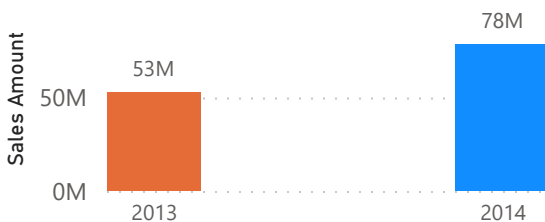# SALES AMOUNT

Sales Amount, Median, Mean by Month

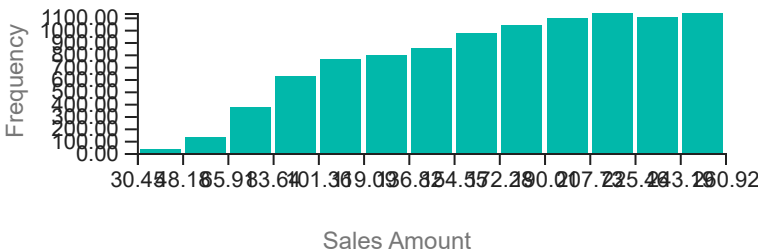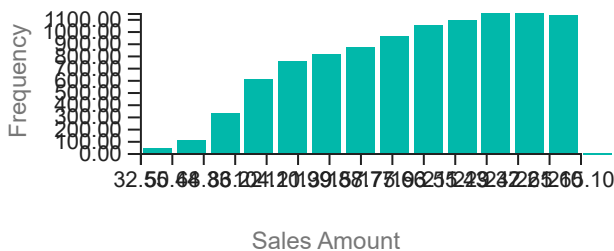| Year	Sales Amount	Min of Sales Amount	Max of Sales Amount	Average of Sales Amount	Standard deviation of Sales Amount
2014	78,448,145.67	32.55	981.12	301.40	129.40
2013	52,961,917.37	30.45	888.96	269.80	116.81
Total	**131,410,063.04**	**30.45**	**981.12**	**287.81**	**125.12**

Sales Amount by Year

Sales Amount

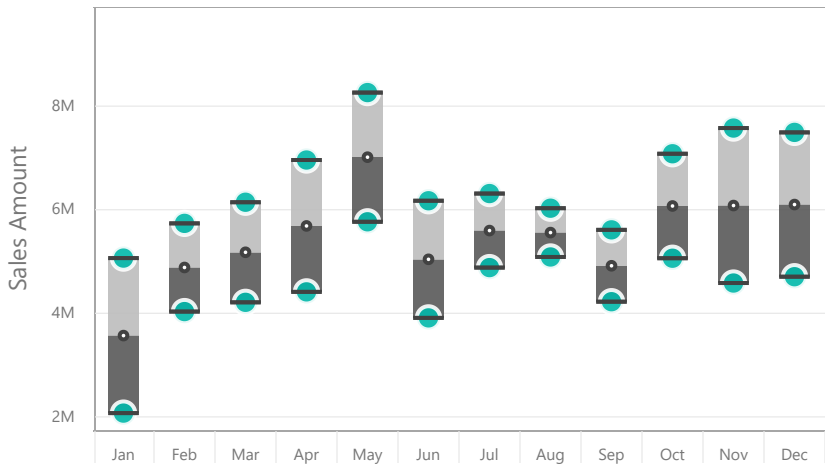## Sales Amount 2013

Sales Amount 2014

Transaction by Sales Amount

Transaction   Median Value   Mean Value
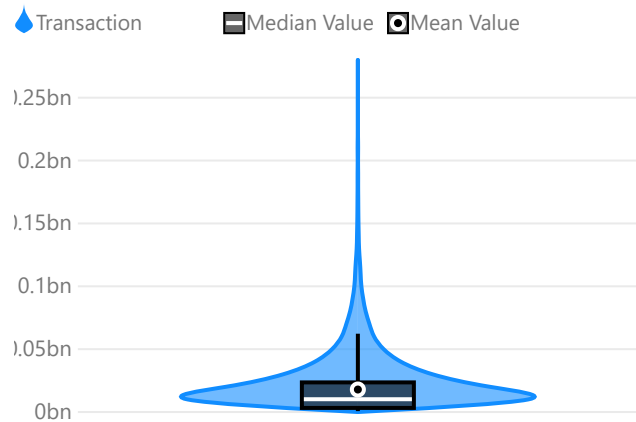
Sales Amount Transaction and Year

Sales Amount   Median Value   Mean Value
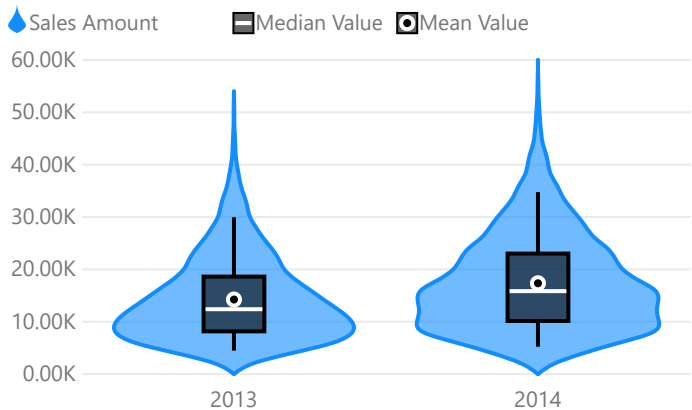
Sales Amount by Year and Month

Year
- 2013
- 2014

State
- AK
- AL
- AR
- AZ
- CA

Channel
- Boutique
- Departme...
- Mass Ret...

Produc...
- Casual
- Dressy
- Formal
- Sport

Style Sh...
- Jacket
- Polo
- Shirt
- T-Shirt

Brand
- Q-Tee Baby
- Q-Tee Da...
- Q-Tee Golf
- Q-Tee Mo...

