



CAT - CAT (Channel vs Date)

Raw Table

ChannelName	2007	2008	2009	Total
Catalog	115M	87M	80M	282M
Online	214M	239M	244M	697M
Reseller	156M	152M	138M	446M
Store	3M	3M	4M	10M
Total	488M	481M	465M	1,434M

Grand Total

ChannelName	2007	2008	2009	Total
Catalog	3.53%	2.82%	2.52%	8.86%
Online	6.64%	7.56%	7.17%	21.37%
Reseller	4.89%	4.88%	4.27%	14.04%
Store	22.52%	17.76%	15.44%	55.73%
Total	37.58%	33.02%	29.40%	100.00%

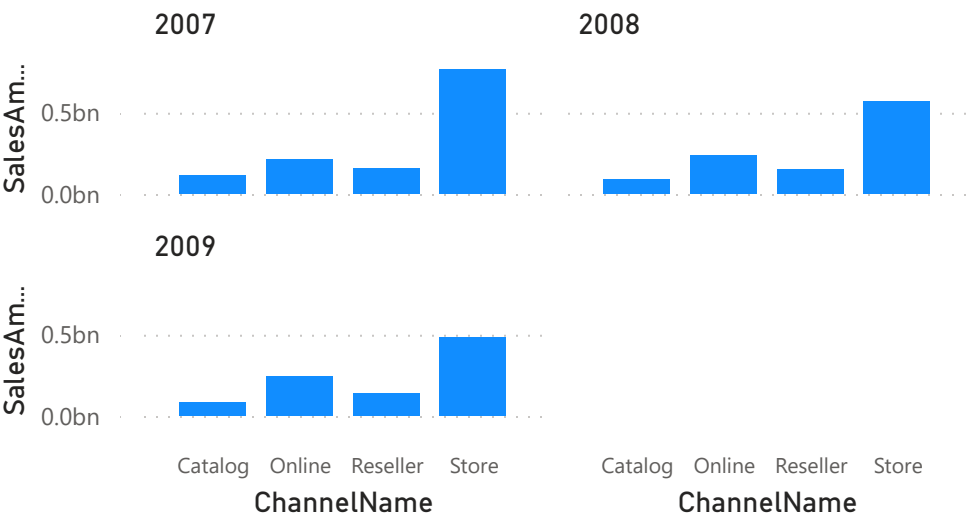
% Column Total

ChannelName	2007	2008	2009	Total
Catalog	9.38%	8.53%	8.56%	8.86%
Online	17.67%	22.89%	24.38%	21.37%
Reseller	13.01%	14.78%	14.53%	14.04%
Store	59.93%	53.80%	52.53%	55.73%
Total	100.00%	100.00%	100.00%	100.00%

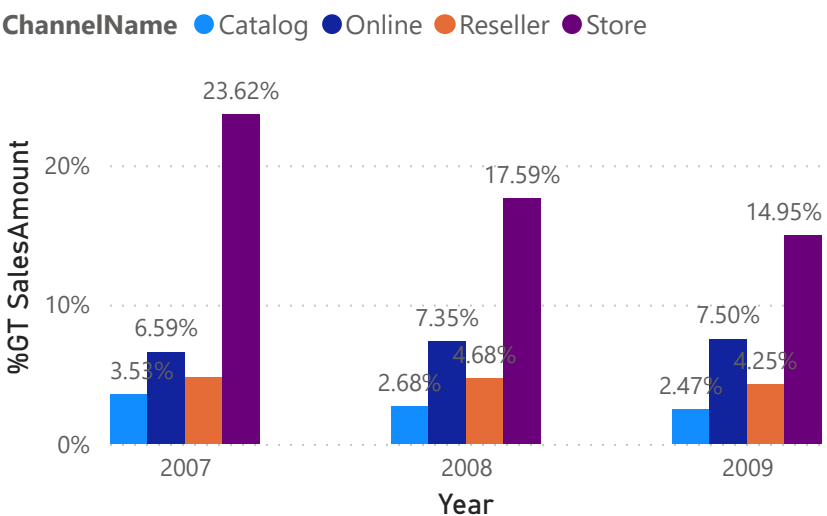
% Rows Total

ChannelName	2007	2008	2009	Total
Catalog	39.79%	31.80%	28.41%	100.00%
Online	31.08%	35.37%	33.54%	100.00%
Reseller	34.82%	34.76%	30.42%	100.00%
Store	40.41%	31.88%	27.71%	100.00%
Total	37.58%	33.02%	29.40%	100.00%

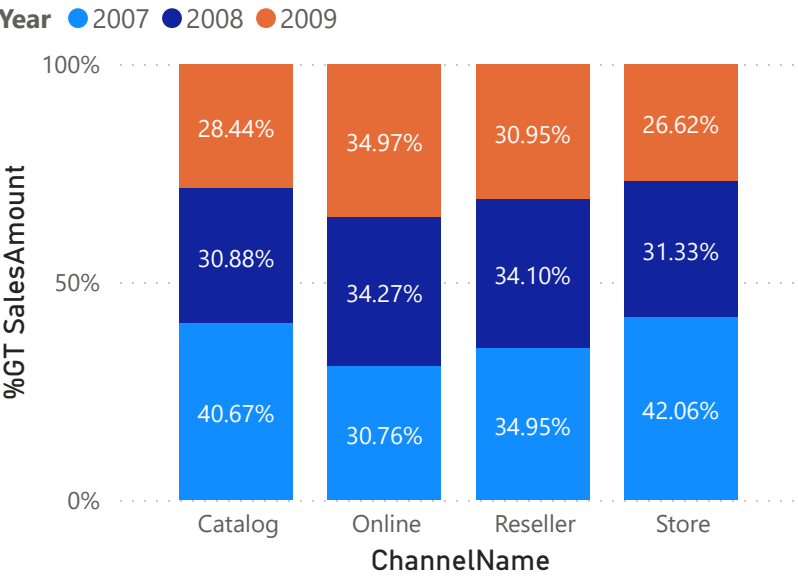
Raw Counts



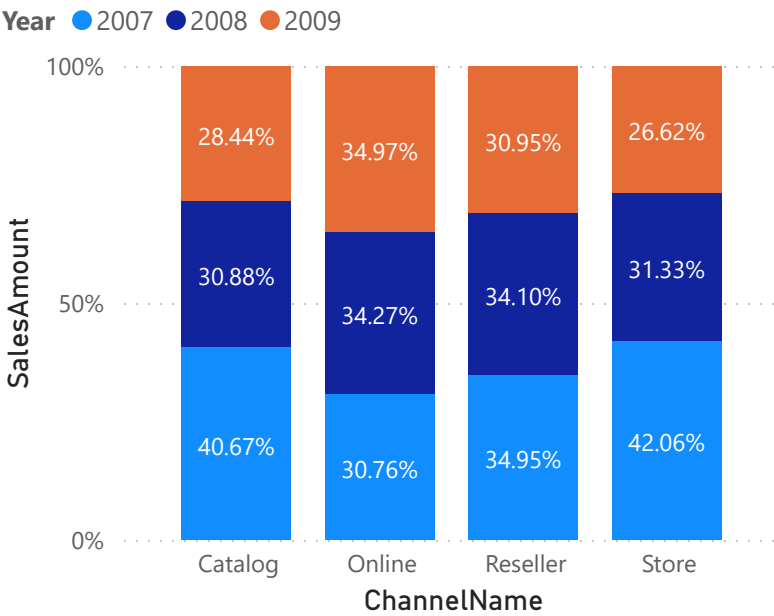
% Overall Total



% Columns Totals



% Rows Totals



Month

- January
- February
- March
- April
- May
- June
- July
- August
- September
- October
- November
- December



