Channel Descriptive Analysis

STATIC ANALYSIS

Transaction by Channel

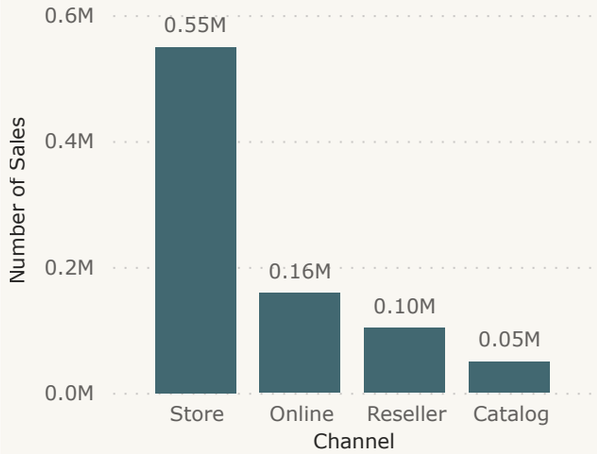
Channel	Transaction	% Transaction
Store	549377	63.92%
Online	158090	18.39%
Reseller	102814	11.96%
Catalog	49224	5.73%
Total	**859505**	**100.00%**

CHANGING OVER TIME ANALYSIS

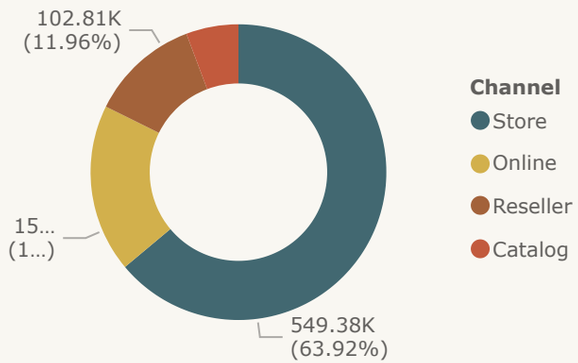
Transaction by Channel over time

Year	2007		2008		2009		**Total**	
Channel	Transaction	% Transaction	Transaction	% Transaction	Transaction	% Transaction	**Transaction**	**%**
Catalog	18463	4.87%	16016	6.15%	14745	6.72%	**49224**	
Online	57727	15.21%	51127	19.63%	49236	22.42%	**158090**	
Reseller	39573	10.43%	33366	12.81%	29875	13.61%	**102814**	
Store	263661	69.49%	160005	61.42%	125711	57.25%	**549377**	
Total	**379424**	**100.00%**	**260514**	**100.00%**	**219567**	**100.00%**	**859505**	

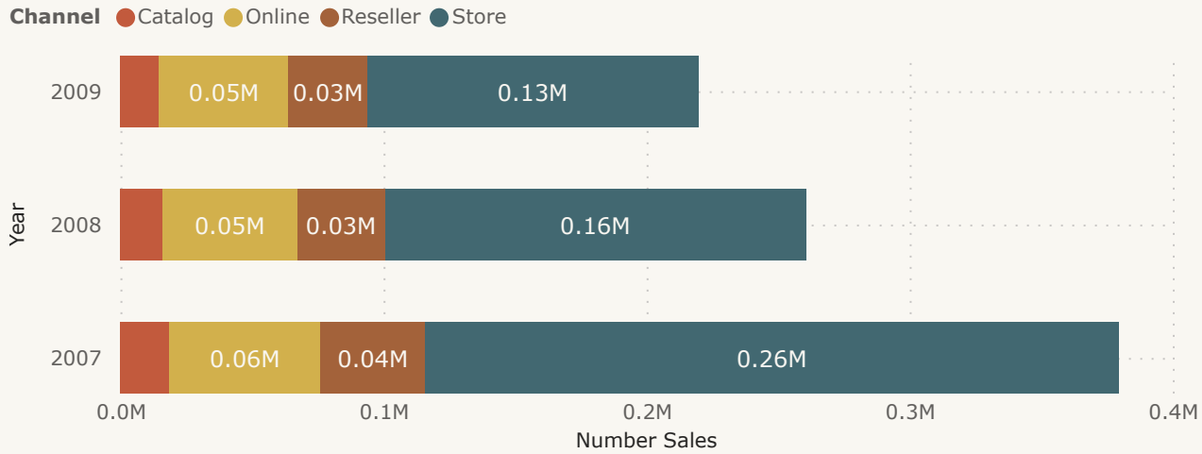
Transaction by Channel



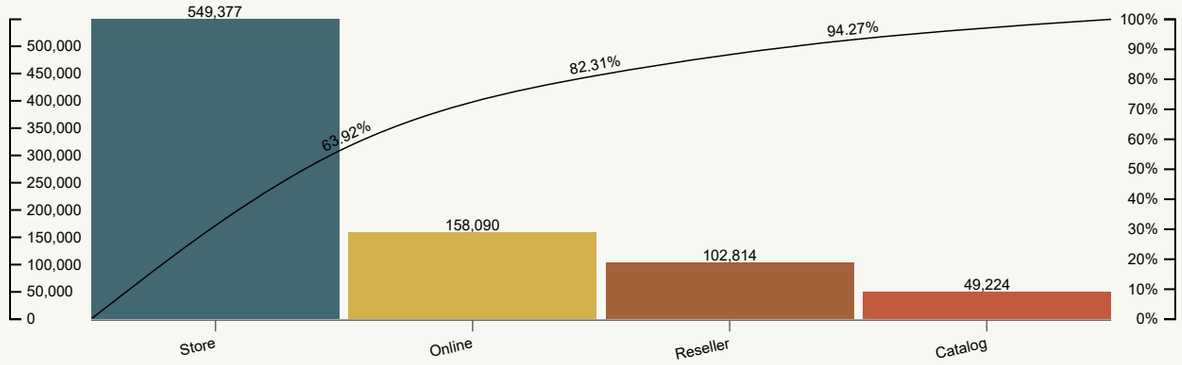
Transaction by Channel



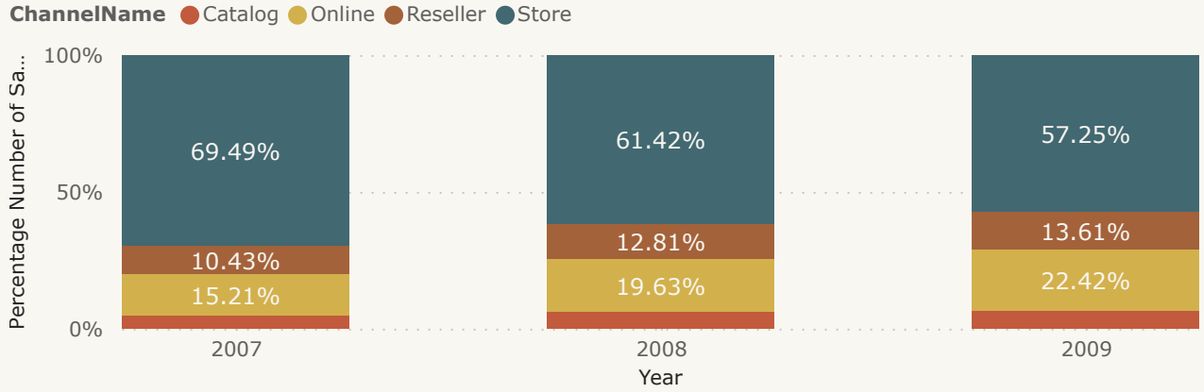
Transaction by Channel over time



Transaction by Channel

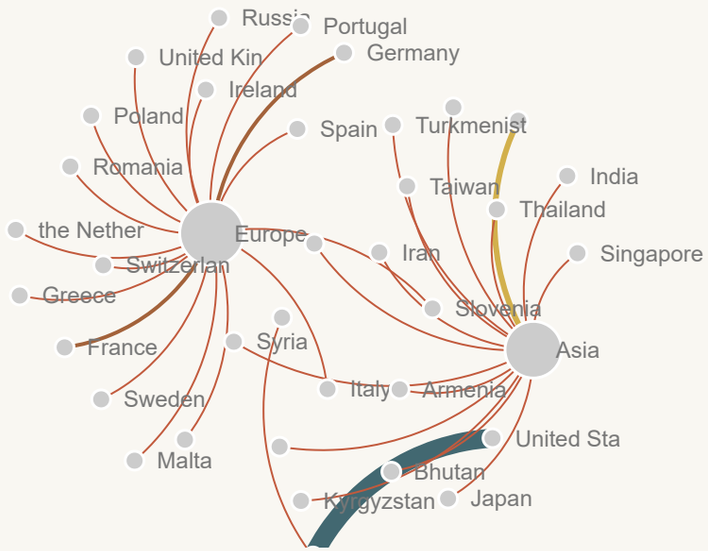


Transaction by Channel over time

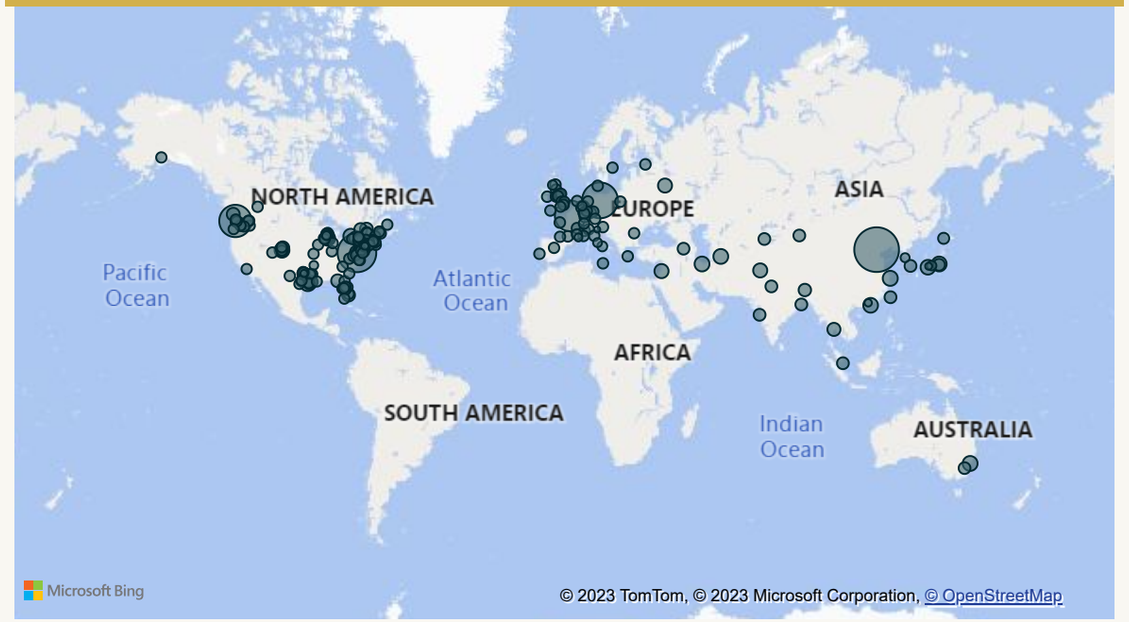


Continent, Country and State - Parent and Child Graph

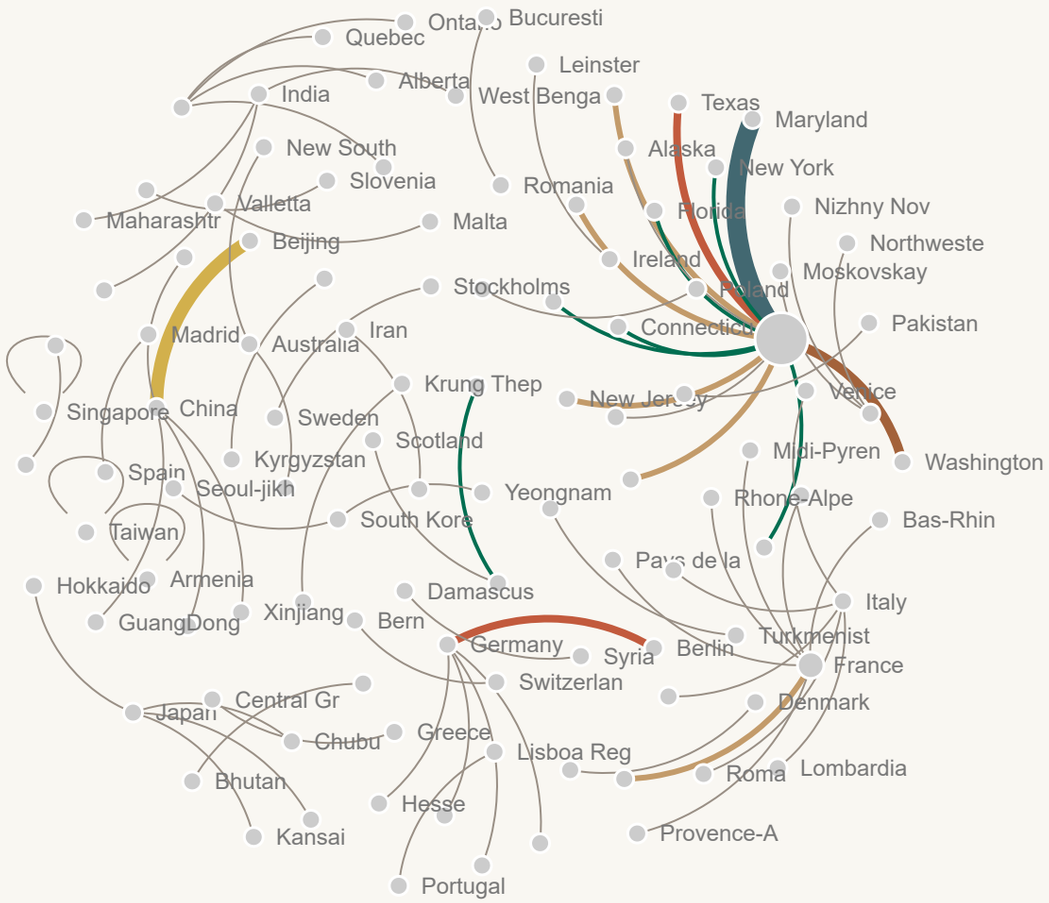
Continent and Country



SalesKey over World Map



Country and State



Continent Descriptive Analysis

STATIC ANALYSIS

Transaction by Continent

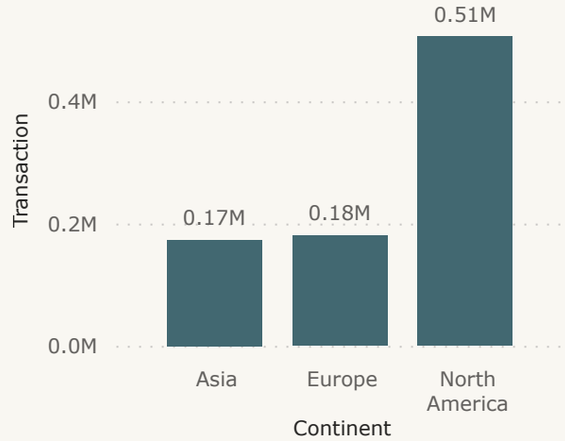
Continent	Transaction	% Transaction
Asia	173110	20.14%
Europe	180365	20.98%
North America	506030	58.87%
Total	**859505**	**100.00%**

CHANGING OVER TIME ANALYSIS

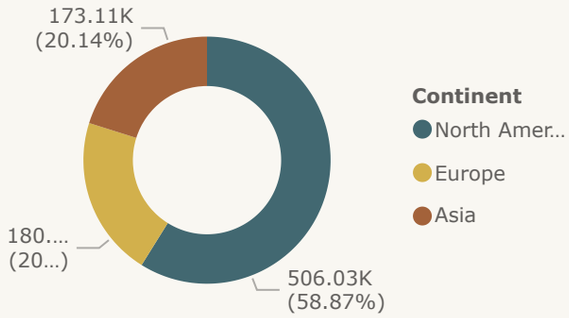
Transaction by Continent over time

Year Continent	2007 Transaction	% Transaction	2008 Transaction	% Transaction	2009 Transaction	% Transaction	**Total Transa**
⊞ Asia	55755	32.21%	56728	32.77%	60627	35.02%	**17**
⊞ Europe	87590	48.56%	51145	28.36%	41630	23.08%	**18**
⊞ North America	236079	46.65%	152641	30.16%	117310	23.18%	**50**
Total	**379424**	**44.14%**	**260514**	**30.31%**	**219567**	**25.55%**	**85**

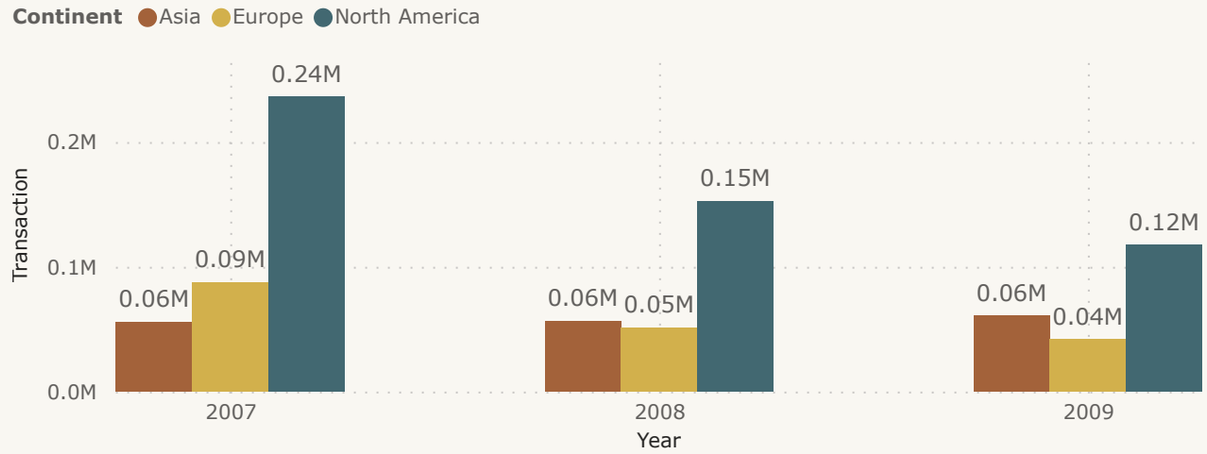
Transaction by Continent



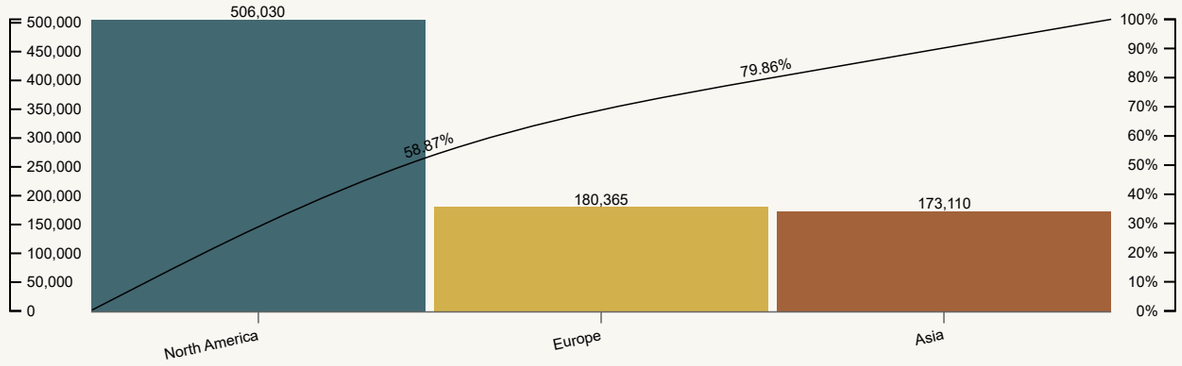
Transaction by Continent



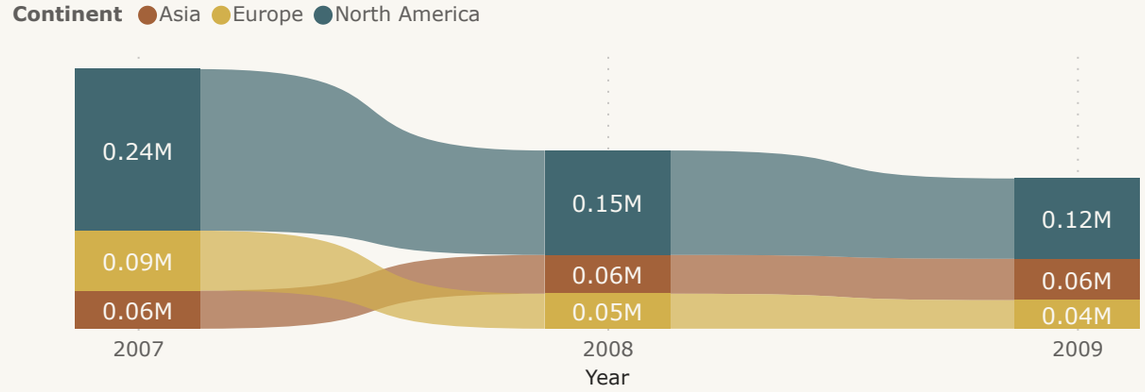
Transaction by Continent over time



Transaction by Continent



Transaction by Continent over time



Top 5 Countries by Transaction - Descriptive Analysis

STATIC ANALYSIS

Top 5 Countries by Transaction

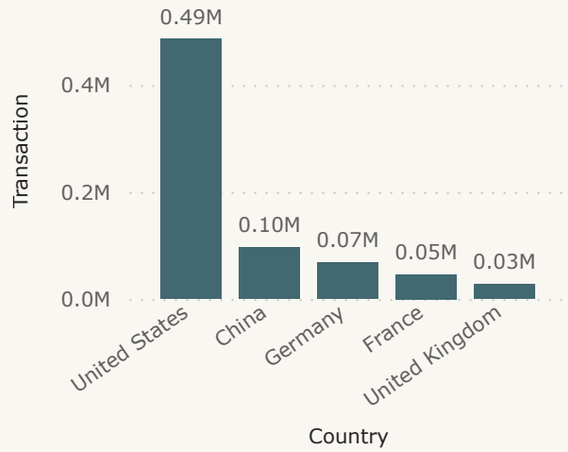
Country	Transaction	% Transaction
United States	486326	67.03%
China	96883	13.35%
Germany	68716	9.47%
France	45932	6.33%
United Kingdom	27718	3.82%
Total	**725575**	**100.00%**

CHANGING OVER TIME ANALYSIS

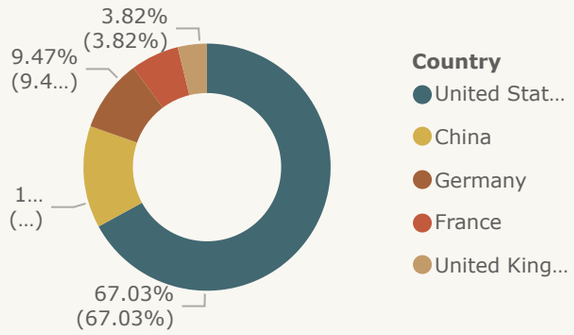
Top 5 Countries by Transaction over time

Year	2007		2008		2009		**Total**	
Country	Transaction	% Transaction	Transaction	% Transaction	Transaction	% Transaction	**Transaction**	**% Transacti**
China	32407	33.45%	31595	32.61%	32881	33.94%	**96883**	**100.0(**
France	20540	44.72%	13934	30.34%	11458	24.95%	**45932**	**100.0(**
Germany	29928	43.55%	20663	30.07%	18125	26.38%	**68716**	**100.0(**
United Kingdom	15887	57.32%	6958	25.10%	4873	17.58%	**27718**	**100.0(**
Total	**324900**	**44.78%**	**219981**	**30.32%**	**180694**	**24.90%**	**725575**	**100.0(**

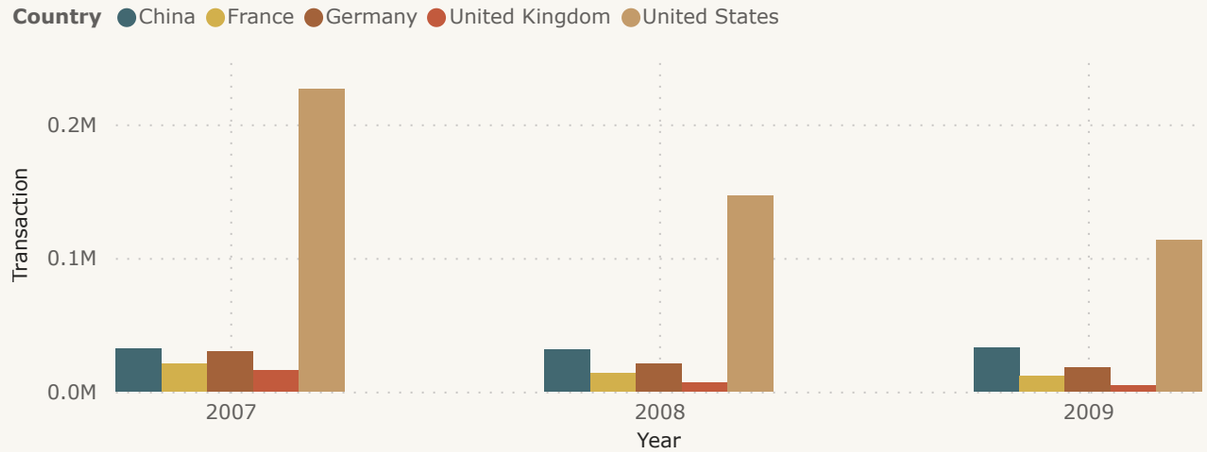
Top 5 Countries by Transaction



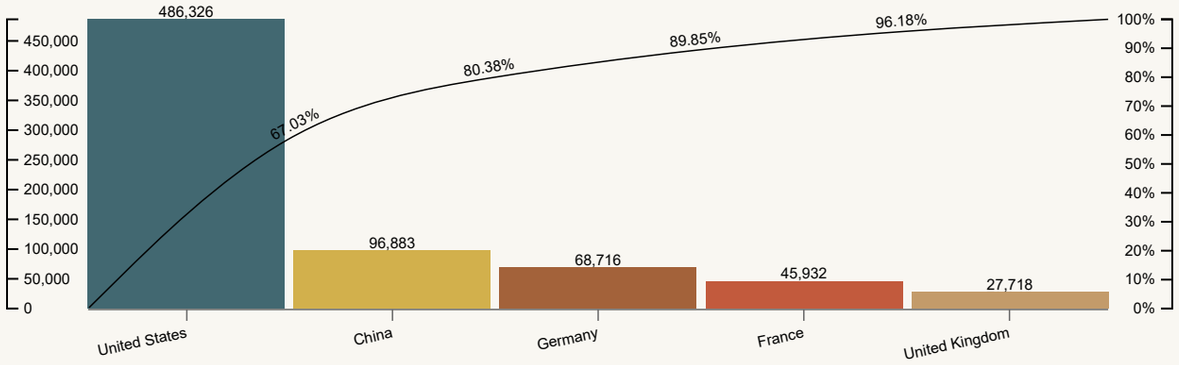
Top 5 Countries by Transaction



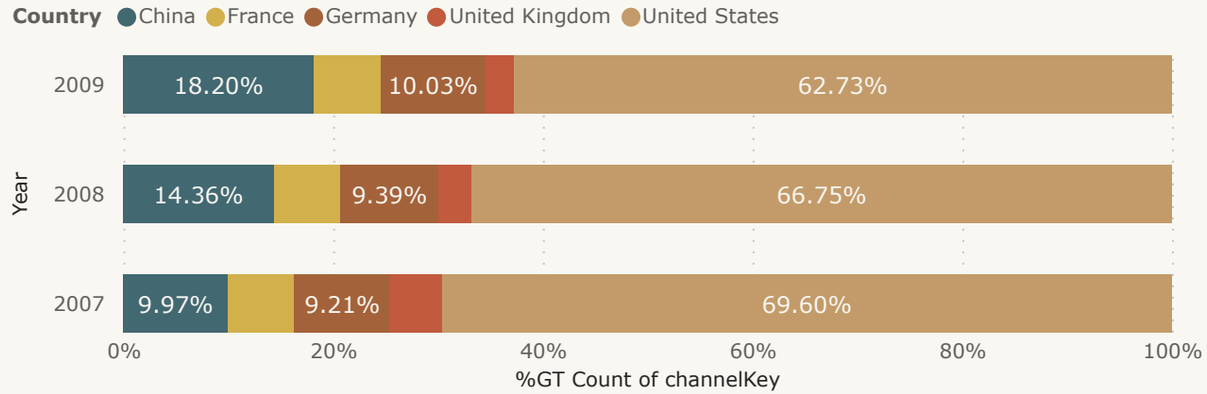
Top 5 Countries by Transaction over time



