

# Sales Overview

SalesAmount  
**3.25bn**

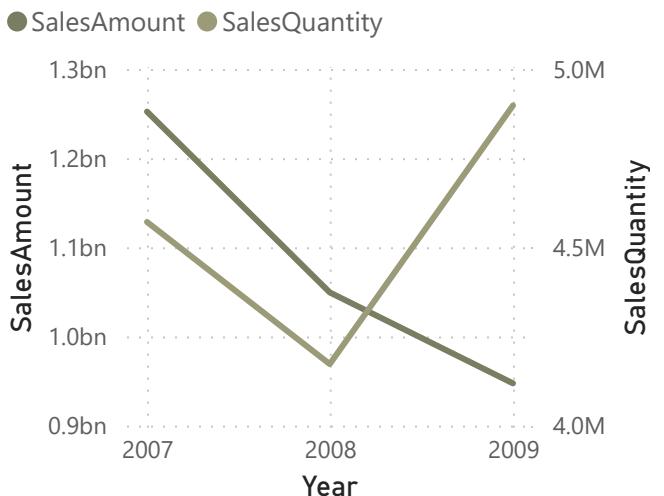
AVG SalesAmount  
**3.78K**

SalesQuantity  
**13.64M**

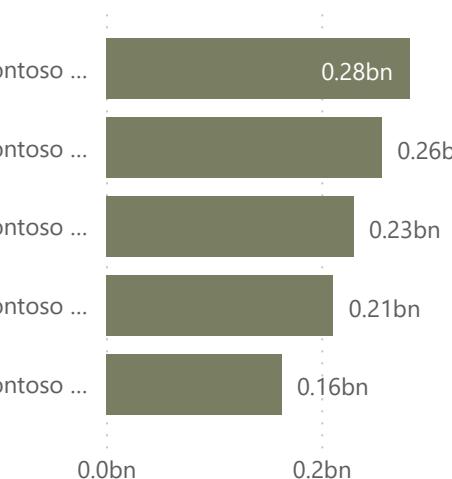
SalesKey  
**859.51K**

AVG SalesKey  
**1.71M**

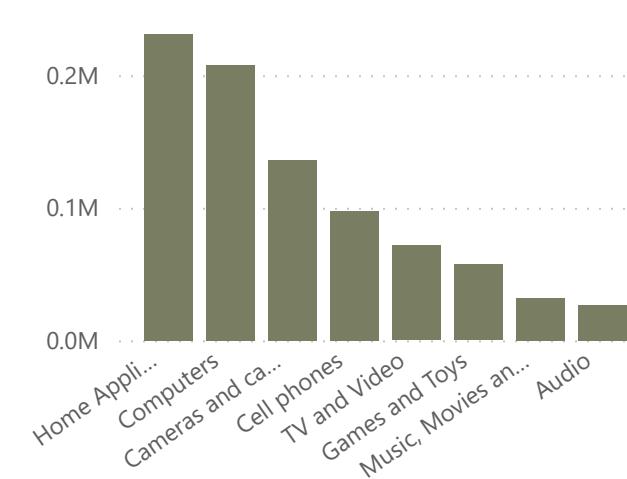
SalesAmount and SalesQuantity by Year



SalesAmount by StoreName



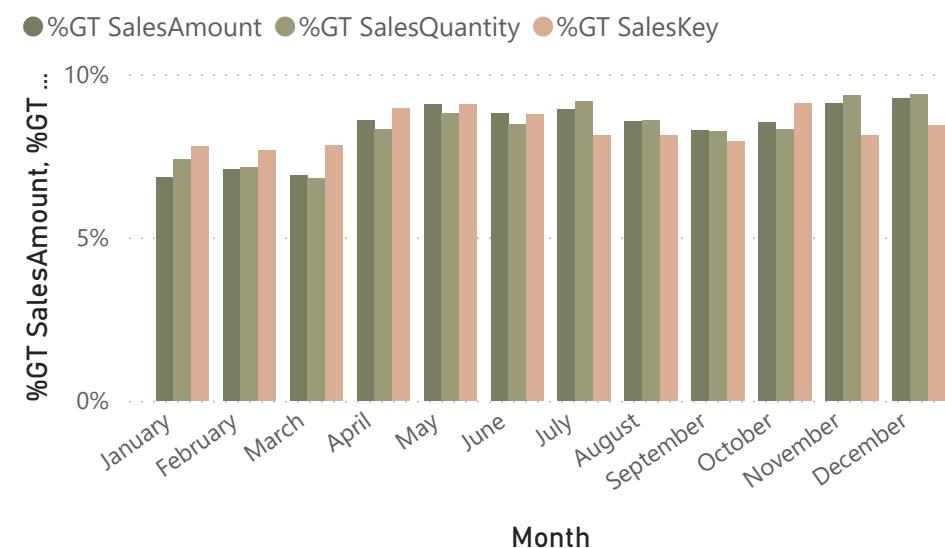
SalesKey by ProductCategoryName



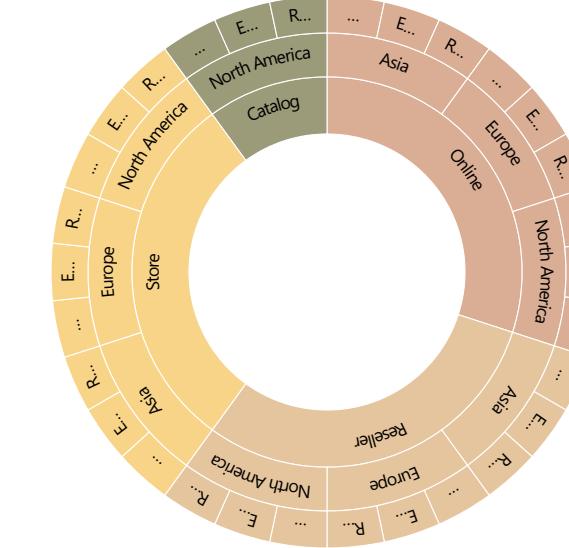
SalesAmount by ContinentName



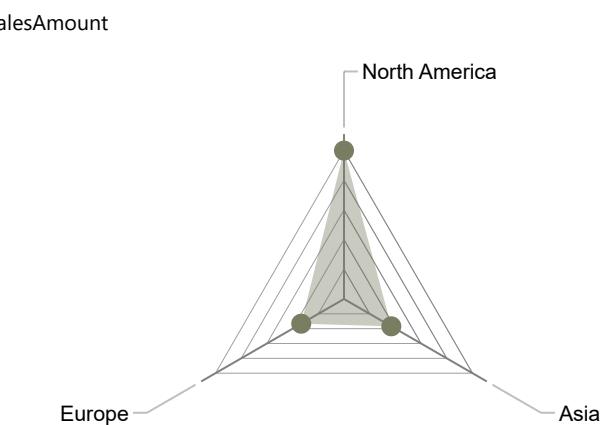
%GT Sales by Month



ChannelKey by Channel, Continent and Class



SalesAmount by ContinentName



# Sales Analysis

SalesAmount  
**3.25bn**

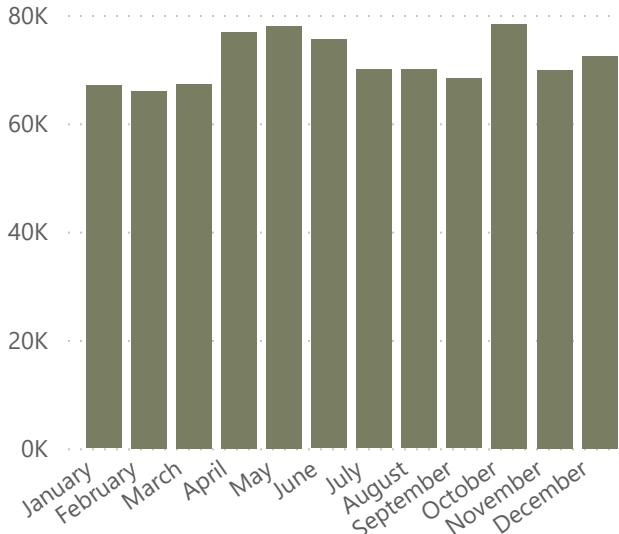
AVG SalesAmount  
**3.78K**

SalesQuantity  
**13.64M**

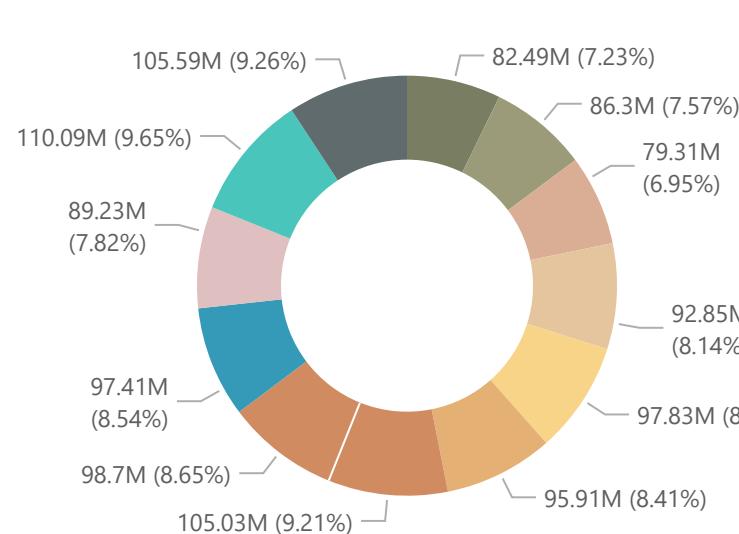
SalesKey  
**859.51K**

AVG SalesKey  
**1.71M**

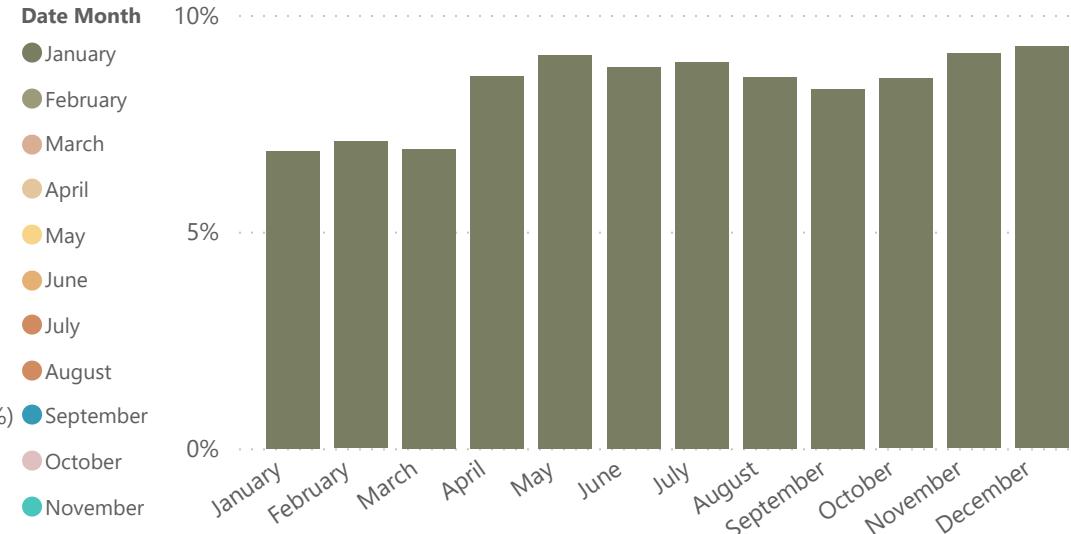
SalesKey by Month



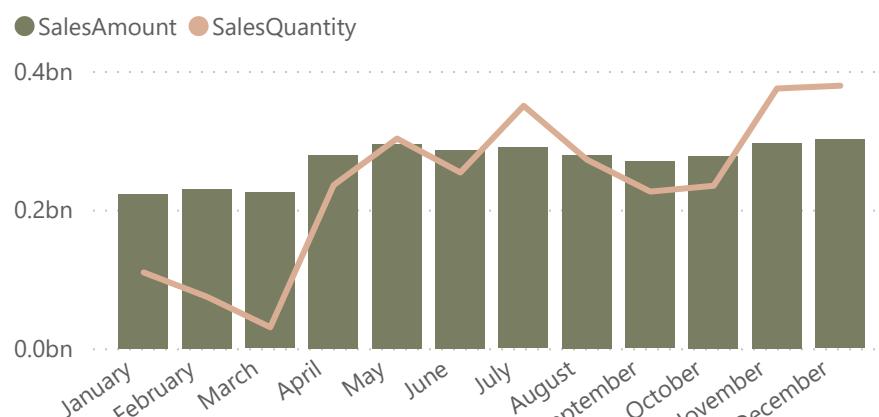
SalesAmount by Month



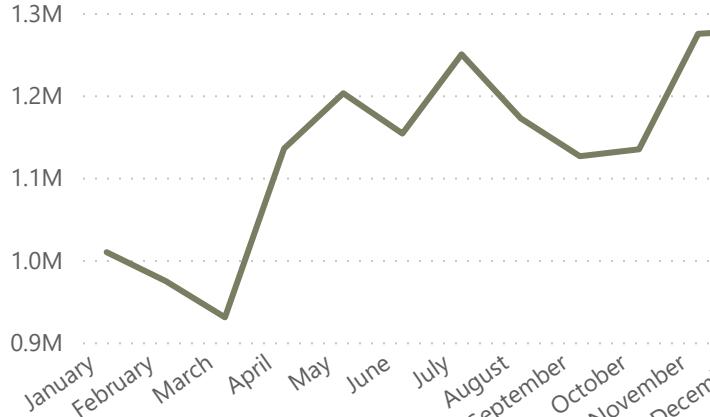
%GT SalesAmount by Month



Sales Quantity, Sales Amount by Month



Sales Quantity Contribution by Month



SalesAmount by Month

| Month     | SalesAmount |
|-----------|-------------|
| December  | 301.36M     |
| July      | 289.46M     |
| August    | 278.42M     |
| October   | 277.37M     |
| September | 269.41M     |
| January   | 222.72M     |
| February  | 230.07M     |
| March     | 224.67M     |
| April     | 278.98M     |
| May       | 294.84M     |
| June      | 285.73M     |
| November  | 296.08M     |
| March     | 224.67M     |
| December  | 301.36M     |

# Sales Analysis

SalesAmount  
**3.25bn**

AVG SalesAmount  
**3.78K**

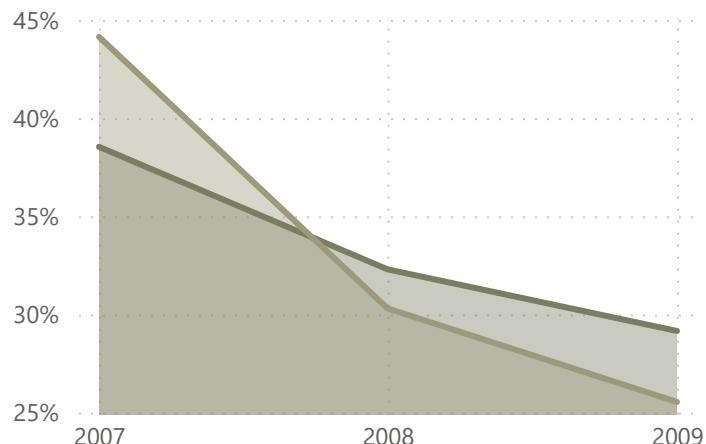
SalesQuantity  
**13.64M**

SalesKey  
**859.51K**

AVG SalesKey  
**1.71M**

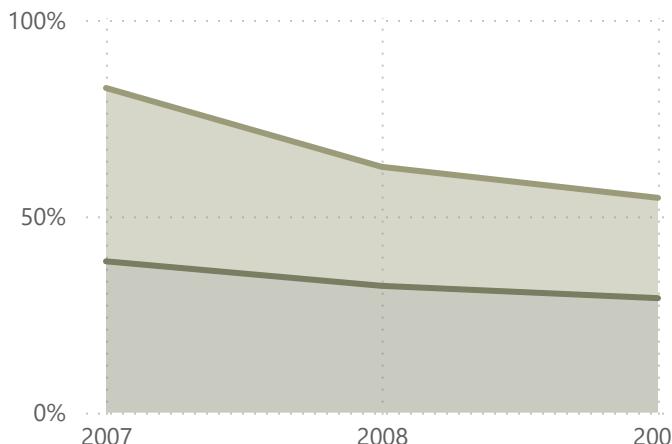
%GT SalesAmount and %GT SalesKey by Year

