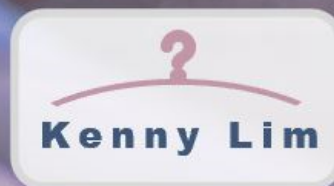




Retail Big Data Striving For Excellence

BY



13 January 2021



Kenny Lim

Store_type

Select all

e-Shop

Flagship store

MBR

TeleShop

YEAR

All

Total Sales Collection

\$76,912,193.475

Total Gross Sales w/T

\$62,842,326

Total Nett Sales w/oT

\$6,761,469

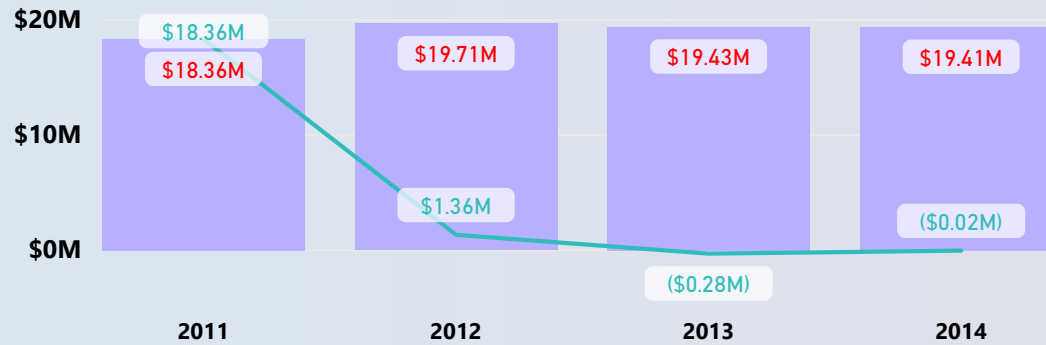
Total Returned w/oT

\$7,308,398.475

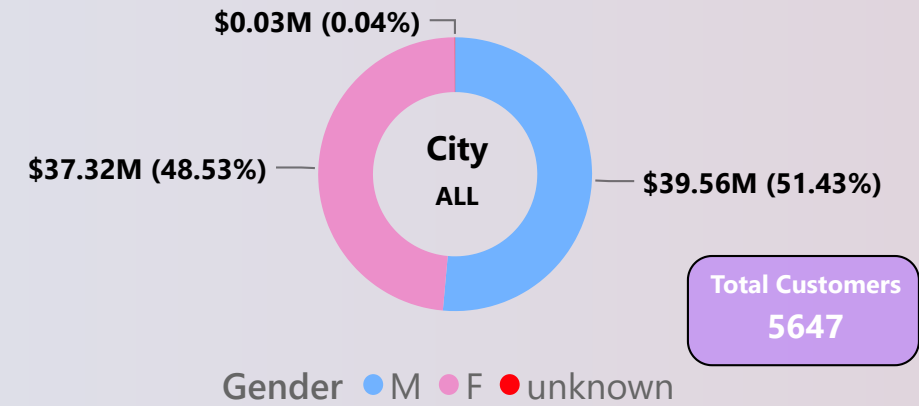
Tax

Total Current Sales w/T By Year

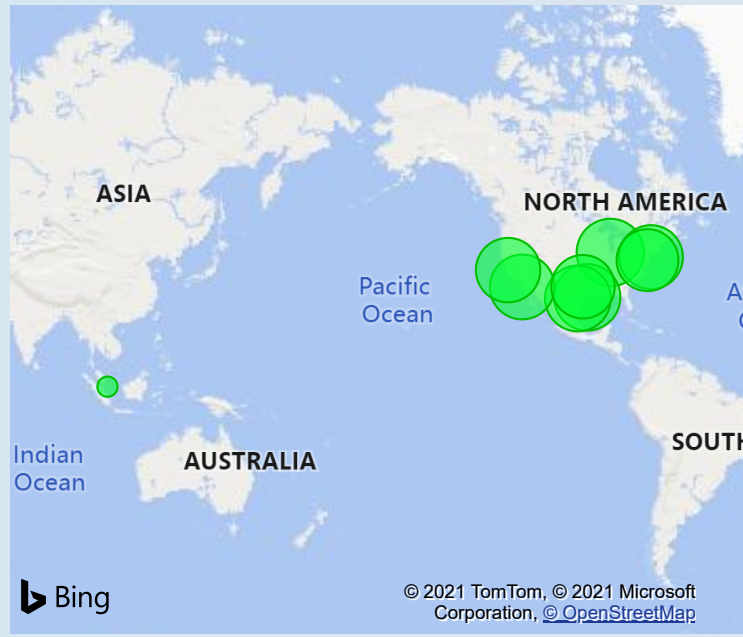
● CY Sales ● YoY Sales



Amount Spend By Gender



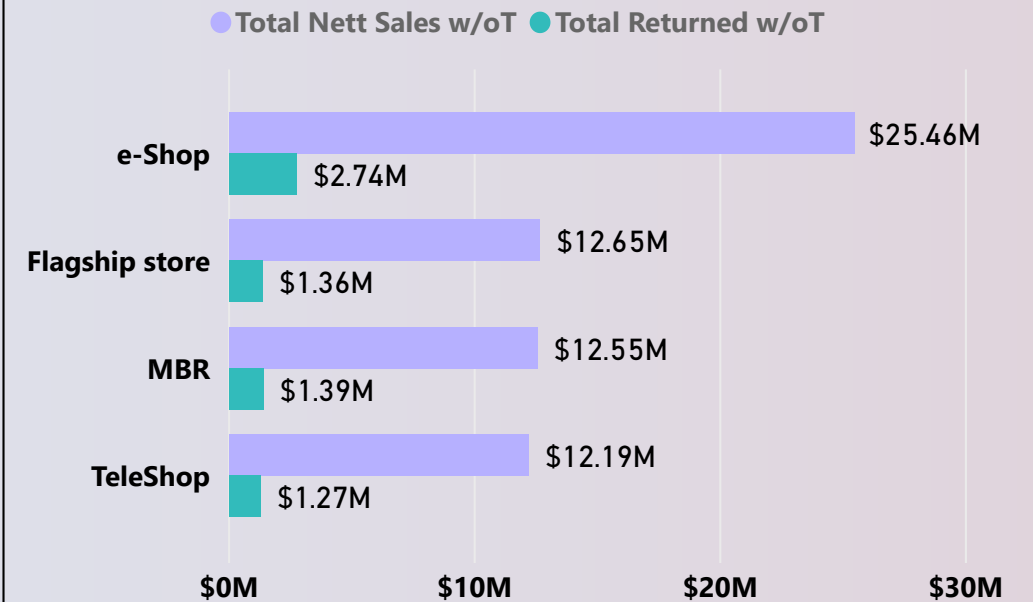
Customer By State



Sales vs Refund By City

| City | Total Nett Sales w/oT | Total Returned w/oT |
|--------------|-----------------------|---------------------|
| San Jose | \$6.40M | \$754.85K |
| San Antonio | \$6.40M | \$731.06K |
| San Diego | \$6.32M | \$692.27K |
| Chicago | \$6.60M | \$689.52K |
| Los Angeles | \$6.30M | \$680.59K |
| Phonenix | \$6.36M | \$673.57K |
| New York | \$6.26M | \$666.89K |
| Houston | \$6.51M | \$644.70K |
| Dallas | \$5.97M | \$638.61K |
| Philadelphia | \$5.69M | \$589.41K |
| Singapore | \$0.02M | \$0.00K |
| Total | \$62.84M | \$6,761.47K |