CAT - CAT (Channel vs Geography)

Raw Table

ChannelName	Asia	Europe	North America	Total
Catalog			282M	282M
Online	230M	211M	256M	697M
Reseller	147M	136M	163M	446M
Store	326M	289M	1,210M	1,825M
Total	703M	636M	1,910M	3,249M

Grand Total

ChannelName	Asia	Europe	North America	Total
Catalog			8.67%	8.67%
Online	7.07%	6.49%	7.88%	21.44%
Reseller	4.54%	4.19%	5.00%	13.73%
Store	10.04%	8.89%	37.23%	56.16%
Total	21.64%	19.57%	58.79%	100.00%

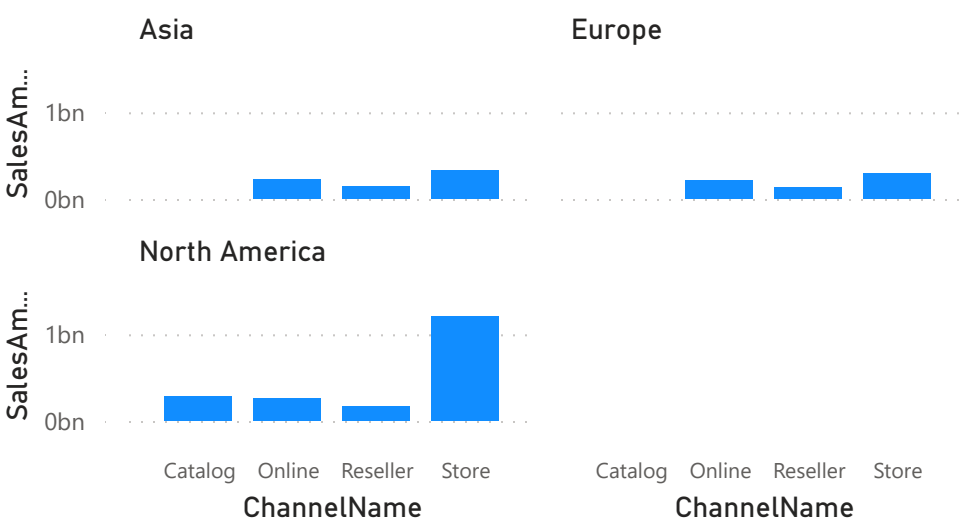
% Column Total

ChannelName	Asia	Europe	North America	Total
Catalog			14.74%	8.67%
Online	32.65%	33.16%	13.41%	21.44%
Reseller	20.97%	21.40%	8.51%	13.73%
Store	46.38%	45.44%	63.34%	56.16%
Total	100.00%	100.00%	100.00%	100.00%

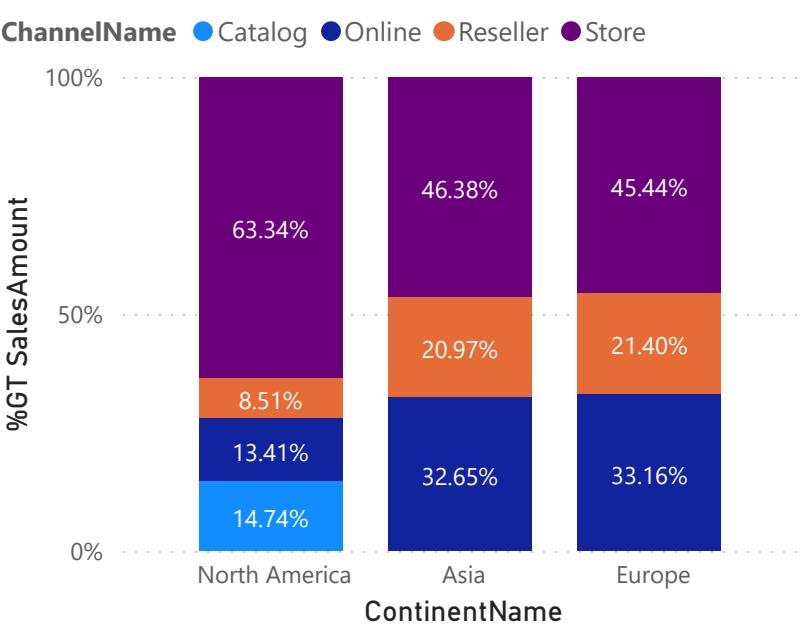
% Rows Total

ChannelName	Asia	Europe	North America	Total
Catalog			100.00%	100.00%
Online	32.96%	30.27%	36.76%	100.00%
Reseller	33.05%	30.50%	36.45%	100.00%
Store	17.87%	15.84%	66.29%	100.00%
Total	21.64%	19.57%	58.79%	100.00%

