Cameras and ca...
- ☐ Cell phones
- ☐ Computers
- ☐ Games and Toys
- ☐ Home Appliances
- ☐ Music, Movies a...
- ☐ TV and Video

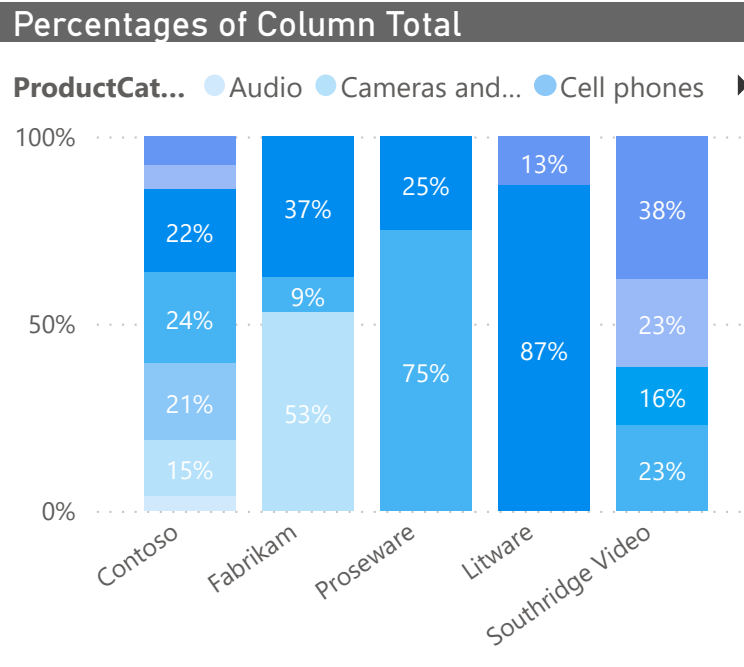