SALES vs REFUND By Store_type





Kenny Lim

\$15.48M

Total Gross Sales w/T

\$3.85M

CY Sales

\$4.03M

PY Sales

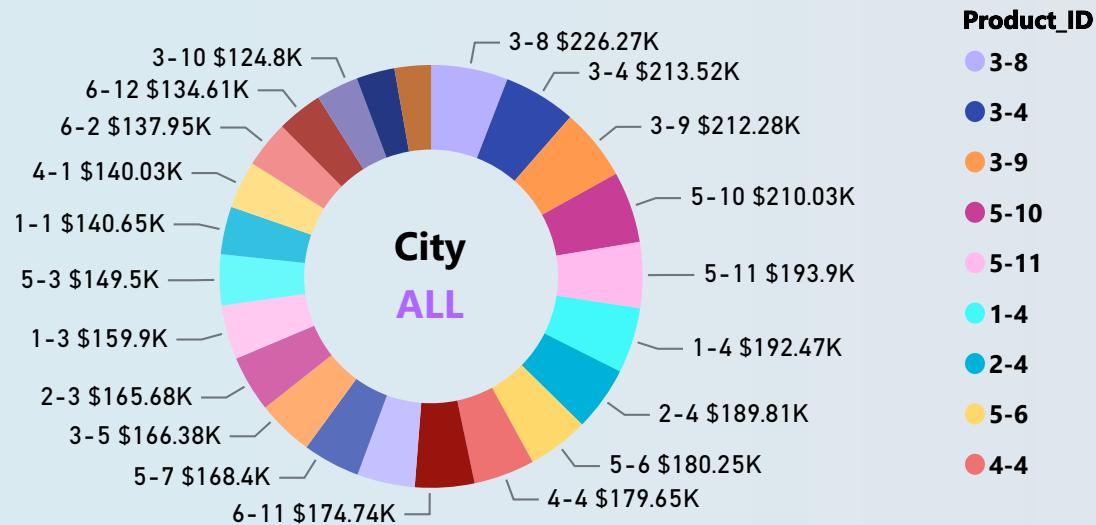
-4.46%

YoY Sales Growth %

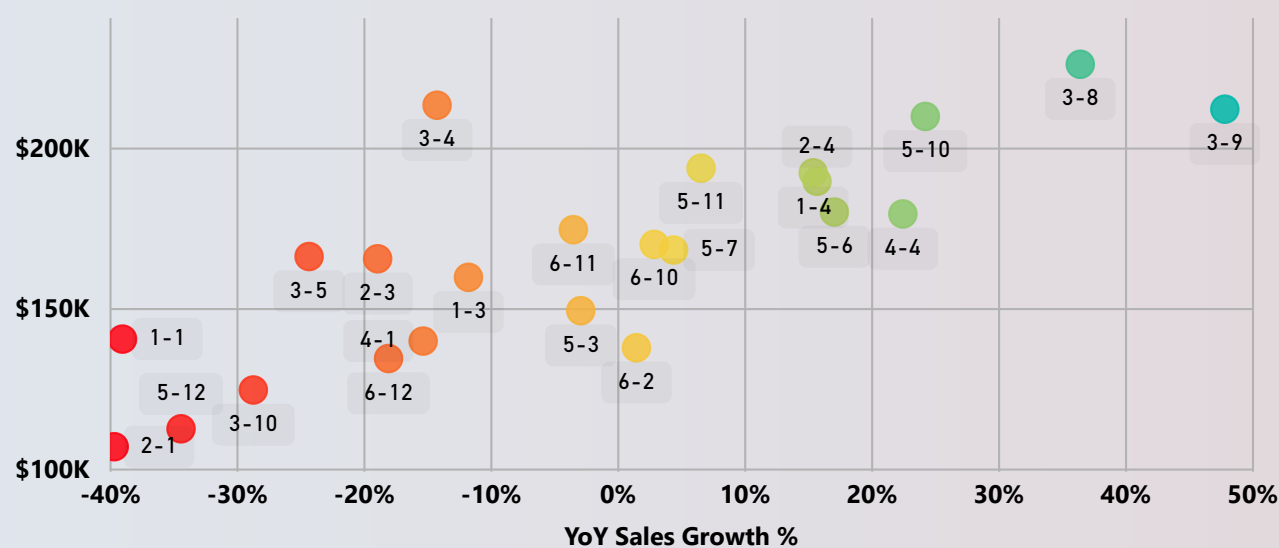
All

Flagship store

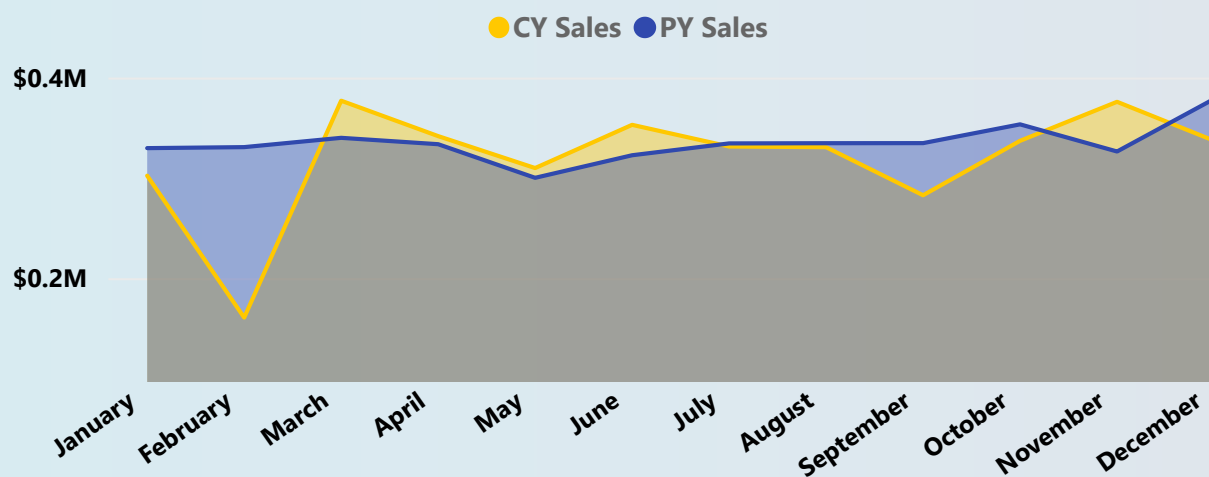
CY Sales by Product Category



YoY Sales Growth % vs CY Sales by Product Category



CY Sales vs PY Sales by Month



Product Category

| prod_cat_code | First prod_cat | First prod_subcat |
|---------------|----------------|-------------------|
| 1 | | |
| 1 | Clothing | Women |
| 3 | Clothing | Kids |
| 4 | Clothing | Mens |
| 2 | | |
| 1 | Footwear | Mens |
| 3 | Footwear | Women |
| 4 | Footwear | Kids |
| 3 | | |

Total # of Transactions

5866

Transactions by Gender

F

2854

M

3012



YEAR

All

STORE_type

Flagship store

SALE_Prod_ID

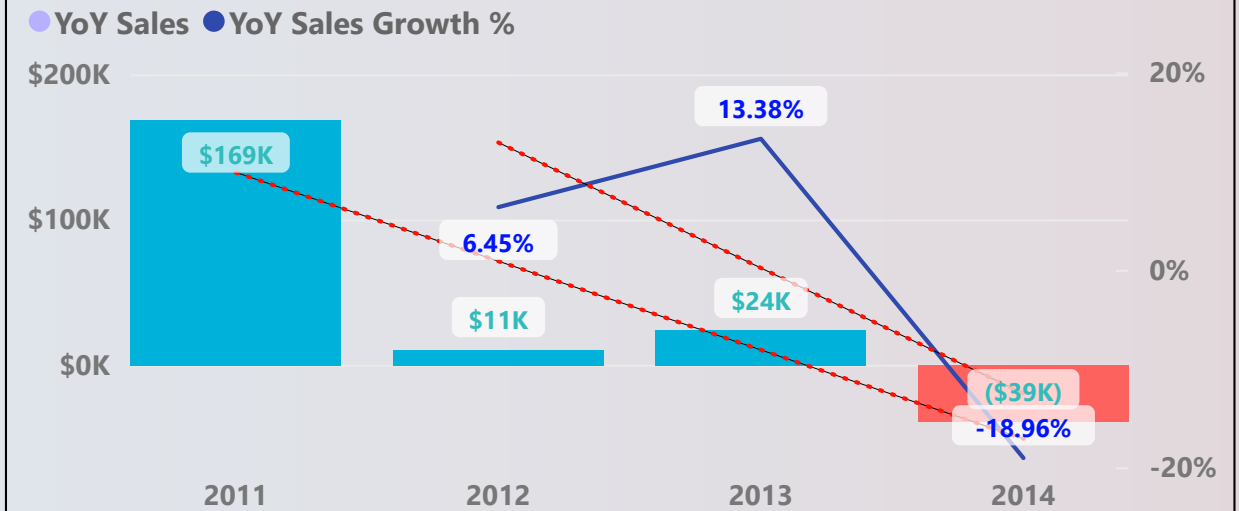
2-3



YoY Sales By Date

| Year | Quarter | Month | CY Sales | PY Sales | YoY Sales | YoY Sales Growth % |