SALES AMOUNT OVER TIME SERIES

Year by Year Sales Amount

Year	2013		2014	
Month	Sales Amount	MoM Change	Sales Amount	MoM Change
January	2,073,076.59		5,066,341.11	7.6%
February	4,033,401.22	94.6%	5,736,624.98	13.2%
March	4,212,048.55	4.4%	6,144,674.38	7.1%
April	4,414,093.34	4.8%	6,959,965.48	13.3%
May	5,767,164.35	30.7%	8,262,176.56	18.7%
June	3,911,782.01	-32.2%	6,173,509.81	-25.3%
July	4,882,808.29	24.8%	6,312,379.85	2.2%
August	5,088,032.45	4.2%	6,029,512.23	-4.5%
September	4,224,308.73	-17.0%	5,611,466.83	-6.9%
October	5,063,590.99	19.9%	7,080,953.84	26.2%
November	4,584,782.06	-9.5%	7,577,164.06	7.0%
December	4,706,828.78	2.7%	7,493,376.54	-1.1%
Total	**52,961,917.37**	**9.8%**	**78,448,145.67**	**3.7%**

Sales Amount by Month
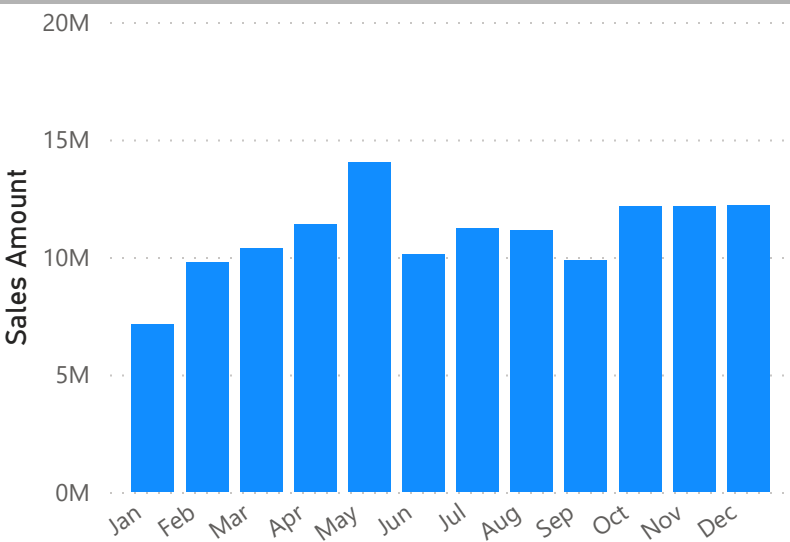
Sales Amount running total in Month by Month
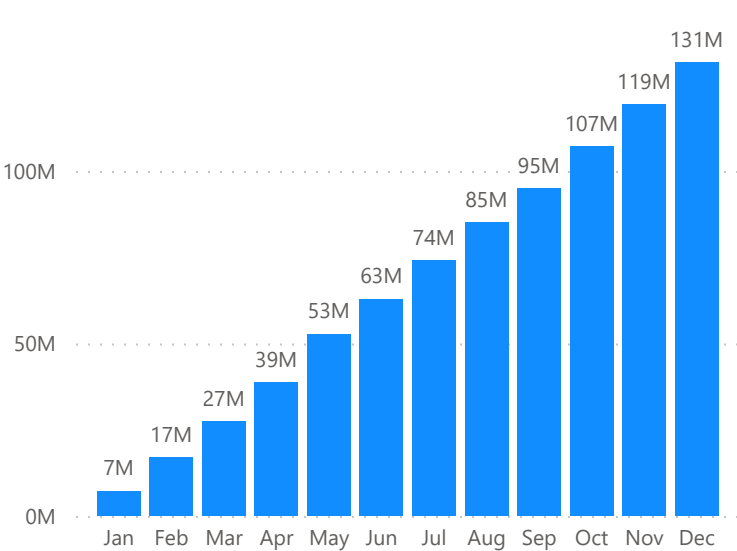
Sales Amount % Change MoM

Month	2013	2014	Total
January		7.6%	**51.7%**
February	94.6%	13.2%	**36.8%**
March	4.4%	7.1%	**6.0%**
April	4.8%	13.3%	**9.8%**
May	30.7%	18.7%	**23.3%**
June	-32.2%	-25.3%	**-28.1%**
July	24.8%	2.2%	**11.0%**
August	4.2%	-4.5%	**-0.7%**
September	-17.0%	-6.9%	**-11.5%**
October	19.9%	26.2%	**23.5%**
November	-9.5%	7.0%	**0.1%**
December	2.7%	-1.1%	**0.3%**
Total	**9.8%**	**3.7%**	**6.0%**

