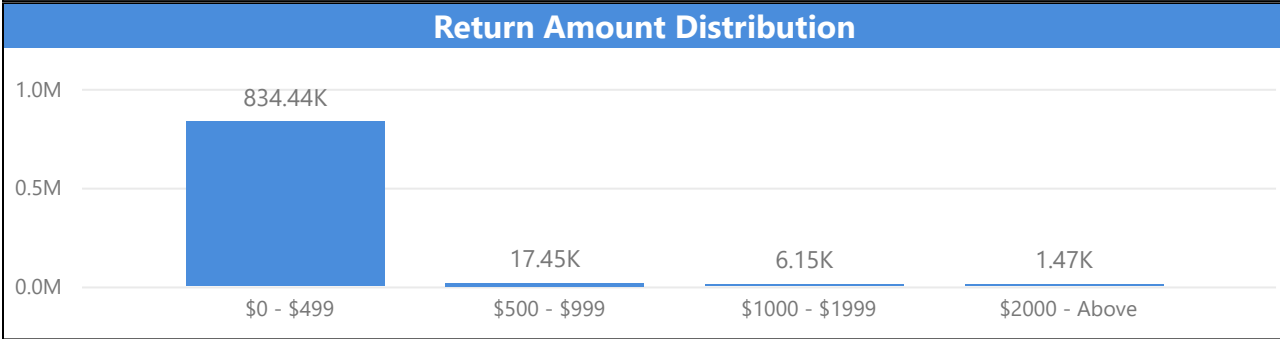# DESCRIPTIVE NUMERICAL - RETURN AMOUNT
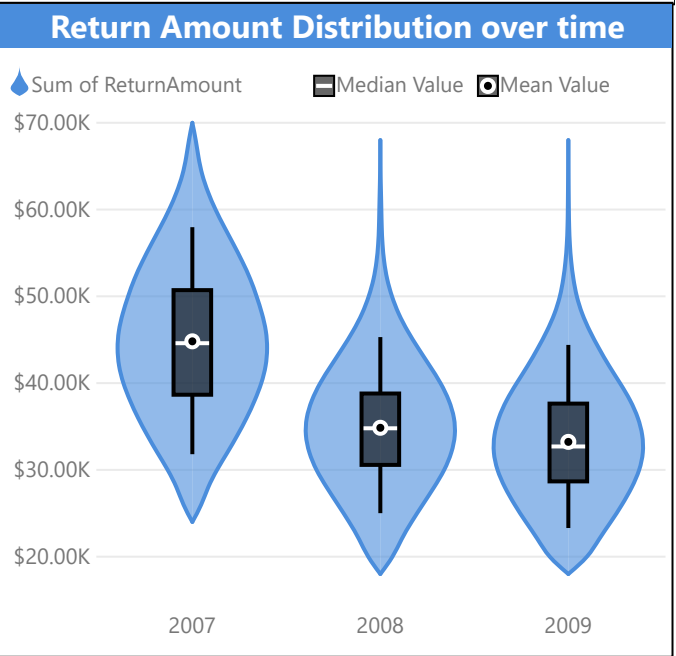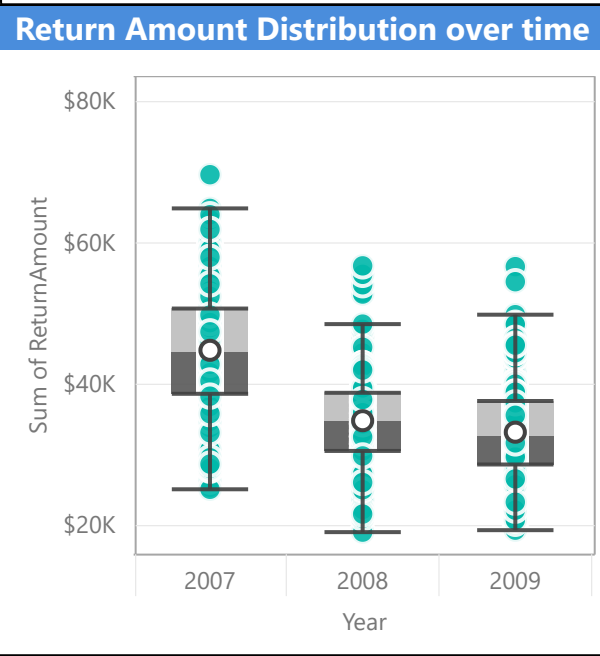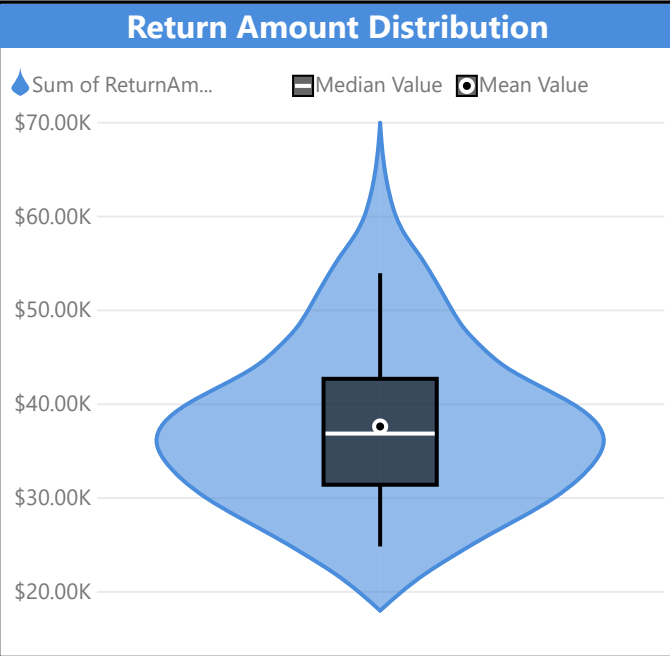
STATIC ANALYSIS

CHANGE OVER TIME ANALYSIS

Summary Statistic

$41,240,962.95	$47.98	$0.00	$0	$0.00
Total	*Average*	*Median*	*Mode*	*Min*
$9,996.00	$42,309.58	9,996.00	$205.69	0.70
Max	*Variance*	*Range*	*STD*	*Skewness*

Summary Statistic over time

Year	Total	Average	Median	Mode	Min	Max	Variance	Range	STD	Skewn
2007	$16,357,134.36	$43.11	$0.00	$0	$0.00	$5,454.00	$36,212.66	5,454.00	$190.30	0
2008	$13,755,795.30	$48.96	$0.00	$0	$0.00	$5,454.00	$41,146.54	5,454.00	$202.85	
Total	$41,240,962.95	$47.98	$0.00	$0	$0.00	$9,996.00	$42,309.58	9,996.00	$205.69	0

Return Amount Distribution

Return Amount Distribution over time

Return Amount Distribution

Return Amount Distribution

Return Amount Distribution over time
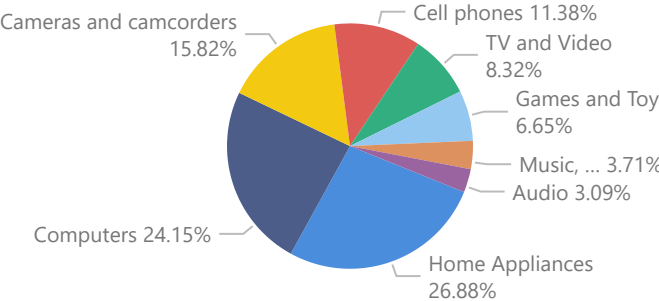

Return Amount Distribution over time
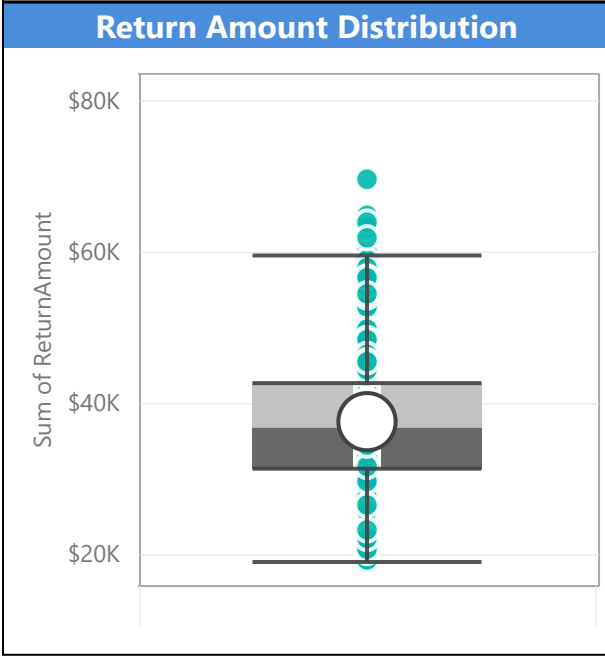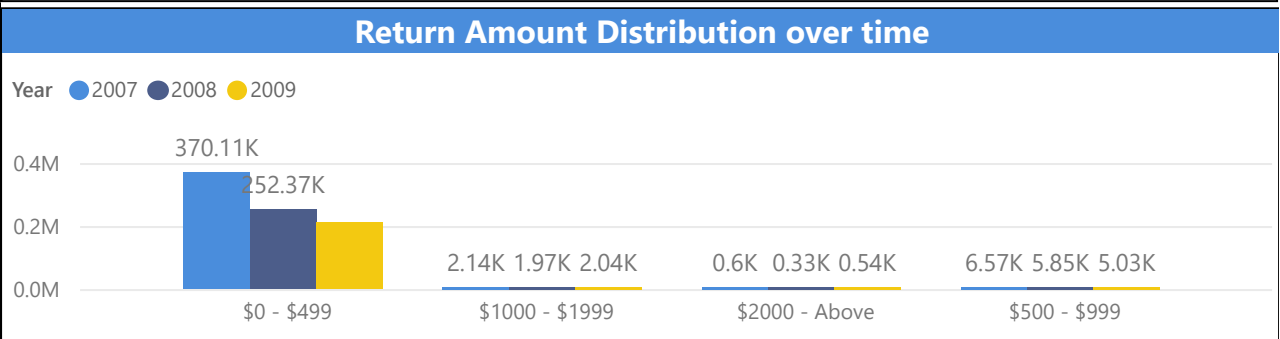
DESCRIPTIVE CATEGORICAL - PRODUCT CATEGORY

STATIC ANALYSIS

Frequency table

Product Category	Count of SalesKey	%GT Count of SalesKey
Home Appliances	231029	26.88%
Computers	207602	24.15%
Cameras and camcorders	136004	15.82%
Cell phones	97782	11.38%
TV and Video	71512	8.32%
Total	**859505**	**100.00%**

Number of Sales by Product Category

Contribution of Sales by Product Category

Cameras and camcorders 15.82%
Cell phones 11.38%
TV and Video 8.32%
Games and Toys 6.65%
Music, ... 3.71%
Audio 3.09%
Computers 24.15%
Home Appliances 26.88%
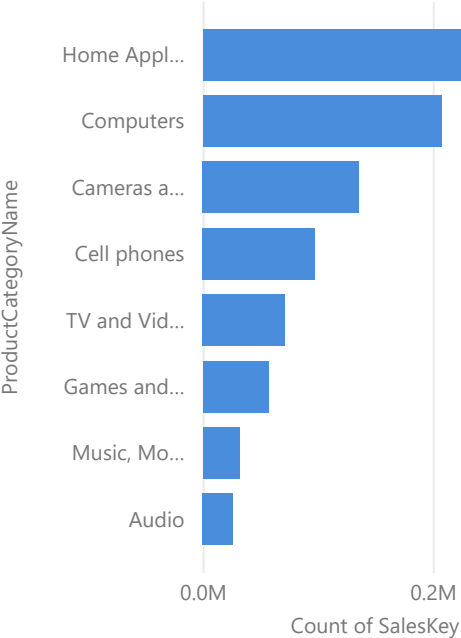
Pareto of Sales by Product Category
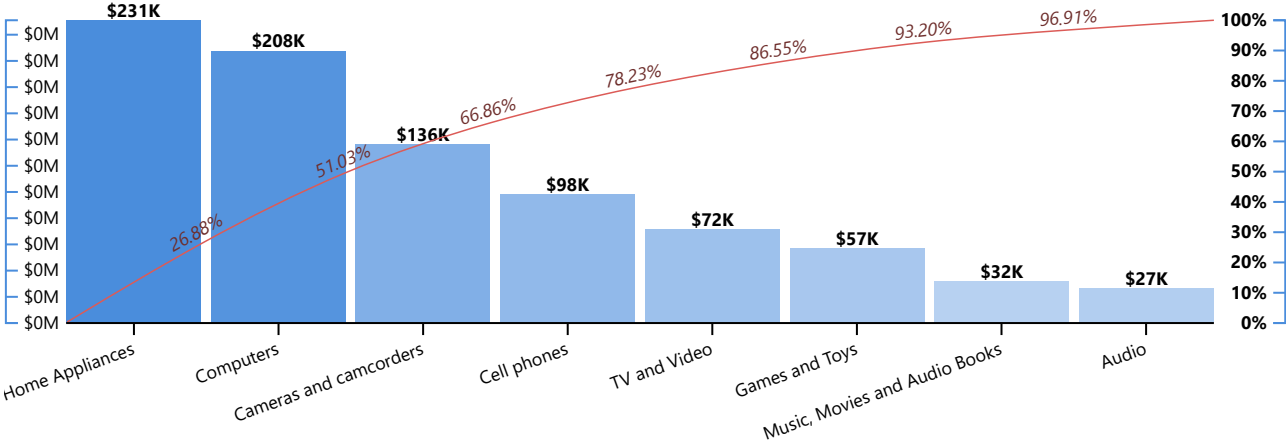
CHANGE OVER TIME ANALYSIS