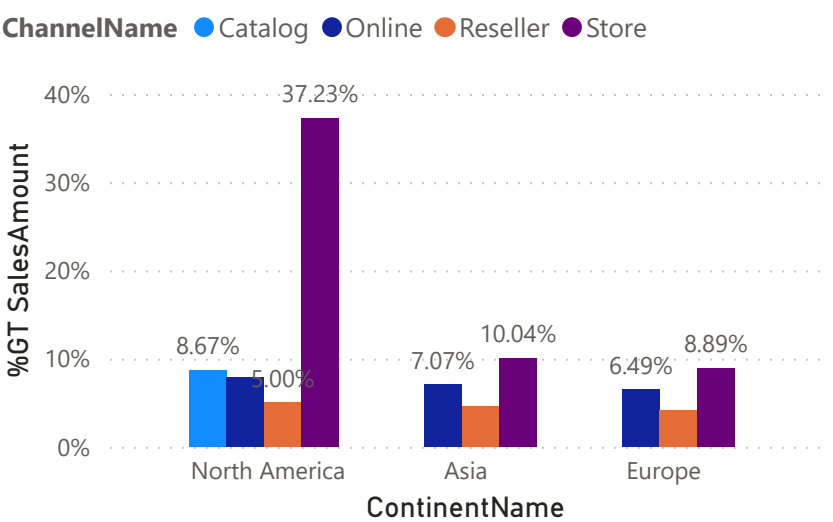
Raw Counts



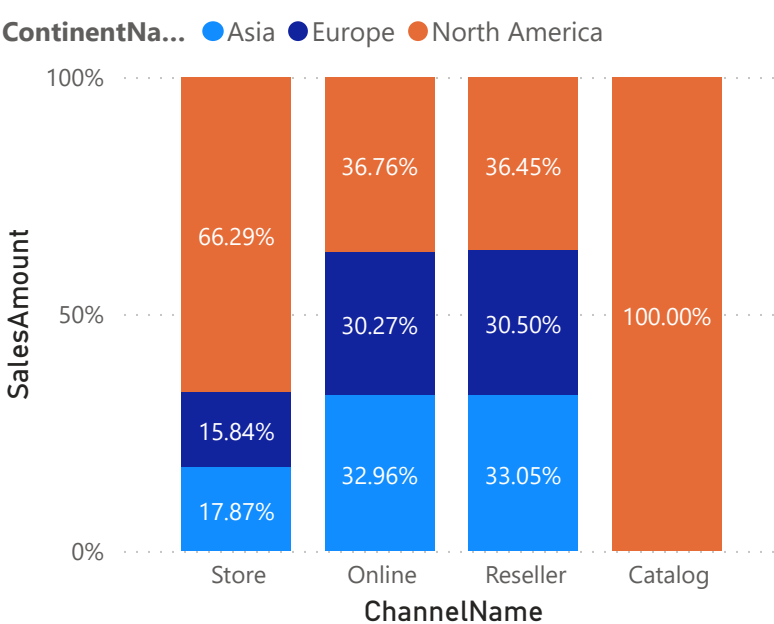
% Columns Totals



% Overall Total



% Rows Totals



Month

- ☐ January
- ☐ February
- ☐ March
- ☐ April
- ☐ May
- ☐ June
- ☐ July
- ☐ August
- ☐ September
- ☐ October
- ☐ November
- ☐ December



CAT - CAT (Channel vs Product)

Raw Table

ChannelName	Computers	Home Appliances	Total
Catalog	70M	96M	166M
Online	171M	230M	401M
Reseller	114M	150M	264M
Store	510M	537M	1,047M
Total	866M	1,013M	1,879M

Grand Total

ChannelName	Computers	Home Appliances	Total
Catalog	3.75%	5.11%	8.86%
Online	9.10%	12.27%	21.37%
Reseller	6.05%	7.99%	14.04%
Store	27.17%	28.57%	55.73%
Total	46.07%	53.93%	100.00%

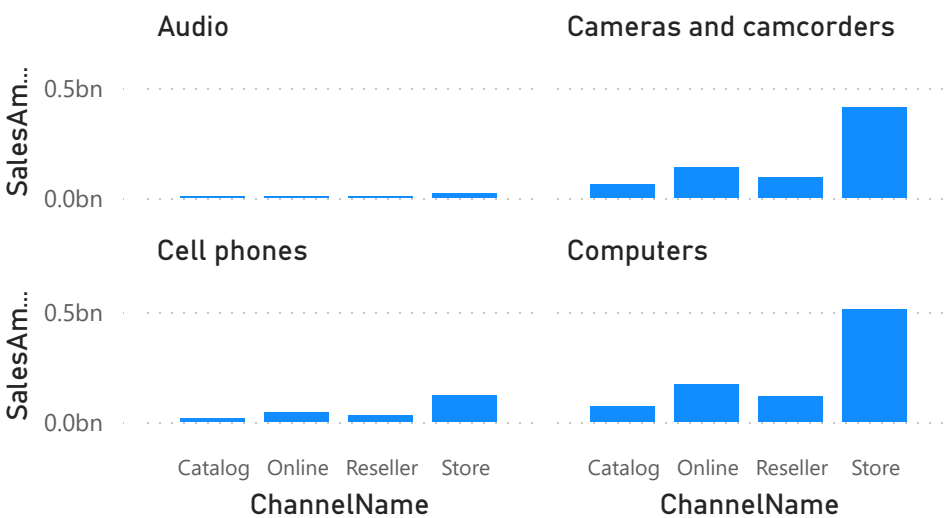
% Column Total

ChannelName	Computers	Home Appliances	Total
Catalog	8.14%	9.48%	8.86%
Online	19.76%	22.74%	21.37%
Reseller	13.13%	14.81%	14.04%
Store	58.97%	52.97%	55.73%
Total	100.00%	100.00%	100.00%

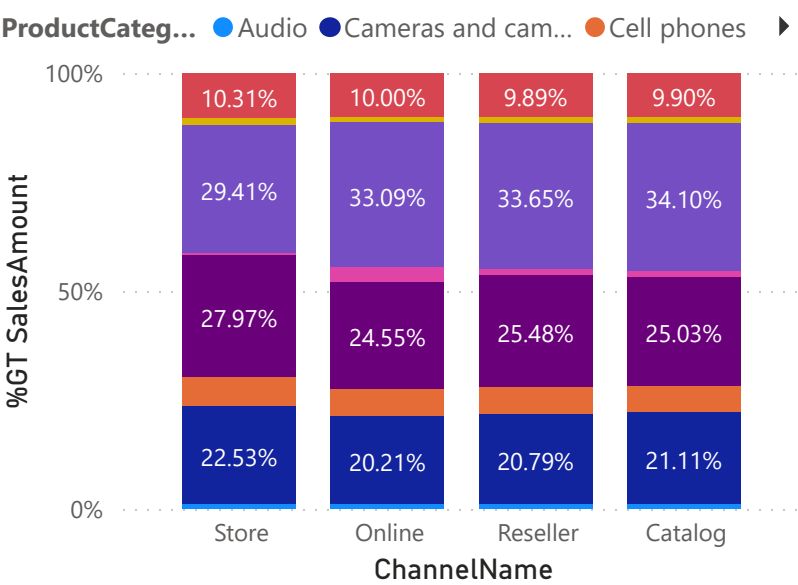
% Rows Total

ChannelName	Computers	Home Appliances	Total
Catalog	42.33%	57.67%	100.00%
Online	42.60%	57.40%	100.00%
Reseller	43.10%	56.90%	100.00%
Store	48.74%	51.26%	100.00%
Total	46.07%	53.93%	100.00%

