

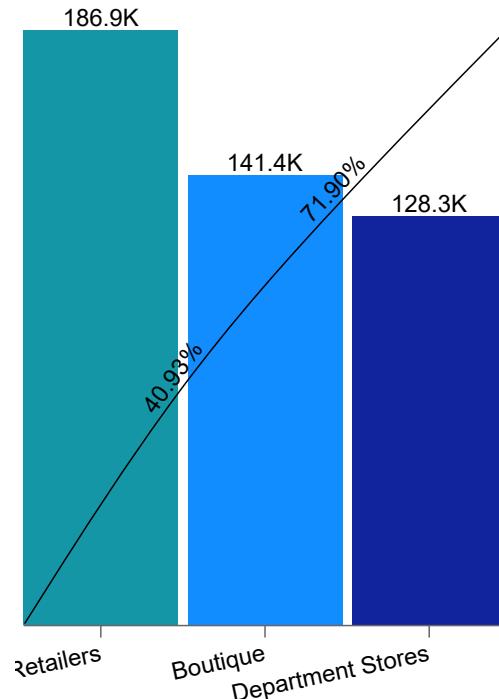
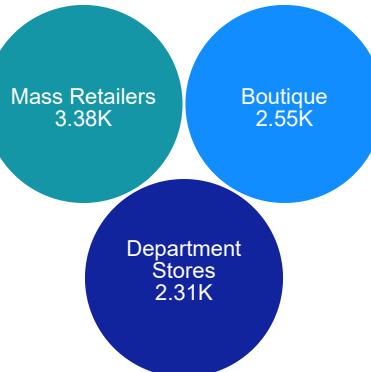
CATEGORICAL VARIABLES

STATIC

CHANNEL

CHANGING OVER TIME**Frequency Table by ChannelName**

ChannelName	Frequency	%GT Frequency	Cumulative %
Boutique	2554	30.99%	30.99%
Department Stores	2312	28.05%	59.05%
Mass Retailers	3375	40.95%	100.00%
Total	8241	100.00%	100.00%

Pareto of ChannelName**Frequency by ChannelName****Frequency and % Frequency by ChannelName**

Year	2013		2014	
	ChannelName	Frequency	%CT Frequency	Frequency
Boutique	1280	32.42%	1274	29.68%
Department Stores	1002	25.38%	1310	30.51%
Mass Retailers	1666	42.20%	1709	39.81%
Total	3948	100.00%	4293	100.00%

Frequency by Quarter and ChannelName

ChannelName ● Boutique ● Department Stores ● Mass Retailers

**Frequency by ChannelName and Year**

● 2013 ● 2014



Year ▾

All ▾

ChannelName ▾

All ▾

STATIC

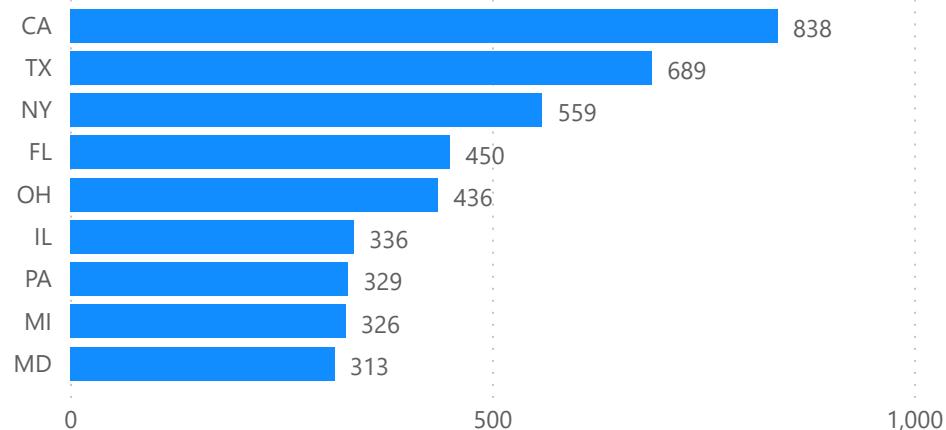
GEOGRAPHY

CHANGING OVER TIME

Frequency Table by State

State	Frequency	Relative Frequency
AK	22	0.27%
AL	105	1.27%
AR	40	0.49%
AZ	90	1.09%
CA	838	10.17%
Total	8241	100.00%

Frequency by State

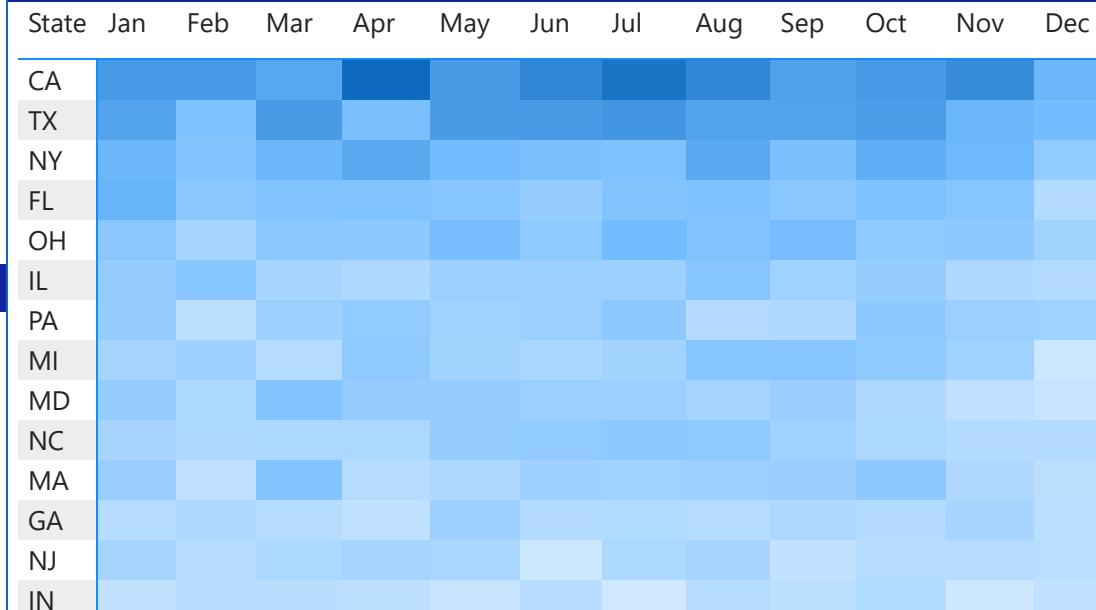


Frequency by State

Frequency and % Frequency by State

Year	2013		2014	
	State	Frequency	%CT Frequency	Frequency
CA	408	10.33%	430	10.02%
TX	335	8.49%	354	8.25%
NY	285	7.22%	274	6.38%
FL	221	5.60%	229	5.33%
OH	204	5.17%	232	5.40%
IL	173	4.38%	163	3.80%
PA	149	3.77%	180	4.19%
MI	137	3.47%	189	4.40%
MD	140	3.55%	173	4.03%
Total	3948	100.00%	4293	100.00%

Table Heatmap by State



Year

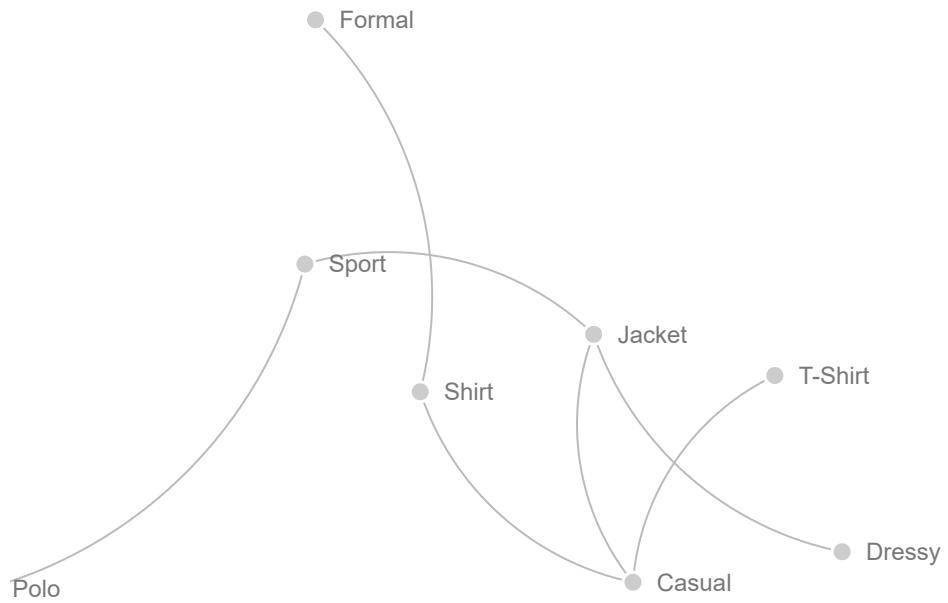
All

State

All

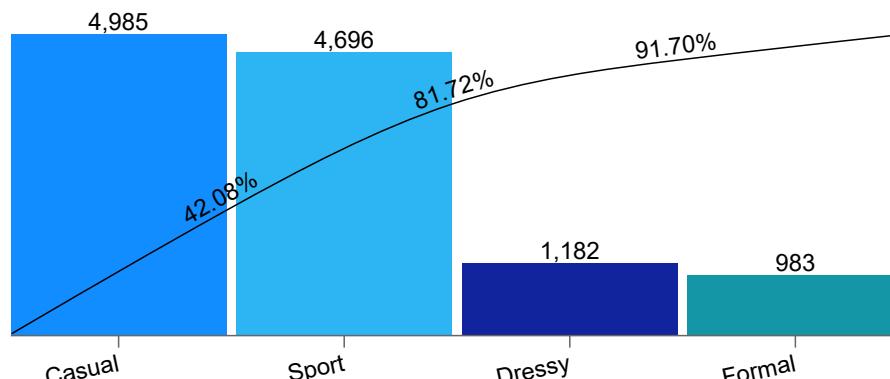
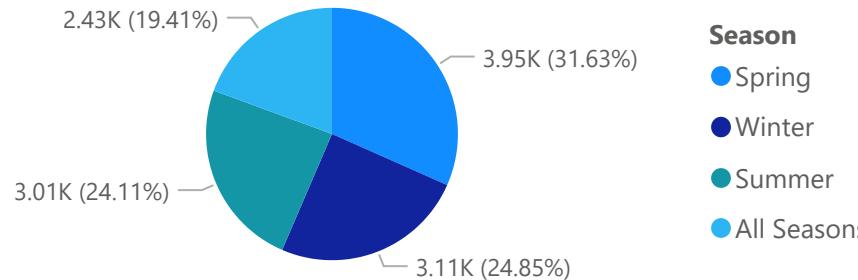
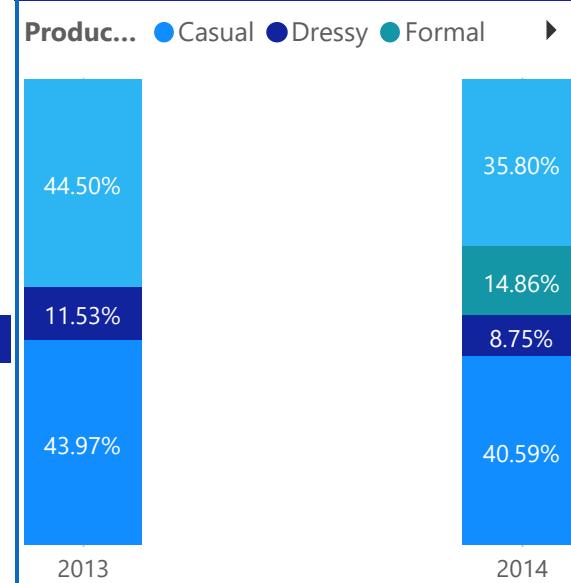
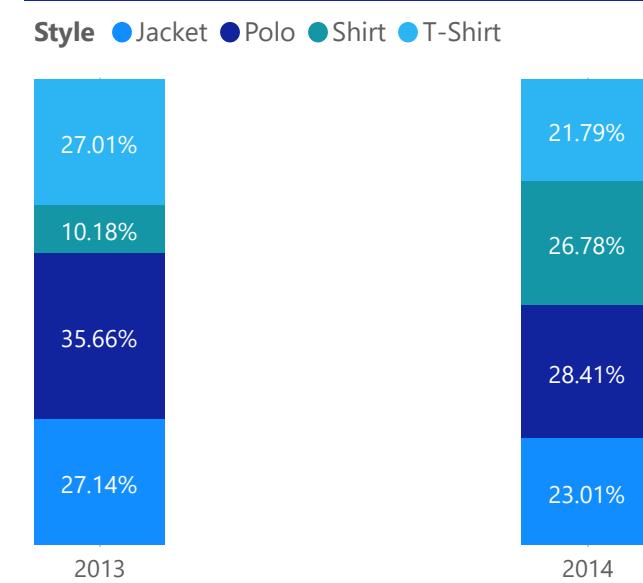
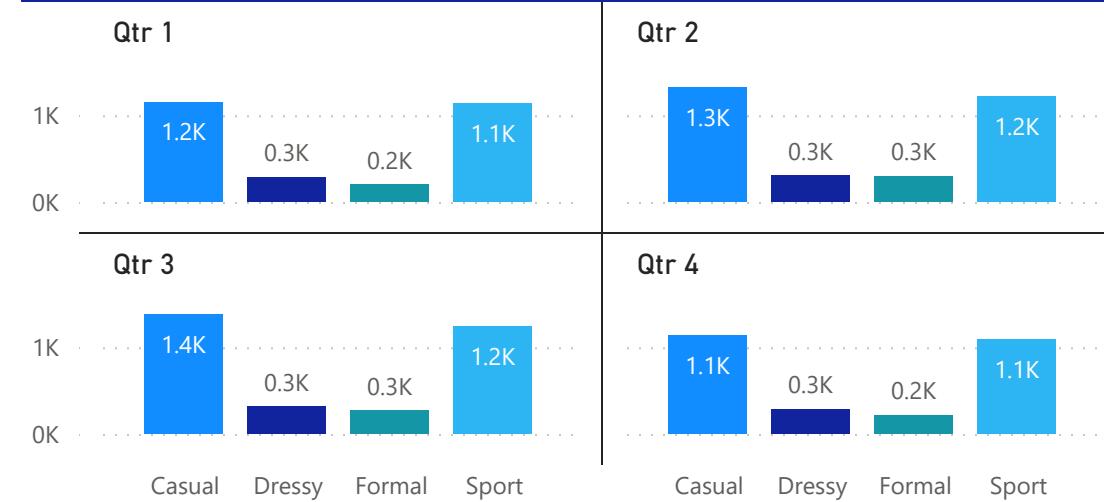
PRODUCT (GRAPH CHART)

ProductGroup and Style



STATIC**PRODUCT****CHANGING OVER TIME****Frequency Table by ProductGroup**

ProductGroup	Frequency	Relative Frequency
Casual	4985	60.49%
Dressy	1182	14.34%
Formal	983	11.93%
Sport	4696	56.98%
Total	8241	100.00%

Sales by Style**Frequency by Season****Frequency by ProductGroup and Year****Frequency by Year and Style****Frequency by ProductGroup and Quarter****Year**