Sales Amount % MoM Change

Month	MoM Change
January	51.7%
February	36.8%
March	6.0%
April	9.8%
May	23.3%
June	-28.1%
July	11.0%
August	-0.7%
September	-11.5%
October	23.5%
November	0.1%
December	0.3%
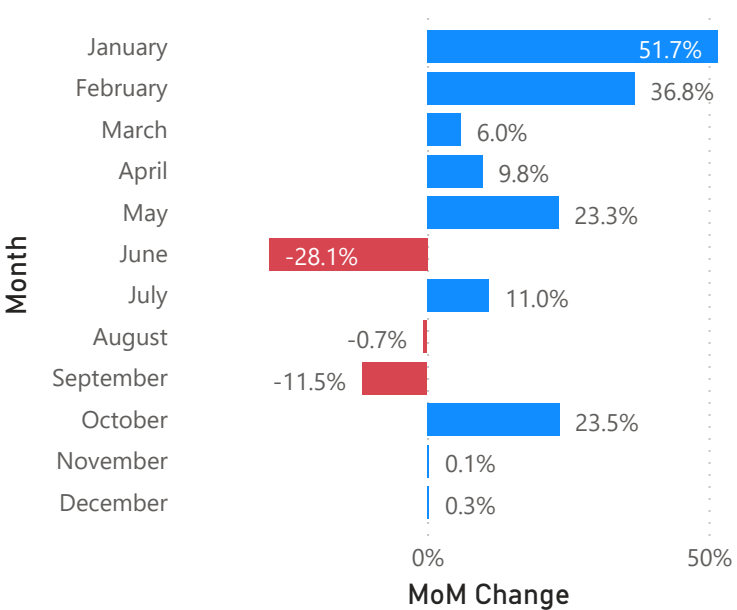
% MoM Change by Year
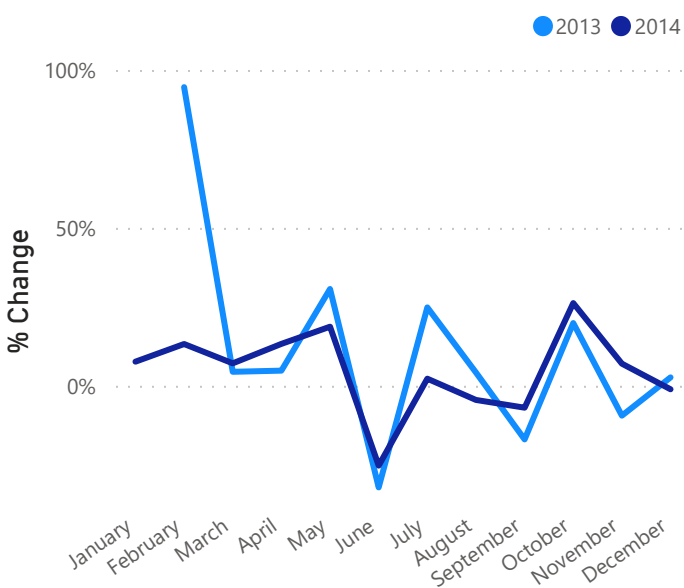
● 2013 ● 2014

Year
- [ ] 2013
- [ ] 2014

State
- [ ] AK
- [ ] AL
- [ ] AR
- [ ] AZ
- [ ] CA

Channel
- [ ] Boutique
- [ ] Departme...
- [ ] Mass Retai...

Product ...
- [ ] Casual
- [ ] Dressy
- [ ] Formal
- [ ] Sport

Style Sh...
- [ ] Jacket
- [ ] Polo
- [ ] Shirt
- [ ] T-Shirt

Brand
- [ ] Q-Tee Baby
- [ ] Q-Tee Dad...
- [ ] Q-Tee Golf
- [ ] Q-Tee Mo...

SALES AMOUNT BY CHANNEL

Sales by Channel

Channel	Sales Amount	Median	Min	Max	SD	%
Boutique	29,169,007.87	196.74	30.45	546.96	76.29	22.20%
Department Stores	37,956,682.84	280.35	49.66	846.45	113.41	28.88%
Mass Retailers	64,284,372.33	326.10	65.11	981.12	129.58	48.92%
Total	**131,410,063.04**	**267.58**	**30.45**	**981.12**	**125.12**	**100.00%**

Channel	2013	2014	Total
Boutique	23.26%	21.48%	**22.20%**
Department Stores	26.10%	30.76%	**28.88%**
Mass Retailers	50.63%	47.76%	**48.92%**
Total	**100.00%**	**100.00%**	**100.00%**

Sales by Channel

29.17M (22.2%)
64.28... (48.9...)
37.96M (28.88%)

Channel
- Mass Ret...
- Departm...
- Boutique
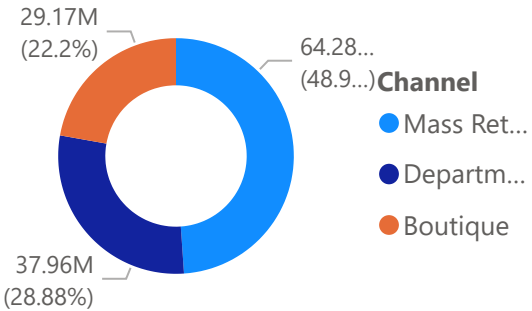
Sales by Channel and Quantity

Sales by Channel

Channel ● Boutique ● Department Stores ● Mass Retailers
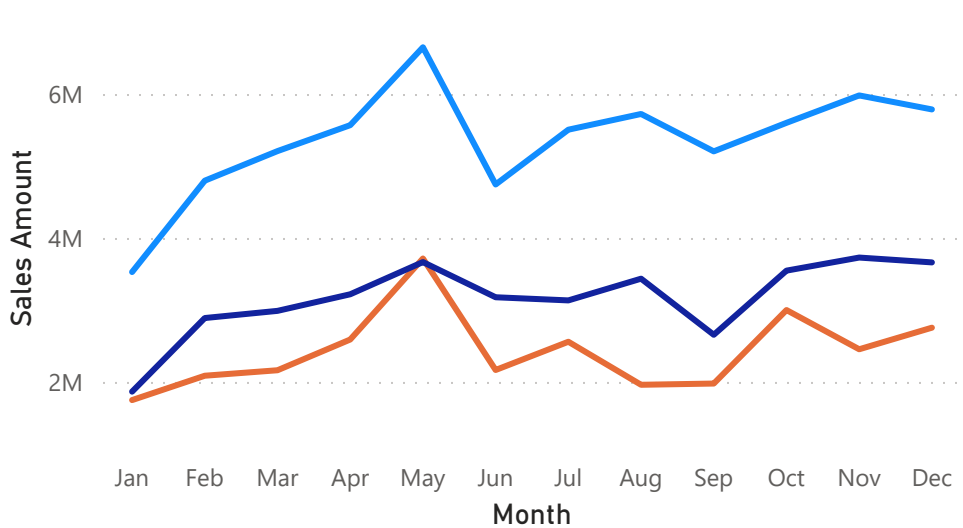
Sales by Year and Channel

Channel ● Boutique ● Departm... ● Mass Retail...