●%GT SalesAmount ●%GT SalesKey

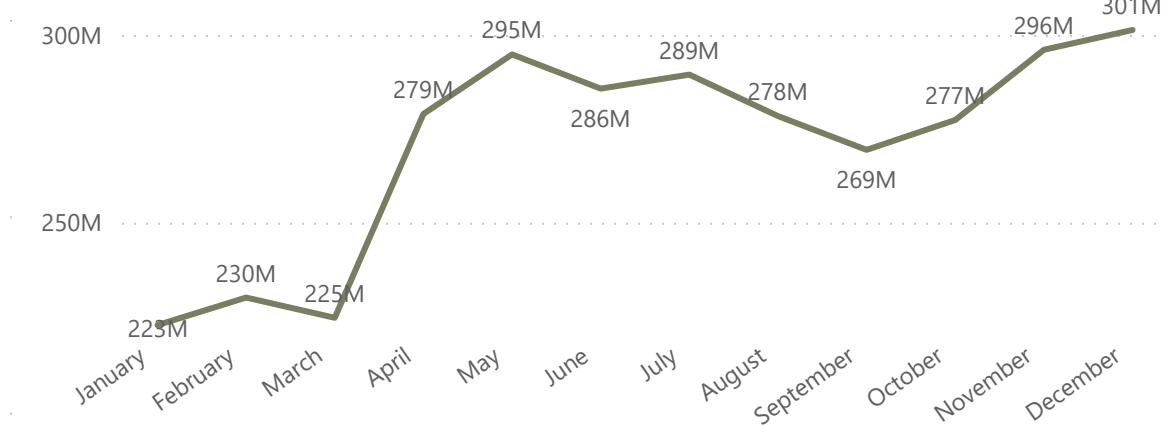


%GT SalesAmount and %GT DateKey by Year

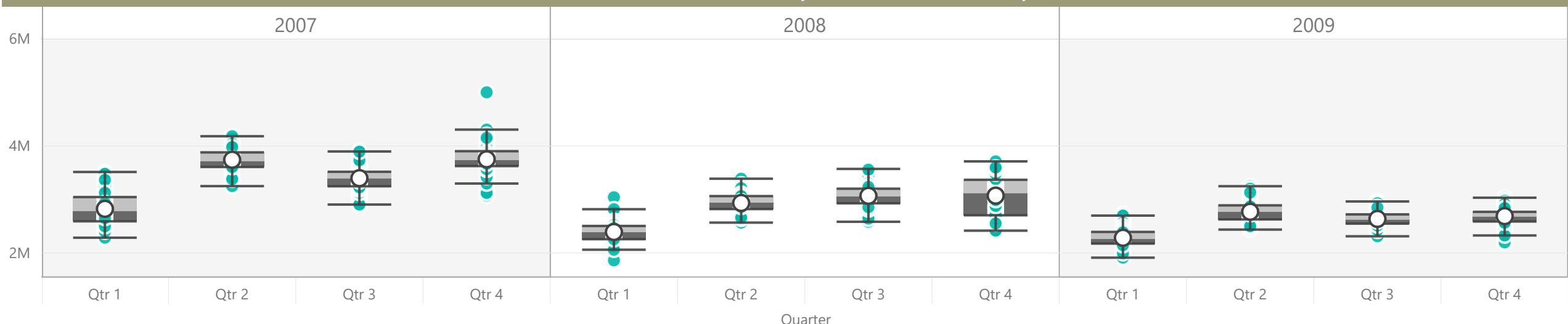
●%GT SalesAmount ●%GT DateKey



SalesAmount by Month



Sales Amount Distribution by Year/ Quarter (Date Key)



# Key Analysis

SalesAmount  
**3.25bn**

AVG SalesAmount  
**3.78K**

SalesQuantity  
**13.64M**

SalesKey  
**859.51K**

AVG SalesKey  
**1.71M**

## Key influencers Top segments

What influences SalesAmount to   ?

When...

....the average of SalesAmount increases by

**DiscountAmount is more than 241.6**

9.03K

ReturnAmount is more than 456.9

6.89K

SalesQuantity is 26 - 39

6.69K

UnitPrice goes up 427.03

4.49K

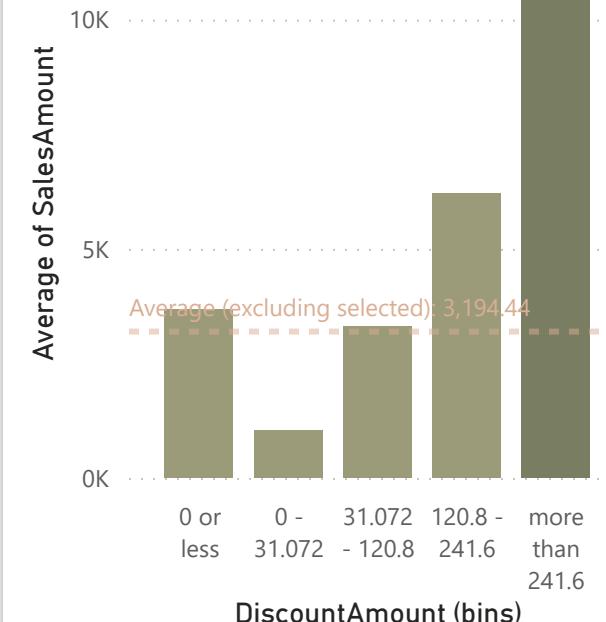
DiscountAmount is 120.8 - 241.6

2.62K

ProductCategoryName is Cameras and camcorders

1.68K

← SalesAmount is more likely to increase when DiscountAmount is more than 241.6 than otherwise (on average).



## Sales Amount by Channel/ Geo/ Product/ Class

All

ChannelName

Store

Online

Reseller

Catal...

ContinentName

North America

Asia

Europe

ProductCategoryName

Home Appliances

Computers

Cameras and c...

TV an...

Cel...

ClassName

Regular

Deluxe

Economy

# Sales Analysis

SalesAmount  
**3.25bn**

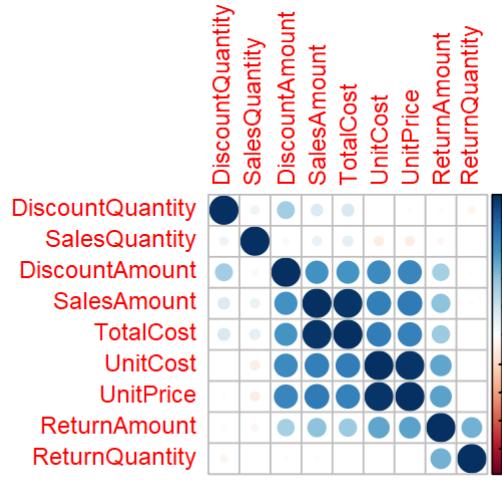
AVG SalesAmount  
**3.78K**

SalesQuantity  
**13.64M**

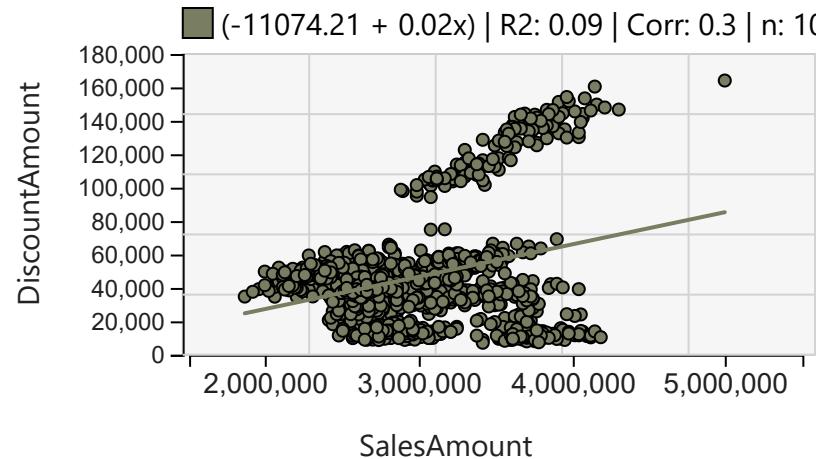
SalesKey  
**859.51K**

AVG SalesKey  
**1.71M**

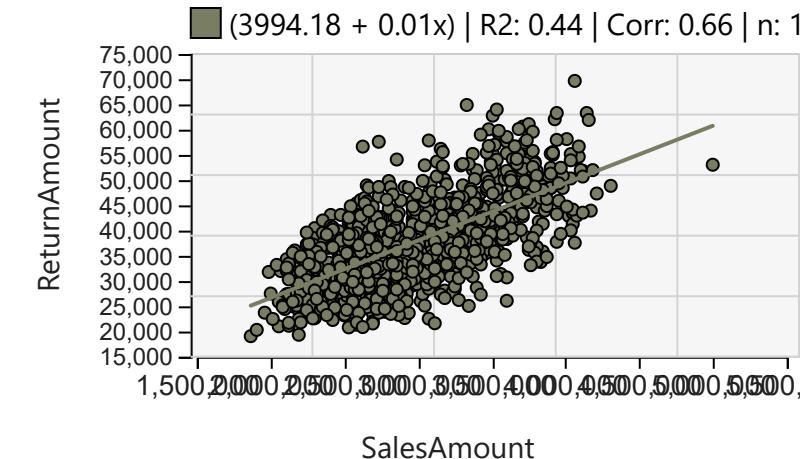
Correlation Plot Matrix



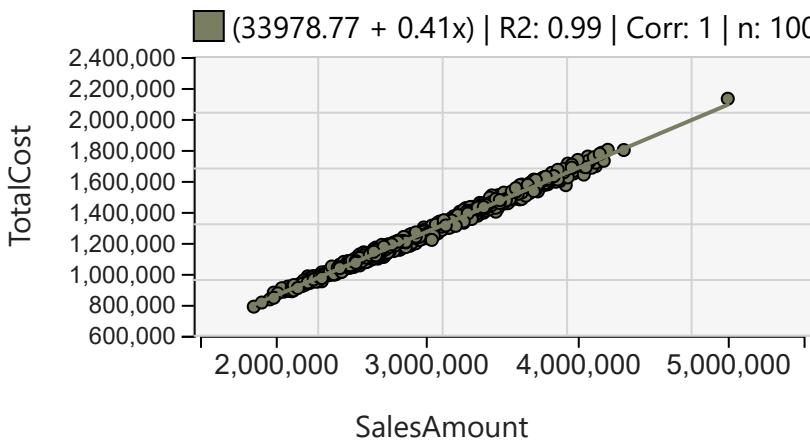
DiscountAmount and SalesAmount by DateKey



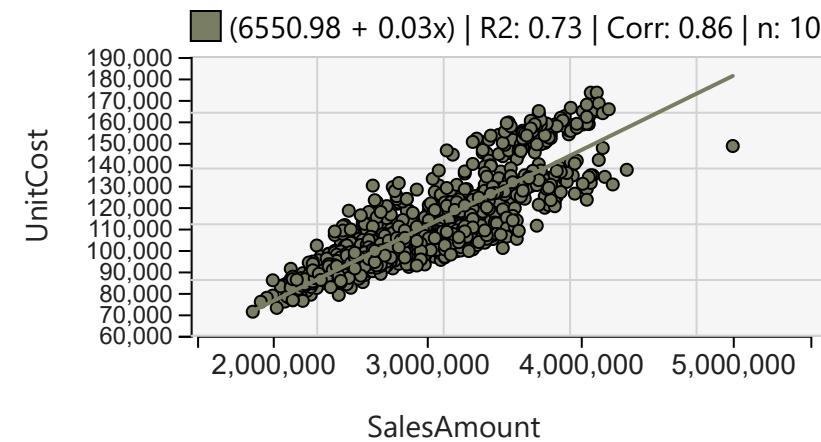
ReturnAmount and SalesAmount by DateKey



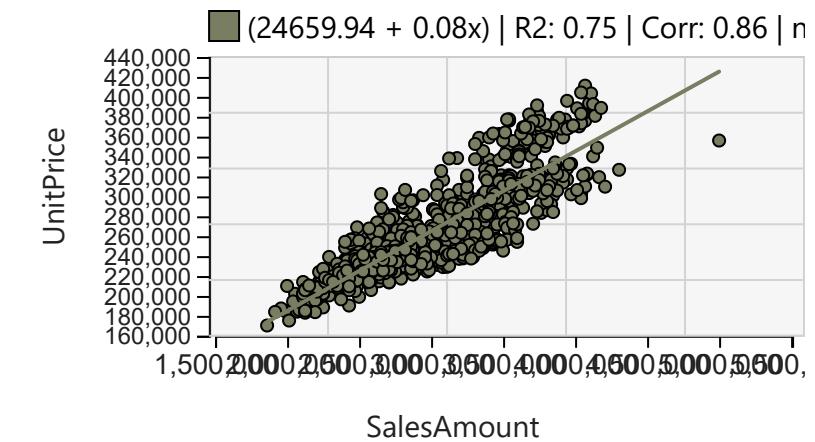
TotalCost and SalesAmount by DateKey



UnitCost and SalesAmount by DateKey



UnitPrice and SalesAmount by DateKey



# Sales Analysis

SalesAmount  
**3.25bn**

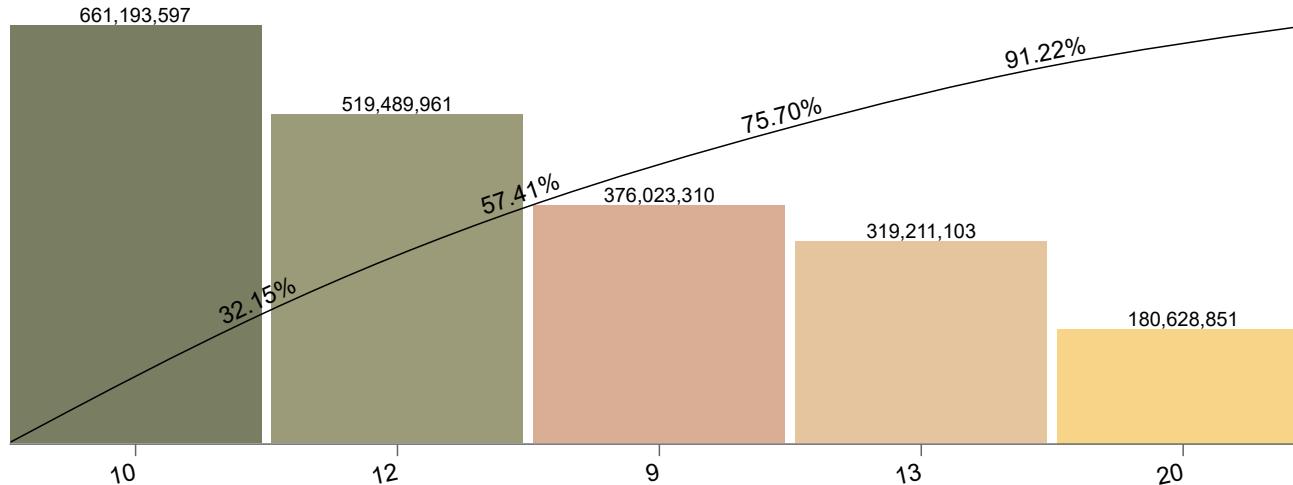
AVG SalesAmount  
**3.78K**

SalesQuantity  
**13.64M**

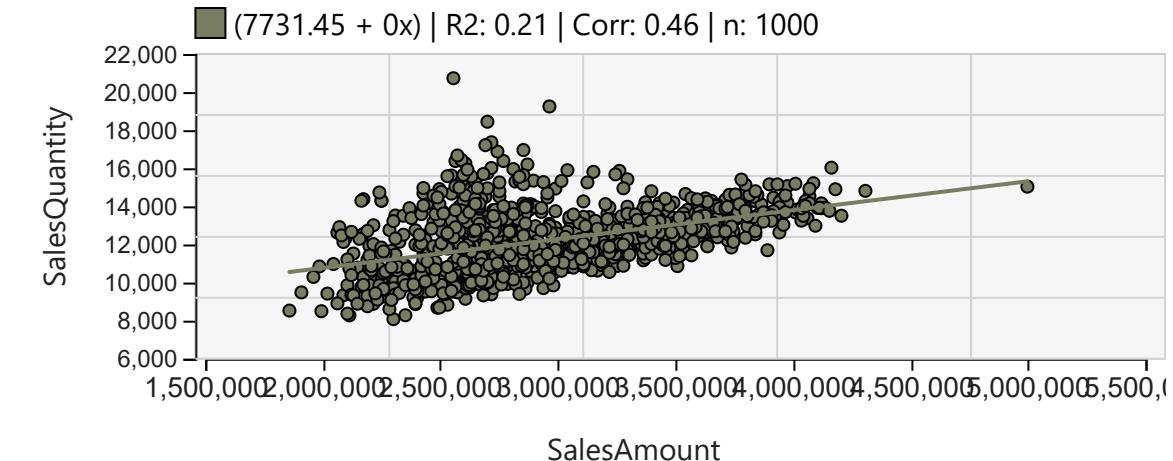
AVG SalesQuantity  
**15.87**

ReturnQuantity  
**124.94K**

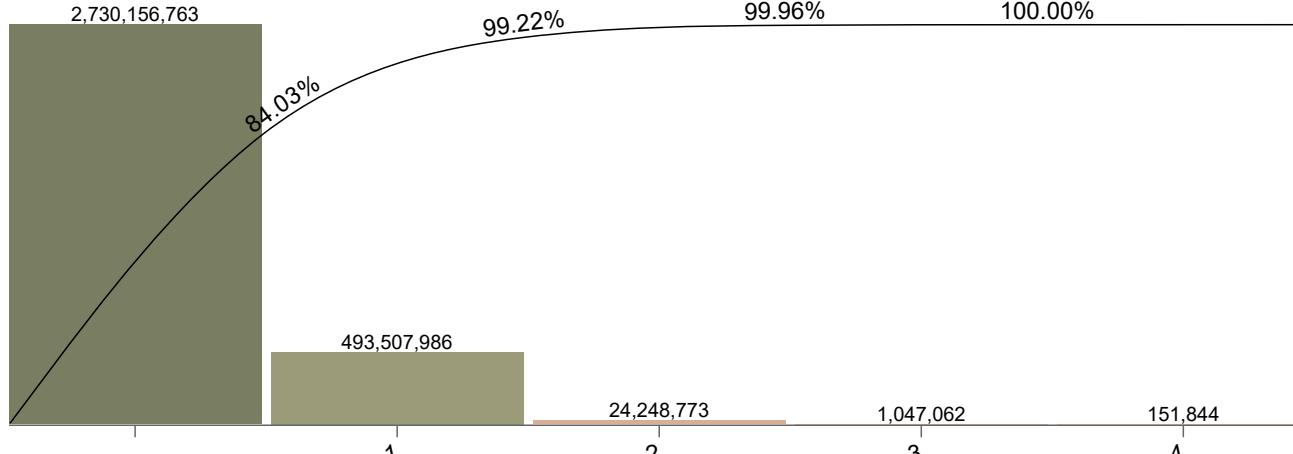
Pareto of Top 5 Sales Amount by Sales Quantity



