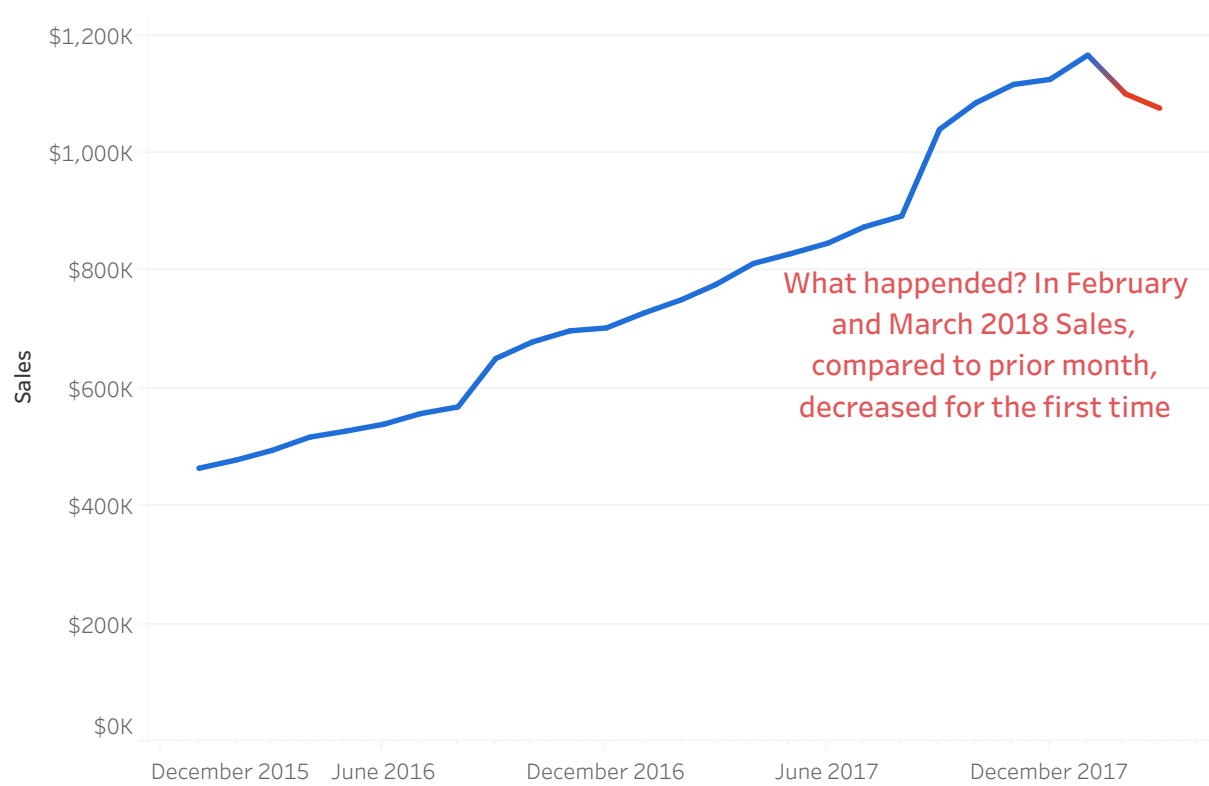


Example of Storytelling with Data Visualizations

For the first time in our company’s history, Sales compared to the prior month decreased. This happened in both February and Marc..

Looking at Sales by Channel we found that Internet Sales had a significant drop in Sales in both February and March 2018

Why Have Sales Decreased for the First Time?