All

Style

All

ProductGroup

All

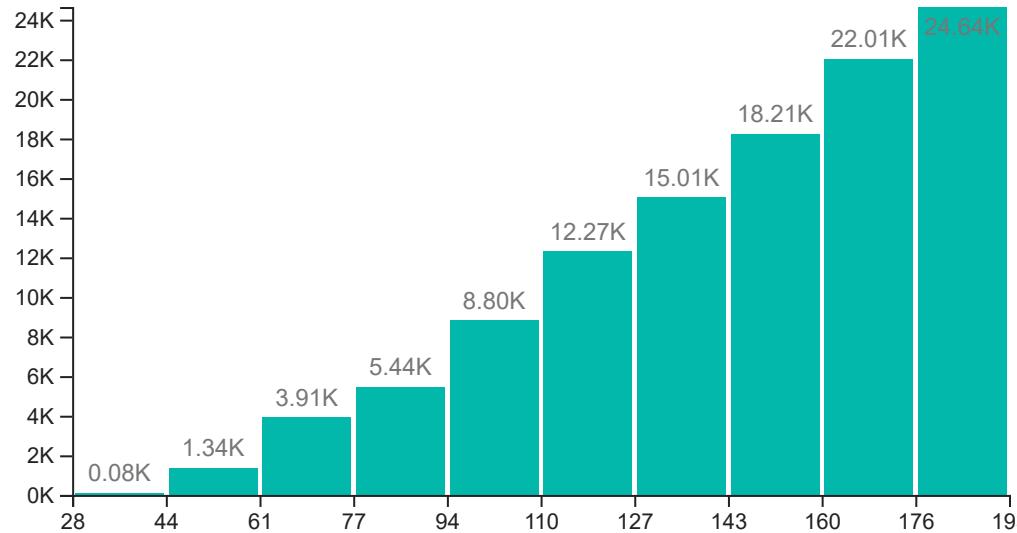
NUMERICAL VARIABLES

STATIC

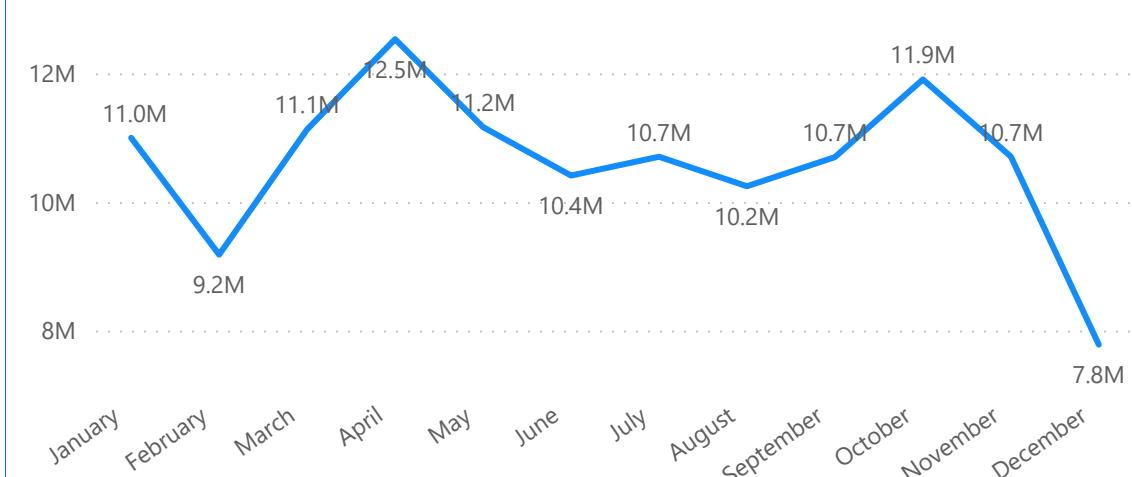
SALES AMOUNT

CHANGING OVER TIME

Distribution by SalesAmount



SalesAmount by Month



Year

All

Summary Statistics

SalesAmount by SalesKey

373.18

S_PCT 80%

279.13

258.72

Mean

Median

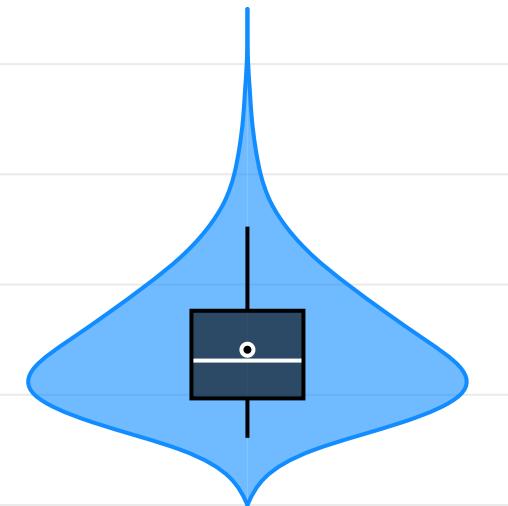
123.83

0.44

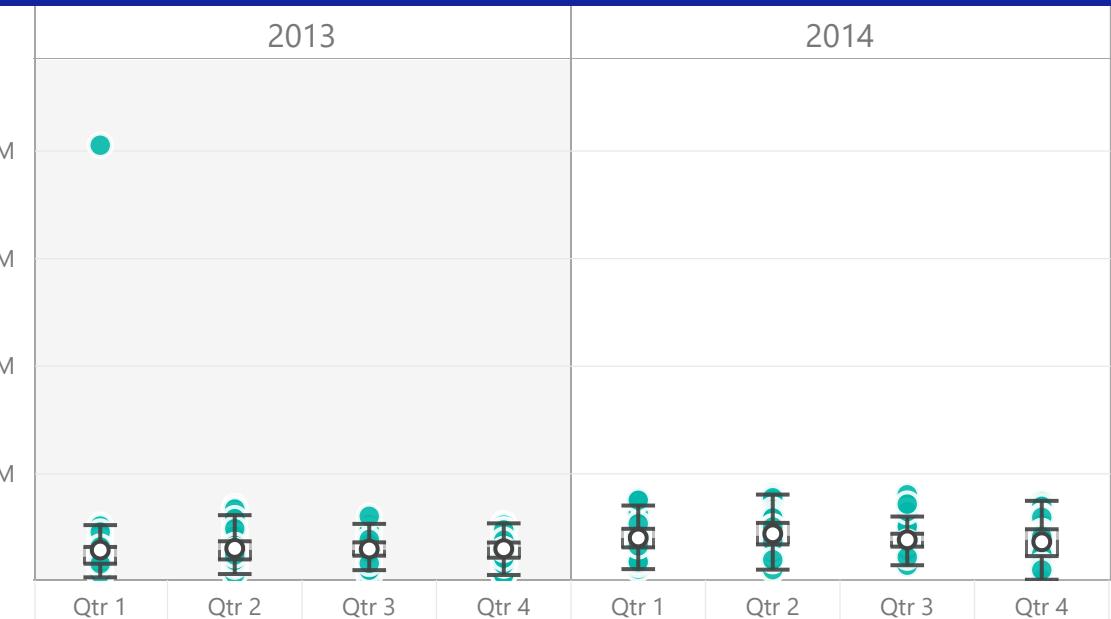
SD

S_CV

SalesAmount Median Value Mean Value



SalesAmount by Date, Quarter and Year

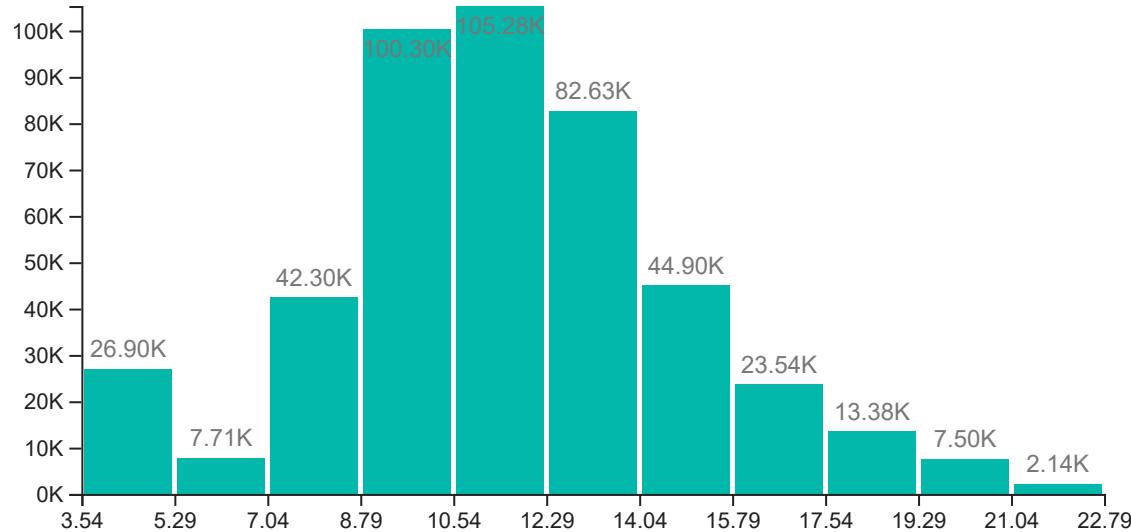


STATIC

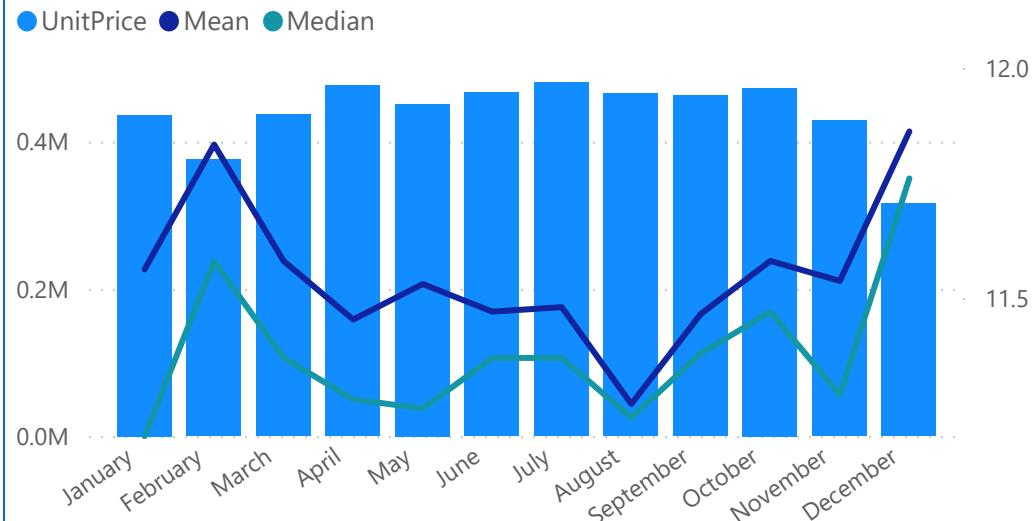
UNIT PRICE

CHANGING OVER TIME

Distribution by UnitPrice



UnitPrice, Mean and Median by Month



Summary Statistics

14.05

PCT 80%

11.54

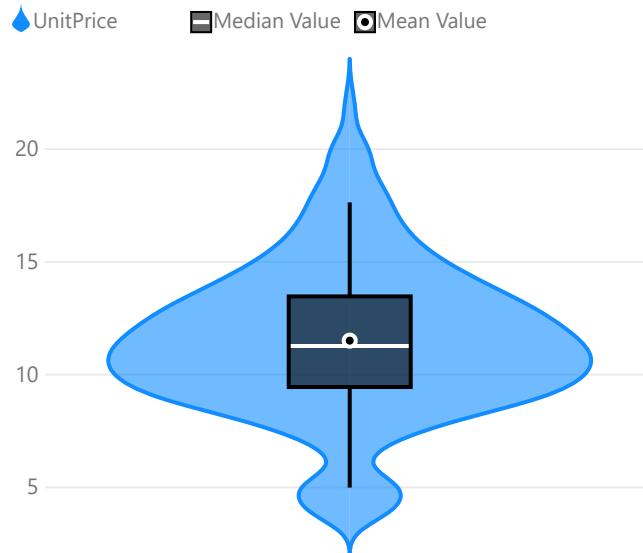
Mean 11.37

3.36

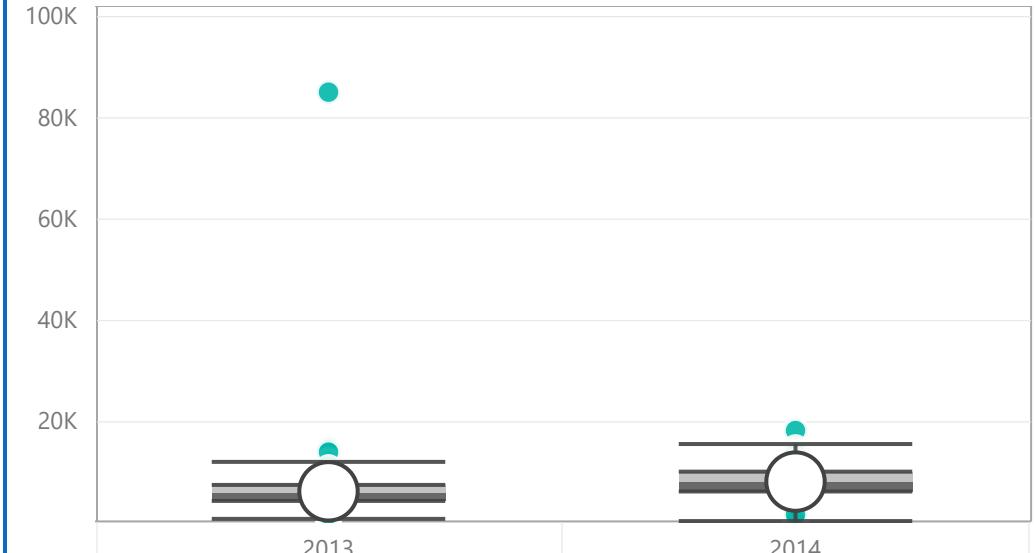
SD 0.29

CV

UnitPrice by SalesKey



UnitPrice by Date and Year



Year

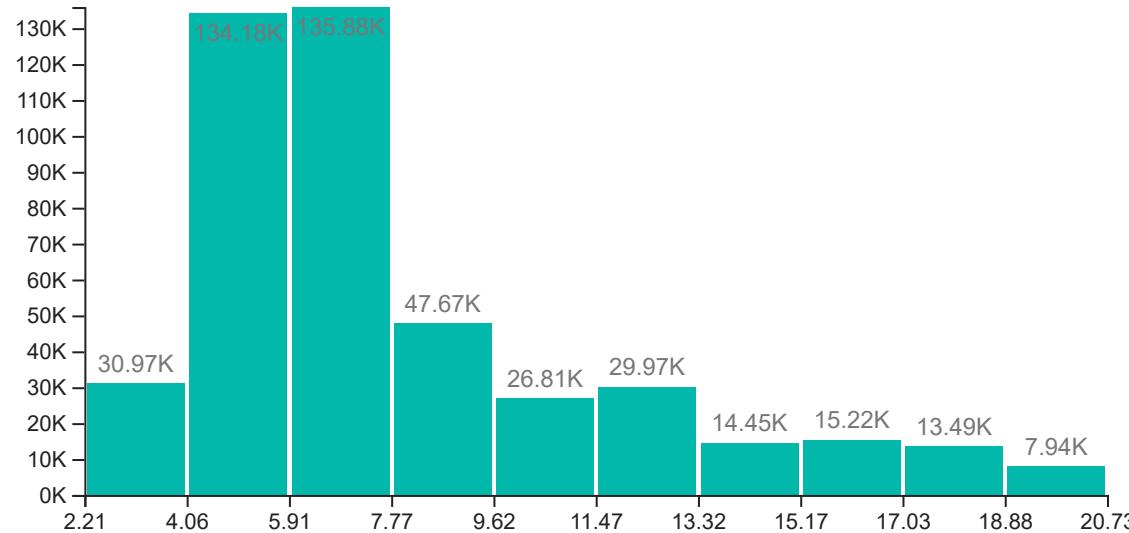
All

STATIC

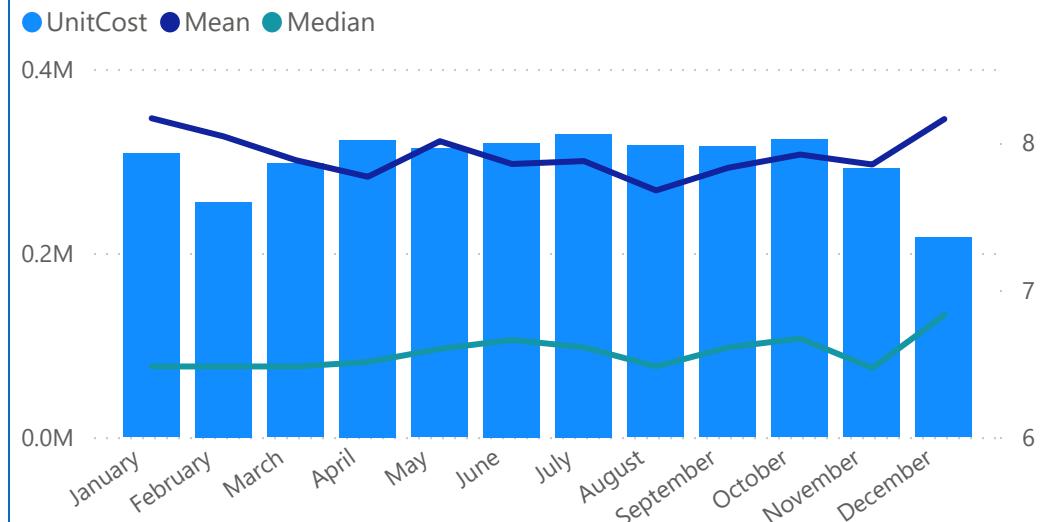
UNIT COST

CHANGING OVER TIME

Distribution by UnitCost



UnitCost, Mean and Median by Month



Summary Statistics

10.83

UC_PCT 80%

7.91

Mean

6.58

Median

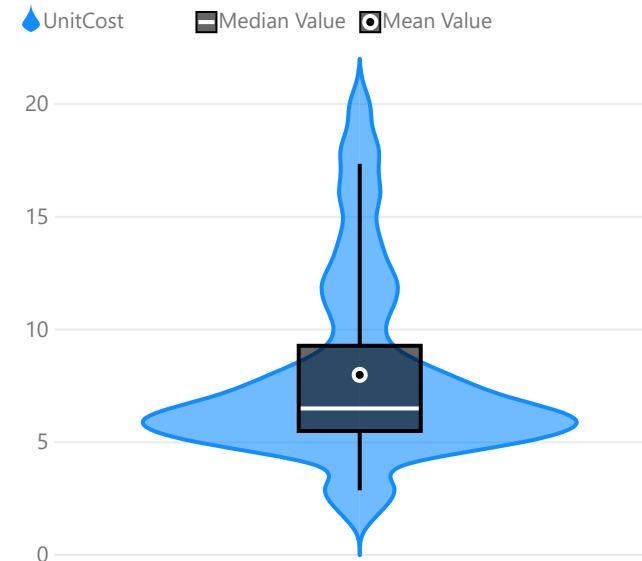
3.87

SD

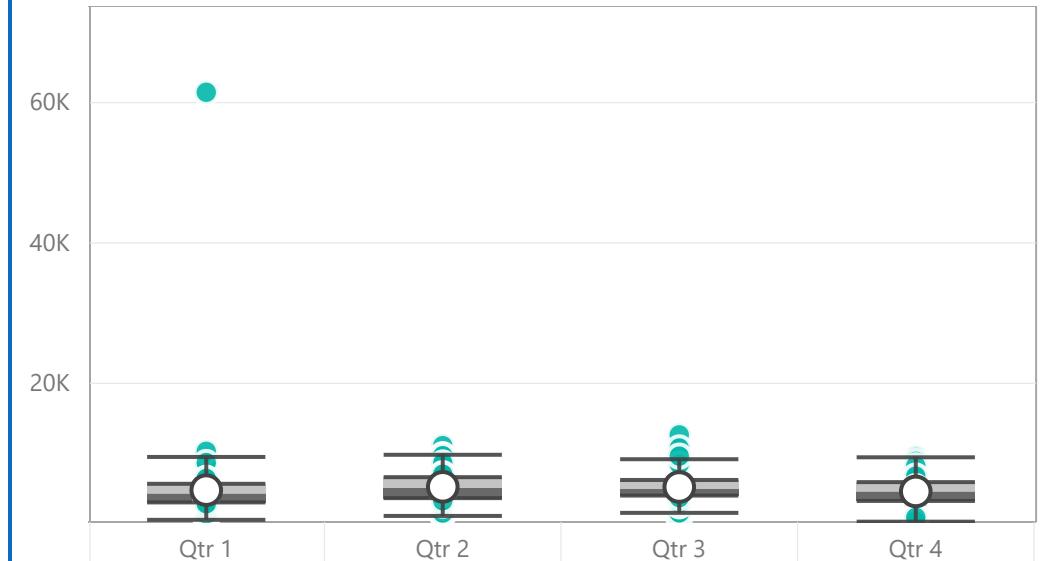
0.49

CV

UnitCost by SalesKey



UnitCost by Date and Quarter



Year

All