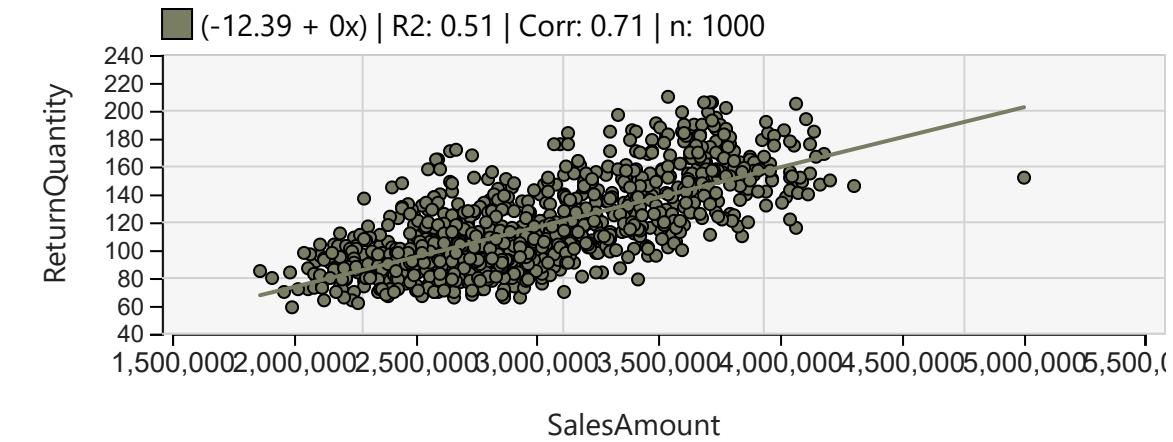
SalesQuantity and SalesAmount by DateKey



Pareto of Sales Amount by Return Quantity



ReturnQuantity and SalesAmount by DateKey



# Channel Analysis

SalesKey by Store

**549.377K**

SalesKey by Reseller

**102.814K**

SalesKey by Online

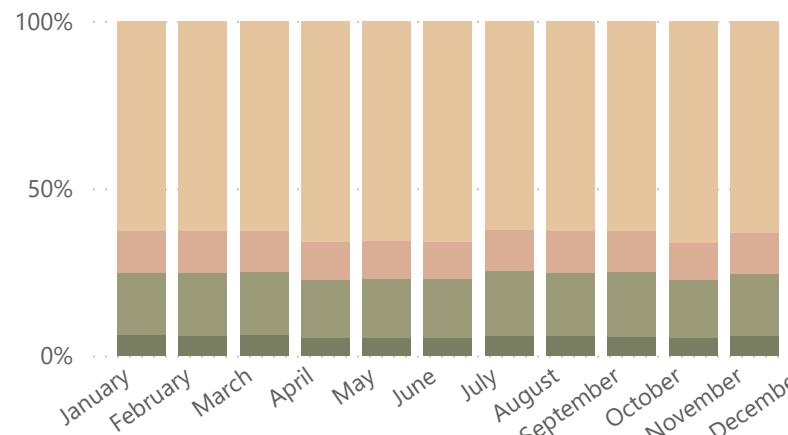
**158.09K**

SalesKey by Catalog

**49.224K**

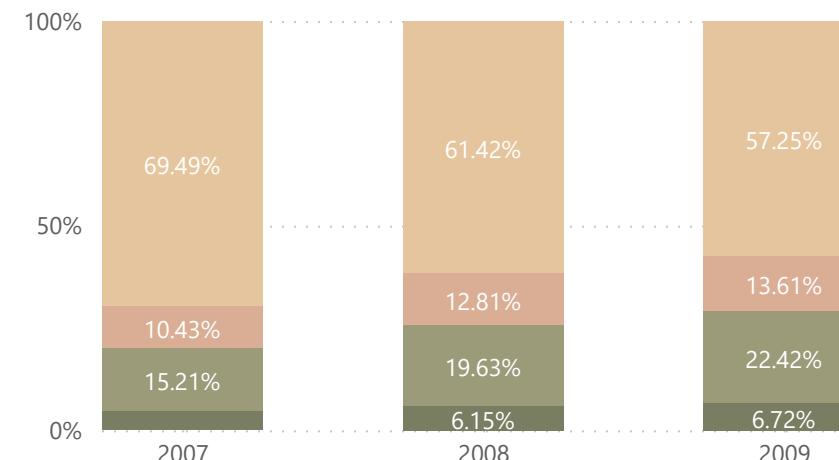
Sales Key Contribution by Month/Day

ChannelName ● Catalog ● Online ● Reseller ● Store

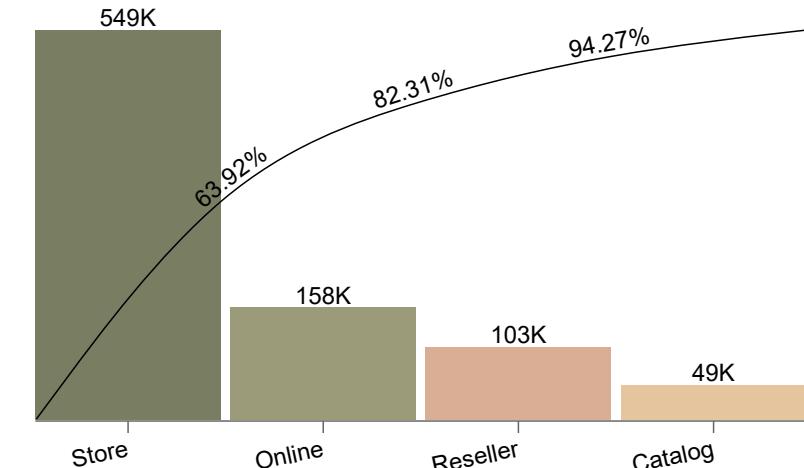


Sales Key by Channel change over time

ChannelName ● Catalog ● Online ● Reseller ● Store

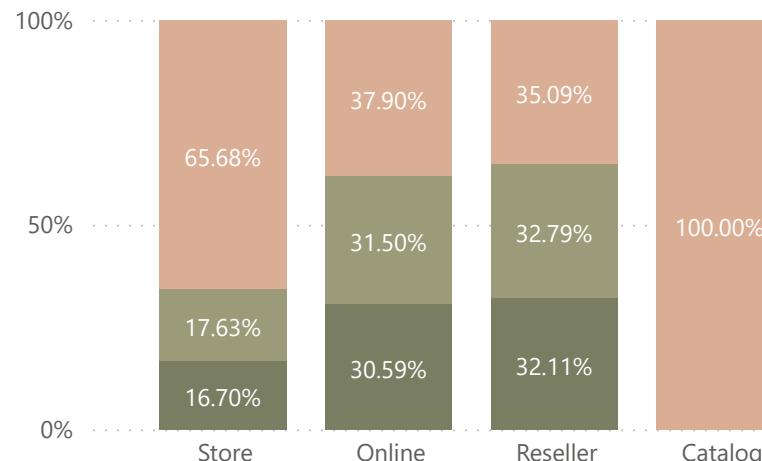


Pareto of Sales Key by Channel



Sales Key Contribution by Channel/ Geo

ContinentName ● Asia ● Europe ● North America



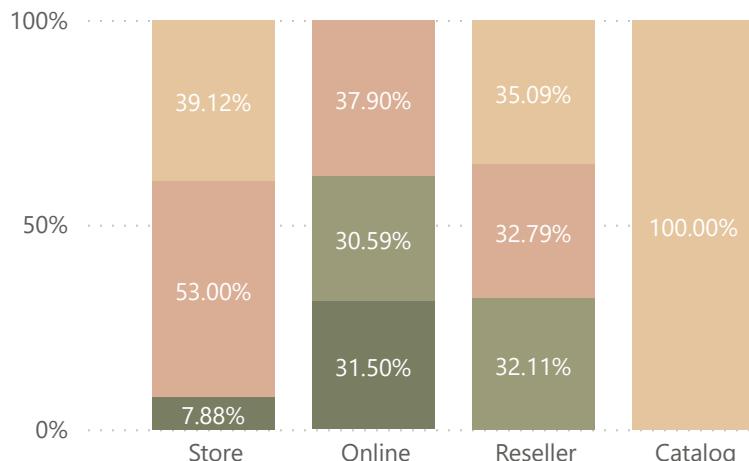
Sales Key Contribution by Channel/ Product

ProductCategory... ● Audio ● Camera... ● Cell pho... ● Comput...



Sales Key Contribution by Channel/ Store

Shop Groups ● Big store ● Flagship st... ● Medium ... ● Small st...



# Channel Analysis

SalesQuantity by Store

**7.44M**

SalesQuantity by Reseller

**1.86M**

SalesQuantity by Online

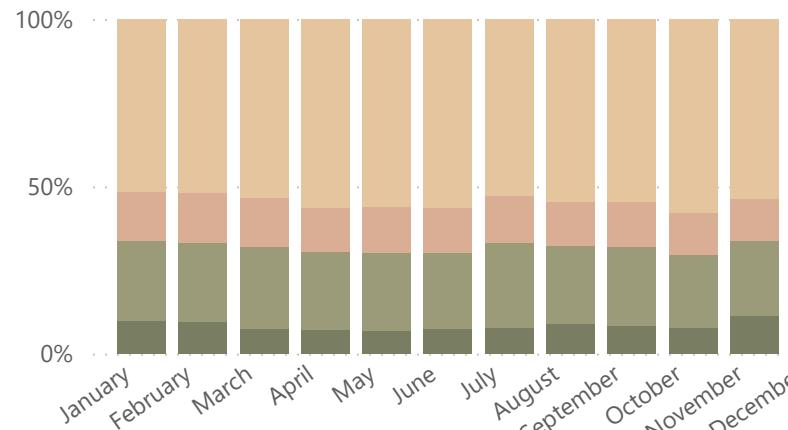
**3.19M**

SalesQuantity by Catalog

**1.15M**

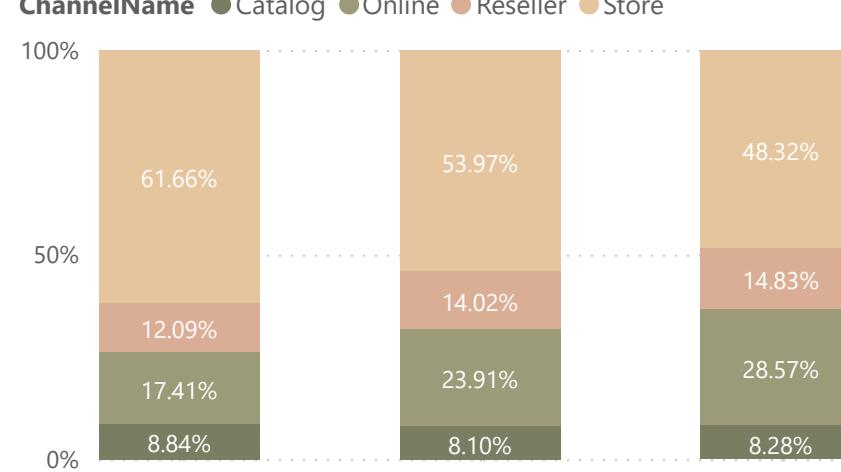
Sales Quantity Contribution by Month/Day

ChannelName ● Catalog ● Online ● Reseller ● Store

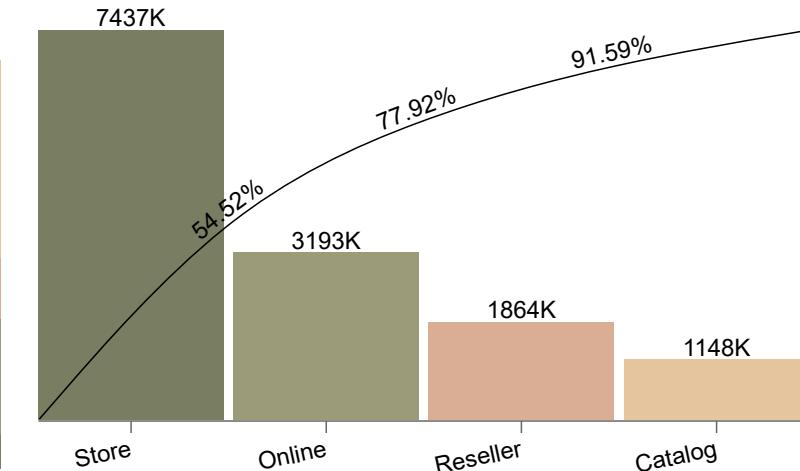


Sales Quantity by Channel change over time

ChannelName ● Catalog ● Online ● Reseller ● Store

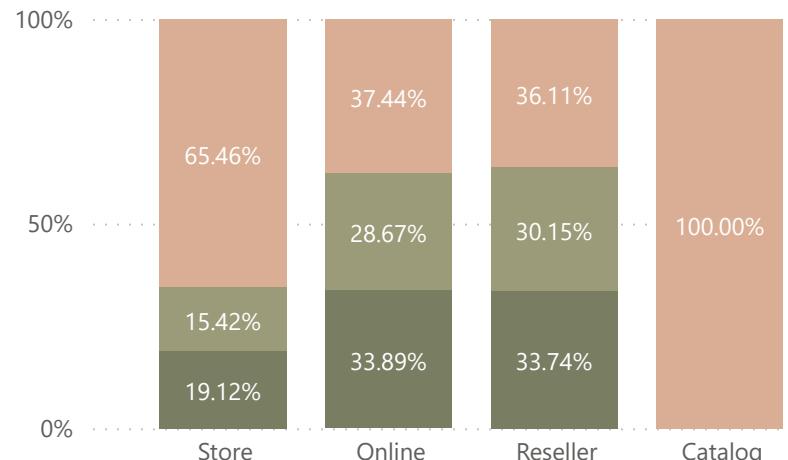


Pareto of Sales Quantity by Channel



Sales Quantity Contribution by Channel/ Geo

ContinentName ● Asia ● Europe ● North America



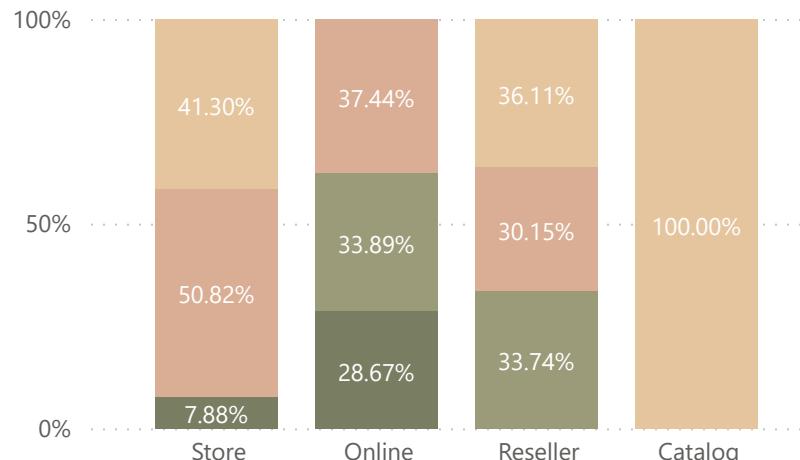
Sales Quantity Contribution by Channel/ Product

ProductCategory... ● Audio ● Camera... ● Cell pho... ● Comput...