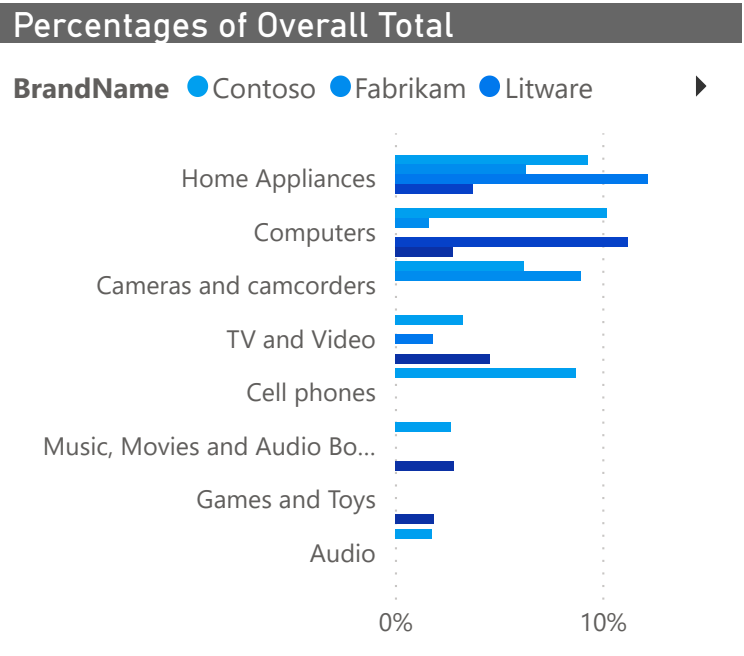
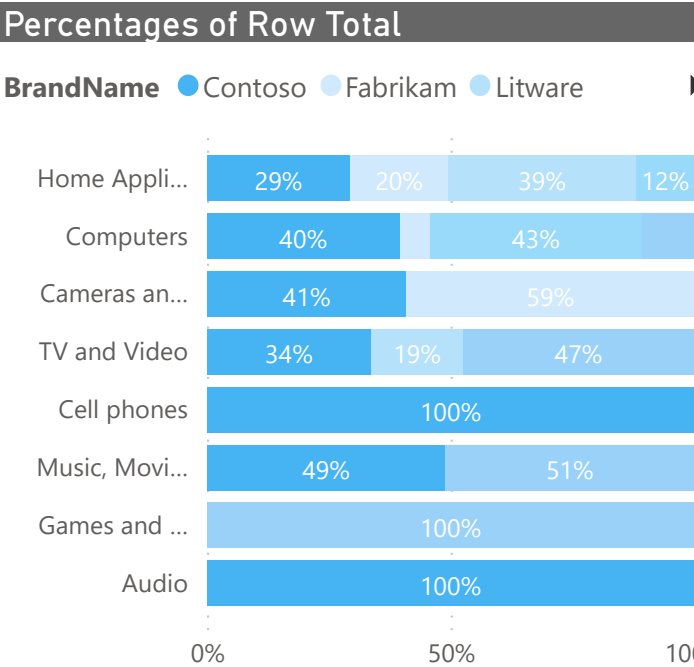
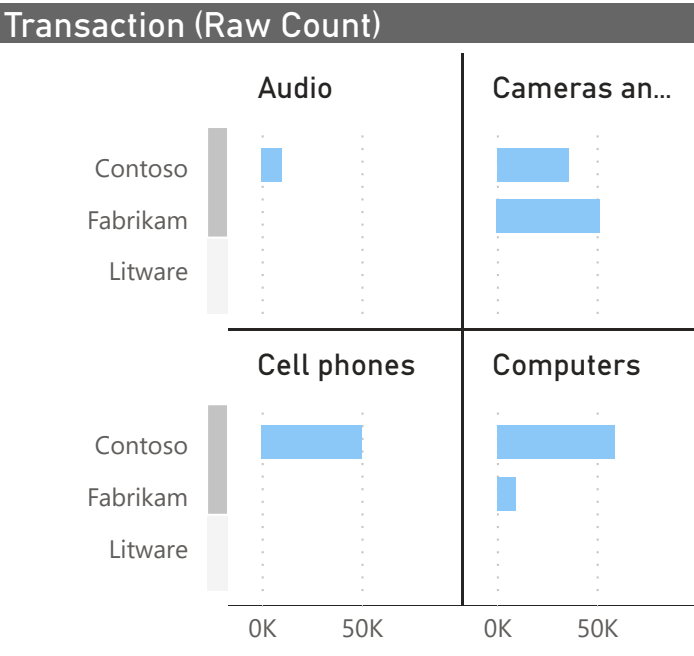
TOP 5 BRANDS & PRODUCT CATEGORIES

