

Business Analytics

Analyze NYSE Data

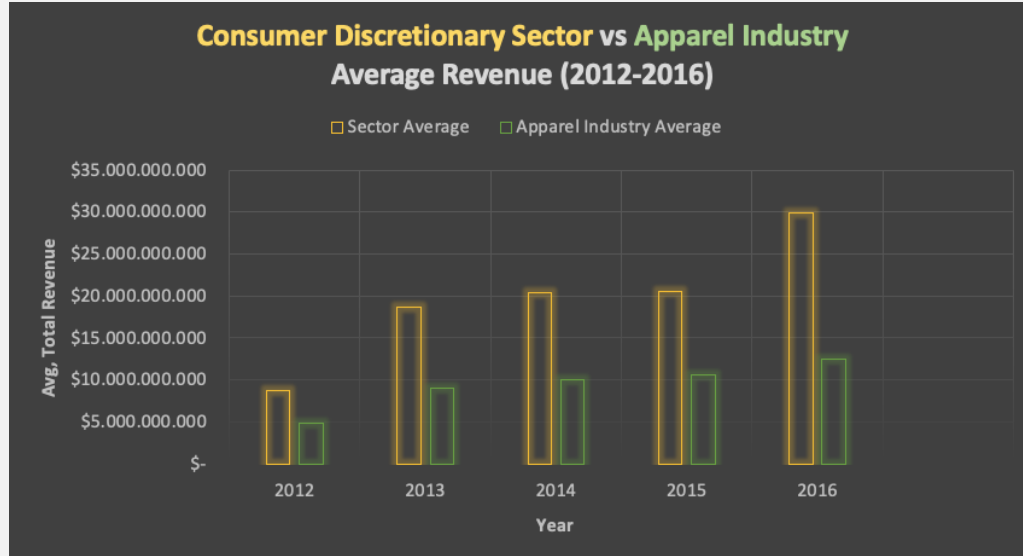
ANALYSIS I

Apparel Industry Companies vs Consumer Discretionary Sector

Note:

- In NYSE, apparel industry is categorized within consumer discretionary sector
- Apparel industry companies are excluded in the calculation of consumer discretionary sector average revenue and operating income
- Apparel industry companies consist of sub industry categories, which are retail apparel and luxury apparel

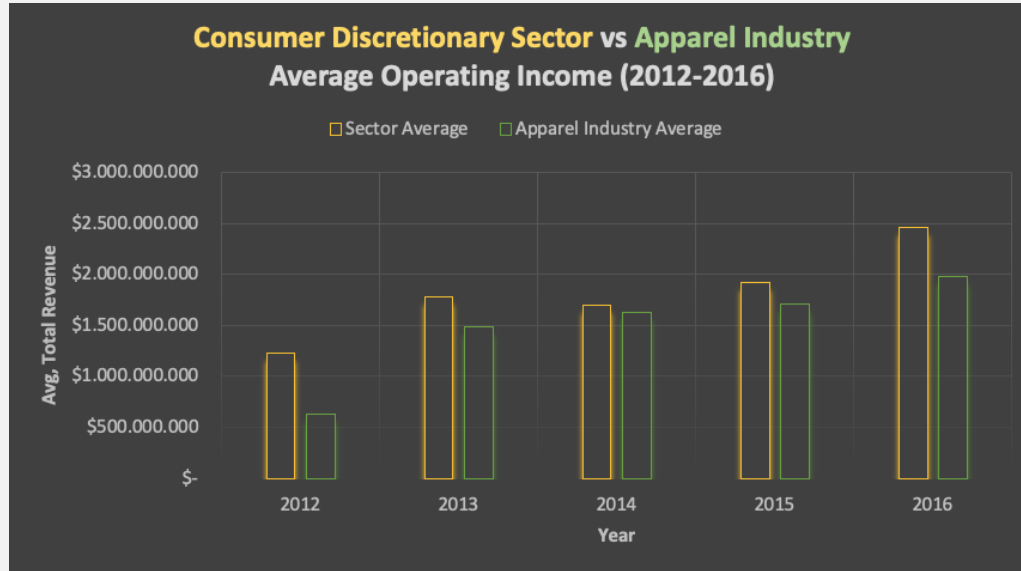
Q: Does Apparel Industry Companies generate **revenue** as much as other Companies in Consumer Discretionary Sector?



- **Consumer discretionary sector** generates **\$ 19.634 million** revenue on average while **apparel industry** only **\$ 9.416 million**
- The **gap** between consumer discretionary sector and apparel industry average revenue is \$ 10.217 million.
- This indicates that **apparel industry** has significant **lower revenue** compare to other company in consumer discretionary sector

The histogram shows company's average revenue within consumer discretionary sector and company's average revenue within apparel industry.