Sales Quantity Contribution by Channel/ Store

Shop Groups ● Big store ● Flagship st... ● Medium ... ● Small st...



# Channel Analysis

SalesKey by Store

**549.377K**

SalesKey by Reseller

**102.814K**

SalesKey by Online

**158.09K**

SalesKey by Catalog

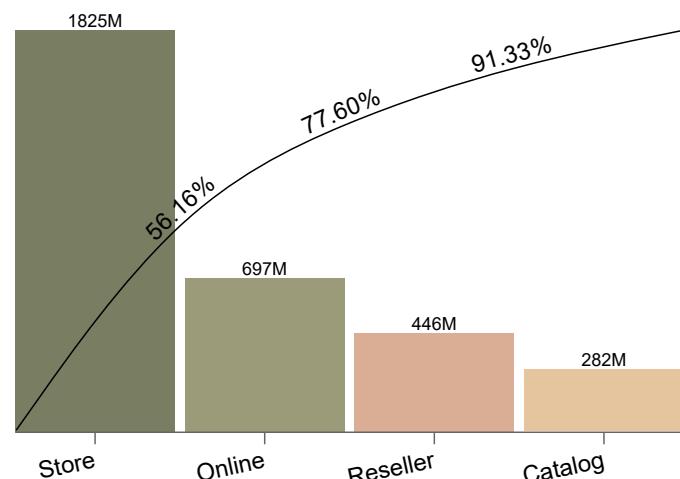
**49.224K**

SalesAmount by Channel change overtime

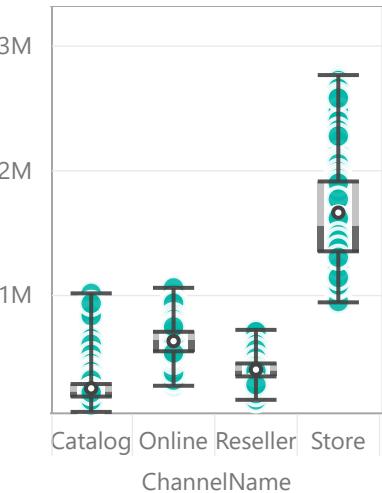
Channel... ● Catalog ● Online ● Reseller ● Store



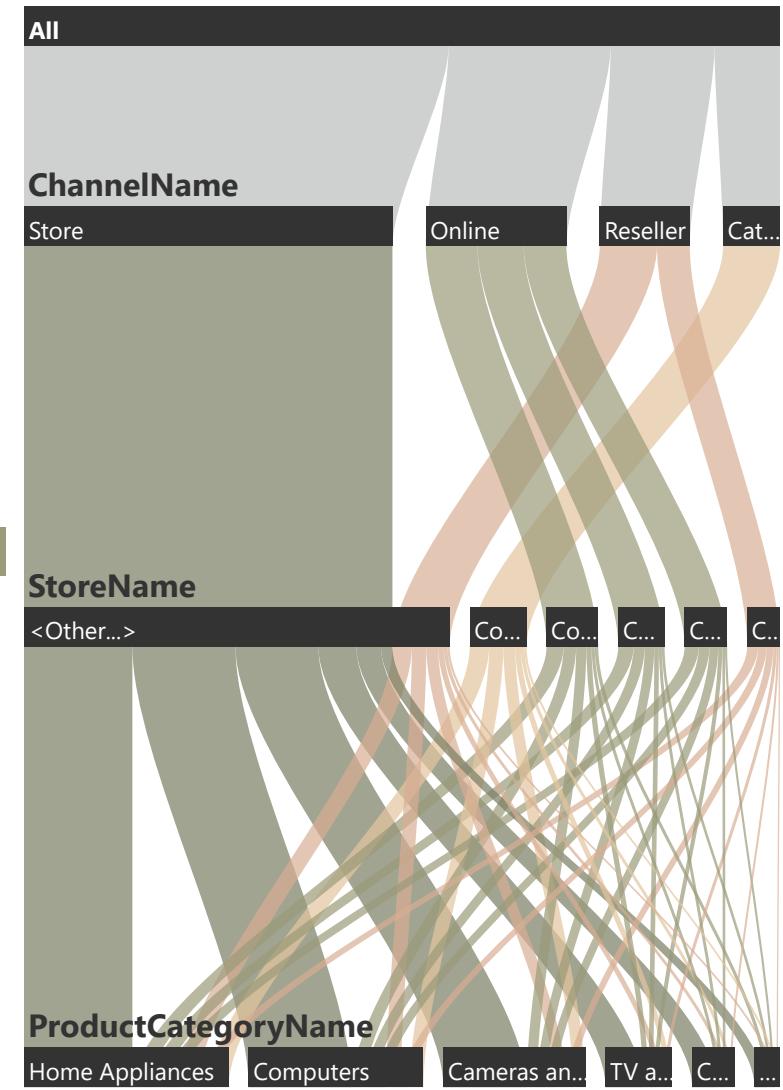
Pareto of Sales Amount by Channel



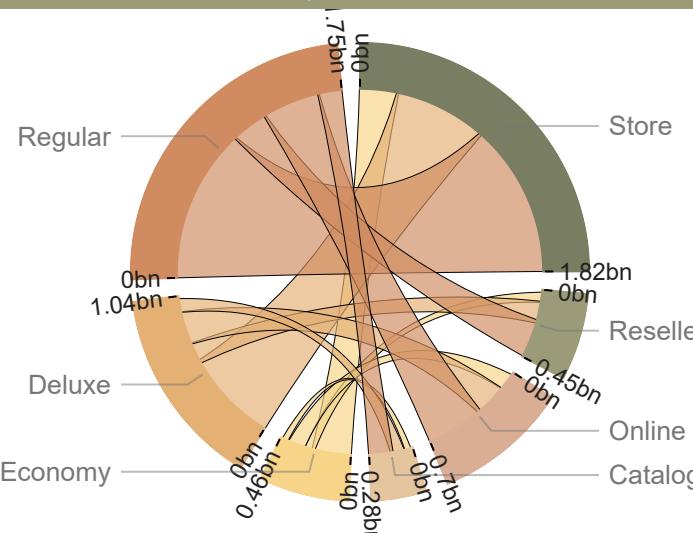
Sales Amount by Channel



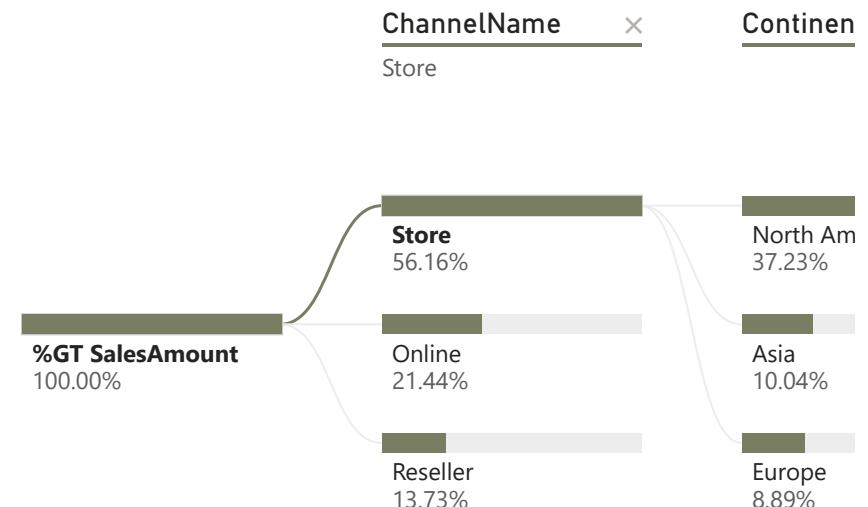
Sales Amount by Channel/ Store/ Product



Sales Amount by Channel/Class Name



Sales Amount by Channel/Geo



# Geography Analysis

SalesKey by Asia

**173.11K**

SalesKey by Europe

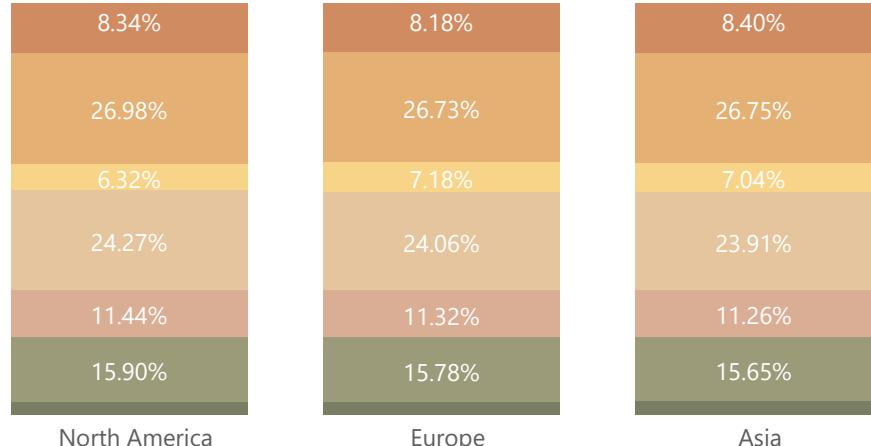
**180.37K**

SalesKey by North America

**506.03K**

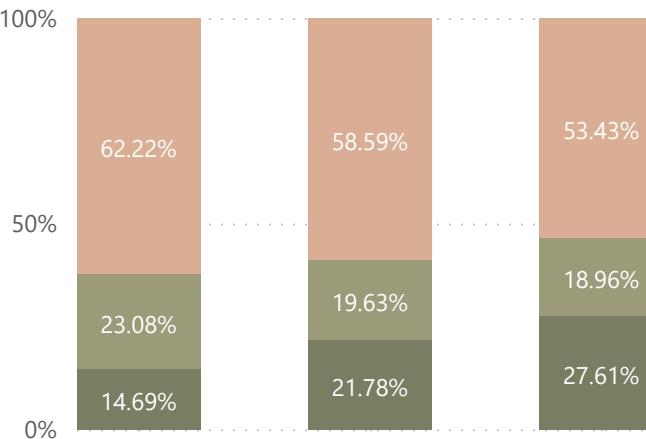
Sales Key Contribution by Geo/ Product

ProductCategoryName ● Audio ● Cameras ... ● Cell phones ● Computers ● Games a...

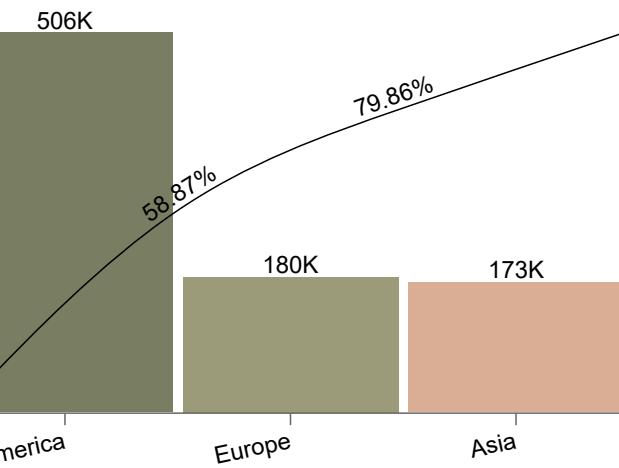


Sales Key by Geo

Continent... ● Asia ● Europe ● North America

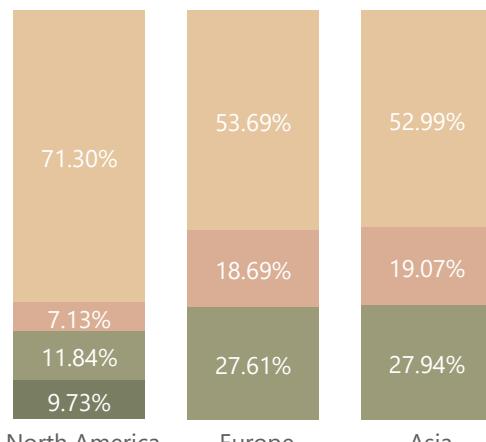


Pareto of Sales Key by Geo



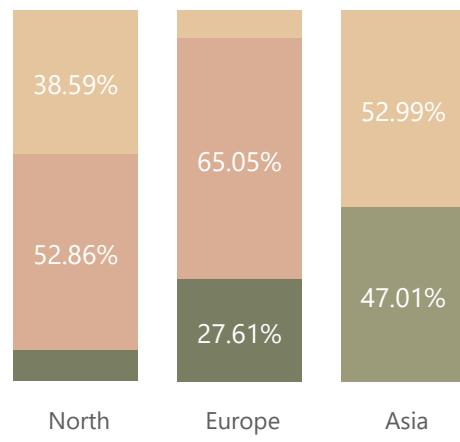
Sales Key Contribution by Geo/Channel

Channel... ● Catalog ● Online ● Reseller ● Store



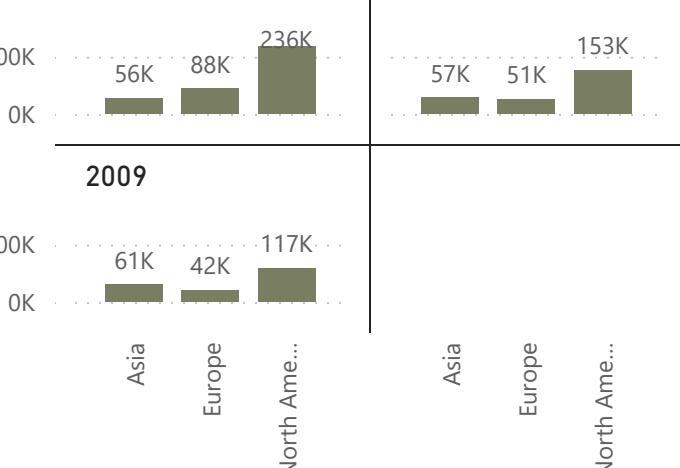
Sales Key Contribution by Geo/ Store

Shop Gr... ● Big store ● Flagship store

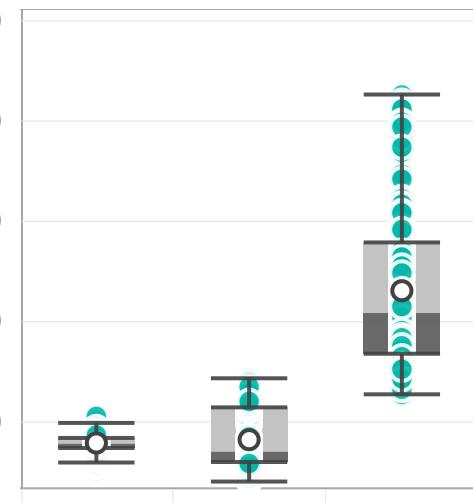


Sales Key by Geo

2007



Sales Key by Geo (Date Key)