Raw Count				
ProductCategoryName	Contoso	Fabrikam	Litware	Proseware
Home Appliances	53.7K	36.5K	70.6K	1.2K
Computers	59.1K	9.3K	1.2K	1.2K
Cameras and camcorders	35.9K	51.7K	1.2K	1.2K
Total	243.8K	97.5K	81.1K	3.6K

Percentages of Overall Total				
ProductCategoryName	Contoso	Fabrikam	Litware	Proseware
Home Appliances	9%	6%	12%	1%
Computers	10%	2%	1%	1%
Cameras and camcorders	6%	9%	1%	1%
Total	42%	17%	14%	3%

Percentages of Row Total				
ProductCategoryName	Contoso	Fabrikam	Litware	Proseware
Audio	100%			
Cameras and camcorders	41%	59%		
Cell phones	100%			
Total	42%	17%	14%	3%

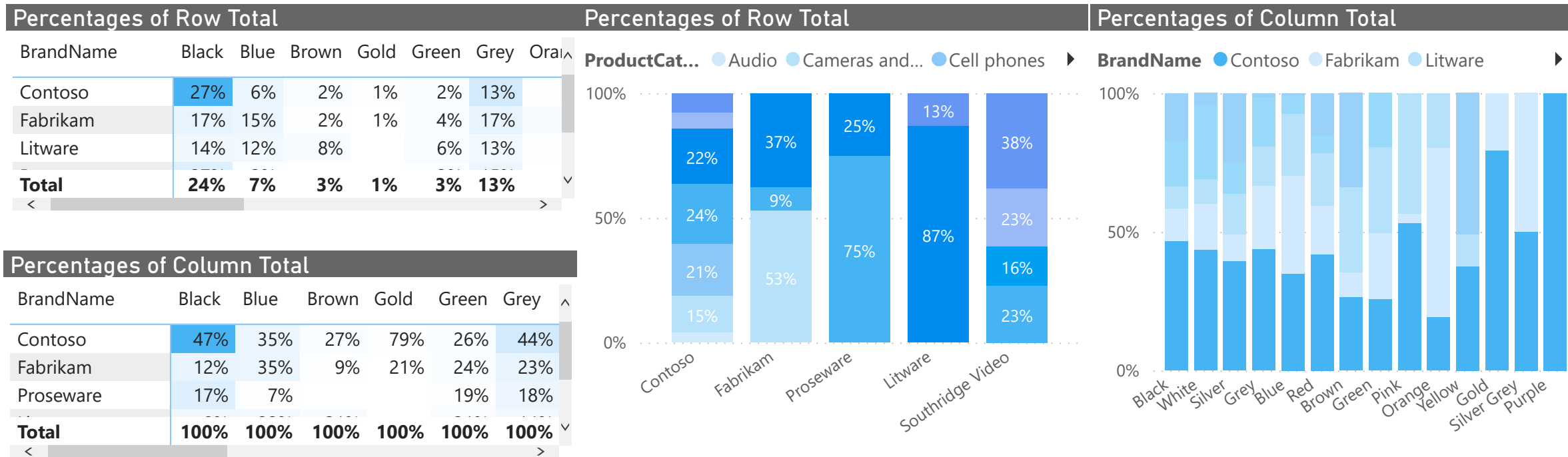
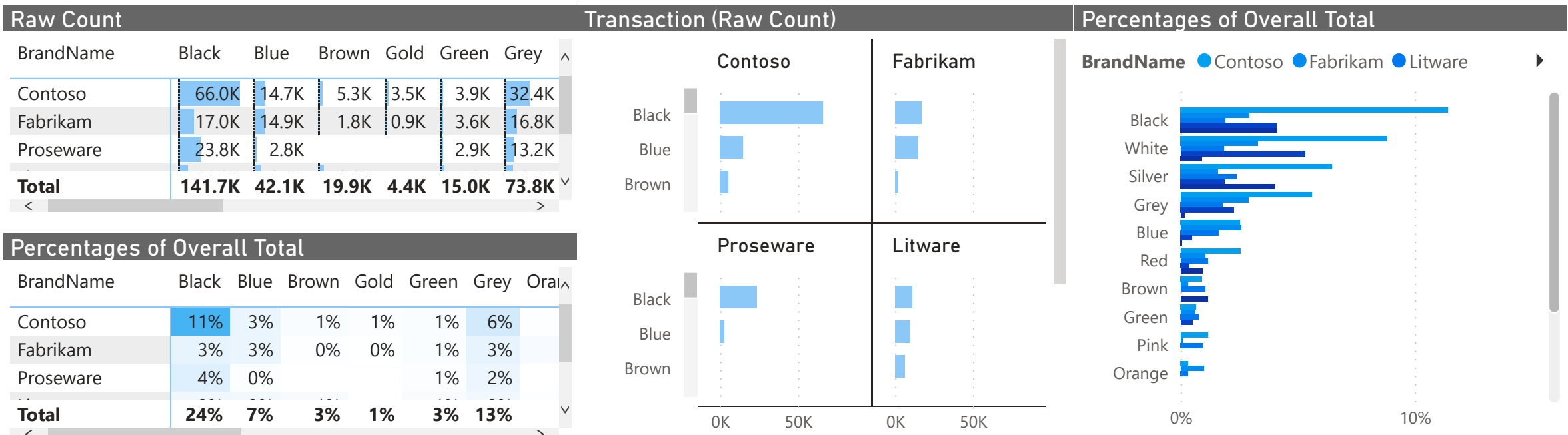
Percentages of Column Total				
ProductCategoryName	Contoso	Fabrikam	Litware	Proseware
Home Appliances	22%	37%	87%	1%
Computers	24%	9%		1%
Cameras and camcorders	15%	53%		1%
Total	100%	100%	100%	1%



- Year
- ☐ 2007
- ☐ 2008
- ☐ 2009
- ChannelName
- ☐ Catalog
- ☐ Online
- ☐ Reseller
- ☐ Store
- ClassName
- ☐ Deluxe
- ☐ Economy
- ☐ Regular
- ContinentName
- ☐ Asia
- ☐ Europe
- ☐ North America