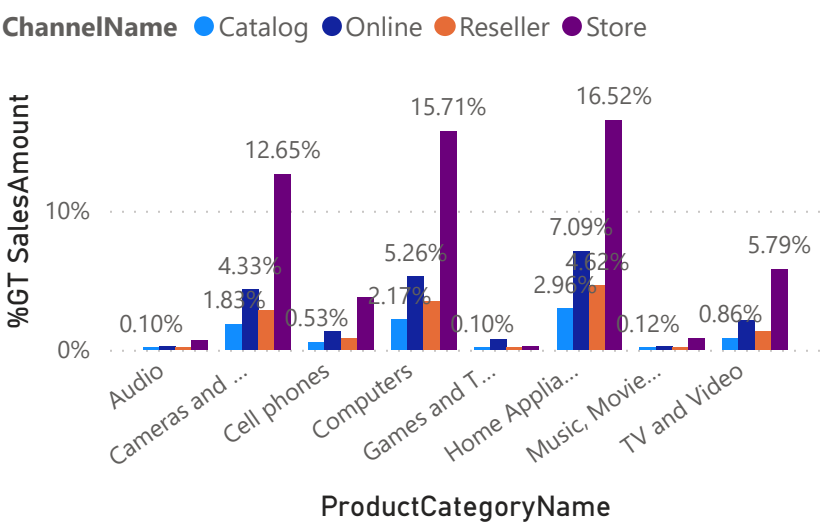
Raw Counts



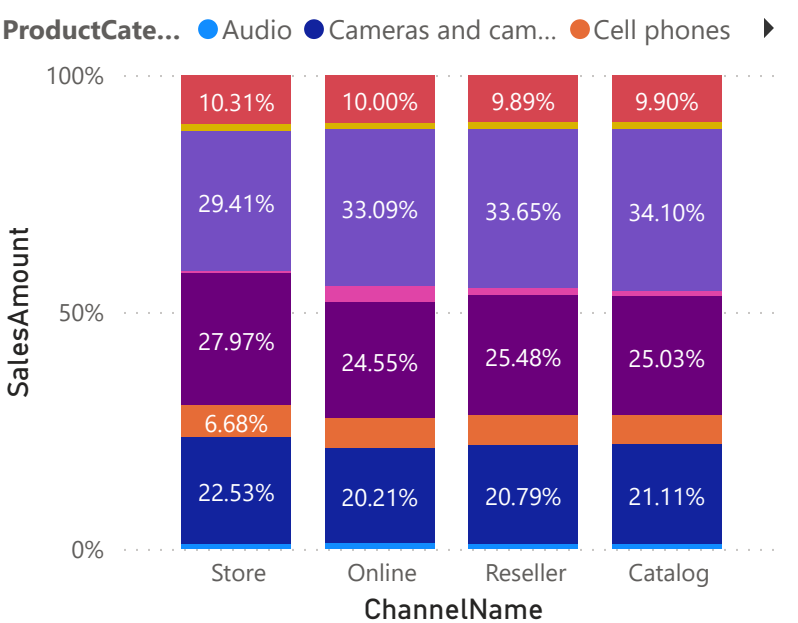
% Columns Totals



% Overall Total



% Rows Totals



- Month
- ☐ January
 - ☐ February
 - ☐ March
 - ☐ April
 - ☐ May
 - ☐ June
 - ☐ July
 - ☐ August
 - ☐ September
 - ☐ October
 - ☐ November
 - ☐ December



CAT - CAT (Geography vs Product)

Raw Table

ContinentName	Computers	Home Appliances	Total
Asia	181M	223M	404M
Europe	171M	200M	371M
North America	514M	590M	1,104M
Total	866M	1,013M	1,879M

Grand Total

ContinentName	Computers	Home Appliances	Total
Asia	9.64%	11.88%	21.51%
Europe	9.09%	10.65%	19.75%
North America	27.34%	31.40%	58.74%
Total	46.07%	53.93%	100.00%

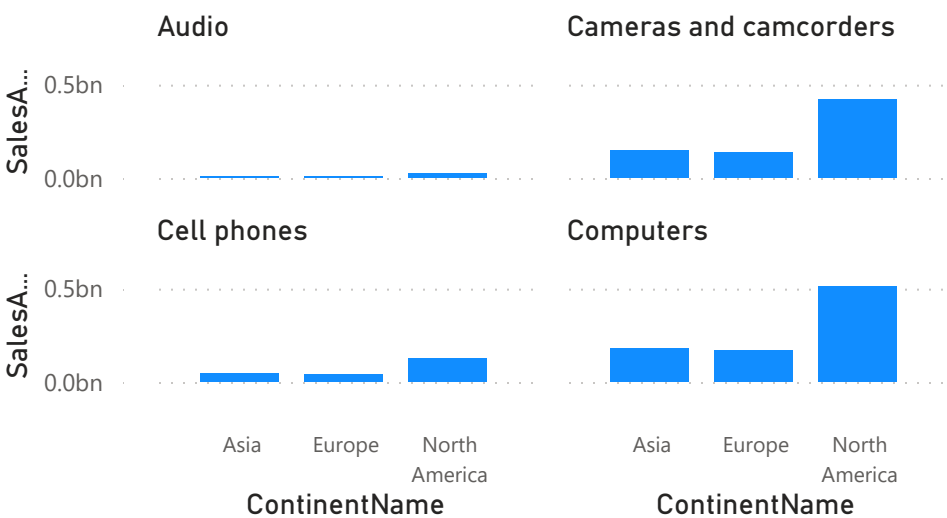
% Column Total

ContinentName	Computers	Home Appliances	Total
Asia	20.92%	22.02%	21.51%
Europe	19.74%	19.75%	19.75%
North America	59.34%	58.22%	58.74%
Total	100.00%	100.00%	100.00%

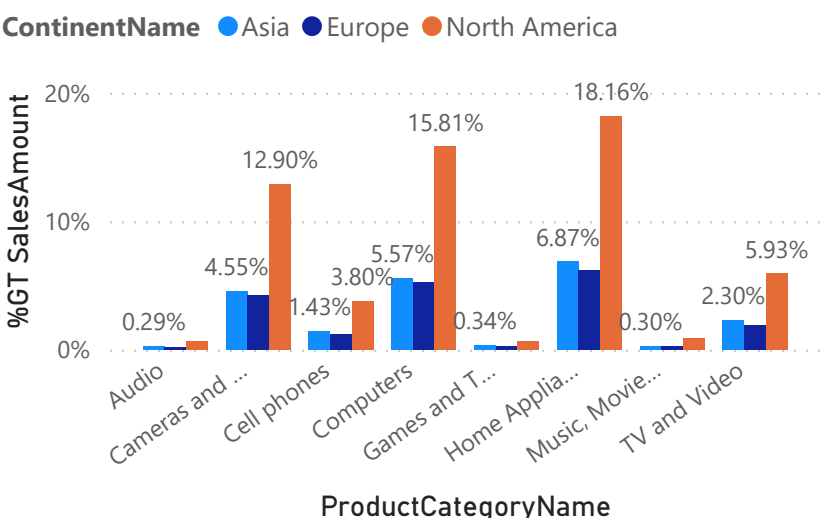
% Rows Total

ContinentName	Computers	Home Appliances	Total
Asia	44.80%	55.20%	100.00%
Europe	46.05%	53.95%	100.00%
North America	46.54%	53.46%	100.00%
Total	46.07%	53.93%	100.00%