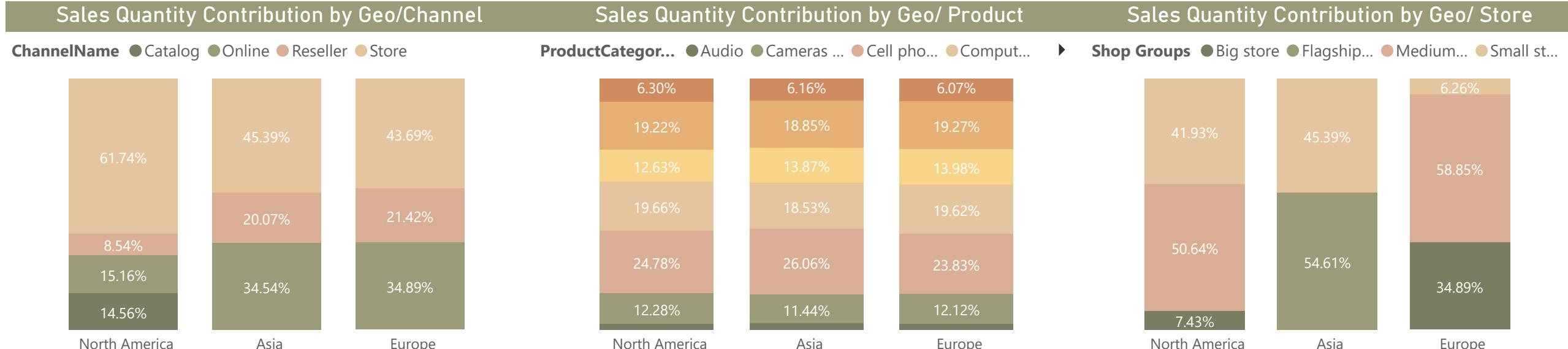
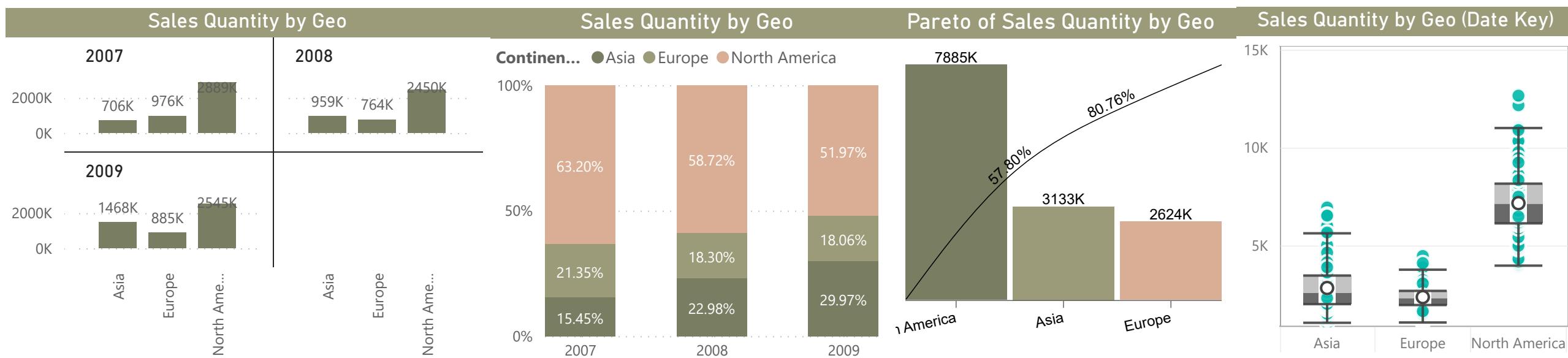


# Geography Analysis

SalesQuantity by Asia  
3.13M

SalesQuantity by Europe  
2.62M

SalesQuantity by North America  
7.88M



# Geography Analysis

SalesAmount by Asia

**703.15M**

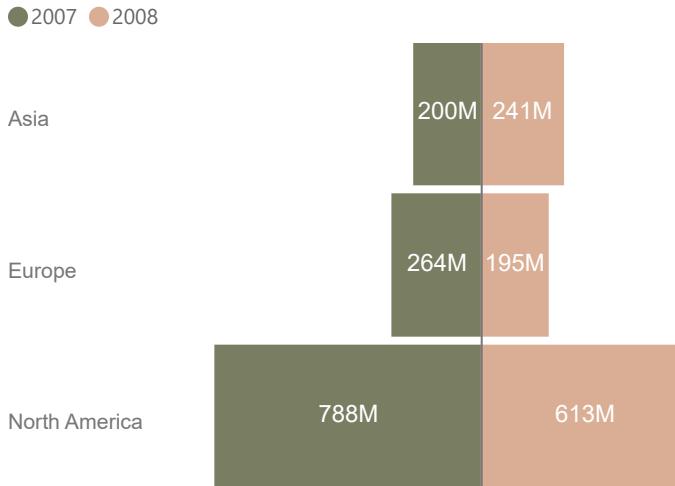
SalesAmount by Europe

**635.93M**

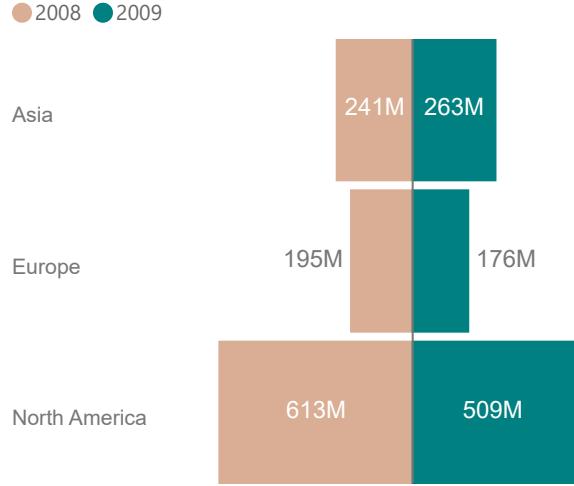
SalesAmount by North America

**1,910.03M**

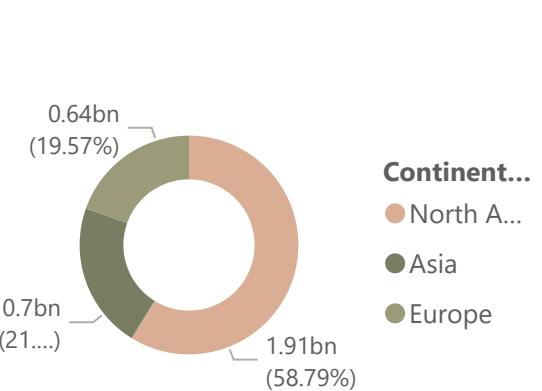
Sales Amount by Geo



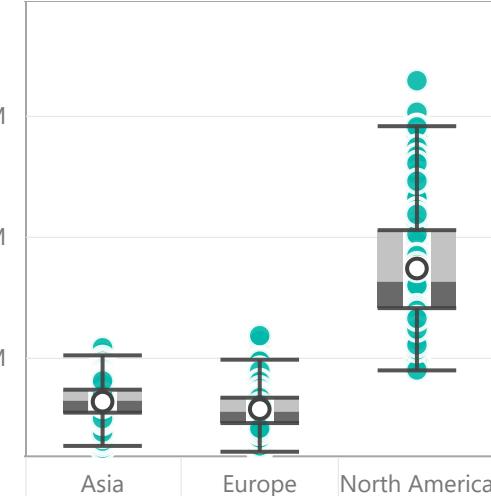
Sales Amount by Geo



Pareto of Sales Amount by Geo

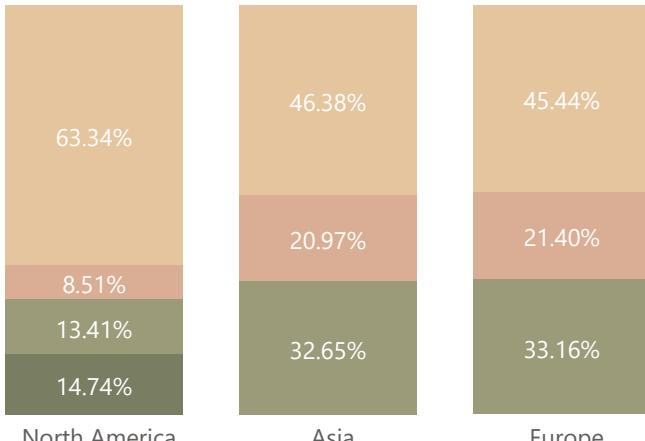


Sales Amount by Geo (Date Key)



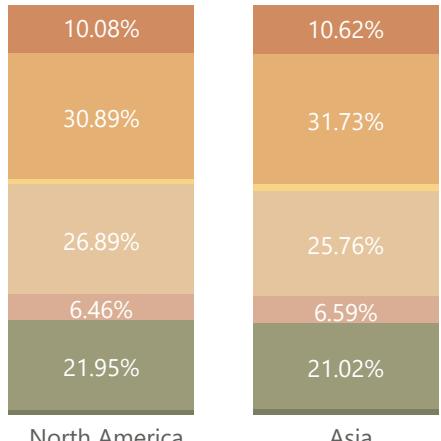
Sales Amount Contribution by Geo/Channel

ChannelName ● Catalog ● Online ● Reseller ● Store



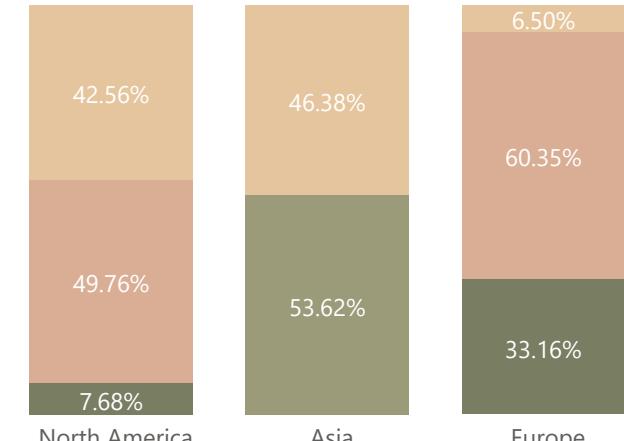
Sales Amount Contribution by Geo/ Product

ProductCategory... ● Audio ● Cameras ... ● Cell pho... ● Comput...



Sales Amount Contribution by Geo/ Store

Shop Groups ● Big store ● Flagship... ● Medium... ● Small st...



# Product Analysis

Sales Key by Camera/Camcorders  
**136.00K**

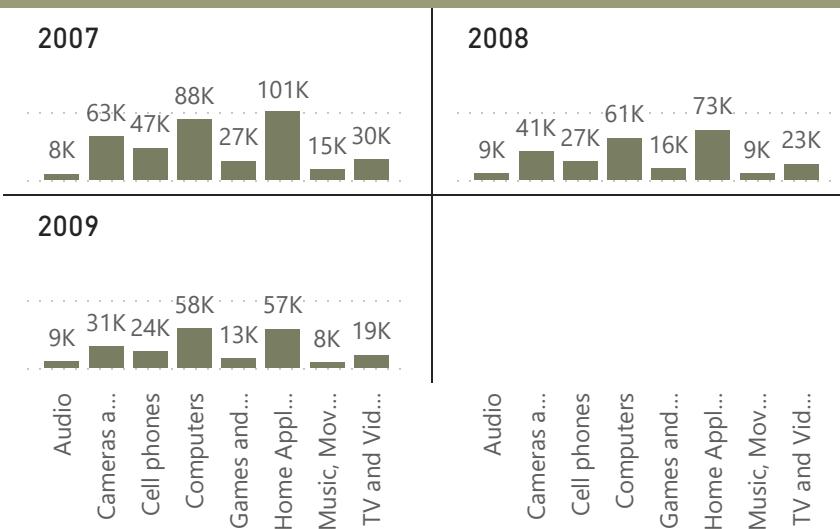
SalesKey by Cell phones  
**97.78K**

SalesKey by Computers  
**207.60K**

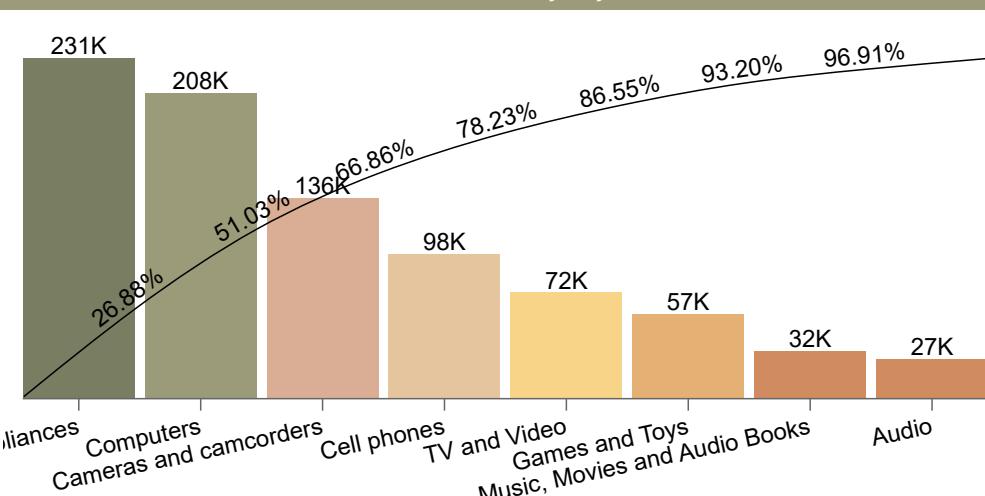
SalesKey by Hom...  
**231.03K**

SalesKey by Others  
**187.09K**

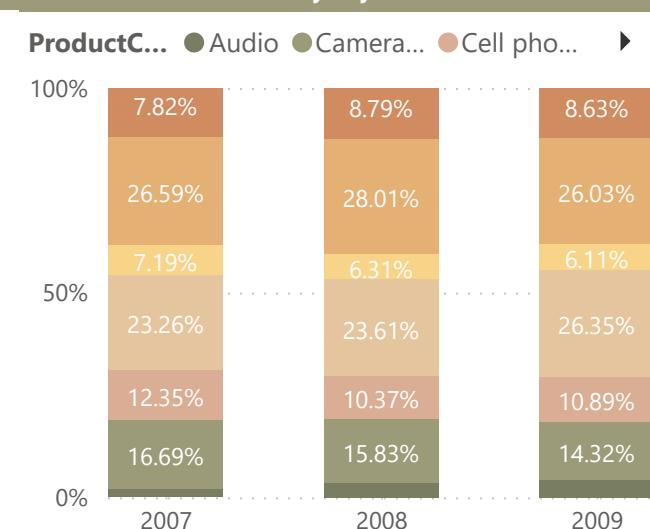
Sales Key by Product



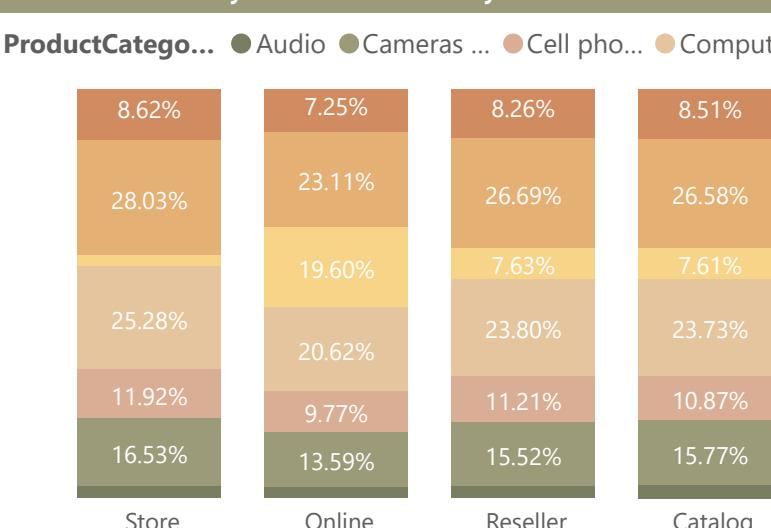
Pareto of Sales Key by Product



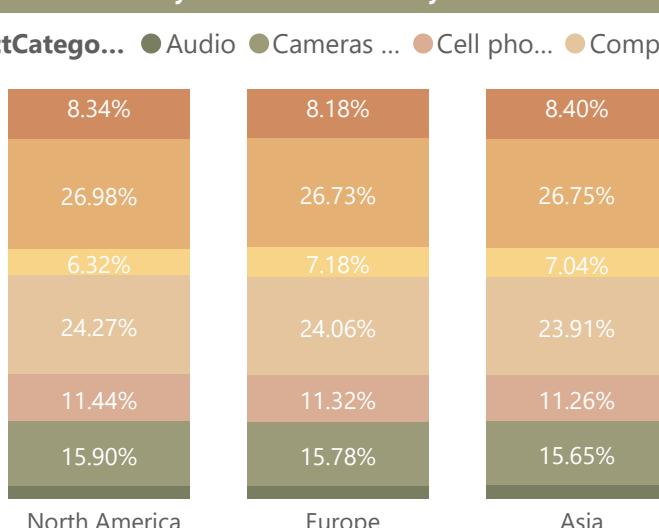
Sales Key by Product



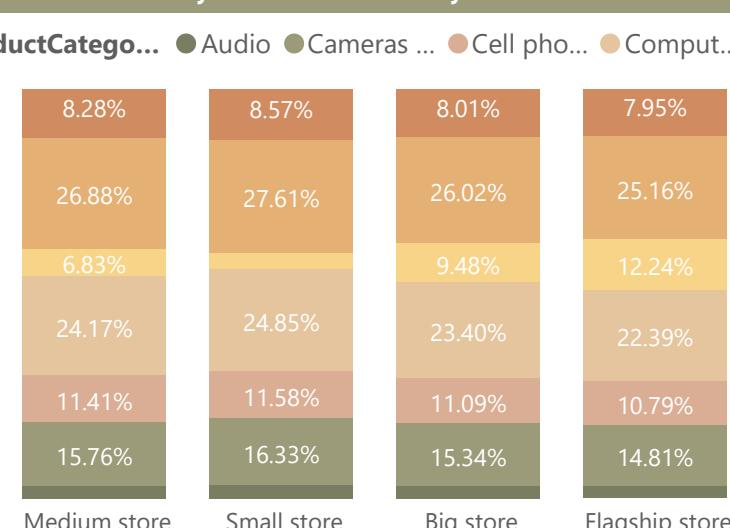
Sales Key Contribution by Product/Channel



Sales Key Contribution by Product/Geo



Sales Key Contribution by Product/Store



# Product Analysis

SalesQuantity by Cam

**1.64M**

Sales Quantity by Cell..