Top 5 Countries by Transaction



Top 5 Countries by Transaction



Bottom 5 Countries by Transaction - Descriptive Analysis

STATIC ANALYSIS

Bottom 5 Countries by Transaction

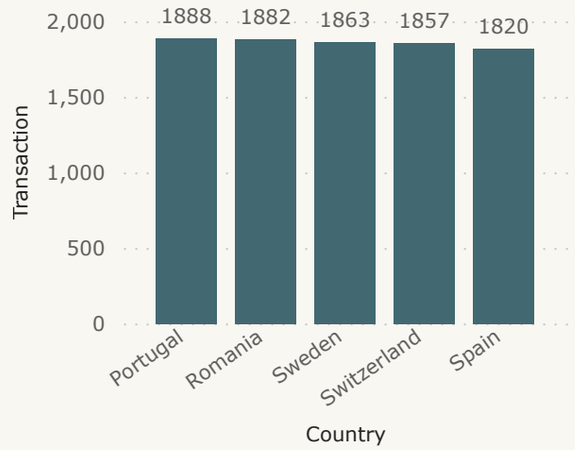
Country	Transaction	% Transaction
Portugal	1888	20.28%
Romania	1882	20.21%
Sweden	1863	20.01%
Switzerland	1857	19.95%
Spain	1820	19.55%
Total	**9310**	**100.00%**

CHANGING OVER TIME ANALYSIS

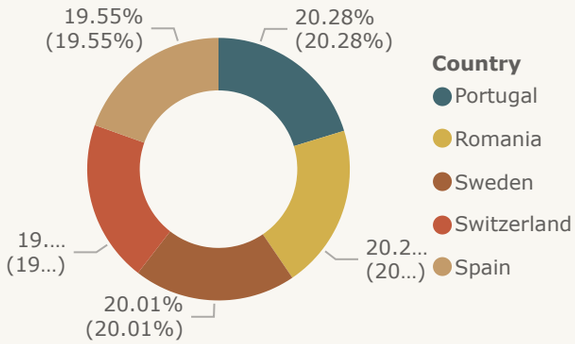
Bottom 5 Countries by Transaction over time

Year	2007		2008		2009		**Total**
Country	Transaction	% Transaction	Transaction	% Transaction	Transaction	% Transaction	**Transactio**
Portugal	1123	59.48%	437	23.15%	328	17.37%	**188**
Romania	1139	60.52%	419	22.26%	324	17.22%	**188**
Spain	1082	59.45%	428	23.52%	310	17.03%	**182**
Sweden	1079	57.92%	461	24.75%	323	17.34%	**186**
Total	**5515**	**59.24%**	**2217**	**23.81%**	**1578**	**16.95%**	**931**

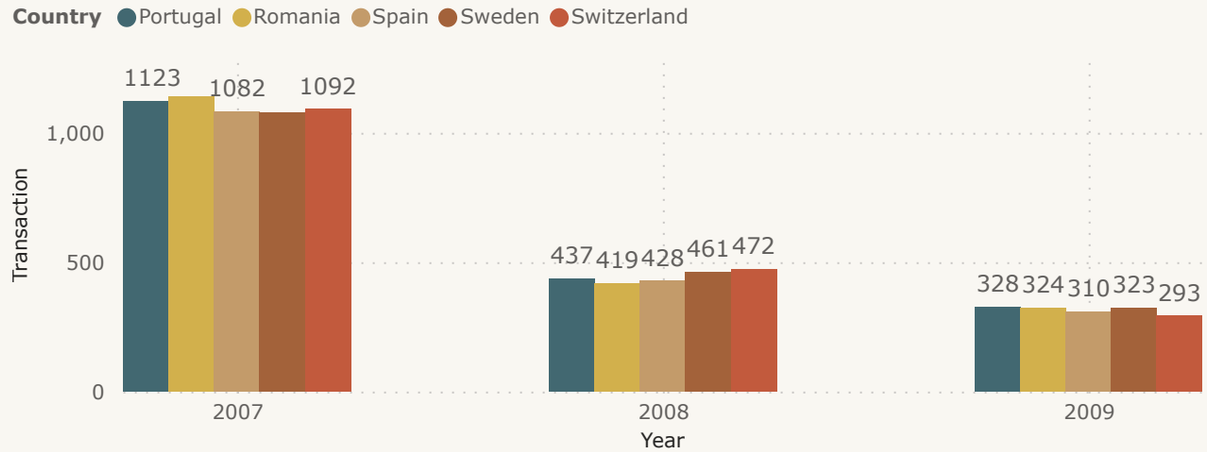
Bottom 5 Countries by Transaction



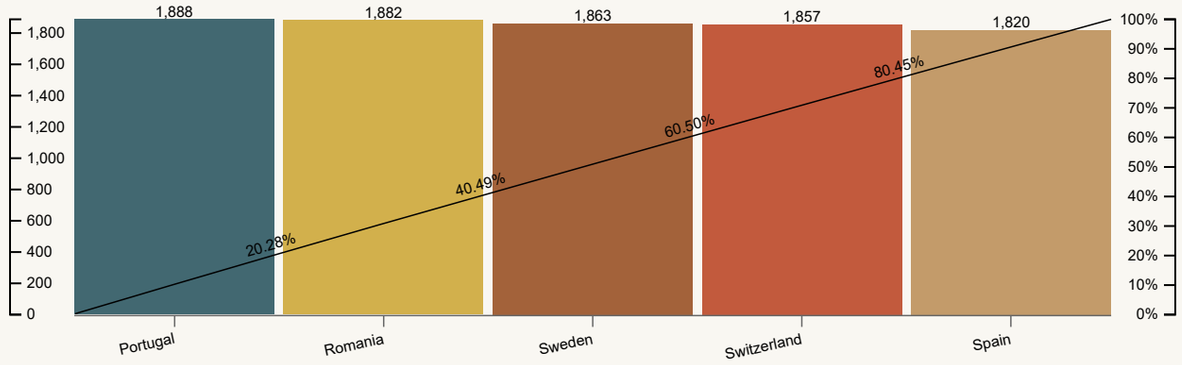
Bottom 5 Countries by Transaction



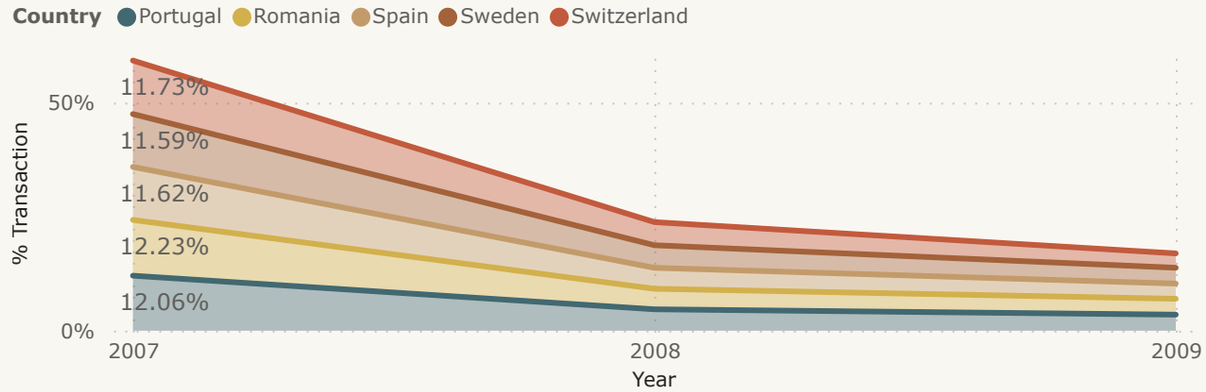
Bottom 5 Countries by Transaction over year



Bottom 5 Countries by Transaction



Bottom 5 Countries by Transaction



Product Category and Sub Category Parent-Child Graph

Product Category and Sub Category

Product Category Descriptive Analysis

STATIC ANALYSIS

Transaction by Product Category

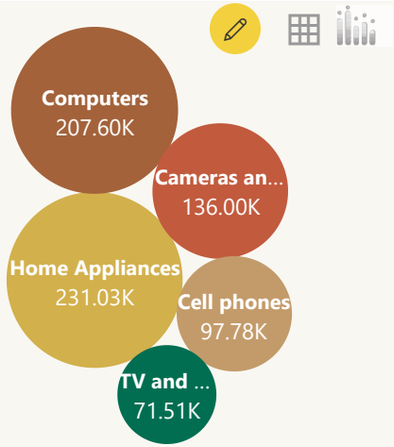
Product Category	Transaction	%Transaction
Audio	26525	3.09%
Cameras and camcorders	136004	15.82%
Cell phones	97782	11.38%
Computers	207602	24.15%
Games and Toys	57138	6.65%
Total	**859505**	**100.00%**

CHANGING OVER TIME ANALYSIS

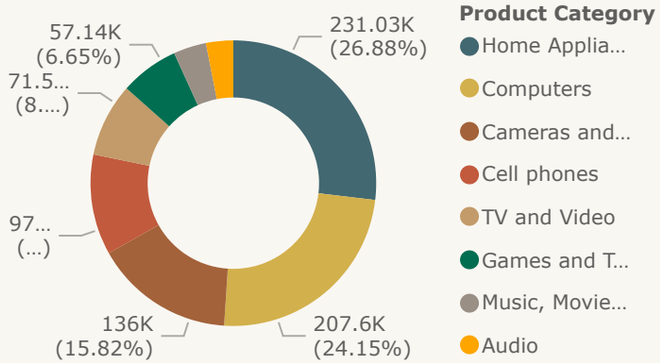
Transaction by Product Category over time

Year	2007		2008		2009	
Product Category	Transaction	% Transaction	Transaction	% Transaction	Transaction	% Transa
Audio	8275	31.20%	8979	33.85%	9271	34
Cameras and camcorders	63324	46.56%	41242	30.32%	31438	23
Cell phones	46871	47.93%	27009	27.62%	23902	24
Computers	88259	42.51%	61498	29.62%	57845	27
Total	**379424**	**44.14%**	**260514**	**30.31%**	**219567**	**25.**

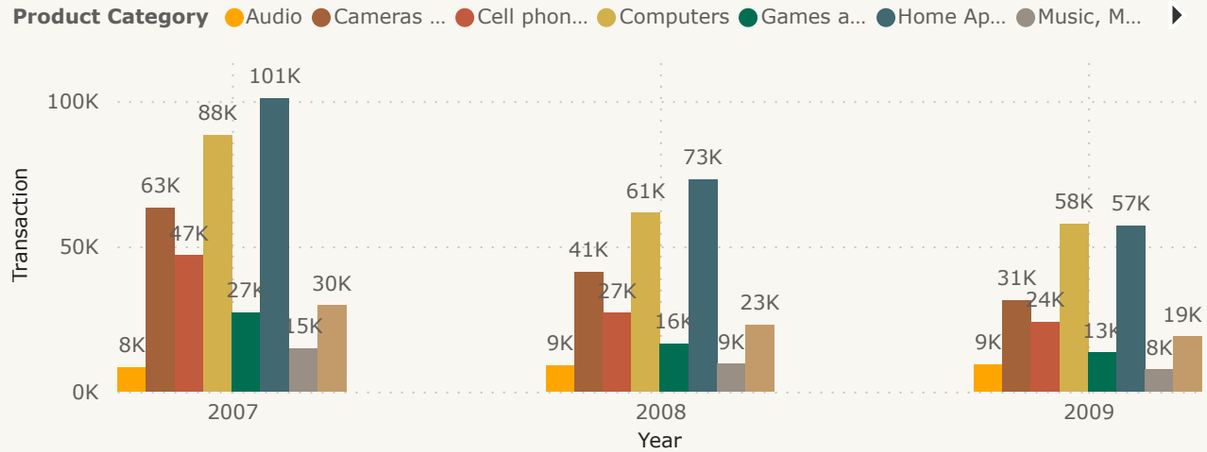
Transaction by Product Category



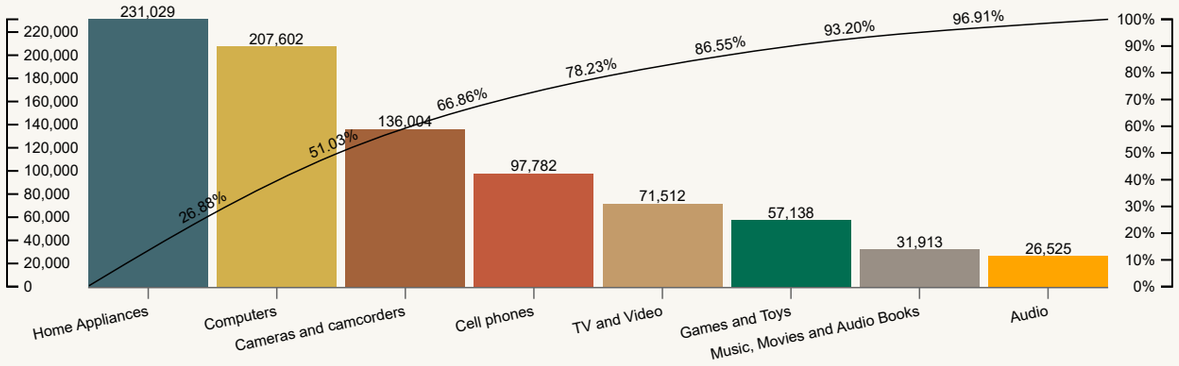
Transaction by Product Category



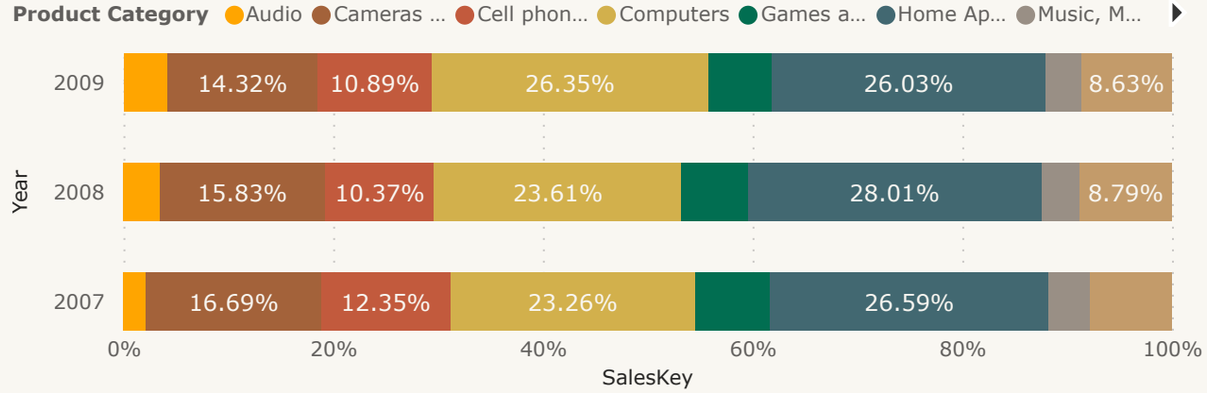
Transaction by Product Category over time



Transaction by Product Category



Transaction by Product Category over time



Channel and Product Class - Diagnostic Analysis

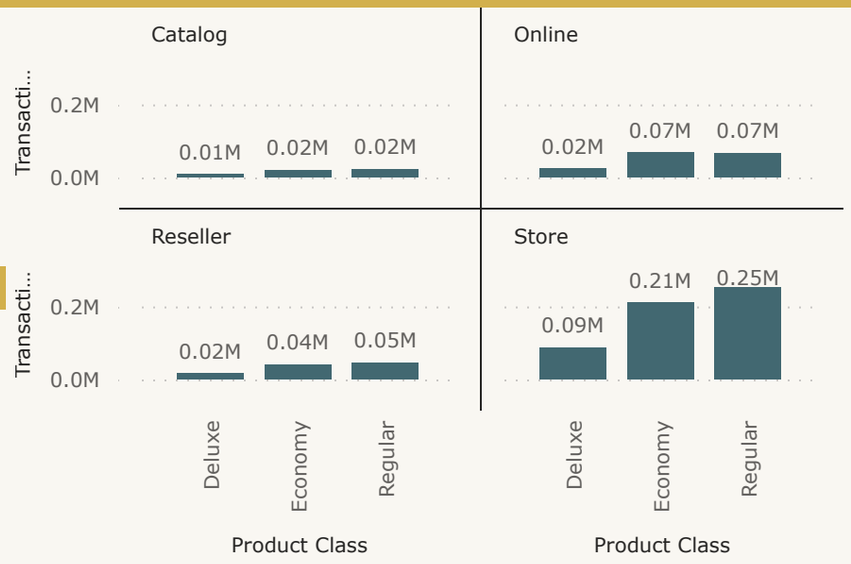
Transaction - Raw Counts

Channel	Deluxe	Economy	Regular	**Total**
Catalog	7817	19417	21990	**49224**
Online	23530	68321	66239	**158090**
Reseller	16043	40534	46237	**102814**
Store	87566	209484	252327	**549377**
Total	**134956**	**337756**	**386793**	**859505**

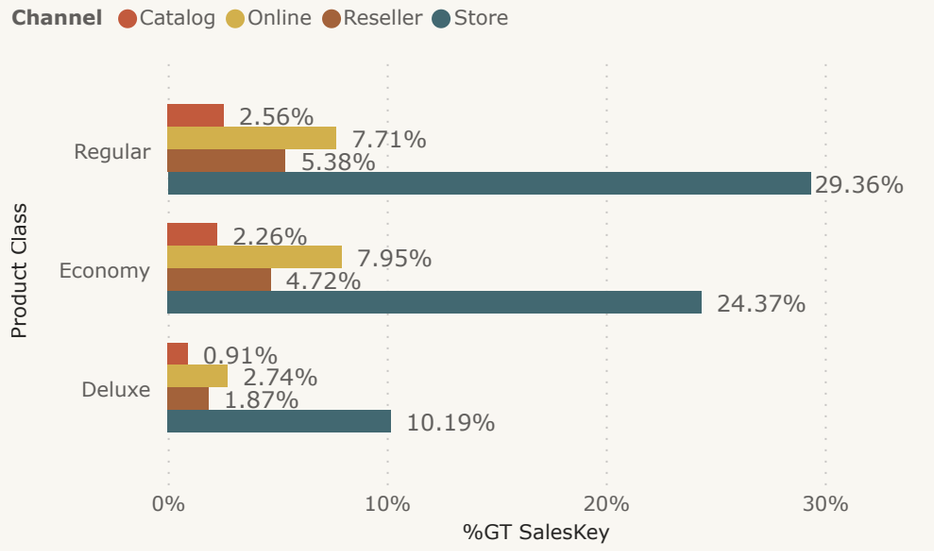
% Transaction

Channel	Deluxe	Economy	Regular	**Total**
Catalog	0.91%	2.26%	2.56%	**5.73%**
Online	2.74%	7.95%	7.71%	**18.39%**
Reseller	1.87%	4.72%	5.38%	**11.96%**
Store	10.19%	24.37%	29.36%	**63.92%**
Total	**15.70%**	**39.30%**	**45.00%**	**100.00%**

Transaction



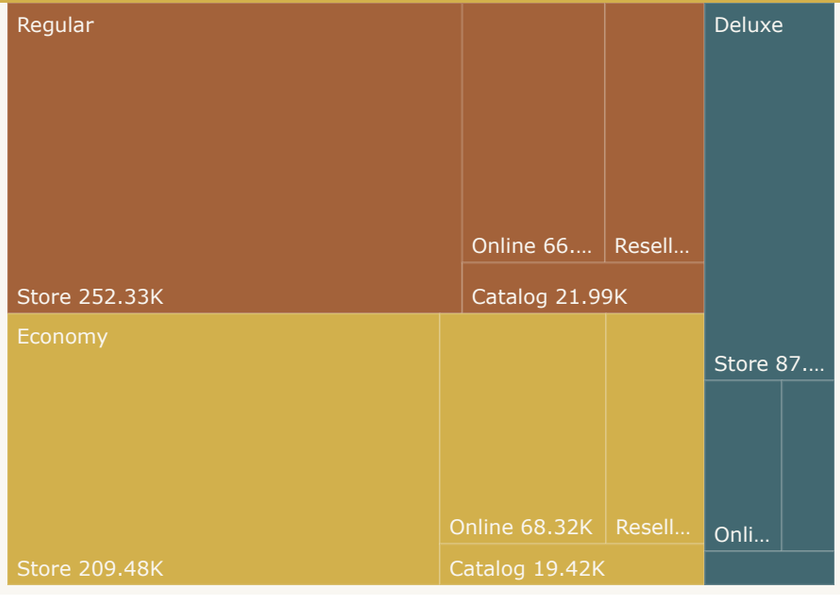
% Transaction



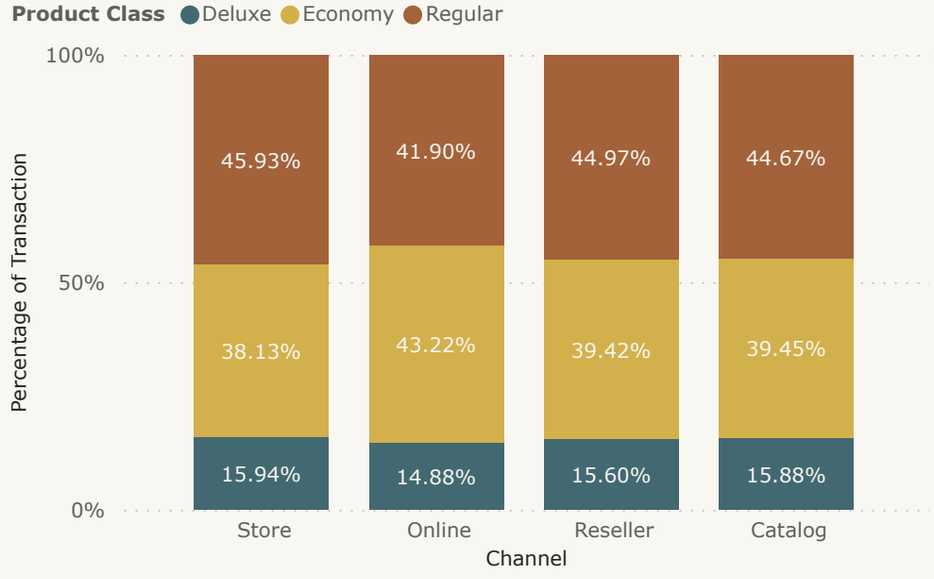
% Transaction by Product Class

Channel	Deluxe	Economy	Regular	**Total**
Catalog	5.79%	5.75%	5.69%	**5.73%**
Reseller	11.89%	12.00%	11.95%	**11.96%**
Online	17.44%	20.23%	17.13%	**18.39%**
Store	64.88%	62.02%	65.24%	**63.92%**
Total	**100.00%**	**100.00%**	**100.00%**	**100.00%**

% Transaction



% Transaction



% Transaction by Channel

Channel	Deluxe	Economy	Regular	**Total**
Catalog	15.88%	39.45%	44.67%	**100.00%**
Online	14.88%	43.22%	41.90%	**100.00%**
Reseller	15.60%	39.42%	44.97%	**100.00%**
Store	15.94%	38.13%	45.93%	**100.00%**
Total	**15.70%**	**39.30%**	**45.00%**	**100.00%**

Product Class Descriptive Analysis

STATIC ANALYSIS

Transaction by Product Class

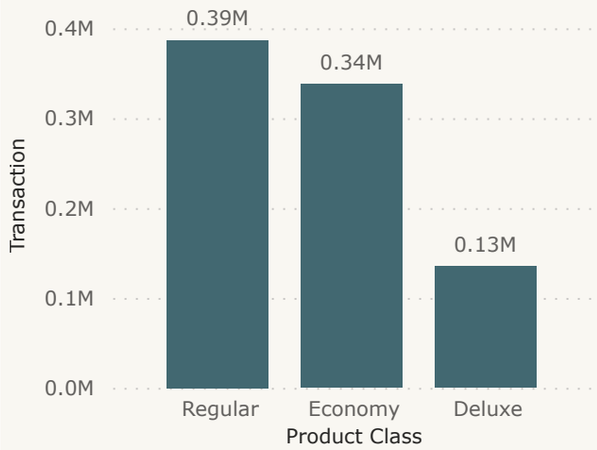
Product Class	Transaction	% Transaction
Deluxe	134956	15.70%
Economy	337756	39.30%
Regular	386793	45.00%
Total	**859505**	**100.00%**