|------|---------|-----------|----------|----------|--------------|--------------------|
| 2014 | Qtr 1 | January | \$2.64K | \$26.96K | ▼ (\$24.32K) | ▼ -90.21% |
| 2014 | Qtr 1 | February | \$16.11K | \$9.39K | ▲ \$6.72K | ▲ 71.52% |
| 2014 | Qtr 1 | March | \$12.13K | \$4.59K | ▲ \$7.54K | ▲ 164.20% |
| 2014 | Qtr 2 | April | \$17.87K | \$11.09K | ▲ \$6.78K | ▲ 61.10% |
| 2014 | Qtr 2 | May | \$23.23K | \$15.48K | ▲ \$7.76K | ▲ 50.13% |
| 2014 | Qtr 2 | June | \$11.56K | \$10.53K | ▲ \$1.03K | ▲ 9.79% |
| 2014 | Qtr 3 | July | \$17.65K | \$18.80K | ▼ (\$1.15K) | ▼ -6.11% |
| 2014 | Qtr 3 | August | \$11.25K | \$34.18K | ▼ (\$22.92K) | ▼ -67.07% |
| 2014 | Qtr 3 | September | \$19.08K | \$17.43K | ▲ \$1.65K | ▲ 9.49% |
| 2014 | Qtr 4 | October | \$7.67K | \$23.46K | ▼ (\$15.79K) | ▼ -67.32% |
| 2014 | Qtr 4 | November | \$20.77K | \$16.16K | ▲ \$4.60K | ▲ 28.47% |
| 2014 | Qtr 4 | December | \$5.71K | \$16.36K | ▼ (\$10.65K) | ▼ -65.10% |
| 2013 | Qtr 1 | January | \$26.96K | \$20.67K | ▲ \$6.29K | ▲ 30.43% |