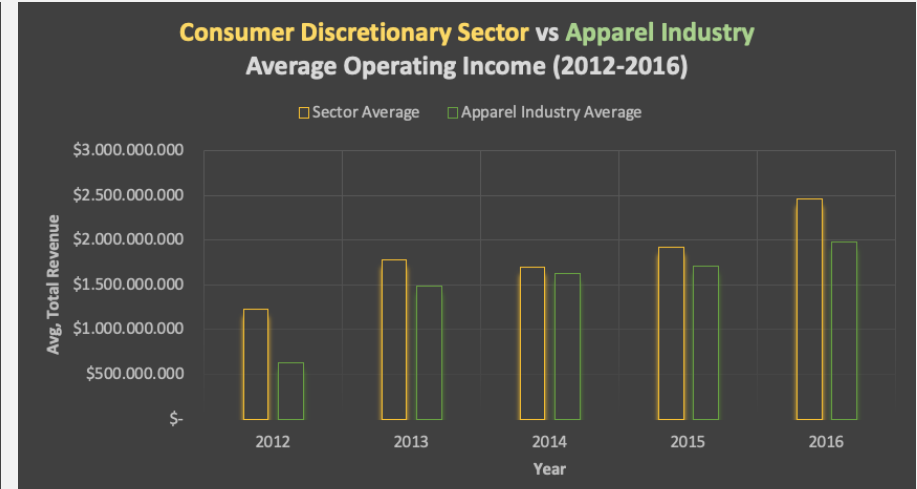
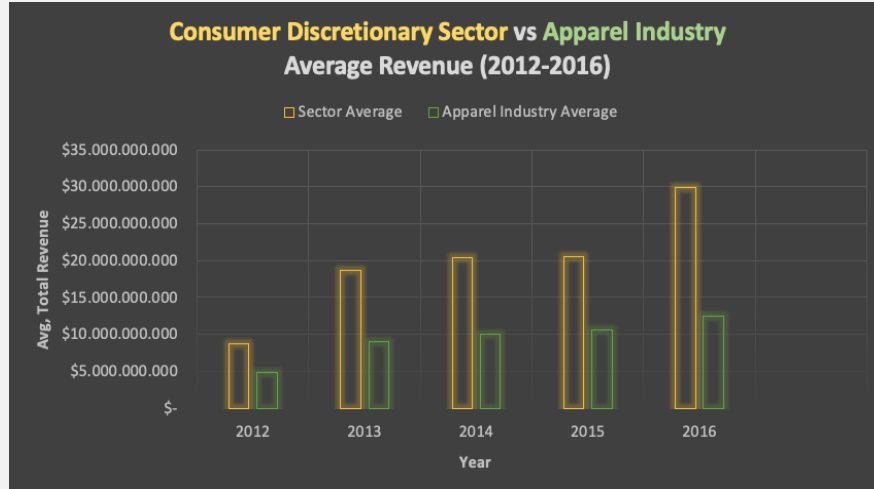
Q: Does Consumer Discretionary Sector generate greater **operating income** than Apparel Industry since it has greater revenue?



The histogram shows company's average operating income within consumer discretionary sector and company's average revenue within apparel industry.

- **Consumer discretionary sector** generates \$ **1.819 million** operating income on average while **apparel industry** generates lower with \$ **1.486 million**. This evaluates the question to be true.
- This indicates that **apparel industry** has significant **lower operating income** compare to other company in consumer discretionary sector
- The **range** of consumer discretionary sector and apparel industry are \$ 1.231 million and \$ 1.347 million respectively. This indicates similarities and narrow gap between the two categories.
- The **gap** between apparel industry and consumer discretionary sector's operating income is \$ 333 million, smaller compare to revenue gap.

Summary: Apparel Industry vs Consumer Discretionary Sector Avg. Revenue & Operating Income