CHANGING OVER TIME ANALYSIS

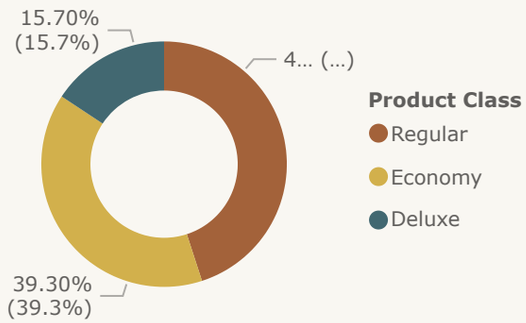
Transaction by Product Class over time

Year	2007		2008		2009		**Total**
Product Class	Transaction	% Transaction	Transaction	% Transaction	Transaction	% Transaction	**Transactio**
Deluxe	55105	14.52%	40125	15.40%	39726	18.09%	**13495**
Economy	164979	43.48%	98935	37.98%	73842	33.63%	**33775**
Regular	159340	42.00%	121454	46.62%	105999	48.28%	**38679**
Total	**379424**	**100.00%**	**260514**	**100.00%**	**219567**	**100.00%**	**85950**

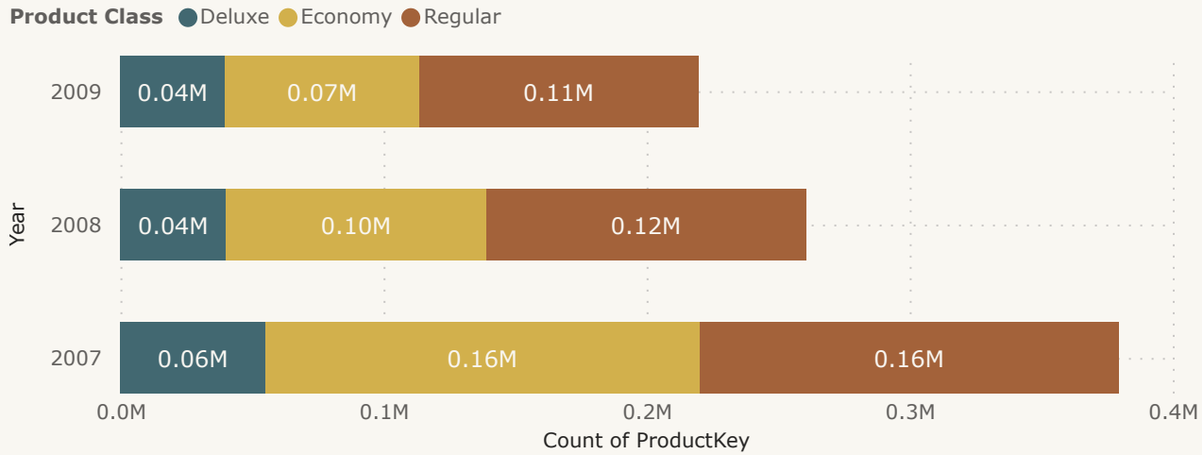
Transaction by Product Class



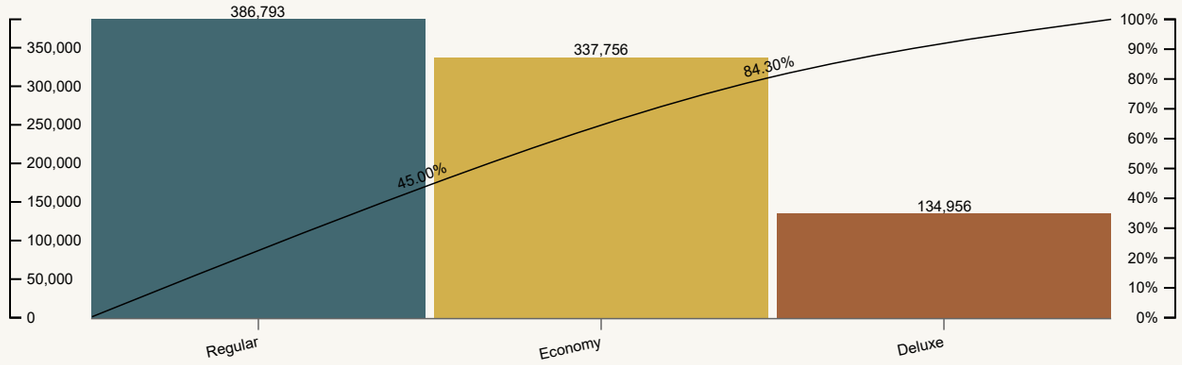
Transaction by Product Class



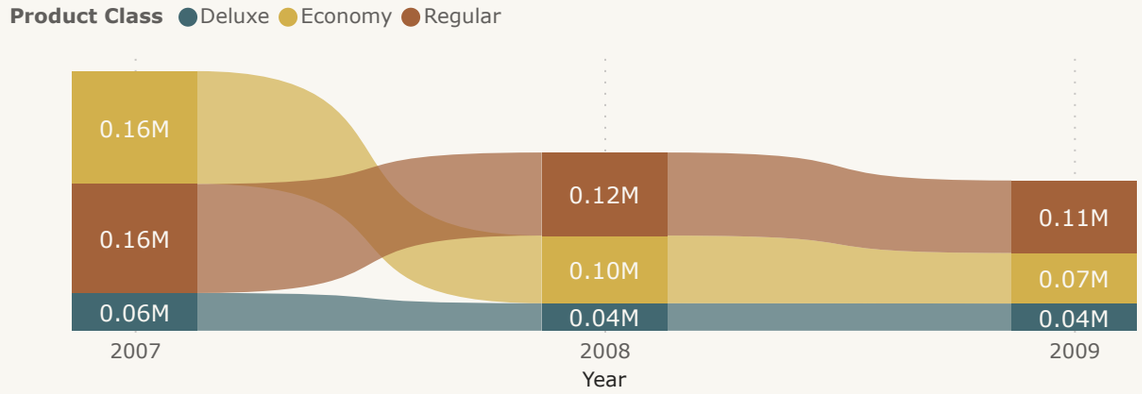
Transaction by Product Class over time



Transaction by Product Class



Transaction by Product Class over time



Transaction by Day Of Week - Descriptive Analysis

STATIC ANALYSIS

Transaction by Day of Week

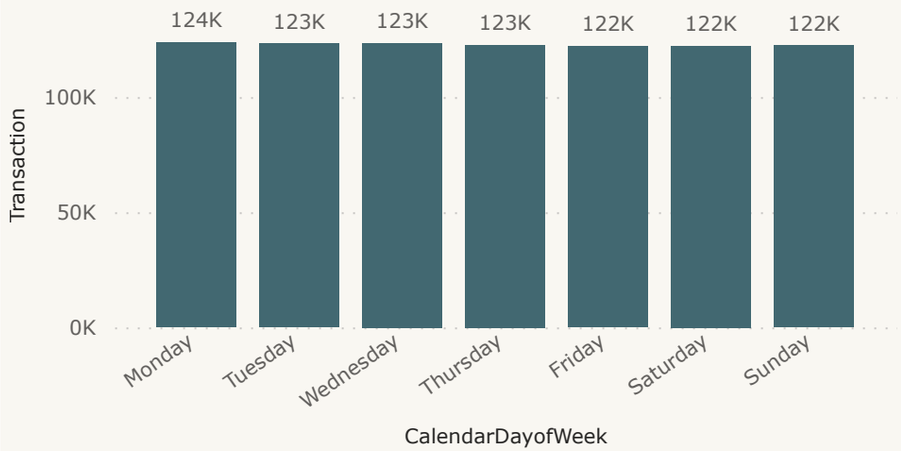
DayofWeek	Transaction	% Transaction
Monday	123683	14.39%
Tuesday	123160	14.33%
Wednesday	123375	14.35%
Thursday	122661	14.27%
Friday	122122	14.21%
Total	**859505**	**100.00%**

CHANGING OVER TIME ANALYSIS

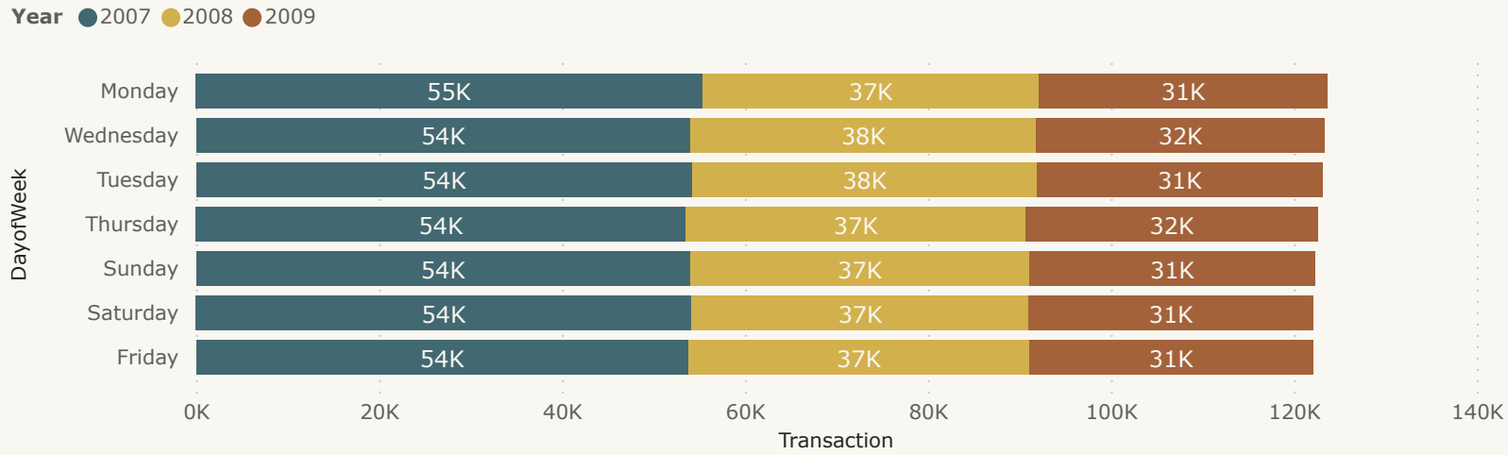
Transaction by Day of Week over time

Year	2007		2008		2009		**Total**	
DayOfWeek	Transaction	% Transaction	Transaction	% Transaction	Transaction	% Transaction	**Transaction**	**% Transaction**
Monday	55349	44.75%	36843	29.79%	31491	25.46%	**123683**	**100.00%**
Tuesday	54284	44.08%	37660	30.58%	31216	25.35%	**123160**	**100.00%**
Wednesday	54077	43.83%	37796	30.64%	31502	25.53%	**123375**	**100.00%**
Thursday	53580	43.68%	37105	30.25%	31976	26.07%	**122661**	**100.00%**
Total	**379424**	**44.14%**	**260514**	**30.31%**	**219567**	**25.55%**	**859505**	**100.00%**

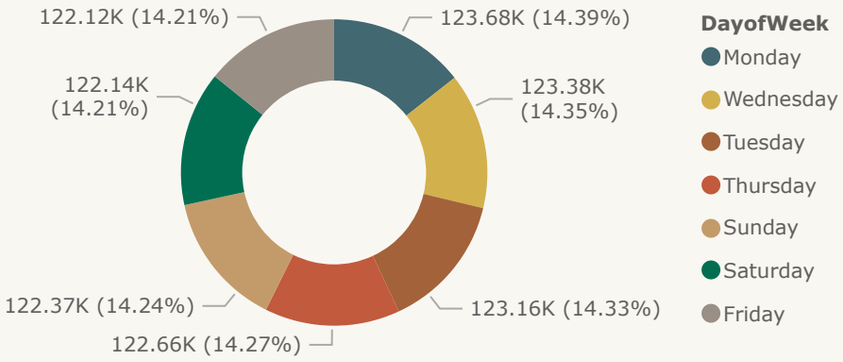
Transaction by Day of Week



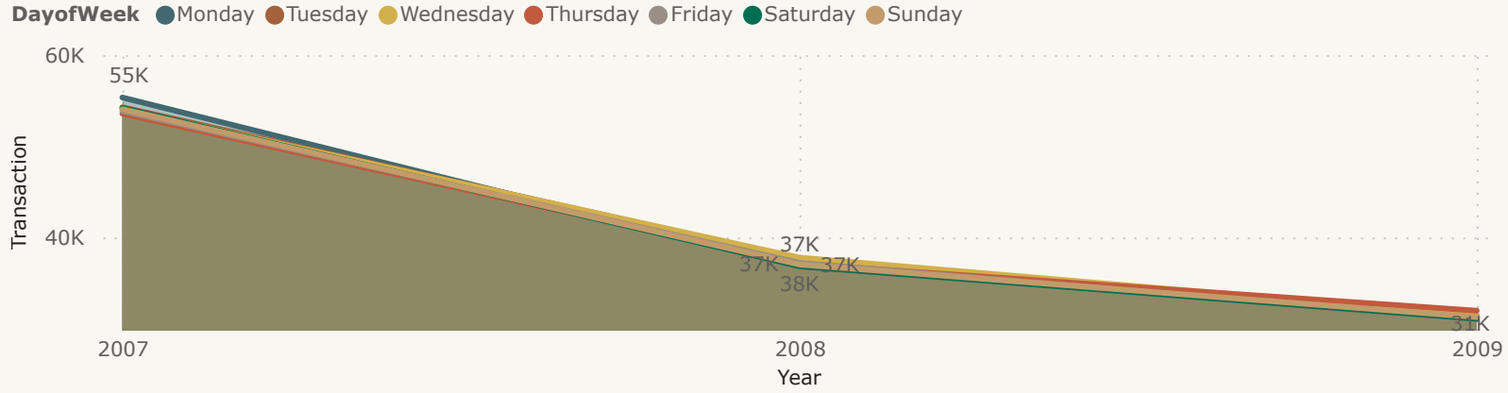
Transaction by Day of Week over time



Number of Sales by Day of Week



Transaction by Day of Week over time



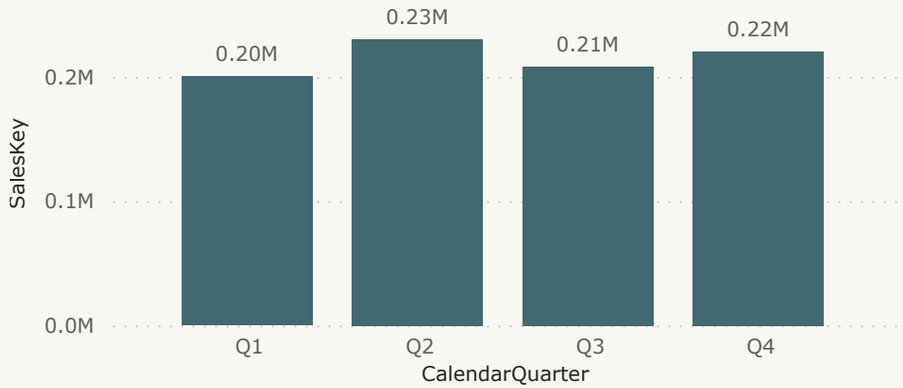
Quarter - Descriptive Analysis

STATIC ANALYSIS

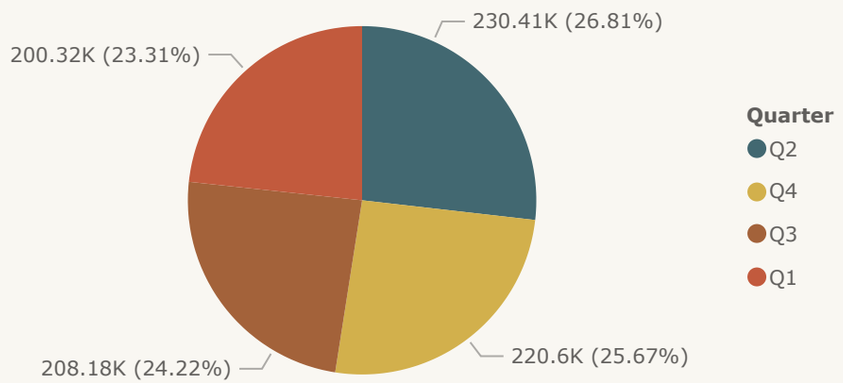
Transaction by Quarter

Quarter	Transaction	% Transaction
Q1	200320	23.31%
Q2	230406	26.81%
Q3	208182	24.22%
Q4	220597	25.67%
Total	**859505**	**100.00%**

Transaction by Quarter



Transaction by Quarter

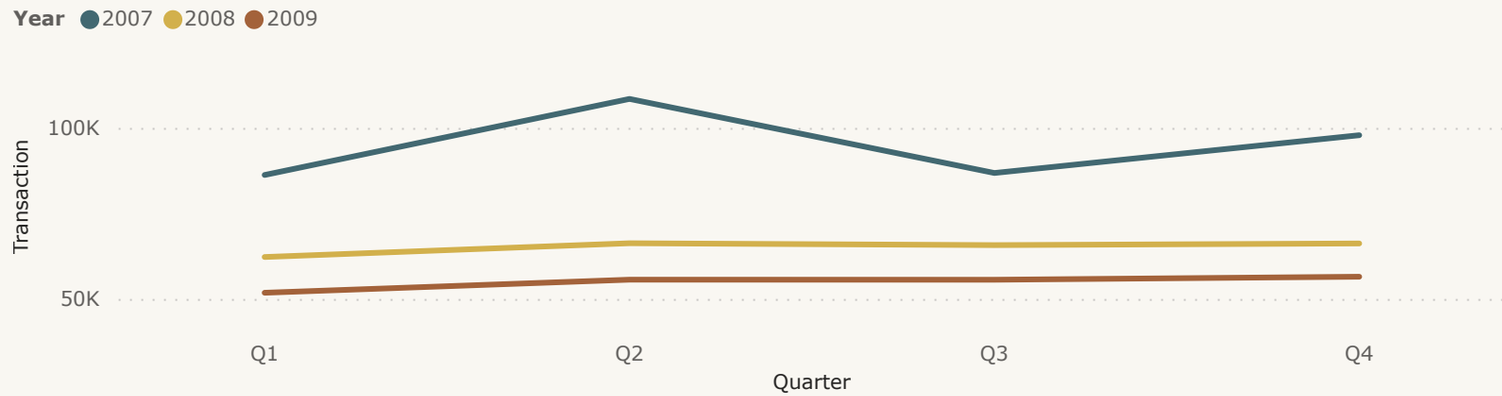


CHANGING OVER TIME ANALYSIS

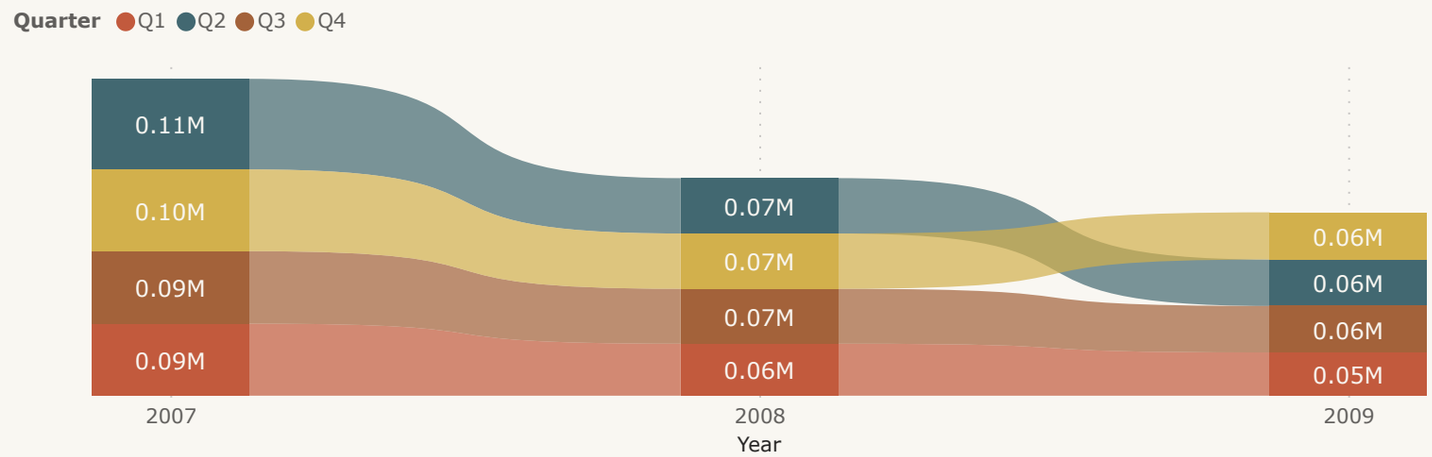
Transaction by Quarter over time

Year	2007		2008		2009		**Total**	
Quarter	Transaction	%Transaction	Transaction	%Transaction	Transaction	%Transaction	**Transaction**	**%Transaction**
Q1	86243	43.05%	62265	31.08%	51812	25.86%	**200320**	**100.00%**
Q2	108483	47.08%	66286	28.77%	55637	24.15%	**230406**	**100.00%**
Q3	86826	41.71%	65739	31.58%	55617	26.72%	**208182**	**100.00%**
Q4	97872	44.37%	66224	30.02%	56501	25.61%	**220597**	**100.00%**
Total	**379424**	**44.14%**	**260514**	**30.31%**	**219567**	**25.55%**	**859505**	**100.00%**

Transaction by Quarter over time



Transaction by Quarter over time



Sales Quantity - Descriptive Analysis

STATIC ANALYSIS

Summary Statistics Table

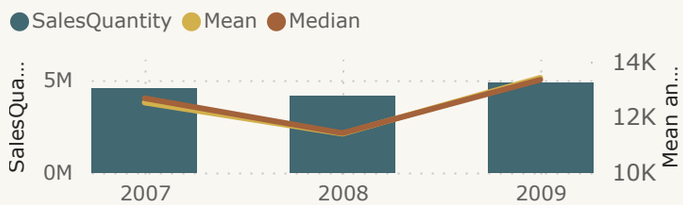
13,641,640.00 Sum of SalesQuantity	12,446.75 Avg of SalesQuantity
8,081.00 Min of SalesQuantity	20,727.00 Max of SalesQuantity
12,454.00 Median of SalesQuanti...	1,788.76 SD of SalesQuantity

CHANGING OVER TIME ANALYSIS

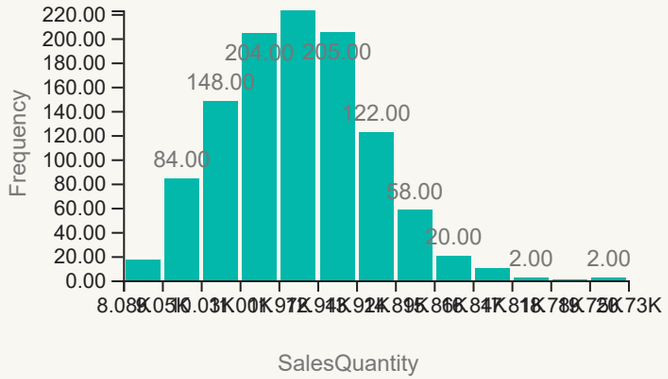
Summary Statistic Table

Year	Sales Quantity	Avg	Min	Max	Med	SD
2008	4,172,714.00	11,400.86	8,081.00	15,864.00	11,422.50	1,394.22
2007	4,571,122.00	12,523.62	9,151.00	16,032.00	12,679.00	1,410.69
2009	4,897,804.00	13,418.64	8,371.00	20,727.00	13,347.00	1,902.94
Total	**13,641,640.00**	**12,446.75**	**8,081.00**	**20,727.00**	**12,454.00**	**1,788.76**

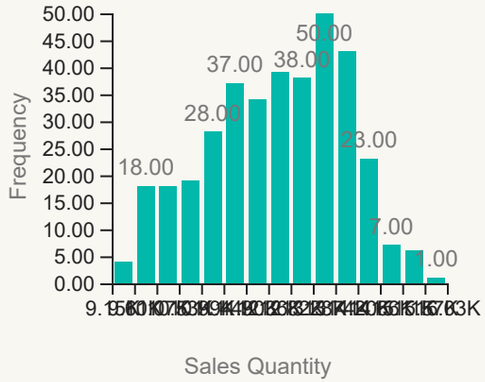
SalesQuantity over time



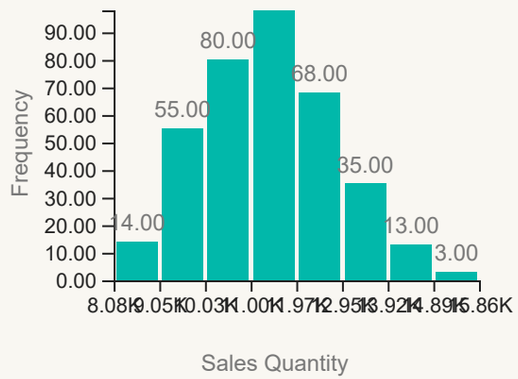
Sales Quantity Distribution



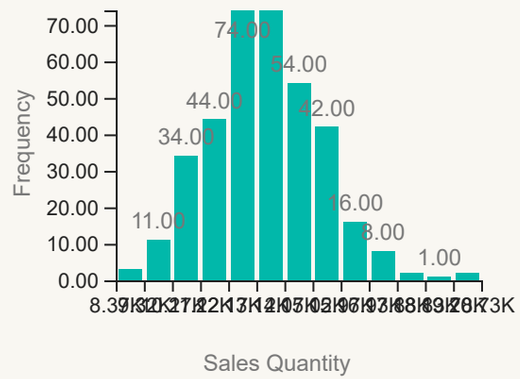
2007 Sales Quantity Distribution



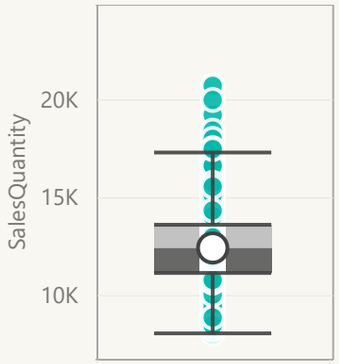
2008 Sales Quantity Distribution



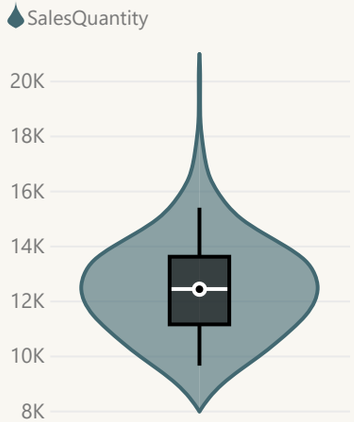
2009 Sales Quantity Distribution



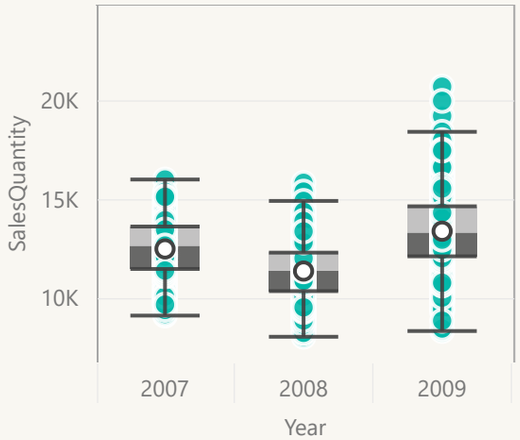
Sales Quantity Distribution



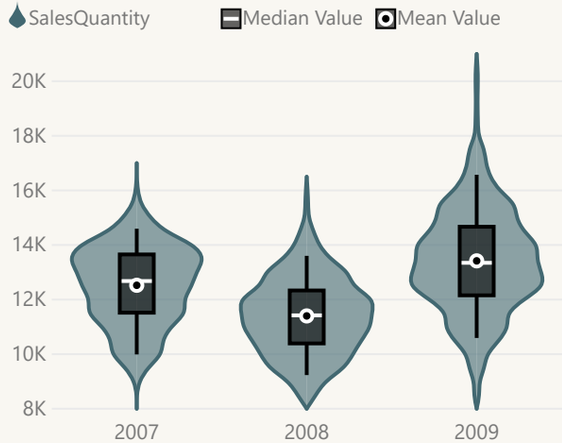
Sales Quantity Distribution



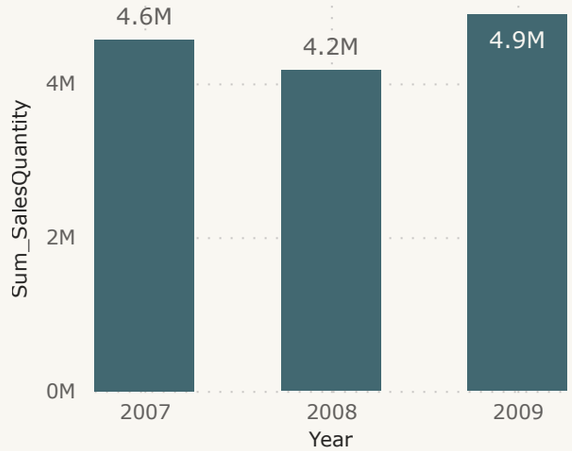
Sales Quantity Distribution



Sales Quantity Distribution



Sales Quantity Distribution



Revenue - Descriptive Analysis

STATIC ANALYSIS

Summary Statistics Table

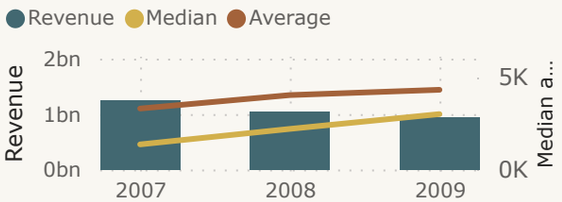
3,249,112,427.49 Sum of Revenue	2,964,518.64 Avg of Revenue
1,862,012.37 Min of Revenue	5,000,377.10 Max of Revenue
2,866,051.44 Median of Revenue	502,392.56 SD of Revenue