Quarter

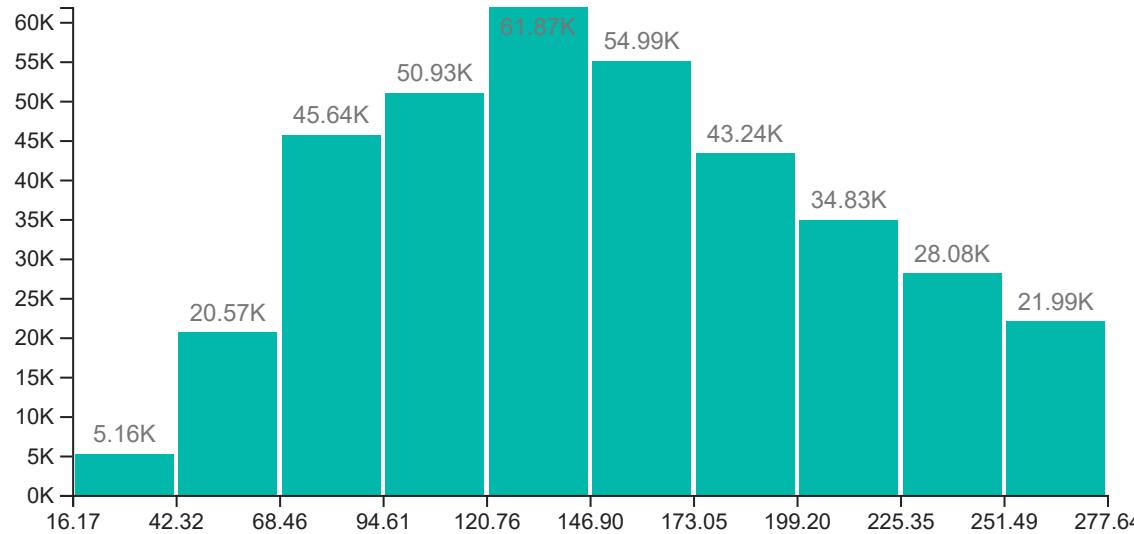
All

STATIC

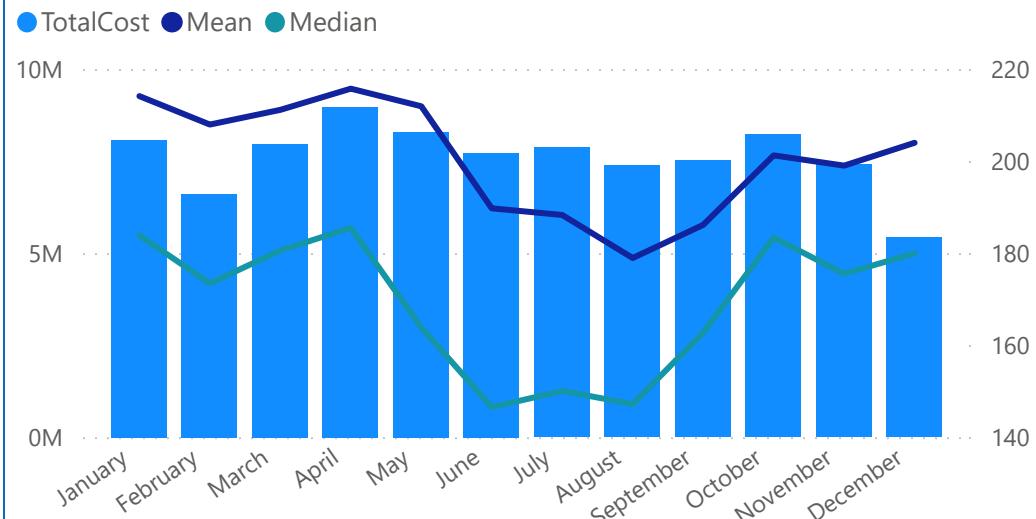
TOTAL COST

CHANGING OVER TIME

Distribution by TotalCost



TotalCost, Mean and Median by Month



Summary Statistics

274.74

TC_PCT 80%

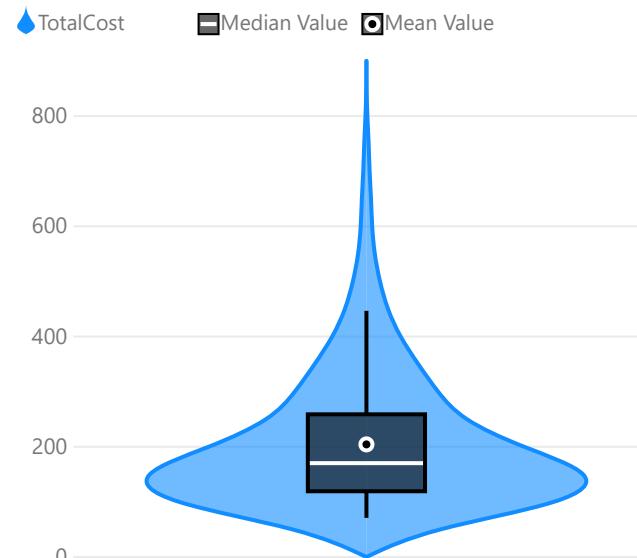
200.22

Mean **167.40**

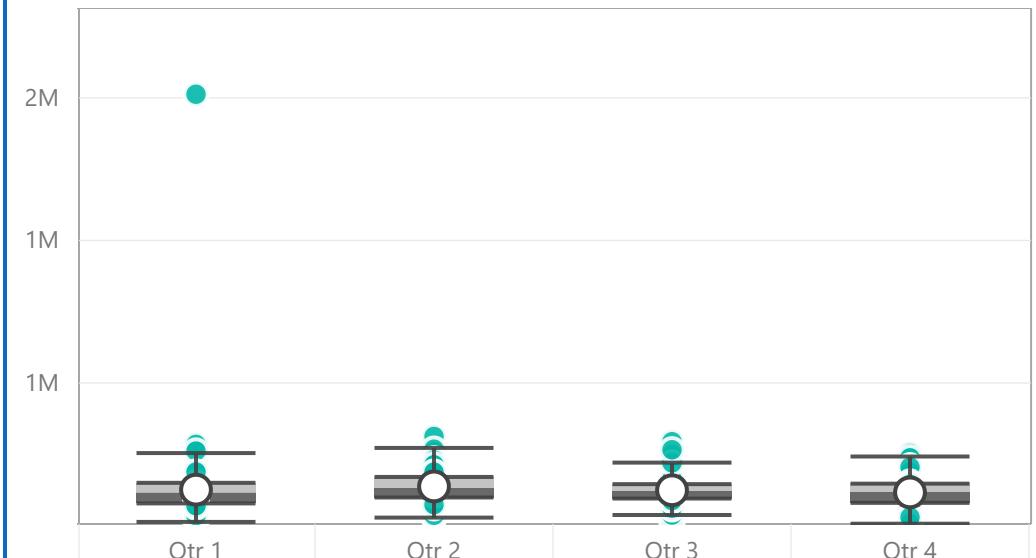
123.59

SD **0.62**

TotalCost by SalesKey



TotalCost by Date and Quarter



Year ▾

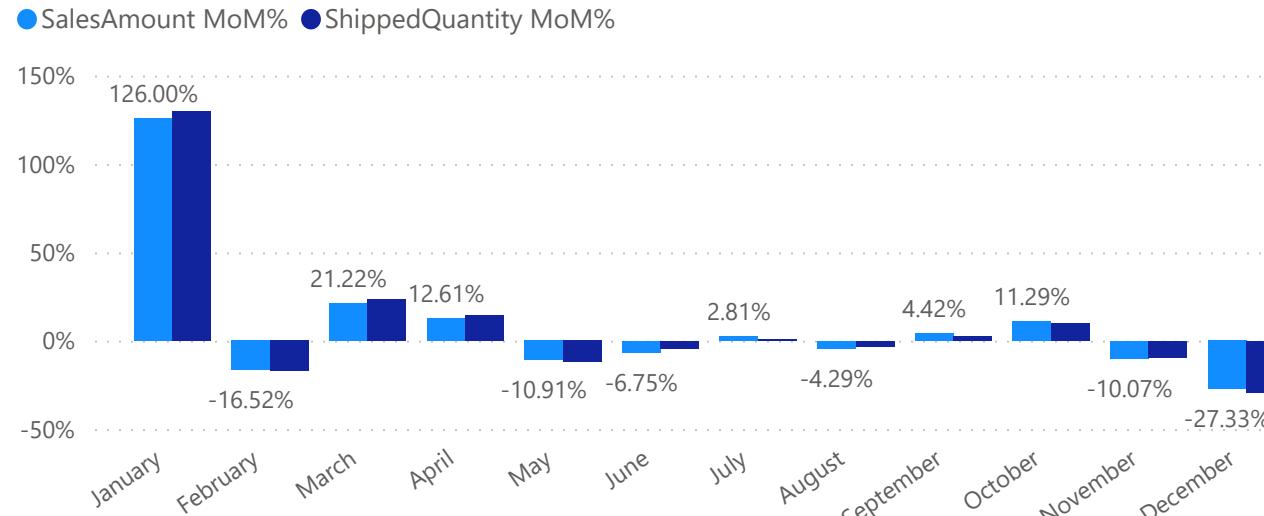
All ▾

Quarter ▾

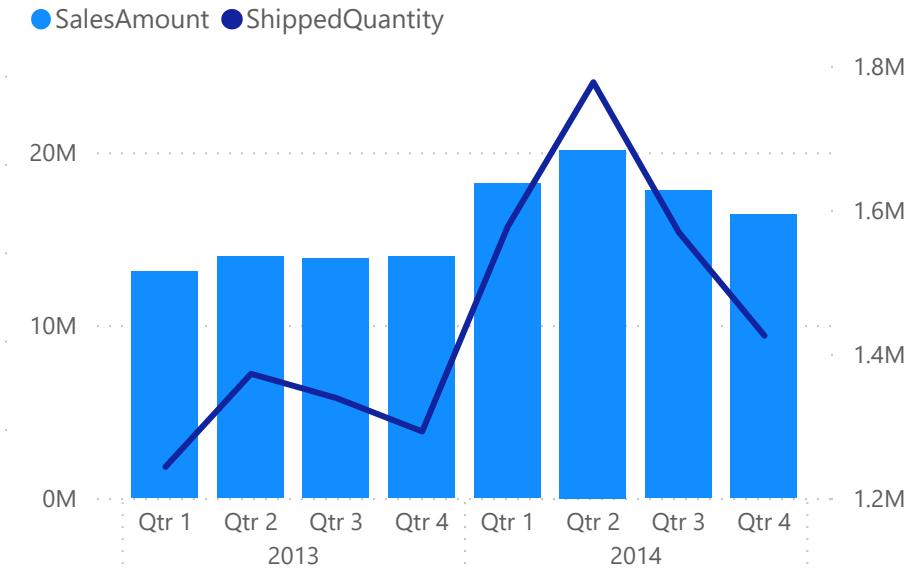
All ▾

TIME INTELLIGENCE

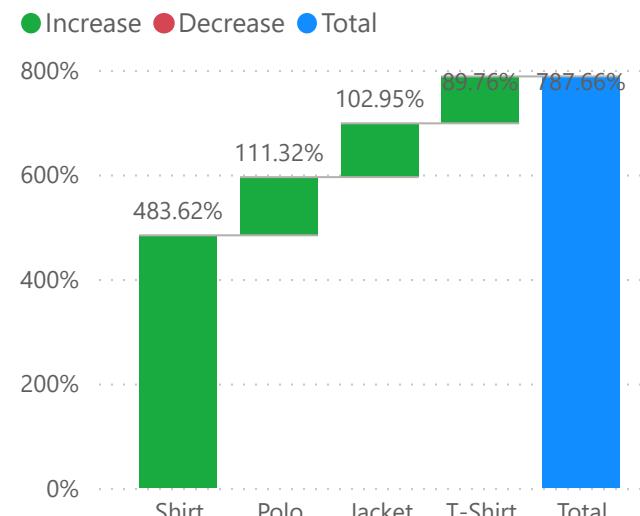
SalesAmount MoM% and ShippedQuantity MoM% by Month



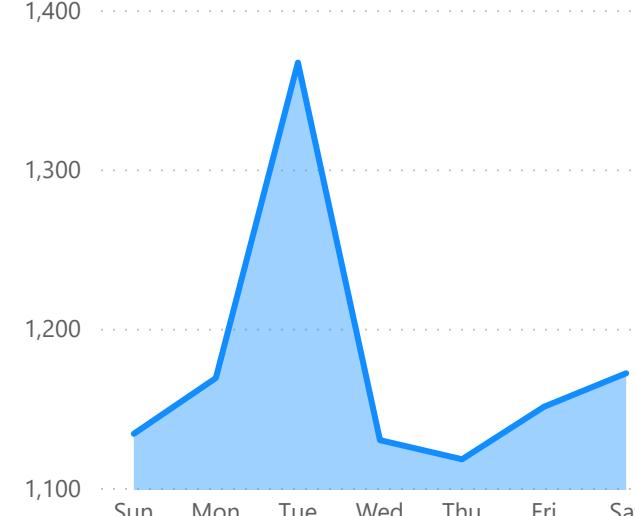
SalesAmount and ShippedQuantity by Year and Quarter



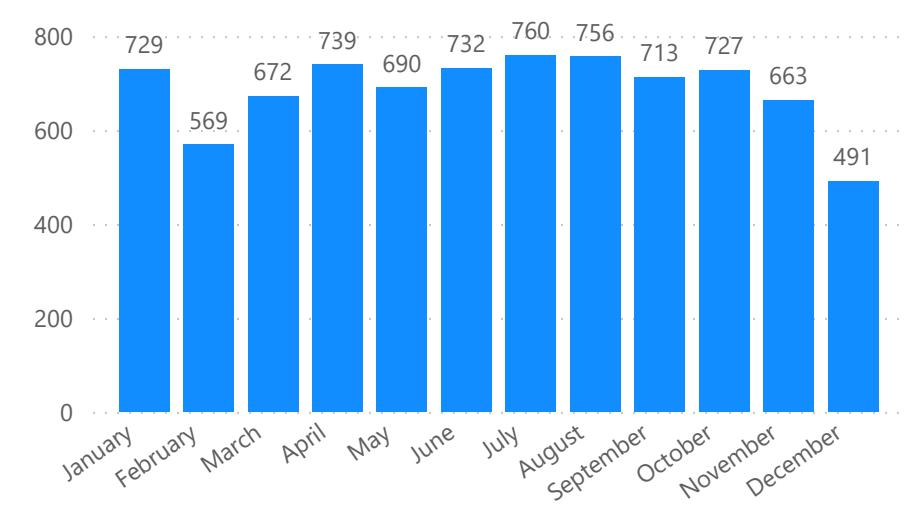
SalesAmount YoY% by Style



Transaction by Day



Frequency by Month



Year

All

ChannelName

All

Style

All

CATEGORICAL vs CATEGORICAL

STATIC

CHANNEL & GEOGRAPHY

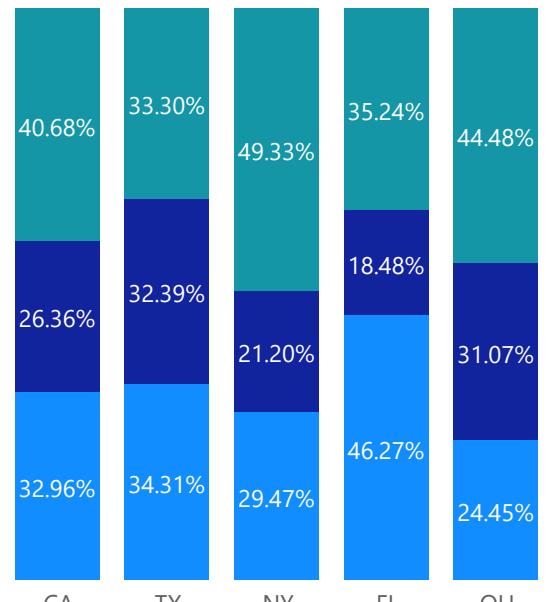
CHANGING OVER TIME

Frequency Table by ChannelName and State

State	Boutique	Department Stores	Mass Retailers	Total
CA	277	222	339	838
TX	233	224	232	689
NY	164	121	274	559
FL	204	81	165	450
OH	106	135	195	436
IL	110	99	127	336
PA	56	85	188	329
Total	2554	2312	3375	8241

Frequency by Top 5 State/Channel

Channel... ● Boutique ● Departm... ● Mass Ret...