0% 50% 100%

TOP 5 BRANDS & PRODUCT COLOR



Year

☐ 2007

☐ 2008

☐ 2009

ChannelName

☐ Catalog

☐ Online

☐ Reseller

☐ Store

ClassName

☐ Deluxe

☐ Economy

☐ Regular

ContinentName

☐ Asia

☐ Europe

☐ North America

ProductCategory

☐ Audio

☐ Cameras and camcorders

☐ Cell phones

☐ Computers

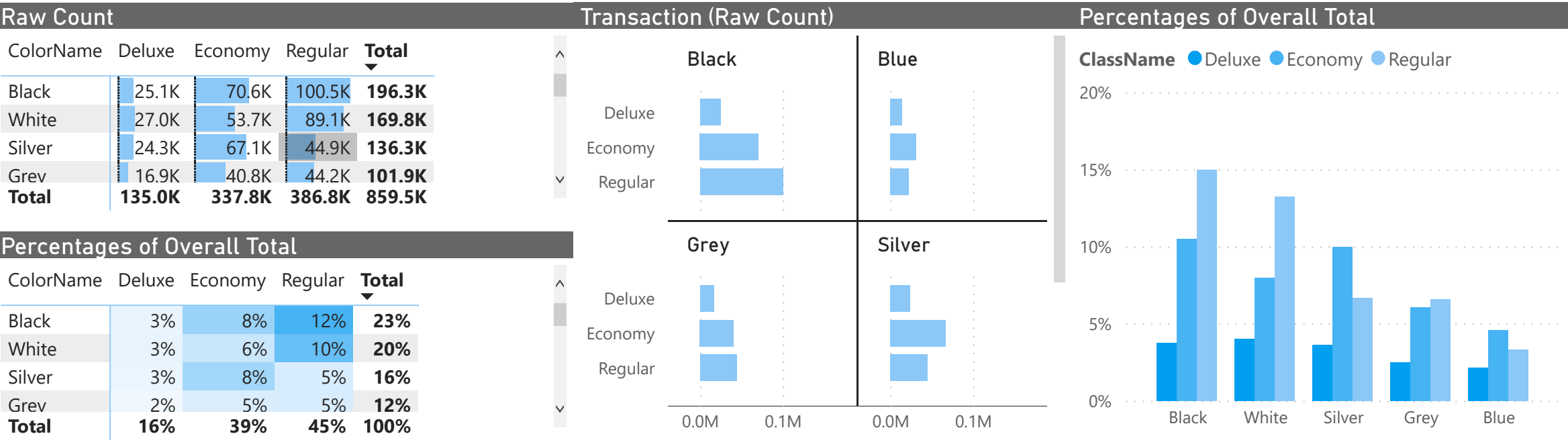
☐ Games and Toys

☐ Home Appliances

☐ Music, Movies and TV

☐ TV and Video

TOP 5 PRODUCT COLORS & PRODUCT CLASS



Year

2007

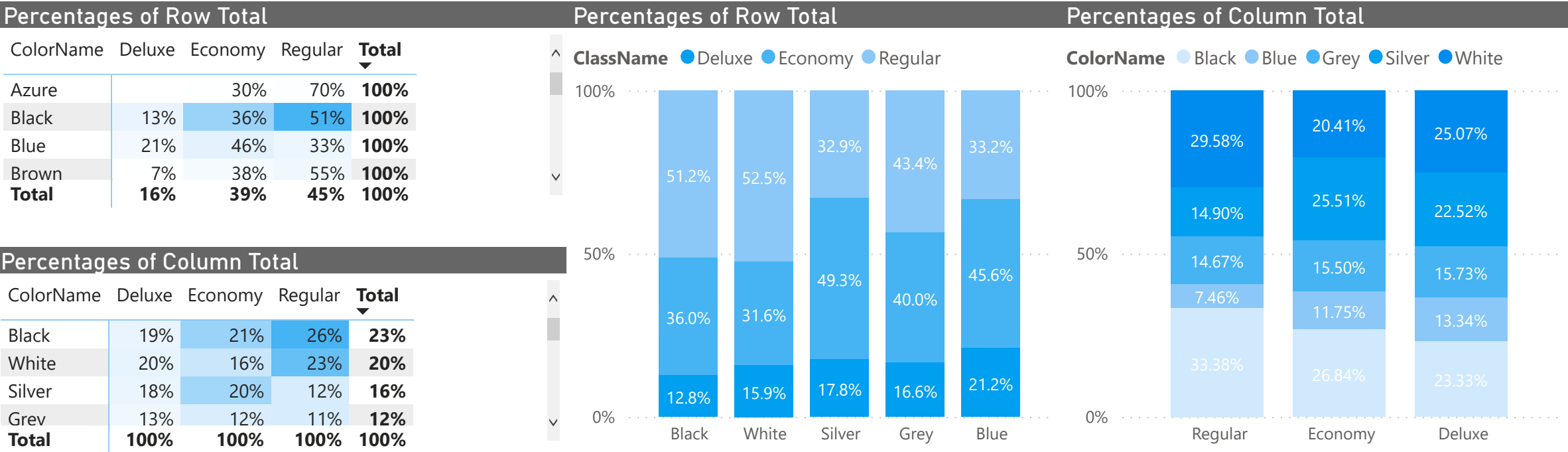
2008

2009

ChannelName

CatalogOnlineResellerStore

ContinentNa...

AsiaEuropeNorth America

ProductCate...

Audio

Cameras and ca...

Cell phones

Computers

Games and Toys

Home Appliances

Music, Movies a...

TV and Video