

DESCRIPTIVE CONTOSO

STATIC

CHANNEL

CHANGING OVER TIME

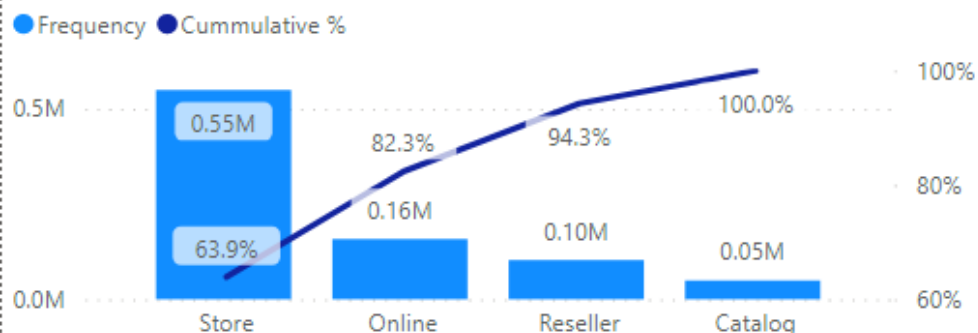
Frequency Table by Channel Name

| ChannelName | Frequency | Relative Frequency | Cummulative % |
|--------------|---------------|--------------------|---------------|
| Store | 549377 | 63.9% | 63.9% |
| Online | 158090 | 18.4% | 82.3% |
| Reseller | 102814 | 12.0% | 94.3% |
| Catalog | 49224 | 5.7% | 100.0% |
| Total | 859505 | 100.0% | |

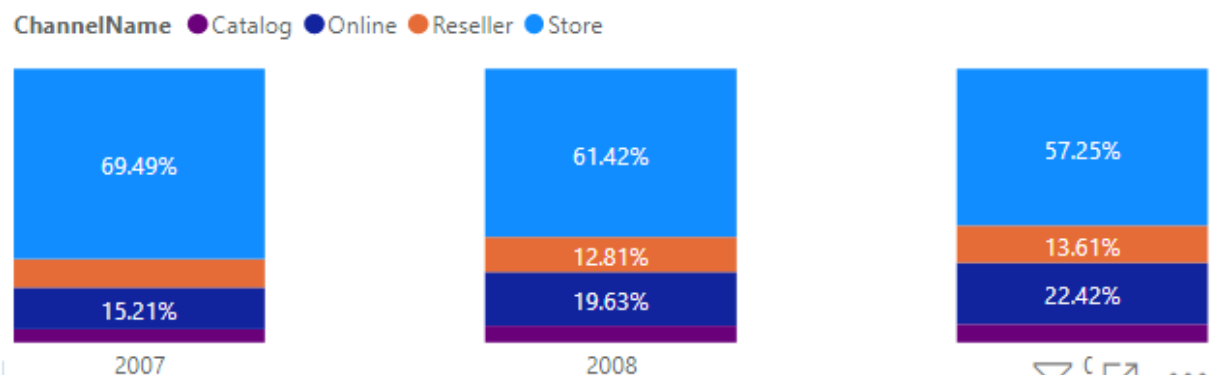
Frequency and % Frequency by ChannelName

| CalendarYear | 2007 | | | 2008 | | | 2009 |
|--------------|-----------|------------------------|-----------|------------------------|-----------|-----------|------|
| ChannelName | Frequency | %CT Relative Frequency | Frequency | %CT Relative Frequency | Frequency | Frequency | |
| Catalog | 18463 | 4.87% | 16016 | 6.15% | 1474 | | |
| Online | 57727 | 15.21% | 51127 | 19.63% | 4923 | | |
| Reseller | 39573 | 10.43% | 33366 | 12.81% | 2987 | | |
| Store | 263661 | 69.49% | 160005 | 61.42% | 12571 | | |
| Total | 379424 | 100.00% | 260514 | 100.00% | 21956 | | |

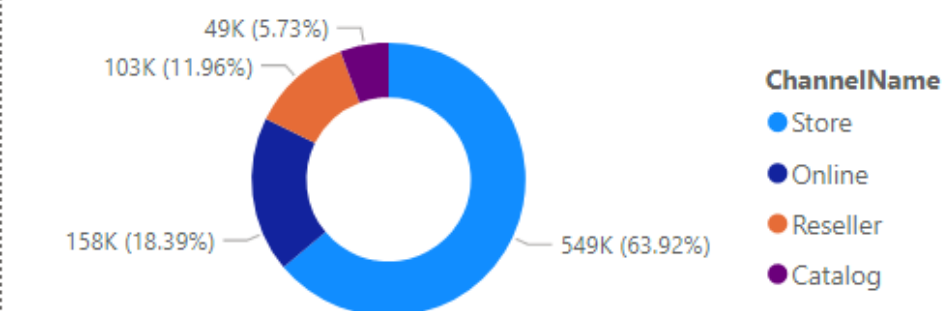
Frequency and Cummulative % by ChannelName



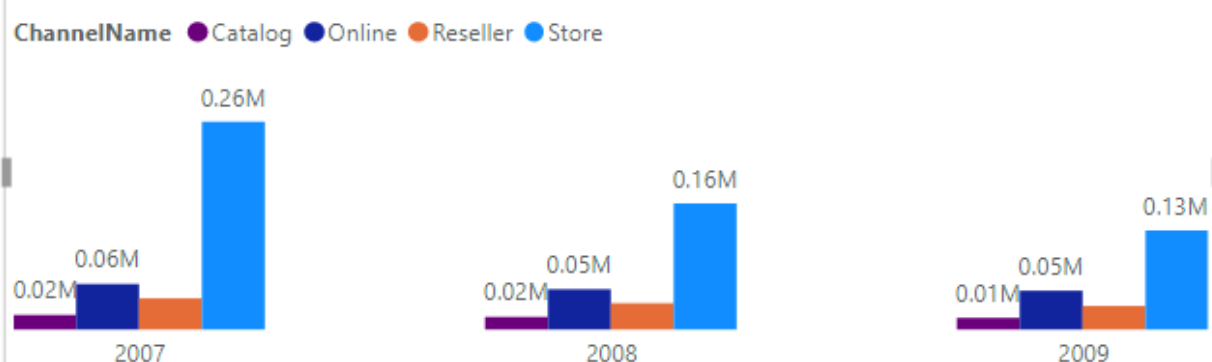
Frequency by CalendarYear and ChannelName



Sales by ChannelName



Frequency by CalendarYear and ChannelName



CalendarYear

- ☐ 2007
- ☐ 2008
- ☐ 2009

ChannelName

- ☐ Catalog
- ☐ Online
- ☐ Reseller
- ☐ Store

STATIC

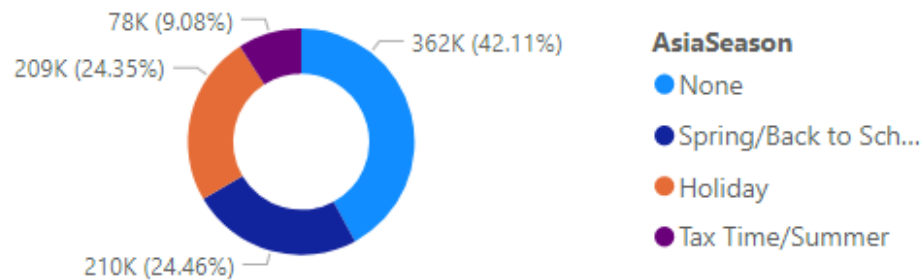
DATE

CHANGING OVER TIME

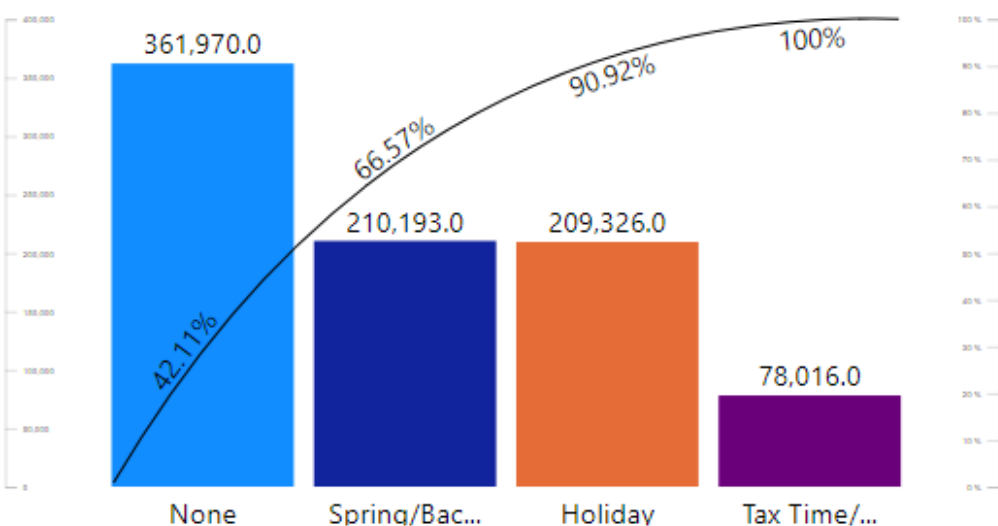
Frequency by Calendar Year

| AsiaSeason | Frequency | Relative Frequency |
|-----------------------|---------------|--------------------|
| None | 361970 | 42.1% |
| Spring/Back to School | 210193 | 24.5% |
| Holiday | 209326 | 24.4% |
| Tax Time/Summer | 78016 | 9.1% |
| Total | 859505 | 100.0% |

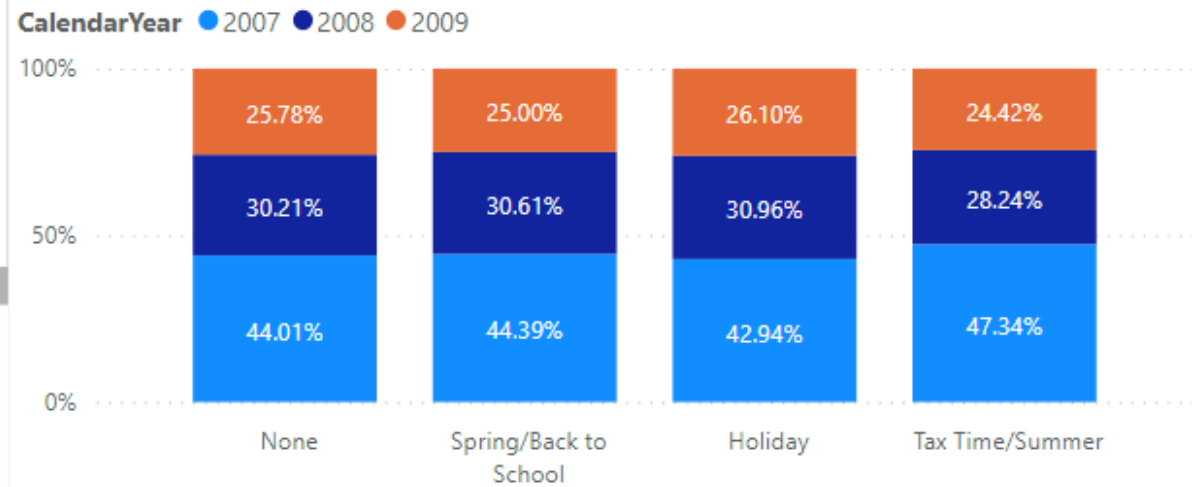
Sales by AsianSeason



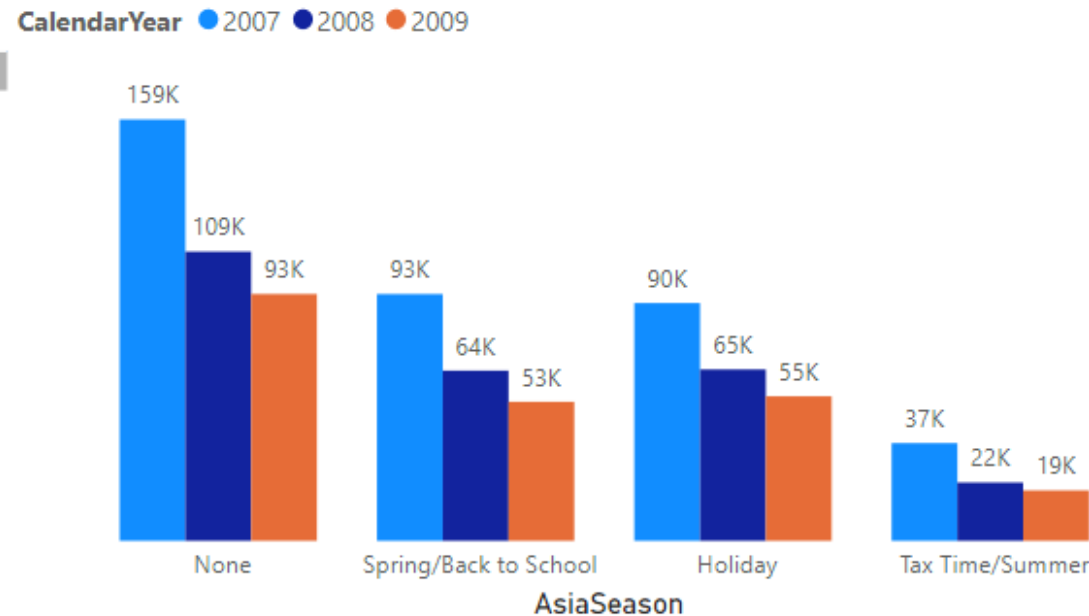
Sales by AsianSeason



Frequency by AsiaSeason and CalendarYear



Frequency by AsiaSeason and CalendarYear



AsiaSeason

- ☐ Holiday
- ☐ None
- ☐ Spring/Back to Scho...
- ☐ Tax Time/Summer

EuropeSeason

- ☐ Back to School
- ☐ Holiday
- ☐ None
- ☐ Spring/Business

NorthAmeric...

- ☐ Back to School
- ☐ Holiday
- ☐ None
- ☐ Spring/Back to B...

CalendarYear

- ☐ 2007
- ☐ 2008
- ☐ 2009

GEOGRAPHY

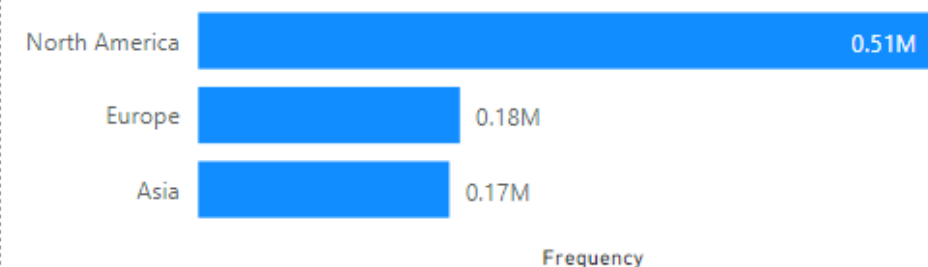
STATIC

CHANGING OVER TIME

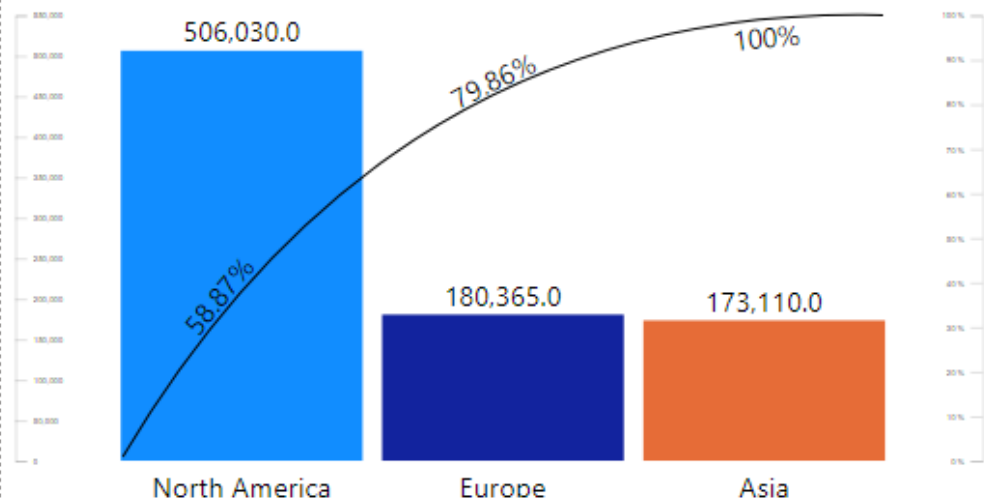
Frequency Table

| ContinentName | Frequency | Relative Frequency |
|---------------|---------------|--------------------|
| North America | 506030 | 58.9% |
| Europe | 180365 | 21.0% |
| Asia | 173110 | 20.1% |
| Total | 859505 | 100.0% |

Frequency by ContinentName



Frequency by ContinentName

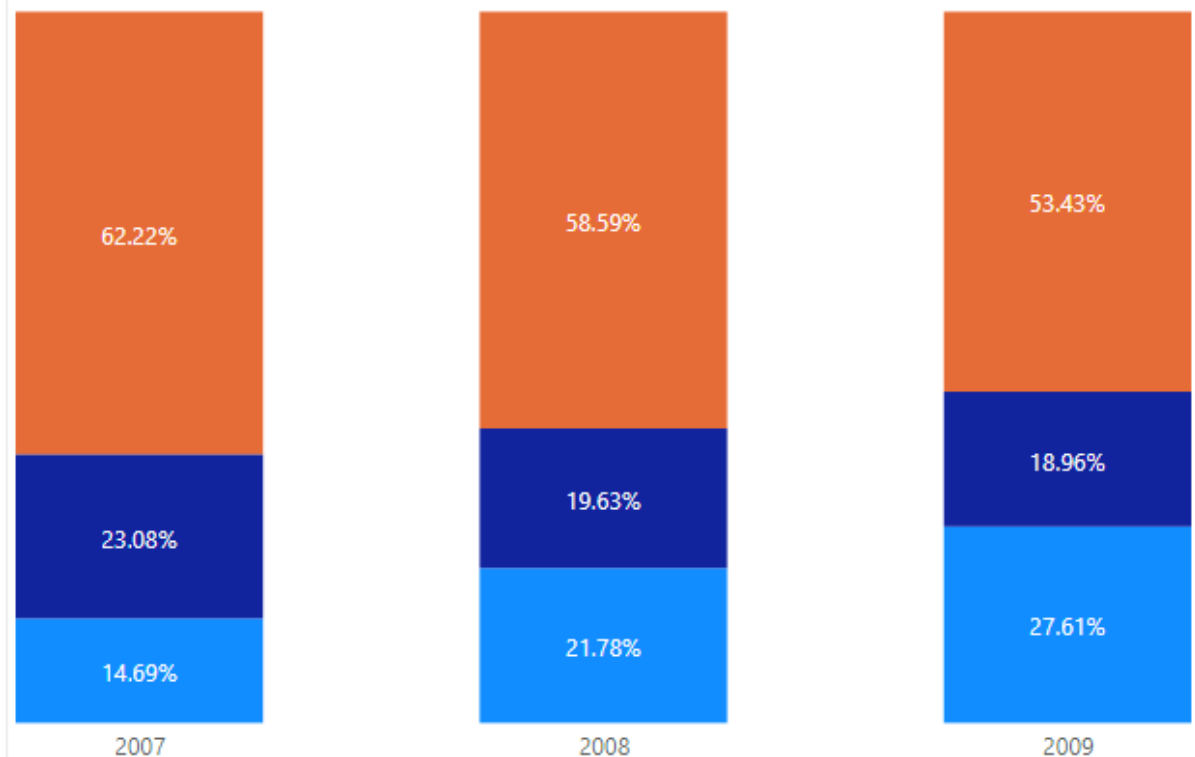


Frequency Table

| CalendarYear | 2007 | | 2008 | | 2009 |
|---------------|---------------|------------------------|---------------|------------------------|----------------|
| ContinentName | Frequency | %CT Relative Frequency | Frequency | %CT Relative Frequency | Frequency |
| North America | 236079 | 62.22% | 152641 | 58.59% | 117,000 |
| Europe | 87590 | 23.08% | 51145 | 19.63% | 40,000 |
| Asia | 55755 | 14.69% | 56728 | 21.78% | 60,000 |
| Total | 379424 | 100.00% | 260514 | 100.00% | 217,000 |