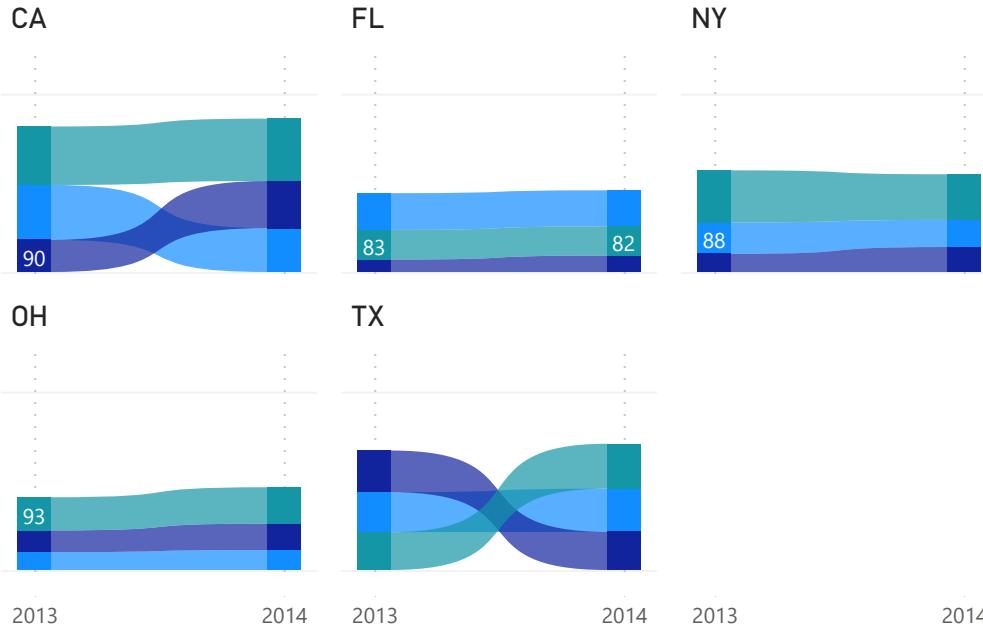
Frequency by Top 5 State/Channel

State ● CA ● FL ● NY ● OH ● TX



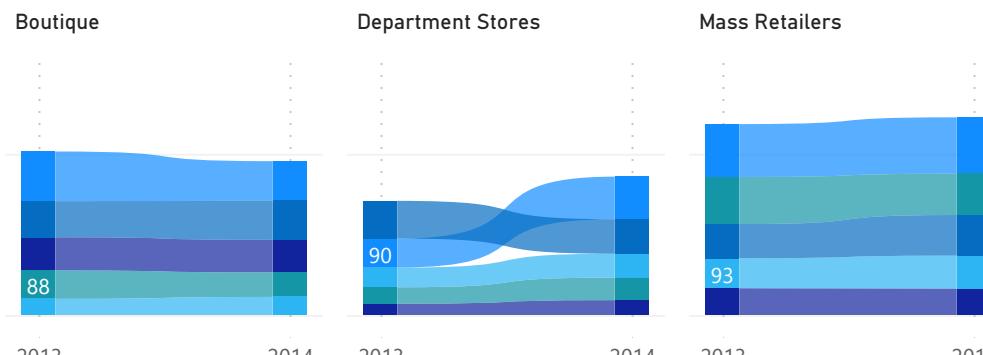
Frequency by Year, Channel and Top 5 State

ChannelName ● Boutique ● Department Stores ● Mass Retailers



Frequency by Year, Channel and Top 5 State

State ● CA ● FL ● NY ● OH ● TX



Year

All

ChannelName

All

State

All

STATIC

CHANNEL & PRODUCT

CHANGING OVER TIME

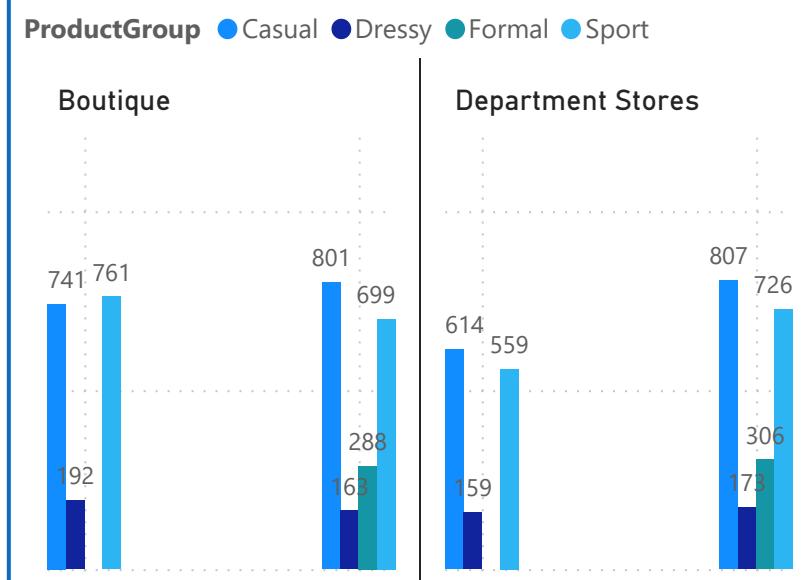
Frequency Table by Channel and ProductGroup

Product Group	Boutique	Department Stores	Mass Retailers	Total
Casual	1542	1421	2022	4985
Dressy	355	332	495	1182
Formal	288	306	389	983
Sport	1460	1285	1951	4696
Total	2554	2312	3375	8241

Frequency by ProductGroup/Channel



Frequency by Year, ChannelName and ProductGroup



Year

All

ChannelName

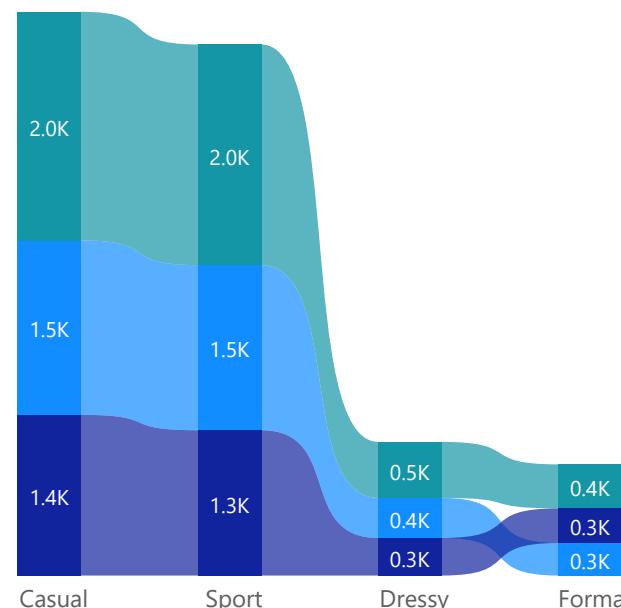
All

ProductGroup

All

Frequency by ProductGroup/Channel

Channel • Boutique • Department Stores • Mass Retailers



Frequency by ProductGroup/Channel





STATIC

GEOGRAPHY & PRODUCT

CHANGING OVER TIME

Frequency Table by State and ProductGroup

State	Casual	Dressy	Formal	Sport	Total
CA	528	119	85	461	838
TX	406	108	85	382	689
NY	335	83	58	320	559
FL	288	61	59	258	450
OH	254	46	51	267	436
IL	203	53	39	188	336
PA	186	49	46	200	329
Total	4985	1182	983	4696	8241

Frequency by ProductGroup/Top 5 State

ProductGroup ● Casual ● Dressy ● Formal ● Sport



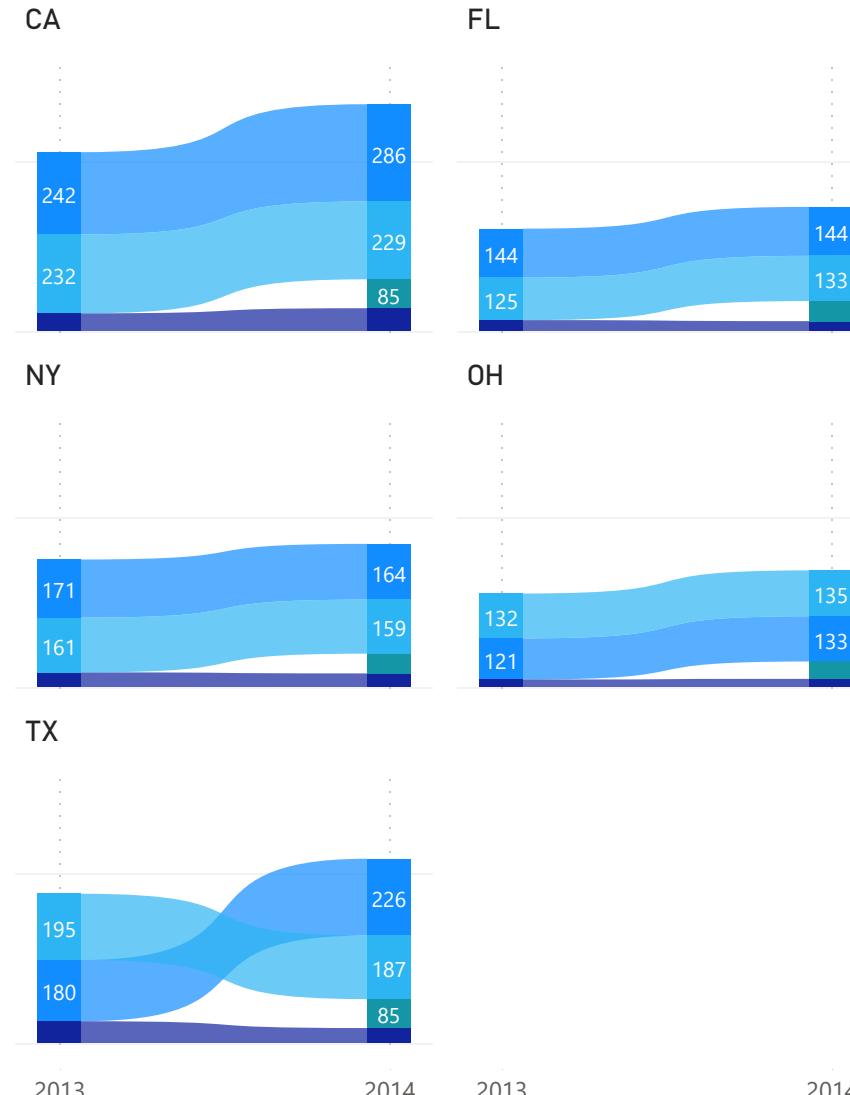
Frequency by ProductGroup/Top 5 State

State ● CA ● FL ● NY ● OH ● TX



Frequency by Year, Top 5 State and ProductGroup

ProductGroup ● Casual ● Dressy ● Formal ● Sport



Year

All

State

All

ProductGroup

All

CATEGORICAL vs NUMERICAL



STATIC

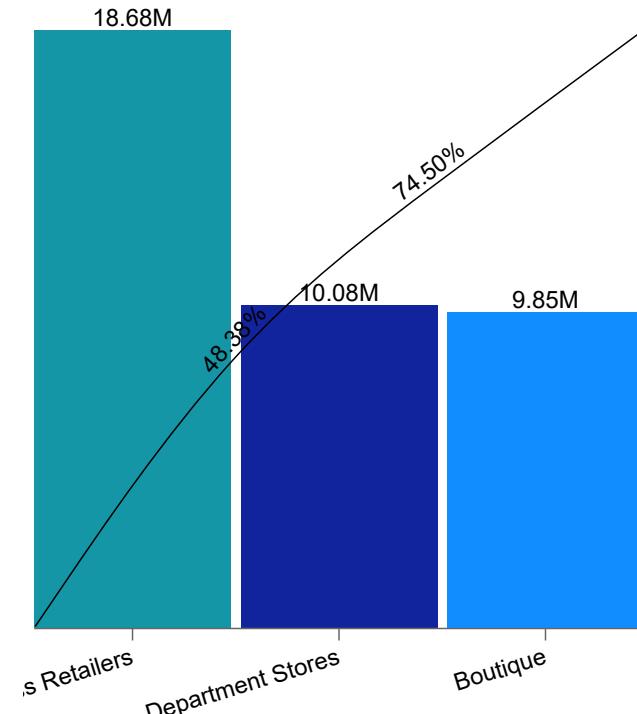
CHANNEL & SALES AMOUNT

CHANGING OVER TIME

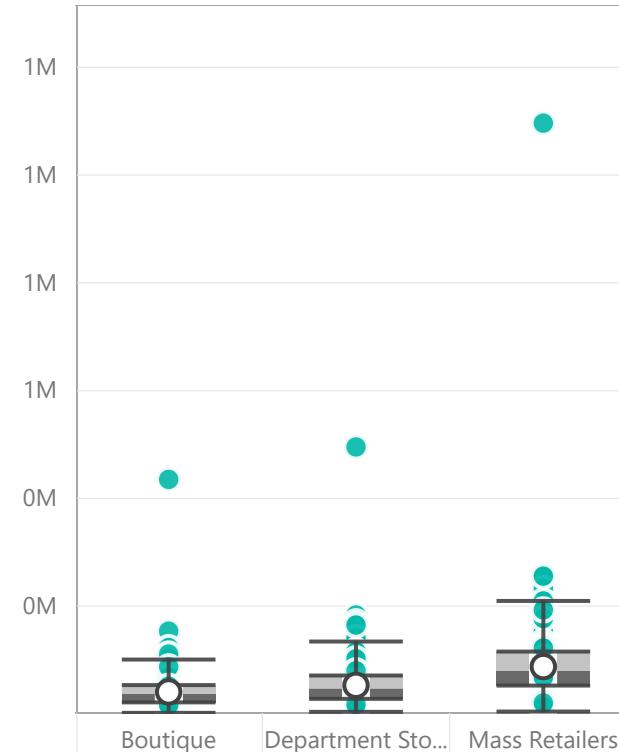
SalesAmount by ChannelName

ChannelName	SalesAmount	Mean	Median	Max	Min	SD
Mass Retailers	62,437,287.22	334.11	315.23	981.12	58.29	128.88
Department Stores	36,748,646.32	286.39	270.14	856.90	43.77	112.65
Boutique	28,260,023.12	199.88	189.60	546.96	27.67	75.65
Total	127,445,956.66	279.13	258.72	981.12	27.67	123.83

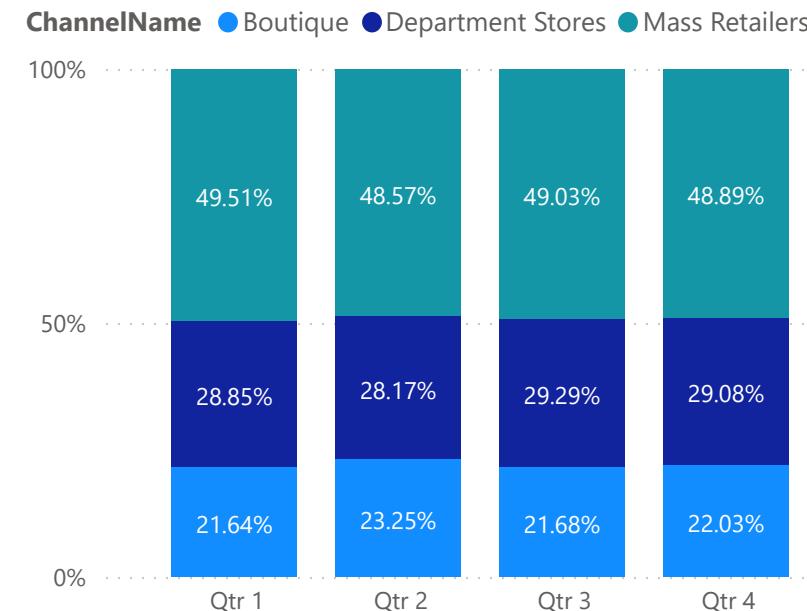
Pareto of SalesAmount by ChannelName



SalesAmount by Date and ChannelName



SalesAmount by Quarter and ChannelName



SalesAmount by ChannelName and Year



Year

All

ChannelName

All

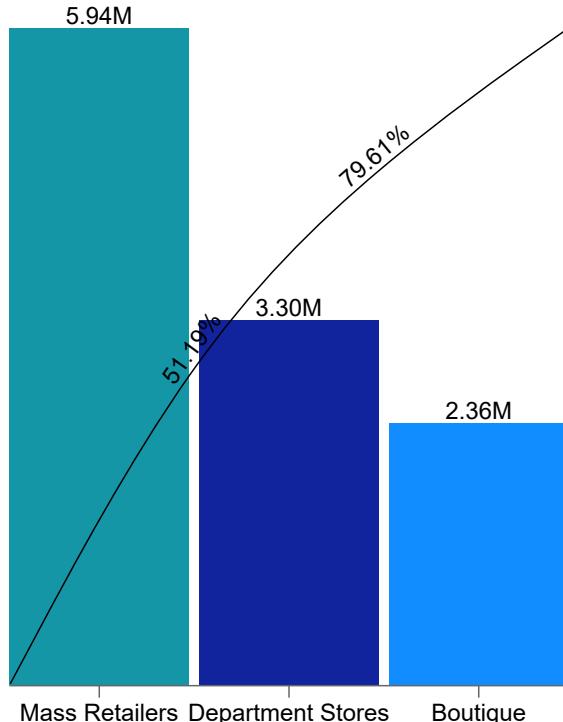


STATIC CHANNEL & SHIPPED QUANTITY CHANGING OVER TIME

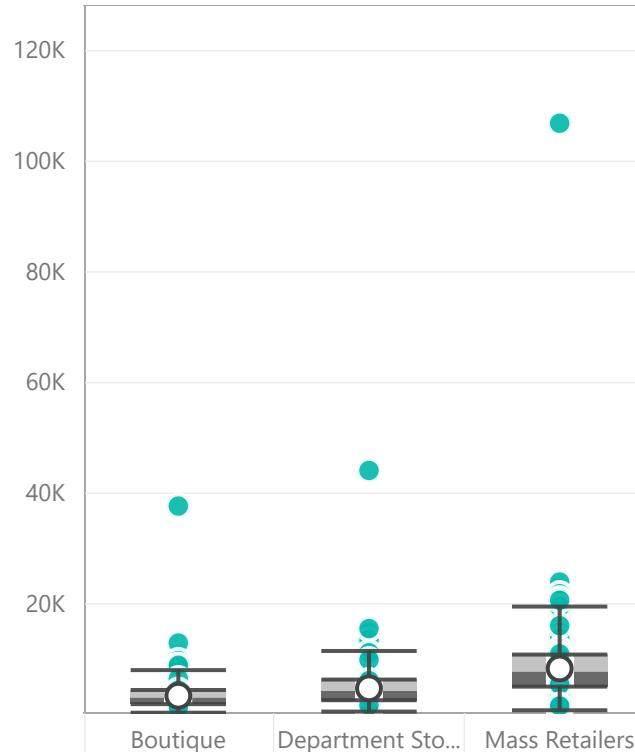
ShippedQuantity by Channel

ChannelName	ShippedQuantity	Mean	Median	Min	Max	SD
Boutique	2364776	16.73	16	7	24	3.97
Department Stores	3295255	25.68	25	12	41	6.46
Mass Retailers	5936209	31.76	30	17	48	7.65
Total	11596240	25.40	24	7	48	8.97