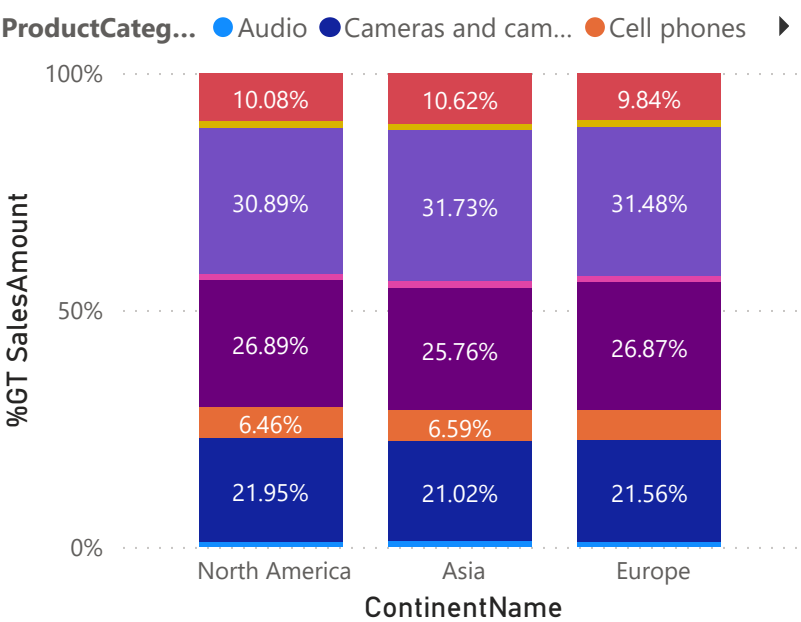
Raw Counts



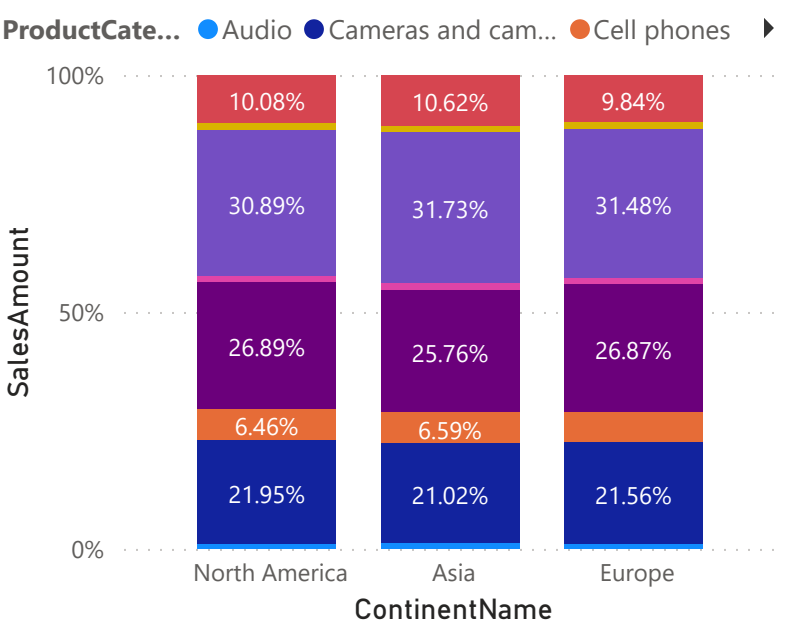
% Overall Total



% Columns Totals



% Rows Totals



Month

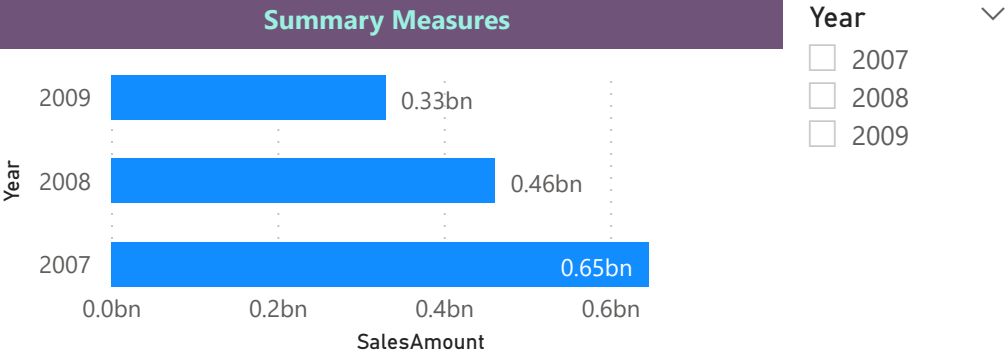
- ☐ January
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- ☐ August
- ☐ September
- ☐ October
- ☐ November
- ☐ December

CAT - NUM (Date vs Sales Amount)

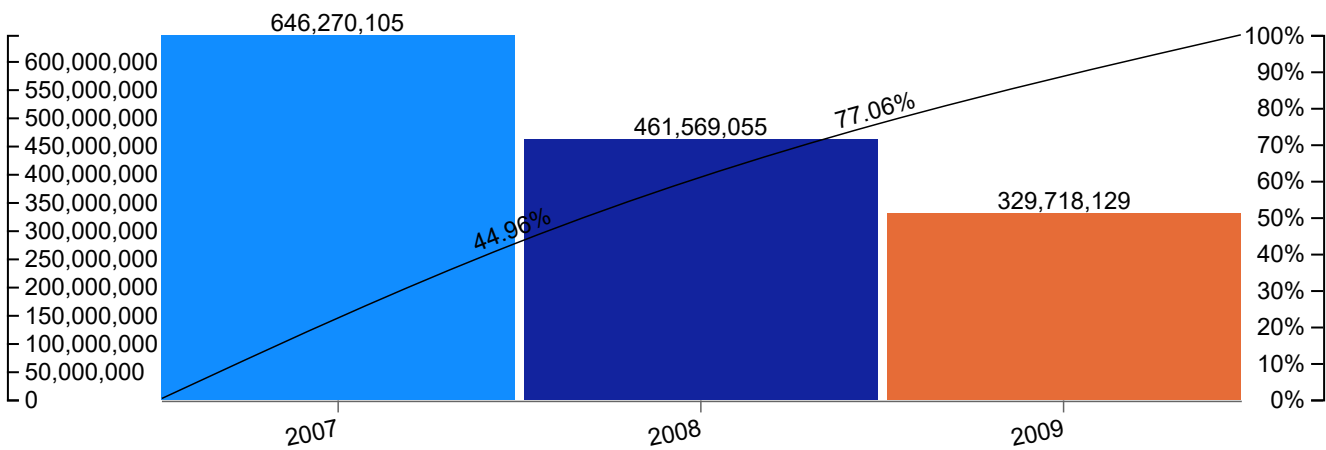
Summary Measures

Year	SalesAmount	Average of SalesAmount	Median of SalesAmount	Standard deviation of SalesAmount
2007	1,252,223,095.08	3,300.33	1,360.40	5,457.89
2008	1,049,439,875.76	4,028.34	2,199.00	5,448.36
2009	947,449,456.65	4,315.08	2,999.90	4,821.97
Total	3,249,112,427.49	3,780.21	2,080.00	5,317.94