Frequency by CalendarYear and ContinentName

ContinentName ● Asia ● Europe ● North America



CalendarYear

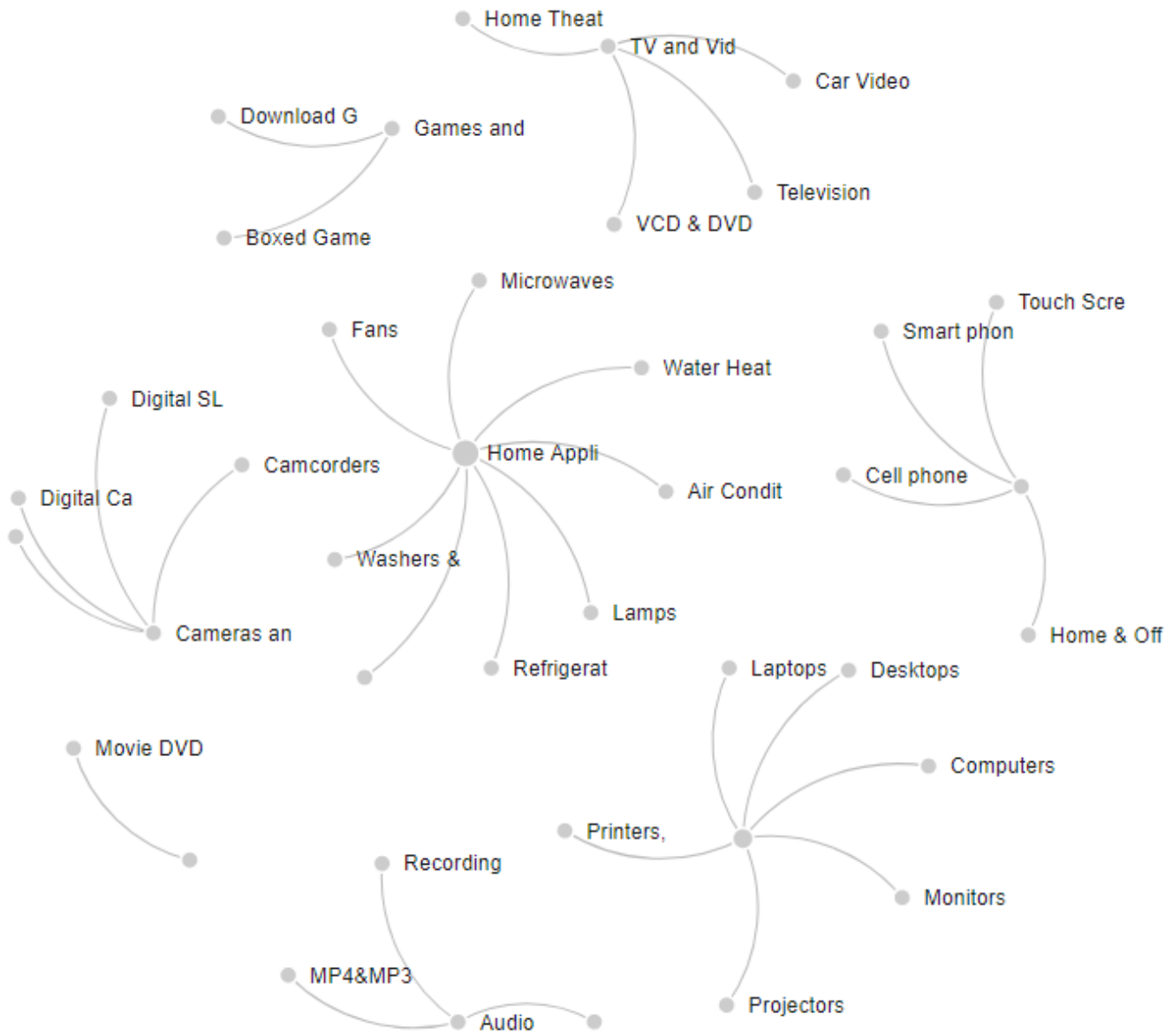
- ☐ 2007
- ☐ 2008
- ☐ 2009

ContinentName

- ☐ Asia
- ☐ Europe
- ☐ North America

PRODUCT

(GRAPH CHART)



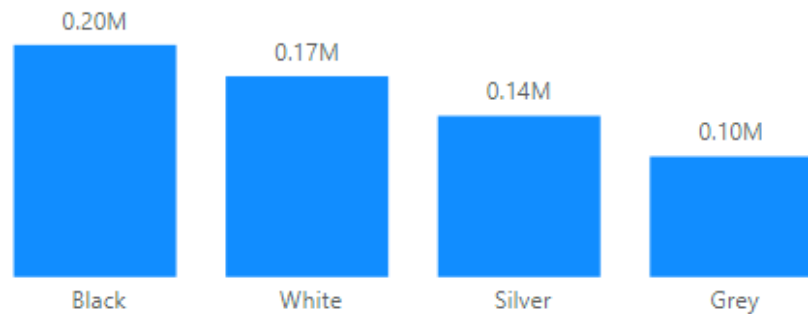
PRODUCT

STATIC

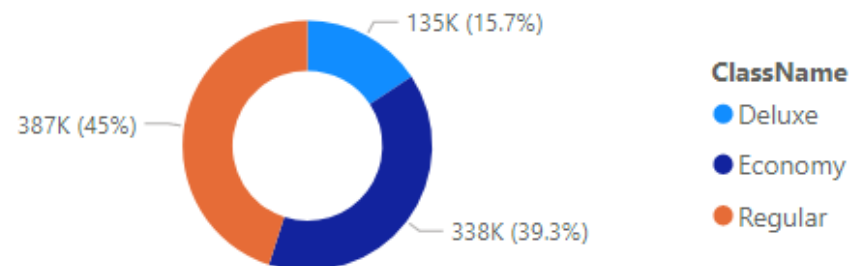
Frequency Table by ProductCategoryName

| ProductCategoryName | Frequency | Relative Frequency |
|-------------------------------|---------------|--------------------|
| Home Appliances | 231029 | 26.9% |
| Computers | 207602 | 24.2% |
| Cameras and camcorders | 136004 | 15.8% |
| Cell phones | 97782 | 11.4% |
| TV and Video | 71512 | 8.3% |
| Games and Toys | 57138 | 6.6% |
| Music, Movies and Audio Books | 31913 | 3.7% |
| Audio | 26525 | 3.1% |
| Total | 859505 | 100.0% |

Frequency by ColorName



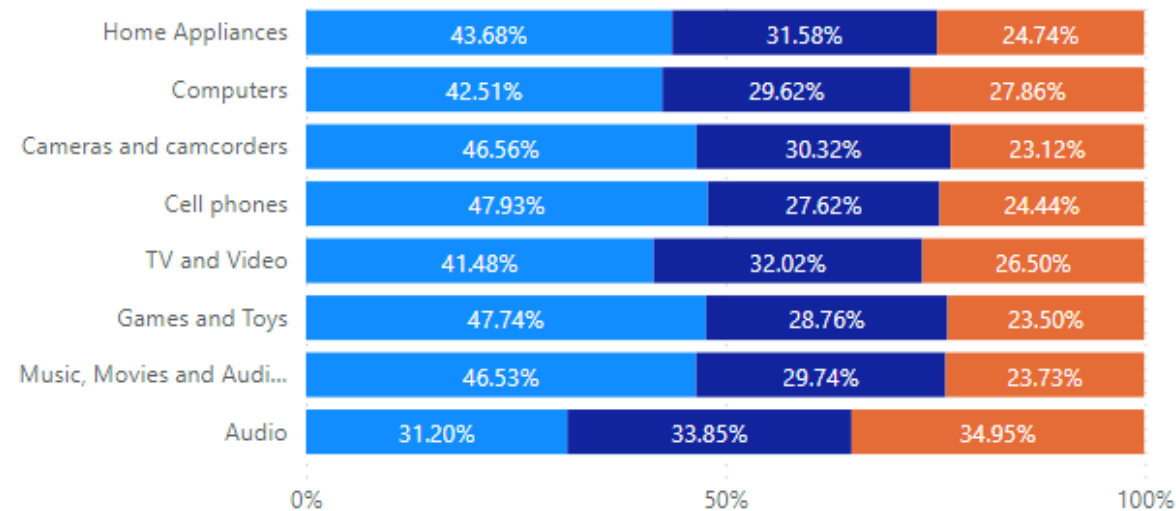
Frequency by ClassName



CHANGING OVER TIME

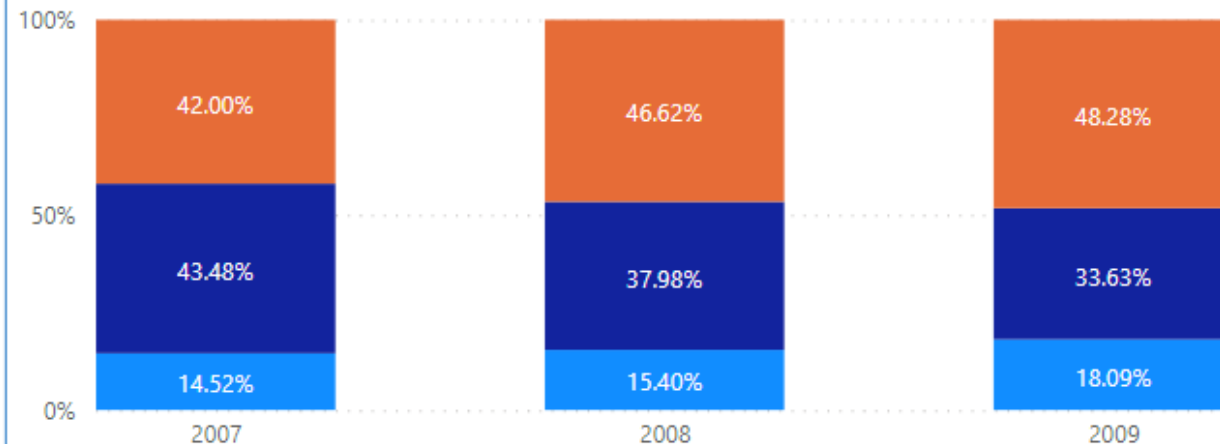
Frequency by ProductCategoryName and CalendarYear

CalendarYear ● 2007 ● 2008 ● 2009



Frequency by CalendarYear and ClassName

ClassName ● Deluxe ● Economy ● Regular



ProductCategoryName

- ☐ Audio
- ☐ Cameras and camcorders
- ☐ Cell phones
- ☐ Computers
- ☐ Games and Toys
- ☐ Home Appliances
- ☐ Music, Movies and Audio Books
- ☐ TV and Video

CalendarYear

- ☐ 2007
- ☐ 2008
- ☐ 2009

ClassName

- ☐ Deluxe
- ☐ Economy
- ☐ Regular

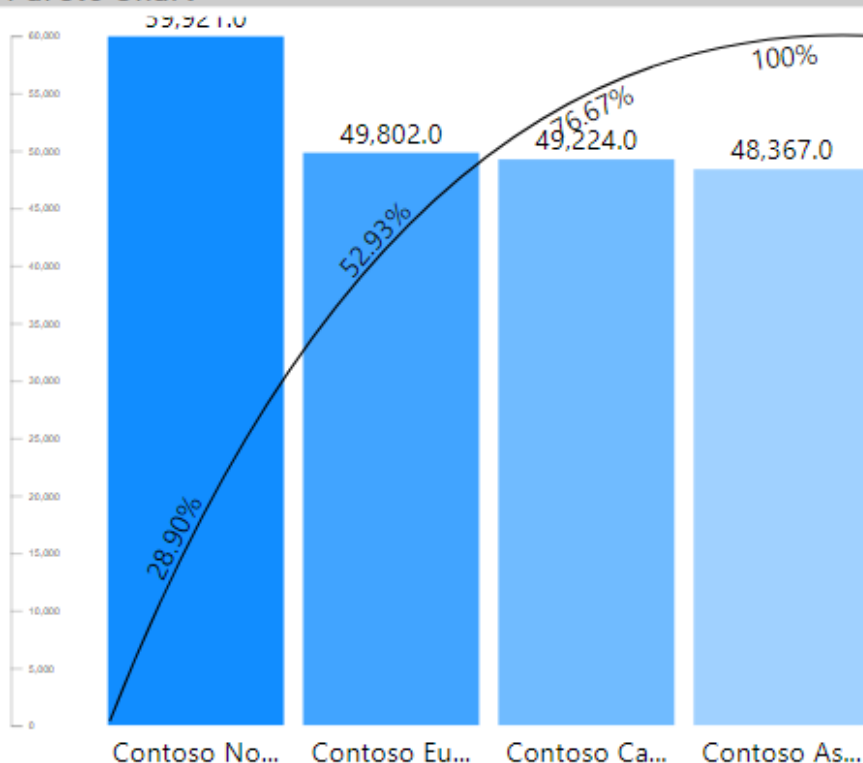
STORE

STATIC

Frequency by Top 4 StoreName

| StoreName | Frequency | Relative Frequency |
|------------------------------------|---------------|--------------------|
| Contoso North America Online Store | 59921 | 7.0% |
| Contoso Europe Online Store | 49802 | 5.8% |
| Contoso Catalog Store | 49224 | 5.7% |
| Contoso Asia Online Store | 48367 | 5.6% |
| Total | 859505 | 100.0% |

Pareto Chart

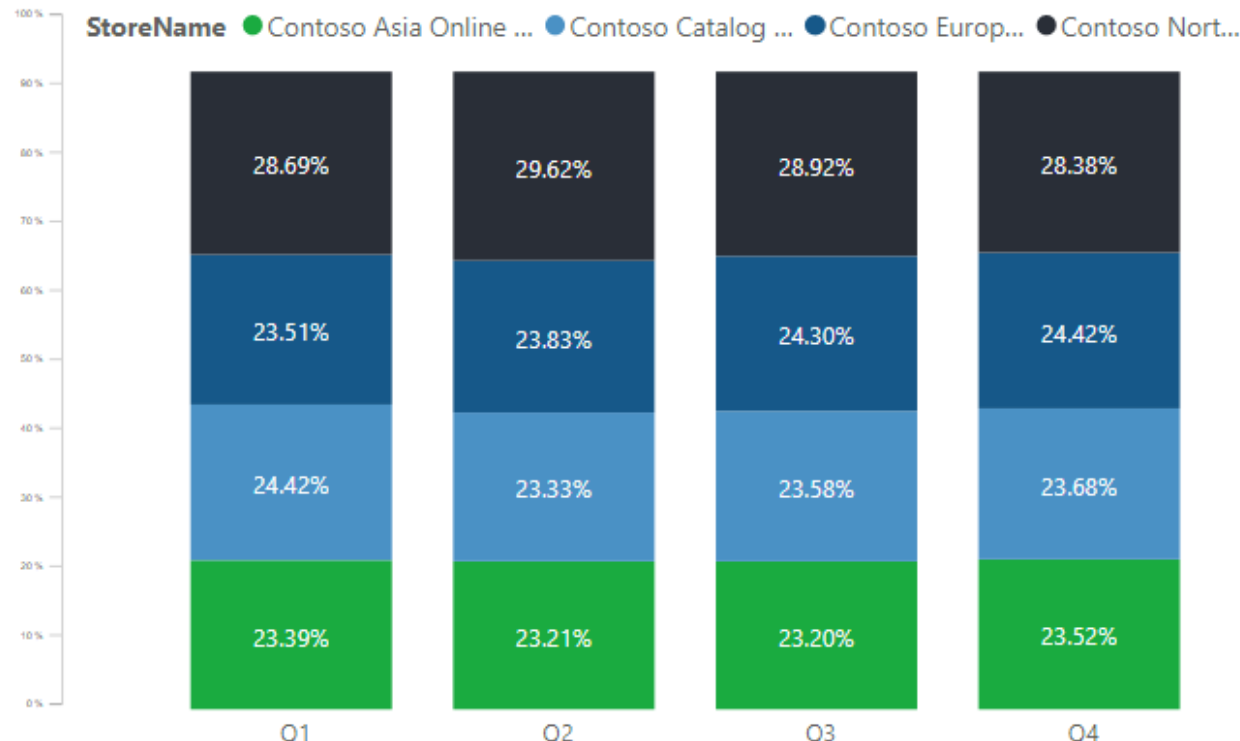


CHANGING OVER TIME

Top 4 StoreName Changing over time

| StoreName | 2007 | 2008 | 2009 | Total |
|------------------------------------|--------------|--------------|--------------|---------------|
| Contoso North America Online Store | 22406 | 19455 | 18060 | 59921 |
| Contoso Europe Online Store | 19375 | 15857 | 14570 | 49802 |
| Contoso Catalog Store | 18463 | 16016 | 14745 | 49224 |
| Contoso Asia Online Store | 15946 | 15815 | 16606 | 48367 |
| Total | 76190 | 67143 | 63981 | 207314 |

Frequency by CalendarQuarter and StoreName



CalendarYear

- ☐ 2007
- ☐ 2008
- ☐ 2009

CalendarQua...

- ☐ Q1
- ☐ Q2
- ☐ Q3
- ☐ Q4

StoreName

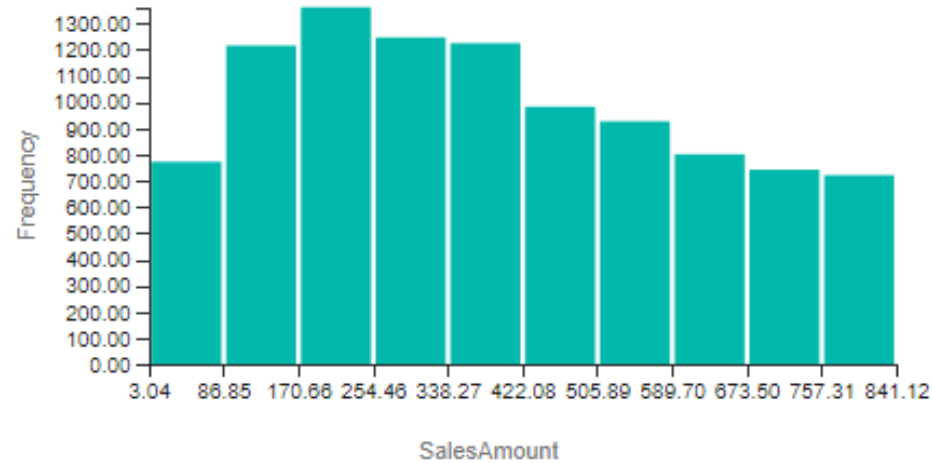
- ☐ Contoso Asia On...
- ☐ Contoso Catalog...
- ☐ Contoso Europe ...
- ☐ Contoso North A...