Frequency table

Year	2007		2008		2009
Product Category	Count of SalesKey	%GT Count of SalesKey	Count of SalesKey	%GT Count of SalesKey	Count of Sale
Home Appliances	100905	11.74%	72960	8.49%	5
Computers	88259	10.27%	61498	7.16%	5
Cameras and camcorders	63324	7.37%	41242	4.80%	3
Total	**379424**	**44.14%**	**260514**	**30.31%**	**21**

Number of Sales by Product Category changing over time
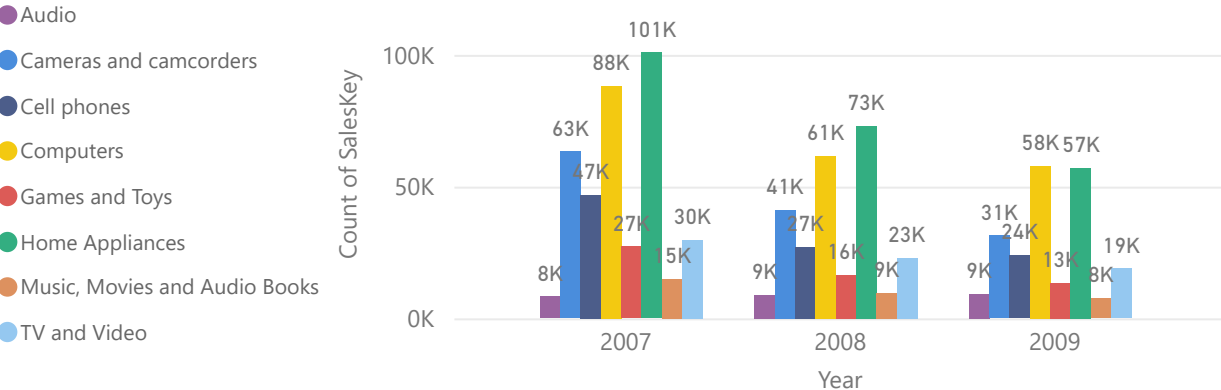
Number of Sales by Product Category changing over time
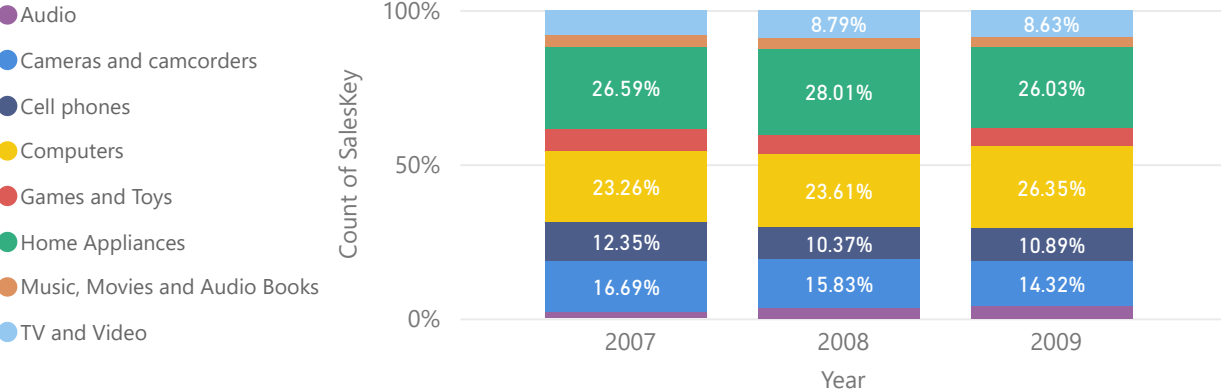
DESCRIPTIVE CATEGORICAL - CONTINENT

STATIC ANALYSIS

Frequency table

ContinentName	Count of SalesKey	%GT Count of SalesKey
North America	506030	58.87%
Europe	180365	20.98%
Asia	173110	20.14%
Total	**859505**	**100.00%**

Number of Sales by Continent

Contribution of Sales by Continent

Europe 20.98%
Asia 20.14%
North America 58.87%

Pareto of Sales by Continent

$506K $180K $173K
58.87% 79.86% 100%
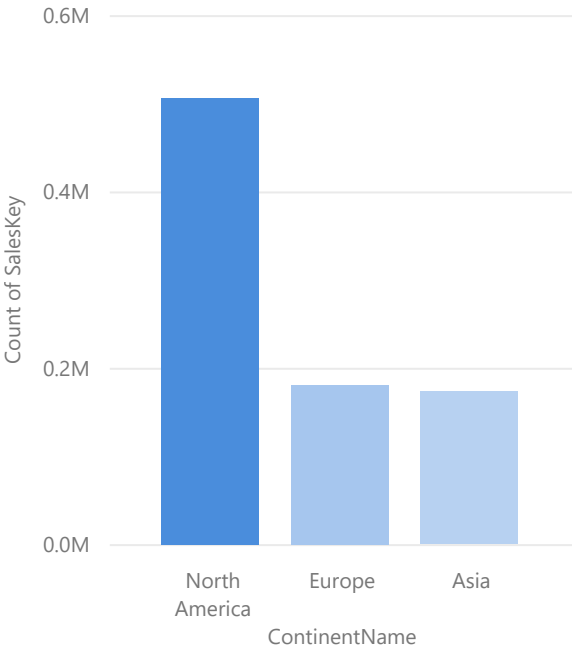
CHANGE OVER TIME ANALYSIS

Frequency table

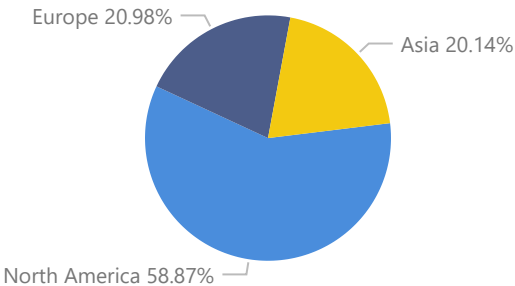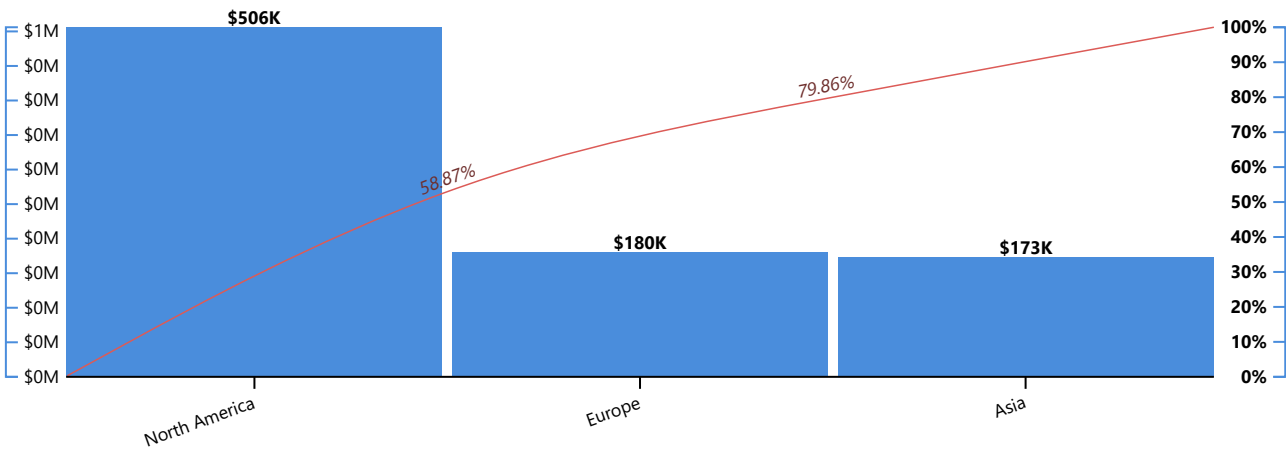| Year	2007		2008		2009
ContinentName	Count of SalesKey	%GT Count of SalesKey	Count of SalesKey	%GT Count of SalesKey	Count of SalesKey
North America	236079	27.47%	152641	17.76%	117310
Europe	87590	10.19%	51145	5.95%	41630
Asia	55755	6.49%	56728	6.60%	60627
Total	**379424**	**44.14%**	**260514**	**30.31%**	**219567**

Number of Sales by Continent changing over time

North America
Europe
Asia

2007: 0.24M, 0.09M, 0.06M
2008: 0.15M, 0.05M, 0.06M
2009: 0.12M, 0.04M, 0.06M

Number of Sales by Continent changing over time

North America
Europe
Asia

2007: 14.69%, 23.08%, 62.22%
2008: 21.78%, 19.63%, 58.59%
2009: 27.61%, 18.96%, 53.43%
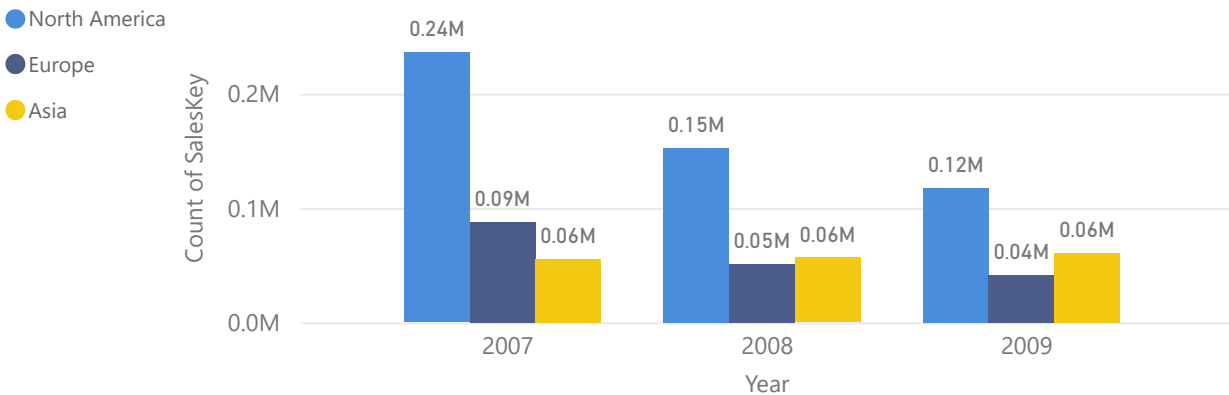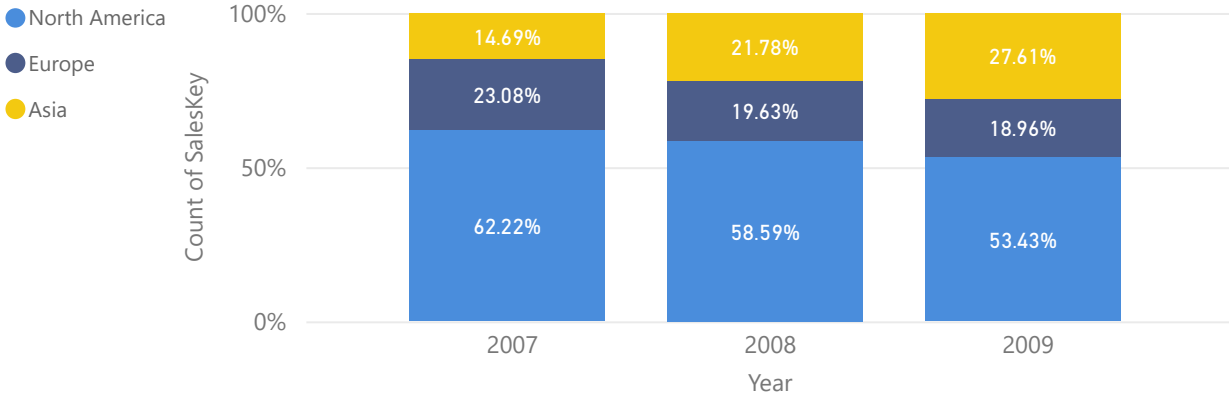
DESCRIPTIVE CATEGORICAL - CHANNEL

STATIC ANALYSIS

Frequency table

ChannelName	Count of SalesKey	%GT Count of SalesKey ▼
Store	549377	63.92%
Online	158090	18.39%
Reseller	102814	11.96%
Catalog	49224	5.73%
Total	**859505**	**100.00%**