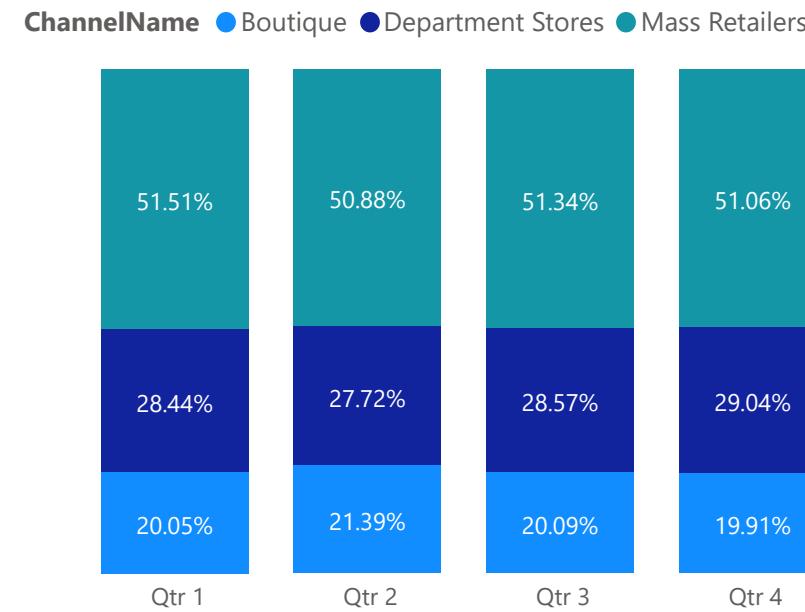
ShippedQuantity by ChannelName



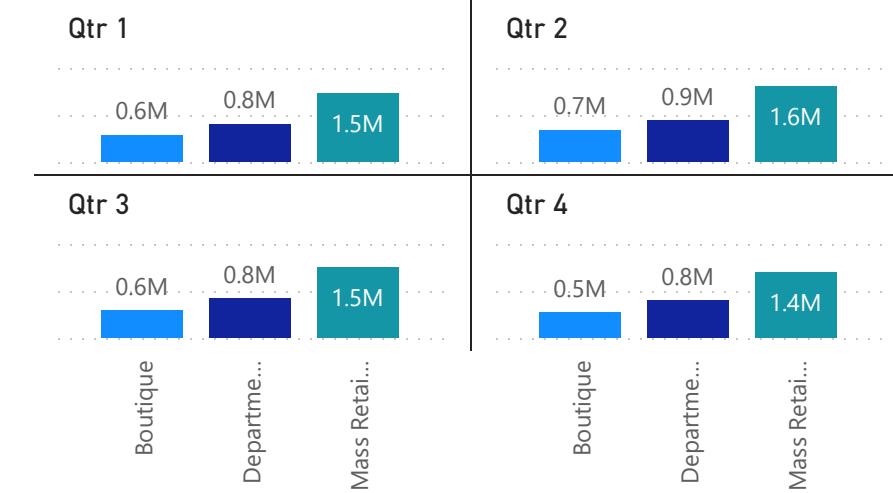
ShippedQuantity by Date and ChannelName



ShippedQuantity by Quarter and ChannelName



ShippedQuantity by ChannelName and Quarter



Year

All

ChannelName

All



STATIC

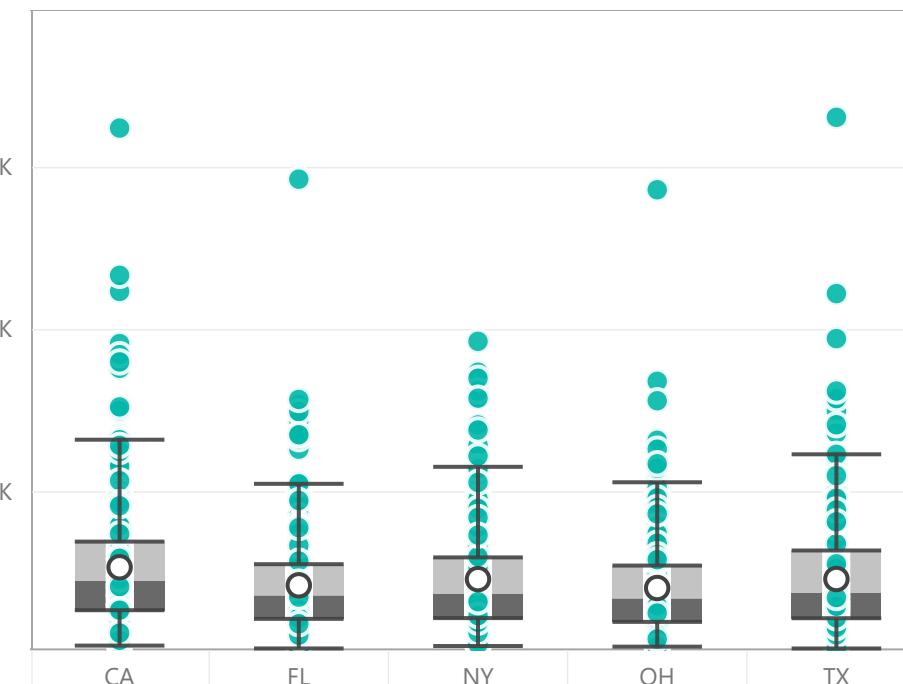
GEOGRAPHY & SALES AMOUNT

CHANGING OVER TIME

SalesAmount by State

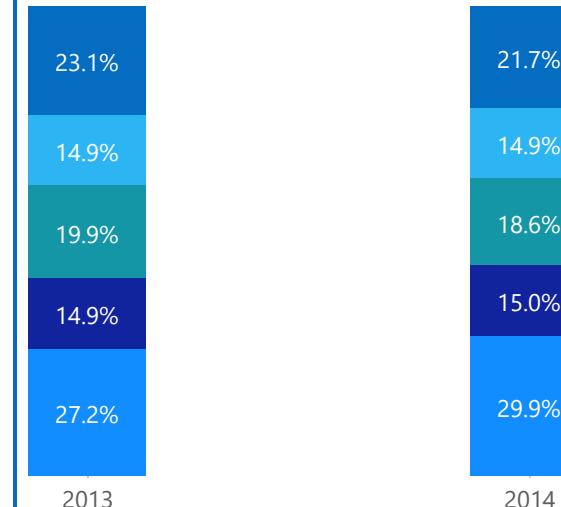
State	Sales Amount	Mean	Median	Max	Min	SD
CA	13,031,151.68	279.64	257.04	951.36	31.05	129.47
TX	10,111,608.78	269.65	249.96	960.00	38.34	118.44
NY	8,686,222.15	283.50	262.75	924.49	32.34	122.98
FL	6,779,765.29	264.41	247.05	948.93	37.41	118.81
OH	6,759,439.77	280.38	260.41	923.08	42.00	124.02
PA	5,665,837.68	308.46	285.46	910.80	41.13	133.84
MI	5,440,252.85	301.23	282.00	922.14	36.05	128.37
Total	127,445,956.66	279.13	258.72	981.12	27.67	123.83

SalesAmount by Date and Top 5 State

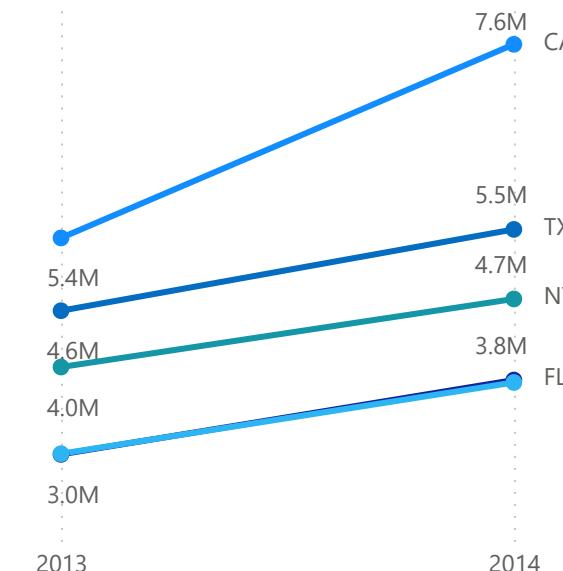


SalesAmount by Year/Top 5 State

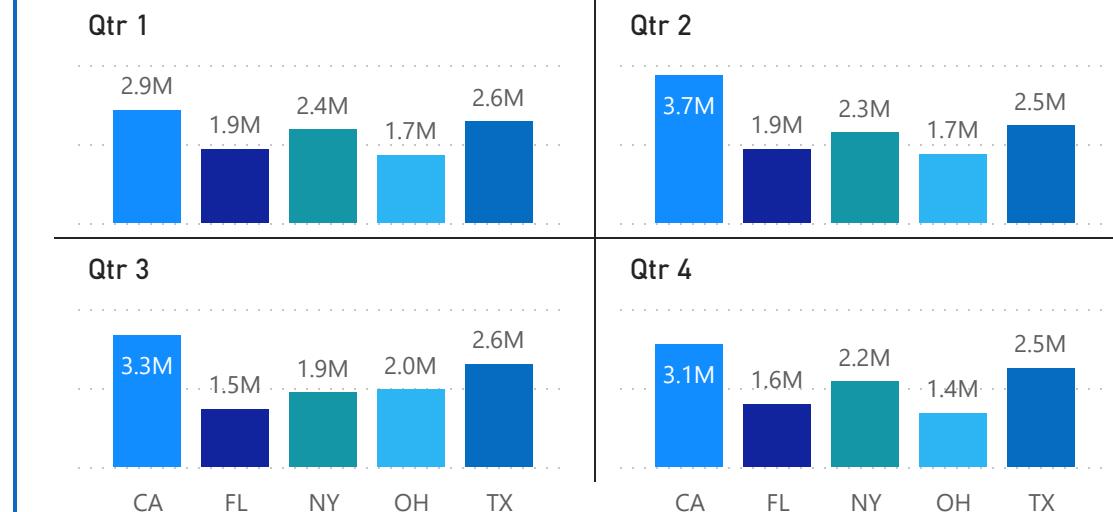
State ● CA ● FL ● NY ● OH ● TX



SalesAmount by Year/Top 5 State



SalesAmount by Top 5 State and Quarter



Year

All

State

All



STATIC

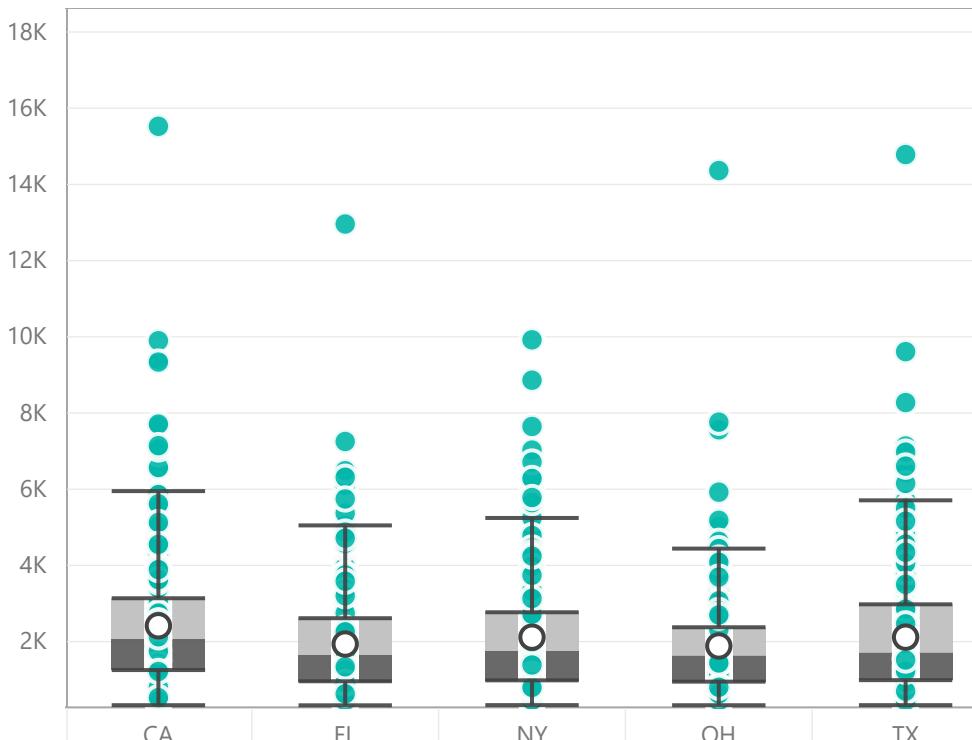
GEOGRAPHY & SHIPPED QUANTITY

CHANGING OVER TIME

ShippedQuantity by State

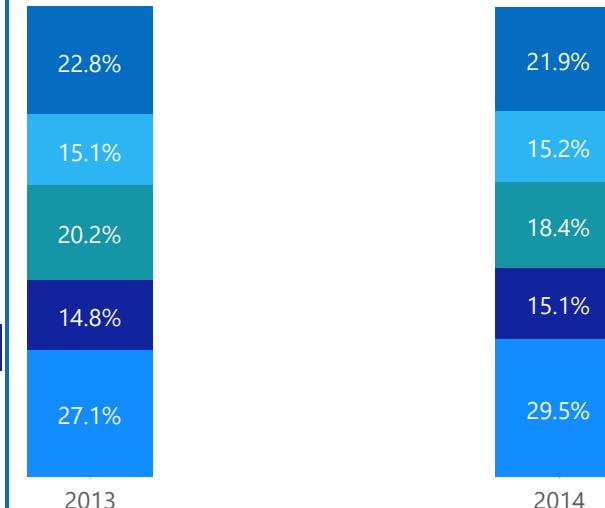
State	ShippedQuantity	Mean	Median	Min	Max	SD
AK	21218	17.42	16	7	29	4.38
AL	163185	27.69	26	8	48	7.96
AR	50794	22.75	22	7	47	8.60
AZ	137625	27.57	27	9	48	8.68
CA	1176298	25.24	24	7	48	9.30
CO	86409	26.60	24	8	48	9.30
CT	103364	26.09	25	7	48	8.55
Total	11596240	25.40	24	7	48	8.97