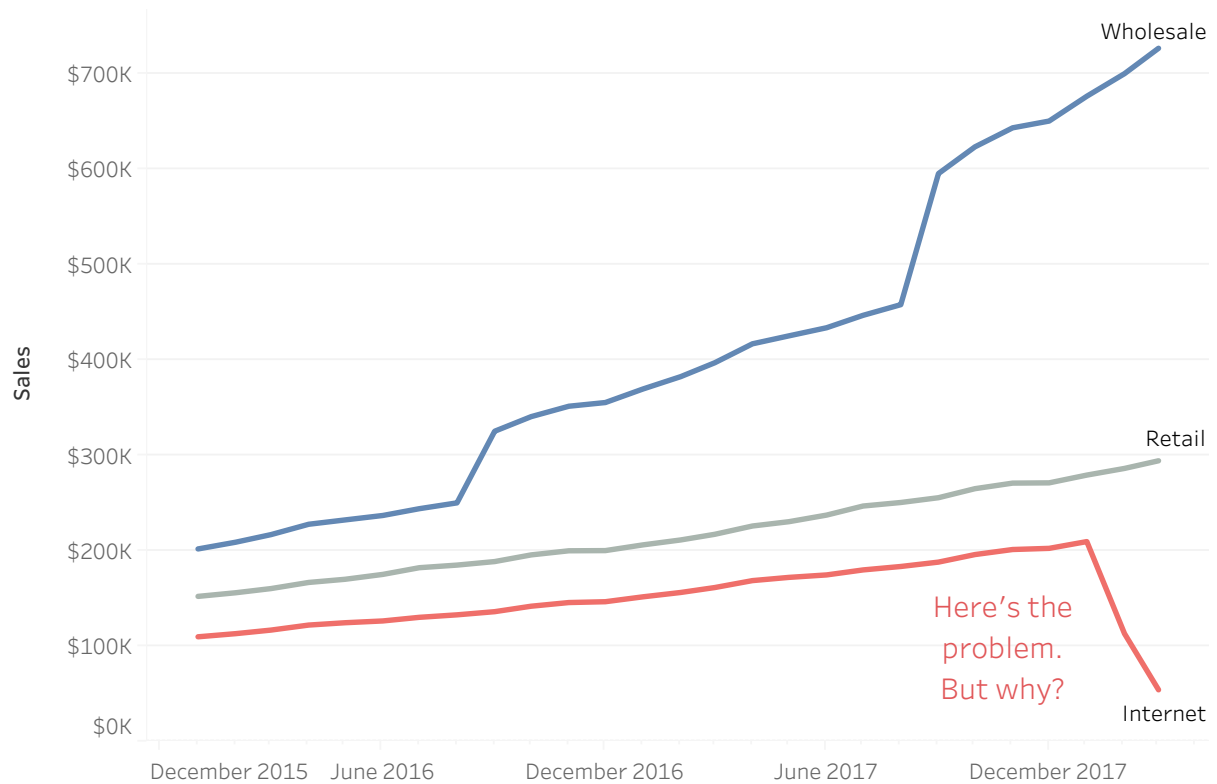
Example of Storytelling with Data Visualizations

For the first time in our company's history, Sales com..

Looking at Sales by Channel we found that Internet Sales had a significant drop in Sales in both February and March 2018

But why did Internet Sales decrease? Customer Shopping C..

How Are Sales by Channel Performing?



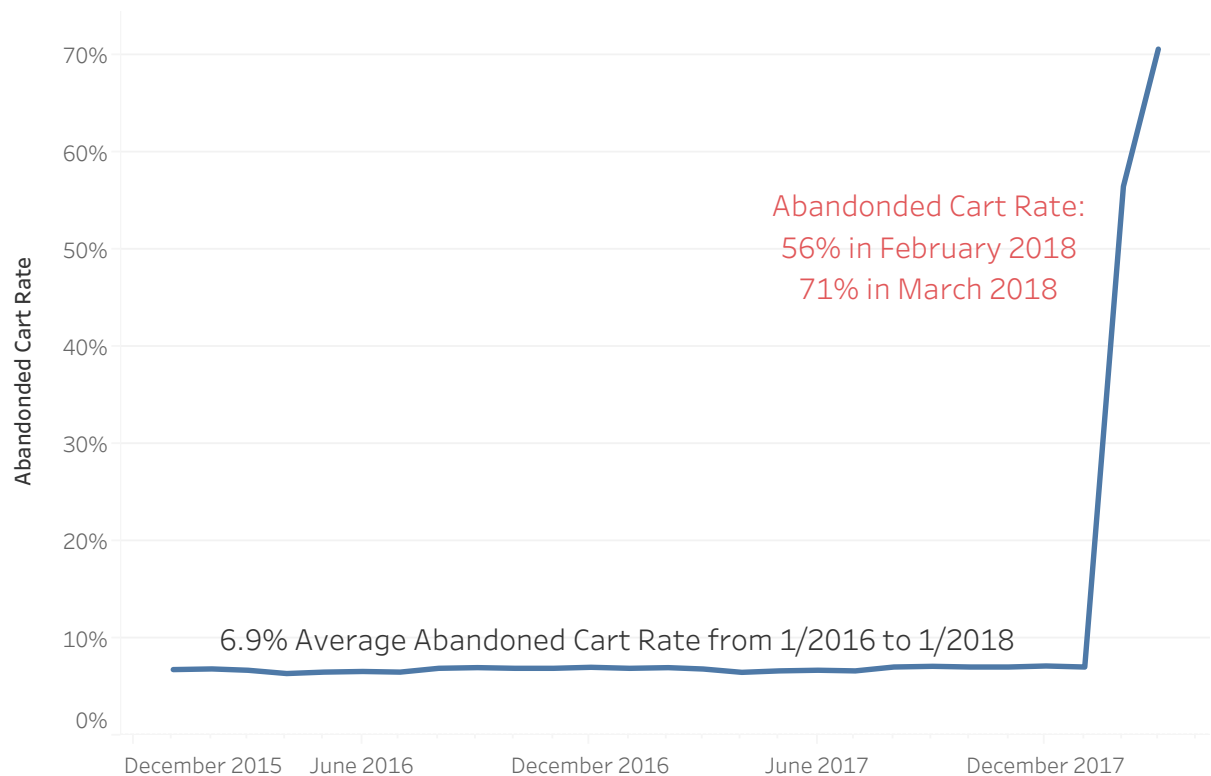
Example of Storytelling with Data Visualizations