SALES AMOUNT

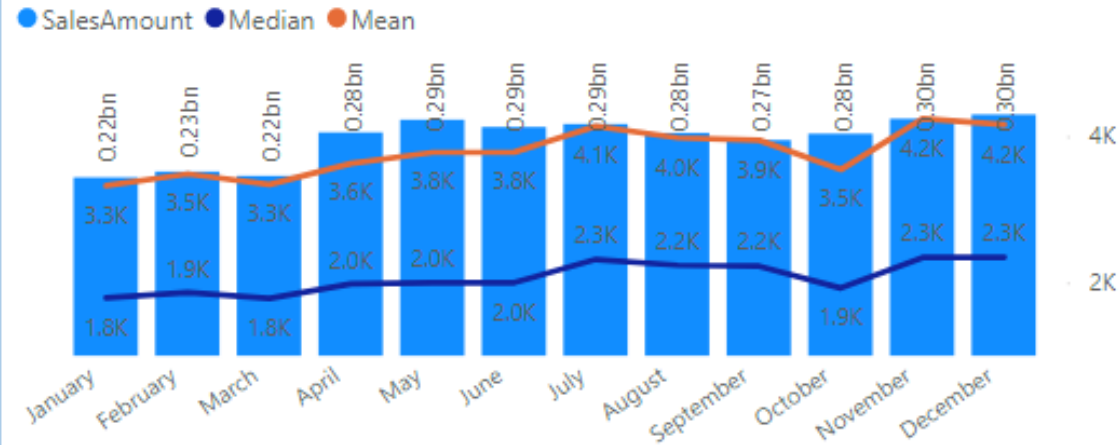
STATIC

CHANGING OVER TIME

Distribution by SalesAmount



SalesAmount, Median and Mean by CalendarMonth



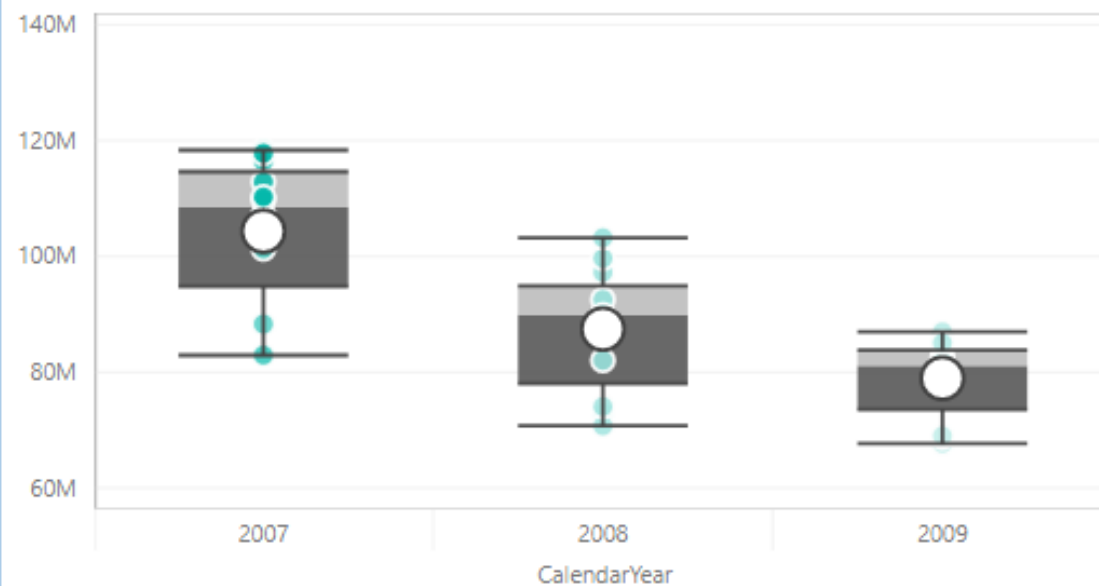
Summary Statistics

SalesAmount by SalesKey

| | |
|----------|----------|
| 1.41 | 3,780.21 |
| CV | Mean |
| 2,080.00 | 5,317.94 |
| Median | SD |
| 5,938.10 | |
| PCT 80% | |



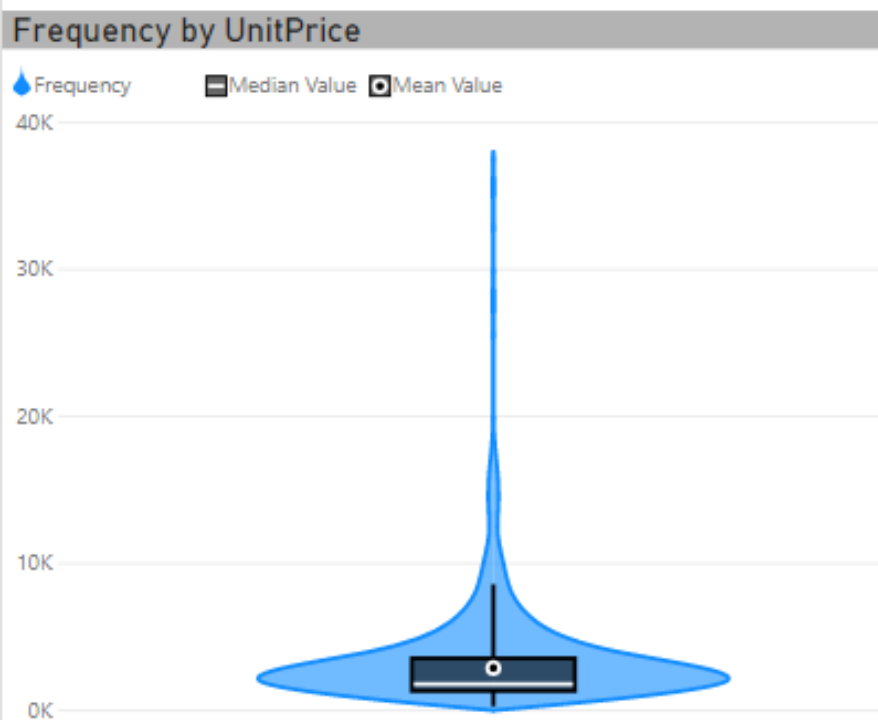
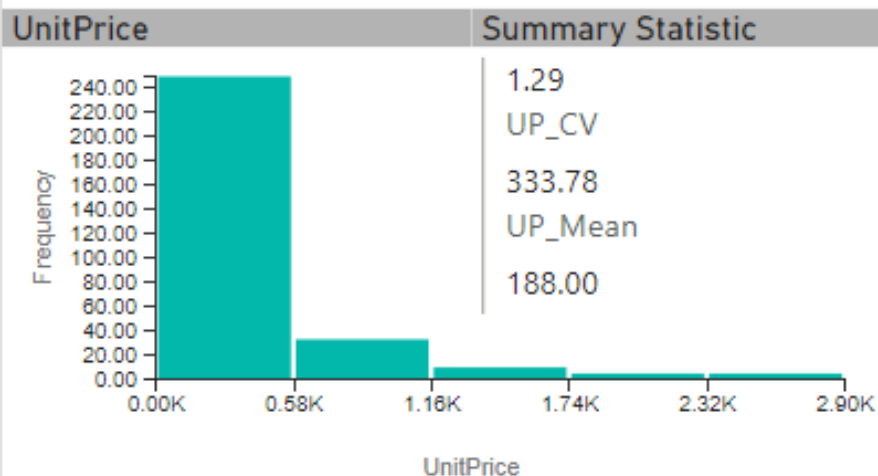
SalesAmount and DateKey by CalendarMonth and CalendarYear



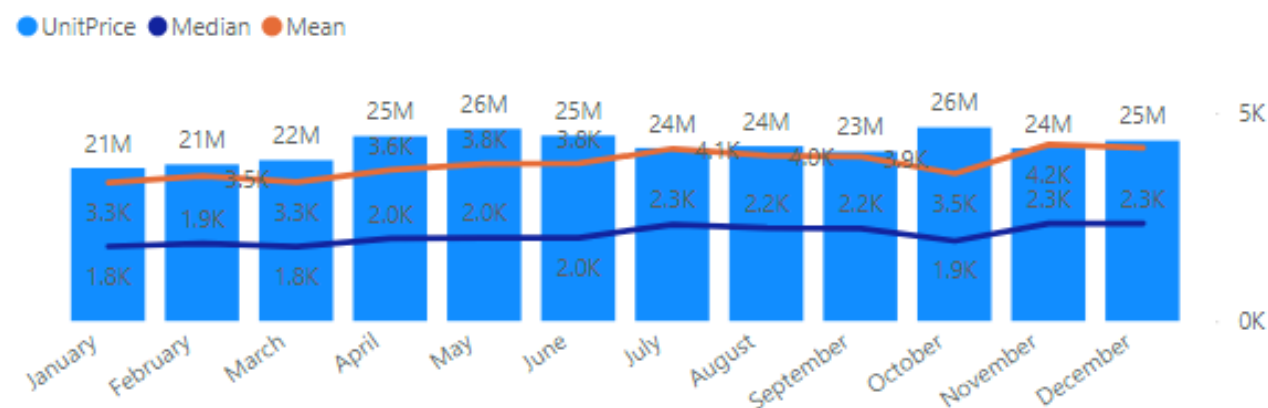
STATIC

UNIT PRICE

CHANGING OVER TIME



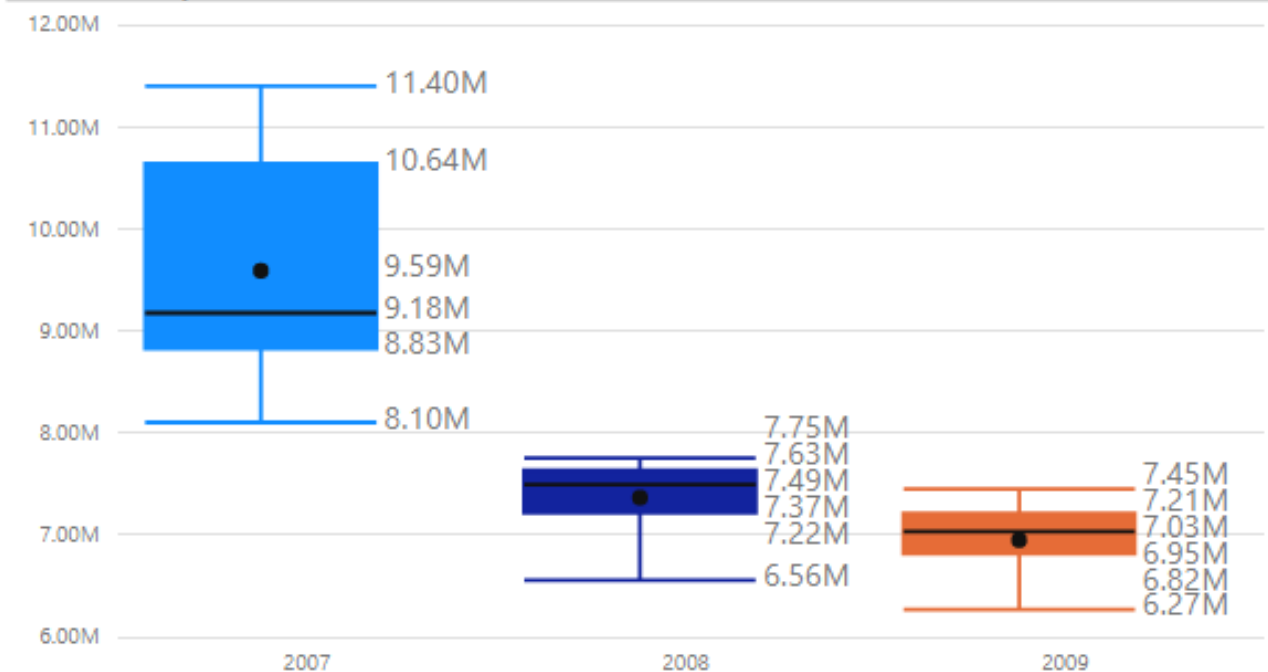
UnitPrice, Median and Mean by CalendarMonth



CalendarYear

- 2007
- 2008
- 2009

UnitPrice by CalendarYear and CalendarMonth

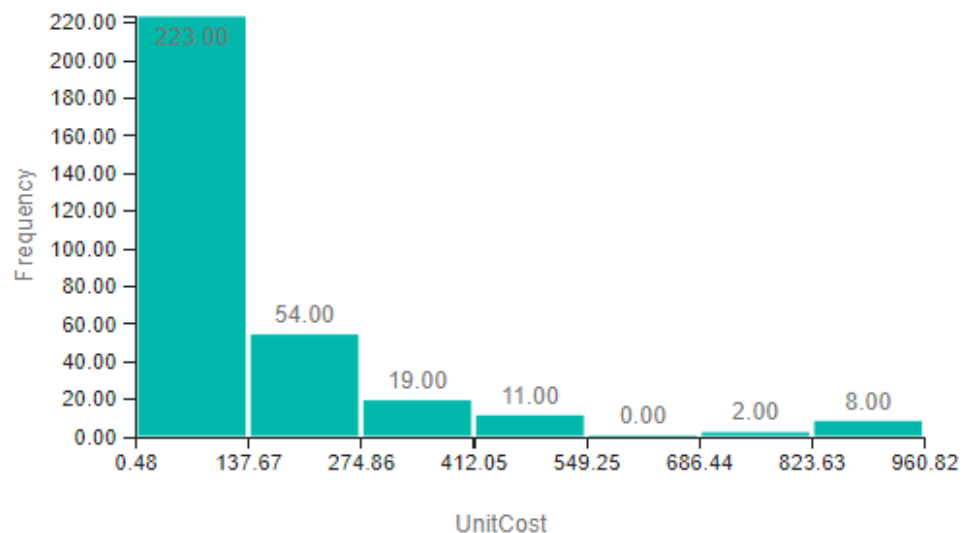


UNIT COST

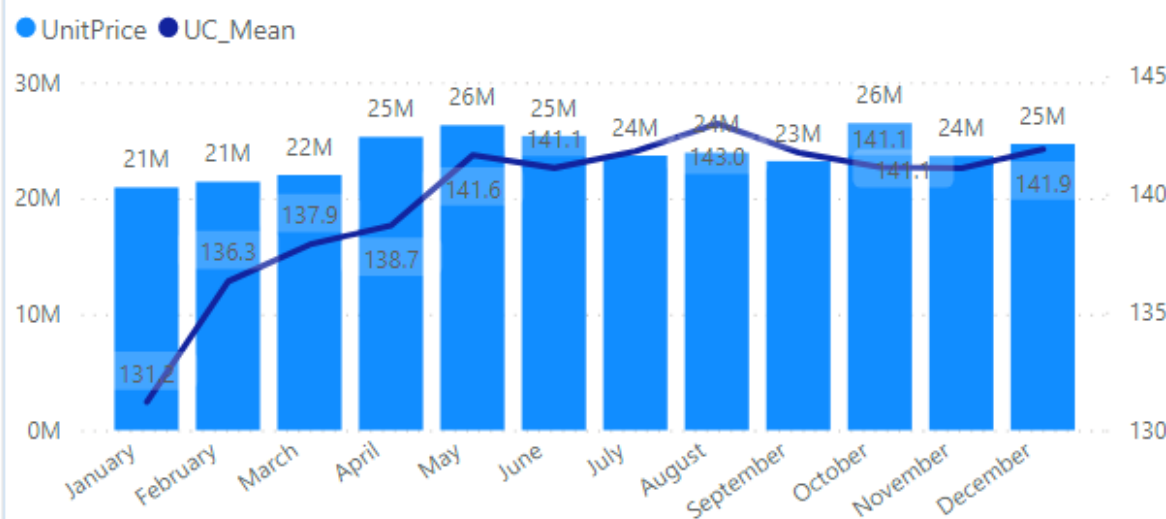
STATIC

CHANGING OVER TIME

UnitCost Distribution



UnitPrice and UC_Mean by CalendarMonth



CalendarYear

- ☐ 2007
- ☐ 2008
- ☐ 2009

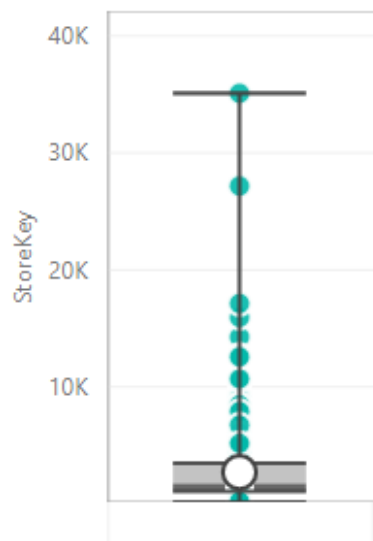
CalendarQua...

- ☐ Q1
- ☐ Q2
- ☐ Q3
- ☐ Q4

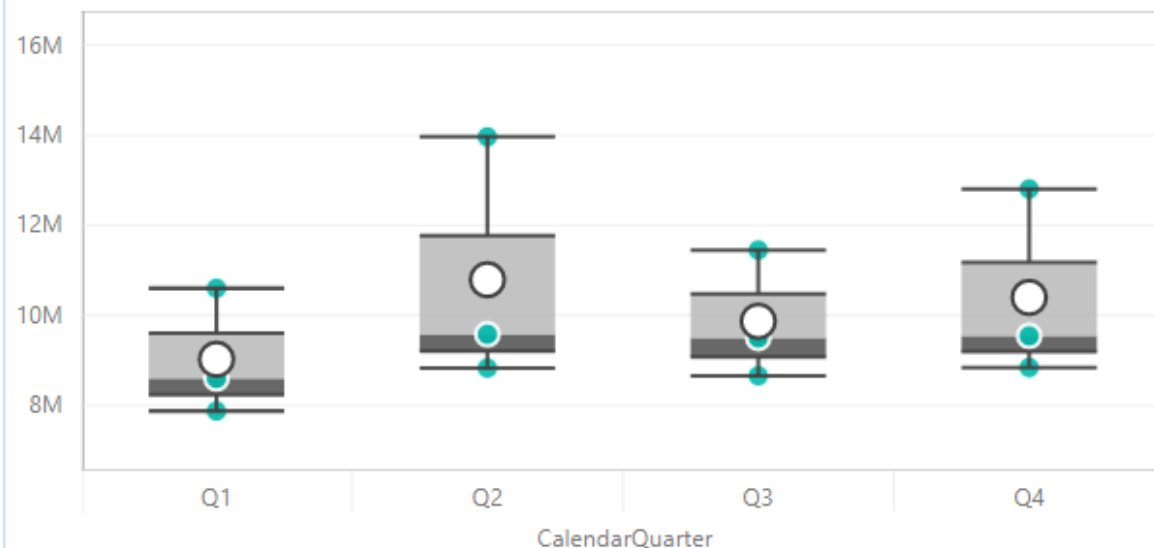
STATISTIC

StoreKey by UnitCost

| | |
|-----------|------------|
| 1.20 | 139.87 |
| UC_CV | UC_Mean |
| 84.84 | 210.72 |
| UC_Median | UC_PCT 80% |
| 167.49 | |
| UC_SD | |