2013: 50.63% / 26.10% / 23.26%
2014: 47.76% / 30.76% / 21.48%
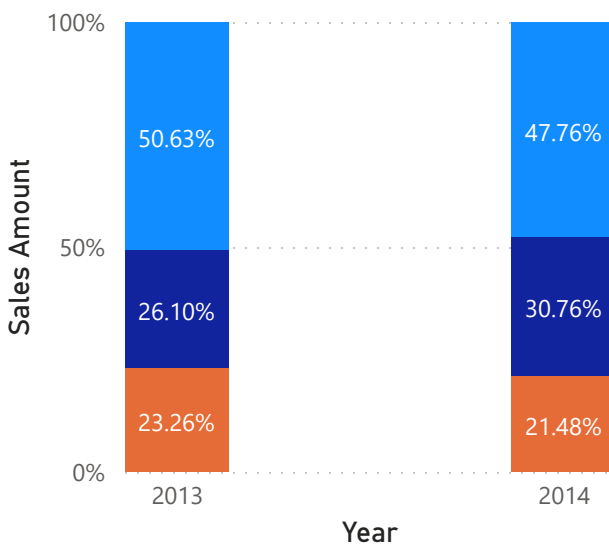
%GT Sales by Channel and Year

Year ● 2013 ● 2014

- Mass Retailers: 20.41%, 28.51%
- Department Stores: 10.52%, 18.36%
- Boutique: 9.38%, 12.82%

Year
- [ ] 2013
- [ ] 2014

State
- [ ] AK
- [ ] AL
- [ ] AR
- [ ] AZ
- [ ] CA

Channel
- [ ] Boutique
- [ ] Departmen...
- [ ] Mass Retail...

Product G...
- [ ] Casual
- [ ] Dressy
- [ ] Formal
- [ ] Sport

Style Short Na...
- [ ] Jacket
- [ ] Polo
- [ ] Shirt
- [ ] T-Shirt

Brand
- [ ] Q-Tee Baby
- [ ] Q-Tee Dad...
- [ ] Q-Tee Golf
- [ ] Q-Tee Mo...
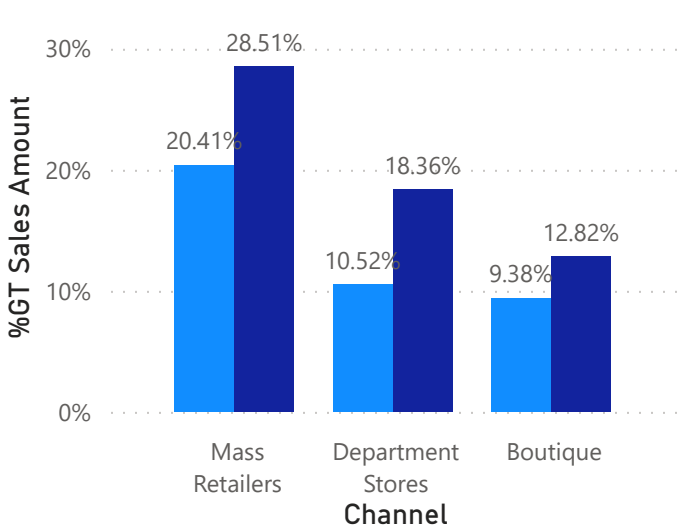
SALES AMOUNT BY PRODUCT

Total Sales by Product

Product Group	Sales Amount	Median	Min	Max	SD
Casual	53,544,289.60	271.68	30.45	824.64	128.00
Dressy	13,745,592.75	316.26	82.81	728.64	112.12
Formal	9,729,739.95	260.36	68.46	564.00	87.25
Sport	54,390,440.74	254.24	55.30	981.12	128.89
Total	**131,410,063.04**	**267.58**	**30.45**	**981.12**	**125.12**

Total Sales by Product
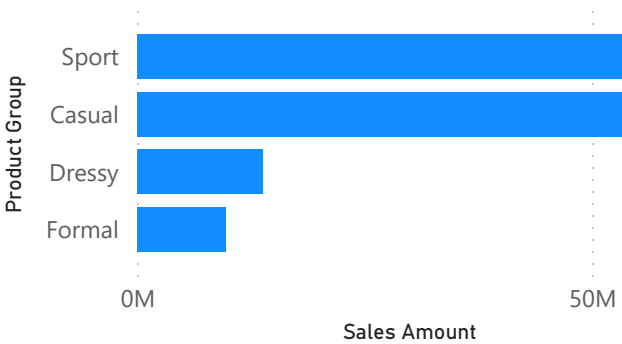
Total Sales by Product and Quantity
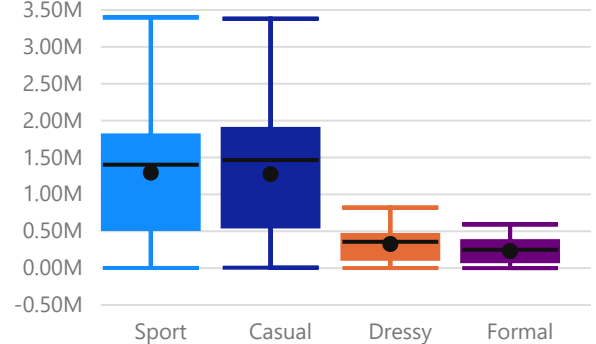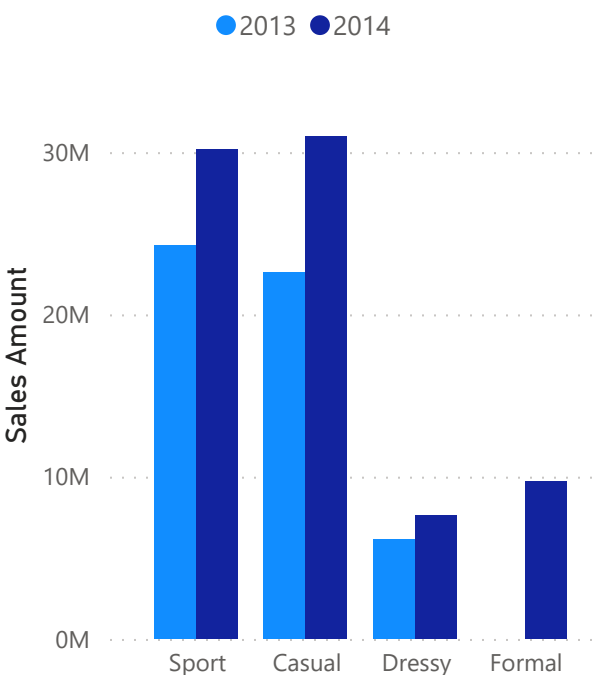
Total Sales by Product Group