CHANGING OVER TIME ANALYSIS

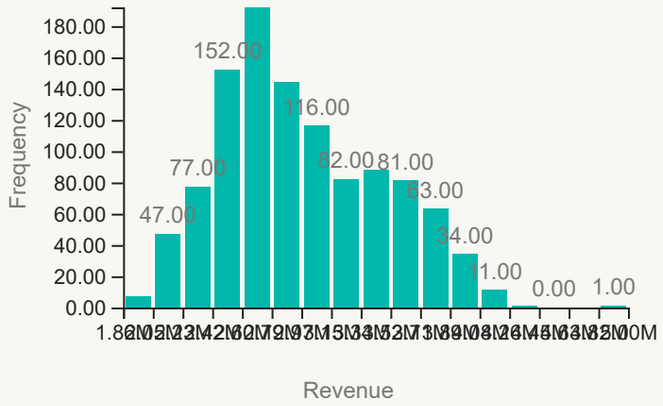
Summary Statistic Table

Year	Sum of Renevue	Avg of Renevue	Min of Revenue	Max of Revenue	Median of Revenue	SD of Renevue
2007	1,252,223,095.08	3,430,748.21	2,285,255.33	5,000,377.10	3,512,852.88	447,895.09
2008	1,049,439,875.76	2,867,322.06	1,862,012.37	3,710,676.22	2,914,606.98	367,049.74
2009	947,449,456.65	2,595,751.94	1,912,339.50	3,247,279.08	2,624,626.42	243,618.11
Total	**3,249,112,427.49**	**2,964,518.64**	**1,862,012.37**	**5,000,377.10**	**2,866,051.44**	**502,392.56**

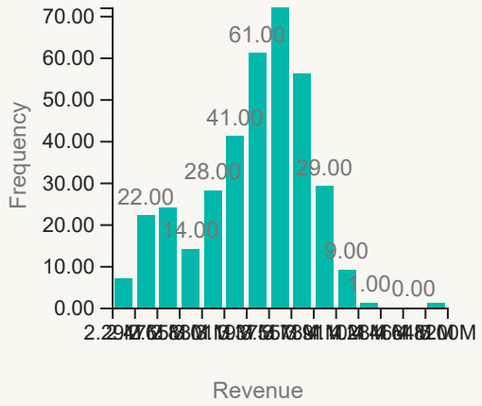
Revenue over time



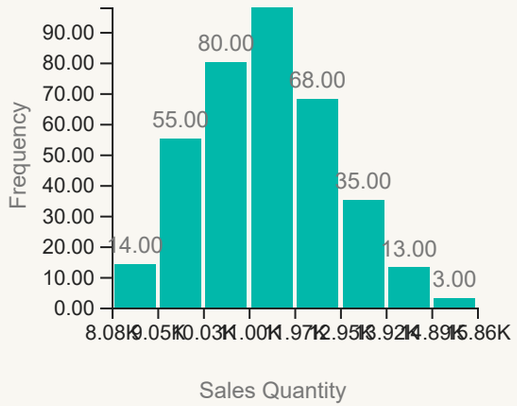
Revenue Distribution



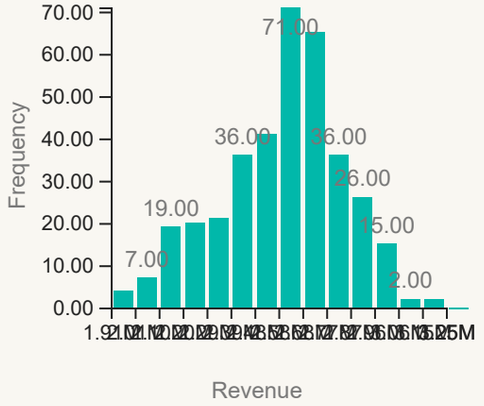
2007 Revenue Distribution



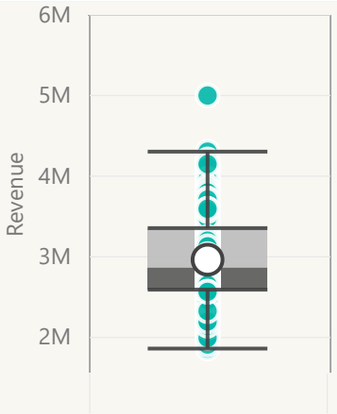
2008 Revenue Distribution



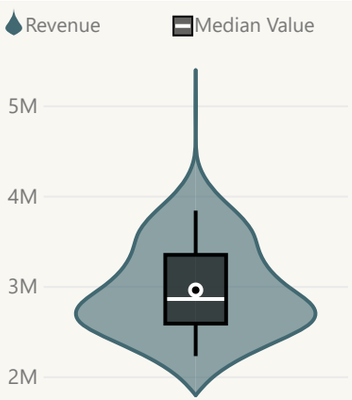
2009 Revenue Distribution



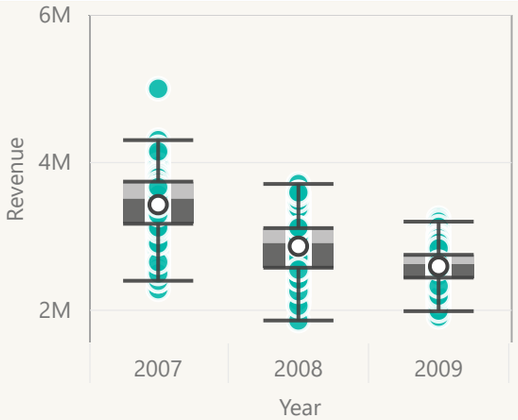
Revenue Distribution



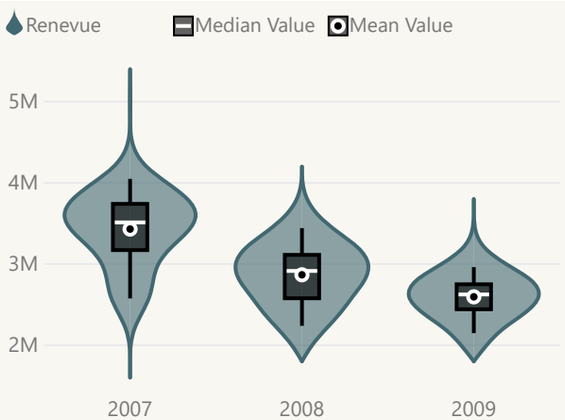
Revenue Distribution



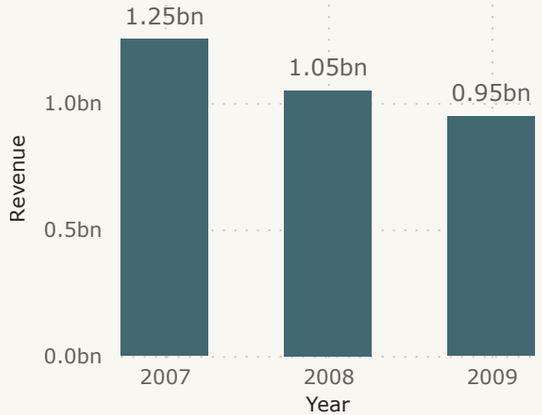
Revenue Distribution



Revenue Distribution



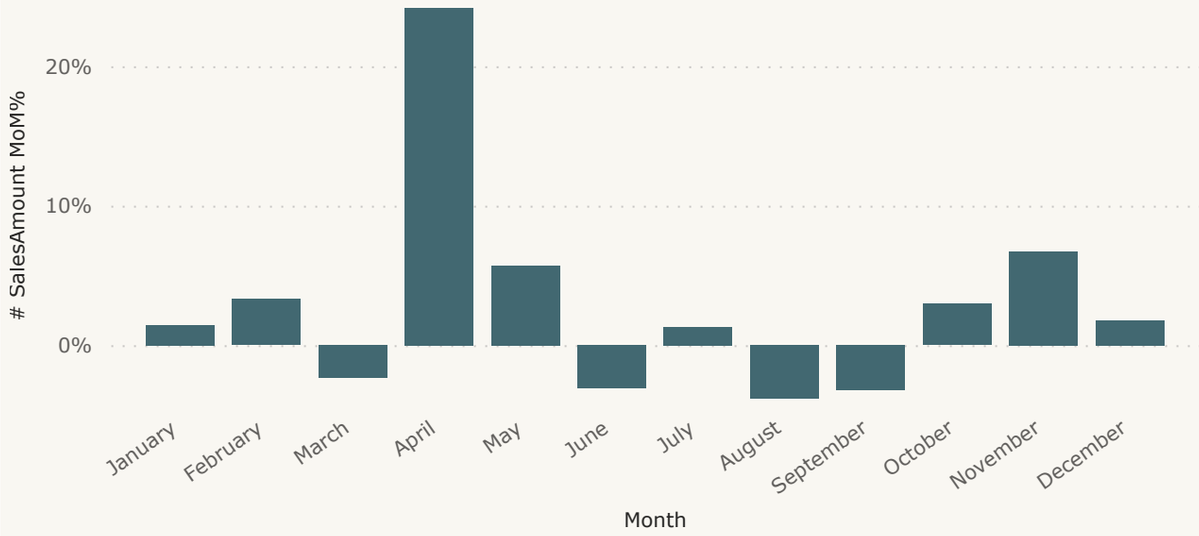
Revenue Distribution



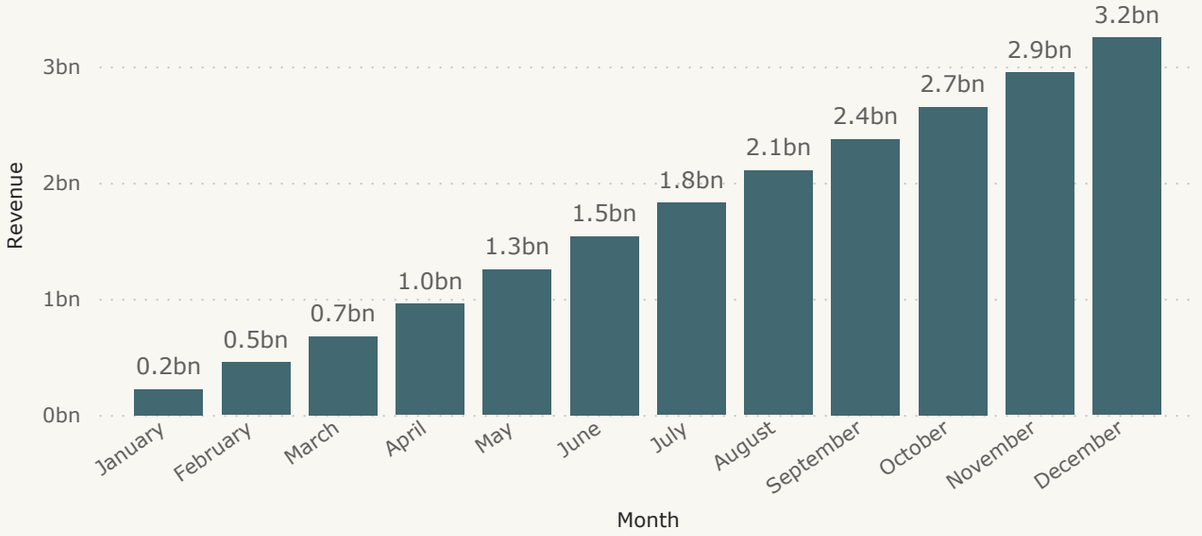
Revenue - Descriptive Analysis

TIME INTELLIGENCE

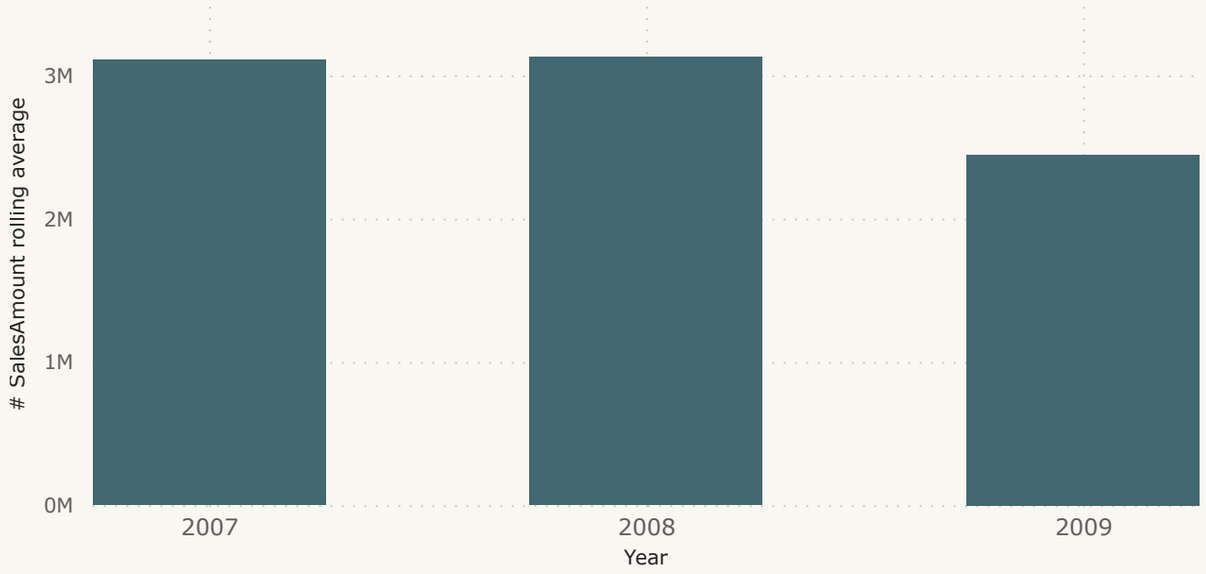
Revenue MoM Change over time



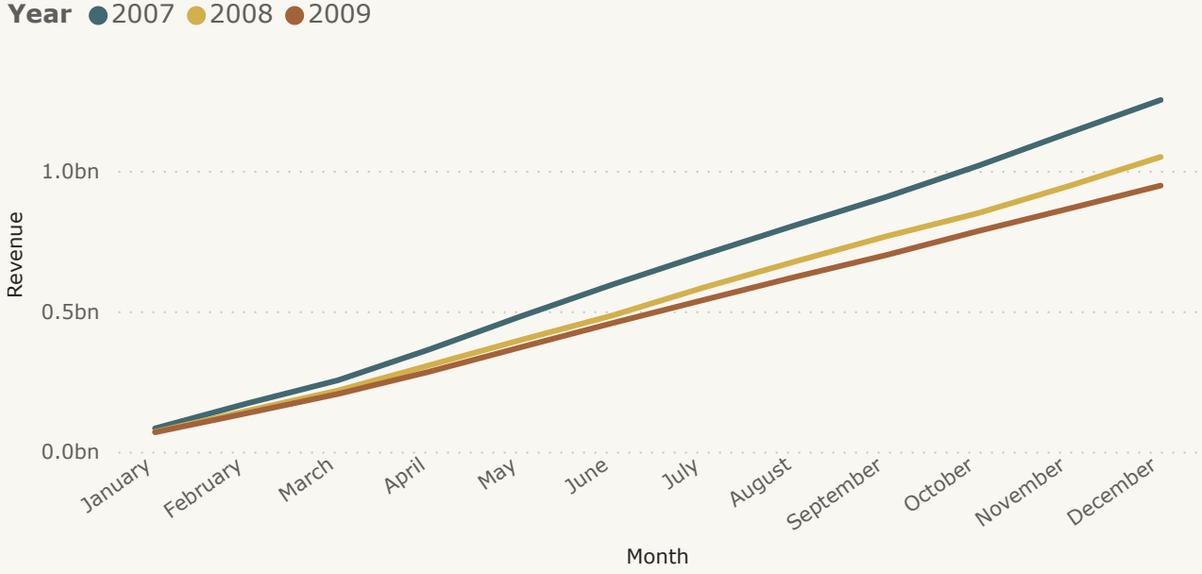
Revenue Running Total MoM



Revenue rolling average by Year



Revenue Running Total MoM and YoY



Channel and Continent - Diagnostic Analysis

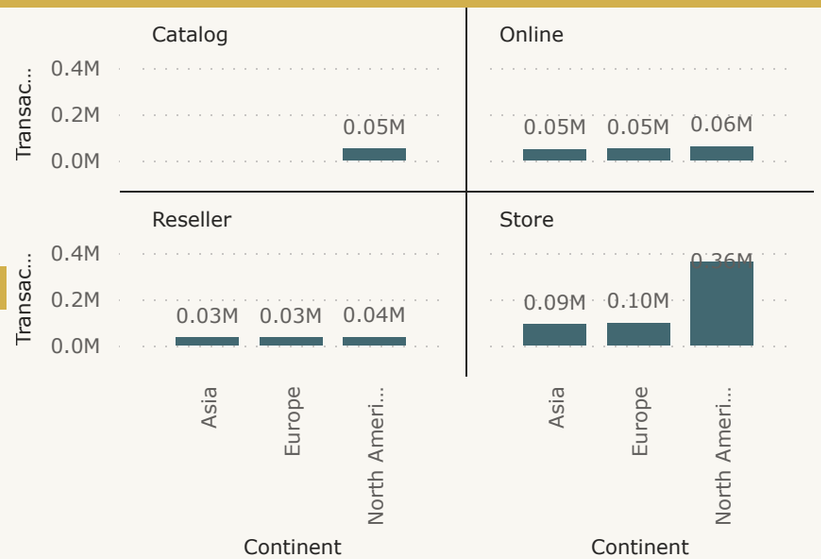
Transaction - Raw Counts

Channel	Asia	Europe	North America	**Total**
Catalog			49224	**49224**
Online	48367	49802	59921	**158090**
Reseller	33016	33717	36081	**102814**
Store	91727	96846	360804	**549377**
Total	**173110**	**180365**	**506030**	**859505**

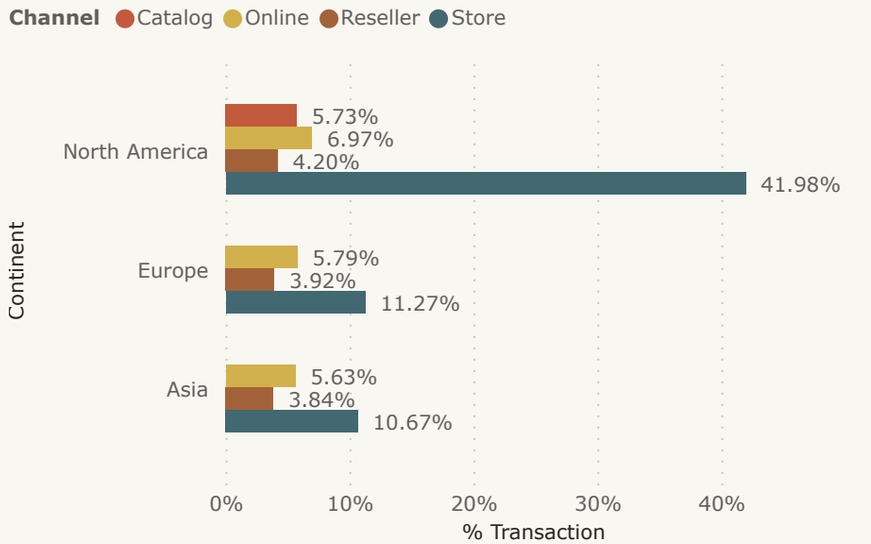
% Transaction

Channel	Asia	Europe	North America	**Total**
Catalog			5.73%	**5.73%**
Online	5.63%	5.79%	6.97%	**18.39%**
Reseller	3.84%	3.92%	4.20%	**11.96%**
Store	10.67%	11.27%	41.98%	**63.92%**
Total	**20.14%**	**20.98%**	**58.87%**	**100.00%**

Transaction



% Transaction



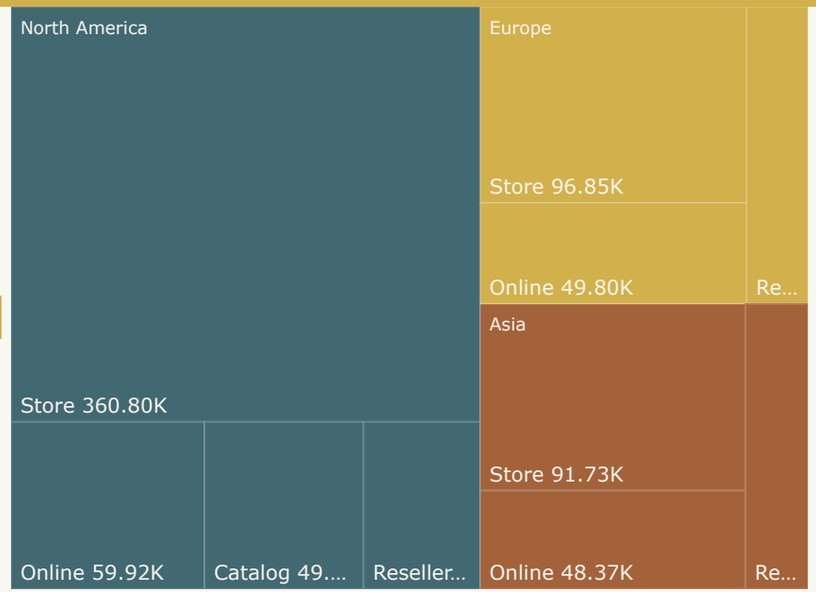
% Transaction by Channel

Channel	Asia	Europe	North America	**Total**
Store	52.99%	53.69%	71.30%	**63.92%**
Online	27.94%	27.61%	11.84%	**18.39%**
Reseller	19.07%	18.69%	7.13%	**11.96%**
Catalog			9.73%	**5.73%**
Total	**100.00%**	**100.00%**	**100.00%**	**100.00%**

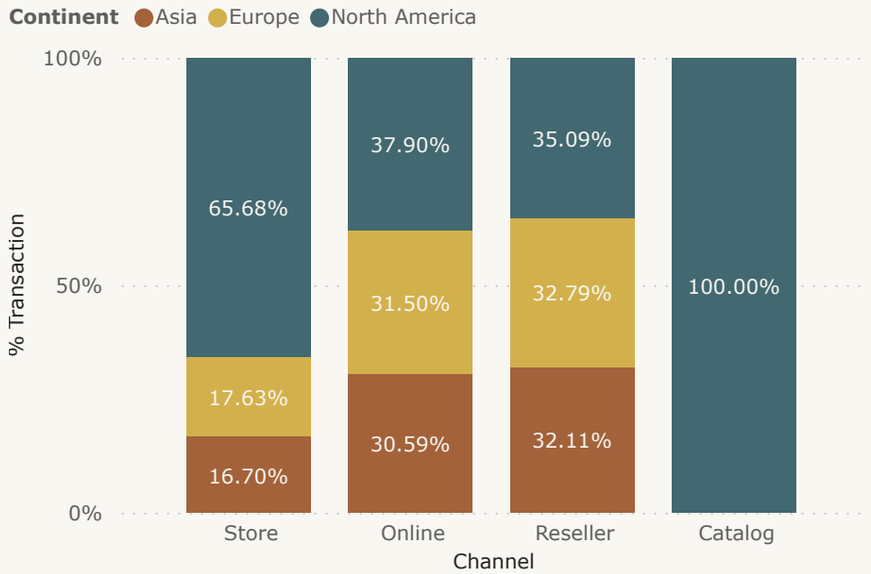
% Transaction by Continent

ChannelName	Asia	Europe	North America	**Total**
Catalog			100.00%	**100.00%**
Online	30.59%	31.50%	37.90%	**100.00%**
Reseller	32.11%	32.79%	35.09%	**100.00%**
Store	16.70%	17.63%	65.68%	**100.00%**
Total	**20.14%**	**20.98%**	**58.87%**	**100.00%**