ShippedQuantity by Date and Top 5 State

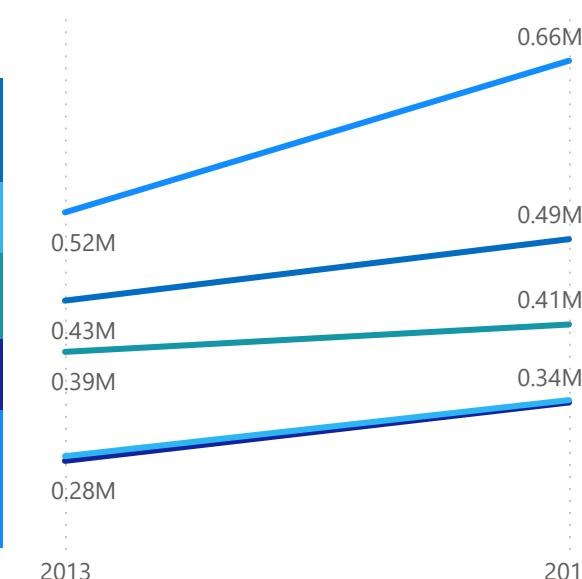


ShippedQuantity by Year/Top 5 State

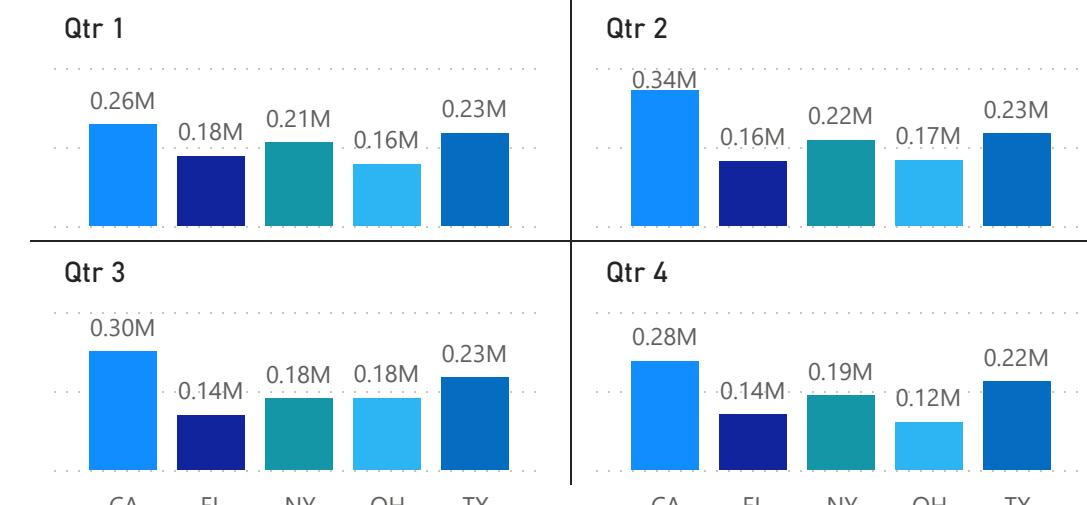
State ● CA ● FL ● NY ● OH ● TX



ShippedQuantity by Year/Top 5 State



ShippedQuantity by Top 5 State and Quarter



Year

All

State

All



STATIC

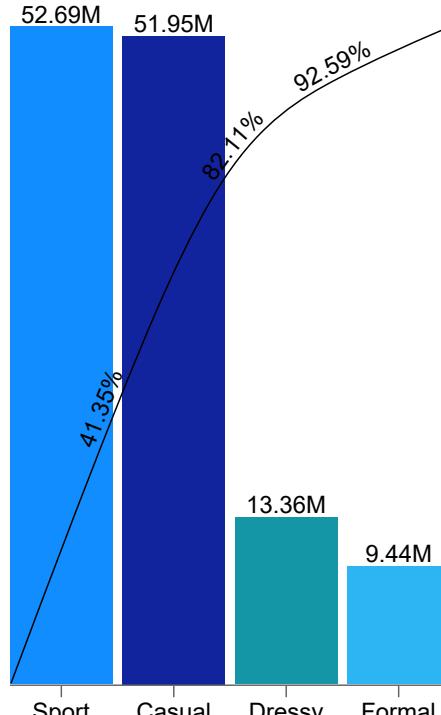
PRODUCT & SALES AMOUNT

CHANGING OVER TIME

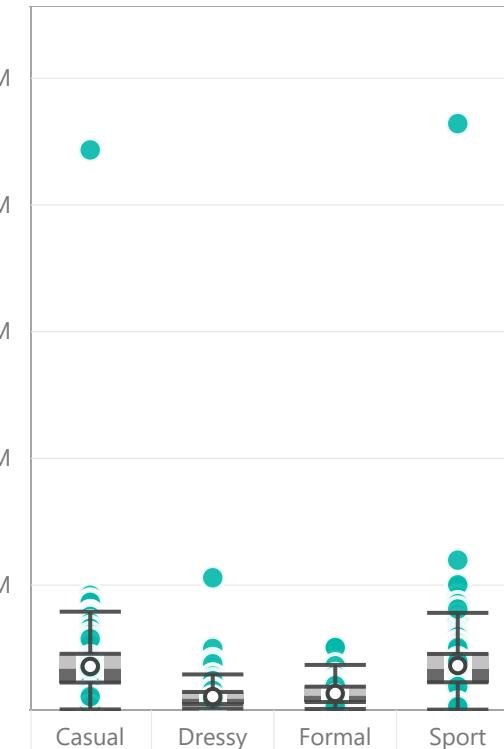
SalesAmount by ProductGroup

ProductGroup	SalesAmount	Mean	Median	Max	Min	SD
Sport	52,694,510.14	276.47	245.56	981.12	50.86	127.62
Casual	51,946,834.65	274.82	262.58	824.64	27.67	126.34
Dressy	13,360,785.38	322.96	307.78	734.14	80.17	111.64
Formal	9,443,826.49	265.31	252.20	564.00	58.19	87.54
Total	127,445,956.66	279.13	258.72	981.12	27.67	123.83

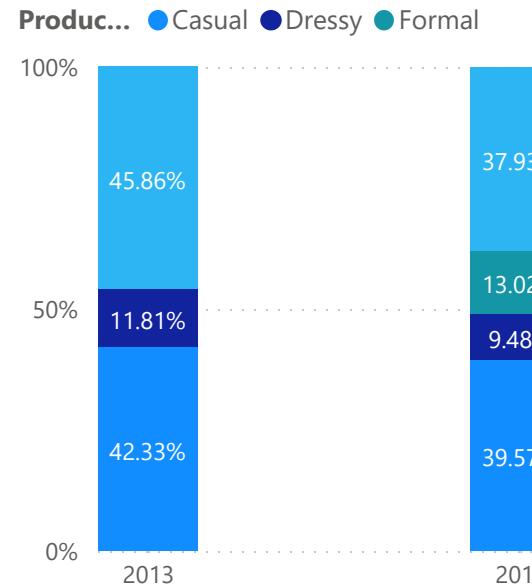
SalesAmount by ProductGroup



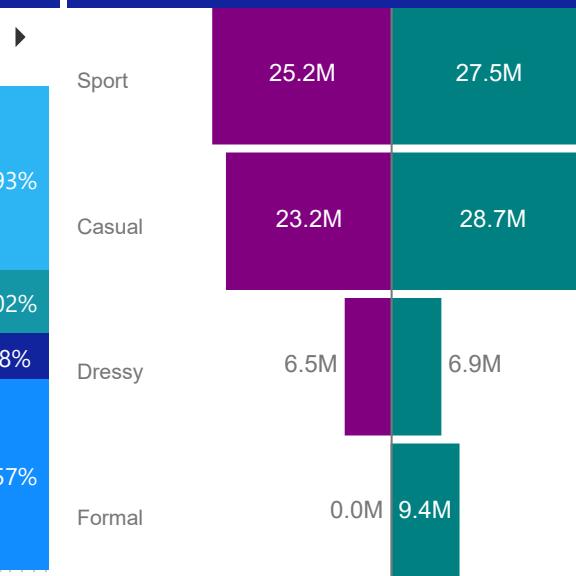
SalesAmount by Year/ProductGroup



SalesAmount by Year/ProductGroup



SalesAmount by Year/Top 5 State



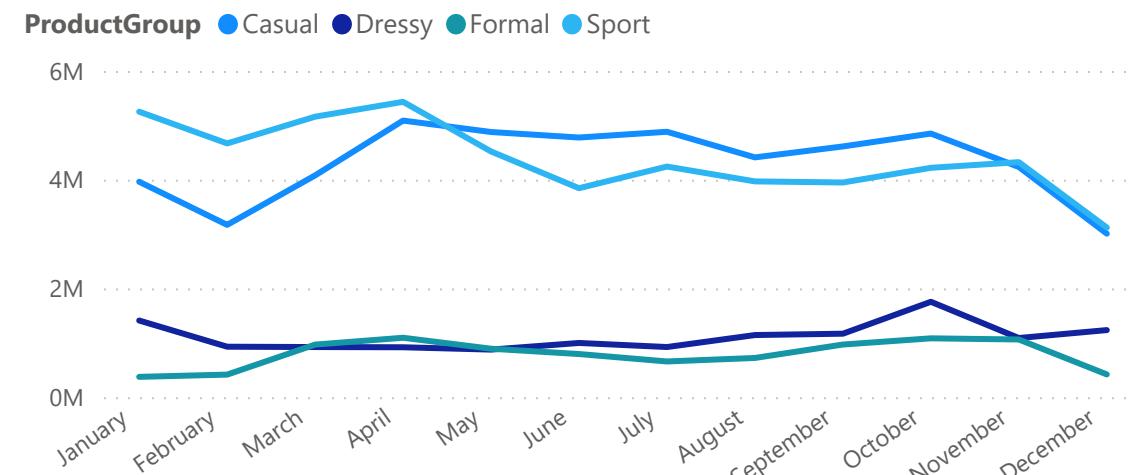
Year

All

ProductGroup

All

SalesAmount by Month and ProductGroup





STATIC

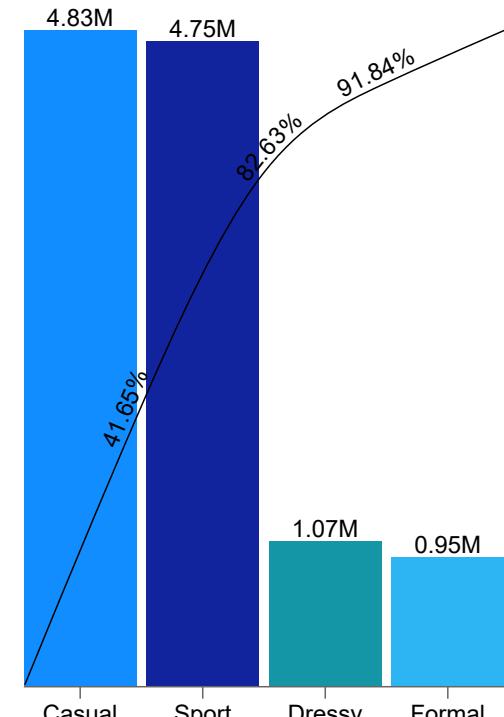
PRODUCT & SHIPPED QUANTITY

CHANGING OVER TIME

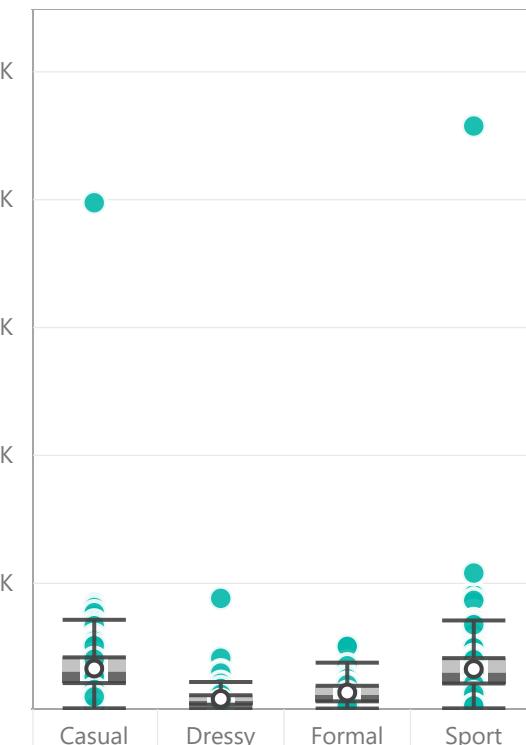
ShippedQuantity by ProductGroup

ProductGroup	ShippedQuantity	Mean	Median	Min	Max	SD
Casual	4829582	25.55	24	7	48	9.07
Dressy	1068255	25.82	25	7	48	9.13
Formal	946210	26.58	25	7	48	9.03
Sport	4752193	24.93	24	7	48	8.79
Total	11596240	25.40	24	7	48	8.97

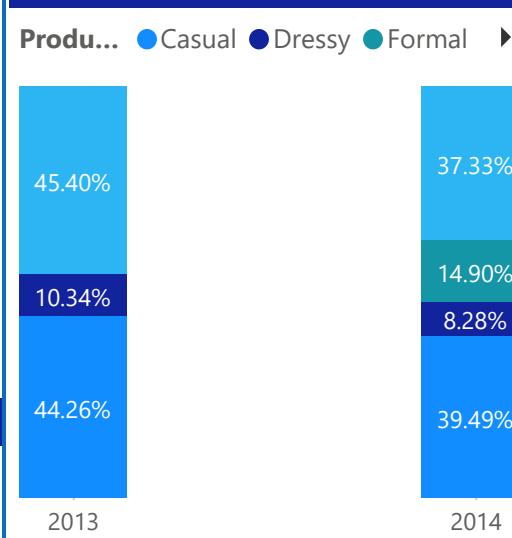
ShippedQuantity by ProductGroup



ShippedQuantity by Date/ProductGroup



Quantity by Year/ProductGroup



Quantity by Year/Top 5 State



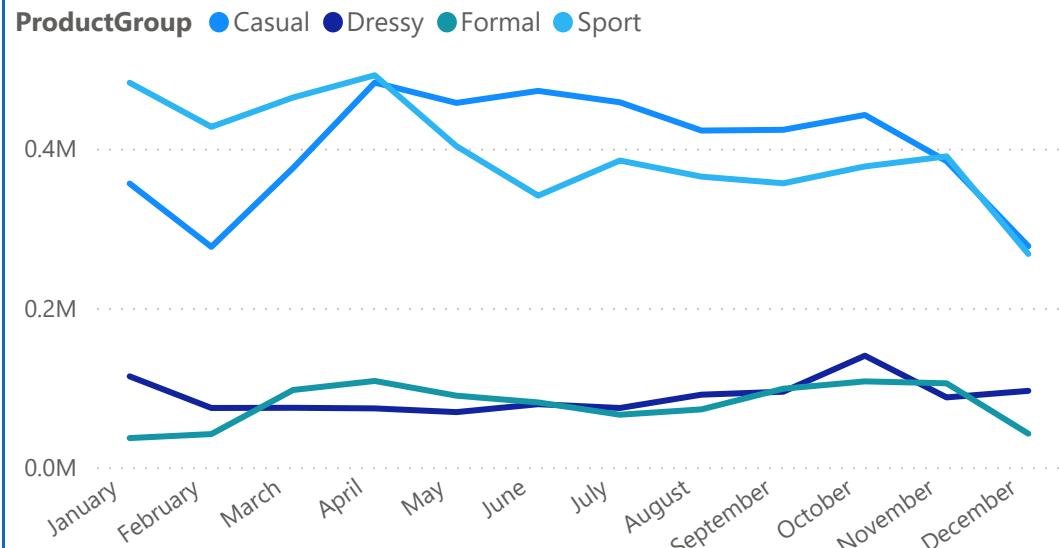
Year

All

ProductGroup

All

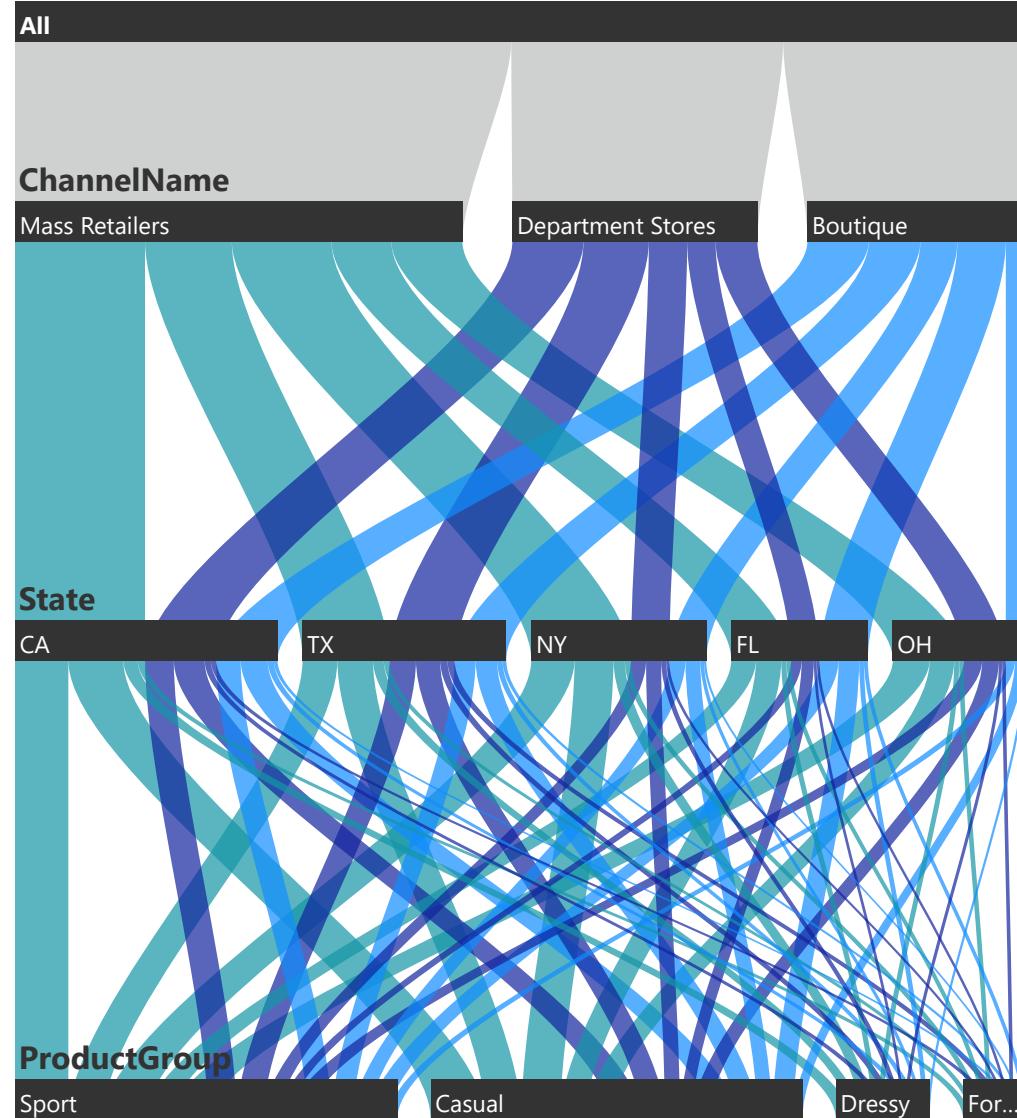
ShippedQuantity by Month and ProductGroup