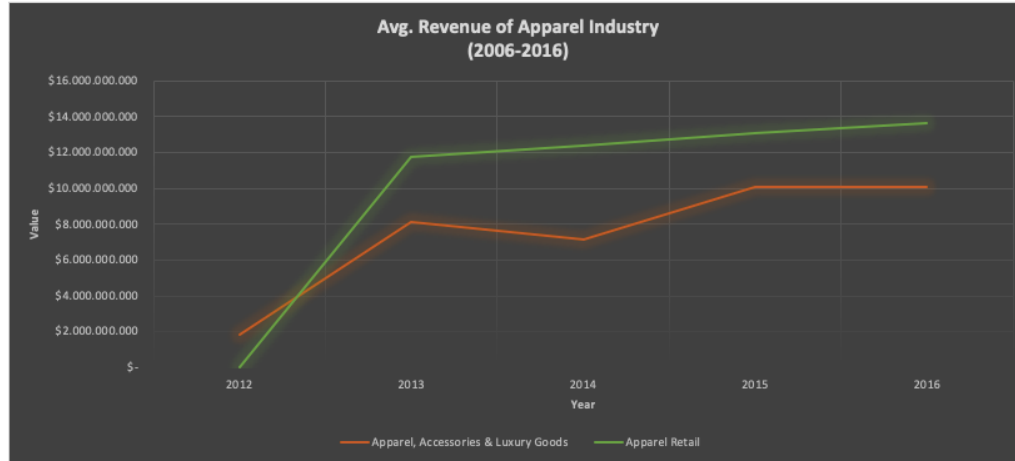


1. Apparel industry avg. revenue and operating income are below other companies in consumer discretionary sector.
2. While avg. revenue showing a very significant gap by \$ 10.217 million, the operating income has smaller gap by only \$ 333 million. This indicates
 - The proportion of revenue does not necessarily reflected in operating income.
 - Total expenses of apparel industry might not as high as other companies in consumer discretionary sector (since the revenue on consumer discretionary sector highly diminished).

ANALYSIS II

Apparel Retail vs Apparel Luxury

Q: Does Apparel Retail generate greater average **revenue** than Apparel Luxury?



Avg. Total Revenue Growth	2013	2014	2015	2016	Avg. Growth Rate (2014-2016*)
Apparel Retail	0	4,9%	5,8%	4,1%	4,9%
Apparel, Accessories & Luxury	346,7%	-12,4%	41,6%	0,2%	9,8%

2016 Gap \$ 3.521.162.833

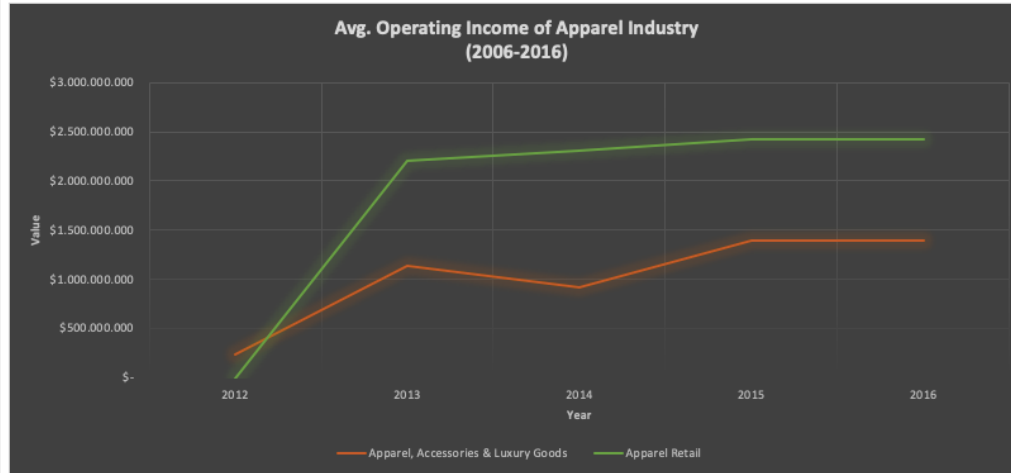
- During 2012-2016, **Apparel Retail generate greater avg. revenue compare to Apparel Luxury**. The total avg. revenue of Apparel Retail and Apparel Luxury are \$ 50.838 million and \$ 37.232 million respectively.
- The gap between Apparel Retail and Apparel Luxury in 2016 is \$ 3.512 million
- The average growth rate of Apparel Luxury revenue is higher (+ 9.8%) compare to Apparel Retail (+ 4.9%)

Conclusion:

Even though Apparel Retail currently generate greater revenue, Apparel Luxury has a good future prospect since its avg. growth rate is higher.

Yet as seen on the line graph, the growth of Apparel Luxury is more fluctuative. This also reflected in the standard deviation value as Apparel Luxury have greater STDEV (3.038.734.605) than Apparel Retail (804.572.488).

Q: Does Apparel Retail generate greater average **operating income** than Apparel Luxury?



Avg. Op Income Growth	2013	2014	2015	2016 Avg. Growth Rate (2014-2016*)
Apparel Retail	0	4,6%	5,0%	0,2%
Apparel, Accessories & Luxury Goods	381,8%	-18,6%	51,8%	-0,6%

2016 Gap \$ 1.030.109.375

- During 2012-2016, **Apparel Retail generate greater avg. operating income compare to Apparel Luxury**. The total avg. revenue of Apparel Retail and Apparel Luxury are \$ 9.346 million and \$ 5.085 million respectively.
- The gap between Apparel Retail and Apparel Luxury in 2016 is \$ 1.030 million, smaller than avg. revenue.
- The average growth rate of Apparel Luxury revenue is higher (+ 10.9%) compare to Apparel Retail (+ 3.3%)

Conclusion:

The result reflect similarly like the avg. revenue. The avg. operating income of Apparel Retail is higher yet for the growth rate, Apparel Luxury is higher.

The difference lies in avg. operating income gap that is smaller between the two sub industries.