Total Sales by Year and Product Group
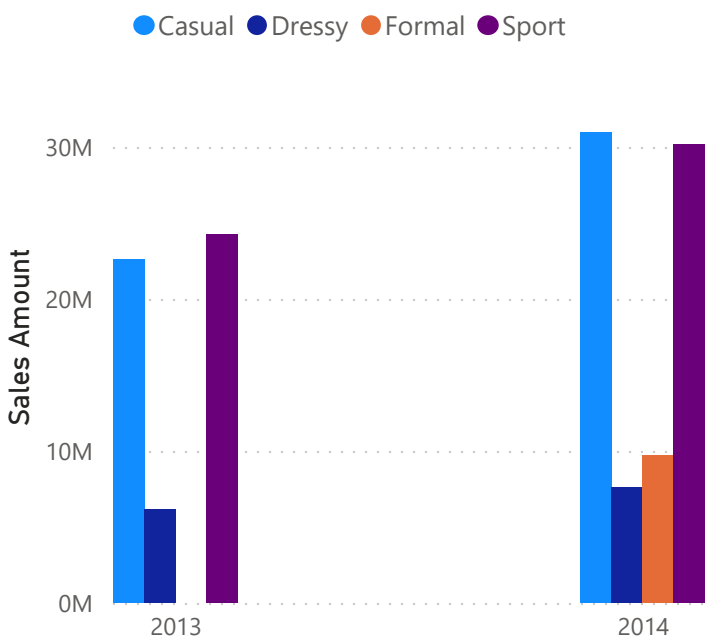
Total Sales by Product over Year

SALES AMOUNT BY BRAND
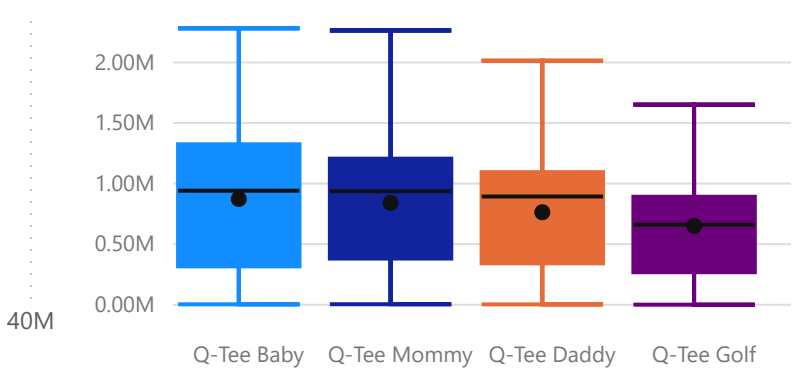
Sales Amount Table by Brand

Brand	Sales Amount	Median	Min	Max	SD
Q-Tee Baby	36,674,451.28	319.76	66.01	981.12	136.81
Q-Tee Daddy	32,079,536.21	249.60	30.45	728.64	124.14
Q-Tee Golf	27,332,820.99	219.19	55.30	562.56	77.93
Q-Tee Mommy	35,323,254.57	313.74	74.48	824.64	117.23
Total	**131,410,063.03**	**267.58**	**30.45**	**981.12**	**125.12**

Sales Amount by Brand
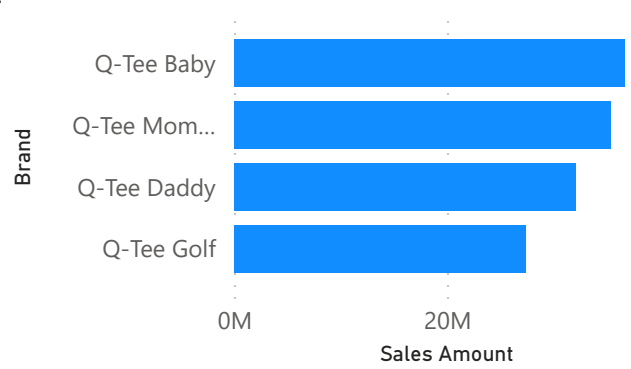
Sales Amount by Brand and Quantity

Sales Amount over Month by Brand

Brand ● Q-Tee Baby ● Q-Tee Daddy ● Q-Tee Golf ● Q-Tee Mom...
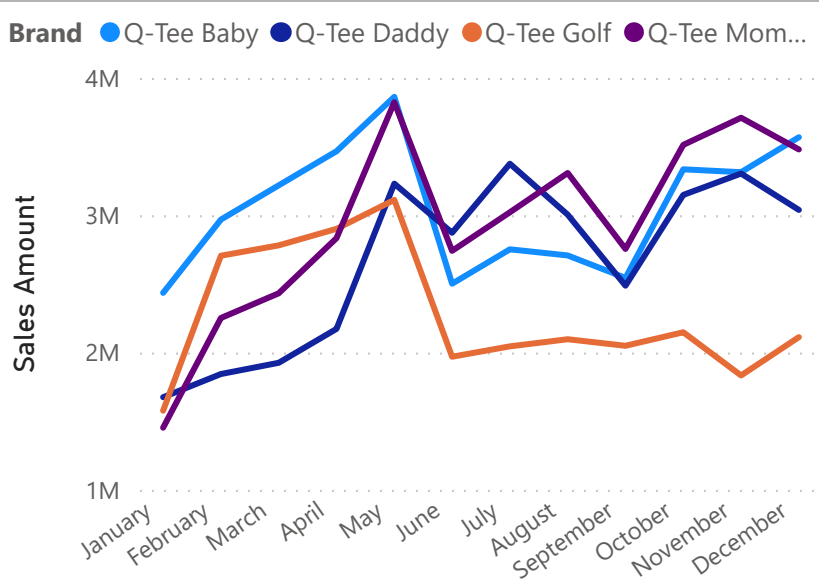
Sales Amount by Brand over Year