Number of Sales by Channel

Contribution of Sales by Channel
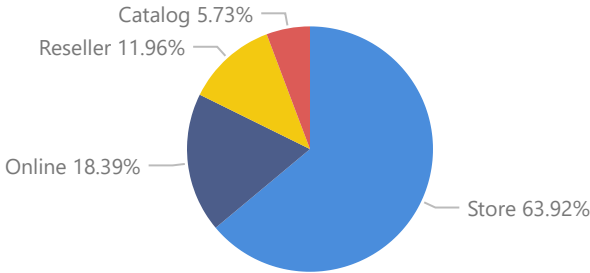
Pareto of Sales by Channel
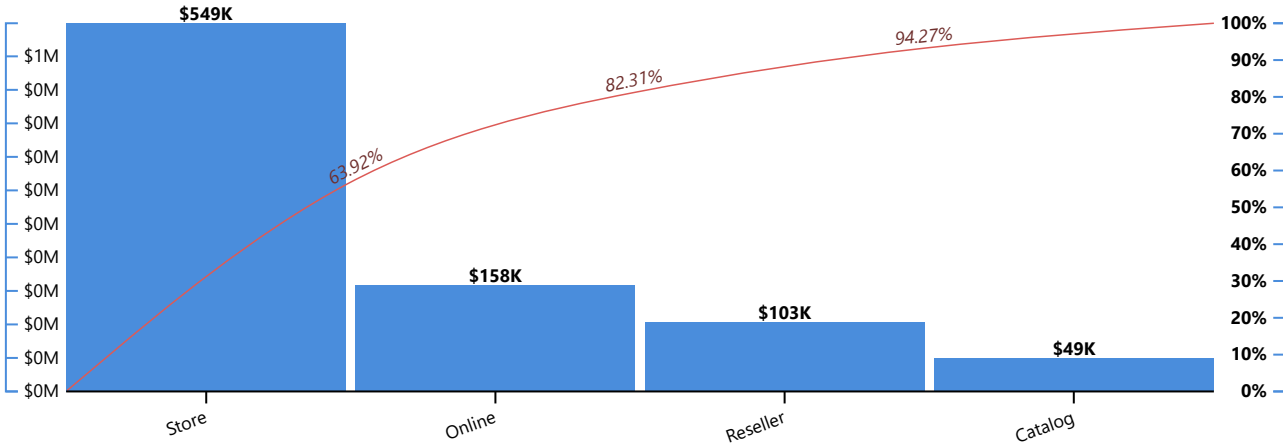
CHANGE OVER TIME ANALYSIS

Frequency table

Year	2007		2008		2009
ChannelName	Count of SalesKey	%GT Count of SalesKey	Count of SalesKey	%GT Count of SalesKey	Count of SalesKey
Store	263661	30.68%	160005	18.62%	125711
Online	57727	6.72%	51127	5.95%	49236
Reseller	39573	4.60%	33366	3.88%	29875
Catalog	18463	2.15%	16016	1.86%	14745
Total	**379424**	**44.14%**	**260514**	**30.31%**	**219567**

Number of Sales by Channel changing over time
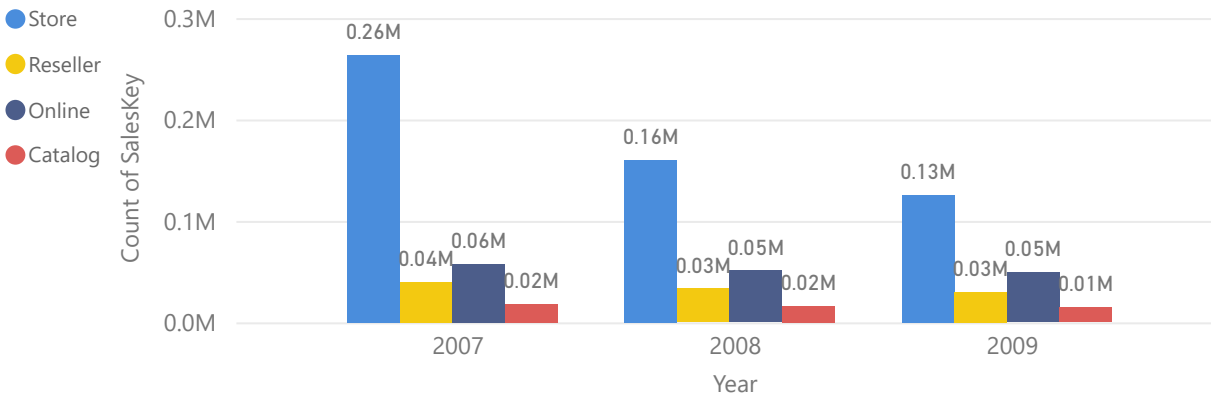
Number of Sales by Channel changing over time
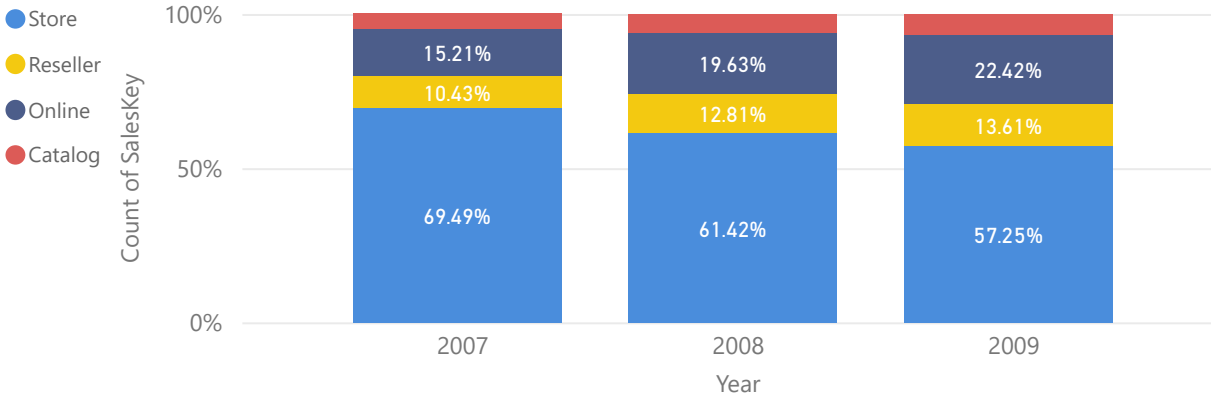
DESCRIPTIVE CATEGORICAL - DAY NAME

STATIC ANALYSIS

Frequency table

CalendarDayofWeek	Count of SalesKey	%GT Count of SalesKey
Monday	123683	14.39%
Wednesday	123375	14.35%
Tuesday	123160	14.33%
Thursday	122661	14.27%
Sunday	122368	14.24%
Saturday	122136	14.21%
Total	**859505**	**100.00%**

Number of Sales by Day name

Monday	Wednesday	Tuesday	Thursday	Sunday	Saturday	Friday
124K	123K	123K	123K	122K	122K	122K

Contribution of Sales by Day name

- 123.68K (14.39%) Monday
- 123.38K (14.35%) Wednesday
- 123.16K (14.33%) Tuesday
- 122.66K (14.27%) Thursday
- 122.37K (14.24%) Sunday
- 122.14K (14.21%) Saturday
- 122.12K (14.21%) Friday

CalendarDayofWeek
- Monday
- Wednesday
- Tuesday
- Thursday
- Sunday
- Saturday
- Friday

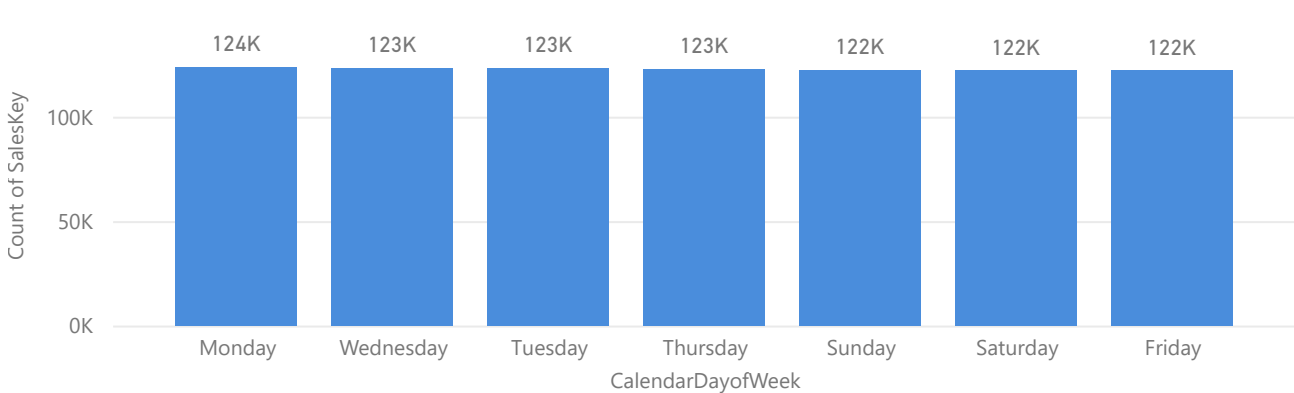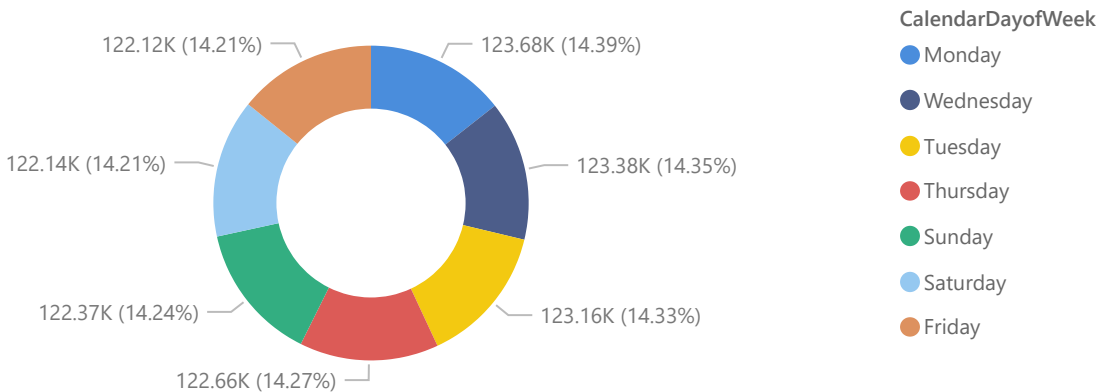## CHANGE OVER TIME ANALYSIS

Frequency table

Year	2007		2008		2009
CalendarDayofWeek	Count of SalesKey	%GT Count of SalesKey	Count of SalesKey	%GT Count of SalesKey	Count of Sale
Monday	55349	6.44%	36843	4.29%	3
Wednesday	54077	6.29%	37796	4.40%	3
Tuesday	54284	6.32%	37660	4.38%	3
Thursday	53580	6.23%	37105	4.32%	3
Sunday	54071	6.29%	37033	4.31%	2
Total	**379424**	**44.14%**	**260514**	**30.31%**	**21**

Number of Sales by Day name changing over time

- 2007
- 2008
- 2009

	Monday	Wednesday	Tuesday	Thursday	Sunday	Saturday	Friday
2007	55K	54K	54K	54K	54K	54K	54K
2008	37K	38K	38K	37K	37K	37K	37K
2009	31K	32K	31K	32K	31K	37K	31K