UnitCost by CalendarYear and CalendarQuarter



TOTAL COST

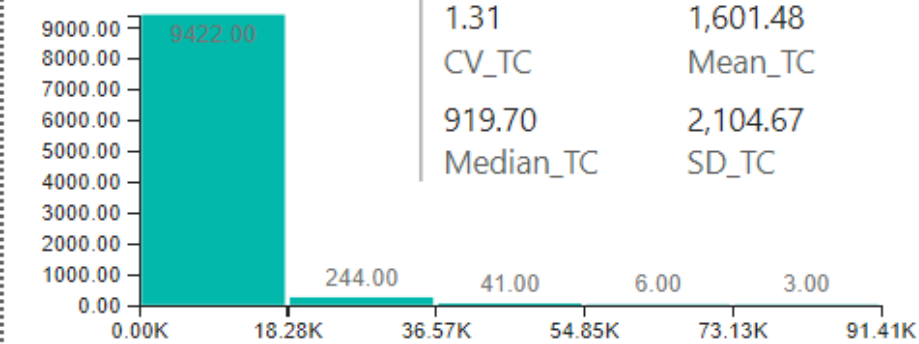
STATIC

CHANGING OVER TIME

Frequency by TotalCost

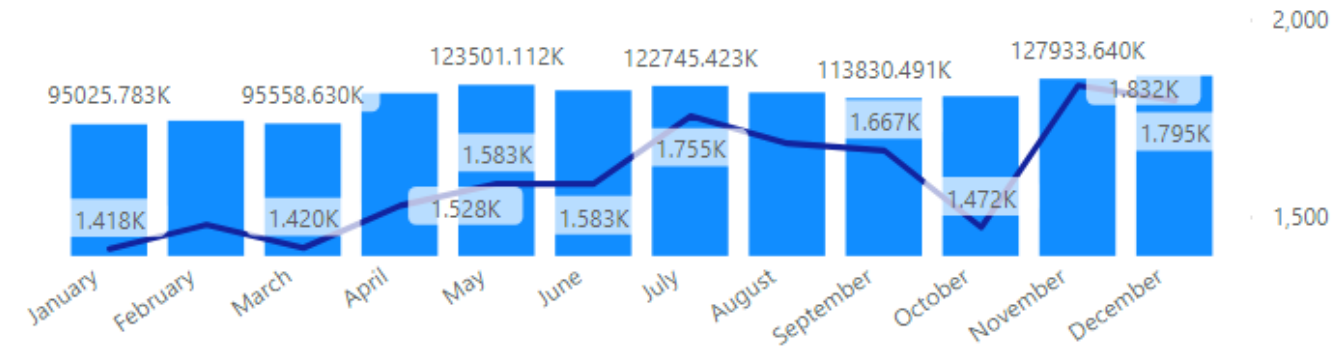
Statistic

TotalCost and Mean_TC by CalendarMonth



1.31
CV_TC
919.70
Median_TC
1,601.48
Mean_TC
2,104.67
SD_TC

● TotalCost ● Mean_TC

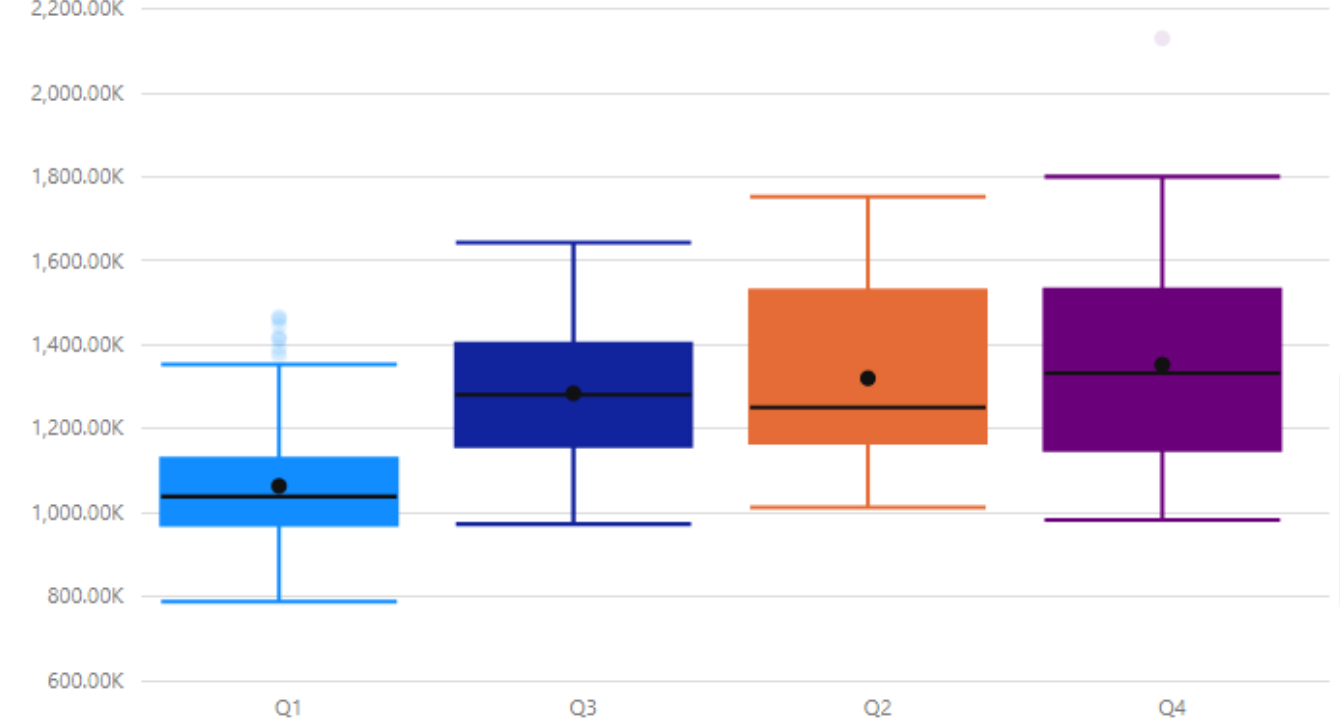
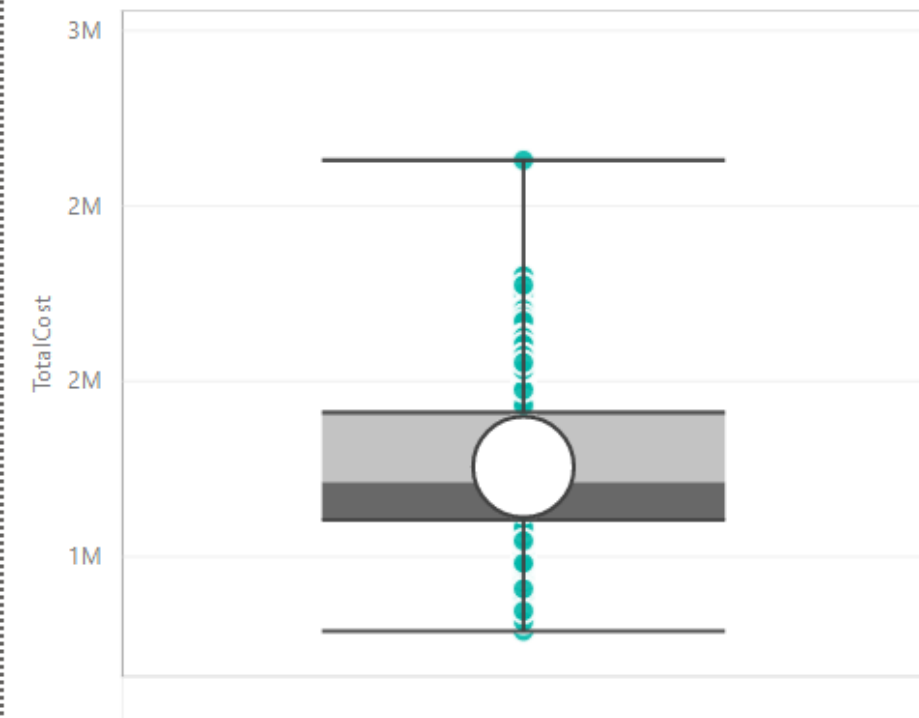


CalendarMon...

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

TotalCost by DateKey

TotalCost by CalendarQuarter and DateKey



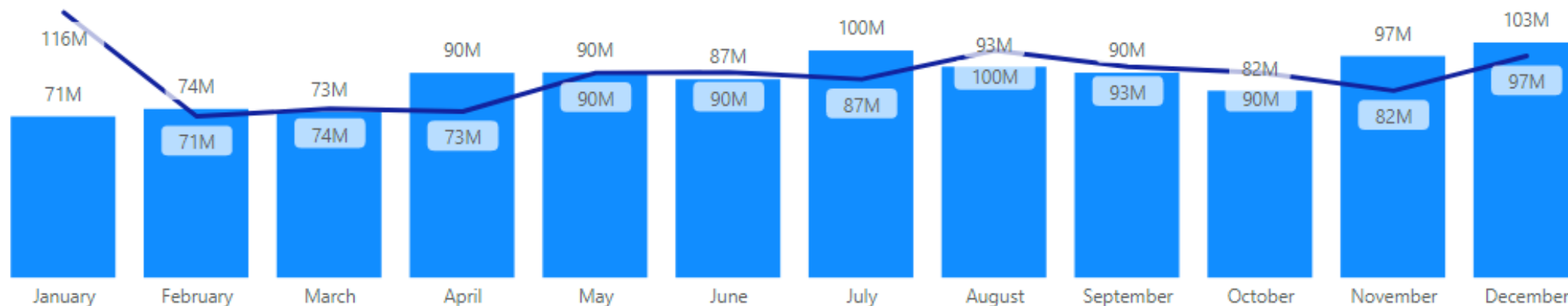
Calend...

- ☐ Q1
- ☐ Q2
- ☐ Q3
- ☐ Q4

TIME INTELLIGENCE

SalesAmount and LastMonth by CalendarMonth

● SalesAmount ● LastMonth



CalendarYear

☐ 2007

☒ 2008

☐ 2009

CalendarMonth

☐ January

☐ February

☐ March

☐ April

☐ May

☐ June

☐ July

☐ August

☐ September

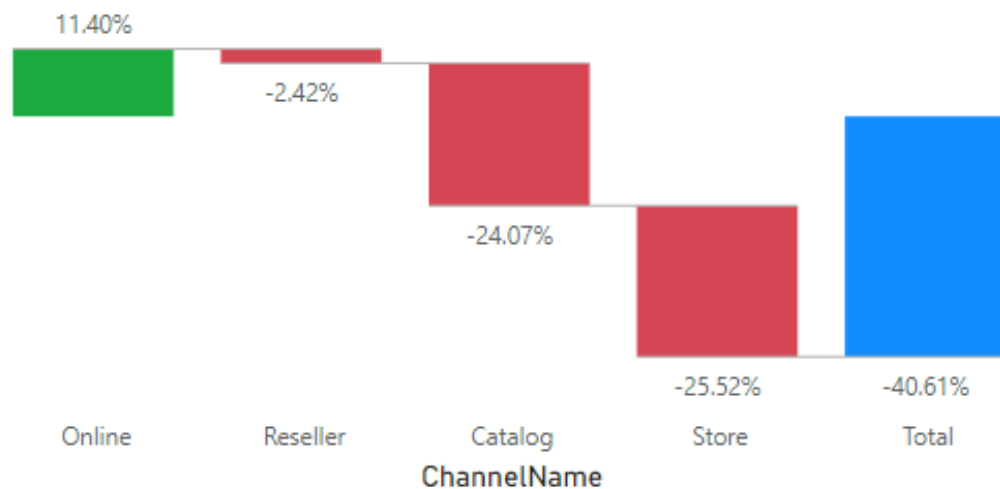
☐ October

☐ November

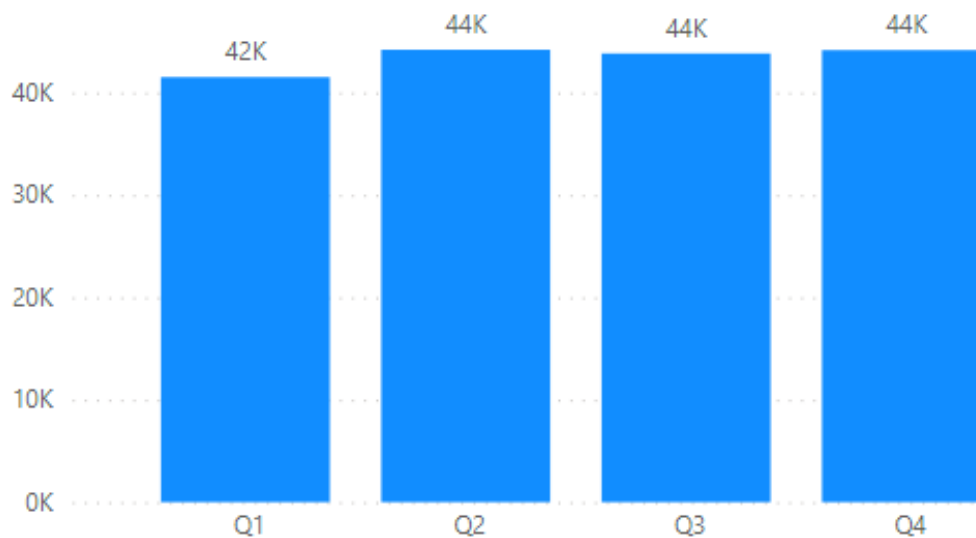
☐ December

YoY Change by ChannelName

● Increase ● Decrease ● Total



Frequency vs L3M by CalendarQuarter



ChannelName

☐ Catalog

☐ Online

☐ Reseller

☐ Store

———— CAT-CAT ————

STATIC

CHANNEL & GEOGRAPHY

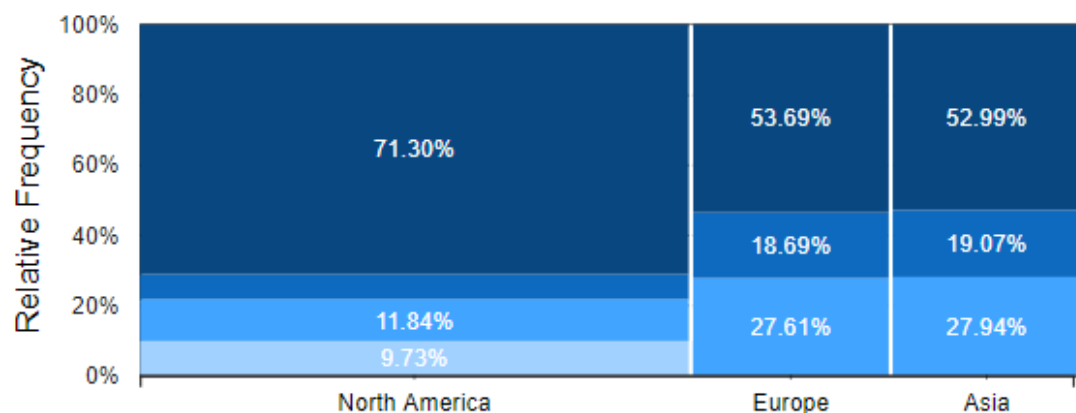
CHANGING OVER TIME

Frequency Table by Channel & Continent

| ChannelName | Asia | Europe | North America | Total |
|-------------|-------|--------|---------------|--------|
| Catalog | | | 5.7% | 5.7% |
| Online | 5.6% | 5.8% | 7.0% | 18.4% |
| Total | 20.1% | 21.0% | 58.9% | 100.0% |

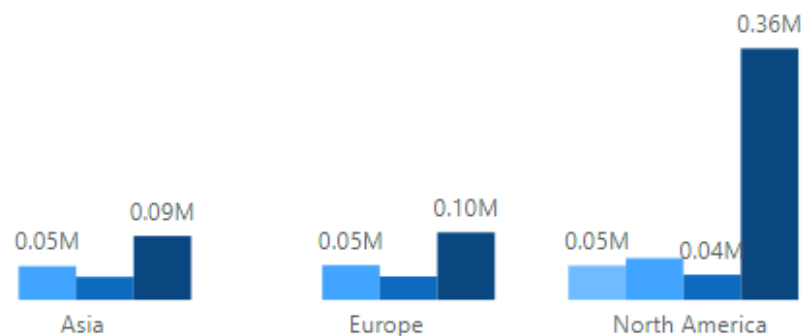
Relative Frequency and Frequency by ContinentName and ChannelName

ChannelName Catalog Online Reseller Store



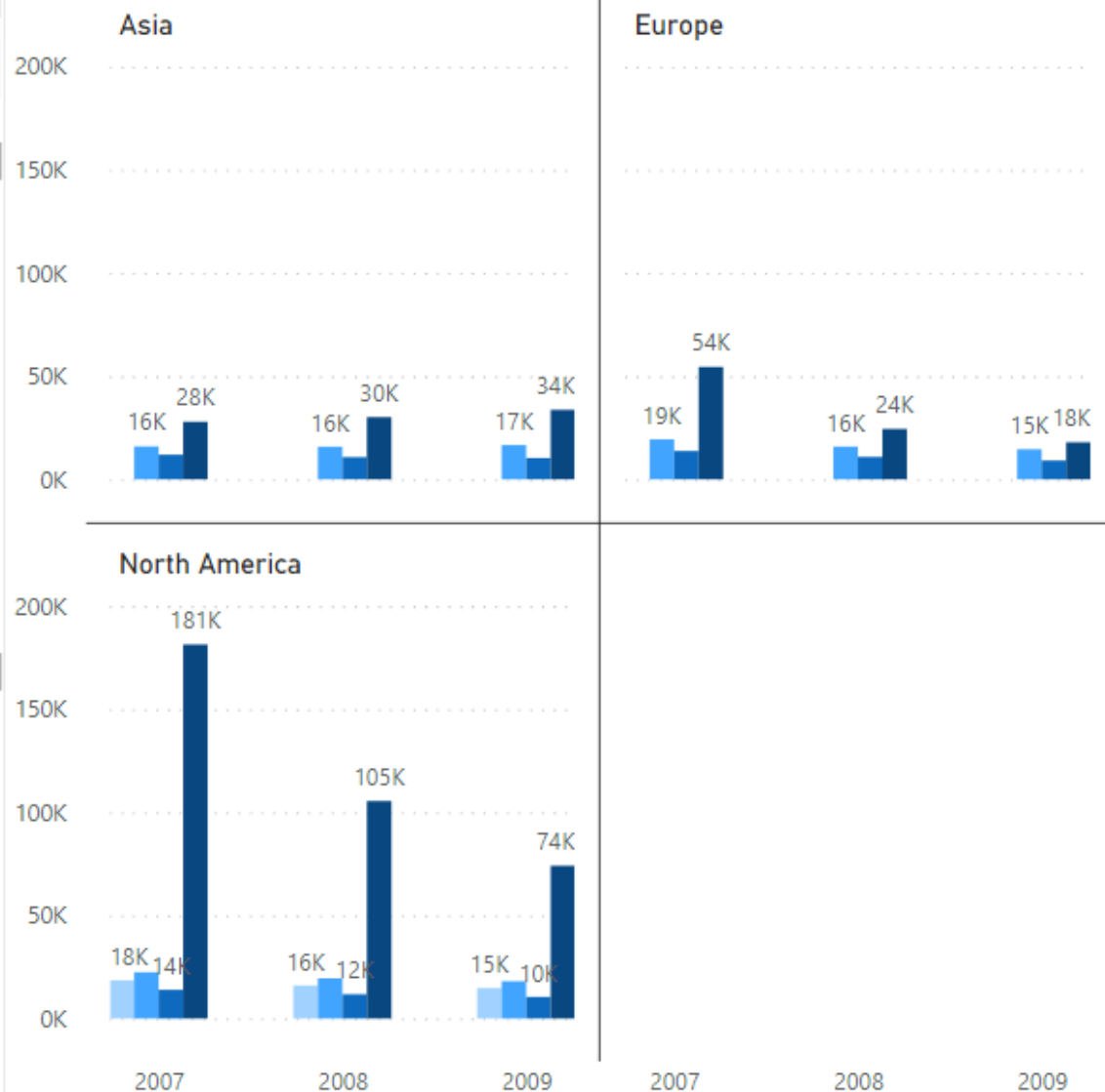
Frequency by ContinentName and ChannelName

ChannelName Catalog Online Reseller Store



Frequency by CalendarYear, ChannelName and ContinentName

ChannelName Catalog Online Reseller Store



ContinentNa...