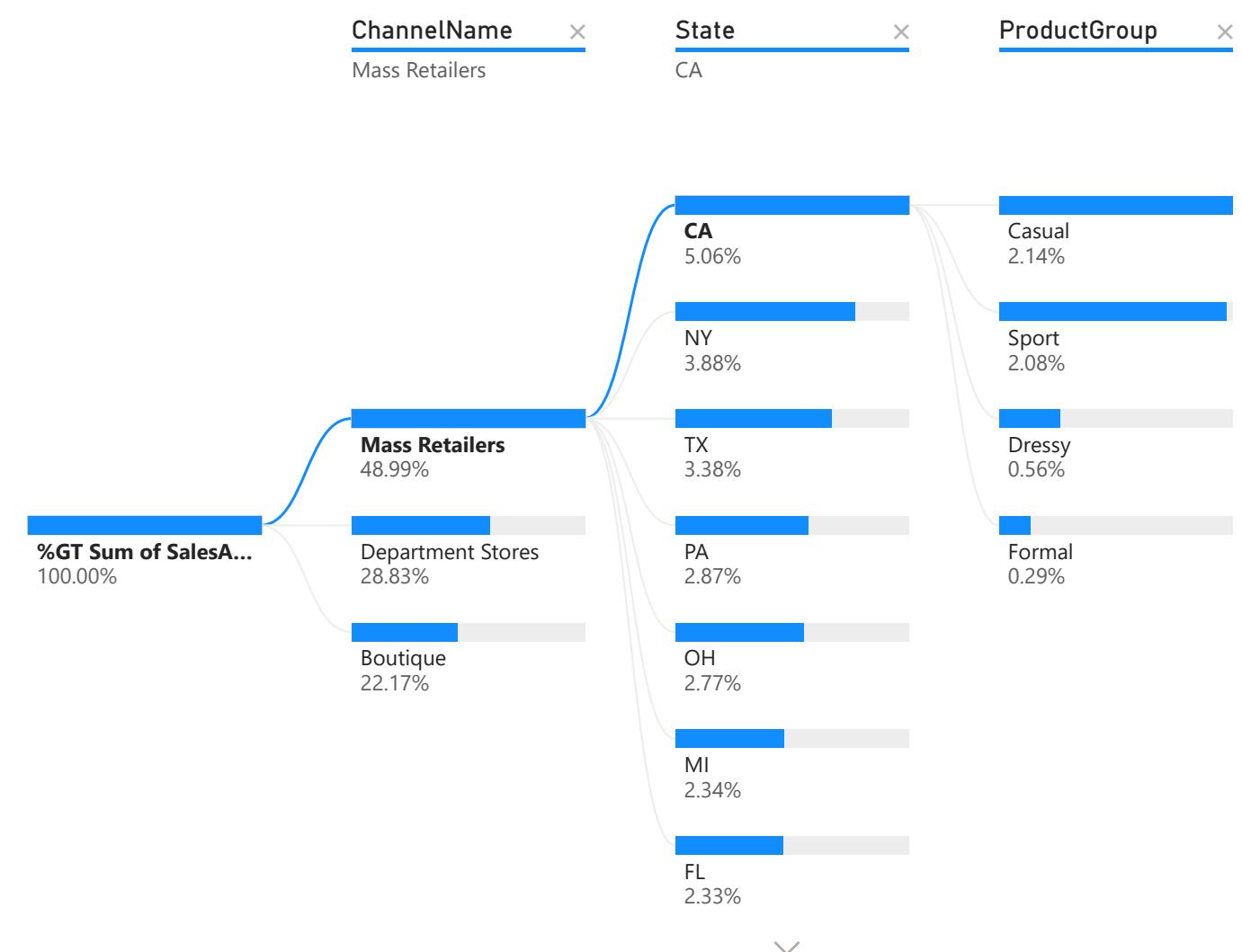
CHANNEL & GEOGRAPHY & PRODUCT & SALES AMOUNT

Year

SalesAmount by ChannelName, Top 5 State and Style

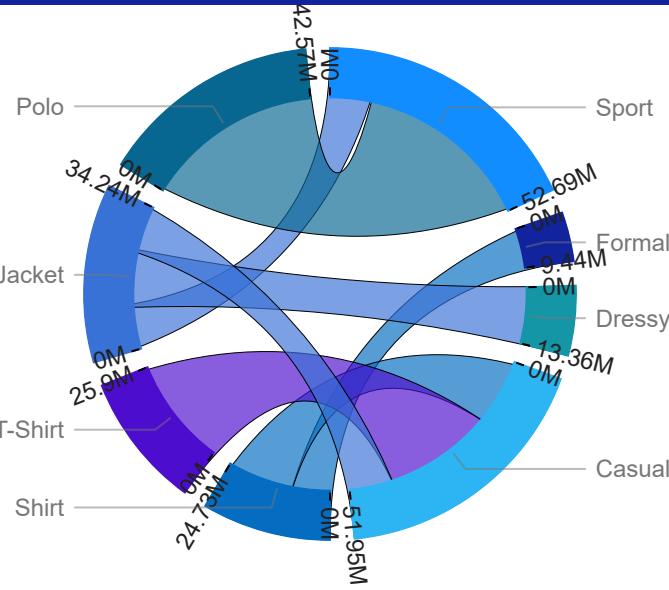


SalesAmount by Channel/Geo/Product

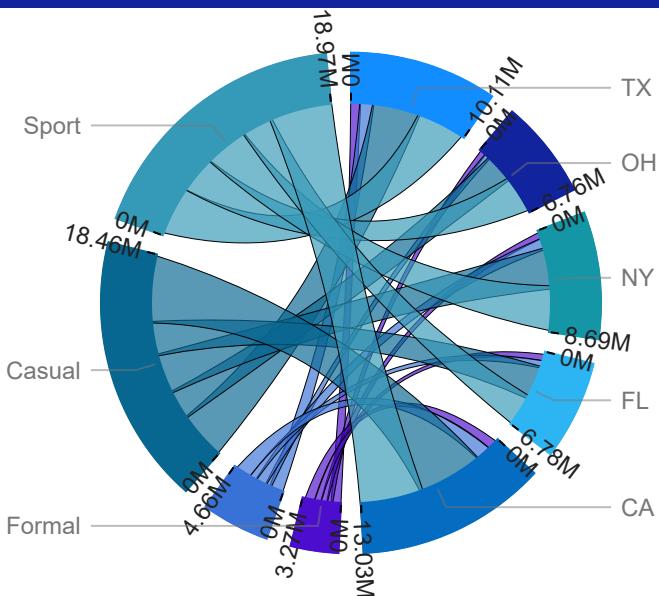


CHANNEL & GEOGRAPHY & PRODUCT & SALES AMOUNT

SalesAmount by Style and ProductGroup



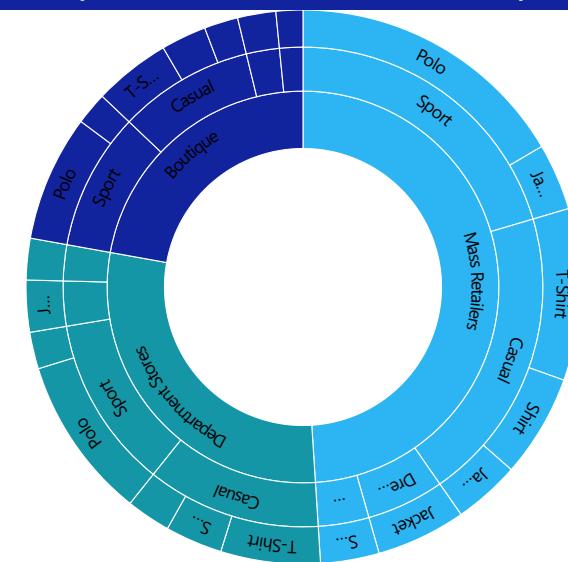
SalesAmount by ProductGroup and State



ShippedQuantity, ReturnQuantity and SalesAmount by ChannelName



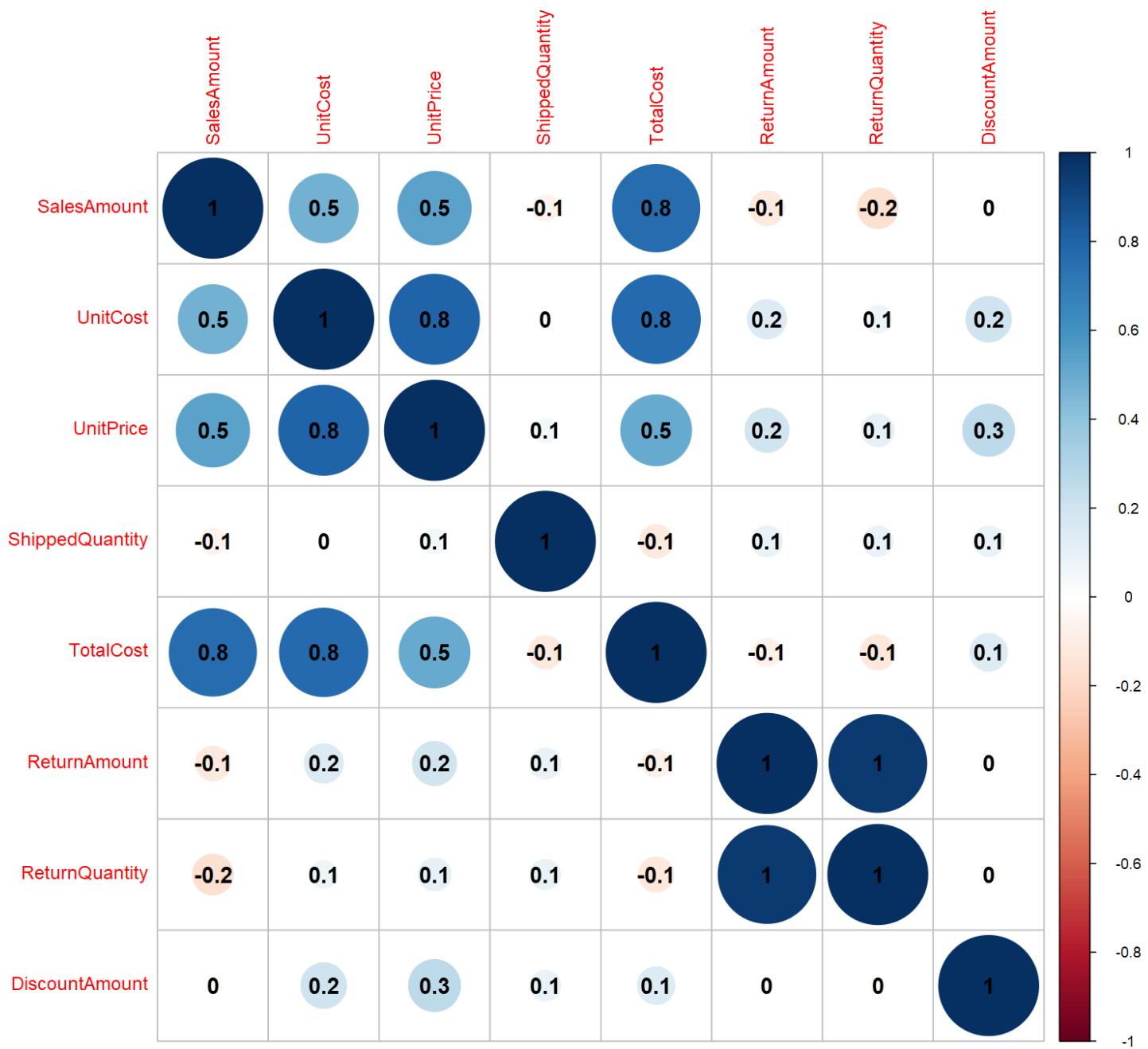
SalesAmount by ChannelName, ProductGroup and Style