Number of Sales by Day name changing over time

- 2007
- 2008
- 2009

	Monday	Wednesday	Tuesday	Thursday	Sunday	Saturday	Friday
2009	25.46%	25.53%	25.35%	26.07%	25.55%	25.45%	25.41%
2008	29.79%	30.64%	30.58%	30.25%	30.26%	30.18%	30.48%
2007	44.75%	43.83%	44.08%	43.68%	44.19%	44.38%	44.11%
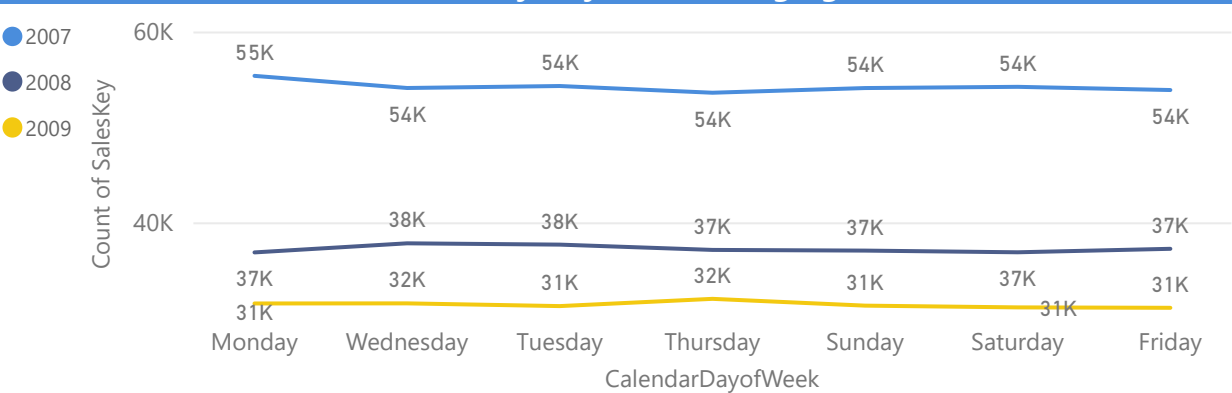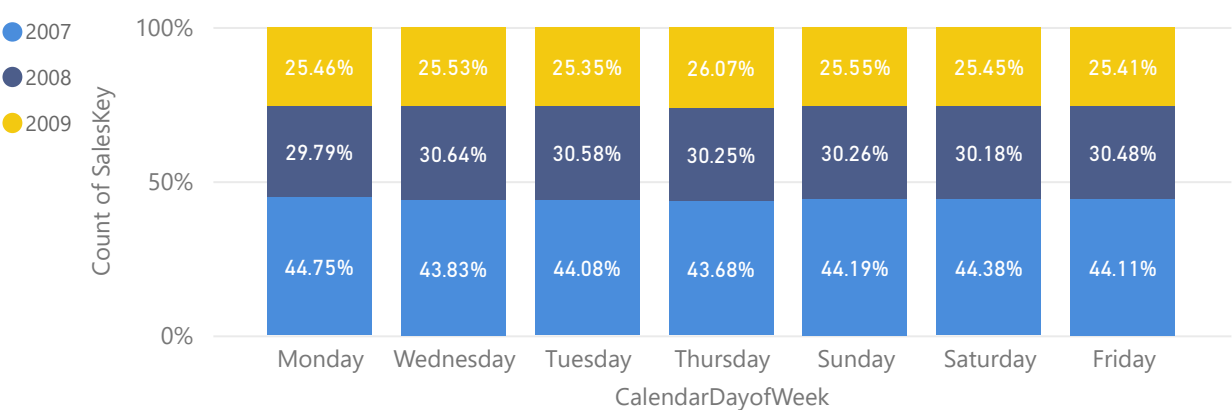
DESCRIPTIVE CATEGORICAL - HIERARCHY

Hierarchy of Channel and Brand Name

The Phone Compa
Adventure Works
A. Datum
Store
Catalog
Southridge Vide
Fabrikam
Tailspin Toys
Northwind Trade
Litware
Wide World Impo

Hierarchy of Continent and Country

Australia
Sweden
Pakistan
Kyrgyzstan
Greece
Denmark
Thailand
Spain
Ireland
Iran Portugal
Poland
India
South Korea
Singapore
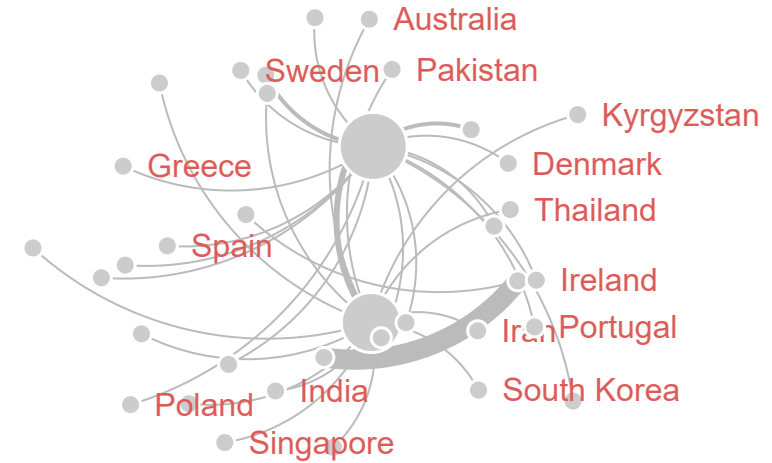
Hierarchy of Product Class Name and Brand Name

Adventure Works
Southridge Vide
Regular
Proseware
Fabrikam
Tailspin Toys
The Phone Compa
A. Datum
Economy
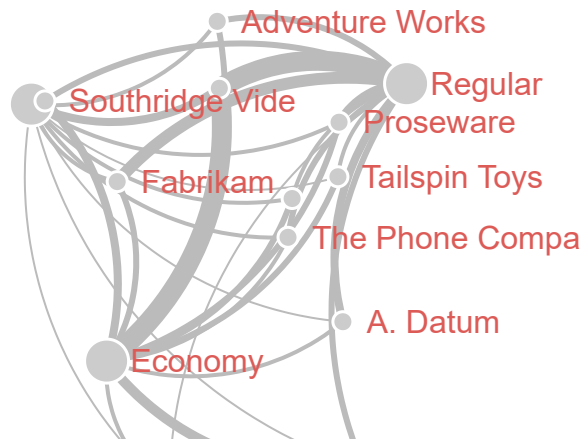
Hierarchy of Continent and Channel

Store
Catalog
Europe
Asia
Reseller
Online
Europe
Reseller
Online
North America
Catalog

CAT-CAT: CHANNEL & PRODUCT CATEGORY

Raw Count

Product Category	Catalog	Online	Reseller	Store	Total
Audio	1635	4508	3255	17127	26525
Cameras and camcorders	7761	21483	15955	90805	136004
Cell phones	5351	15449	11521	65461	97782
Total	49224	158090	102814	549377	859505

Percentages of column totals

Product Category	Catalog	Online	Reseller	Store	Total
Audio	3.32%	2.85%	3.17%	3.12%	3.0
Cameras and camcorders	15.77%	13.59%	15.52%	16.53%	15.8
Cell phones	10.87%	9.77%	11.21%	11.92%	11.3
Total	100.00%	100.00%	100.00%	100.00%	100.0

Raw Count

Percentages of column totals

Percentages of row totals

Product Category	Catalog	Online	Reseller	Store	Total
Audio	6.16%	17.00%	12.27%	64.57%	100.00%
Cameras and camcorders	5.71%	15.80%	11.73%	66.77%	100.00%
Total	5.73%	18.39%	11.96%	63.92%	100.00%

Percentages of overall totals

Product Category	Catalog	Online	Reseller	Store	Total
Audio	0.19%	0.52%	0.38%	1.99%	3.09%
Cameras and camcorders	0.90%	2.50%	1.86%	10.56%	15.82%
Total	5.73%	18.39%	11.96%	63.92%	100.00%
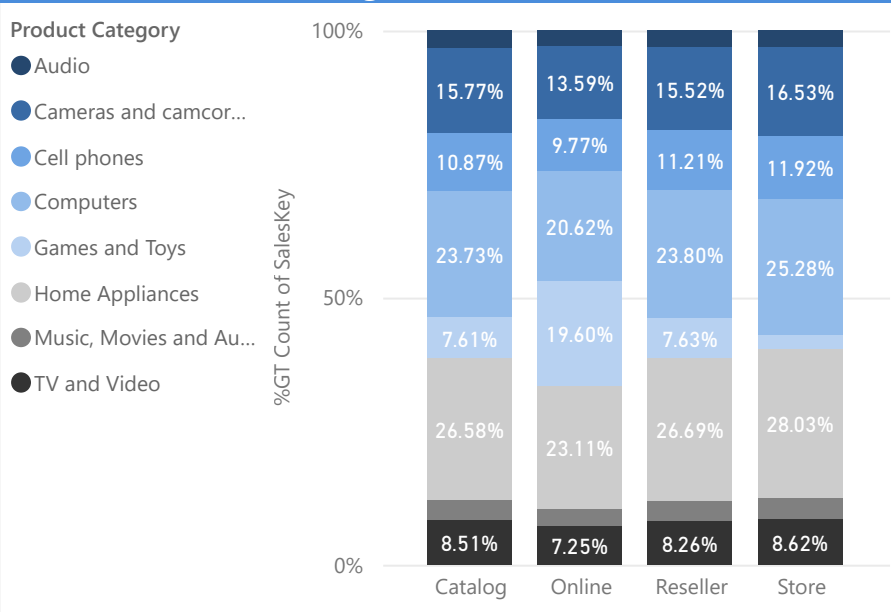
Percentages of overall totals
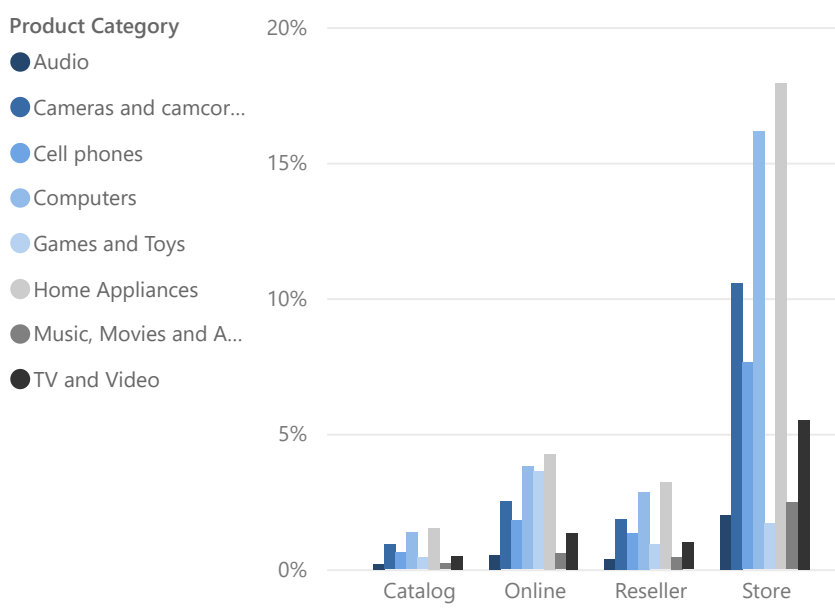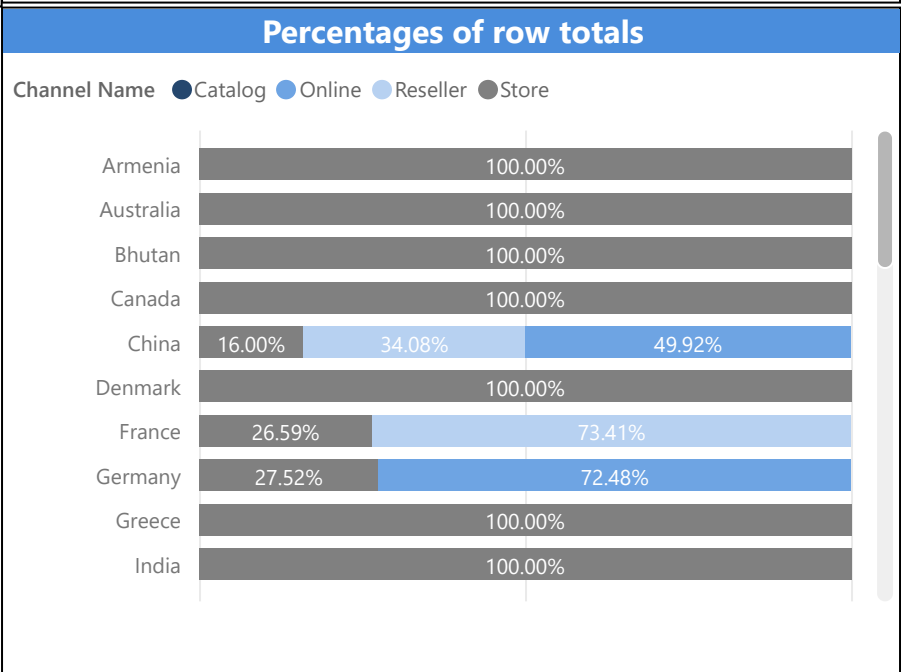

Percentages of row totals
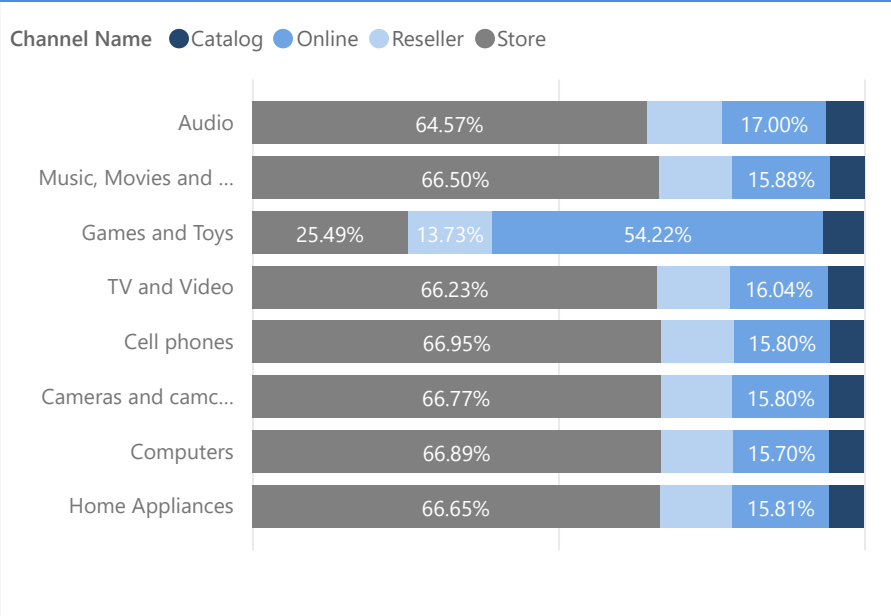
CAT-CAT: CHANNEL & COUNTRY/ REGION