Brand ● Q-Tee Baby ● Q-Tee Daddy ● Q-Tee Golf ▶
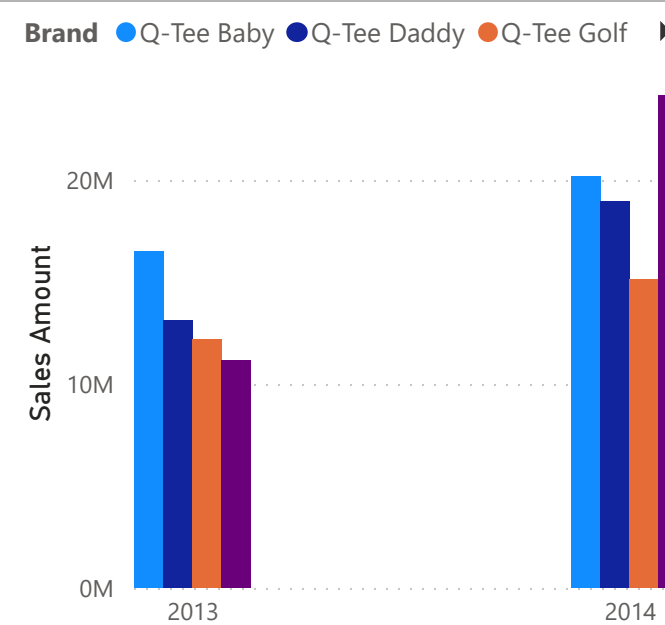
Sales Amount by Year over Brand
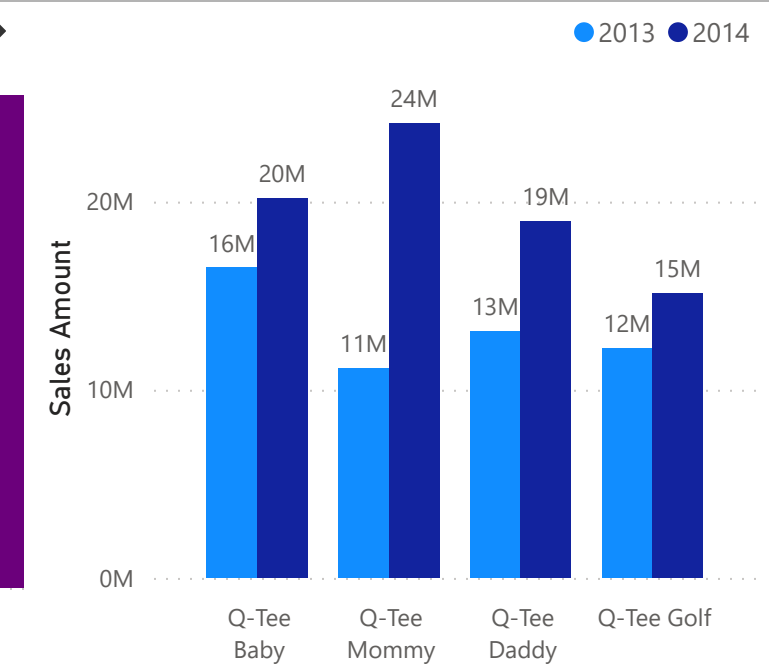
● 2013 ● 2014

Year
- [ ] 2013
- [ ] 2014

State
- [ ] AK
- [ ] AL
- [ ] AR
- [ ] AZ

Channel
- [ ] Boutique
- [ ] Departm...
- [ ] Mass Ret...

Product...
- [ ] Casual
- [ ] Dressy
- [ ] Formal
- [ ] Sport

Style S...
- [ ] Jacket
- [ ] Polo
- [ ] Shirt
- [ ] T-Shirt

Brand
- [ ] Q-Tee Ba...
- [ ] Q-Tee Da...
- [ ] Q-Tee Golf
- [ ] Q-Tee M...

SALES AMOUNT BY STYLE

Sales Amount Table by Style

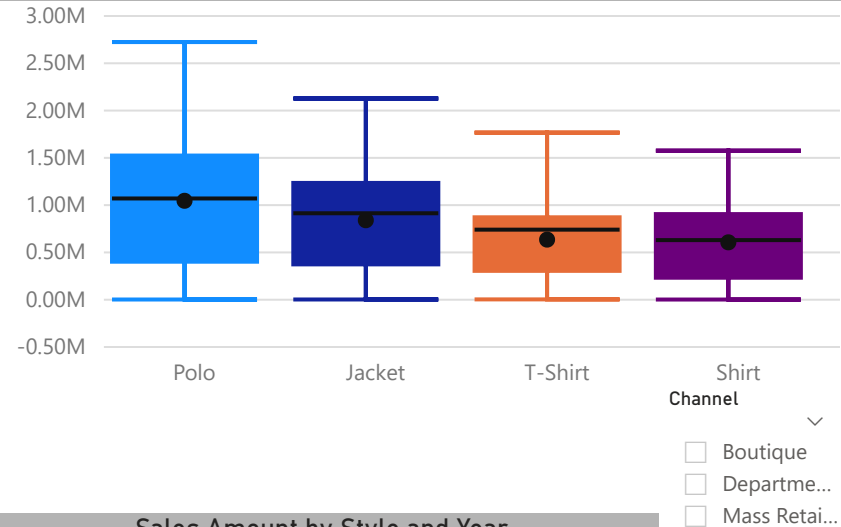| Style Short Name	Sales Amount	Median	Min	Max	SD
Jacket	35,297,987.77	305.24	80.08	728.64	109.80
Polo	43,935,237.69	244.86	55.30	981.12	131.97
Shirt	25,484,367.45	274.32	66.01	800.64	108.24
T-Shirt	26,692,470.13	247.46	30.45	824.64	134.03
Total	**131,410,063.04**	**267.58**	**30.45**	**981.12**	**125.12**

Sales Amount by Style and Quantity

Year
- [ ] 2013
- [ ] 2014

State
- [ ] AK
- [ ] AL
- [ ] AR
- [ ] AZ

Channel ∨
- [ ] Boutique
- [ ] Departm...
- [ ] Mass Ret...