- ☐ Asia
- ☐ Europe
- ☐ North America

CalendarYear

- ☐ 2007
- ☐ 2008
- ☐ 2009

CalendarQuarter

- ☐ Q1
- ☐ Q2
- ☐ Q3
- ☐ Q4

ChannelName

- ☐ Catalog
- ☐ Online
- ☐ Reseller
- ☐ Store

Channel & Product

STATIC

CalendarYear

2007

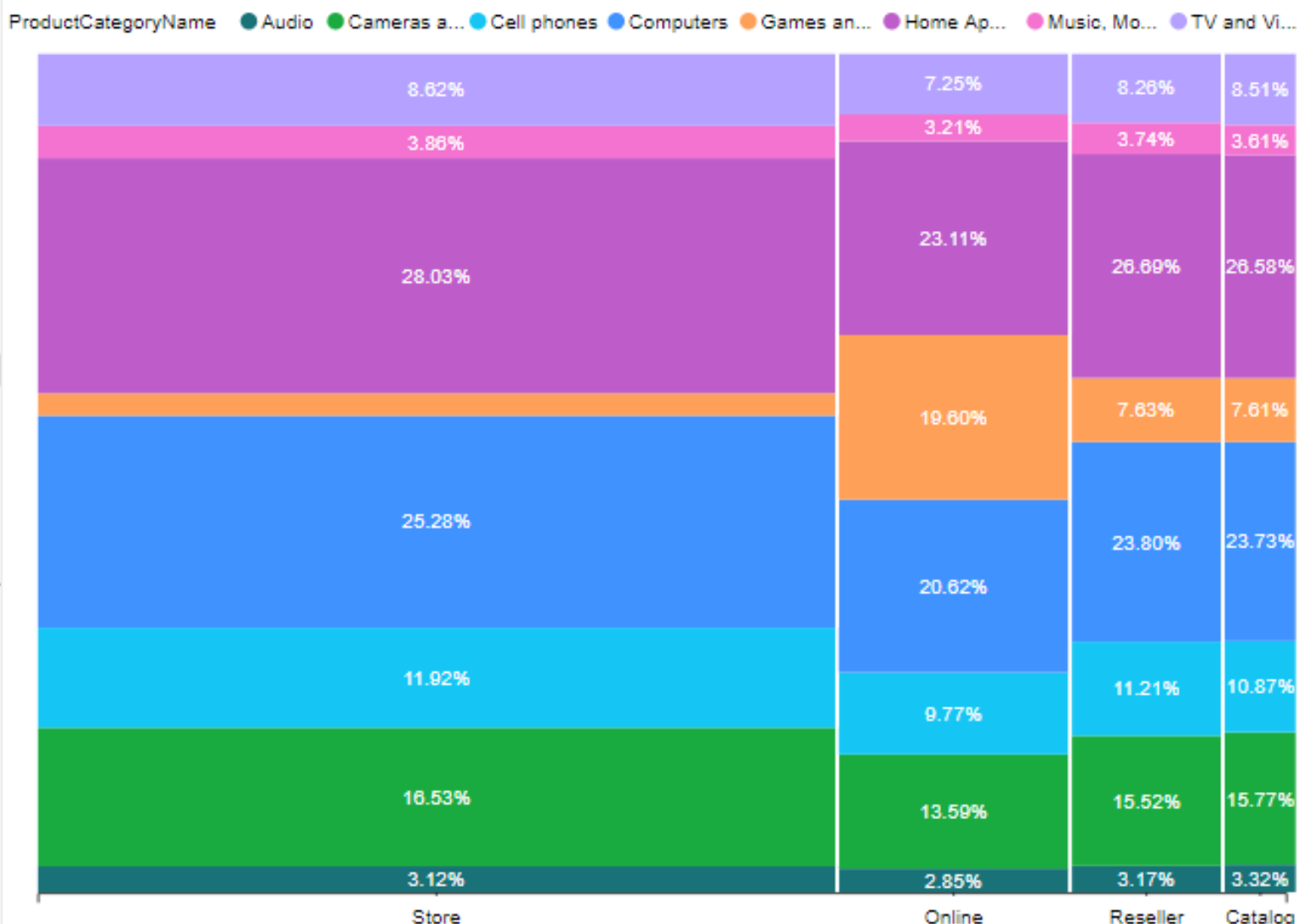
2008

2009

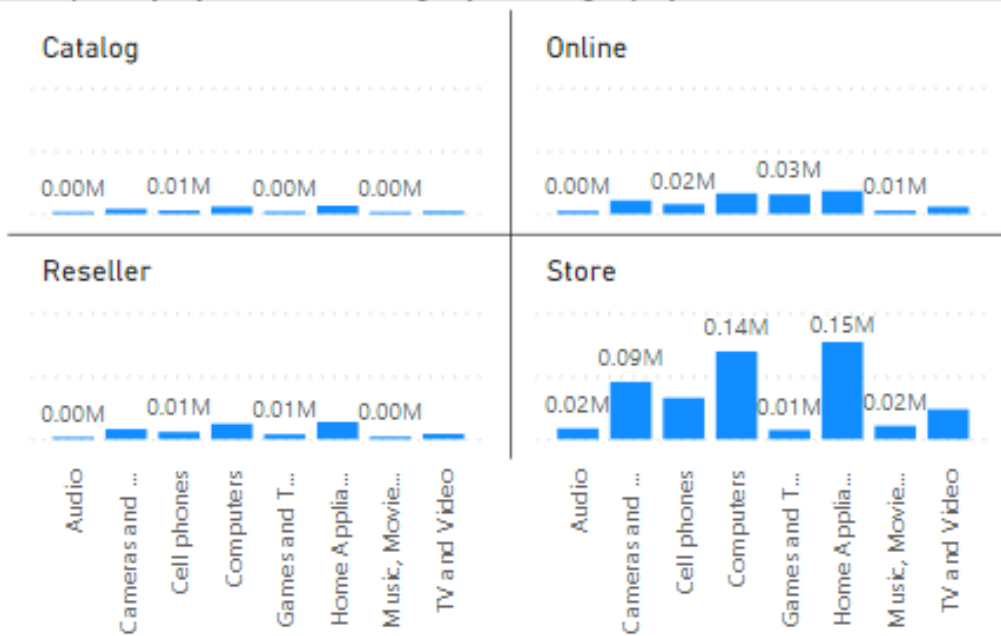
Frequency by Product Category & Geography

| ProductCategoryName | Catalog | Online | Reseller | Store | Total |
|-------------------------------|-------------|--------------|--------------|--------------|---------------|
| Audio | 0.2% | 0.5% | 0.4% | 2.0% | 3.1% |
| Cameras and camcorders | 0.9% | 2.5% | 1.9% | 10.6% | 15.8% |
| Cell phones | 0.6% | 1.8% | 1.3% | 7.6% | 11.4% |
| Computers | 1.4% | 3.8% | 2.8% | 16.2% | 24.2% |
| Games and Toys | 0.4% | 3.6% | 0.9% | 1.7% | 6.6% |
| Home Appliances | 1.5% | 4.3% | 3.2% | 17.9% | 26.9% |
| Music, Movies and Audio Books | 0.2% | 0.6% | 0.4% | 2.5% | 3.7% |
| TV and Video | 0.5% | 1.3% | 1.0% | 5.5% | 8.3% |
| Total | 5.7% | 18.4% | 12.0% | 63.9% | 100.0% |

Relative Frequency and Frequency by ChannelName and ProductCategoryName



Frequency by Product Category & Geography



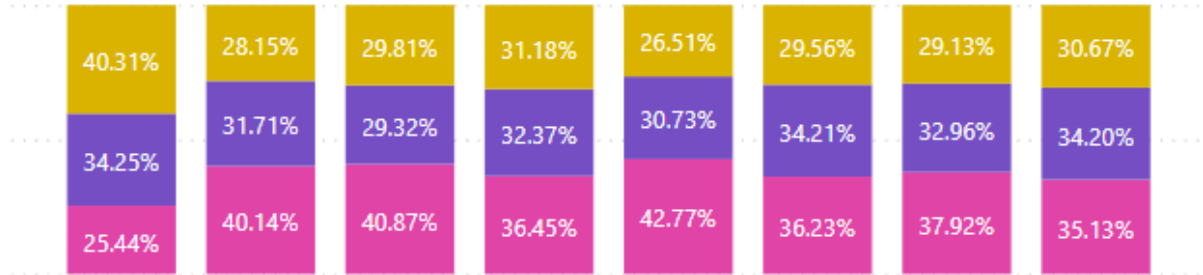
Channel & Product

Changing over time

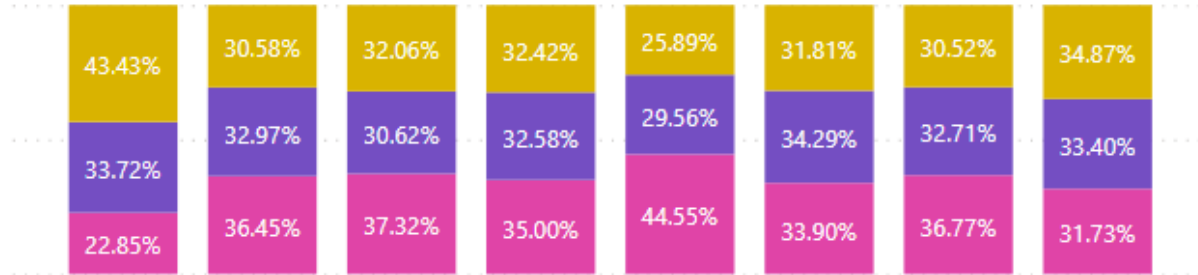
Frequency by Product Category & Geography

CalendarYear 2,007 2,008 2,009

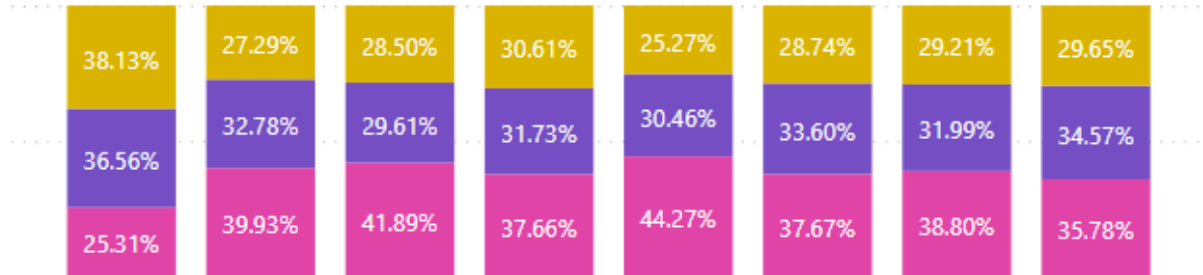
Catalog



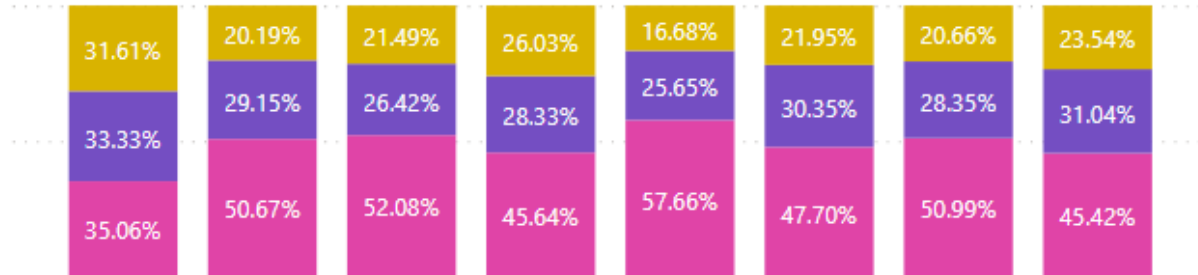
Online



Reseller



Store



Audio
Cameras and camcorders
Cell phones
Computers
Games and Toys
Home Appliances
Music, Movies and Audio Books
TV and Video

Audio
Cameras and camcorders
Cell phones
Computers
Games and Toys
Home Appliances
Music, Movies and Audio Books
TV and Video

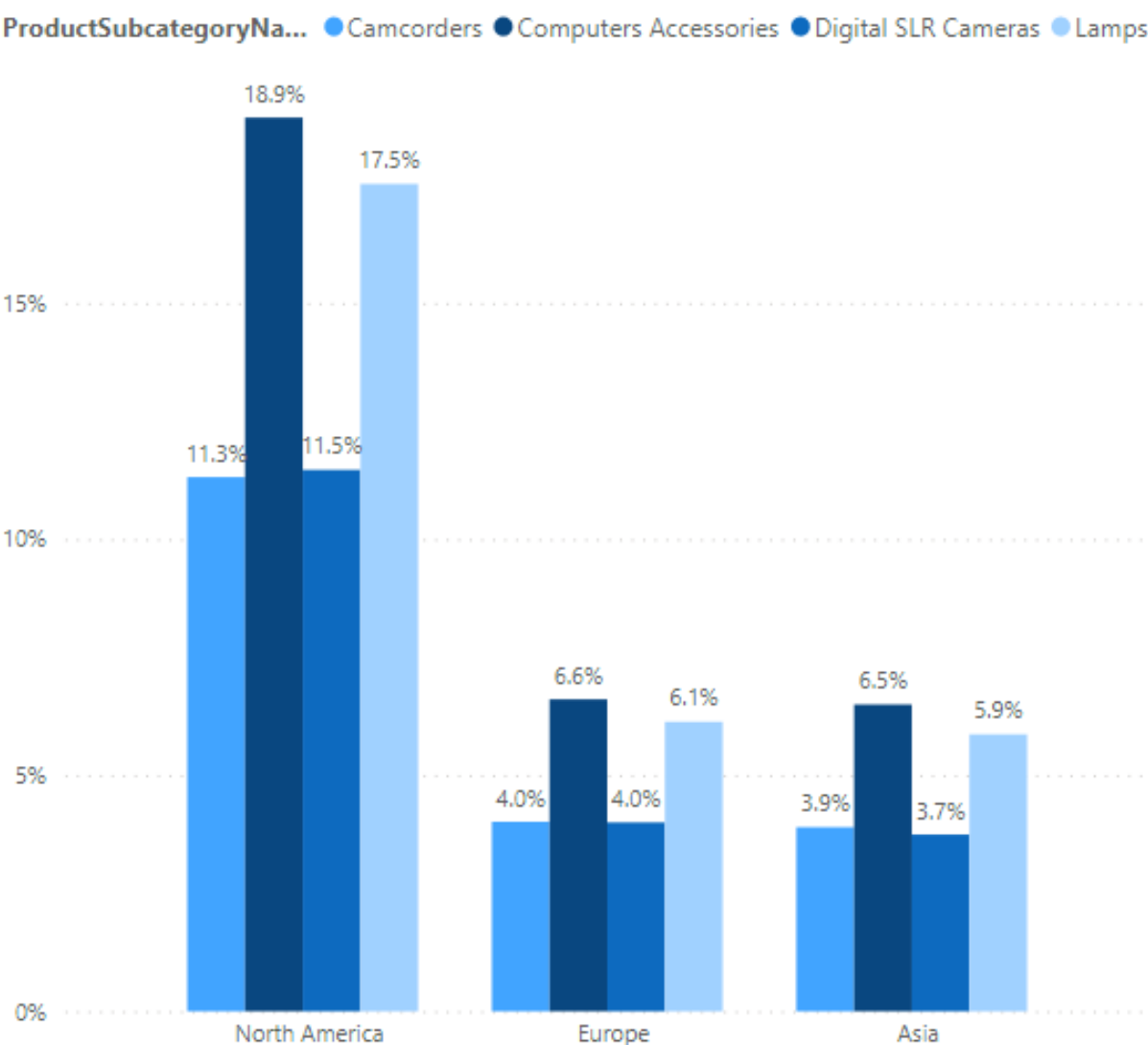
Geography & Product

STATIC

Frequency by Top 4 Product SubCategory Name & Continent

| ProductSubcategoryName | Asia | Europe | North America | Total |
|--------------------------|-------|--------|---------------|--------|
| Computers Accessories | 1.9% | 1.9% | 5.5% | 9.4% |
| Camcorders | 1.5% | 1.6% | 4.4% | 7.5% |
| Printers, Scanners & Fax | 1.4% | 1.6% | 4.3% | 7.3% |
| Microwaves | 1.5% | 1.5% | 4.3% | 7.3% |
| Total | 20.1% | 20.9% | 59.0% | 100.0% |

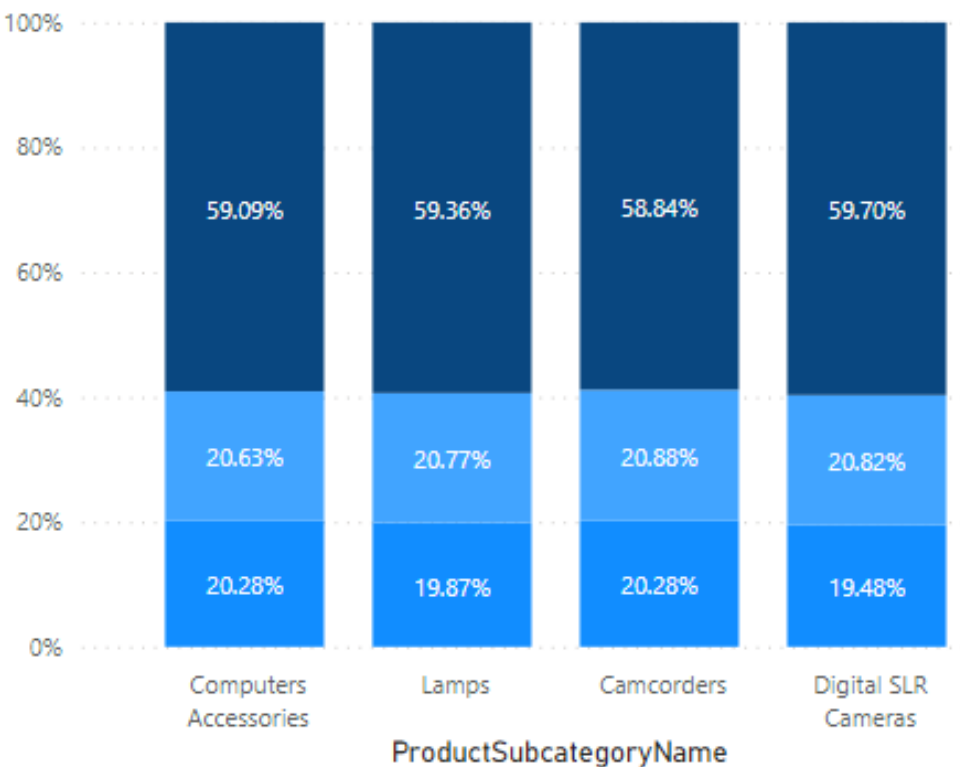
Relative Frequency by ContinentName and ProductSubcategoryName



Frequency by Top 4 ProductSubcategoryName and ContinentName

ContinentName

- Asia
- Europe
- North America



Geography & Product

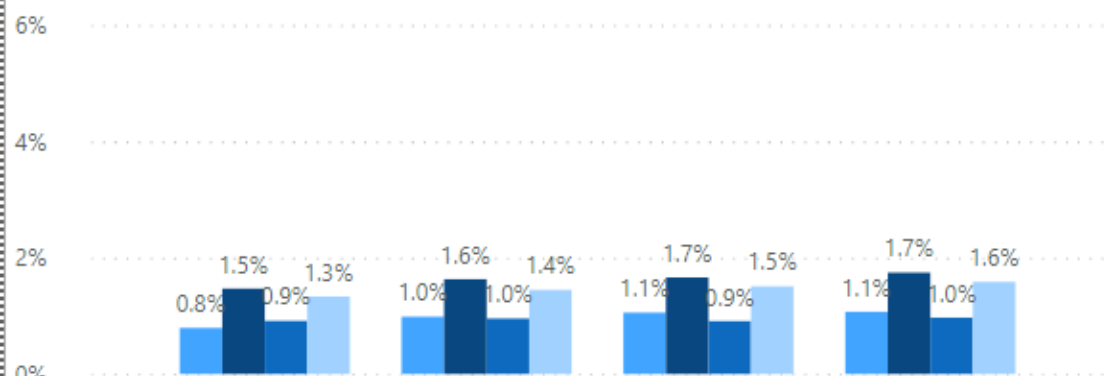
Changing over time



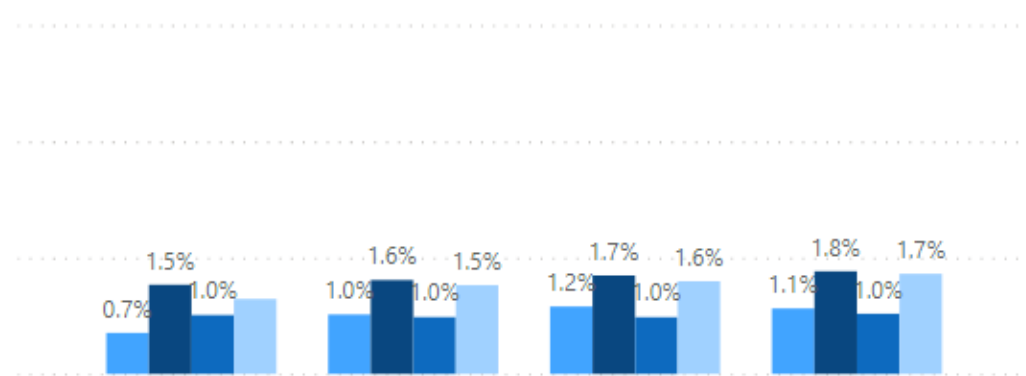
Relative Frequency by CalendarQuarter, ProductSubcategoryName and ContinentName

ProductSubcategoryName ● Camcorders ● Computers Accessories ● Digital SLR Cameras ● Lamps

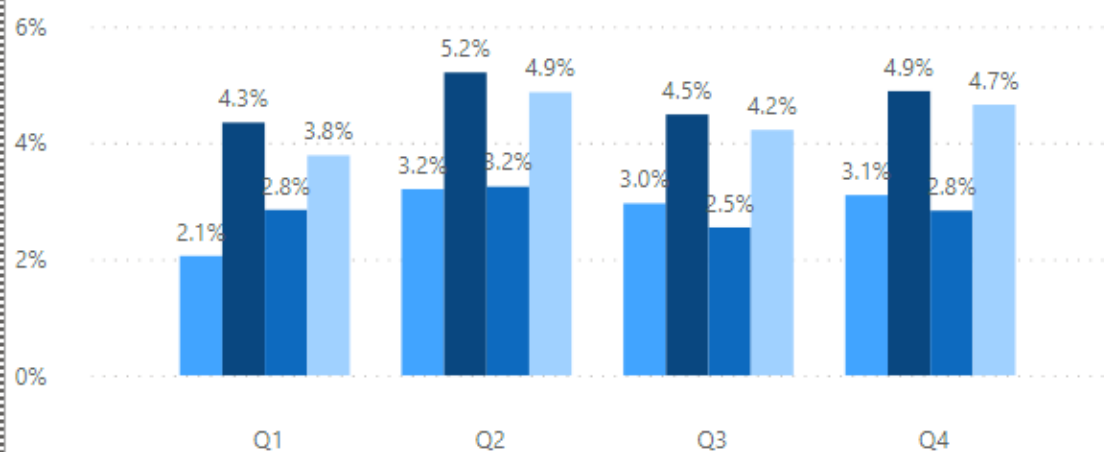
Asia



Europe



North America



CalendarQuart...