Transaction by Channel and Continent



% Transaction by Channel



Continent and Product Category- Diagnostic Analysis

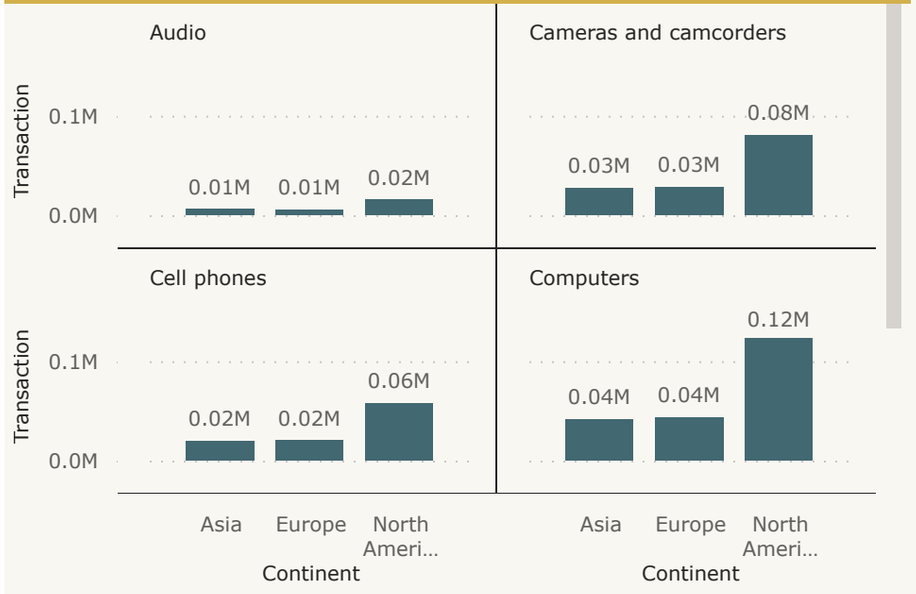
Transaction - Raw Counts

Product Category	Asia	Europe	North America	Total
Audio	5750	5439	15336	**26525**
Cameras and camcorders	27087	28469	80448	**136004**
Cell phones	19496	20409	57877	**97782**
Computers	41384	43403	122815	**207602**
Games and Toys	12193	12946	31999	**57138**
Home Appliances	46299	48212	136518	**231029**
Total	**173110**	**180365**	**506030**	**859505**

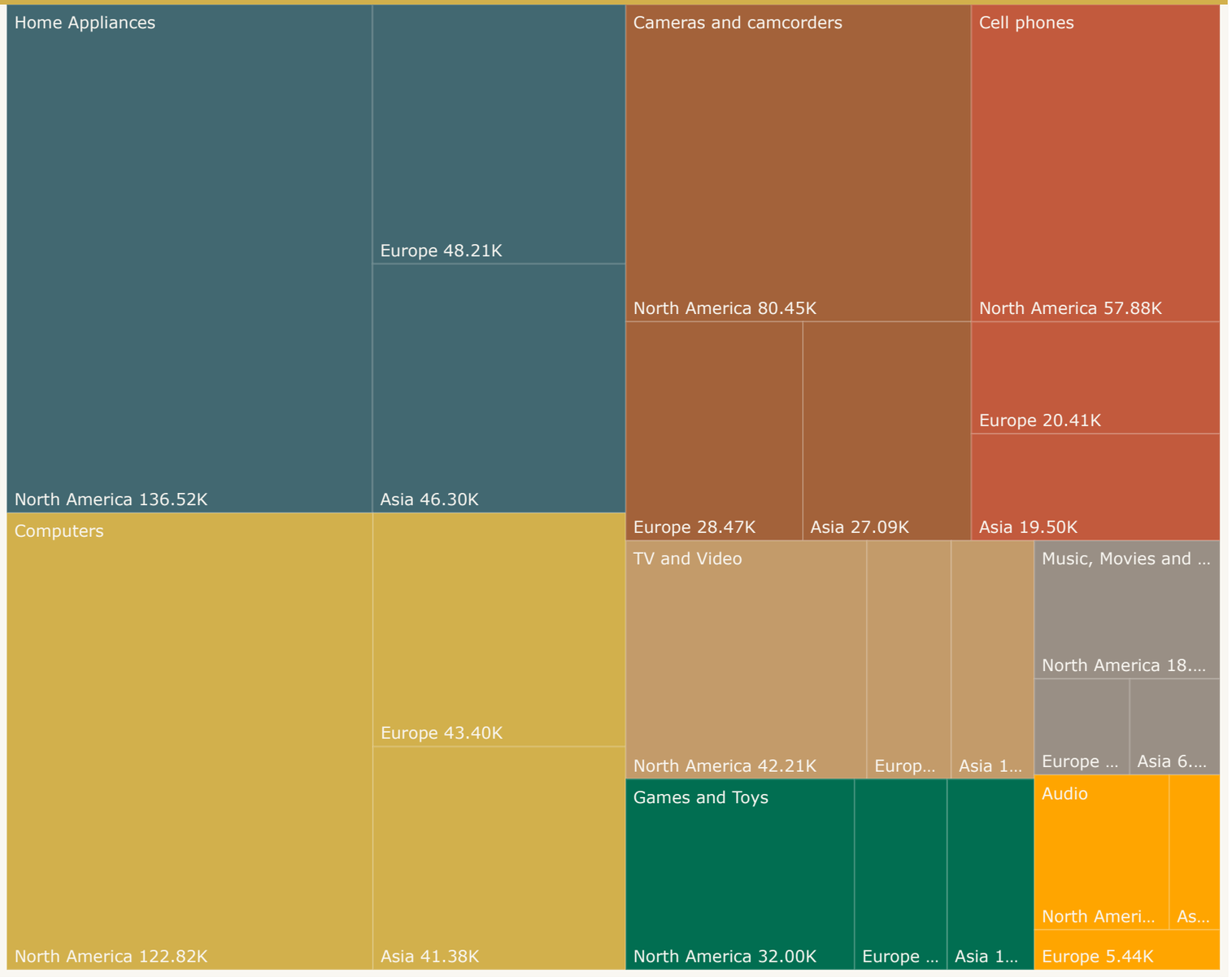
% Transaction

Product Category	Asia	Europe	North America	Total
Audio	0.67%	0.63%	1.78%	**3.09%**
Cameras and camcorders	3.15%	3.31%	9.36%	**15.82%**
Cell phones	2.27%	2.37%	6.73%	**11.38%**
Computers	4.81%	5.05%	14.29%	**24.15%**
Games and Toys	1.42%	1.51%	3.72%	**6.65%**
Home Appliances	5.39%	5.61%	15.88%	**26.88%**
Total	**20.14%**	**20.98%**	**58.87%**	**100.00%**

Transaction by Continent and Product Class

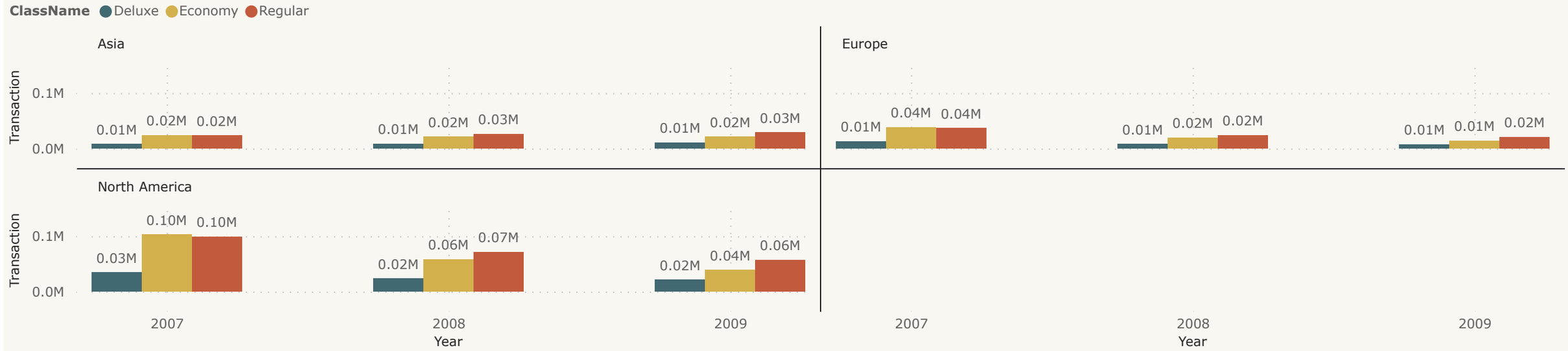


% Transaction

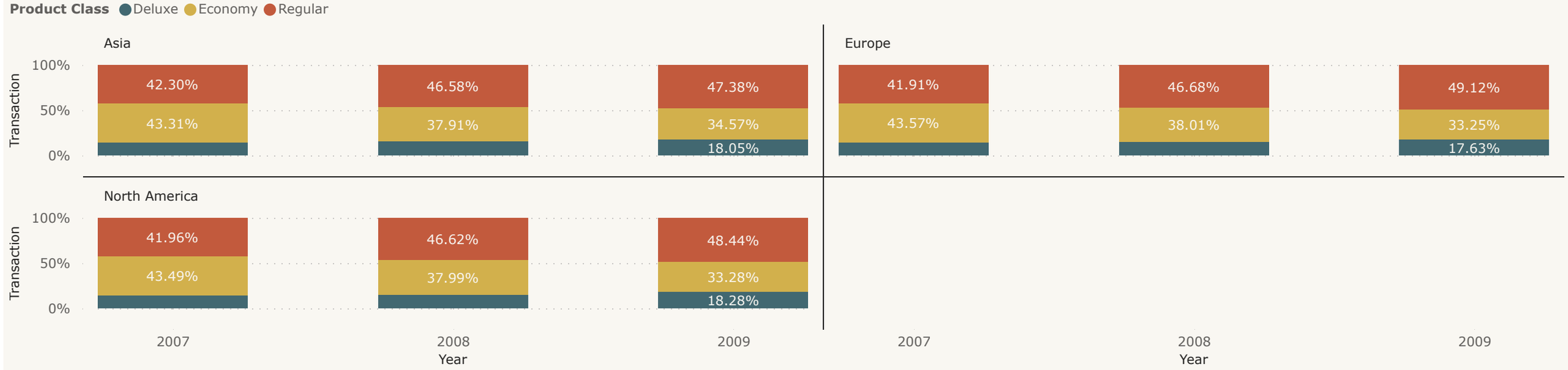


Continent and Product Category- Diagnostic Analysis

Transaction by Continent and Product Category over time



Transaction by Product Class and Continent over time



Daily Return Quantity - Descriptive Analysis

STATIC ANALYSIS

Summary Statistics Table

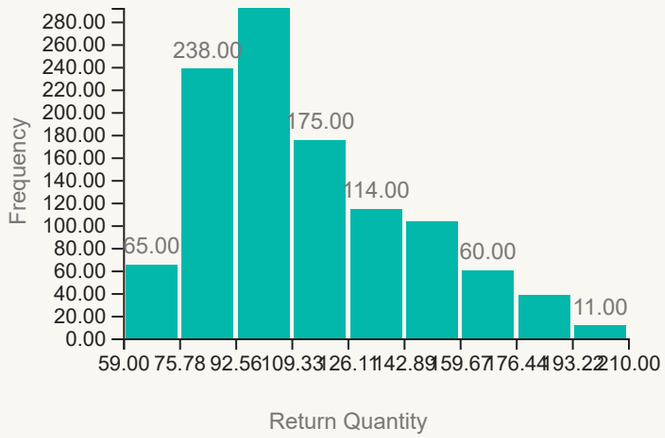
124,935.00 Sum RerurnQua...	113.99 Avg of RerurnQu...	59.00 Min of RerurnQuantity
210.00 Max of RerurnQu...	105.00 Med of RerurnQu...	30.83 SD of RerurnQuantity

CHANGING OVER TIME ANALYSIS

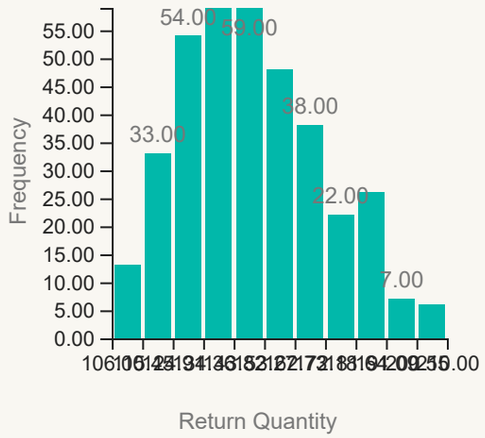
Summary Statistic Table

Year	Sum of RerurnQuantity	Avg of RerurnQuantity	Min of RerurnQuantity	Max of RerurnQuantity	Med of RerurnQuantity	SD of RerurnQuantity
2007	54,676.00	149.80	106.00	210.00	148.00	21.95
2008	38,041.00	103.94	70.00	152.00	103.00	12.90
2009	32,218.00	88.27	59.00	136.00	88.00	12.66
Total	**124,935.00**	**113.99**	**59.00**	**210.00**	**105.00**	**30.83**

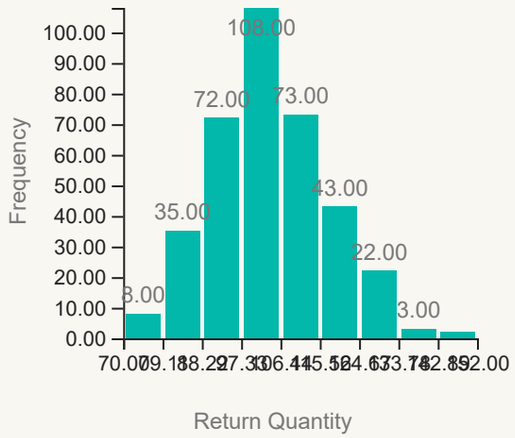
Return Quantity Distribution



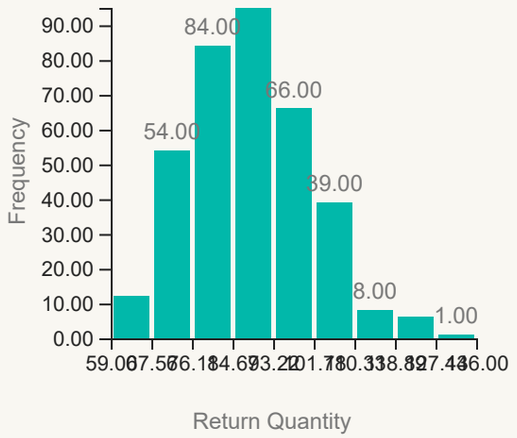
2007 ReturnQuantity Distribution



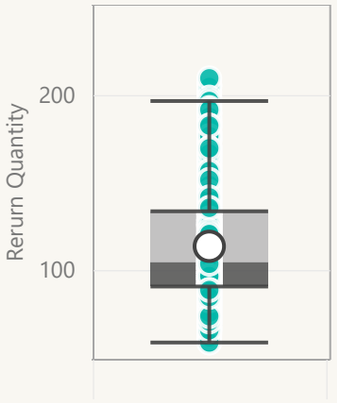
2008 ReturnQuantity Distribution



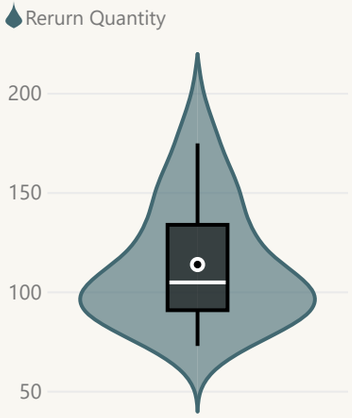
2009 ReturnQuantity Distribution



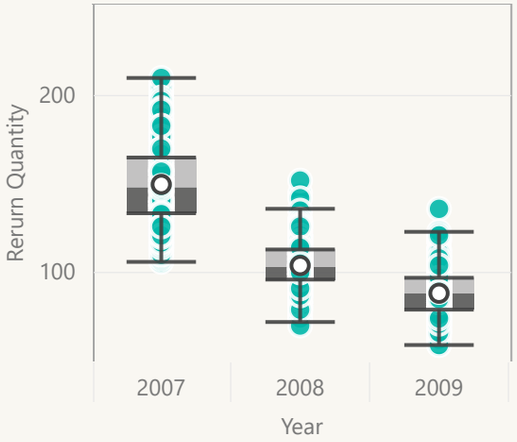
Return Quantity Distribution



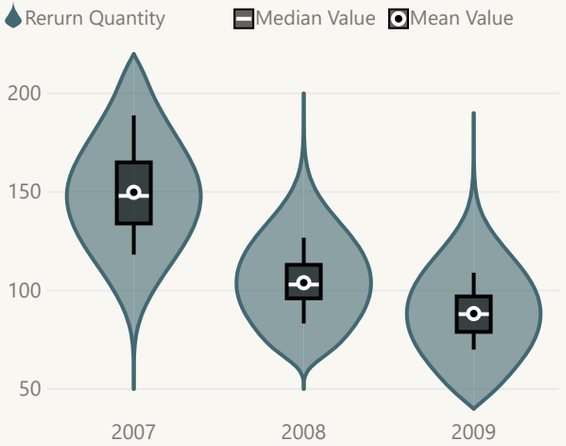
Return Quantity Distribution



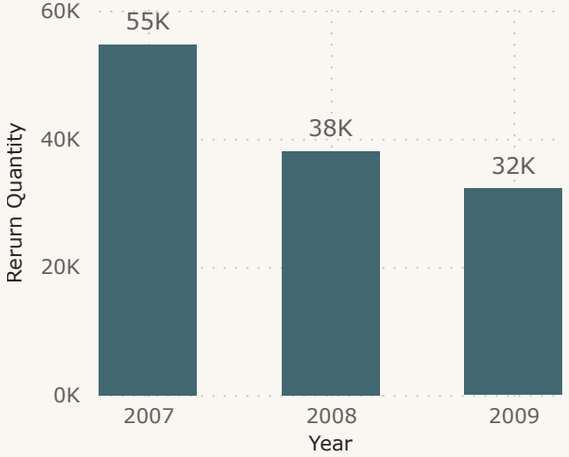
Return Quantity Distribution



Return Quantity Distribution



Return Quantity Distribution



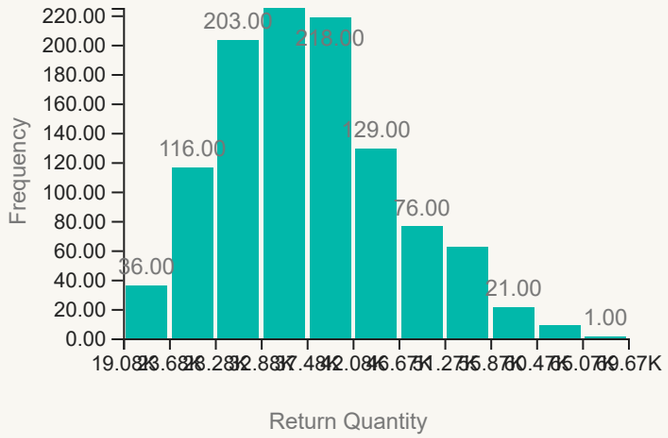
(Daily) Return Amount - Descriptive Analysis

STATIC ANALYSIS

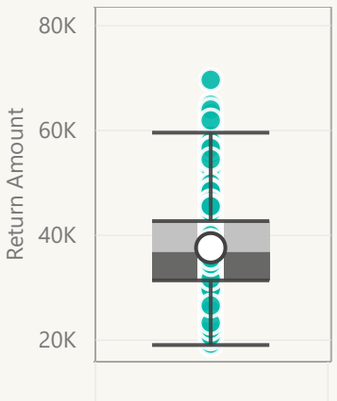
Summary Statistics Table

41,240,962.95 Sum of ReturnA...	37,628.62 Average of Sum...	19,084.52 Min of Sum_ReturnA...
69,666.58 Max of ReturnA...	36,874.42 Med of ReturnA...	8,689.47 SD of ReturnAmount

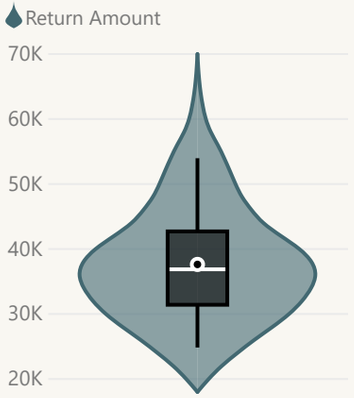
Return Amount Distribution



Return Amount Distribution



Return Amount Distribution

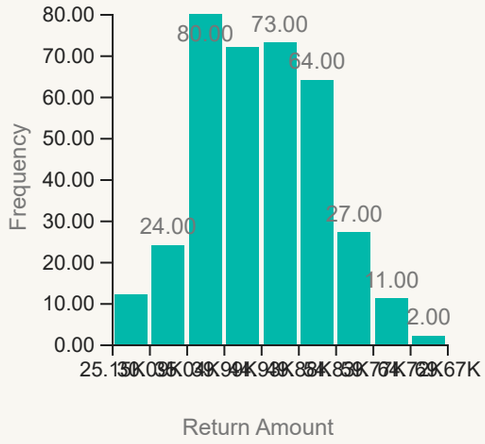


CHANGING OVER TIME ANALYSIS

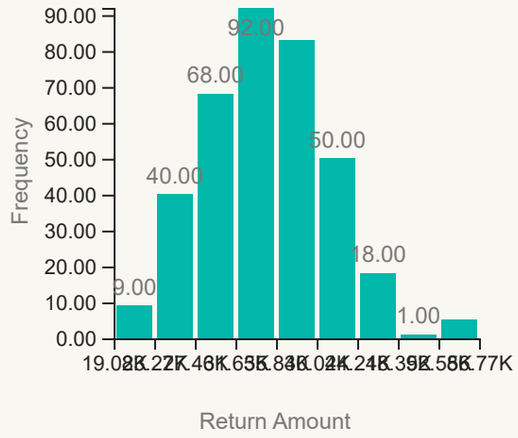
Summary Statistic Table

Year	Sum of ReturnAmount	Avg of ReturnAmount	Min of ReturnAmount	Max of ReturnAmount	Med of ReturnAmount	SD of ReturnAmount
2007	16,357,134.36	44,814.07	25,146.34	69,666.58	44,598.96	8,148.11
2008	12,755,795.30	34,851.90	19,084.52	56,766.13	34,793.18	6,322.96
2009	12,128,033.29	33,227.49	19,361.40	56,651.45	32,698.19	6,443.16
Total	**41,240,962.95**	**37,628.62**	**19,084.52**	**69,666.58**	**36,874.42**	**8,689.47**

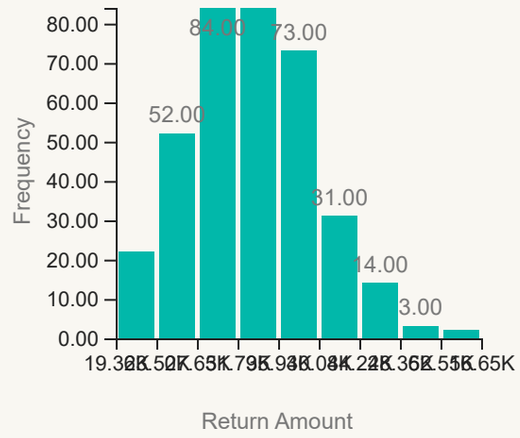
2007 ReturnAmount Distribution



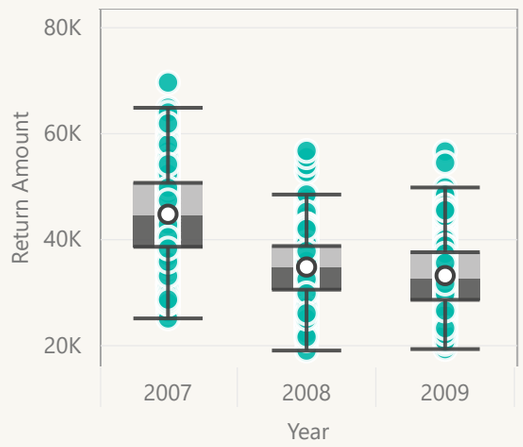
2008 ReturnAmount Distribution



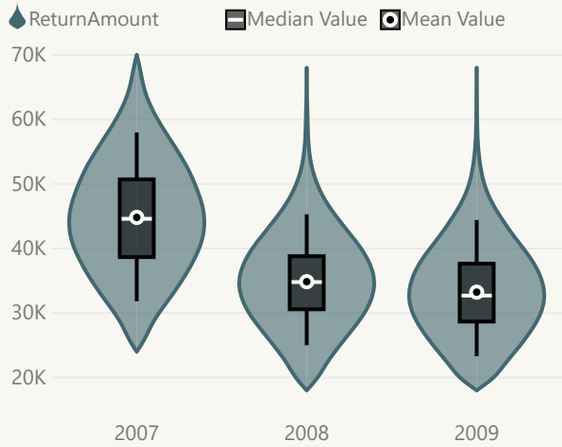
2009 ReturnAmount Distribution



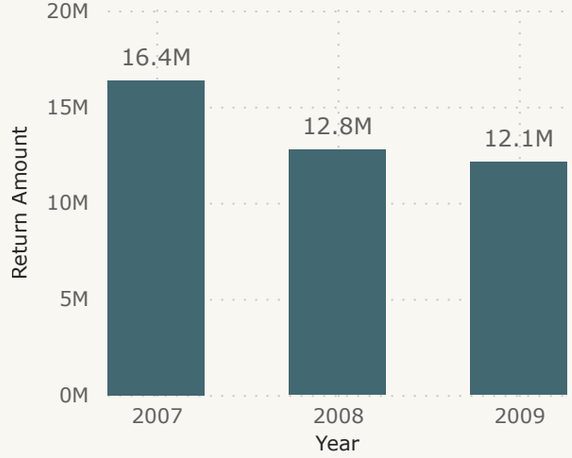
Return Amount Distribution



Return Amount Distribution



Return Amount Distribution



Revenue by Channel - Diagnostic Analysis

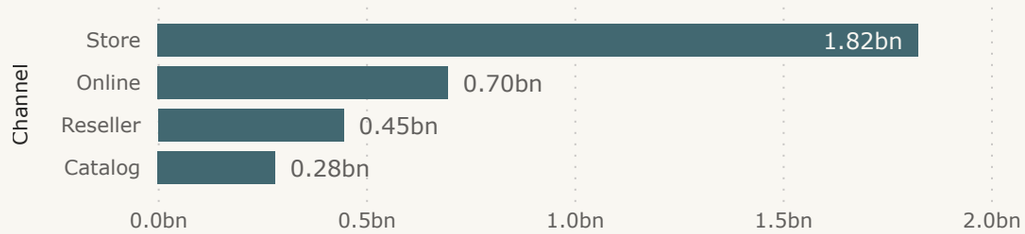
STATIC ANALYSIS

Summary Measures

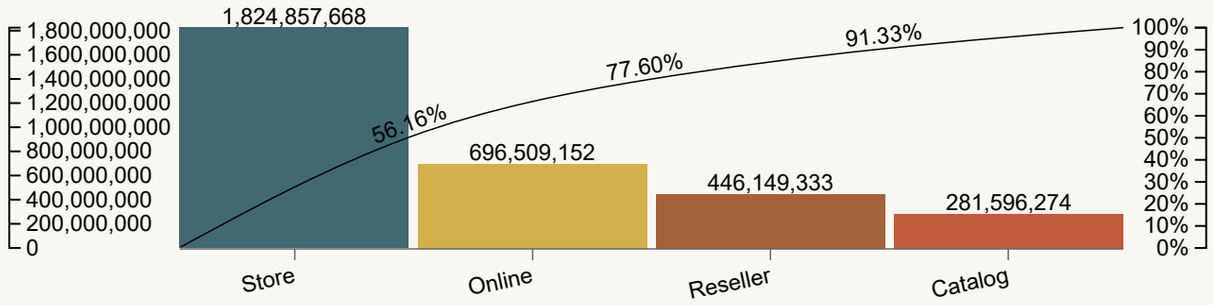
Channel	Revenue	Average of Revenue	Min of Revenue	Max of Revenue	Median of Revenue	SD of Revenue
Catalog	281,596,274.17	5,720.71	5.32	272,718.12	2,815.91	8,980.25
Online	696,509,152.31	4,405.78	3.04	164,479.80	1,999.60	6,863.08
Reseller	446,149,333.47	4,339.38	3.04	132,645.00	2,276.85	6,249.01
Store	1,824,857,667.55	3,321.69	3.04	64,474.20	1,999.80	3,929.16
Total	**3,249,112,427.49**	**3,780.21**	**3.04**	**272,718.12**	**2,080.00**	**5,317.94**