Raw Count

RegionCountryName	Catalog	Online	Reseller	Store	Total
Armenia				2731	2731
Australia				8226	8226
Bhutan				3245	3245
Total	49224	158090	102814	549377	859505

Raw Count

Percentages of column totals

RegionCountryName	Catalog	Online	Reseller	Store	To
Armenia				0.50%	
Australia				1.50%	
Bhutan				0.59%	
Total	100.00%	100.00%	100.00%	100.00%	10

Percentages of column totals

RegionCountryName: Armenia, Australia, Bhutan, Canada, China, Denmark, France, Germany, Greece, India, Iran

	Catalog	Online	Reseller	Store
	100.00%	30.59%	32.11%	
		31.50%	32.79%	5.05%
		37.90%	35.09%	62.09%

Percentages of row totals

RegionCountryName	Catalog	Online	Reseller	Store	Total
Armenia				100.00%	100.00
Australia				100.00%	100.00
Bhutan				100.00%	100.00
Total	5.73%	18.39%	11.96%	63.92%	100.00

Percentages of overall totals

RegionCountryName: Armenia, Australia, Bhutan, Canada, China

Percentages of overall totals

RegionCountryName	Catalog	Online	Reseller	Store	Total
Armenia				0.32%	0.32
Australia				0.96%	0.96
Bhutan				0.38%	0.38
Total	5.73%	18.39%	11.96%	63.92%	100.00

Percentages of row totals

Channel Name: Catalog, Online, Reseller, Store

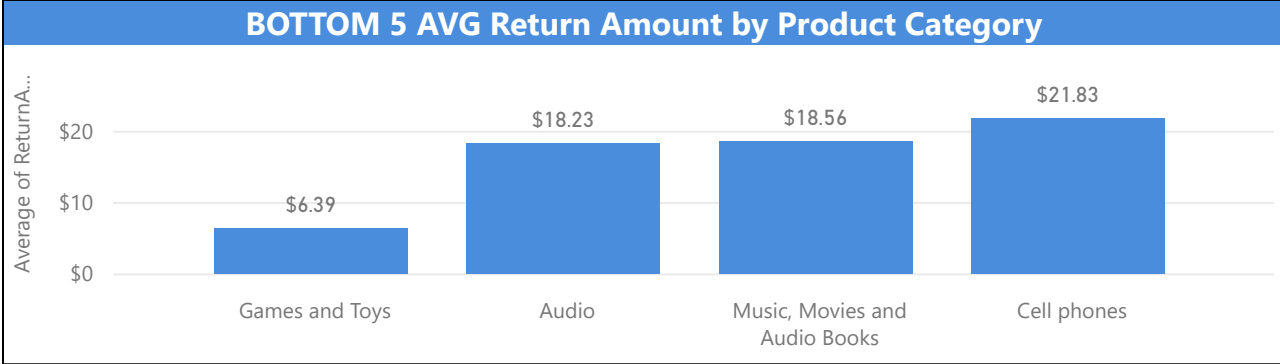|	Catalog	Online	Reseller	Store
Armenia				100.00%
Australia				100.00%
Bhutan				100.00%
Canada				100.00%
China	16.00%	34.08%	49.92%	
Denmark				100.00%
France	26.59%	73.41%		
Germany	27.52%	72.48%		
Greece				100.00%
India				100.00%
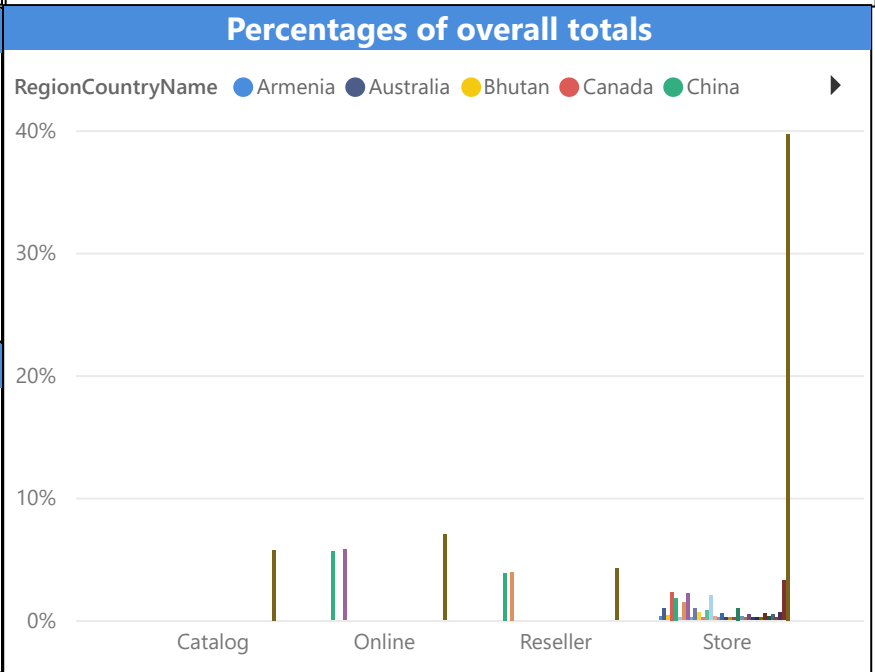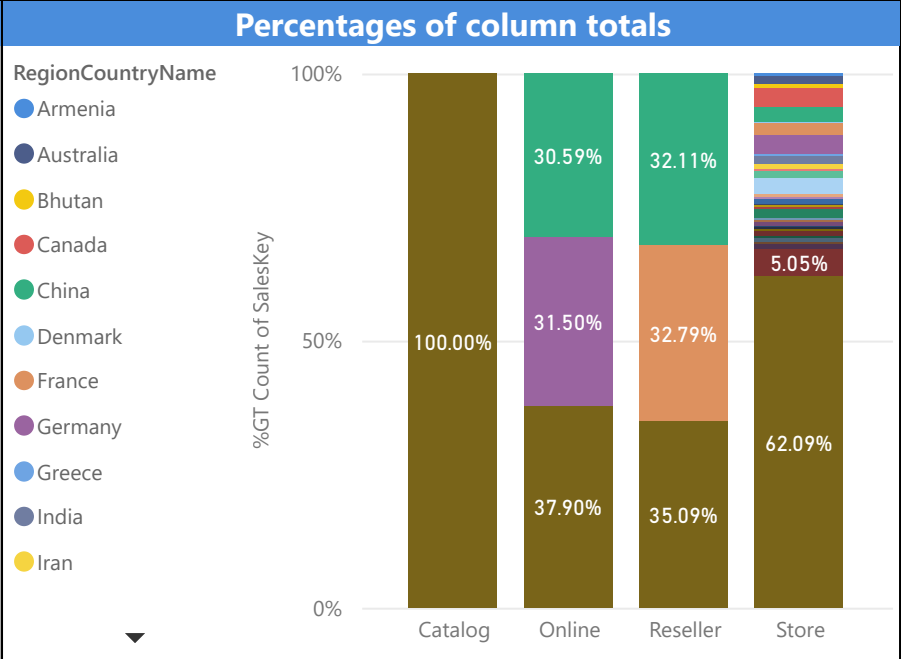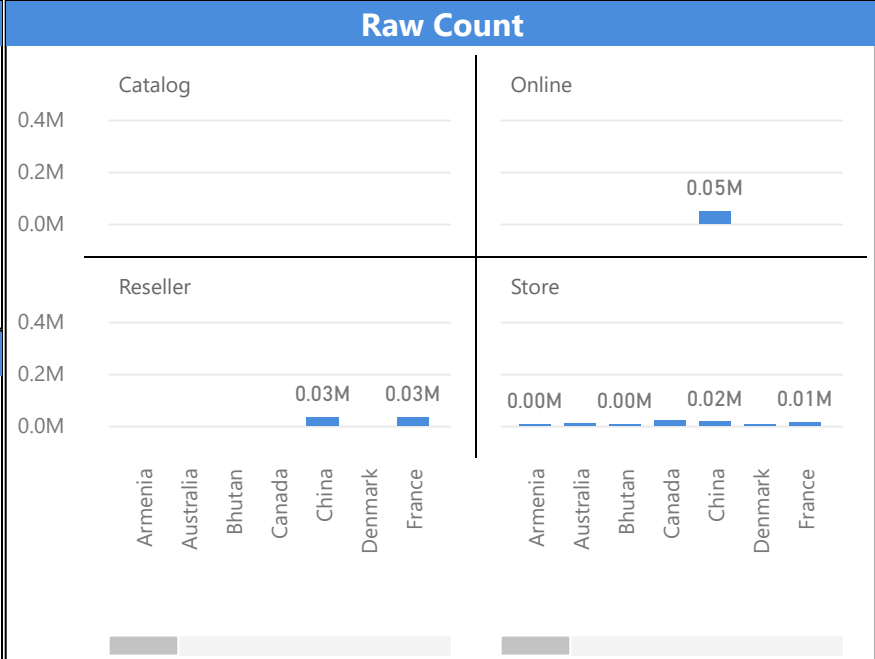
CAT-NUM: PRODUCT CATEGORY & RETURN AMOUNT

STATIC ANALYSIS

Summary Measure

Product Category	Return Amount	Average of Return Amount	Med of R Am
TV and Video	$4,103,729.51	$57.39	
Music, Movies and Audio Books	$592,193.15	$18.56	
Home Appliances	$15,079,027.29	$65.27	
Games and Toys	$364,911.72	$6.39	
Computers	$9,958,030.91	$47.97	
Cell phones	$2,135,045.82	$21.83	
Total	**$41,240,962.95**	**$47.98**	

Total Return by Product Category

Category	Sum of Return Amount
Games and ...	$0M
Audio	$0M
Music, Movi...	$1M
Cell phones	$2M
TV and Video	$4M
Cameras an...	$9M
Computers	$10M
Home Appli...	$15M
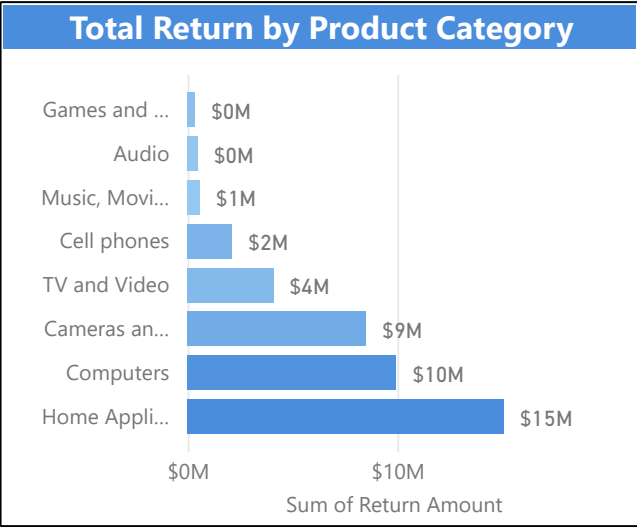
CHANGE OVER TIME ANALYSIS

Summary Measure

Year Product Category	2007 Return Amount	Average of Return
TV and Video	$1,441,998.53	
Music, Movies and Audio Books	$266,946.10	
Home Appliances	$5,753,803.63	
Games and Toys	$180,388.98	
Computers	$3,743,933.69	
Cell phones	$988,960.77	
Total	**$16,357,134.36**	

Total Return by Product Category cha...