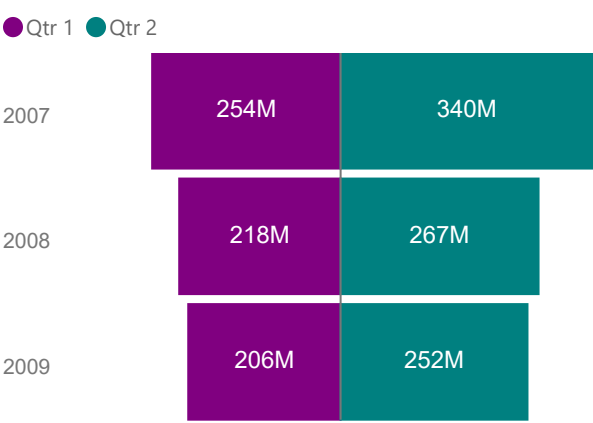
Summary Measures



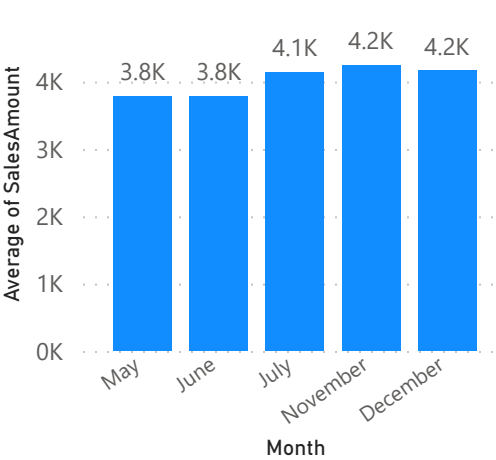
Total Sales Amount by Date



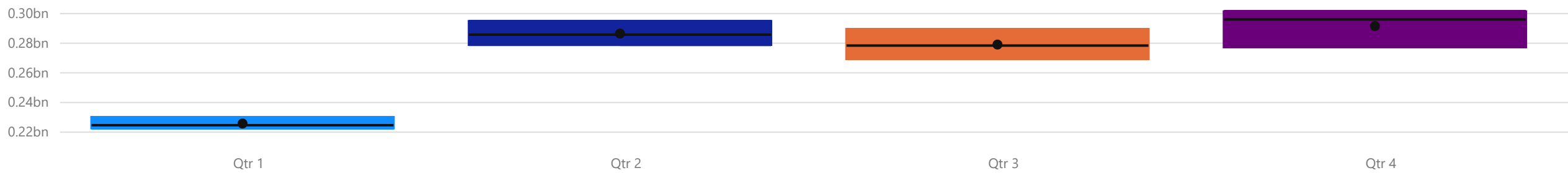
Total Sales Amount by Date changing overtime



Top 5 AVG Sales Amount by Date



Sales Amount by Product Distribution



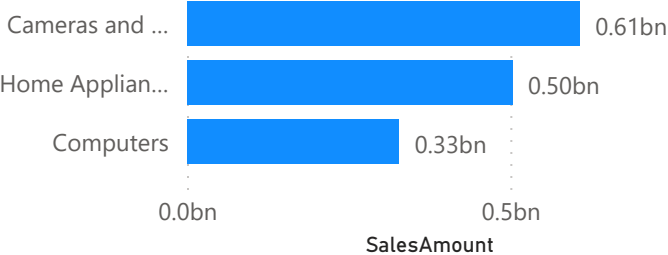
CAT - NUM (Product vs Sales Amount)

Summary Measures

ProductCategoryName	SalesAmount	Average of SalesAmount	Median of SalesAmount	Standard deviation of SalesAmount
Audio	38,223,698.50	1,441.04	1,141.21	1,337.65
Cameras and camcorders	704,068,250.66	5,176.82	3,942.00	5,291.91
Cell phones	210,007,397.70	2,147.71	1,890.00	2,541.46
Computers	865,636,570.73	4,169.69	1,863.48	6,523.08
Games and Toys	40,955,187.74	716.78	531.91	685.72
Home Appliances	1,013,361,601.22	4,386.20	2,500.00	5,023.13
Total	3,249,112,427.49	3,780.21	2,080.00	5,317.94

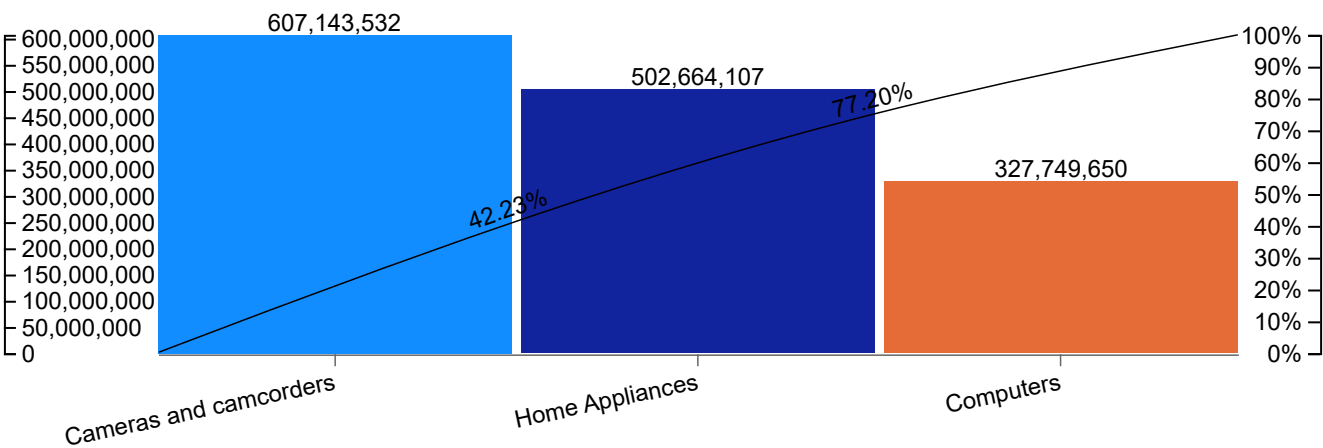
Summary Measures

ProductCategoryNa...

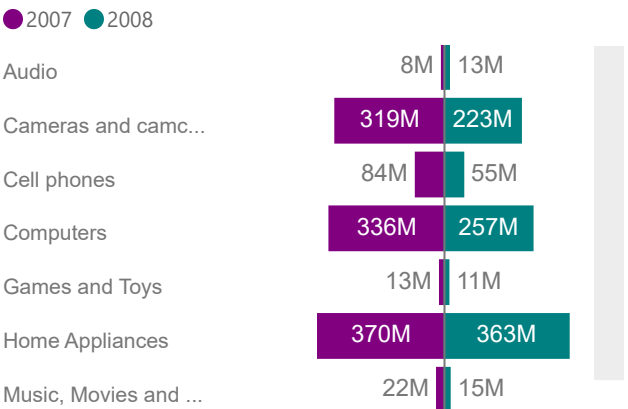


Year
2007
2008
2009

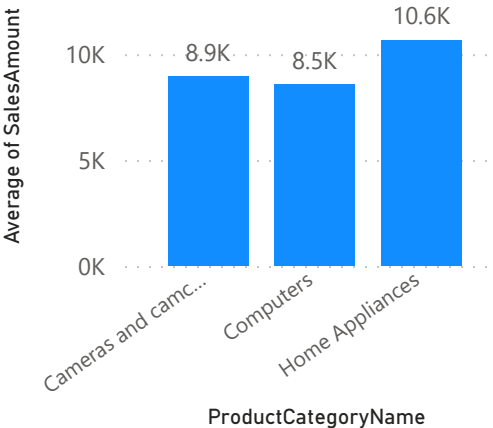
Total Sales Amount by Product



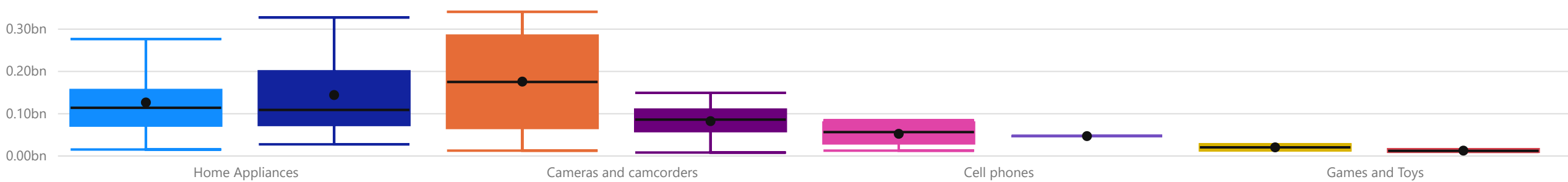
Total Sales Amount by Product changing overtime