- ☐ Q1
- ☐ Q2
- ☐ Q3
- ☐ Q4

ContinentName

- ☐ Asia
- ☐ Europe
- ☐ North America

CalendarYear

- ☐ 2007
- ☐ 2008
- ☐ 2009

ProductSubcat...

- ☐ Camcorders
- ☐ Computers Access...
- ☐ Digital SLR Cameras
- ☐ Lamps

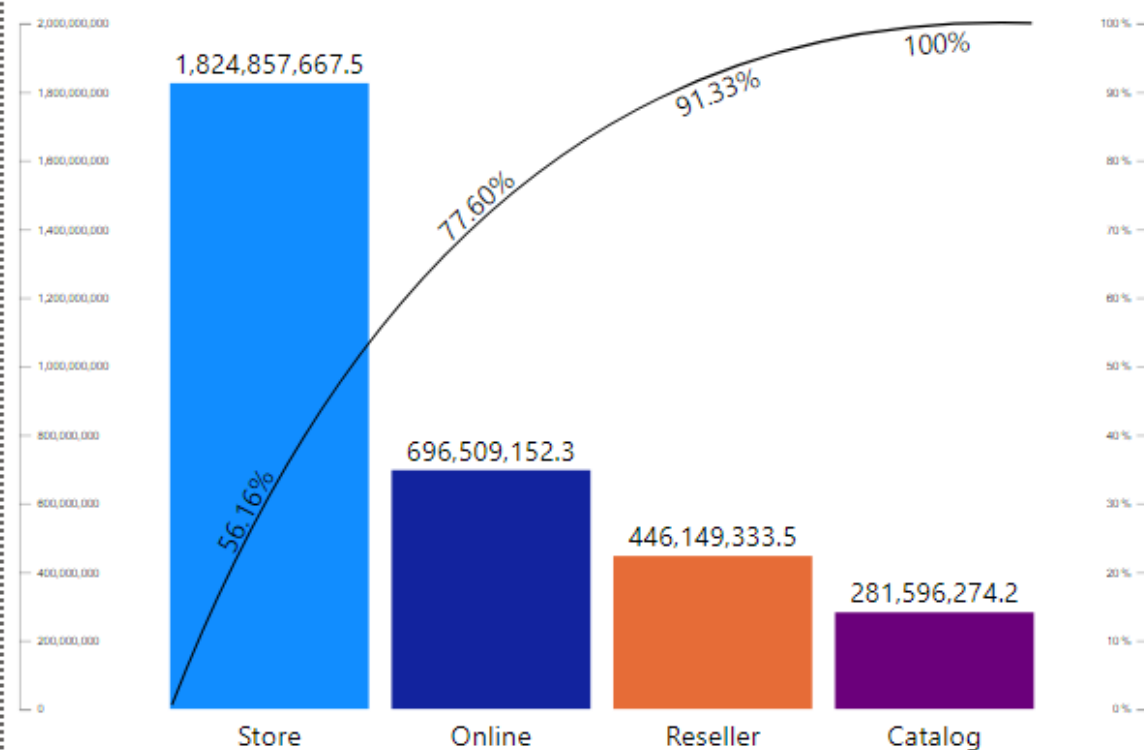
———— CAT-NUM ————

CHANNEL VS SALES AMOUNT

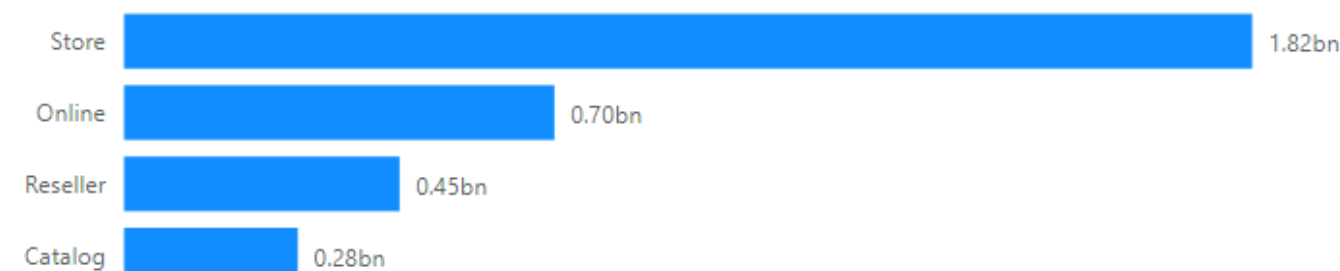
SALES AMOUNT BY CHANNEL

| ChannelName | SalesAmount | Mean | MIN | MAX | Median | SD |
|--------------|-------------------------|-----------------|-------------|-------------------|-----------------|-----------------|
| 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 |

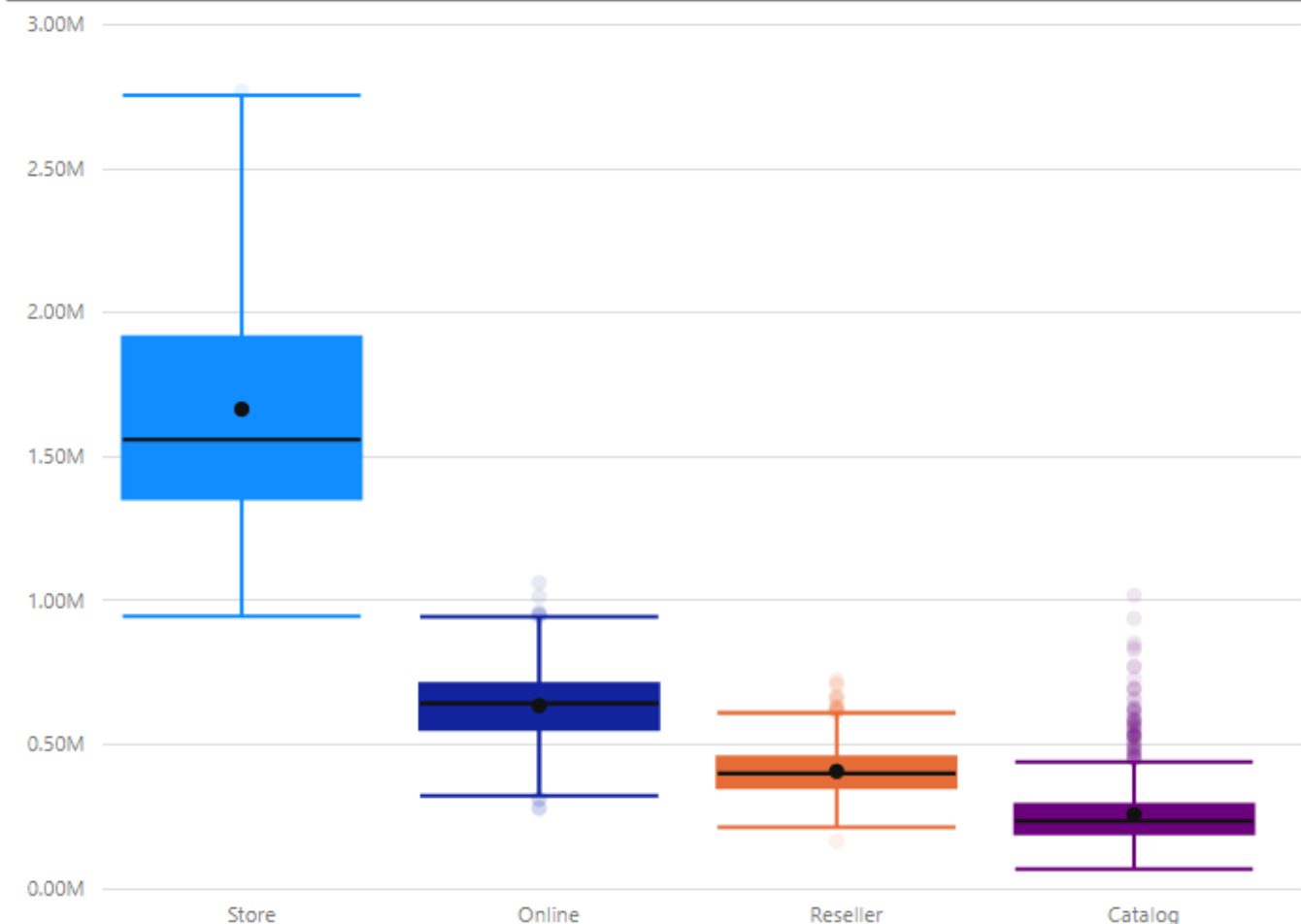
SALES AMOUNT BY CHANNEL



SALES AMOUNT BY CHANNEL



SALES AMOUNT BY CHANNEL



STORE - SALES AMOUNT

STATIC

StoreName by SalesAmount

| StoreName | SalesAmount | %GT SalesAmount |
|------------------------------------|-------------------------|-----------------|
| Contoso Catalog Store | 281,596,274.17 | 8.67% |
| Contoso North America Online Store | 256,063,082.96 | 7.88% |
| Contoso Asia Online Store | 229,581,420.90 | 7.07% |
| Contoso Europe Online Store | 210,864,648.45 | 6.49% |
| Contoso North America Reseller | 162,607,726.93 | 5.00% |
| Contoso Asia Reseller | 147,454,922.77 | 4.54% |
| Total | 3,249,112,427.49 | 100.00% |

Top 5 StoreName by SalesAmount



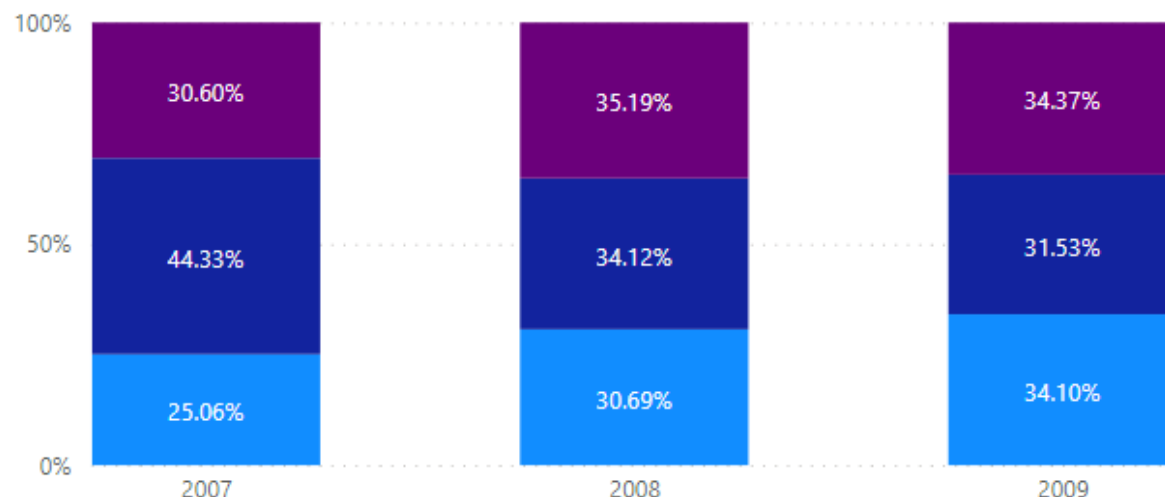
CHANGING OVER TIME

StoreName by Sales Amount

| StoreName | 2007 | 2008 | 2009 |
|------------------------------------|-------------------------|-------------------------|-----------------------|
| Contoso Catalog Store | 114,532,764.96 | 86,966,572.54 | 80,096,936.66 |
| Contoso North America Online Store | 79,063,631.67 | 89,694,317.24 | 87,305,134.06 |
| Contoso Asia Online Store | 64,747,156.38 | 78,222,932.36 | 86,611,332.16 |
| Contoso Europe Online Store | 70,448,608.99 | 70,758,056.62 | 69,657,982.84 |
| Contoso North America Reseller | 57,609,864.84 | 55,464,579.35 | 49,533,282.74 |
| Contoso Asia Reseller | 47,518,216.90 | 50,963,512.82 | 48,973,193.06 |
| Contoso Europe Reseller | 50,790,318.30 | 45,720,619.15 | 39,575,746.32 |
| Contoso Shanghai No.2 Store | 2,957,978.99 | 3,481,308.61 | 3,742,511.16 |
| Contoso Sydney No.1 Store | 3,051,204.97 | 3,536,350.97 | 3,518,109.81 |
| Total | 1,252,223,095.08 | 1,049,439,875.76 | 947,449,456.65 |

SalesAmount by Year and StoreName

StoreName ● Contoso Asia Online Store ● Contoso Catalog Store ● Contoso North America O...



StoreName

All

CalendarYe...

- ☐ 2007
- ☐ 2008
- ☐ 2009

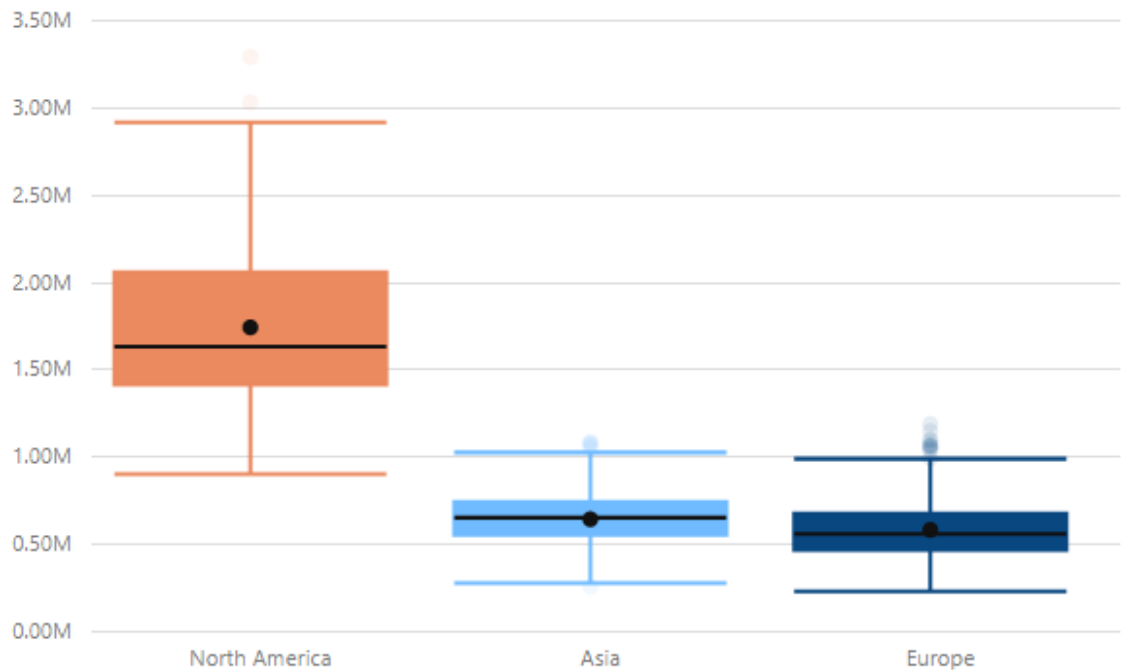
GEOGRAPHY - SALES AMOUNT

STATIC

ContinentName by Sales Amount

| ContinentName | SalesAmount | %GT SalesAmount |
|---------------|------------------|-----------------|
| North America | 1,910,034,712.12 | 58.79% |
| Asia | 703,151,233.88 | 21.64% |
| Europe | 635,926,481.49 | 19.57% |
| Total | 3,249,112,427.49 | 100.00% |