Channel ∨
- [ ] Boutique
- [ ] Departme...
- [ ] Mass Retai...

Sales amount by Style

Sales Amount by Year and Style
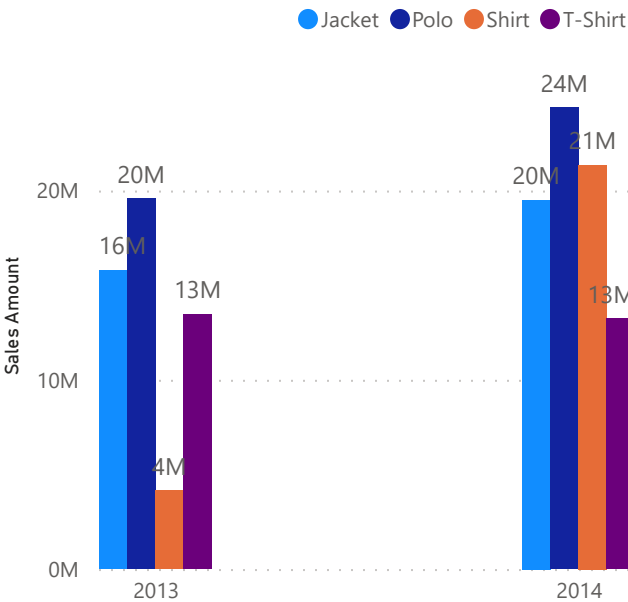
Sales Amount by Style and Year

Product Group
- [ ] Casual
- [ ] Dressy
- [ ] Formal
- [ ] Sport

Style Short Name
- [ ] Jacket
- [ ] Polo
- [ ] Shirt
- [ ] T-Shirt

Brand
- [ ] Q-Tee Baby
- [ ] Q-Tee Daddy
- [ ] Q-Tee Golf
- [ ] Q-Tee Mo...

SALES AMOUNT BY MULTIPLE

Sales by Quantity and Number of Transaction

(68.24 + 11.46x) | R2: 0.84 | Corr: 0.92 | n: 1000

Salesby Quantity and Number of Transaction

(4860.99 + 28.62x) | R2: 0.64 | Corr: 0.8 | n: 1000
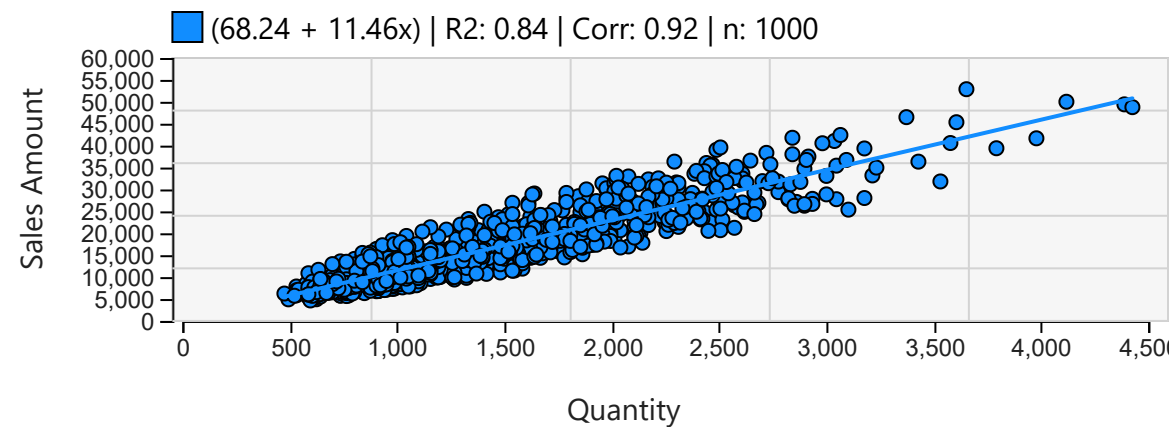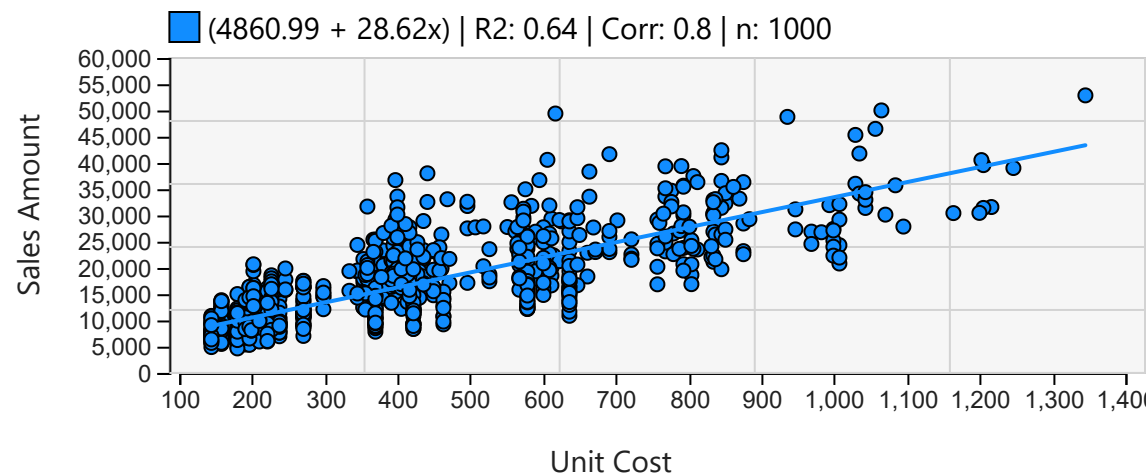
Correlation Sales with other Measures
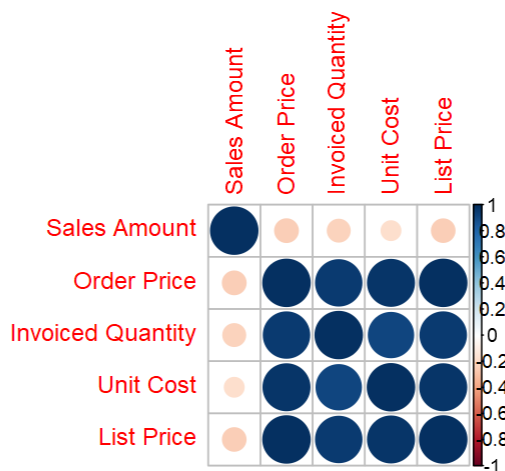
Sales Amount by Channel, Brand, Product Group and Style Short Name

Key Influencers to Sales Amount Increase 2014 vs 2013

What influences Sales Amount to [Increase ⌄] ?