Looking at Sales by Channel we found that Internet Sales had ..

But why did Internet Sales decrease? Customer Shopping Carts were being abandoned at a very high rate starting in February 20..

Customers can't buy if we don't have the product in stock. That i..

What is the Abandoned Cart Rate?



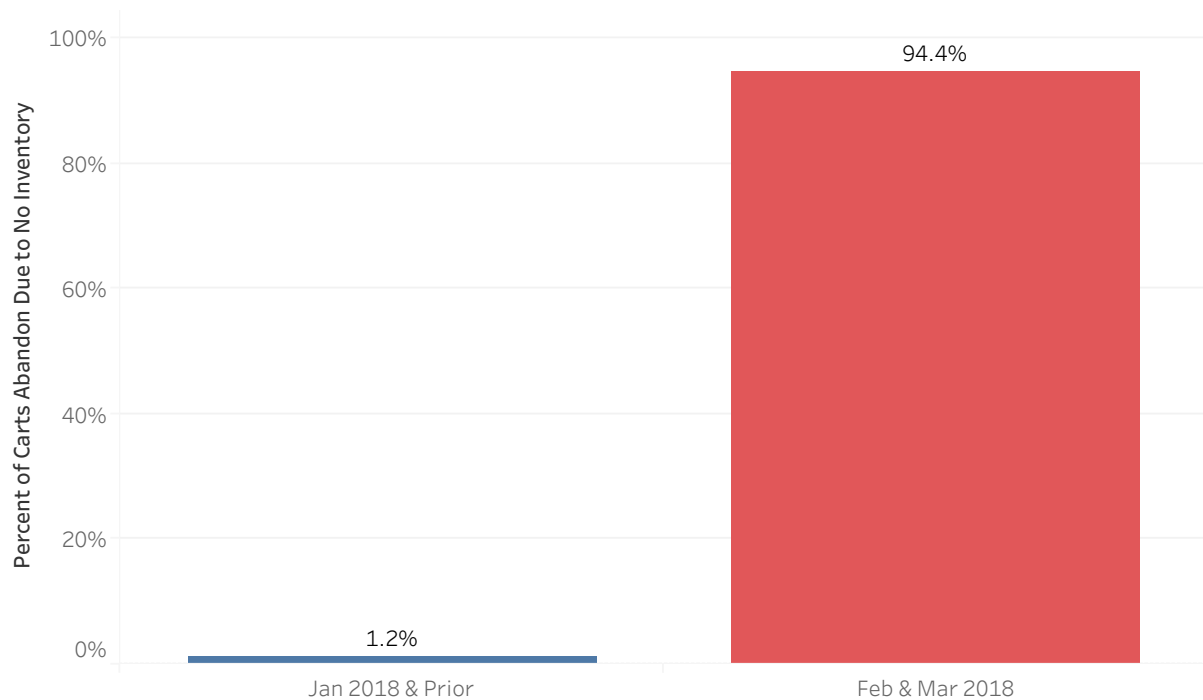
Example of Storytelling with Data Visualizations

But why did Internet Sales decrease? Customer Shoppin..

Customers can't buy if we don't have the product in stock. That is the cause of our decrease in sales

If we implement the suggested solutions, our sales through Mar..

What Percentage of Carts Were Abandoned Due to No Inventory?



Example of Storytelling with Data Visualizations

Customers can't buy if we don't have the product in stock. That is the cause of our decrease in sales

If we implement the suggested solutions, our sales through March 2018 would have continued our stellar month over month increases..

How Would Sales Have Looked With the Solution Implemented?