Year ● 2007 ● 2008 ● 2009

Category	Sum of Return Amount
Games and ...	$0.2M / $0.1M
Audio	$0.1M / $0.2M
Music, Movi...	$0.3M / $0.1M
Cell phones	$1.0M / $0.6M
TV and Video	$1.4M / $1.3M
Cameras an...	$2.7M / $3.9M
Computers	$2.7M / $3.7M

TOP 5 AVG Return Amount by Product Category

Category	Average of Return
Computers	$47.97
TV and Video	$57.39
Cameras and camcorders	$62.68
Home Appliances	$65.27

TOP 5 AVG Return Amount by Product Category changing overtime

Year ● 2007 ● 2008 ● 2009

Category	2007	2008	2009
Computers	$42.42	$44.30	$60.33
TV and Video	$48.61	$58.64	$69.60
Cameras and camcorders	$60.90	$65.22	$62.92
Home Appliances	$57.02	$68.30	$75.95

BOTTOM 5 AVG Return Amount by Product Category

Category	Average of ReturnA...
Games and Toys	$6.39
Audio	$18.23
Music, Movies and Audio Books	$18.56
Cell phones	$21.83

BOTTOM 5 AVG Return Amount by Product Category changing overtime

Year ● 2007 ● 2008 ● 2009

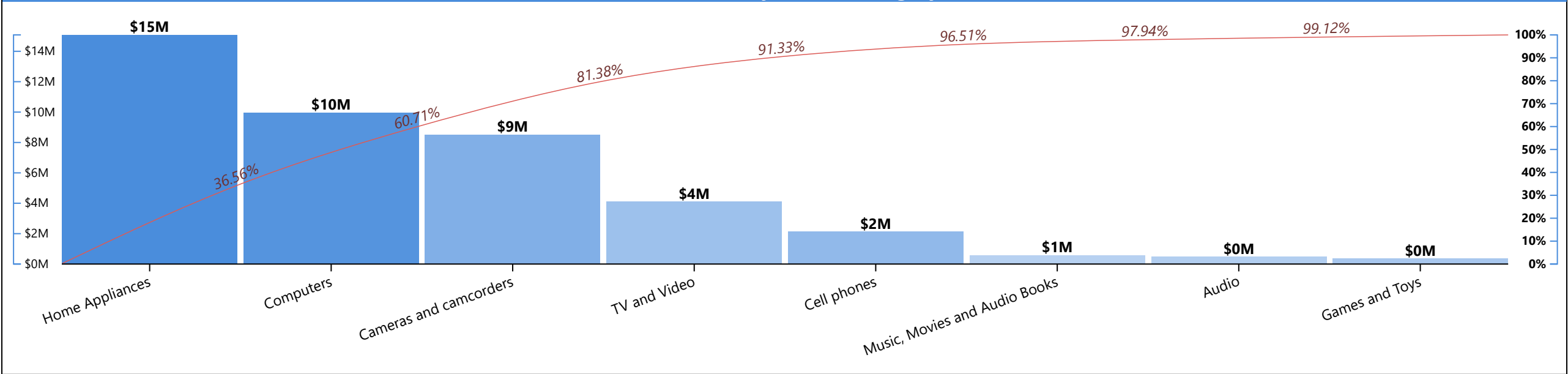| Category	2007	2008	2009
Games and Toys	$6.61	$6.32	$6.01
Audio	$15.04	$18.92	$20.40
Music, Movies and Audio Books	$17.98	$19.42	$18.61
Cell phones	$21.10	$20.64	$24.63

CAT-NUM: RETURN AMOUNT & PRODUCT CATEGORY

Total Return by Product Category distribution
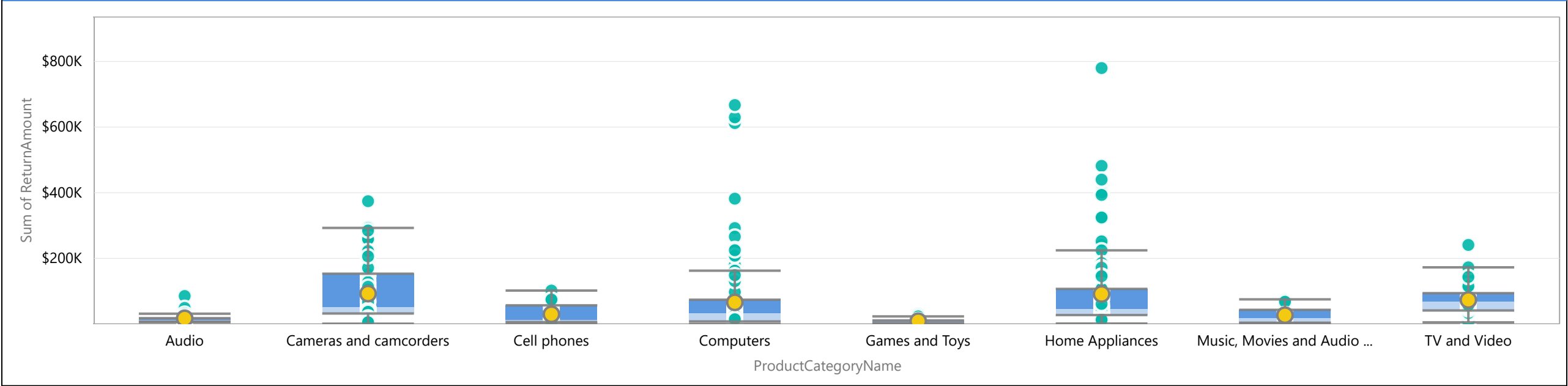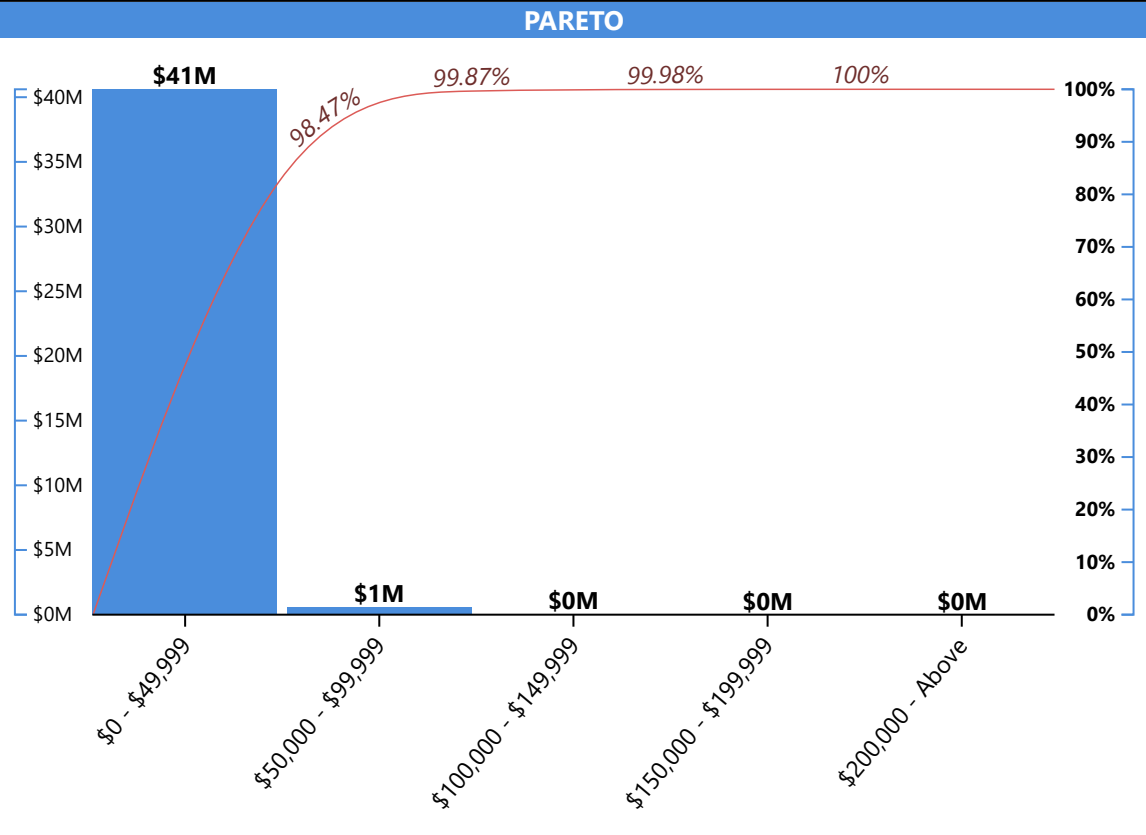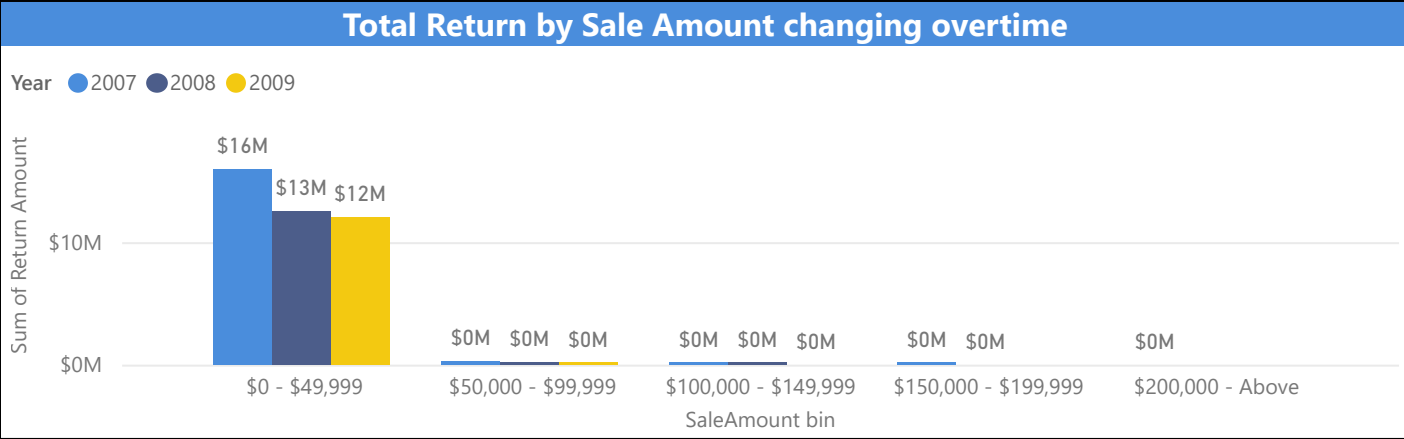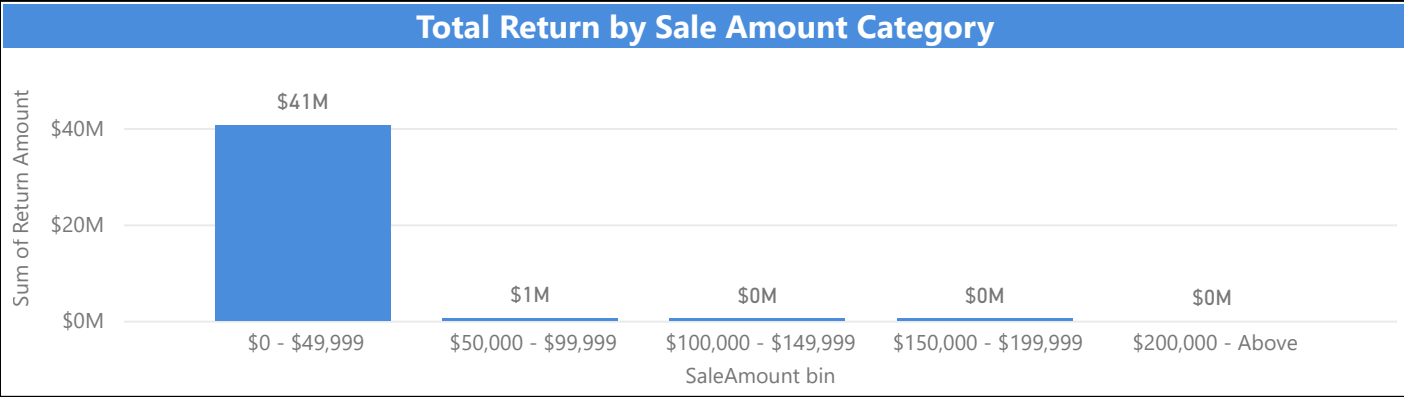

Total Return by Product Category

NUM-NUM: RETURN AMOUNT & SALE AMOUNT

STATIC ANALYSIS

Summary Measure

SaleAmount bin	Return Amount ▼	Average of Return Amount	Median of Return Amount	Min of Return Amount	Max of Return Amount	Count of Return Amoun
$0 - $49,999	$40,611,424.20	$47.30	$0.00	$0.00	$5,305.80	85859
$50,000 - $99,999	$576,364.55	$664.78	$0.00	$0.00	$9,996.00	86
$100,000 - $149,999	$45,369.40	$1,296.27	$0.00	$0.00	$5,305.80	3
$150,000 - $199,999	$7,804.80	$1,951.20	$1,249.50	$0.00	$5,305.80	
$200,000 - Above	$0.00	$0.00	$0.00	$0.00	$0.00	
Total	**$41,240,962.95**	**$47.98**	**$0.00**	**$0.00**	**$9,996.00**	**85950**

CHANGE OVER TIME ANALYSIS

Summary Measure changing overtime

Year SaleAmount bin	2007 Return Amount	Average of Return Amount	Median of Return Amount	Min of Return
$0 - $49,999	$15,998,003.66	$42.22	$0.00	
$50,000 - $99,999	$317,552.50	$664.34	$0.00	
$100,000 - $149,999	$33,773.40	$1,250.87	$0.00	
$150,000 - $199,999	$7,804.80	$2,601.60	$2,499.00	
$200,000 - Above	$0.00	$0.00	$0.00	
Total	**$16,357,134.36**	**$43.11**	**$0.00**	