When...   ....the average of Sales
                            Amount increases by

← Sales Amount is more likely to increase when Channel is Mass Retailers than otherwise (on average).

Channel is Mass Retailers → (96.66)

Brand is Q-Tee Baby → (74.28)

☐ Only show values that are influencers
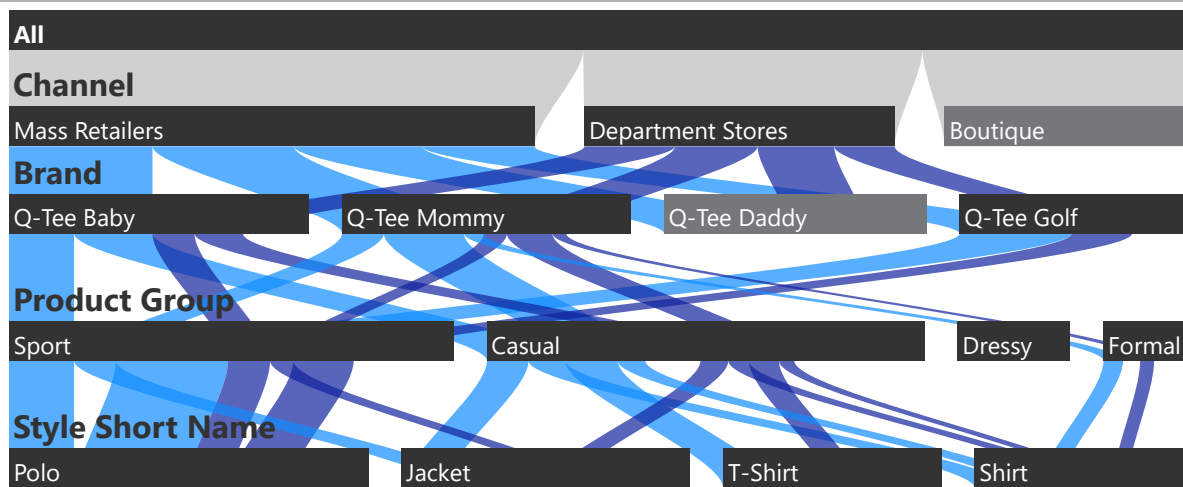
Key influencers   Top segments

What influences Sales Amount to [Increase ⌄] ?

When...   ....the average of Sales
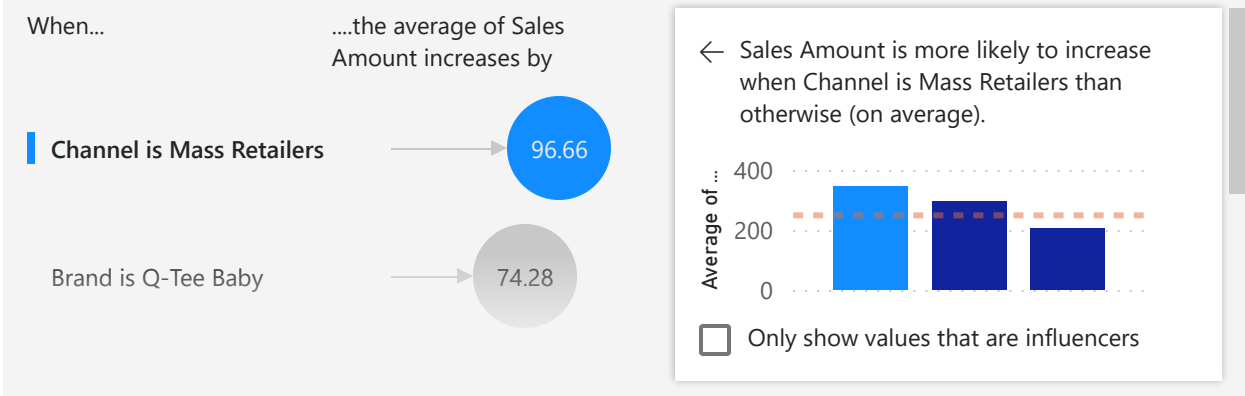   Amount increases by

← Sales Amount is more likely to increase when Channel is Mass Retailers than otherwise (on average).

Channel is Mass Retailers → (96.66)

Brand is Q-Tee Baby → (74.28)

☐ Only show values that are influencers

Key influencers   **Top segments**

When is Sales Amount more likely to be [High ⌄] ?

We found 5 segments and ranked them by Average of Sales Amount and population size. Select a segment to see more details.

(487.6)   (399.2)   (353.7)   (352.3)   (321.5)

Segment 1   **Segment 2**   **Segment 3**   **Segment 4**   **Segment 5**

Key Influencers to Sales Amount Increase 2014 vs 2013

Channel ✕	Product Group ✕	Style Short Na... ✕	Brand ✕
Department Stores	Casual	Shirt	

Sales Amount
131,410K

Mass Retailers
64,284K

Department Stores
37,957K

Boutique
29,169K

Casual
15,436K

Sport
15,370K

Dressy
3,970K

Formal
3,180K

T-Shirt
7,620K

Shirt
4,403K

Jacket
3,413K

Q-Tee Baby
2,522K

Q-Tee Mommy
1,882K