Top 5 AVG Sales Amount by Product



Sales Amount by Date Distribution

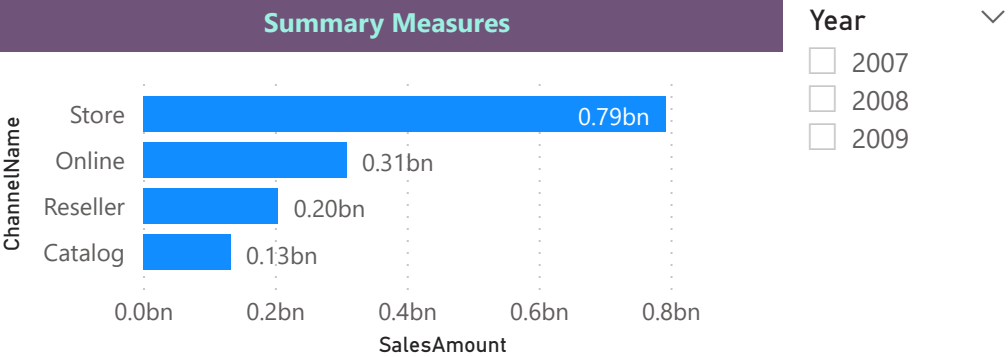


CAT - NUM (Channel vs Sales Amount)

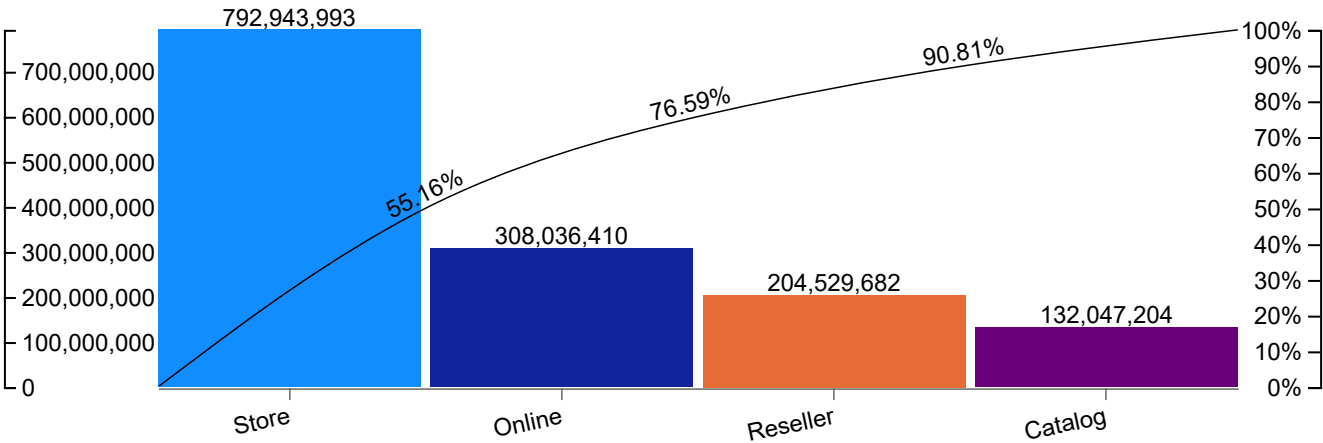
Summary Measures

ChannelName	SalesAmount	Average of SalesAmount	Median of SalesAmount	Standard deviation of SalesAmount
Catalog	281,596,274.16	5,720.71	2,815.91	8,980.25
Online	696,509,152.31	4,405.78	1,999.60	6,863.08
Reseller	446,149,333.47	4,339.38	2,276.85	6,249.01
Store	1,824,857,667.55	3,321.69	1,999.80	3,929.16
Total	3,249,112,427.49	3,780.21	2,080.00	5,317.94

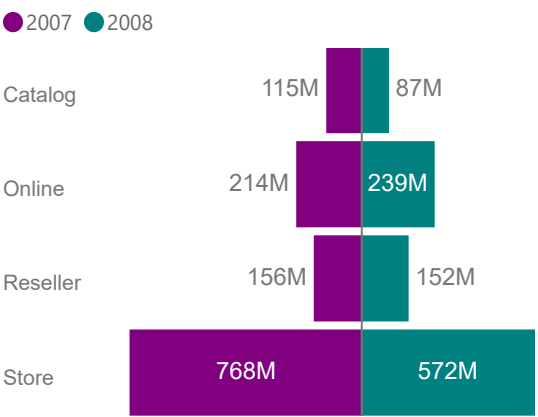
Summary Measures



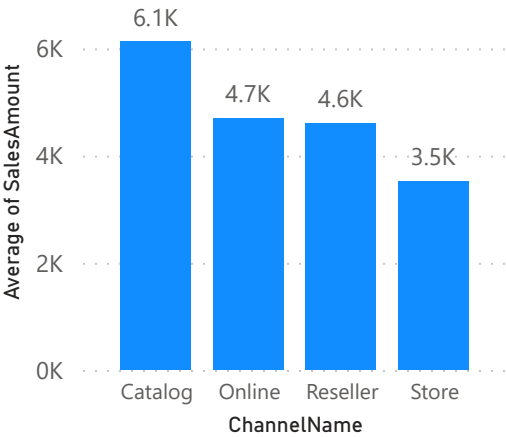
Total Sales Amount by Channel



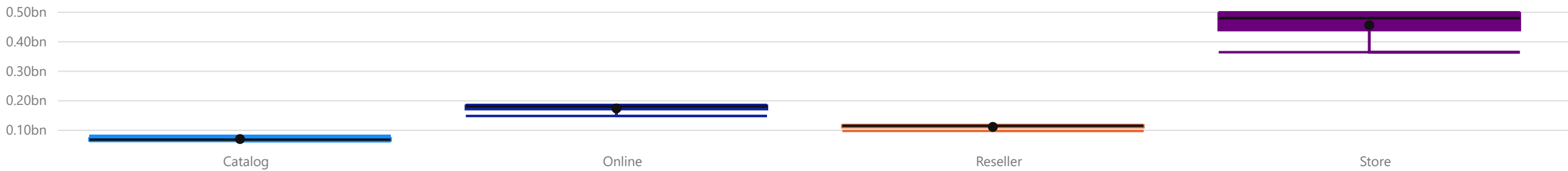
Total Sales Amount by Channel changing overtime