**3.4M**

Sales Quantity by Computers

**2.65M**

Sales Quantity by Hom..

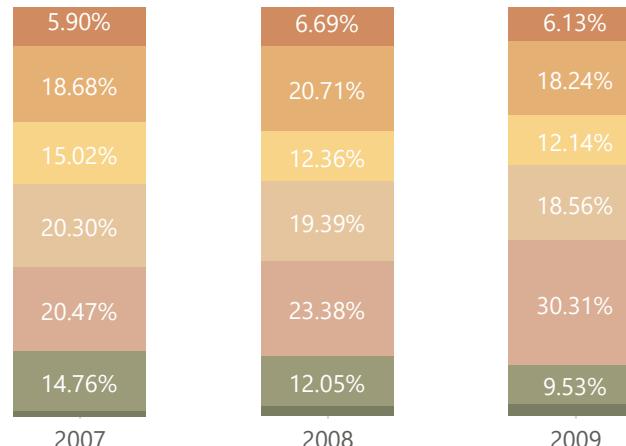
**2.61M**

SalesQuantity..

**3.34M**

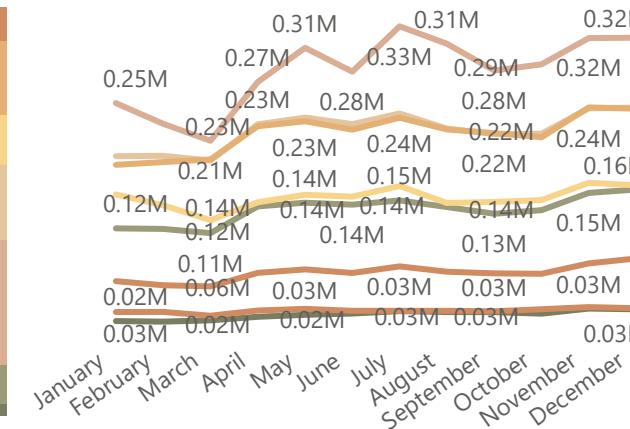
Sales Quantity by Product

ProductC... ● Audio ● Cameras... ● Cell pho...

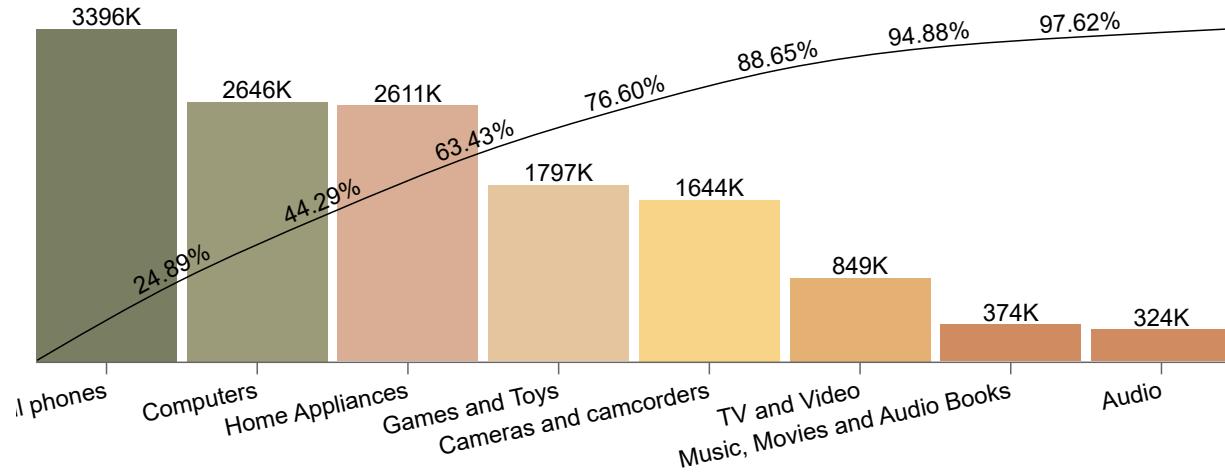


Sales Quantity by Product

ProductC... ● Audio ● Cameras... ● Cell pho...

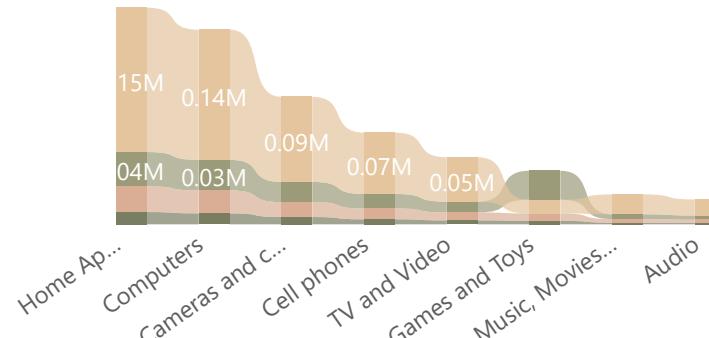


Pareto of Sales Quantity by Product

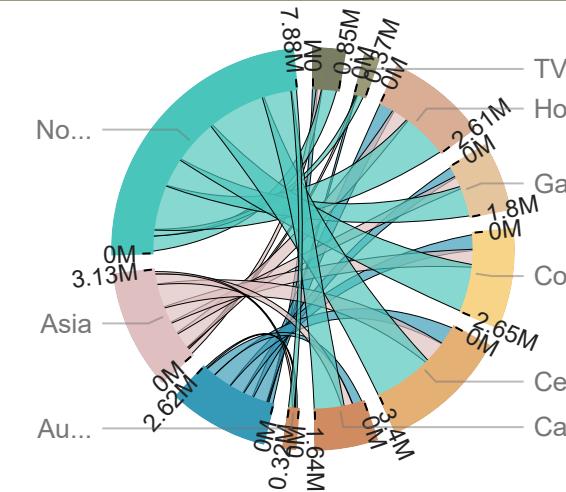


Sales Quantity Distribution by Product/Channel

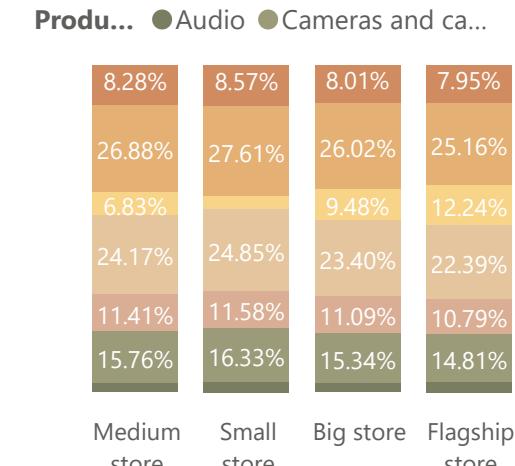
ChannelName ● Catalog ● Online ● Reseller ● Store



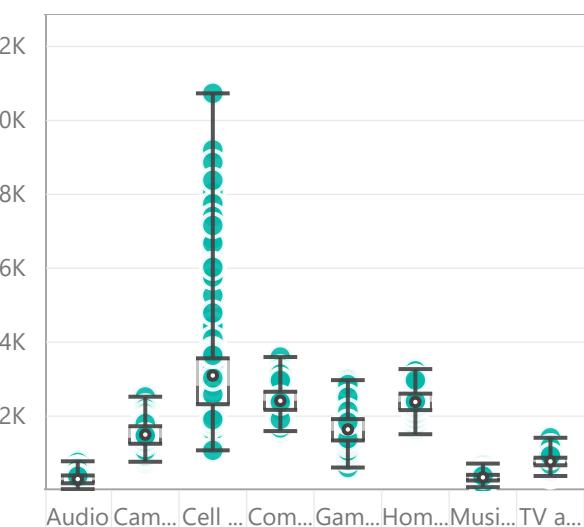
Sales Quantity Contribution by Product/Geo



Sales Quantity Contribution by Product/Store



Sales Quantity Distribution by Product



# Product Analysis

SalesAmount by Cam

**704.07M**

SalesAmount by Cell...

**210.01M**

SalesAmount by Computers

**865.64M**

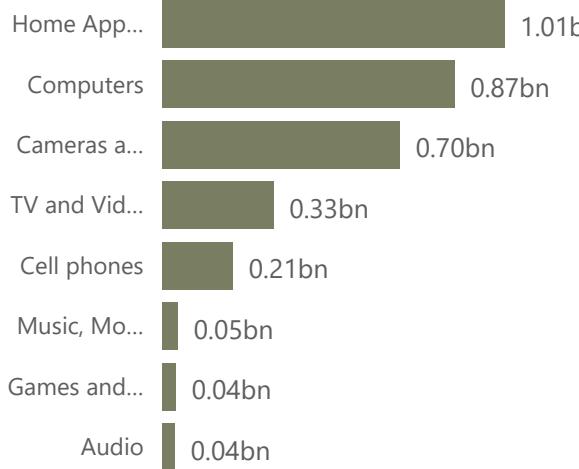
SalesAmount by Home..

**1,013.36M**

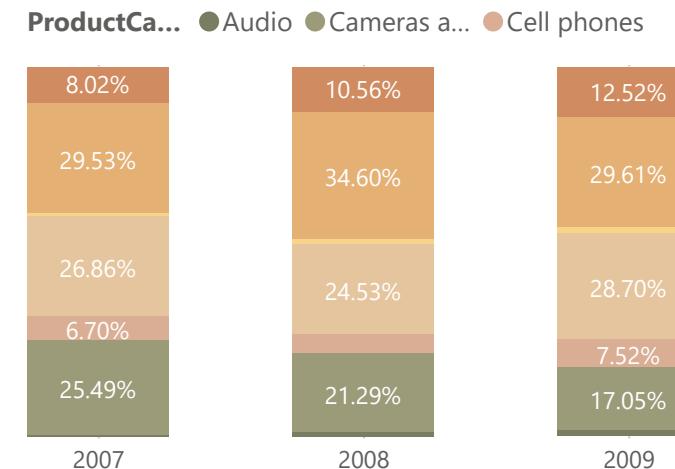
SalesAmount b...

**456.0...**

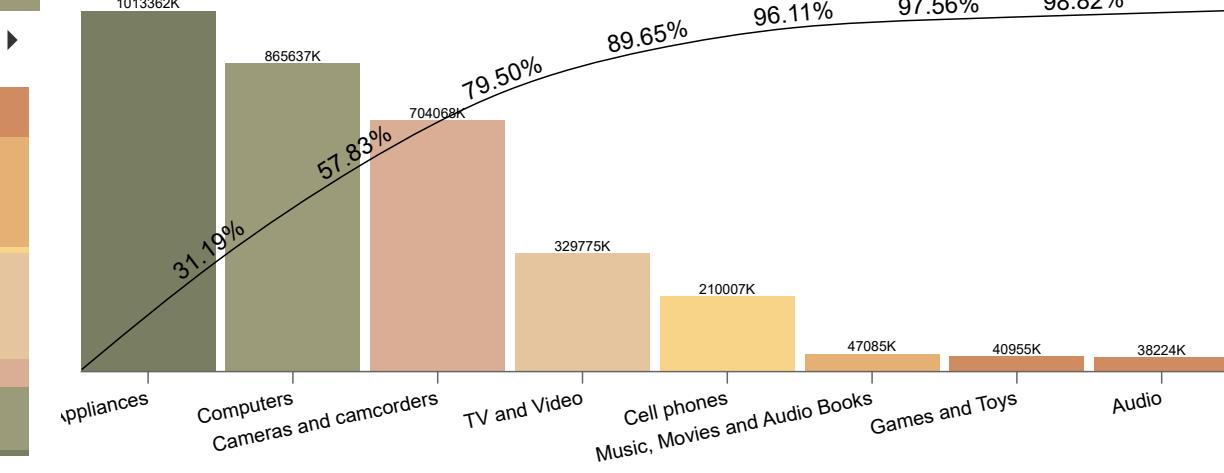
Sales Amount by Product



SalesAmount by Product change overtime



Pareto of Sales Amount by Product



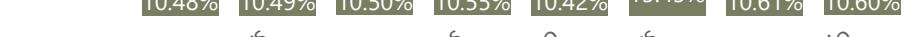
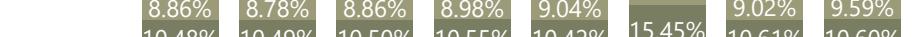
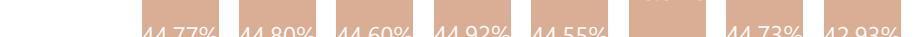
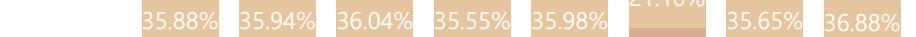
Sales Amount Contribution by Product/ Channel