Continent Name by Sales Amount

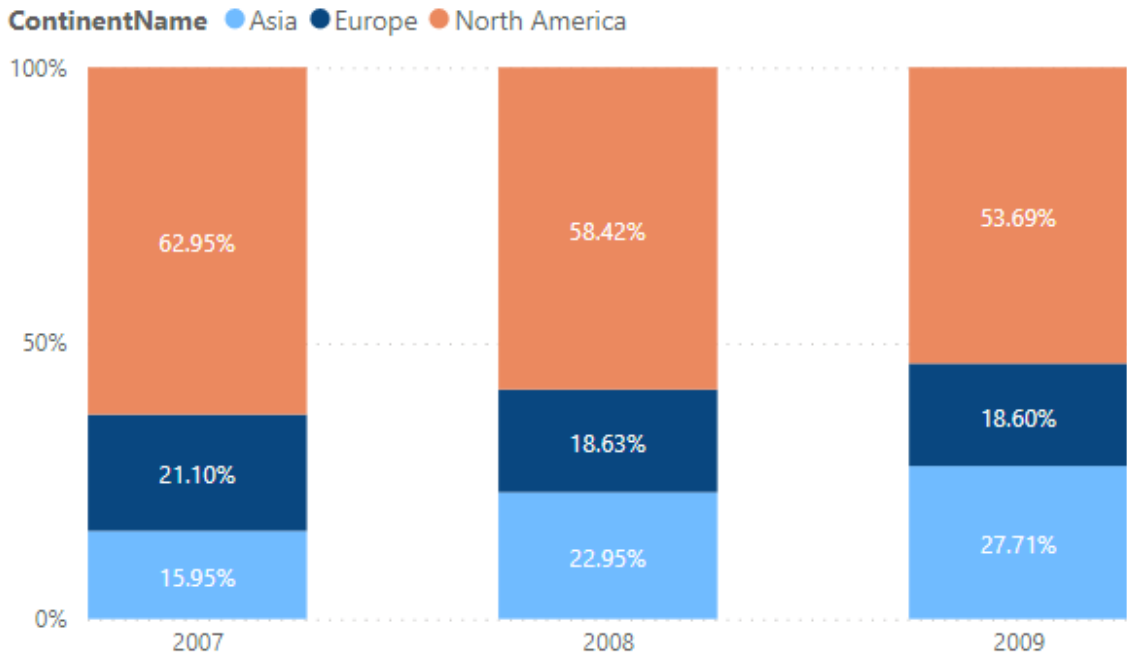


CHANGING OVER TIME

Continent Name by Sales Amount

| ContinentName | 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 |

Continent Name by Sales Amount



CalendarYe... ▼

- ☐ 2007
- ☐ 2008
- ☐ 2009

ContinentName

- ☐ Asia
- ☐ Europe
- ☐ North America

PRODUCT - SALES AMOUNT

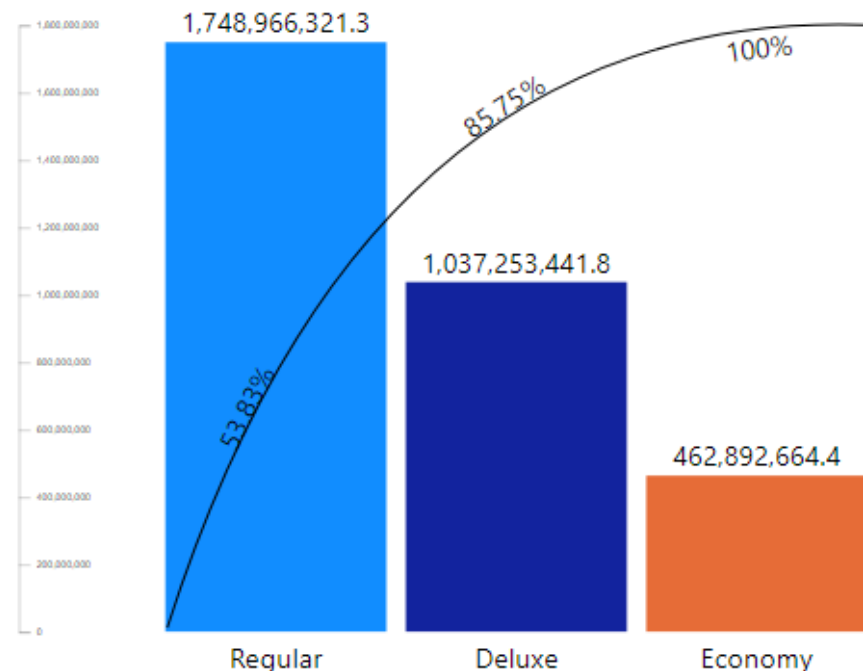
STATIC

| BrandName by Sales Amount | | | |
|---------------------------|-----------|-------------------------|-----------------|
| BrandName | ColorName | SalesAmount | %GT SalesAmount |
| Contoso | Silver | 151,683,412.89 | 4.67% |
| Fabrikam | White | 135,033,296.53 | 4.16% |
| Proseware | White | 131,671,621.45 | 4.05% |
| Fabrikam | Black | 128,632,164.51 | 3.96% |
| Contoso | White | 119,788,642.47 | 3.69% |
| Contoso | Black | 117,445,498.21 | 3.61% |
| Total | | 3,249,112,427.49 | 100.00% |

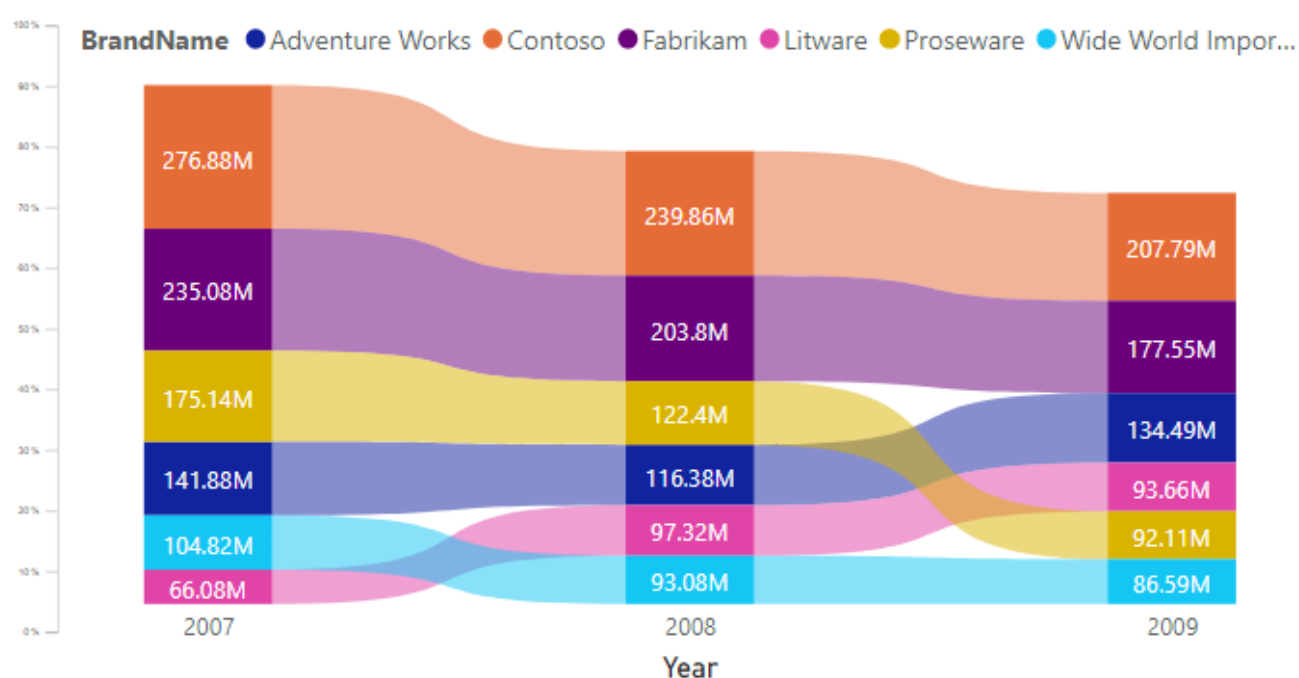
CHANGING OVER TIME

| BrandName by Sales Amount | | | | |
|---------------------------|-------------------------|-------------------------|-----------------------|-------------------------|
| BrandName | 2007 | 2008 | 2009 | Total |
| Contoso | 276,875,432.45 | 239,860,339.70 | 207,786,949.92 | 724,522,722.07 |
| Fabrikam | 235,080,692.86 | 203,797,634.73 | 177,548,710.44 | 616,427,038.03 |
| Adventure Works | 141,884,388.00 | 116,381,891.24 | 134,493,098.83 | 392,759,378.07 |
| Proseware | 175,141,958.01 | 122,395,227.96 | 92,105,230.51 | 389,642,416.48 |
| Wide World Importers | 104,815,415.65 | 93,080,126.63 | 86,588,073.05 | 284,483,615.34 |
| Litware | 66,075,104.39 | 97,322,763.52 | 93,659,081.53 | 257,056,949.44 |
| Total | 1,252,223,095.08 | 1,049,439,875.76 | 947,449,456.65 | 3,249,112,427.49 |

ClassName by Sales Amount



SalesAmount by Year and BrandName



CalendarYear

- ☐ 2007
- ☐ 2008
- ☐ 2009

BrandName

All

ClassName

- ☐ Deluxe
- ☐ Economy
- ☐ Regular

ColorName

All

SalesAmount by ChannelName, ContinentName and ClassName



All

ChannelName

Store

Online

Reseller

Catalog

ContinentName

North America

Asia

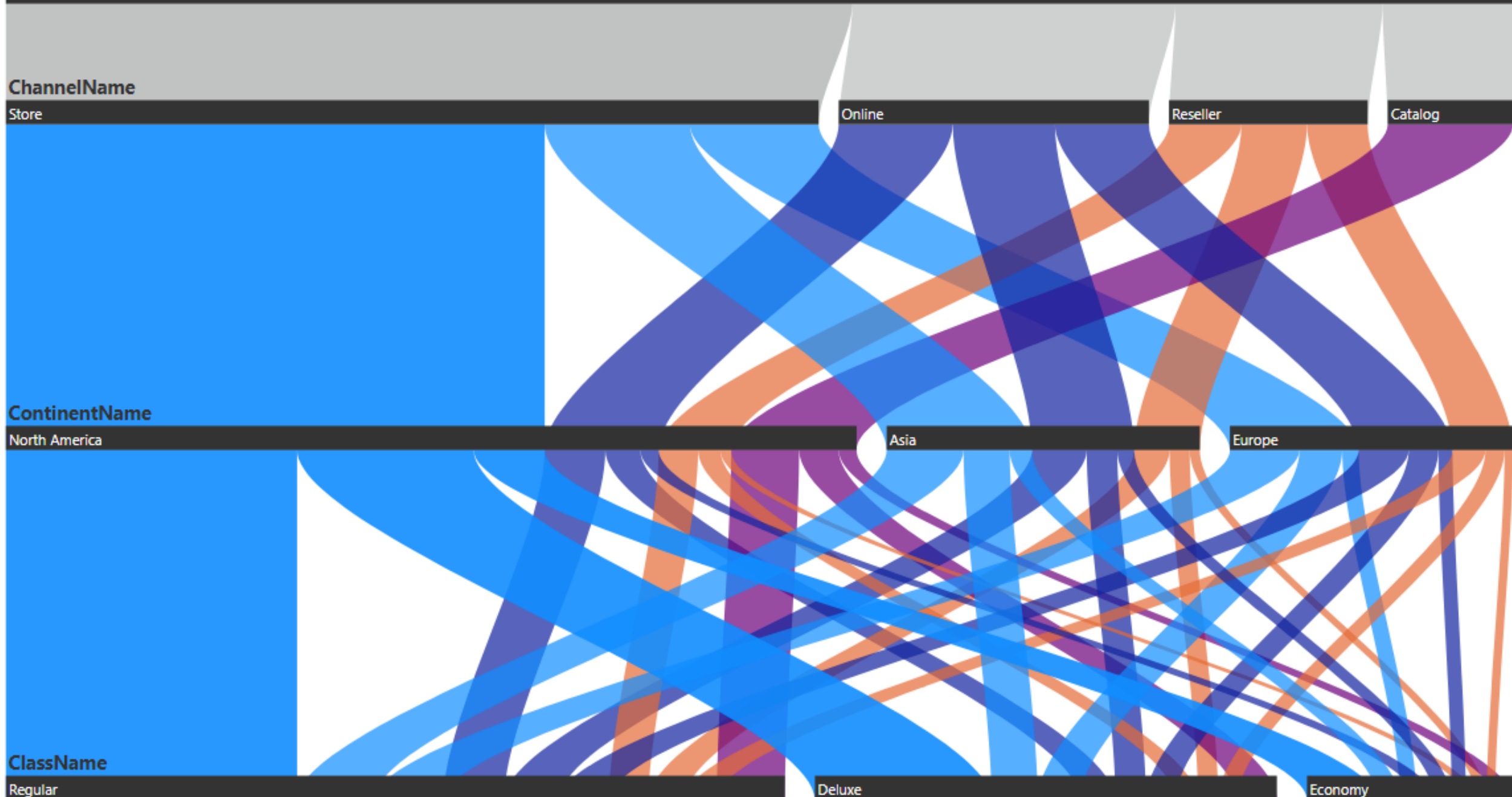
Europe

ClassName

Regular

Deluxe

Economy



—NUM-NUM—

CORRELATION PLOT



RETURN AMOUNT - RETURN QUANTITY

ChannelName

☐ Catalog

☒ Online

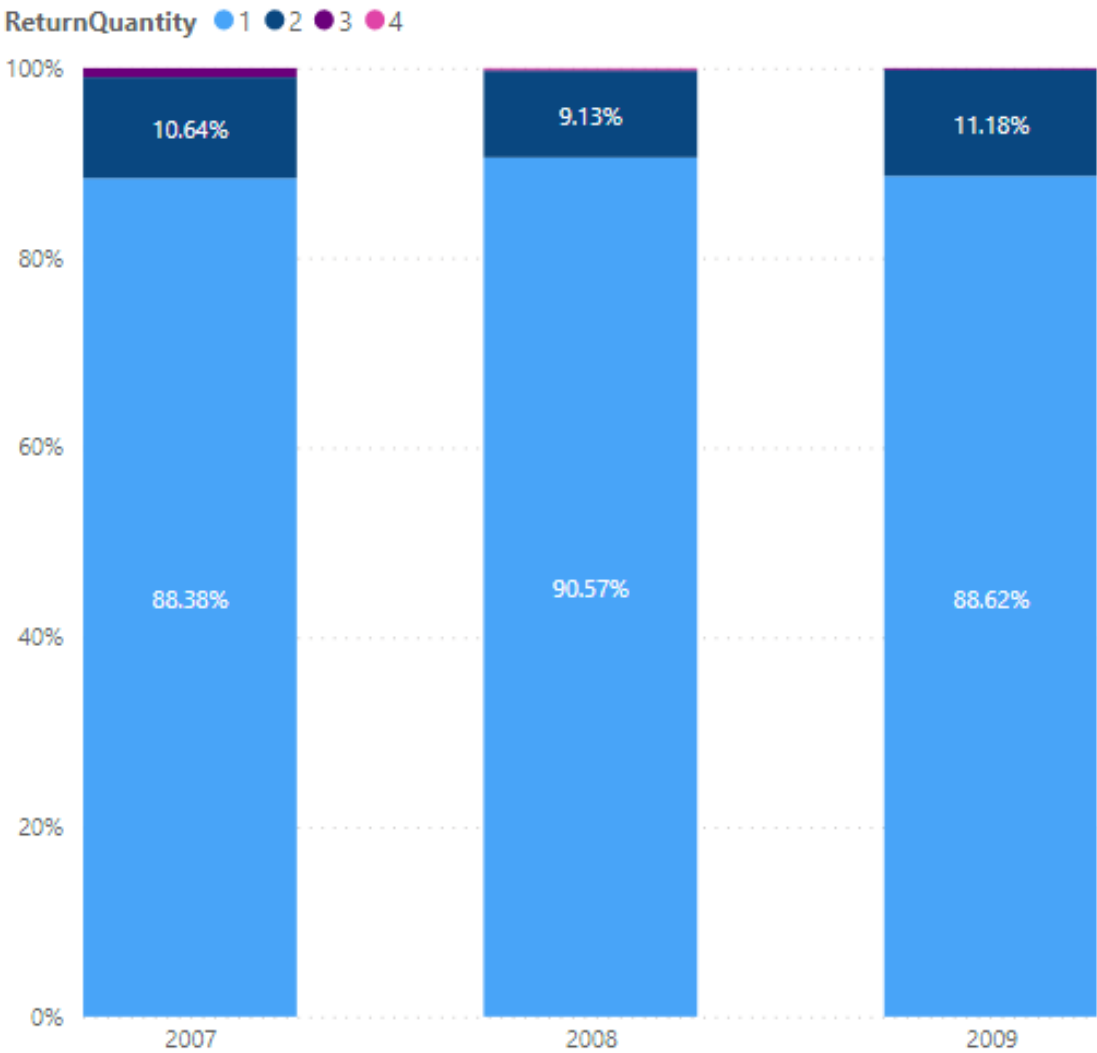
☐ Reseller

☐ Store

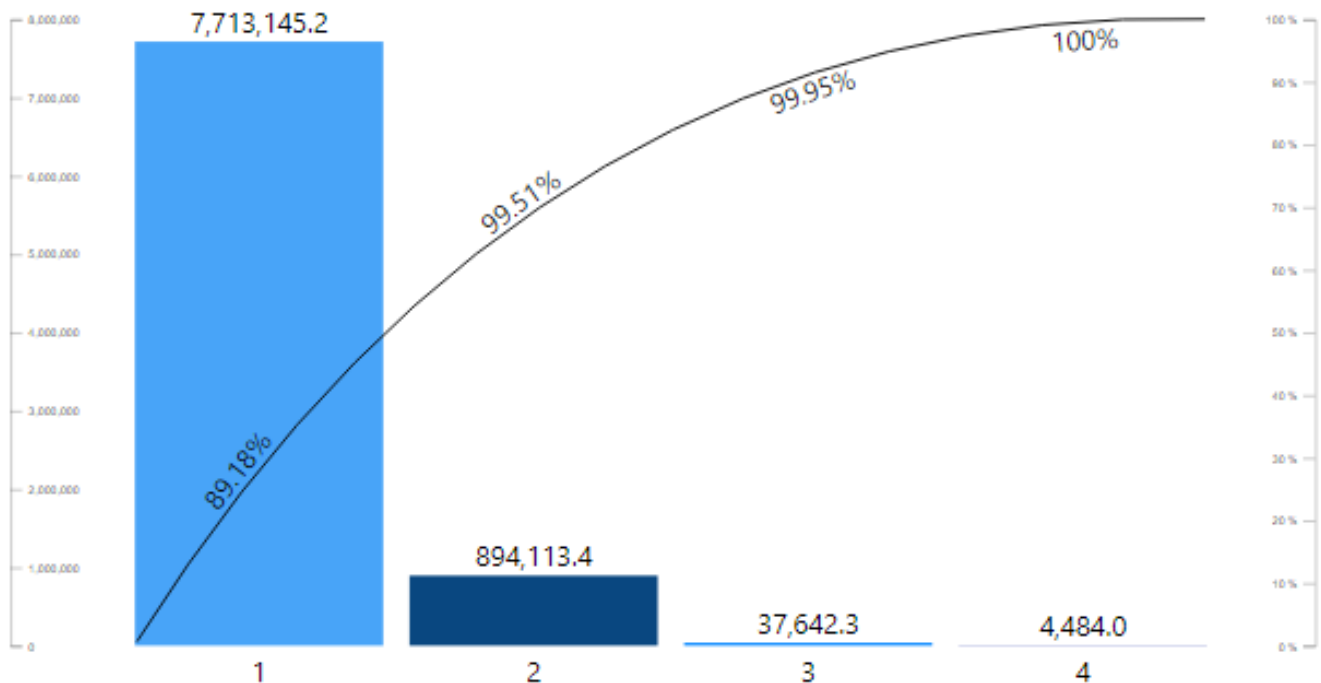
Summary Measure of ReturnAmount vs Return Quantity

| ReturnQuantity | ReturnAmount | Average of ReturnAmount | Median of ReturnAmount | Standard deviation of |
|----------------|--------------|-------------------------|------------------------|-----------------------|
| 1 | 7,713,145.23 | 295.00 | 139.99 | |
| 2 | 894,113.44 | 635.93 | 291.40 | |
| 3 | 37,642.29 | 638.00 | 327.00 | |
| 4 | 4,483.96 | 896.79 | 128.00 | |
| Total | 8,649,384.92 | 313.20 | 149.00 | |