Top 5 AVG Sales Amount by Channel



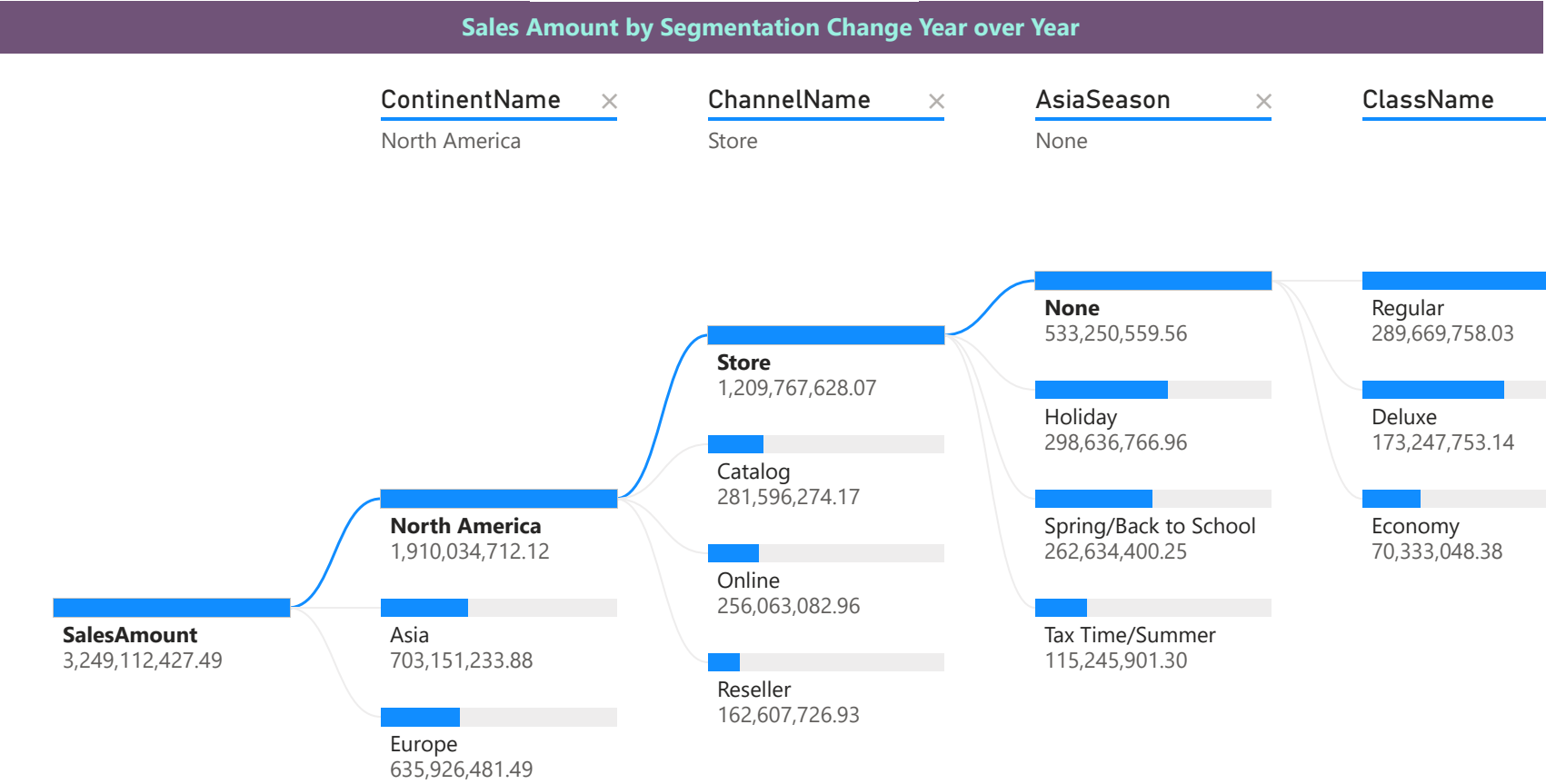
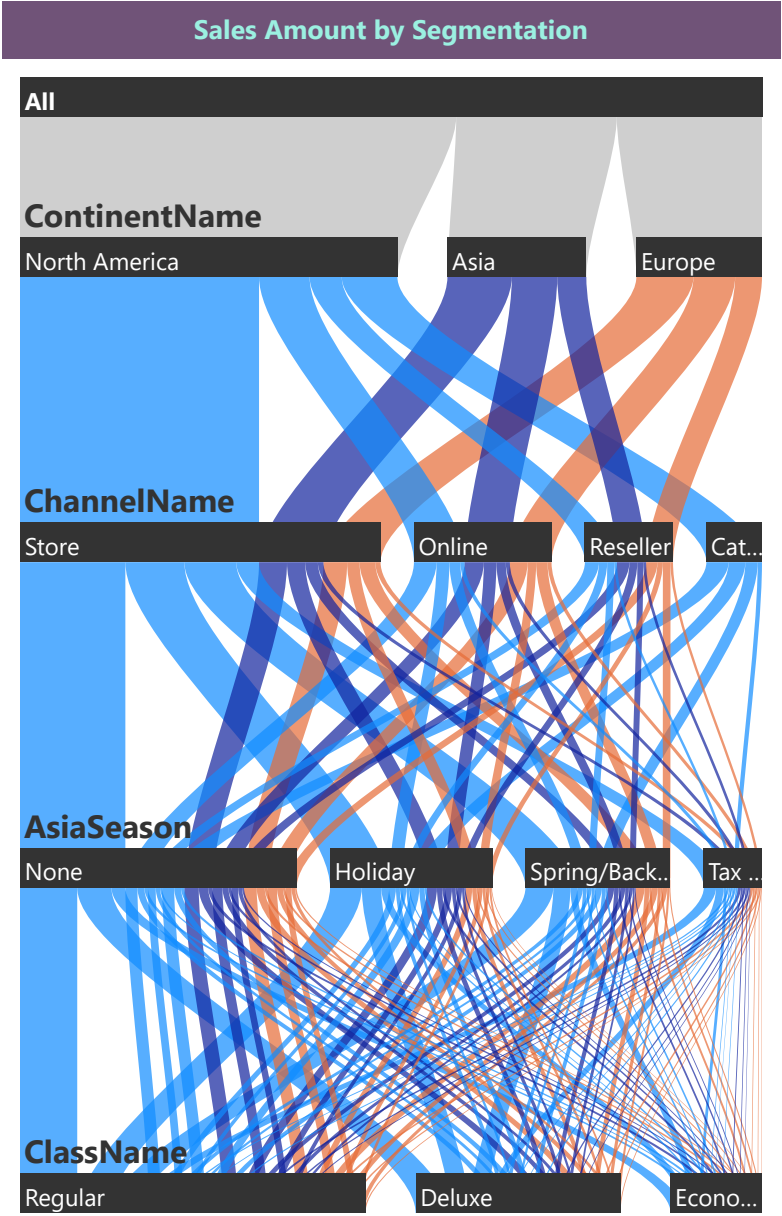
Sales Amount by Channel Distribution



CAT - NUM (MULTI CATS vs Sales Amount)

Year, Quarter, Month

All



ReturnAmount (bins)	SalesAmount	Average of SalesAmount	Median of SalesAmount	Standard deviation of SalesAmount
0.00	2,746,069,705.63	3,585.94	1,914.65	5,048.32
52.34	10,350,066.96	1,091.32	828.00	895.06
104.67	29,317,819.65	1,691.74	1,299.90	1,633.91
157.01	32,673,493.32	2,433.05	1,980.00	1,641.37
209.34	19,905,944.85	3,227.29	2,590.00	2,383.33
261.68	39,179,126.49	3,974.75	3,197.24	2,441.88
314.01	6,893,041.02	4,382.10	3,660.00	2,433.64
366.35	16,886,508.13	5,582.32	4,480.52	3,669.36
418.68	25,927,541.80	5,889.95	4,937.40	3,225.81
471.02	33,816,018.31	7,585.47	5,800.00	5,526.45
523.35	4,987,336.37	8,109.49	6,484.40	4,923.31
575.69	20,686,490.47	8,331.25	7,080.00	4,660.15
Total	3,249,112,427.49	3,780.21	2,080.00	5,317.94