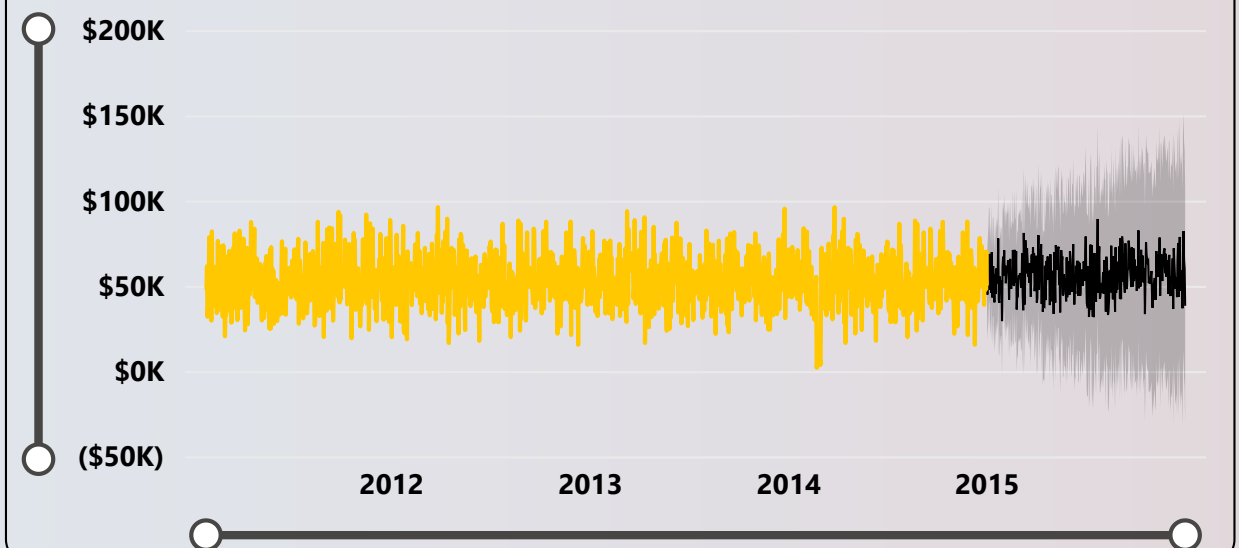
YoY Sales vs YoY Sales Growth % by Year



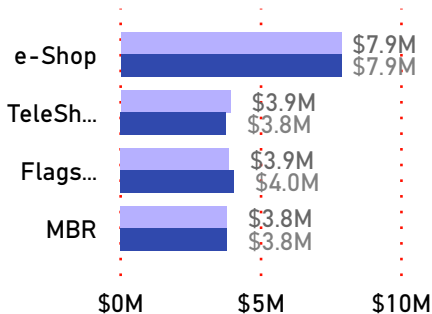
Sales by Product Category

| prod_cat_code | CY Sales | PY Sales | YoY Sales | YoY Sales Growth % |
|---------------|-----------|-----------|-----------|--------------------|
| 2 | \$165.68K | \$204.43K | \$515.37K | ▼ -18.96% |
| Footwear | \$165.68K | \$204.43K | \$515.37K | ▼ -18.96% |
| 3 | \$165.68K | \$204.43K | \$515.37K | ▼ -18.96% |
| Women | \$165.68K | \$204.43K | \$515.37K | ▼ -18.96% |
| Total | \$165.68K | \$204.43K | \$515.37K | ▼ -18.96% |

Forecast CY Sales By Date



● CY Sales ● PY Sales



● Total Nett Sales w/oT ● Total Returned w/oT