CHANGING OVER TIME ANALYSIS

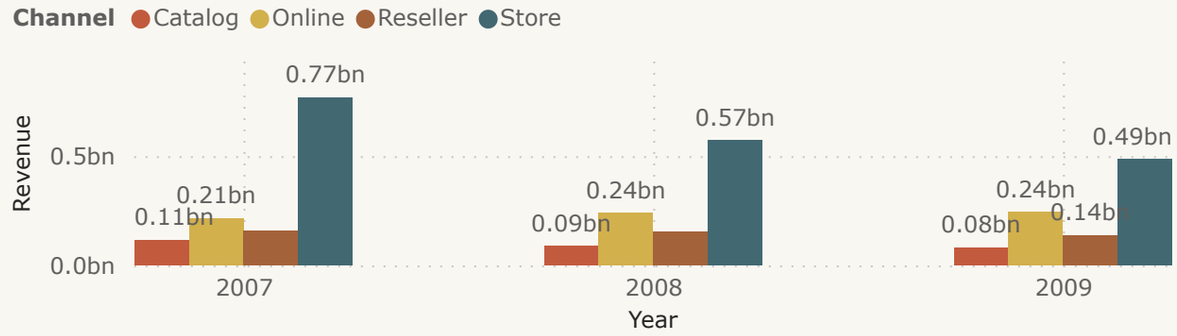
Revenue by Channel



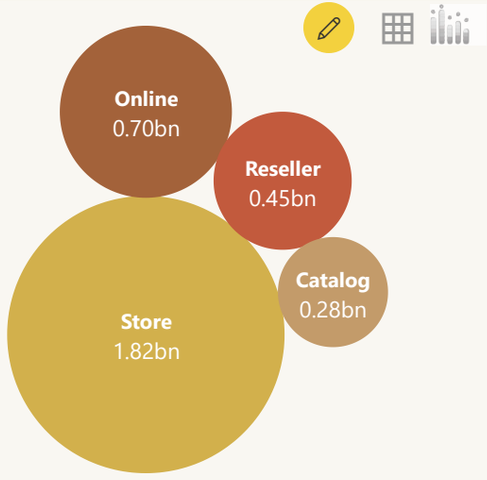
Revenue Running Total by Channel



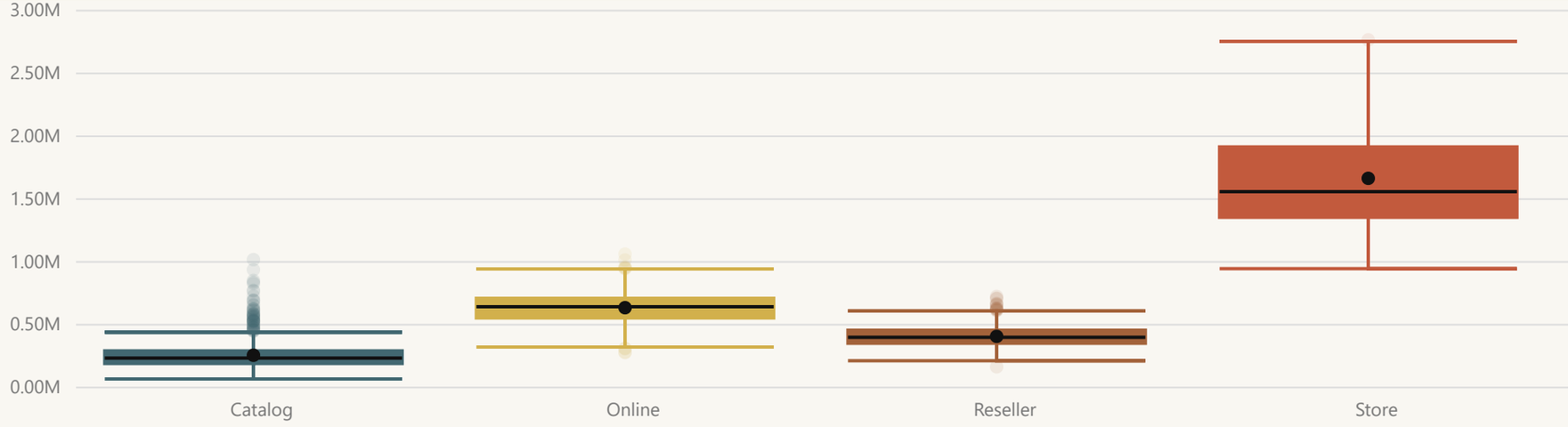
Revenue by Channel over time



Revenue by Channel



Daily Revenue by Channel



Sales Quantity by Channel - Descriptive Analysis

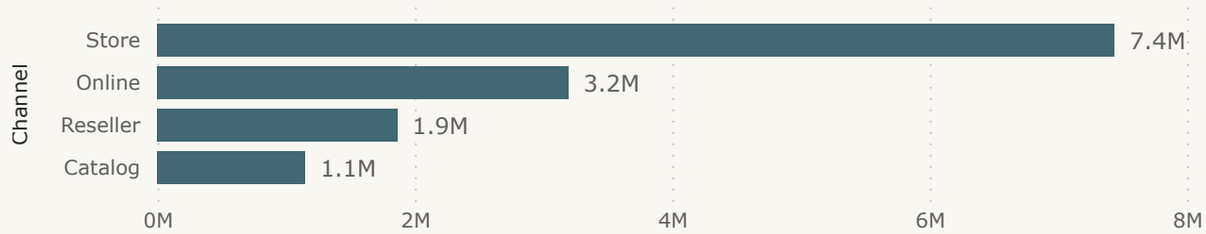
STATIC ANALYSIS

Summary Measures

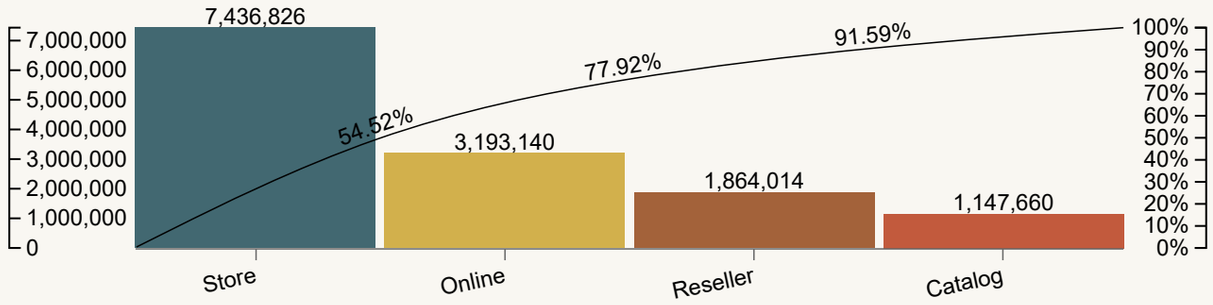
Channel	SalesQuantity	Average	Median	Min	Max	Standard deviation	Count
Catalog	1147660	23.32	13	3	1920	48.66	49224
Online	3193140	20.20	12	2	2600	45.99	158090
Reseller	1864014	18.13	12	3	1440	38.97	102814
Store	7436826	13.54	10	2	960	26.39	549377
Total	**13641640**	**15.87**	**10**	**2**	**2600**	**34.09**	**859505**

CHANGING OVER TIME ANALYSIS

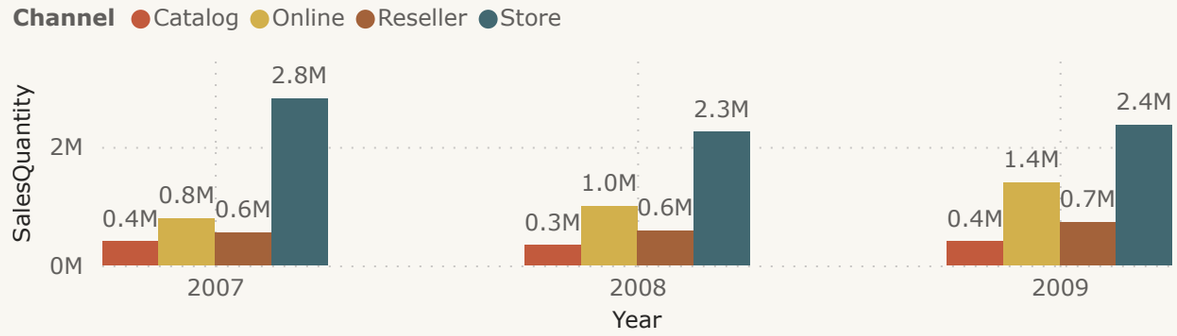
Sales Quantity by Channel



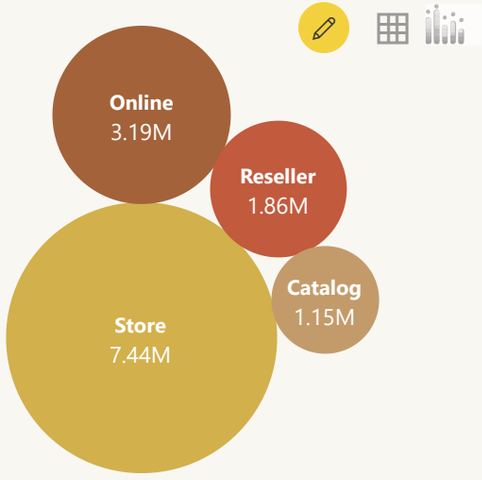
Sales Quantity Running Total by Channel



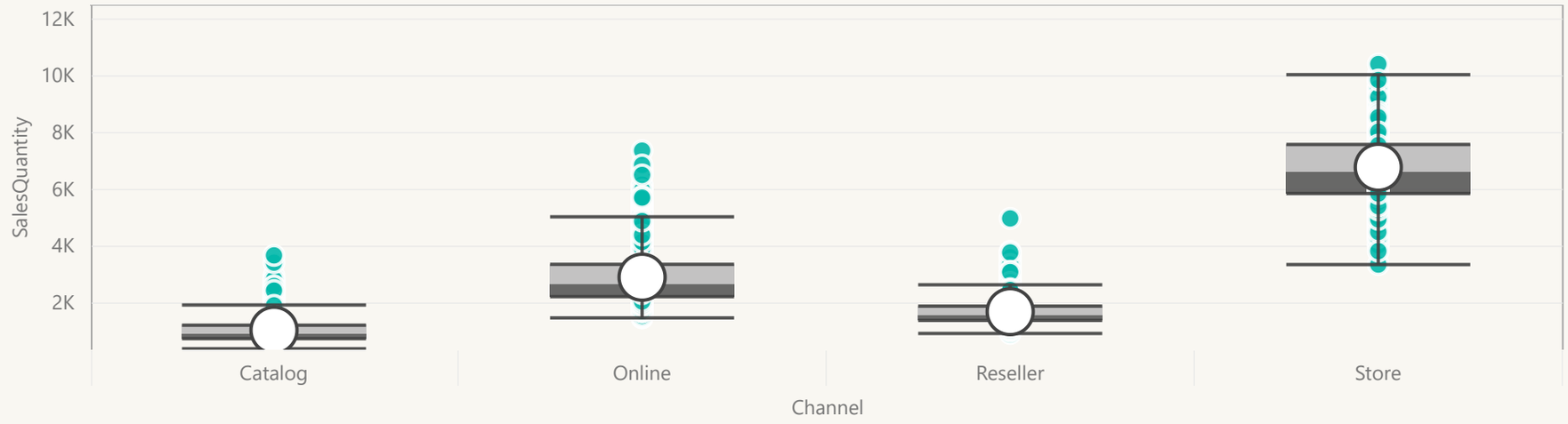
Sales Quantity by Channel



Sales Quantity by Channel



Daily Sales Quantity by Channel



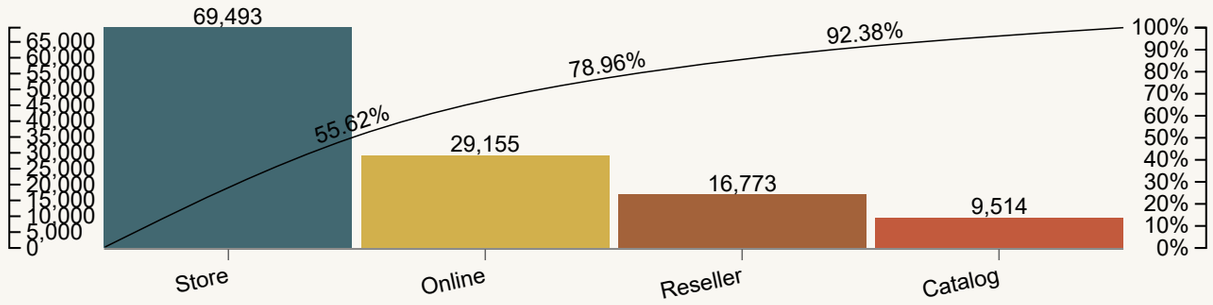
Return Quantity by Channel - Diagnostic Analysis

STATIC ANALYSIS

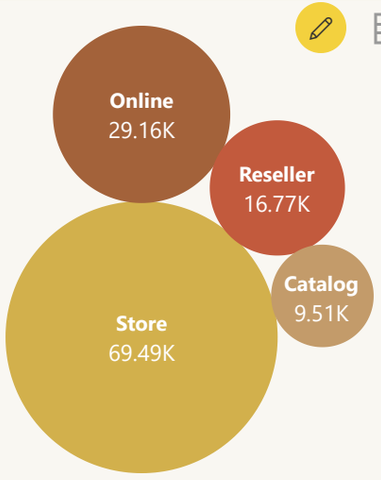
Summary Measures

Channel	ReturnQuantity	Average	Median	Min	Max	Standard deviation	Count
Store	69493	0.13	0	0	3	0.34	549377
Online	29155	0.18	0	0	4	0.41	158090
Reseller	16773	0.16	0	0	3	0.38	102814
Catalog	9514	0.19	0	0	4	0.42	49224
Total	**124935**	**0.15**	**0**	**0**	**4**	**0.36**	**859505**

Revenue Running Total by Channel

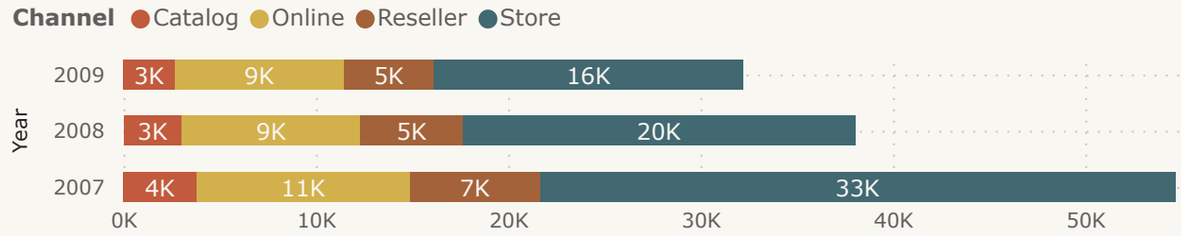


Revenue by Channel

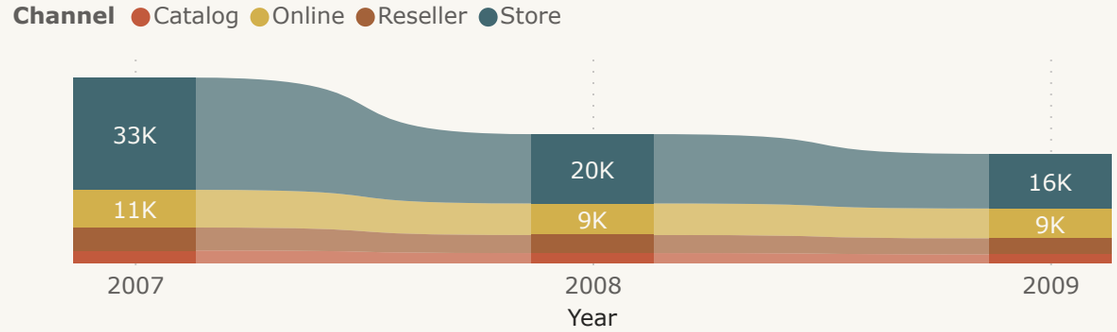


CHANGING OVER TIME ANALYSIS

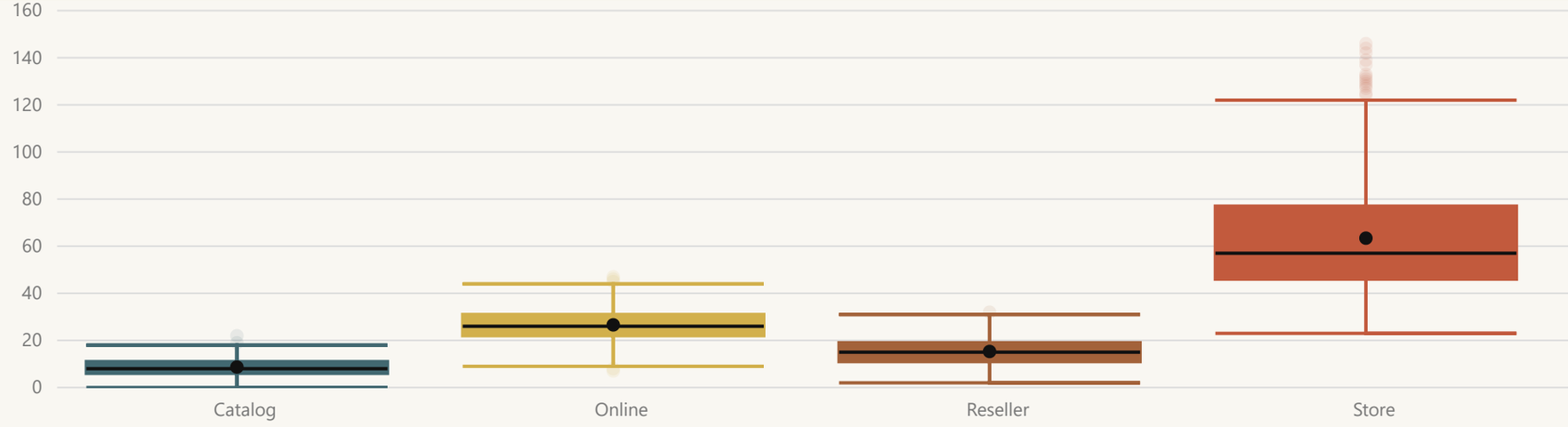
Return Quality by Channel



Return Quality by Channel over time



Daily Revenue by Channel



Return Amount by Channel - Diagnostic Analysis

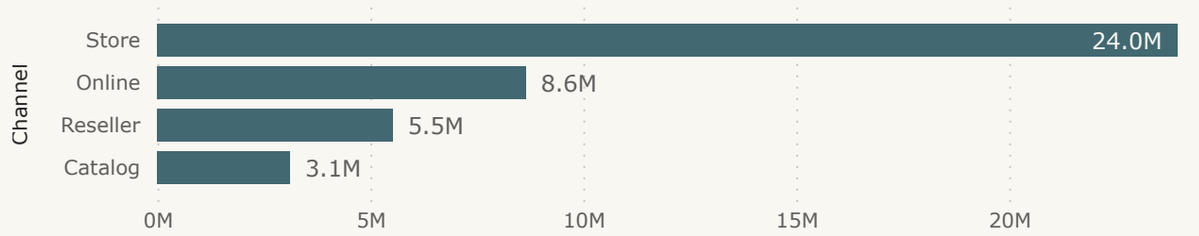
STATIC ANALYSIS

Summary Measures

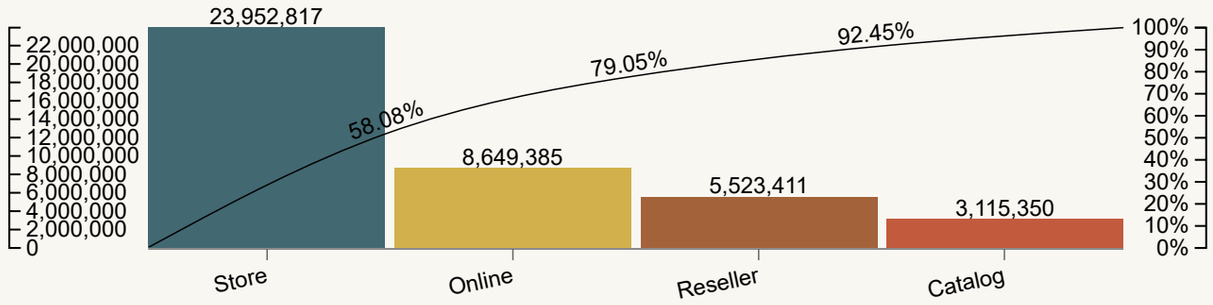
Channel	ReturnAmount	Average	Median	Min	Max	Standard deviation	Count
Store	23,952,816.71	43.60	0.00	0.00	4,998.00	193.42	549377
Online	8,649,384.92	54.71	0.00	0.00	5,305.80	224.27	158090
Reseller	5,523,410.89	53.72	0.00	0.00	5,305.80	218.26	102814
Catalog	3,115,350.43	63.29	0.00	0.00	9,996.00	243.96	49224
Total	**41,240,962.95**	**47.98**	**0.00**	**0.00**	**9,996.00**	**205.69**	**859505**

CHANGING OVER TIME ANALYSIS

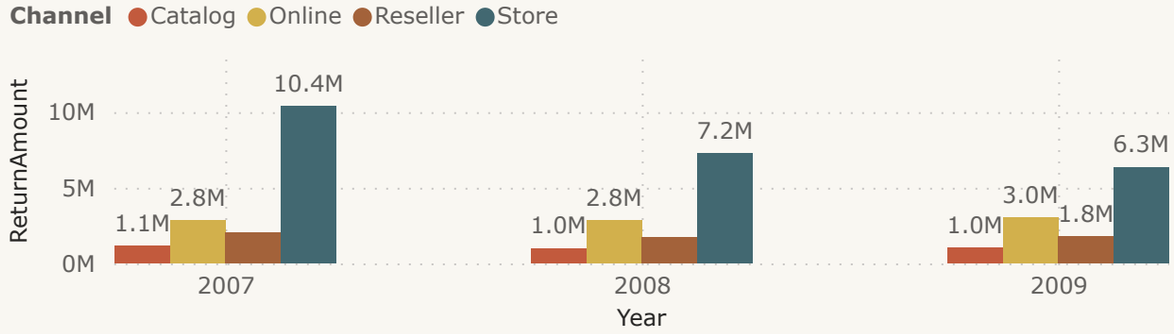
Return Amount by Channel



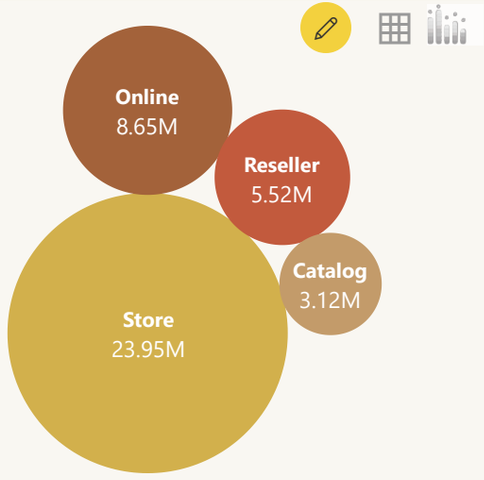
Return Amount Running Total by Channel



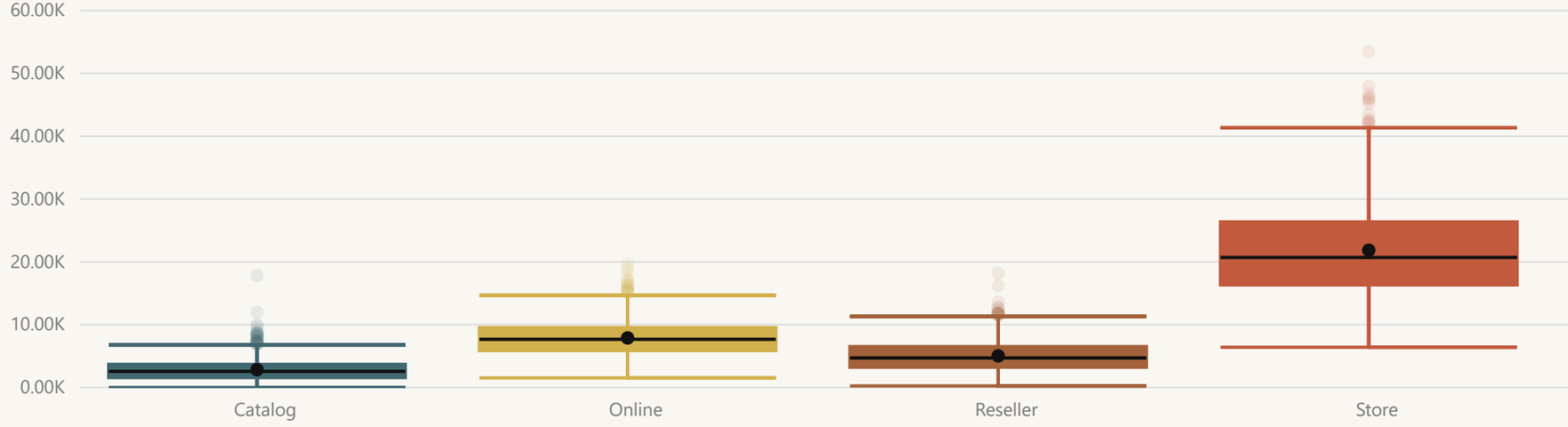
Return Amount by Channel over Year



Return Amount by Channel



Daily Return Amount by Channel



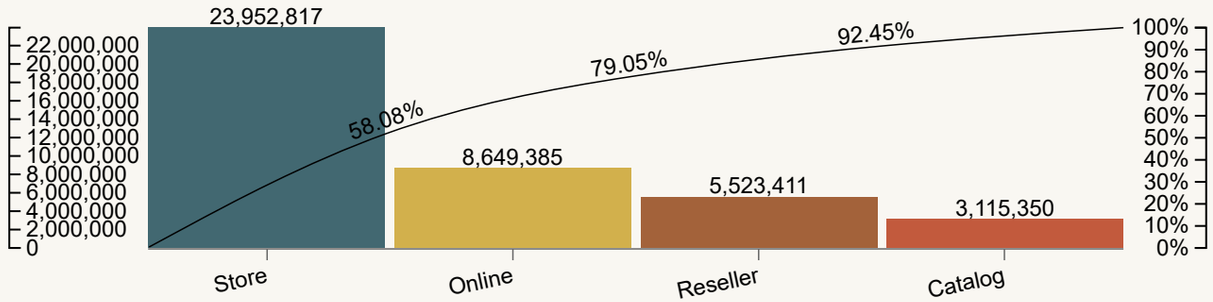
Total Cost by Channel - Diagnostic Analysis