Total Return by Sale Amount Category

PARETO

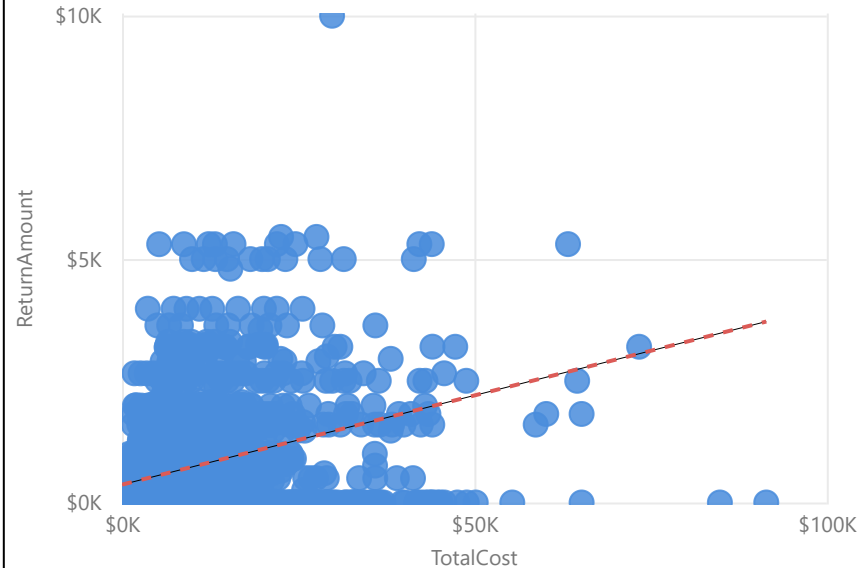### Total Return by Sale Amount changing overtime

Year ● 2007 ● 2008 ● 2009
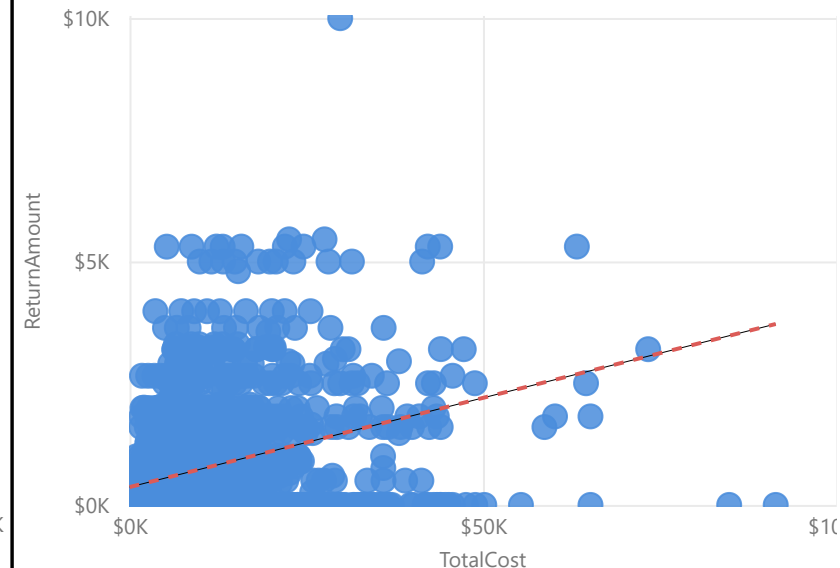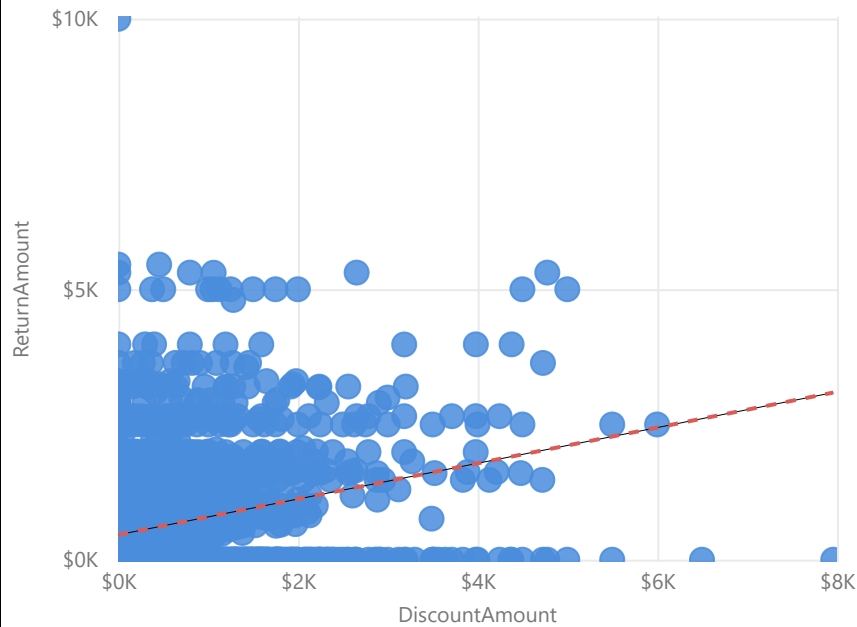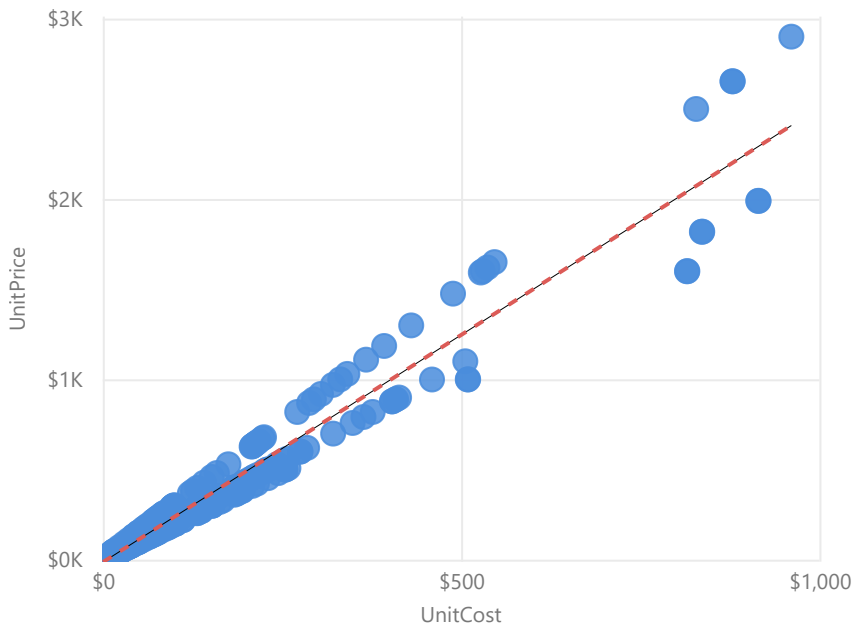
NUM-NUM: RETURN AMOUNT

Return Amount vs Sale Amount
(ReturnAmount vs SalesAmount)
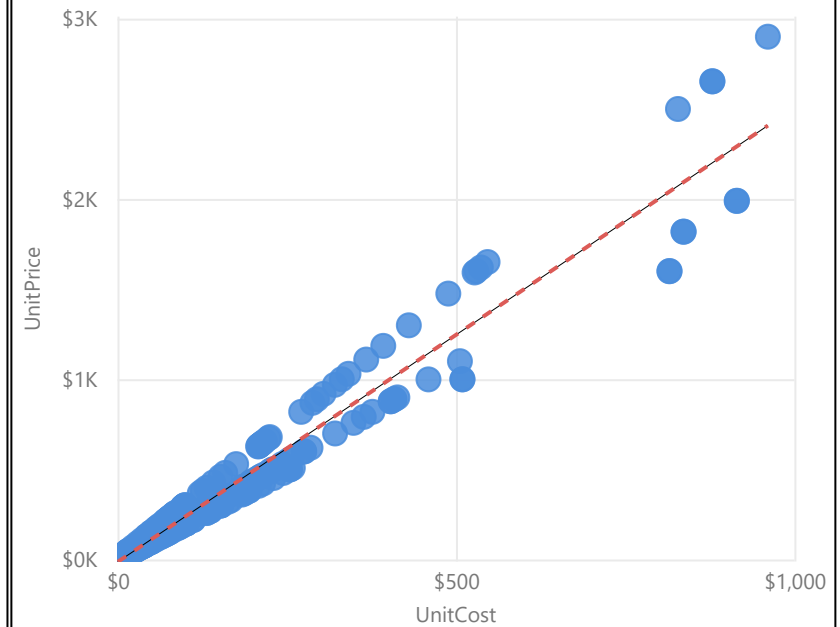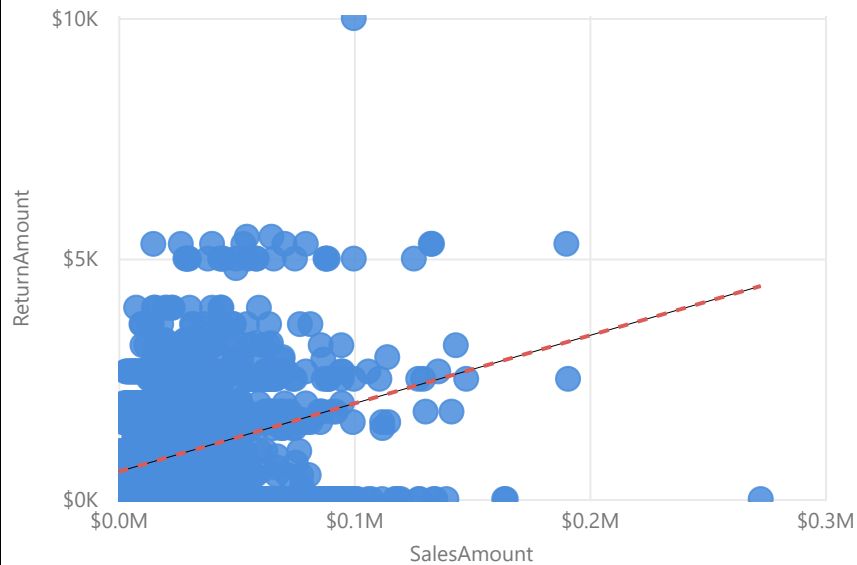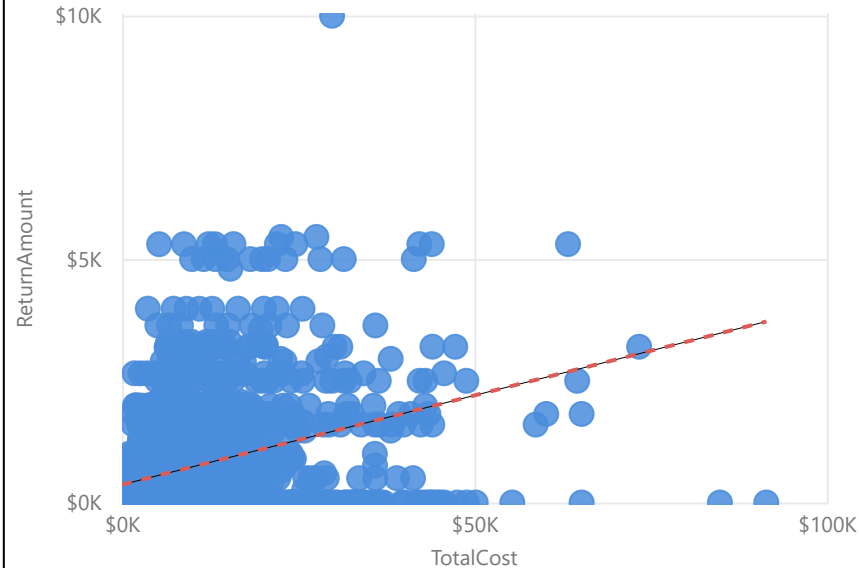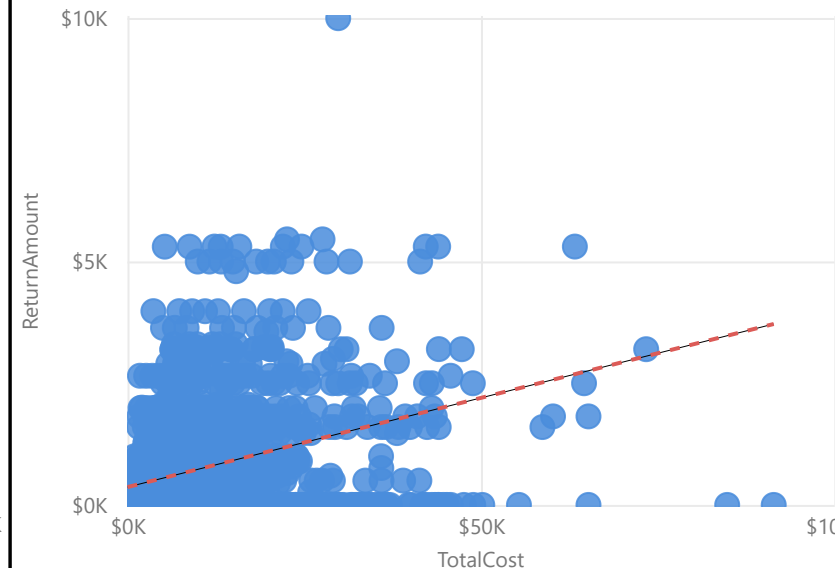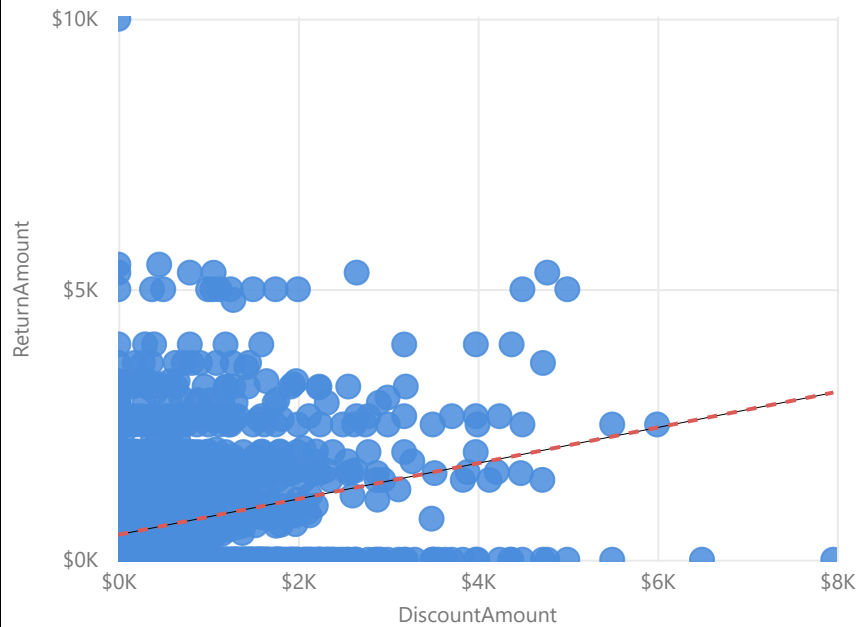
Return Amount vs Sale Amount
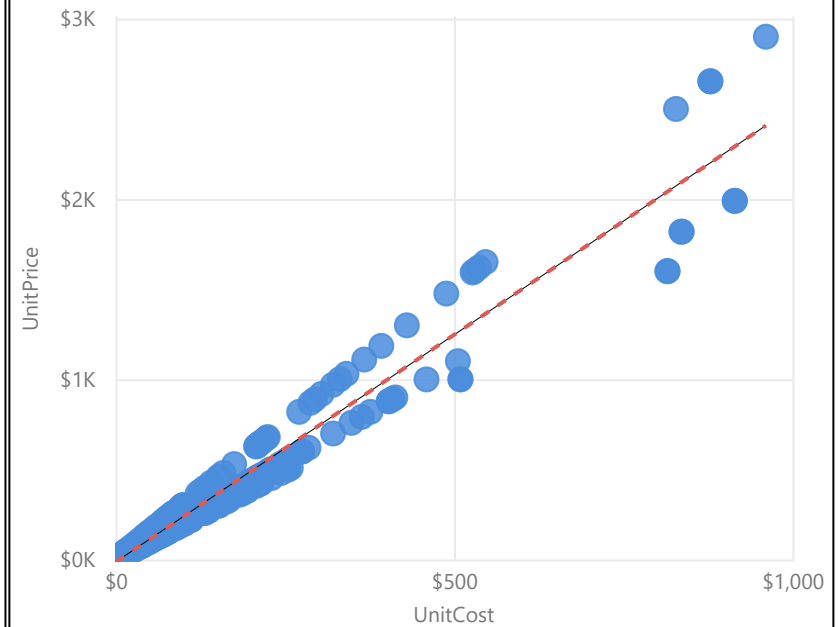(ReturnAmount vs TotalCost)