Sales Amount Distribution by Product/Geo



Sales Amount Contribution by Product/ Store



# Store Analysis

SalesKey by Big store

**93.07K**

SalesKey by Medium Store

**384.82K**

SalesKey by Small store

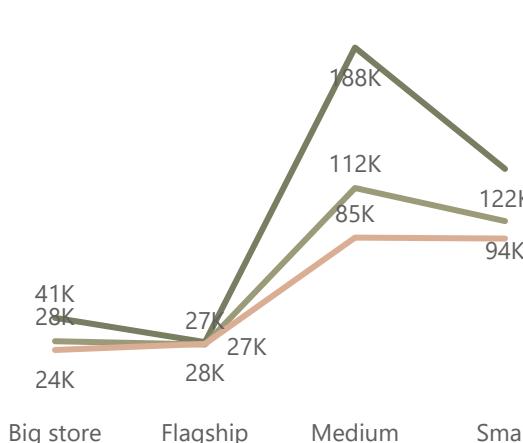
**300.23K**

SalesKey by Flagship store

**81.38K**

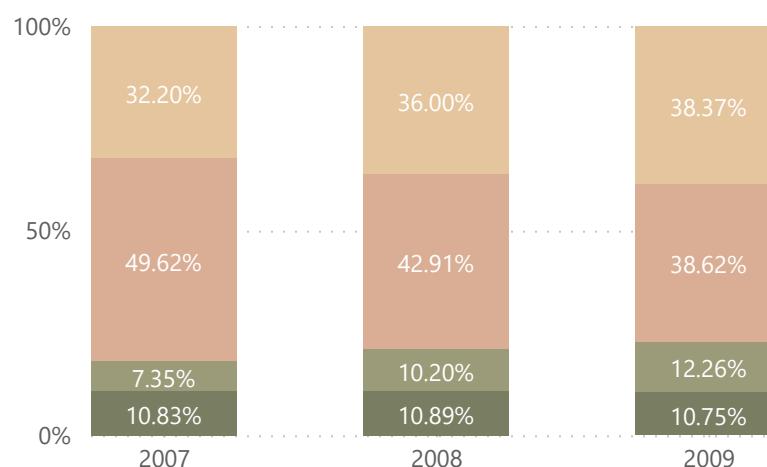
Sales Key for Store change over time

● 2007 ● 2008 ● 2009



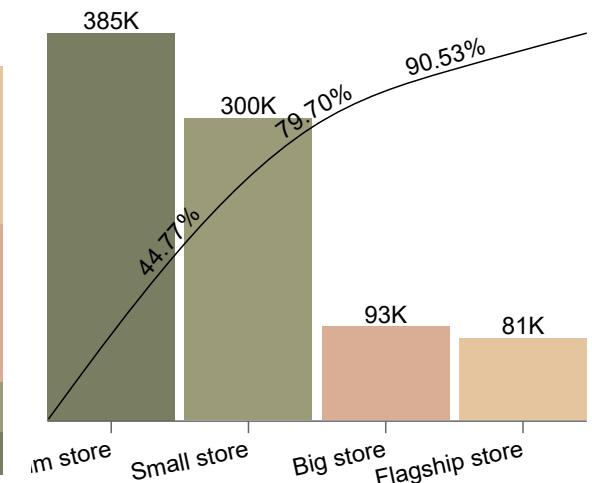
Sales Key for Store change over time

● Big store ● Flagship store ● Medium store ● Small store

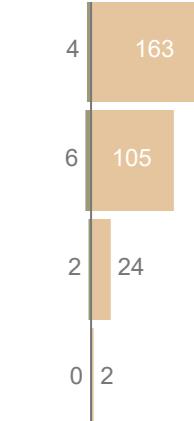


Pareto of Sales Key by Store

● Off ● On

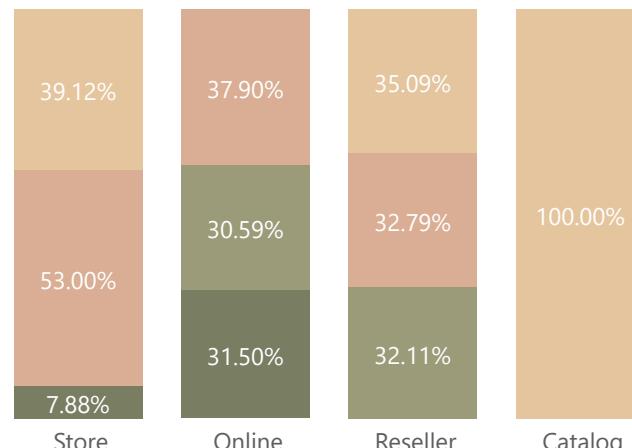


Status of Store



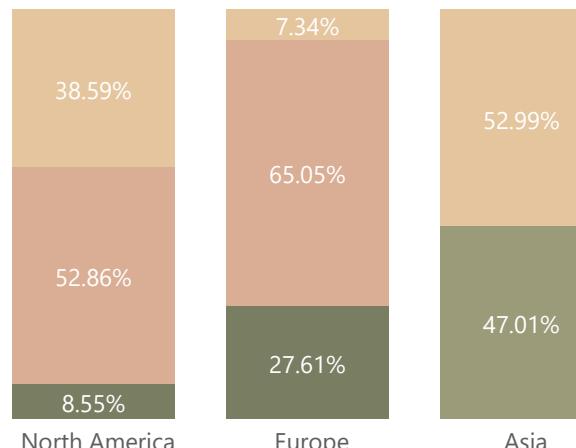
Sales Key Contribution by Store/Channel

● Big store ● Flagship store ● Medium store ● Small store



Sales Key Contribution by Store/Geo

● Big store ● Flagship store ● Medium store ● Small store



Sales Key Contribution by Store/Product

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



# Store Analysis

SalesQuantity by Big store

**1.5M**

SalesQuantity by Medium store

**5.54M**

SalesQuantity by Small store

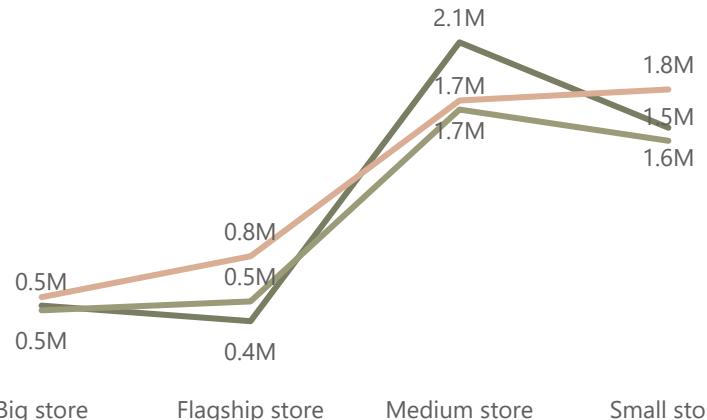
**4.89M**

SalesQuantity by Flagship store

**1.71M**

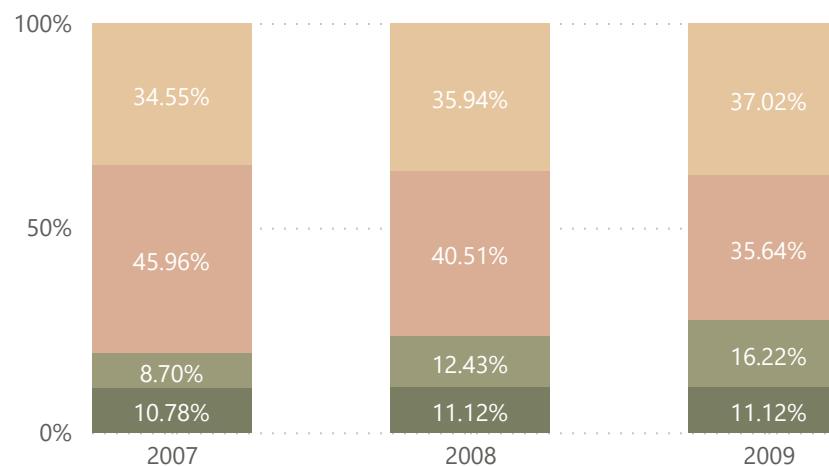
Sales Quantity for Store change over time

● 2007 ● 2008 ● 2009

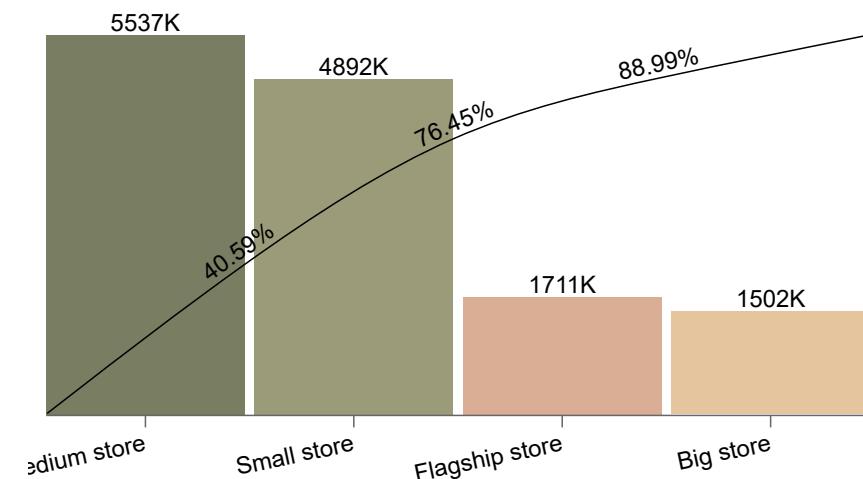


Sales Quantity for Store change over time

● Big store ● Flagship store ● Medium store ● Small store

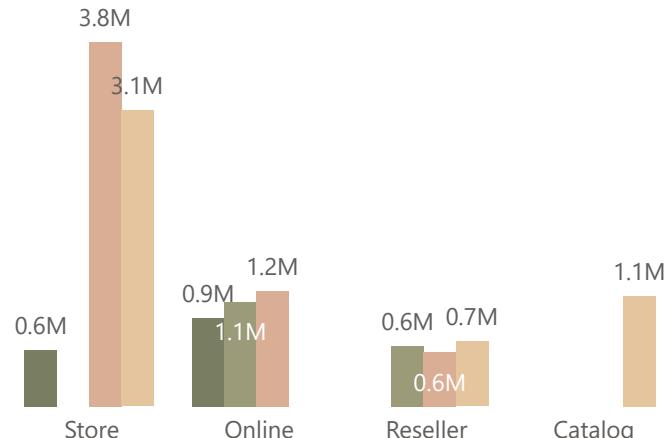


Pareto of Sales Quantity by Store



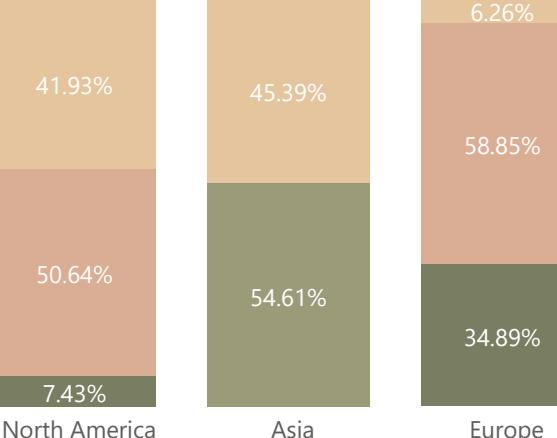
Sales Quantity Contribution by Store/Channel

● Big store ● Flagship store ● Medium store ● Small store



Sales Quantity Contribution by Store/Geo

● Big store ● Flagship store ● Medium store ● Small store



Sales Quantity Contribution by Store/Product

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



# Store Analysis

SalesAmount by Big store

**357.57M**

SalesAmount by Medium store

**1,334.26M**

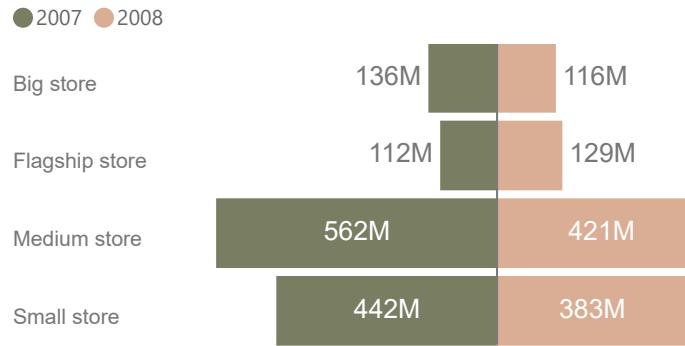
SalesAmount by Small store

**1,180.25M**

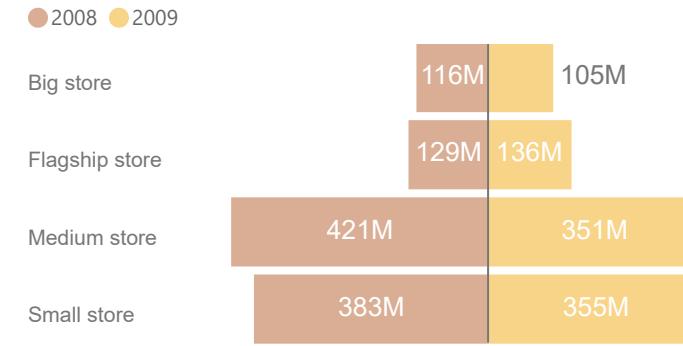
SalesAmount by Flagship store

**377.04M**

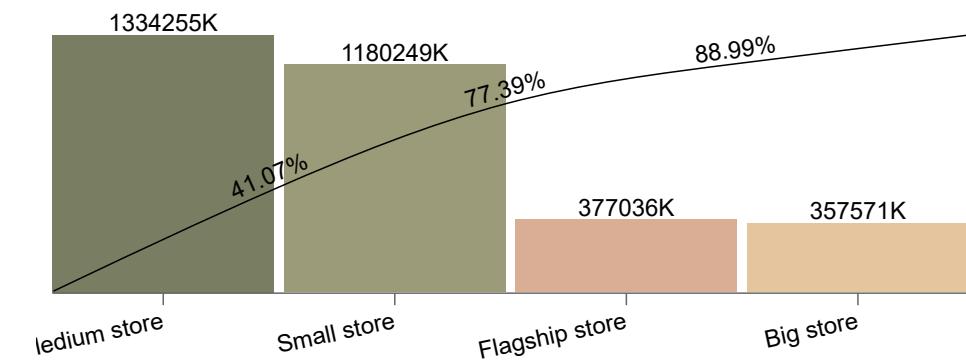
Sales Amount by Store change overtime



Sales Amount by Store change overtime



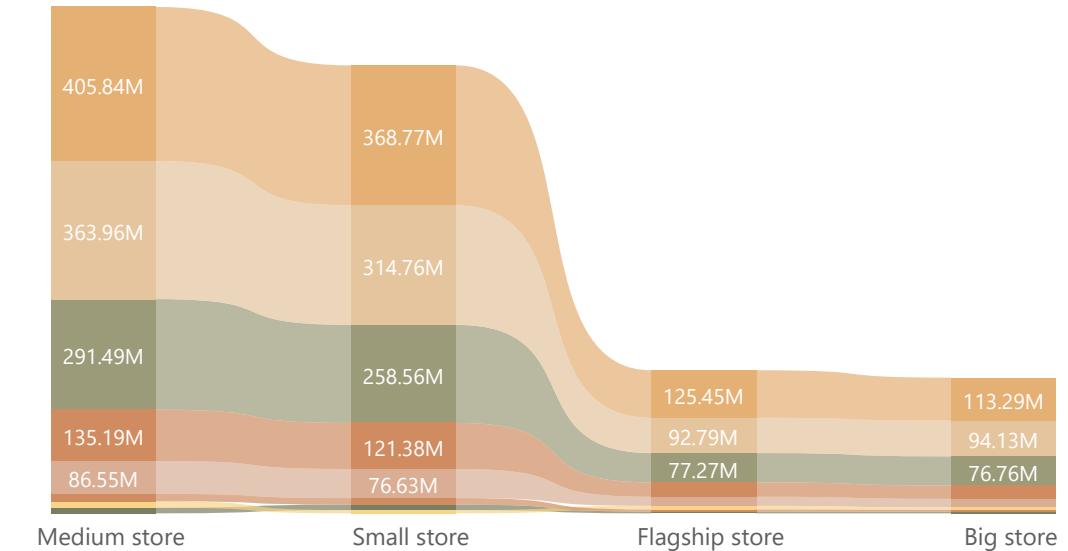
Pareto of Sales Amount by Store



Sales Amount by Store/Channel/Geo



Sales Amount Distribution by Store/Product



# Sales Amount Reporting

| SalesAmount by Channel |                       |                       |                       |                         |                         | SalesAmount by Geography |                       |                       |                         |                         |
|------------------------|-----------------------|-----------------------|-----------------------|-------------------------|-------------------------|--------------------------|-----------------------|-----------------------|-------------------------|-------------------------|
| Month                  | Catalog               | Online                | Reseller              | Store                   | Total                   | Month                    | Asia                  | Europe                | North America           | Total                   |
| January                | 24,498,653.71         | 46,986,993.22         | 31,095,112.74         | 120,139,500.70          | 222,720,260.36          | January                  | 56,345,647.06         | 38,696,293.94         | 127,678,319.36          | 222,720,260.36          |
| February               | 23,973,590.93         | 51,271,743.28         | 33,443,809.10         | 121,378,294.52          | 230,067,437.83          | February                 | 44,083,609.50         | 58,864,748.98         | 127,119,079.34          | 230,067,437.83          |
| March                  | 17,763,905.62         | 50,334,272.96         | 33,364,812.13         | 123,209,275.32          | 224,672,266.03          | March                    | 46,640,868.19         | 56,106,823.54         | 121,924,574.30          | 224,672,266.03          |
| April                  | 20,965,033.15         | 58,397,241.96         | 37,775,669.07         | 161,839,960.36          | 278,977,904.54          | April                    | 50,997,540.44         | 60,983,926.13         | 166,996,437.97          | 278,977,904.54          |
| May                    | 21,851,491.40         | 62,259,151.16         | 40,824,745.10         | 169,908,452.26          | 294,843,839.92          | May                      | 63,154,844.71         | 59,504,607.68         | 172,184,387.53          | 294,843,839.92          |
| June                   | 20,971,260.85         | 61,789,442.52         | 38,917,266.62         | 164,054,518.58          | 285,732,488.57          | June                     | 60,476,352.68         | 56,960,472.38         | 168,295,663.51          | 285,732,488.57          |
| July                   | 23,599,415.71         | 66,315,524.96         | 40,761,098.02         | 158,786,619.10          | 289,462,657.79          | July                     | 64,342,739.13         | 59,019,689.69         | 166,100,228.97          | 289,462,657.79          |
| August                 | 24,195,670.35         | 60,064,024.87         | 38,026,419.56         | 156,132,645.07          | 278,418,759.85          | August                   | 59,627,271.00         | 53,288,918.41         | 165,502,570.44          | 278,418,759.85          |
| September              | 22,714,829.28         | 59,657,069.46         | 37,452,879.66         | 149,583,551.91          | 269,408,330.30          | September                | 57,820,837.59         | 51,198,461.53         | 160,389,031.18          | 269,408,330.30          |
| October                | 21,035,168.00         | 54,608,879.59         | 35,720,302.65         | 166,008,866.72          | 277,373,216.96          | October                  | 59,773,709.60         | 46,275,544.74         | 171,323,962.62          | 277,373,216.96          |
| November               | 34,278,343.55         | 60,644,352.10         | 38,155,695.42         | 163,000,302.91          | 296,078,693.98          | November                 | 67,344,138.84         | 46,445,236.63         | 182,289,318.50          | 296,078,693.98          |
| December               | 25,748,911.63         | 64,180,456.23         | 40,611,523.43         | 170,815,680.09          | 301,356,571.37          | December                 | 72,543,675.14         | 48,581,757.83         | 180,231,138.40          | 301,356,571.37          |
| <b>Total</b>           | <b>281,596,274.17</b> | <b>696,509,152.31</b> | <b>446,149,333.47</b> | <b>1,824,857,667.55</b> | <b>3,249,112,427.49</b> | <b>Total</b>             | <b>703,151,233.88</b> | <b>635,926,481.49</b> | <b>1,910,034,712.12</b> | <b>3,249,112,427.49</b> |