STATIC ANALYSIS

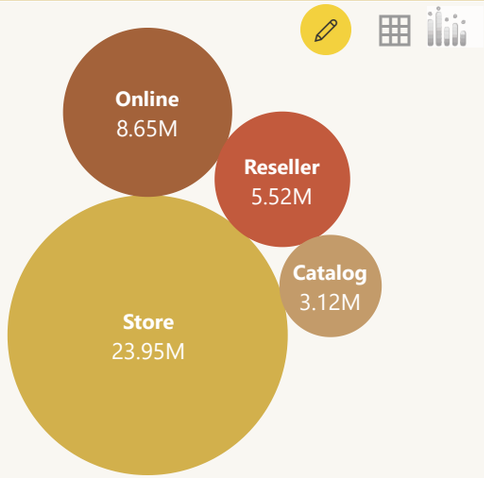
Summary Measures

Channel	TotalCost	Average	Median	Min	Max	Standard deviation	Count
Catalog	119,306,498.46	2,423.75	1,274.00	2.88	91,411.84	3,630.96	49224
Online	297,061,770.32	1,879.07	910.50	1.92	55,374.48	2,763.57	158090
Reseller	189,930,367.14	1,847.32	1,026.40	1.92	50,187.00	2,504.75	102814
Store	770,184,791.33	1,401.92	899.52	1.92	21,527.22	1,497.72	549377
Total	**1,376,483,427.25**	**1,601.48**	**919.70**	**1.92**	**91,411.84**	**2,104.67**	**859505**

Total Cost Running Total by Channel

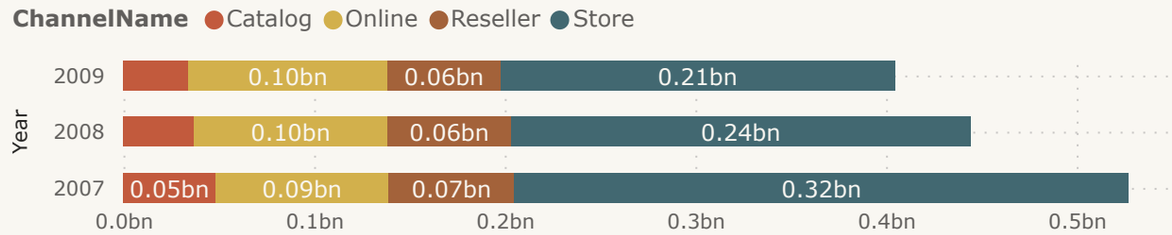


Total Cost by Channel

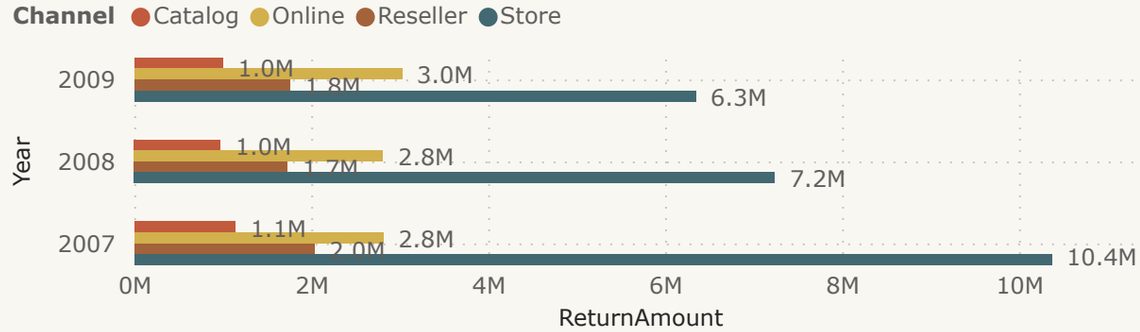


CHANGING OVER TIME ANALYSIS

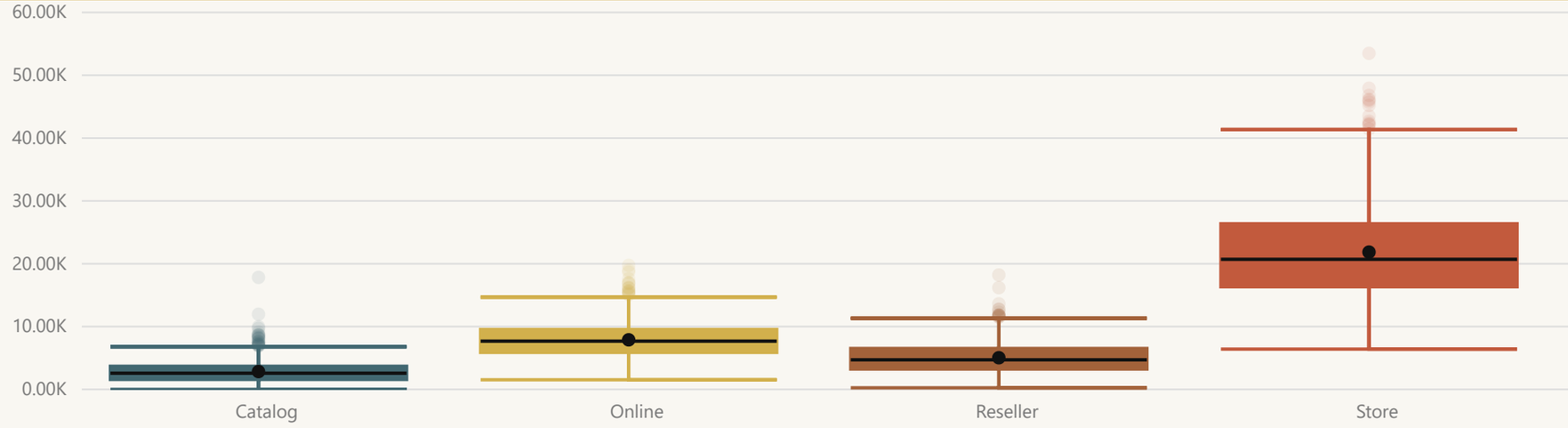
Total Cost by Channel over time



Total Cost by Channel over time



Daily Total Cost by Channel



Discount Quantity by Channel - Diagnostic Analysis

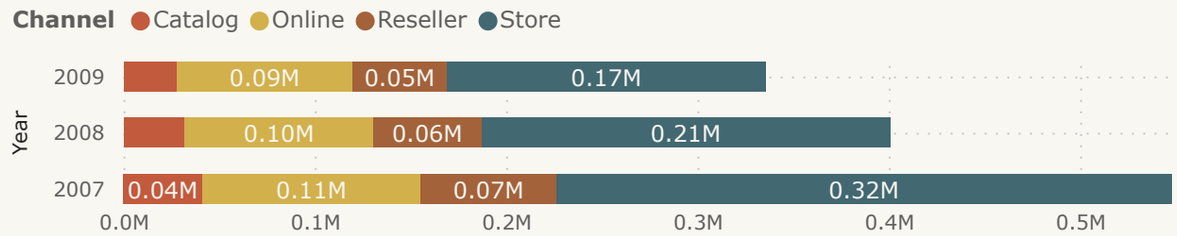
STATIC ANALYSIS

Summary Measures

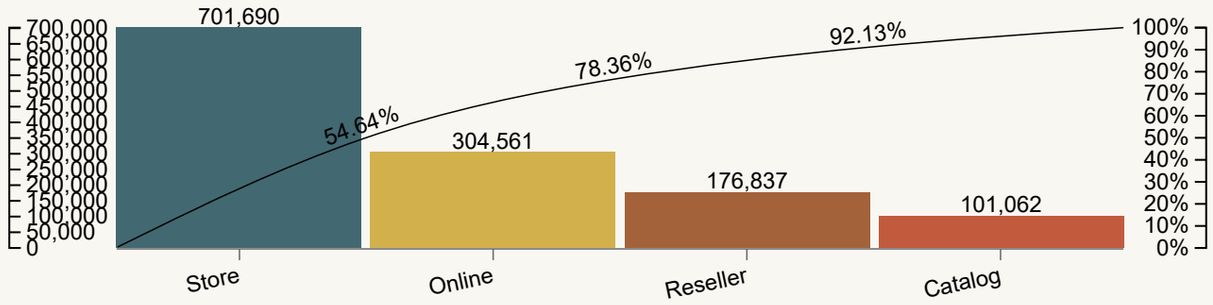
Channel	DiscountQuantity	Average	Median	Min	Max	Standard deviation	Count
Catalog	101062	2.05	1	0	17	2.40	49224
Online	304561	1.93	1	0	23	2.29	158090
Reseller	176837	1.72	1	0	17	2.02	102814
Store	701690	1.28	1	0	12	1.51	549377
Total	**1284150**	**1.49**	**1**	**0**	**23**	**1.83**	**859505**

CHANGING OVER TIME ANALYSIS

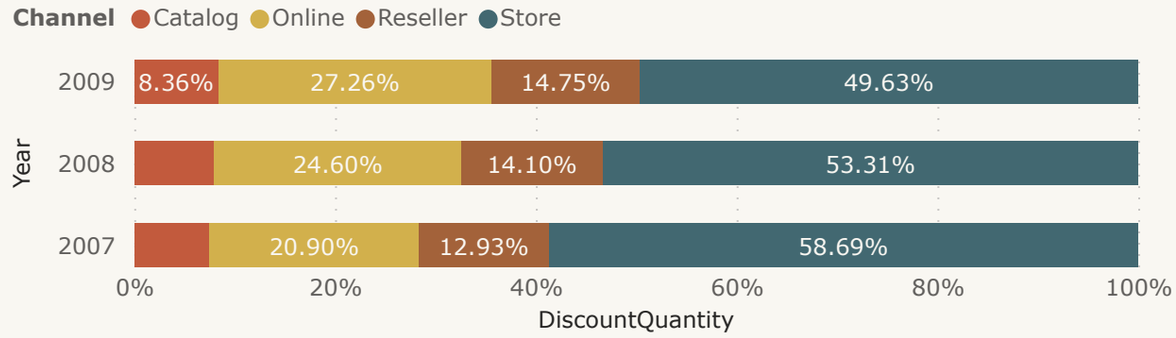
Discount Quantity by Channel over time



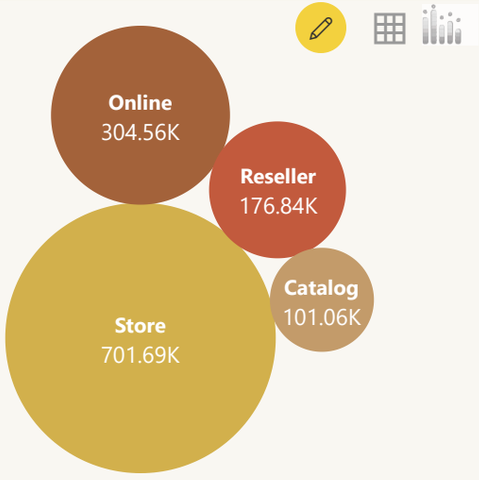
Discount Quantity Running Total by Channel



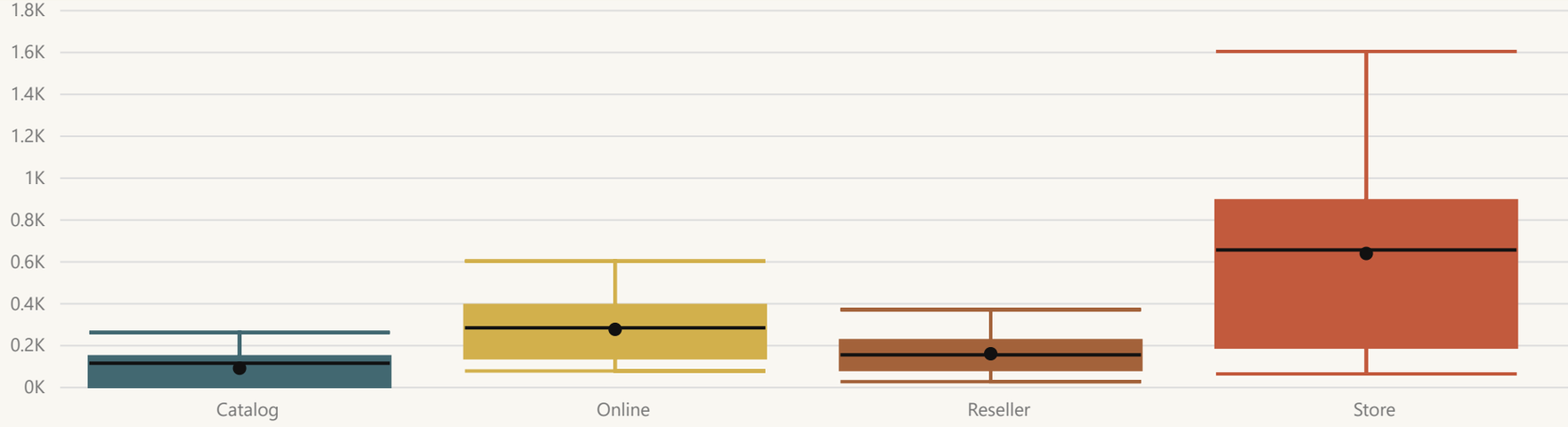
Discount Quantity by Channel over time



Discount Quantity by Channel



Daily Discount Quantity by Channel

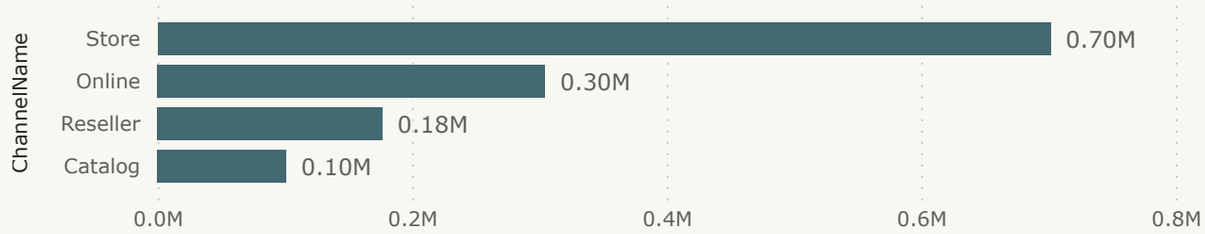


Discount Amount by Channel - Diagnostic Analysis

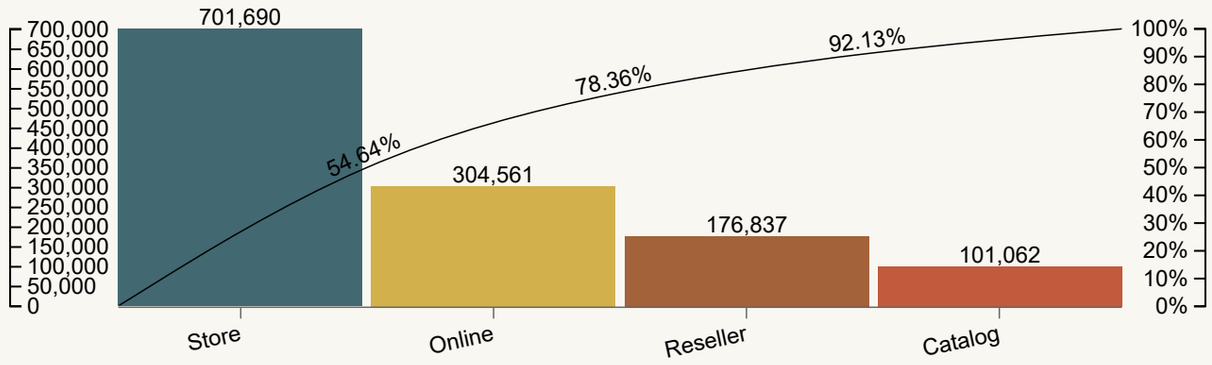
Summary Measures

Channel	DiscountAmount	Average	Median	Min	Max	Standard deviation	Count
Catalog	3,579,608.71	72.72	6.40	0.00	5,497.80	193.48	49224
Online	12,297,129.46	77.79	6.40	0.00	6,497.40	210.24	158090
Reseller	7,834,394.75	76.20	5.99	0.00	7,958.70	194.10	102814
Store	29,764,606.77	54.18	0.75	0.00	3,998.40	139.06	549377
Total	**53,475,739.70**	**62.22**	**2.54**	**0.00**	**7,958.70**	**165.09**	**859505**

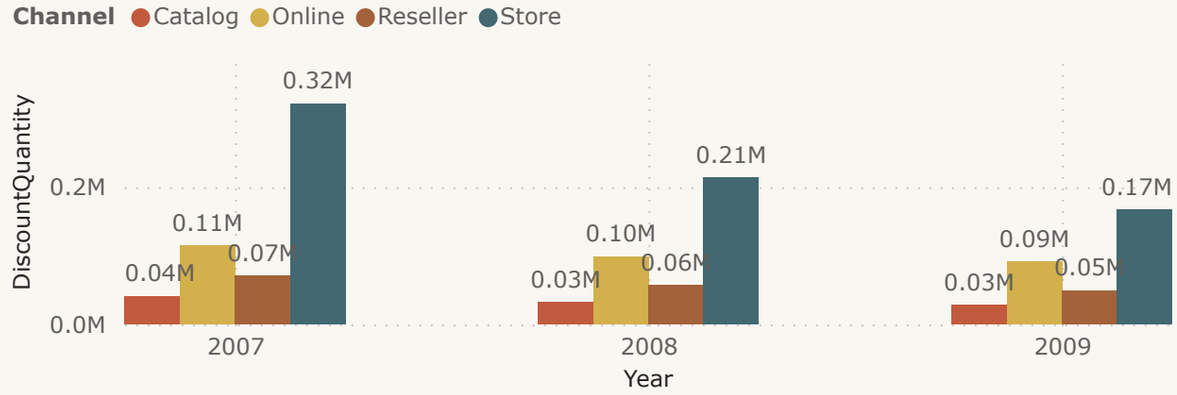
Discount Amount by Channel



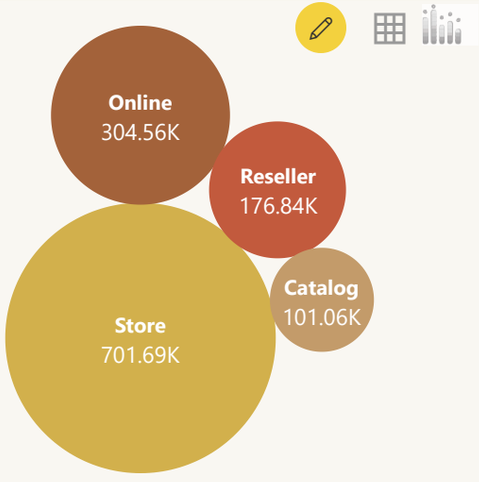
Discount Amount Running Total by Channel



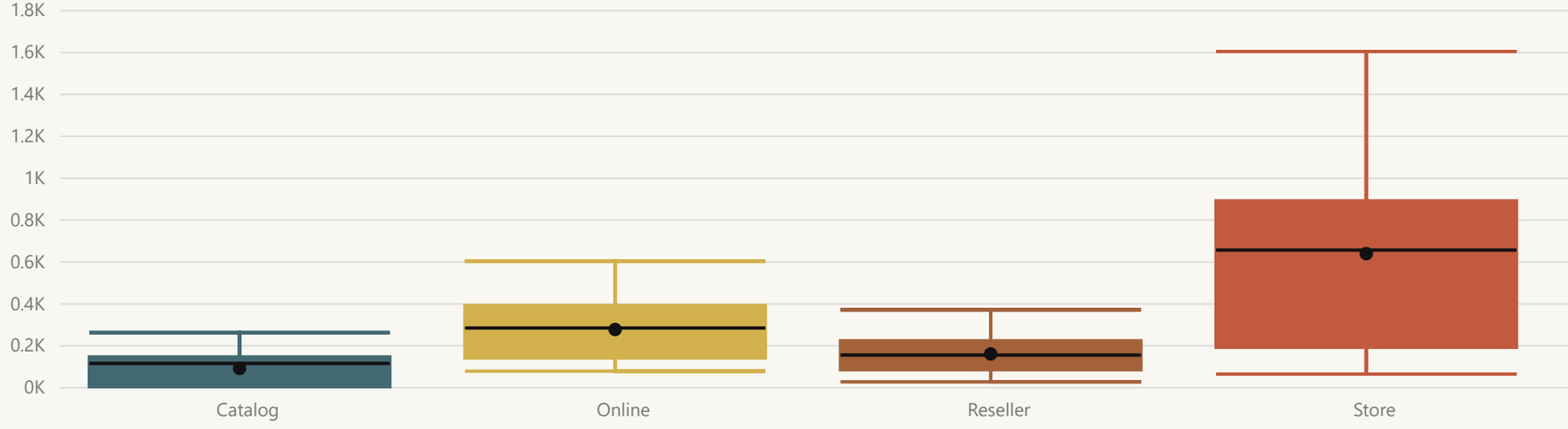
Discount Amount by Channel over time



Discount Amount by Channel

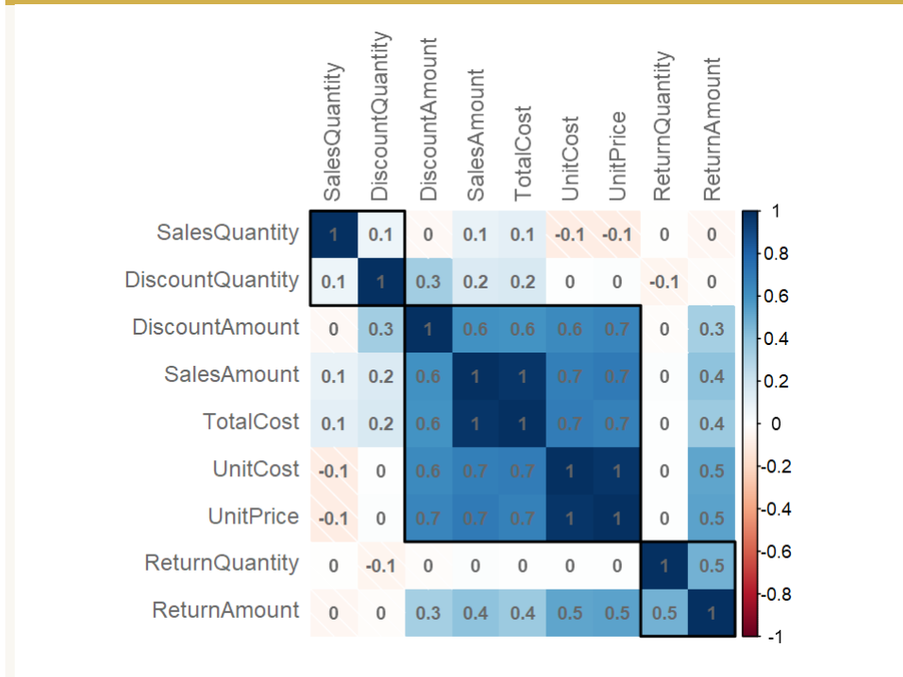


Daily Discount Amount by Channel

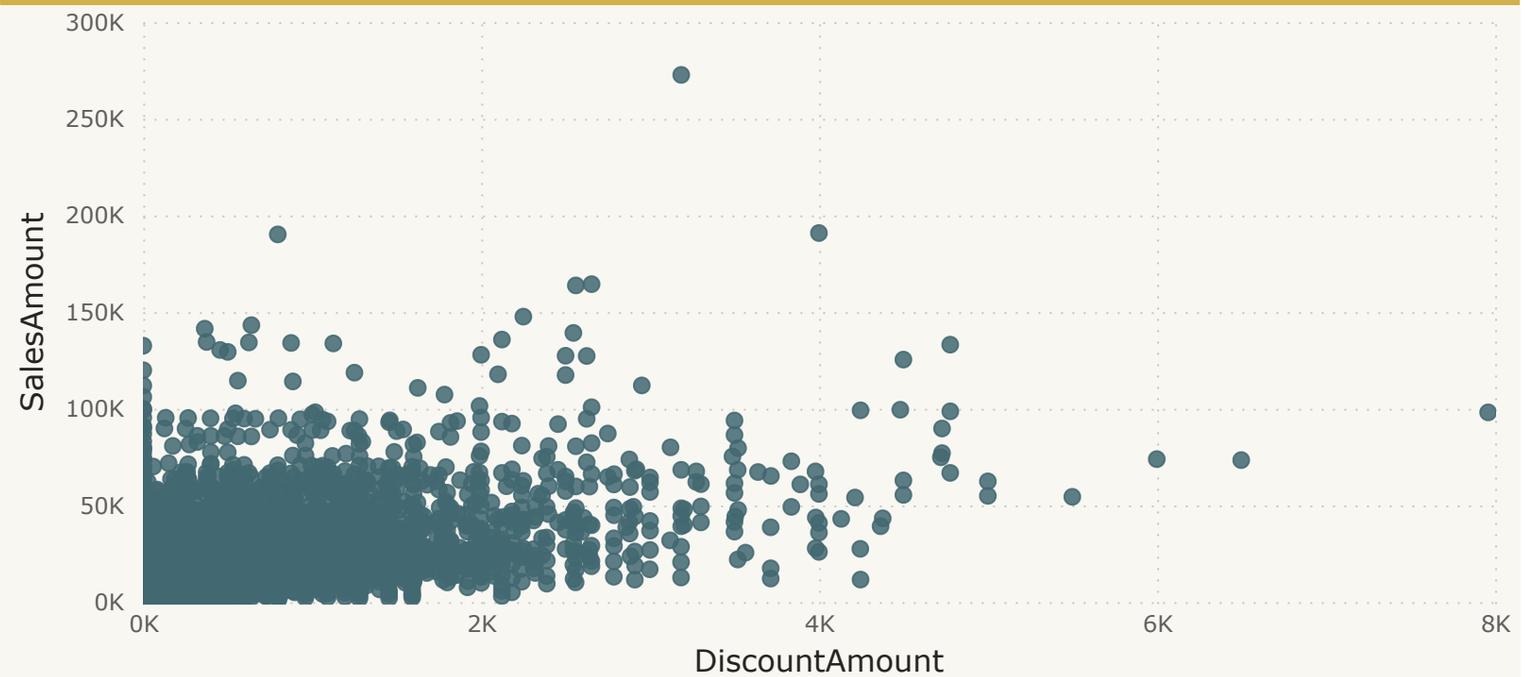


Correlation

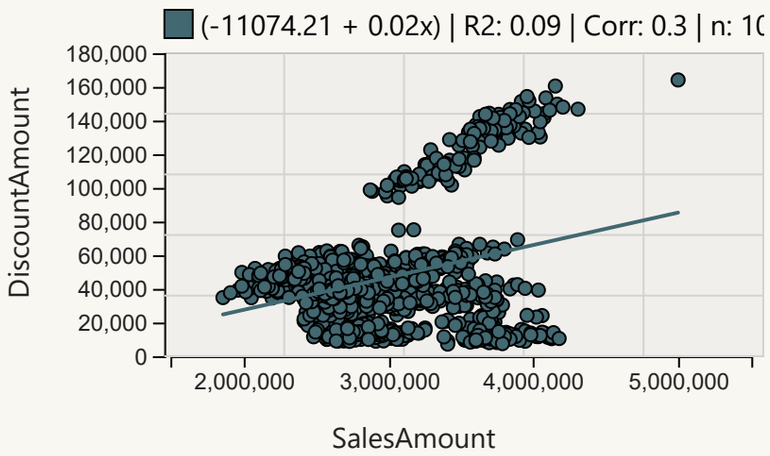
Correlation among Revenue, Discount, Return and Cost