ReturnAmount by CalendarYear and ReturnQuantity



Pareto of Return Amount vs Return Quantity



SALES AMOUNT - DISCOUNT AMOUNT

ContinentName

Asia

Europe

North America

ChannelName

Catalog

Online

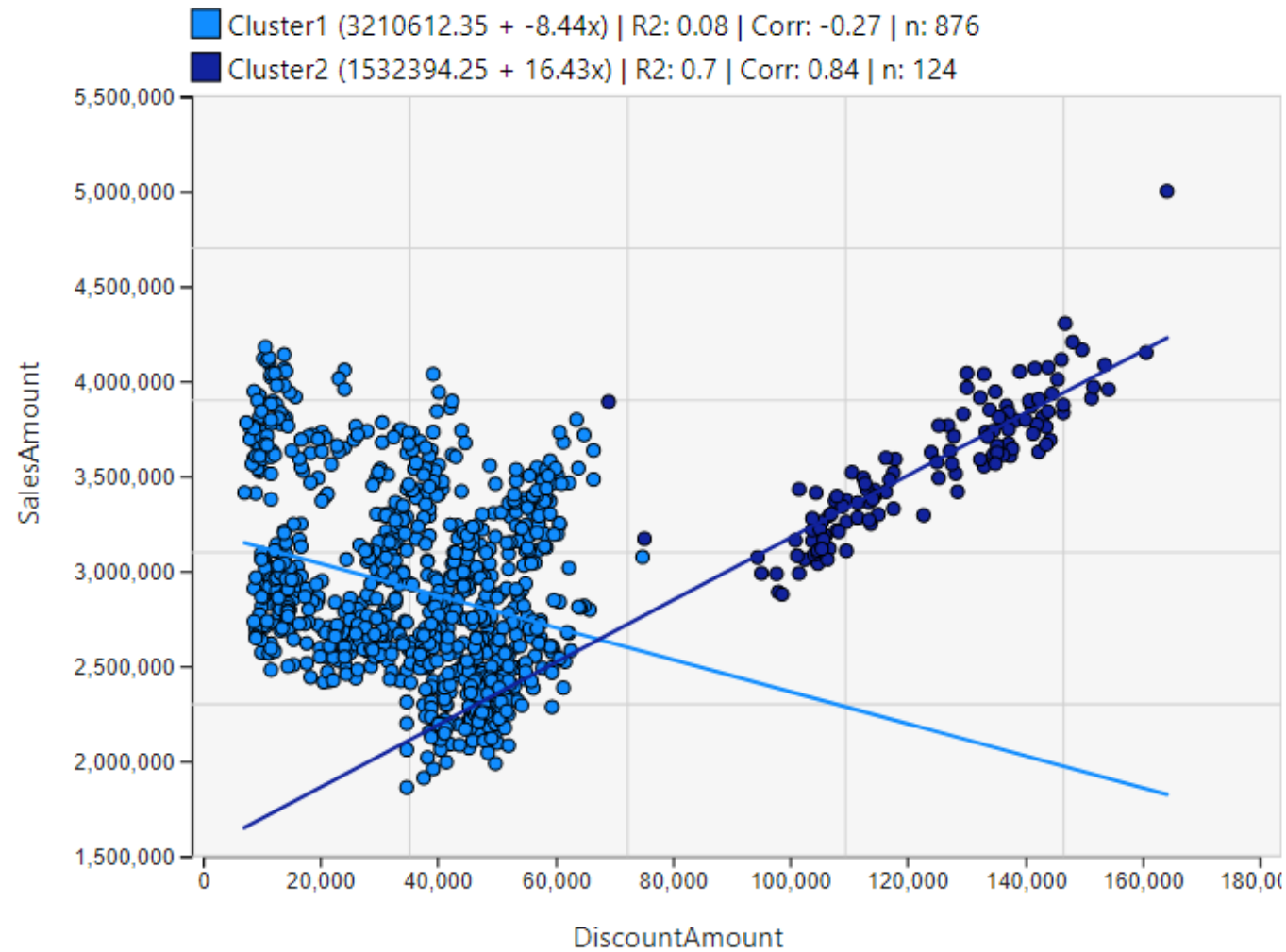
Reseller

Store

SalesAmount and DiscountAmount by Date and Date (clusters)

SalesAmount and DiscountAmount by Date and Date (clusters)

Date (clusters) ● Cluster1 ● Cluster2



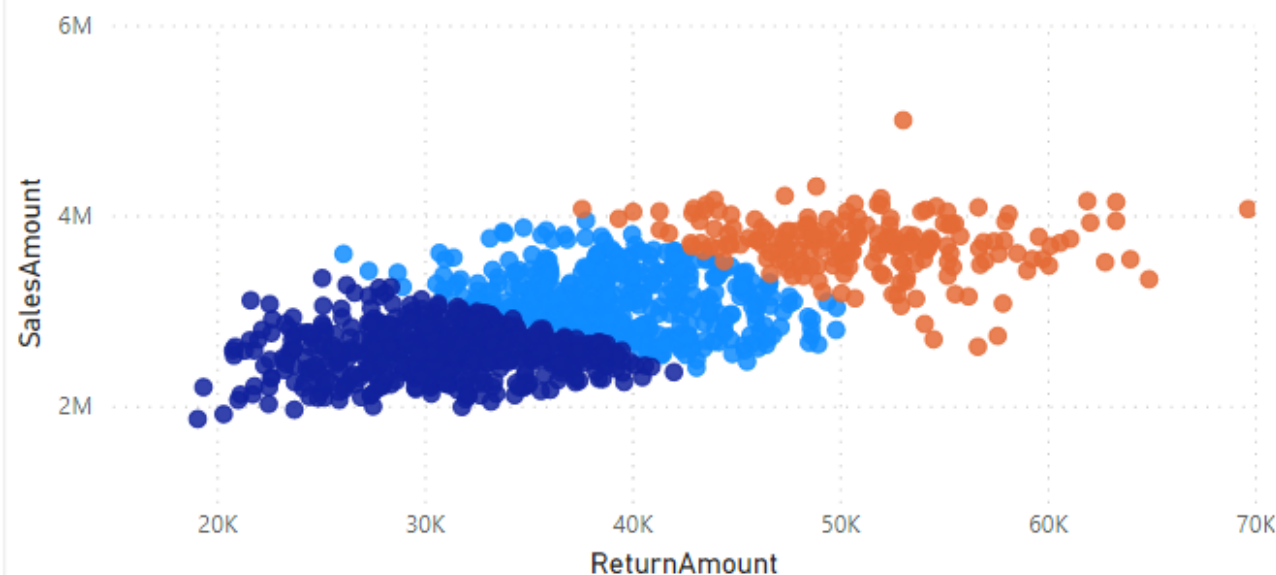
SALES AMOUNT - RETURN AMOUNT

ChannelName

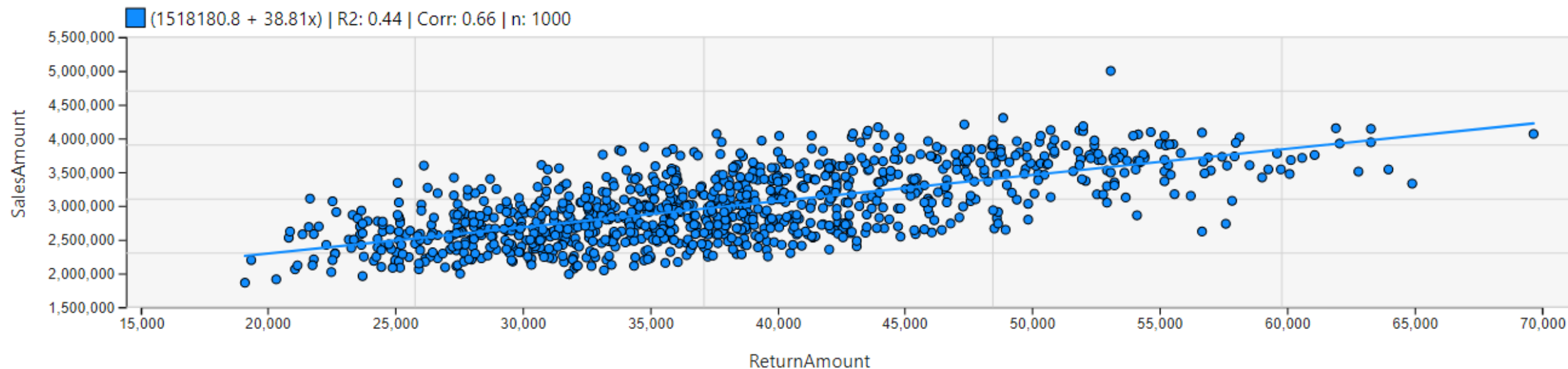
- ☐ Catalog
- ☐ Online
- ☐ Reseller
- ☐ Store

ReturnAmount and SalesAmount by Date and Date (clusters) 3

Date (clusters) 3 ● Cluster1 ● Cluster2 ● Cluster3



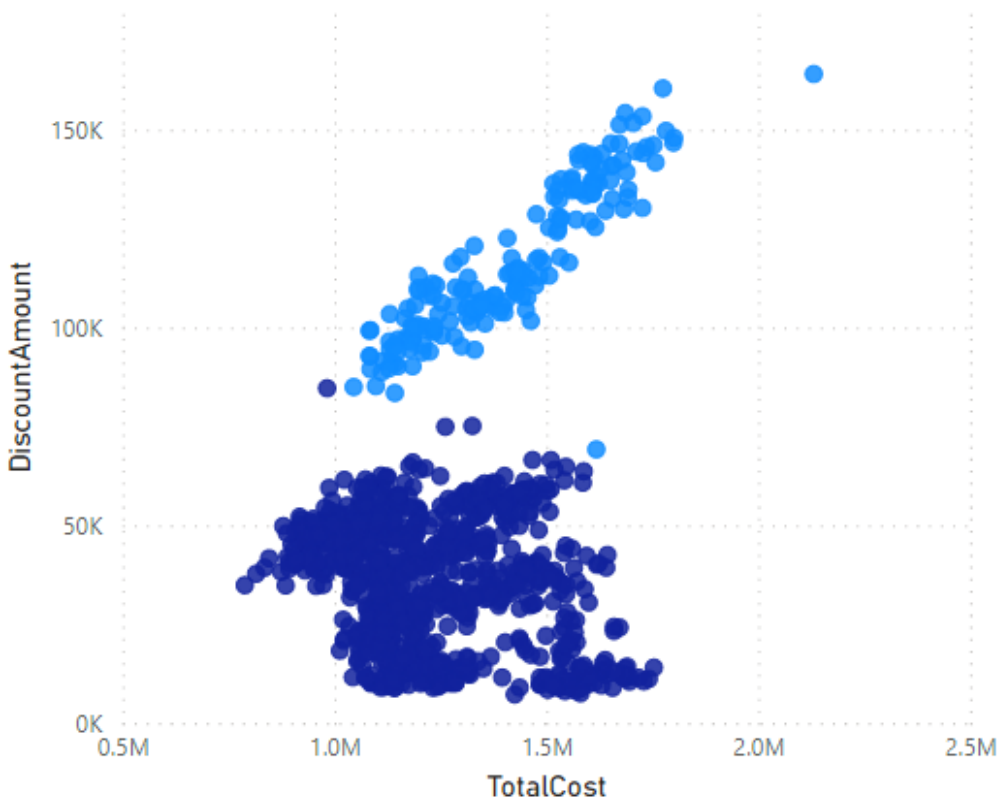
SalesAmount and ReturnAmount by Date



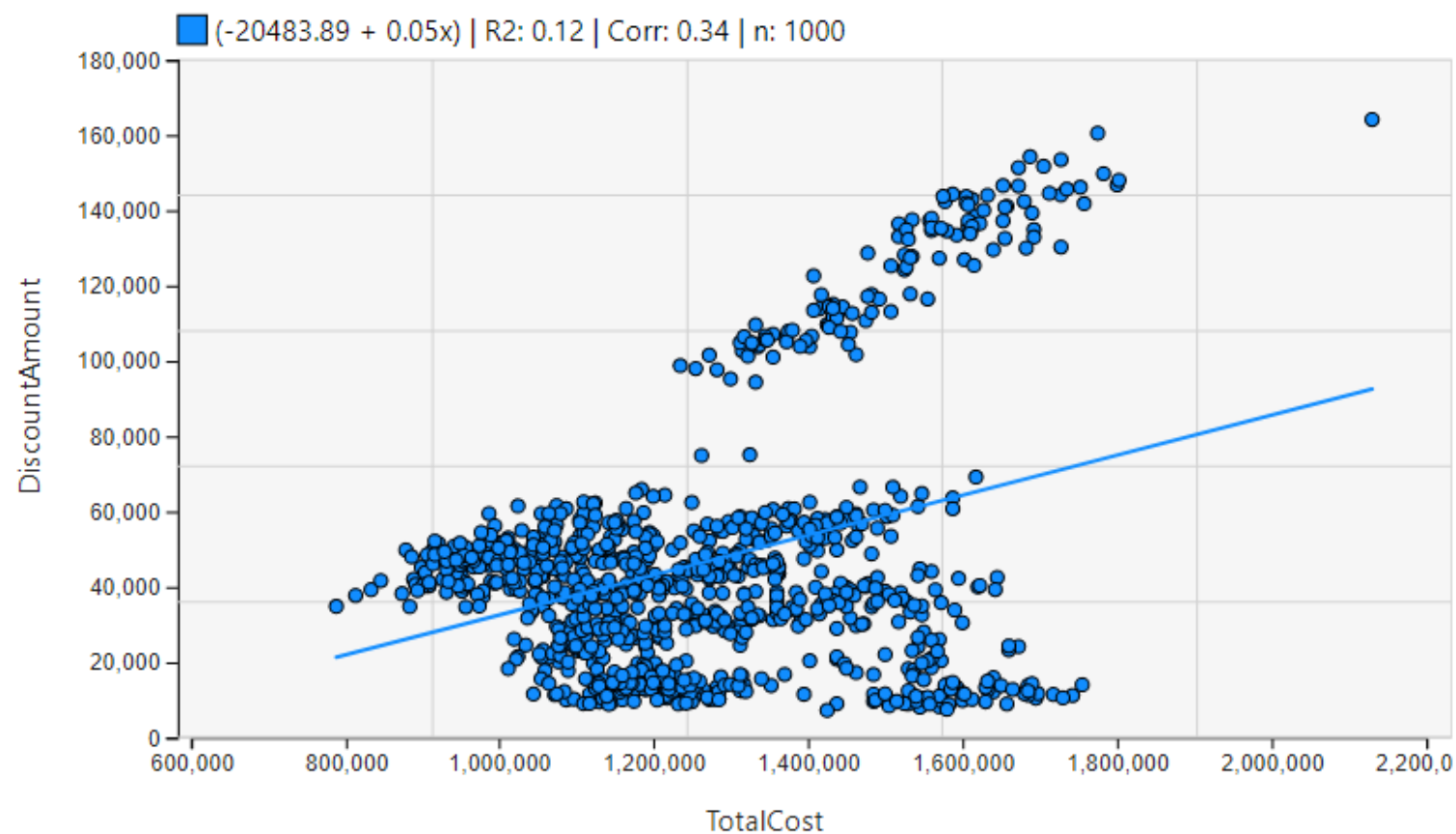
TOTAL COST - DISCOUNT AMOUNT

TotalCost and DiscountAmount by Date and Date (clusters) 2

Date (clusters) 2 ● Cluster1 ● Cluster2



DiscountAmount and TotalCost by Date

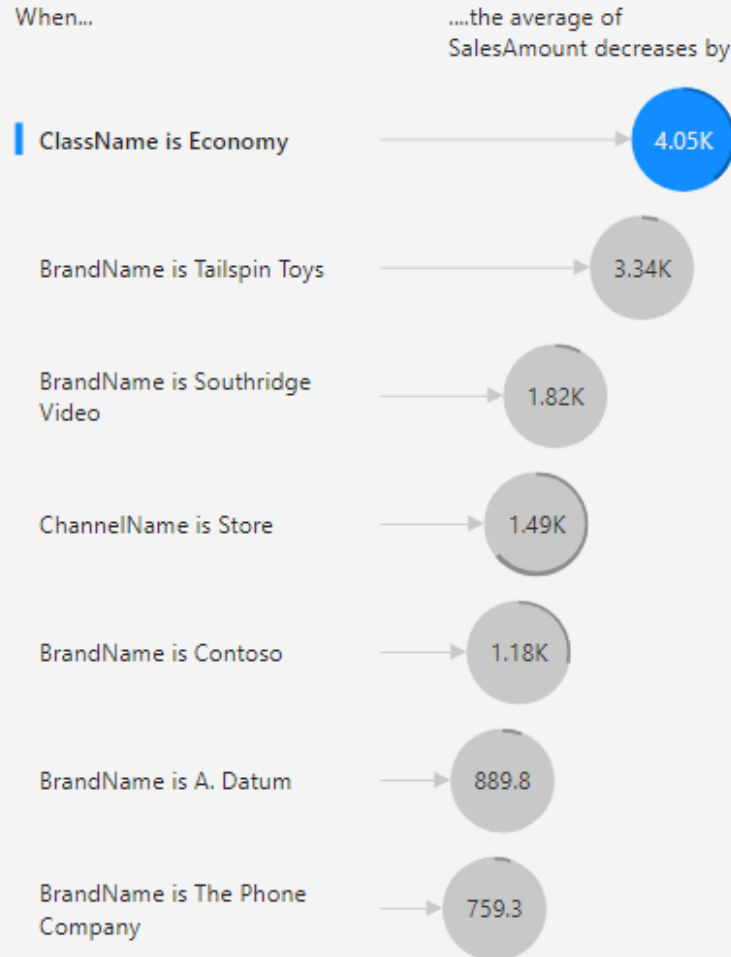


KEY DRIVER ANALYSIS

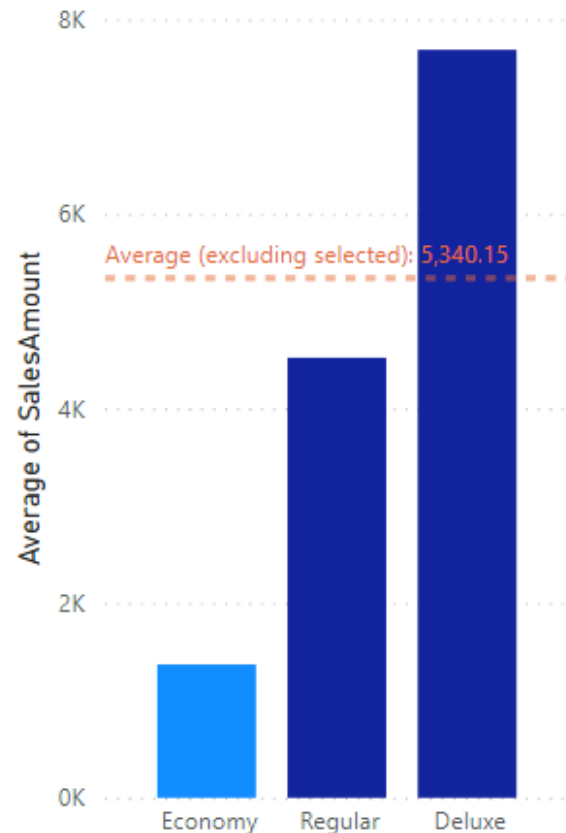
Key influencers Top segments



What influences SalesAmount to Decrease ?

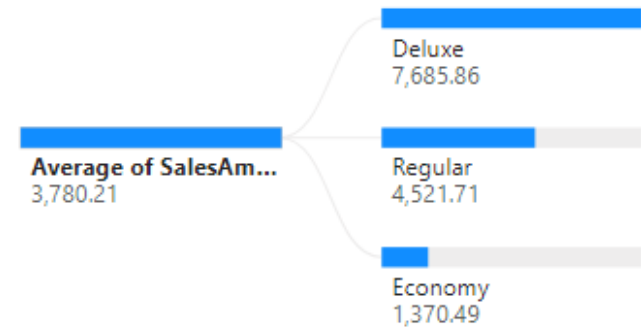


← SalesAmount is more likely to decrease when ClassName is Economy than otherwise (on average).



☐ Only show values that are influencers

ClassName ×



| ClassName | SalesAmount | Average of SalesAmount |
|-----------|------------------|------------------------|
| Deluxe | 1,037,253,441.80 | 7,685.86 |
| Economy | 462,892,664.40 | 1,370.49 |
| Regular | 1,748,966,321.29 | 4,521.71 |
| Total | 3,249,112,427.49 | 3,780.21 |

| ClassName | SalesAmount | Average of SalesAmount |
|-----------|------------------|------------------------|
| Deluxe | 1,037,253,441.80 | 7,685.86 |
| Regular | 1,748,966,321.29 | 4,521.71 |
| Total | 2,786,219,763.09 | 5,340.15 |