Return Amount vs Sale Amount
(ReturnAmount vs TotalCost)

Return Amount vs Sale Amount
(ReturnAmount vs DiscountAmount)

Return Amount vs Sale Amount
(UnitPrice vs UnitCost)

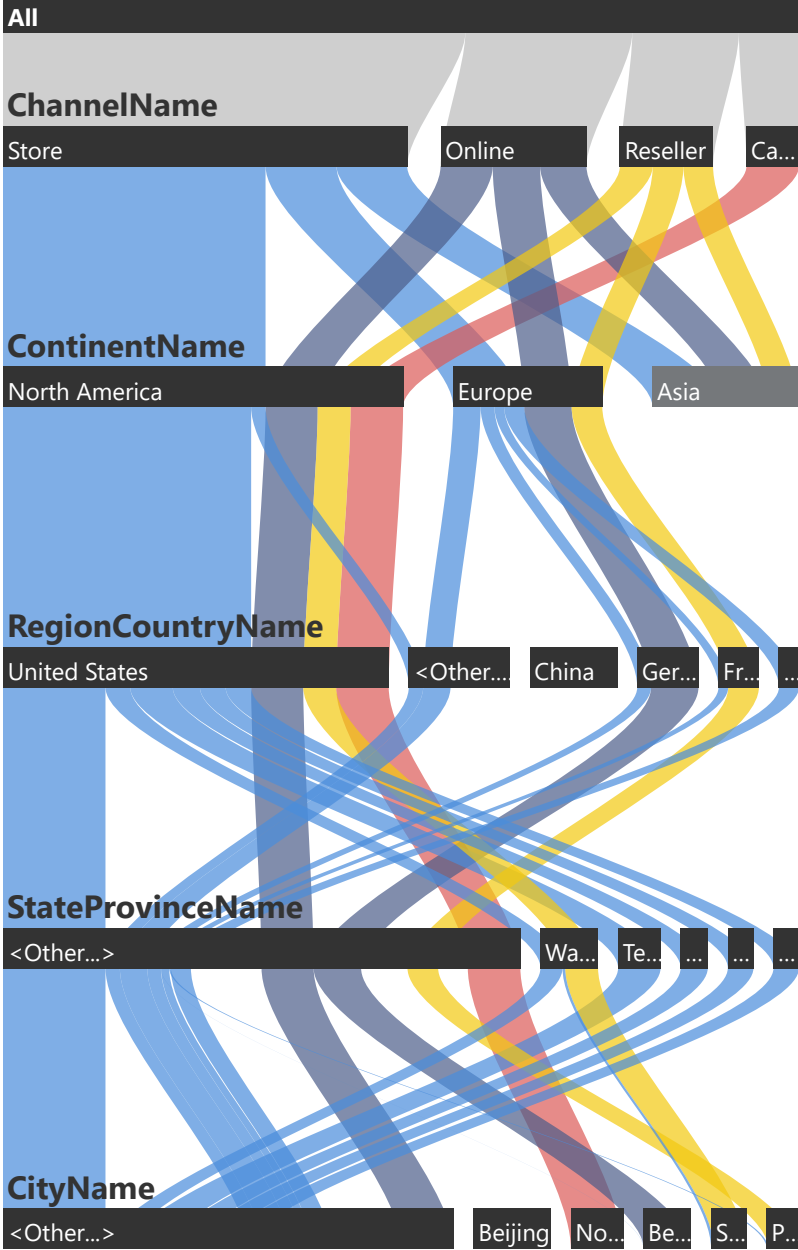## Return Amount vs Sale Amount
(UnitPrice vs UnitCost)
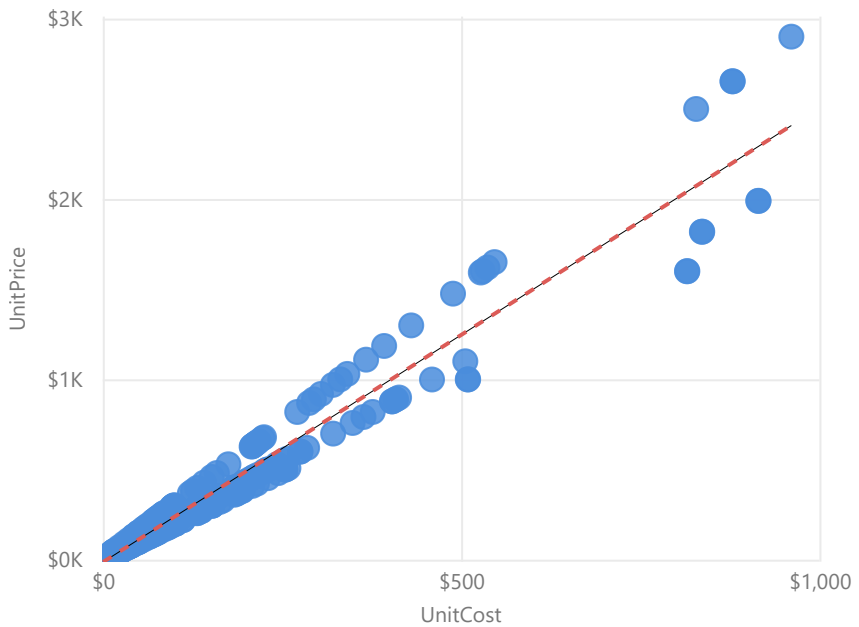
NUM-NUM: RETURN AMOUNT

MULTIDIMENSIONAL ANALYTICS: RETURN AMOUNT

Total Return Amount by Channel and Geography

All

ChannelName
Store | Online | Reseller | Ca...

ContinentName
North America | Europe | Asia

RegionCountryName
United States | <Other...> | China | Ger... | Fr... | ...

StateProvinceName
<Other...> | Wa... | Te... | ... | ... | ...

CityName
<Other...> | Beijing | No... | Be... | S... | P...

ChannelName ×	ContinentName ×	RegionCountryN... ×	StateProvinceNa.
Store	North America	United States	

Sum of ReturnAmount
$32,550,235.13

Store
$19,768,331.47

Online
$5,901,145.71

Reseller
$3,765,407.52

Catalog
$3,115,350.43

North America
$15,559,126.75

Europe
$4,209,204.72

United States
$14,706,060.33

Canada
$853,066.42

Texas
$2,518,655.74

Colorado
$1,610,552.12

Massachusetts
$1,520,302.11

Wisconsin
$1,512,718.40

Washington
$1,470,211.22

New Jersey
$1,358,407.88

New York
$1,113,511.32

Florida
$1,003,065.84

Maryland
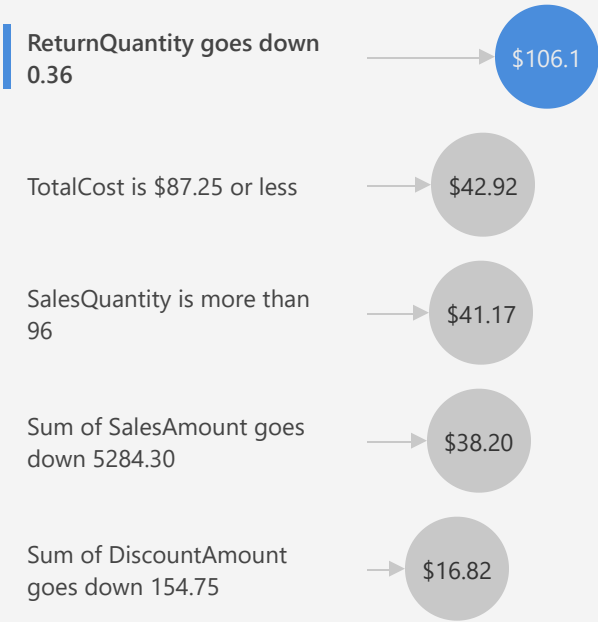$690,994.02

MULTIDIMENSIONAL ANALYTICS: RETURN AMOUNT

Key influencers   Top segments

What influences Sum of ReturnAmount to [Decrease ▼] ?

When...   ....the average of Sum of
                           ReturnAmount decreases by

**ReturnQuantity goes down
0.36** $106.1

TotalCost is $87.25 or less $42.92

SalesQuantity is more than
96 $41.17

Sum of SalesAmount goes
down 5284.30 $38.20

Sum of DiscountAmount
goes down 154.75 $16.82

← On average when ReturnQuantity
decreases, Sum of ReturnAmount also
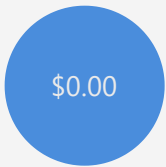decreases.
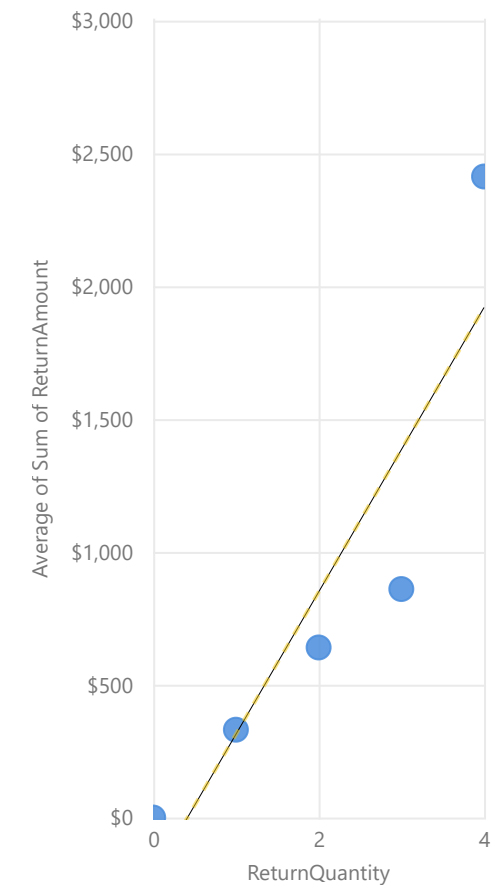
Key influencers   Top segments

When is Sum of ReturnAmount more likely to be [Low ▼] ?

We found 1 segments and ranked them by Average of Sum of ReturnAmount and p...

$0.00

Segment 1

Average of Sum of ReturnAmount $0.00

Population count   737708