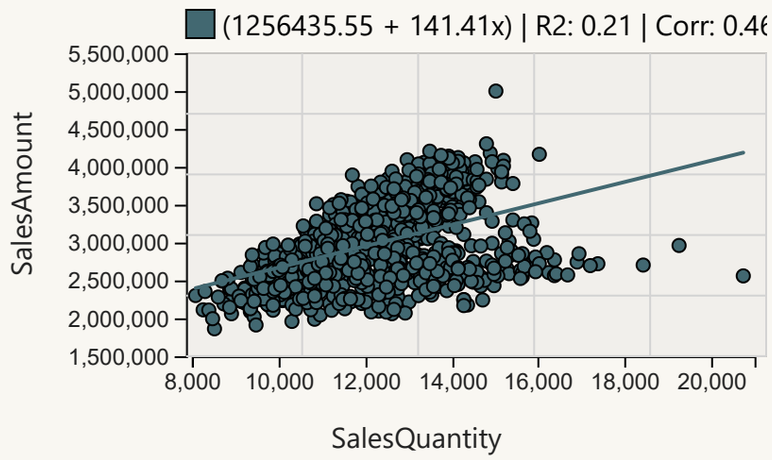
Revenue vs DiscountAmount



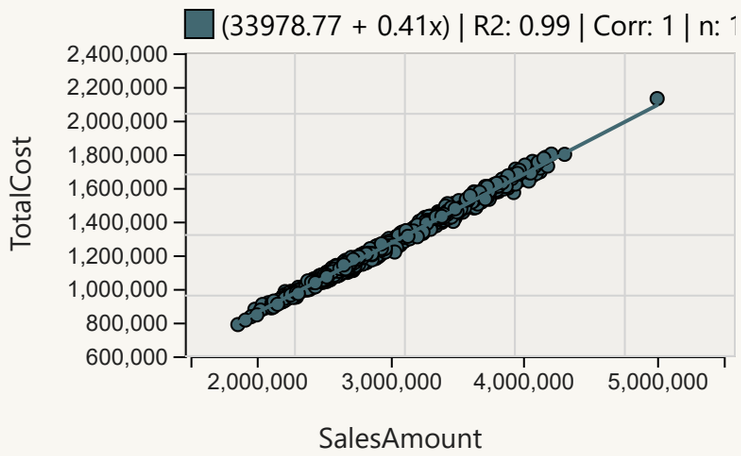
DiscountAmount vs SalesAmount



Revenue vs DiscountAmount



Revenue vs TotalCost



Revenue by Continent - Diagnostic Analysis

STATIC ANALYSIS

Summary Measures

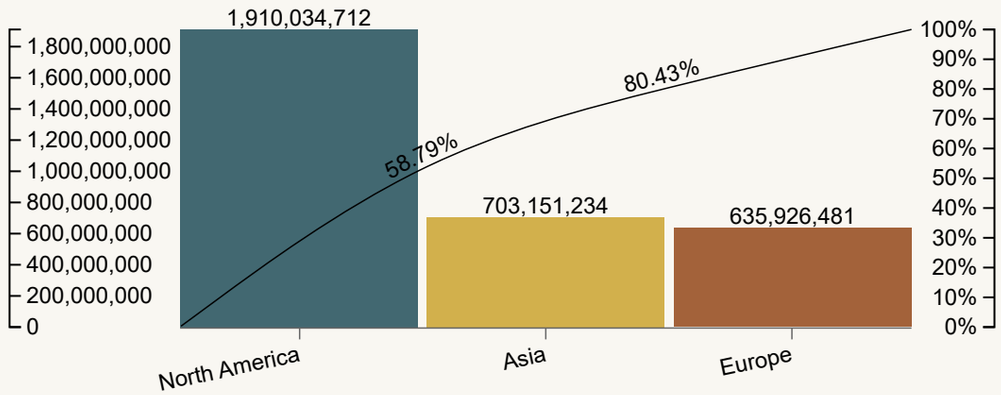
Continent	Revenue	Average	Min	Max	Median	SD
Asia	703,151,233.88	4,061.88	4.75	133,175.58	2,356.20	5,469.70
Europe	635,926,481.49	3,525.78	3.04	164,479.80	1,880.00	5,077.37
North America	1,910,034,712.12	3,774.55	3.23	272,718.12	2,051.10	5,344.30
Total	**3,249,112,427.49**	**3,780.21**	**3.04**	**272,718.12**	**2,080.00**	**5,317.94**

CHANGING OVER TIME ANALYSIS

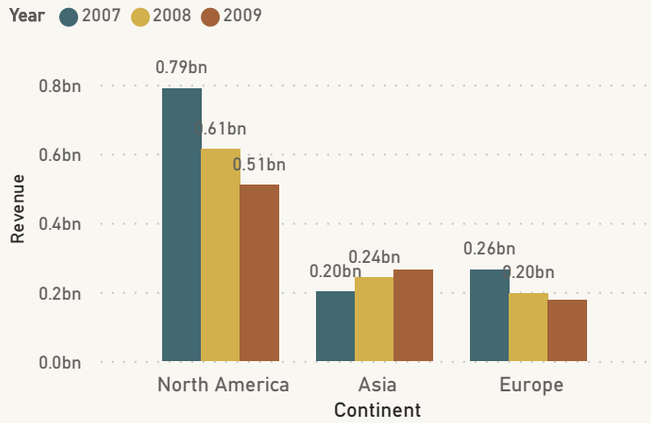
Revenue by Continent over time

Continent	2007	2008	2009	**Total**
Asia	199,693,821.88	240,898,144.76	262,559,267.23	**703,151,233.88**
Europe	264,254,811.12	195,461,741.00	176,209,929.37	**635,926,481.49**
North America	788,274,462.09	613,079,989.99	508,680,260.04	**1,910,034,712.12**
Total	**1,252,223,095.08**	**1,049,439,875.76**	**947,449,456.65**	**3,249,112,427.49**

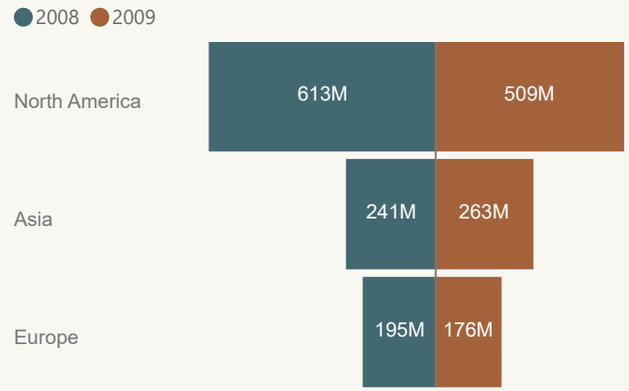
Revenue Running Total by Continent



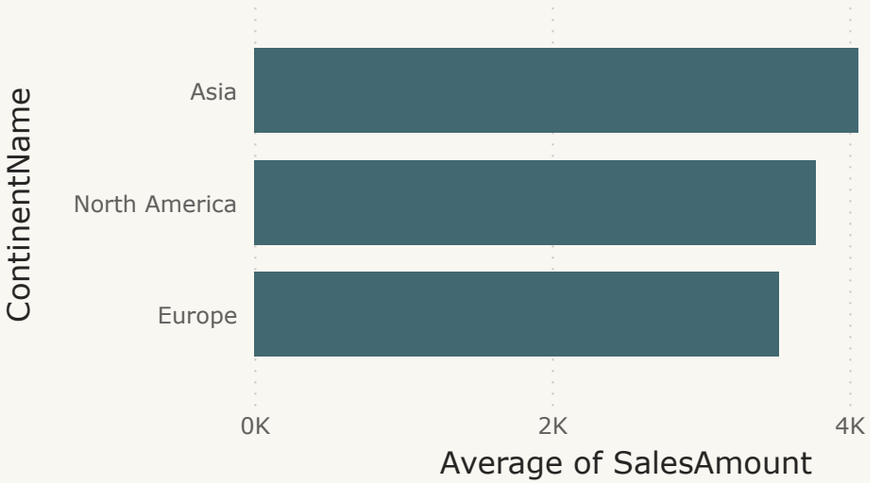
Revenue by Continentover Year



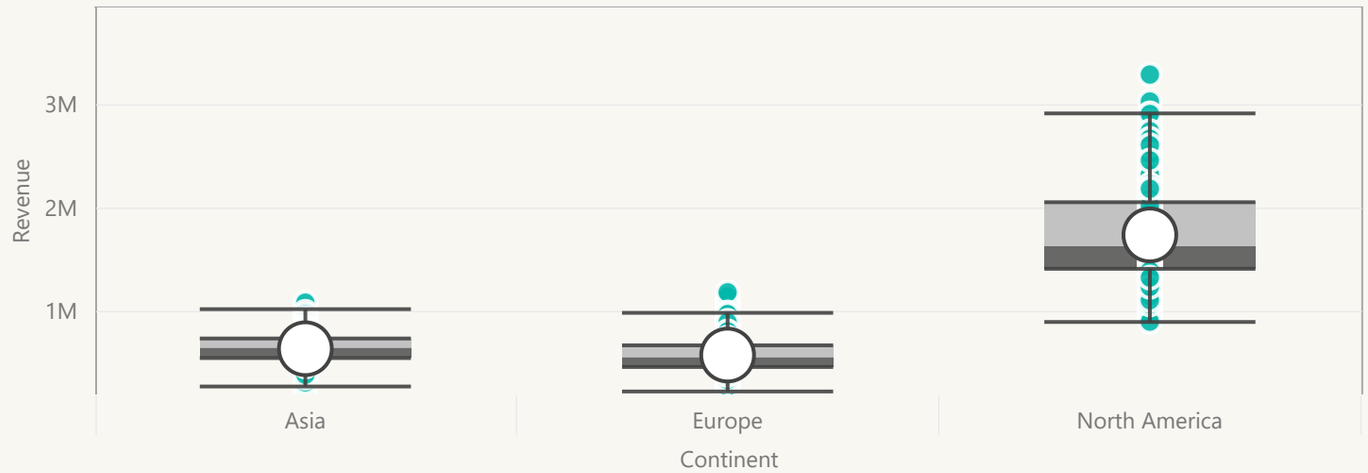
Revenue by Continent over year



Average of Revenue by Continent



Daily Revenue by Contient



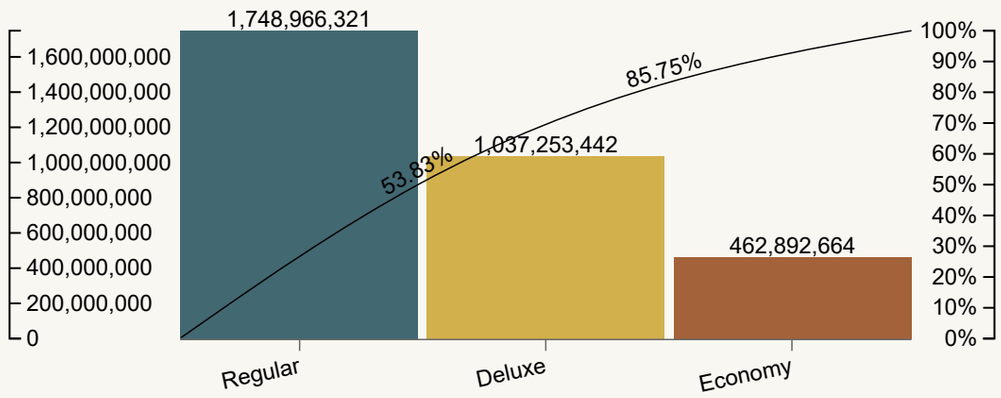
Revenue by Product Class - Diagnostic Analysis

STATIC ANALYSIS

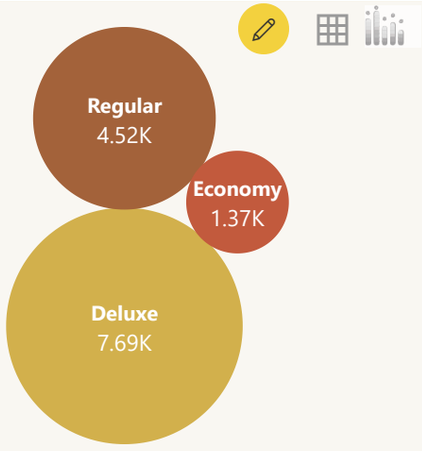
Summary Measures

Product Class	Revenue	Average	Min	Max	Median	SD
Deluxe	1,037,253,441.80	7,685.86	119.03	272,718.12	5,692.11	8,497.42
Economy	462,892,664.40	1,370.49	3.04	69,930.00	745.00	1,909.88
Regular	1,748,966,321.29	4,521.71	82.80	163,829.76	3,321.00	4,849.90
Total	**3,249,112,427.49**	**3,780.21**	**3.04**	**272,718.12**	**2,080.00**	**5,317.94**

Revenue Running Total by Channel

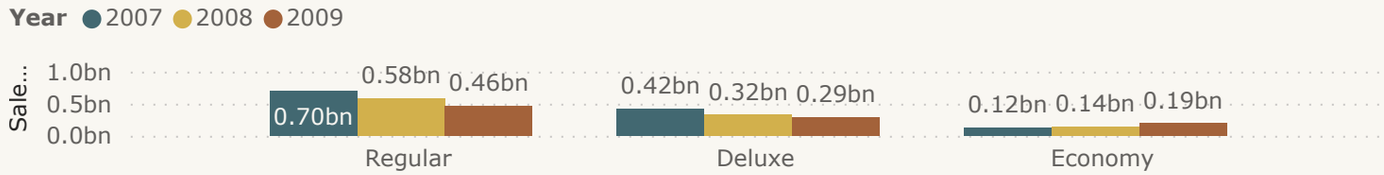


Average of Revenue by Product Class

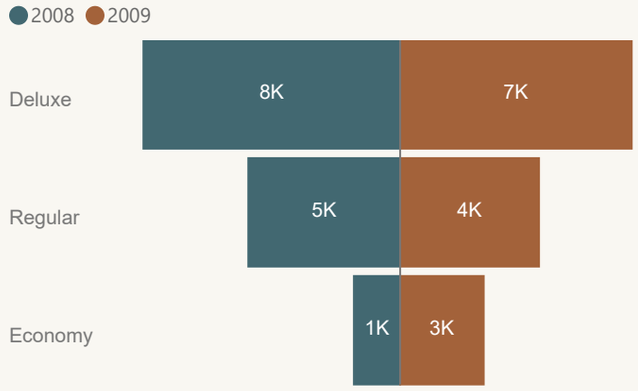


CHANGING OVER TIME ANALYSIS

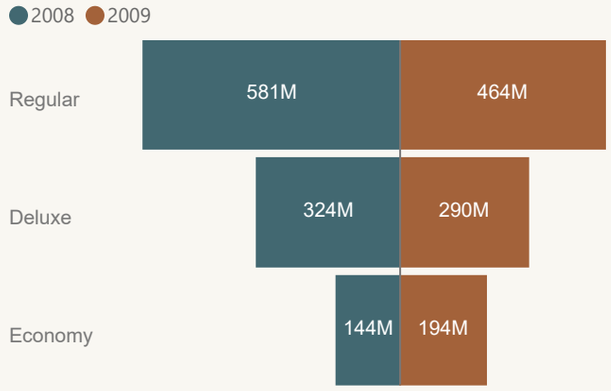
SalesAmount by ClassName and Year



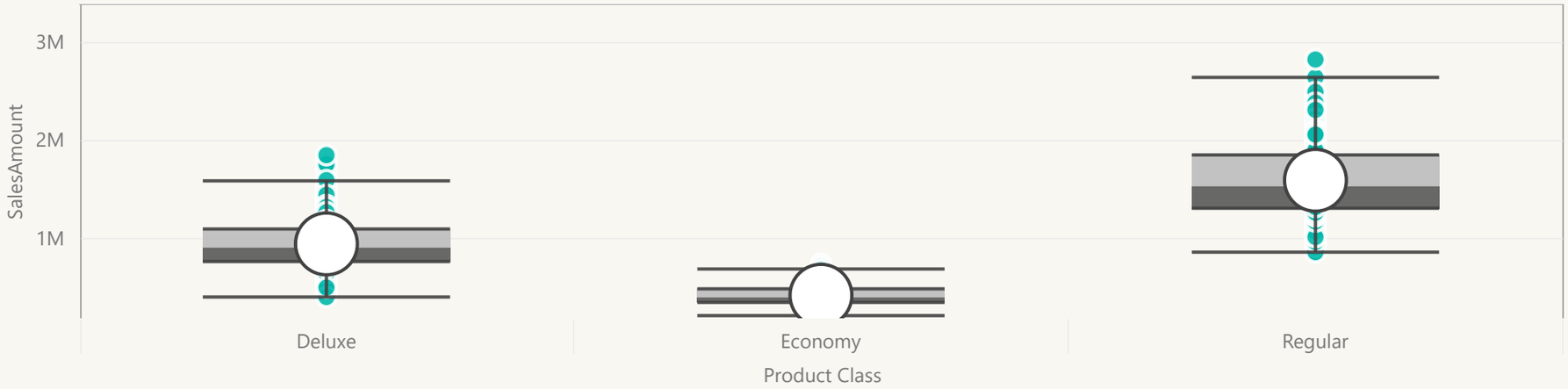
Revenue by Continent over year



Revenue by Continent over year

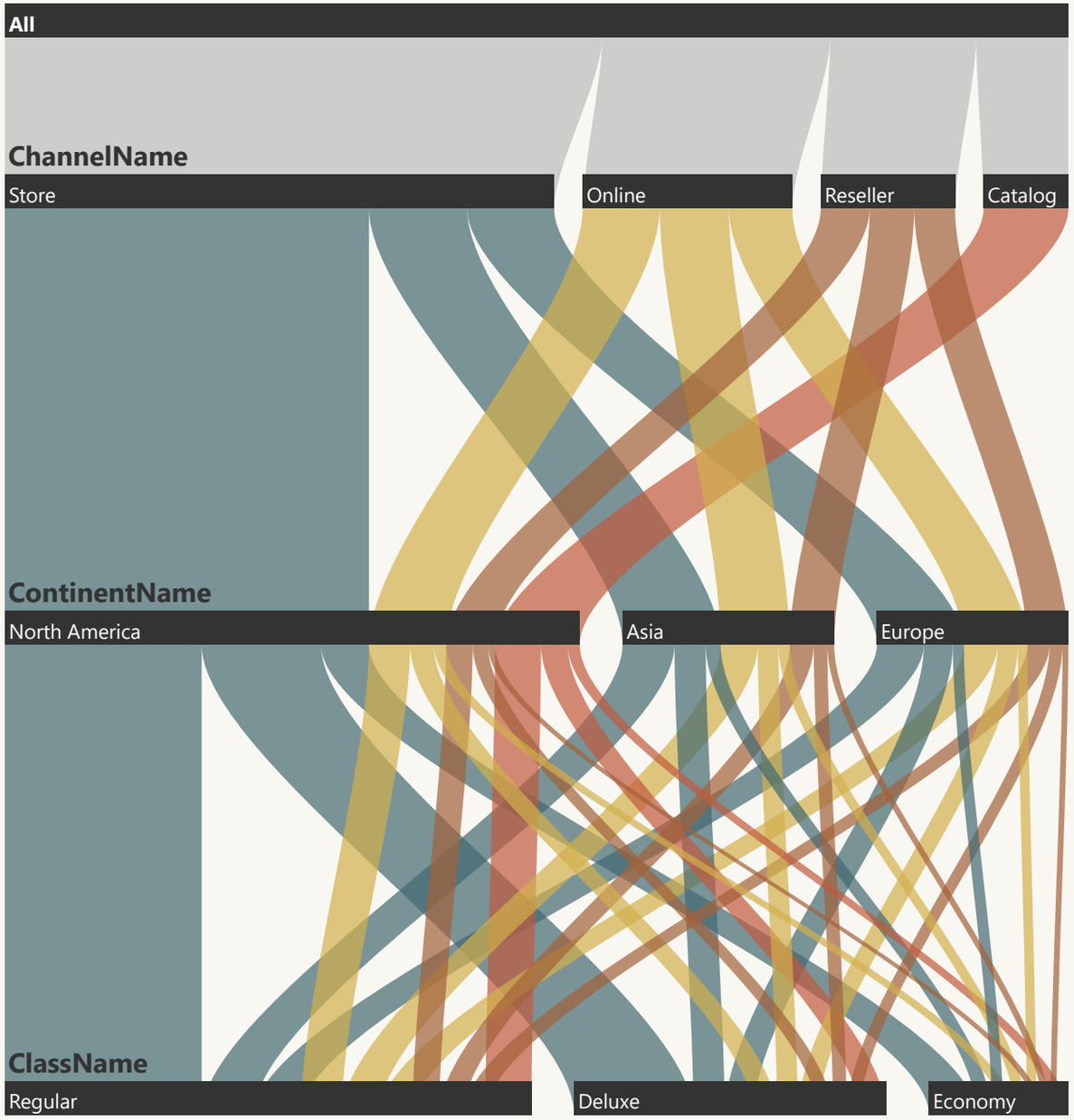
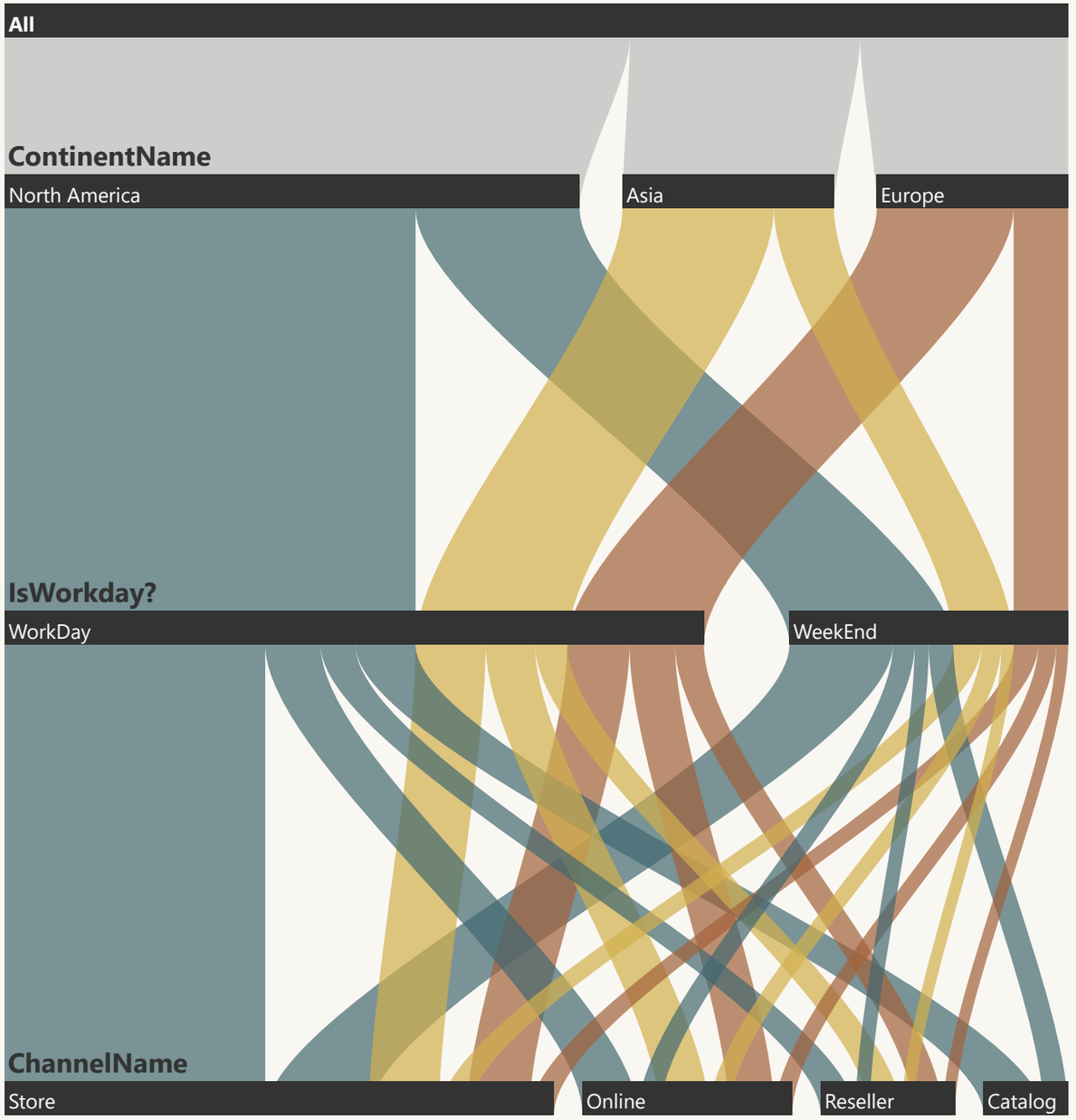


Daily Revenue by Channel



Revenue Funnel

Revenue Funnel by Channel, Continent and Product Class



Revenue Funnel by Channel, Continent and Product Class