| SalesAmount by Product |                      |                        |                       |                       |                      |              | SalesAmount by Store |                       |                       |                         |                         |                         |
|------------------------|----------------------|------------------------|-----------------------|-----------------------|----------------------|--------------|----------------------|-----------------------|-----------------------|-------------------------|-------------------------|-------------------------|
| Month                  | Audio                | Cameras and camcorders | Cell phones           | Computers             | Games and Toys       | Home /       | Month                | Big store             | Flagship store        | Medium store            | Small store             | Total                   |
| January                | 2,128,500.15         | 47,499,225.85          | 15,456,821.90         | 63,045,591.81         | 3,443,325.33         | 6            | January              | 21,248,682.42         | 30,577,537.10         | 83,763,535.20           | 87,130,505.64           | 222,720,260.36          |
| February               | 2,099,423.79         | 49,192,754.95          | 15,092,520.36         | 65,072,950.73         | 3,220,673.42         | 6            | February             | 29,234,264.77         | 23,974,414.91         | 94,992,675.79           | 81,866,082.35           | 230,067,437.83          |
| March                  | 2,431,085.98         | 46,972,658.77          | 14,427,153.56         | 62,037,186.68         | 2,988,346.89         | 6            | March                | 27,683,399.45         | 25,306,037.70         | 95,080,885.15           | 76,601,943.73           | 224,672,266.03          |
| April                  | 2,880,887.23         | 59,947,277.75          | 18,138,398.97         | 76,689,713.71         | 3,381,277.32         | 6            | April                | 33,027,763.98         | 28,203,011.23         | 122,183,795.79          | 95,563,333.54           | 278,977,904.54          |
| May                    | 3,136,586.51         | 62,407,087.14          | 19,181,769.20         | 80,357,330.41         | 3,563,202.14         | 6            | May                  | 34,717,968.44         | 34,931,990.49         | 123,023,007.08          | 102,170,873.91          | 294,843,839.92          |
| June                   | 3,336,846.35         | 61,024,082.64          | 18,566,234.96         | 76,575,323.20         | 3,432,715.14         | 6            | June                 | 33,346,476.65         | 32,852,279.88         | 120,436,986.11          | 99,096,745.93           | 285,732,488.57          |
| July                   | 3,605,389.14         | 63,604,700.90          | 18,480,143.74         | 74,150,836.07         | 3,755,829.35         | 6            | July                 | 32,400,353.94         | 34,968,634.47         | 118,684,071.40          | 103,409,597.98          | 289,462,657.79          |
| August                 | 3,615,245.53         | 61,170,923.29          | 18,047,076.07         | 71,843,222.13         | 3,337,242.00         | 6            | August               | 30,398,334.63         | 31,199,129.50         | 115,172,768.03          | 101,648,527.69          | 278,418,759.85          |
| September              | 3,684,884.67         | 58,348,295.48          | 17,278,848.42         | 68,417,292.93         | 3,282,439.44         | 6            | September            | 28,696,159.44         | 30,478,722.74         | 111,235,312.86          | 98,998,135.25           | 269,408,330.30          |
| October                | 3,478,947.26         | 61,338,971.92          | 17,692,038.04         | 73,710,122.52         | 3,291,185.08         | 6            | October              | 29,011,063.88         | 31,011,994.95         | 115,282,870.22          | 102,067,287.91          | 277,373,216.96          |
| November               | 3,965,672.45         | 65,043,276.02          | 18,311,538.29         | 75,949,753.59         | 3,685,688.80         | 6            | November             | 27,933,564.93         | 35,349,880.53         | 115,318,829.48          | 117,476,419.04          | 296,078,693.98          |
| December               | 3,860,229.43         | 67,518,995.94          | 19,334,854.19         | 77,787,246.95         | 3,573,262.82         | 6            | December             | 29,873,352.05         | 38,182,710.18         | 119,080,465.52          | 114,220,043.62          | 301,356,571.37          |
| <b>Total</b>           | <b>38,223,698.50</b> | <b>704,068,250.66</b>  | <b>210,007,397.70</b> | <b>865,636,570.73</b> | <b>40,955,187.74</b> | <b>1,01:</b> | <b>Total</b>         | <b>357,571,384.59</b> | <b>377,036,343.67</b> | <b>1,334,255,202.63</b> | <b>1,180,249,496.59</b> | <b>3,249,112,427.49</b> |

# Sales Quantity Reporting

| SalesQuantity by Channel |                |                |                |                |                 | SalesQuantity by Geography |                |                |                |                 |  |
|--------------------------|----------------|----------------|----------------|----------------|-----------------|----------------------------|----------------|----------------|----------------|-----------------|--|
| Month                    | Catalog        | Online         | Reseller       | Store          | Total           | Month                      | Asia           | Europe         | North America  | Total           |  |
| January                  | 100470         | 239936         | 148808         | 520258         | 1009472         | January                    | 278675         | 176301         | 554496         | 1009472         |  |
| February                 | 93589          | 230829         | 145661         | 504253         | 974332          | February                   | 203731         | 247970         | 522631         | 974332          |  |
| March                    | 70804          | 225714         | 137668         | 496169         | 930355          | March                      | 207818         | 230402         | 492135         | 930355          |  |
| April                    | 82225          | 263763         | 148623         | 640770         | 1135381         | April                      | 221760         | 249917         | 663704         | 1135381         |  |
| May                      | 83665          | 279278         | 164660         | 674931         | 1202534         | May                        | 298290         | 233213         | 671031         | 1202534         |  |
| June                     | 83925          | 265023         | 155324         | 649307         | 1153579         | June                       | 262635         | 224215         | 666729         | 1153579         |  |
| July                     | 99330          | 313829         | 176245         | 660427         | 1249831         | July                       | 291573         | 246283         | 711975         | 1249831         |  |
| August                   | 105420         | 271421         | 156624         | 638603         | 1172068         | August                     | 252313         | 215974         | 703781         | 1172068         |  |
| September                | 93453          | 267472         | 151753         | 613371         | 1126049         | September                  | 241542         | 206726         | 677781         | 1126049         |  |
| October                  | 87015          | 247594         | 144888         | 654966         | 1134463         | October                    | 245798         | 197150         | 691515         | 1134463         |  |
| November                 | 143897         | 287124         | 160053         | 683690         | 1274764         | November                   | 301985         | 194362         | 778417         | 1274764         |  |
| December                 | 103867         | 301157         | 173707         | 700081         | 1278812         | December                   | 326695         | 201807         | 750310         | 1278812         |  |
| <b>Total</b>             | <b>1147660</b> | <b>3193140</b> | <b>1864014</b> | <b>7436826</b> | <b>13641640</b> | <b>Total</b>               | <b>3132815</b> | <b>2624320</b> | <b>7884505</b> | <b>13641640</b> |  |

| SaleQuantity by Product |               |                        |                |                |                |                 |                               |               | SaleQuantity by Store |              |                |                |                |                |                 |
|-------------------------|---------------|------------------------|----------------|----------------|----------------|-----------------|-------------------------------|---------------|-----------------------|--------------|----------------|----------------|----------------|----------------|-----------------|
| Month                   | Audio         | Cameras and camcorders | Cell phones    | Computers      | Games and Toys | Home Appliances | Music, Movies and Audio Books | TV and Video  | Total                 | Month        | Big store      | Flagship store | Medium store   | Small store    | Total           |
| January                 | 20219         | 117562                 | 249074         | 193342         | 153200         | 184253          | 29707                         | 62115         | 1009472               | January      | 97967          | 159741         | 370641         | 381123         | 1009472         |
| February                | 19625         | 116976                 | 227335         | 193761         | 141806         | 187172          | 29817                         | 57840         | 974332                | February     | 118622         | 111547         | 404638         | 339525         | 974332          |
| March                   | 20961         | 112541                 | 209537         | 188708         | 126187         | 189935          | 25845                         | 56641         | 930355                | March        | 115396         | 115268         | 386316         | 313375         | 930355          |
| April                   | 24720         | 140645                 | 271244         | 226838         | 144941         | 224837          | 31324                         | 70832         | 1135381               | April        | 139491         | 123004         | 492551         | 380335         | 1135381         |
| May                     | 26767         | 144498                 | 307124         | 233839         | 152782         | 230030          | 33012                         | 74482         | 1202534               | May          | 136333         | 161274         | 485033         | 419894         | 1202534         |
| June                    | 28135         | 142451                 | 282118         | 227044         | 150880         | 221191          | 31021                         | 70739         | 1153579               | June         | 131634         | 142590         | 476071         | 403284         | 1153579         |
| July                    | 30667         | 146895                 | 329690         | 238186         | 162014         | 233765          | 30977                         | 77637         | 1249831               | July         | 141399         | 163752         | 508453         | 436227         | 1249831         |
| August                  | 29689         | 139963                 | 311384         | 222314         | 144233         | 221446          | 30988                         | 72051         | 1172068               | August       | 126503         | 135550         | 486297         | 423718         | 1172068         |
| September               | 29617         | 132917                 | 283274         | 216600         | 145300         | 217542          | 30486                         | 70313         | 1126049               | September    | 123324         | 126712         | 460649         | 415364         | 1126049         |
| October                 | 28003         | 136677                 | 289812         | 216914         | 147267         | 213269          | 32656                         | 69865         | 1134463               | October      | 120879         | 132642         | 476671         | 404271         | 1134463         |
| November                | 33356         | 154777                 | 317362         | 243567         | 165429         | 244595          | 34893                         | 80785         | 1274764               | November     | 123401         | 162619         | 489893         | 498851         | 1274764         |
| December                | 32590         | 158373                 | 317754         | 244442         | 162785         | 243162          | 33759                         | 85947         | 1278812               | December     | 126800         | 176165         | 499624         | 476223         | 1278812         |
| <b>Total</b>            | <b>324349</b> | <b>1644275</b>         | <b>3395708</b> | <b>2645555</b> | <b>1796824</b> | <b>2611197</b>  | <b>374485</b>                 | <b>849247</b> | <b>13641640</b>       | <b>Total</b> | <b>1501749</b> | <b>1710864</b> | <b>5536837</b> | <b>4892190</b> | <b>13641640</b> |

# Sales Key Reporting

| SalesKey by Channel |              |               |               |               |               | SalesKey by Geography |               |               |               |               |  |
|---------------------|--------------|---------------|---------------|---------------|---------------|-----------------------|---------------|---------------|---------------|---------------|--|
| Month               | Catalog      | Online        | Reseller      | Store         | Total         | Month                 | Asia          | Europe        | North America | Total         |  |
| January             | 4151         | 12549         | 8295          | 42019         | 67014         | January               | 12987         | 14348         | 39679         | 67014         |  |
| February            | 3935         | 12481         | 8207          | 41393         | 66016         | February              | 13544         | 14049         | 38423         | 66016         |  |
| March               | 4118         | 12745         | 8331          | 42096         | 67290         | March                 | 14033         | 14011         | 39246         | 67290         |  |
| April               | 4074         | 13372         | 8686          | 50755         | 76887         | April                 | 15040         | 14413         | 47434         | 76887         |  |
| May                 | 4159         | 13659         | 8995          | 51203         | 78016         | May                   | 14594         | 15530         | 47892         | 78016         |  |
| June                | 4017         | 13220         | 8477          | 49789         | 75503         | June                  | 13964         | 14858         | 46681         | 75503         |  |
| July                | 4135         | 13544         | 8674          | 43587         | 69940         | July                  | 14524         | 15310         | 40106         | 69940         |  |
| August              | 4171         | 13189         | 8769          | 43840         | 69969         | August                | 14783         | 15471         | 39715         | 69969         |  |
| September           | 3985         | 13110         | 8508          | 42670         | 68273         | September             | 14537         | 15022         | 38714         | 68273         |  |
| October             | 4136         | 13589         | 8711          | 51849         | 78285         | October               | 14995         | 15616         | 47674         | 78285         |  |
| November            | 4132         | 13053         | 8427          | 44212         | 69824         | November              | 14676         | 15519         | 39629         | 69824         |  |
| December            | 4211         | 13579         | 8734          | 45964         | 72488         | December              | 15433         | 16218         | 40837         | 72488         |  |
| <b>Total</b>        | <b>49224</b> | <b>158090</b> | <b>102814</b> | <b>549377</b> | <b>859505</b> | <b>Total</b>          | <b>173110</b> | <b>180365</b> | <b>506030</b> | <b>859505</b> |  |

| SalesKey by Product |              |                        |              |               |                |                 |                               |              | SalesKey by Store |              |              |                |               |               |               |
|---------------------|--------------|------------------------|--------------|---------------|----------------|-----------------|-------------------------------|--------------|-------------------|--------------|--------------|----------------|---------------|---------------|---------------|
| Month               | Audio        | Cameras and camcorders | Cell phones  | Computers     | Games and Toys | Home Appliances | Music, Movies and Audio Books | TV and Video | Total             | Month        | Big store    | Flagship store | Medium store  | Small store   | Total         |
| January             | 1600         | 10352                  | 7916         | 16558         | 5080           | 17104           | 2723                          | 5681         | 67014             | January      | 7268         | 6321           | 30148         | 23277         | 67014         |
| February            | 1620         | 10153                  | 7546         | 16276         | 4714           | 17728           | 2670                          | 5309         | 66016             | February     | 7097         | 6514           | 29278         | 23127         | 66016         |
| March               | 1866         | 10226                  | 7486         | 16347         | 4768           | 18826           | 2436                          | 5335         | 67290             | March        | 7132         | 6810           | 29686         | 23662         | 67290         |
| April               | 2124         | 12044                  | 8872         | 18643         | 5050           | 21113           | 2767                          | 6274         | 76887             | April        | 8208         | 7112           | 34629         | 26938         | 76887         |
| May                 | 2220         | 12428                  | 9033         | 18824         | 5088           | 21094           | 2873                          | 6456         | 78016             | May          | 8671         | 6994           | 35632         | 26719         | 78016         |
| June                | 2349         | 12146                  | 8823         | 18171         | 4796           | 20271           | 2734                          | 6213         | 75503             | June         | 8326         | 6603           | 34533         | 26041         | 75503         |
| July                | 2329         | 11167                  | 7755         | 16948         | 4594           | 18734           | 2478                          | 5935         | 69940             | July         | 7718         | 6853           | 30972         | 24397         | 69940         |
| August              | 2443         | 11243                  | 7817         | 16736         | 4518           | 18908           | 2538                          | 5766         | 69969             | August       | 7552         | 6784           | 31091         | 24542         | 69969         |
| September           | 2411         | 10761                  | 7668         | 16243         | 4502           | 18477           | 2503                          | 5708         | 68273             | September    | 7266         | 6710           | 30231         | 24066         | 68273         |
| October             | 2654         | 12511                  | 8863         | 18733         | 4962           | 20974           | 3008                          | 6580         | 78285             | October      | 8495         | 6937           | 35584         | 27269         | 78285         |
| November            | 2419         | 11134                  | 7690         | 16881         | 4516           | 18764           | 2574                          | 5846         | 69824             | November     | 7505         | 6721           | 30887         | 24711         | 69824         |
| December            | 2400         | 11820                  | 8212         | 17242         | 4550           | 19026           | 2600                          | 6100         | 72488             | December     | 7835         | 7024           | 32151         | 25478         | 72488         |
| <b>Total</b>        | <b>26525</b> | <b>136004</b>          | <b>97782</b> | <b>207602</b> | <b>57138</b>   | <b>231029</b>   | <b>31913</b>                  | <b>71512</b> | <b>859505</b>     | <b>Total</b> | <b>93073</b> | <b>81383</b>   | <b>384822</b> | <b>300227</b> | <b>859505</b> |