Year

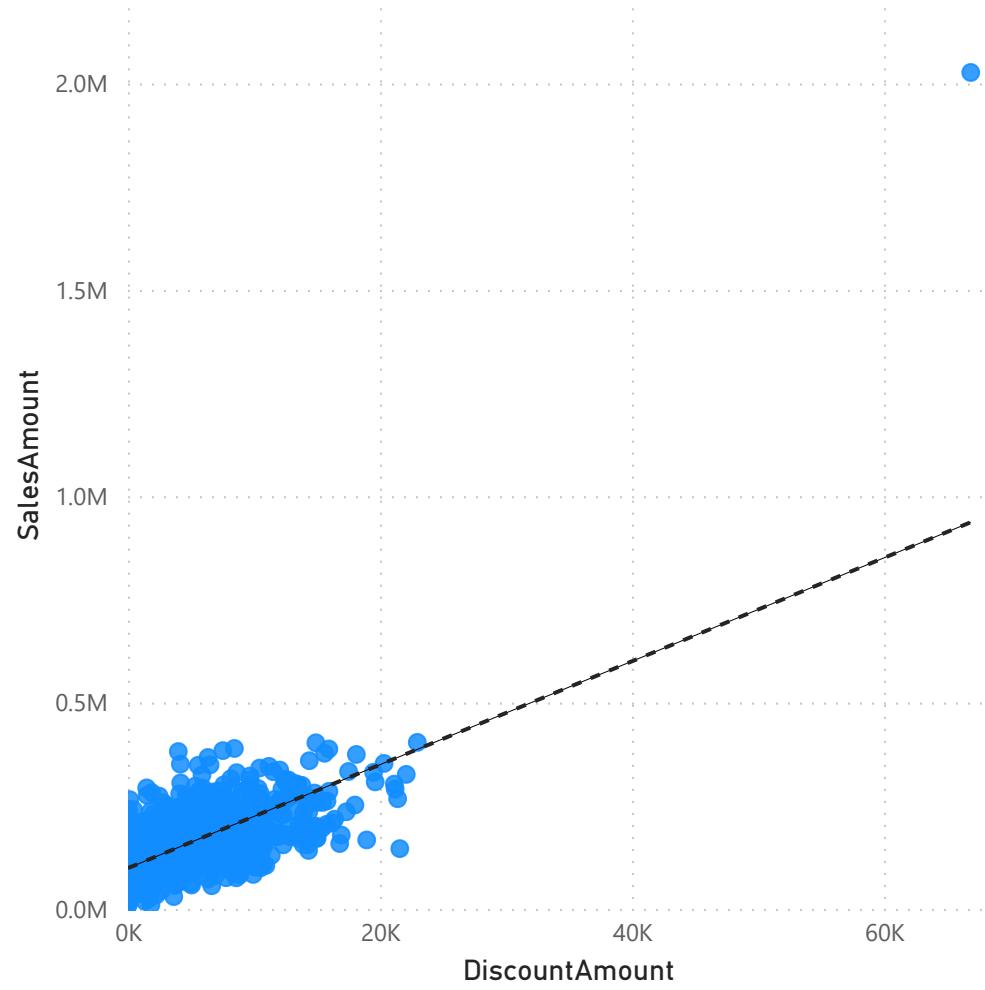
NUMERICAL vs NUMERICAL

Correlation plot



SALES AMOUNT & DISCOUNT AMOUNT

DiscountAmount and SalesAmount by Date

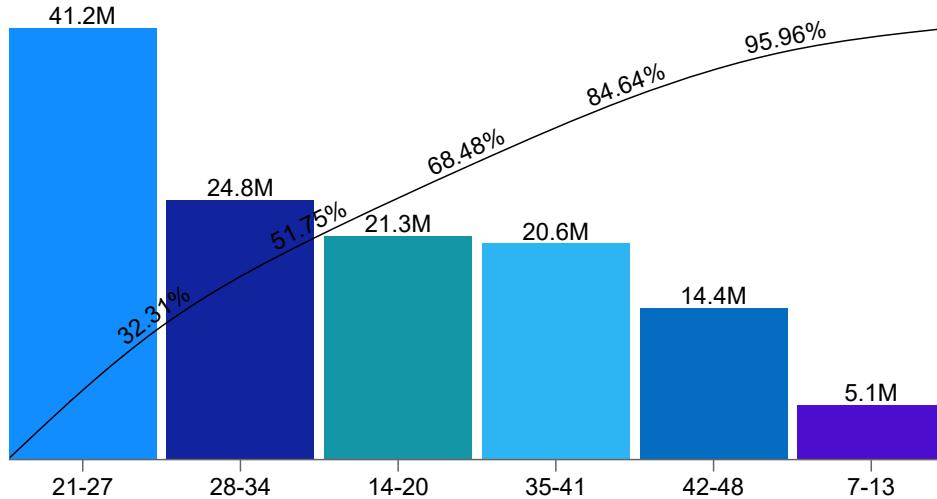


SalesAmount and DiscountAmount by Date

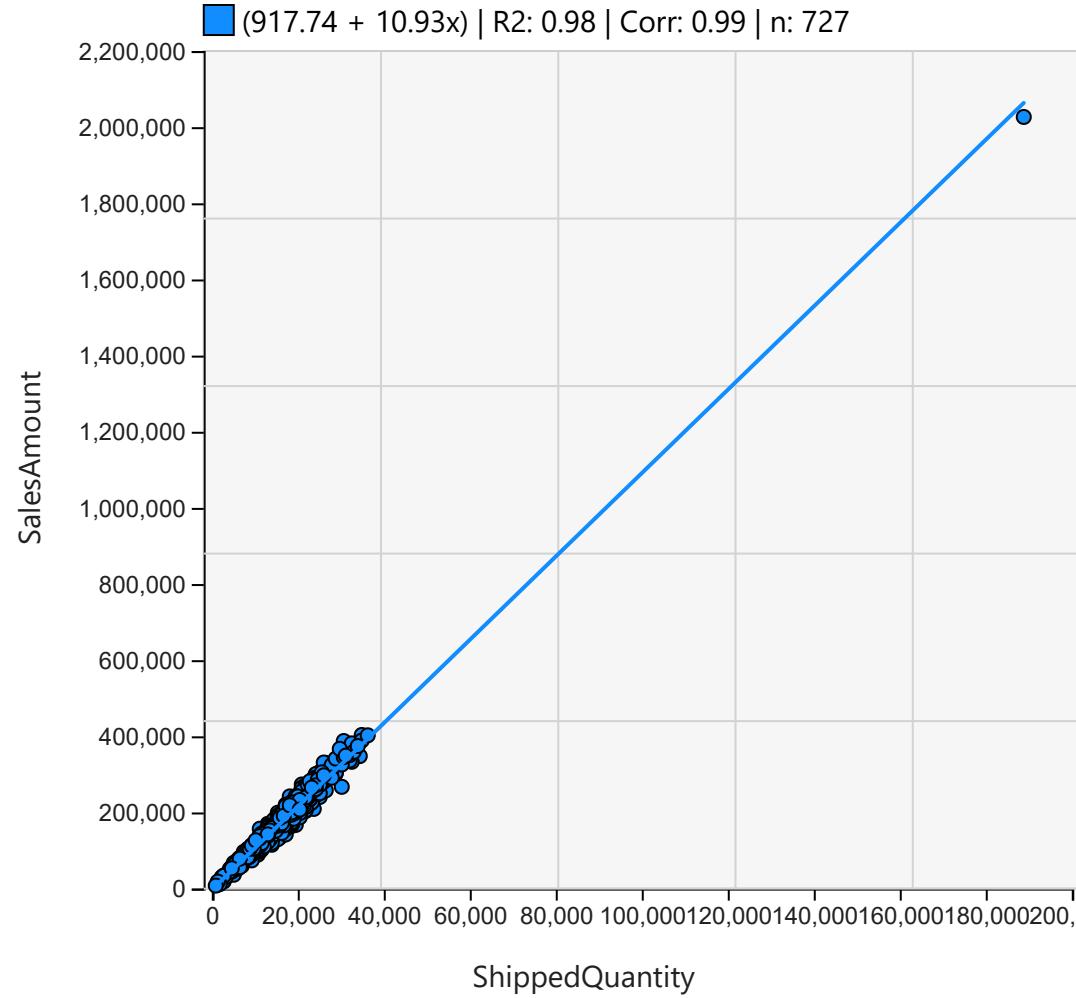
Year
All

SALES AMOUNT & SALES QUANTITY

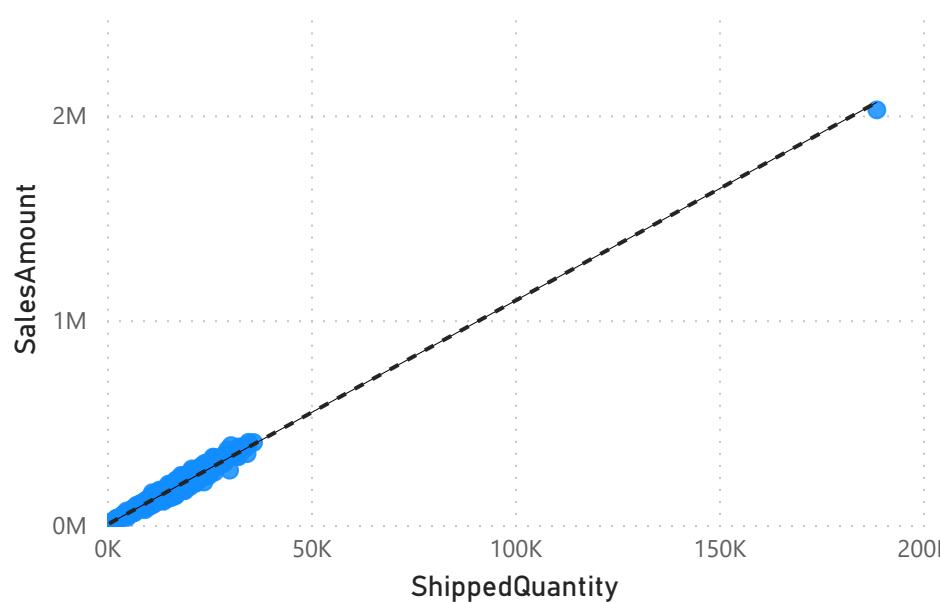
Pareto of SalesAmount by SalesQuantity



SalesAmount and ShippedQuantity by Date



ShippedQuantity and SalesAmount by Date

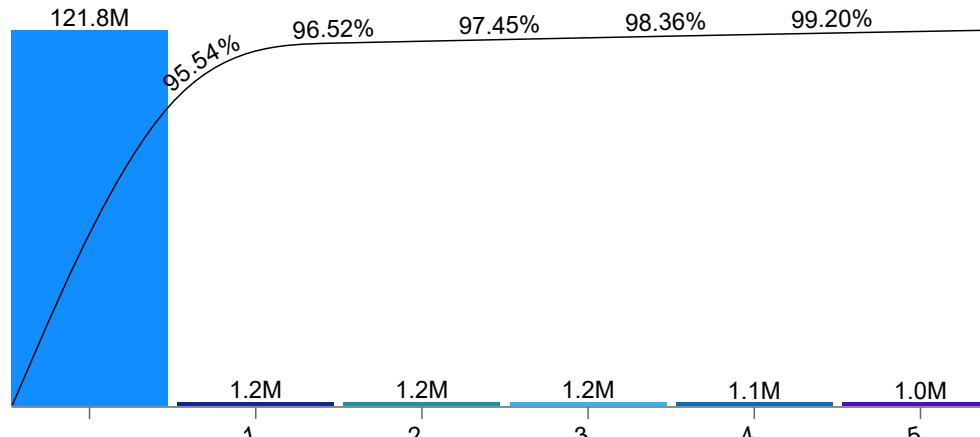


Year

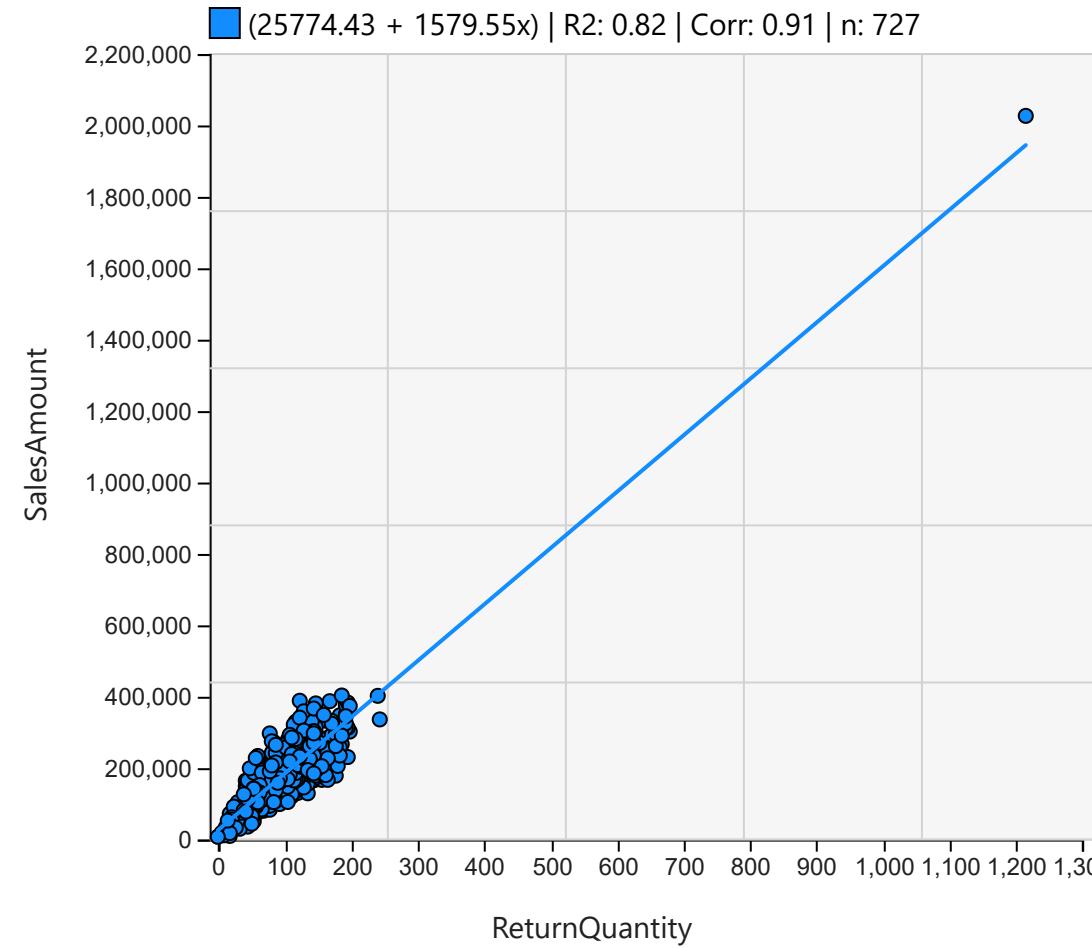
All

SALES AMOUNT & RETURN QUANTITY

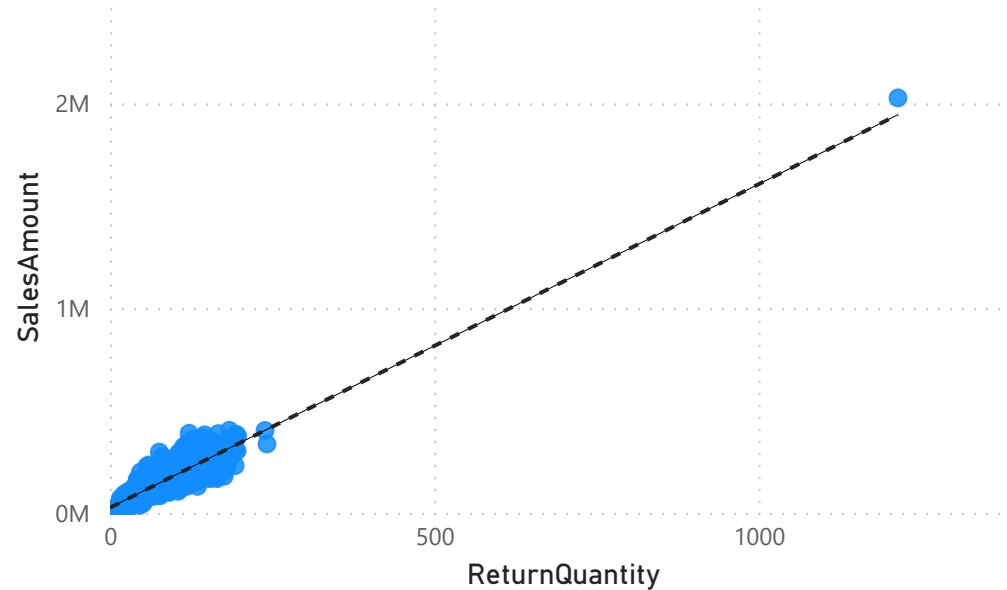
Pareto of SalesAmount by ReturnQuantity



SalesAmount and ReturnQuantity by Date



ReturnQuantity and SalesAmount by Date

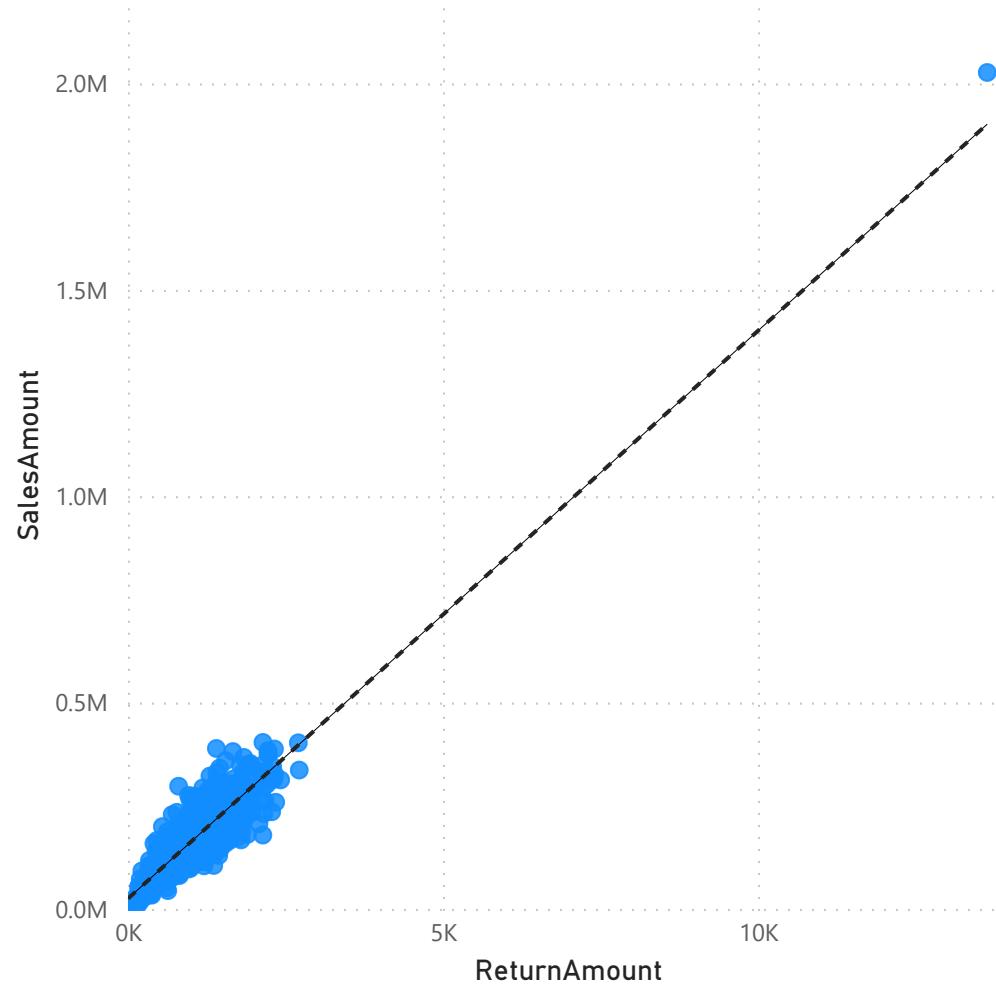


Year

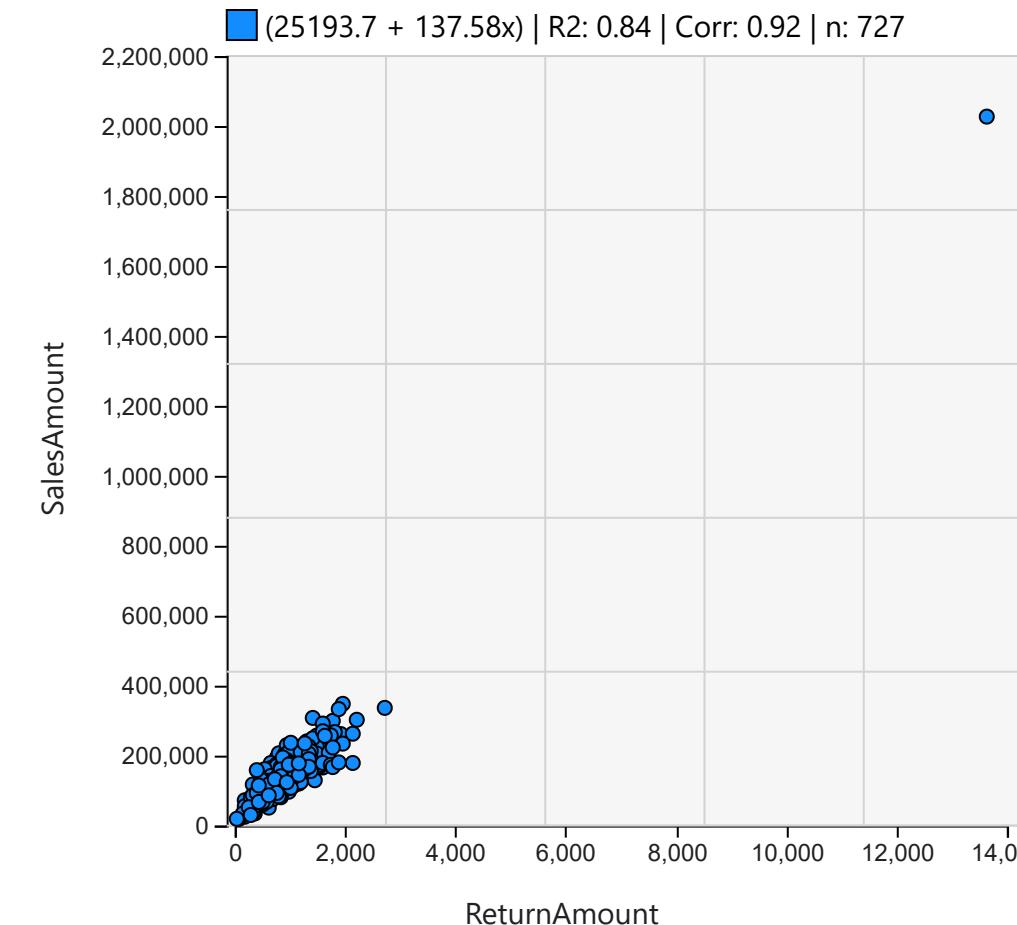
All

SALES AMOUNT & RETURN AMOUNT

ReturnAmount and SalesAmount by Date



SalesAmount and ReturnAmount by Date

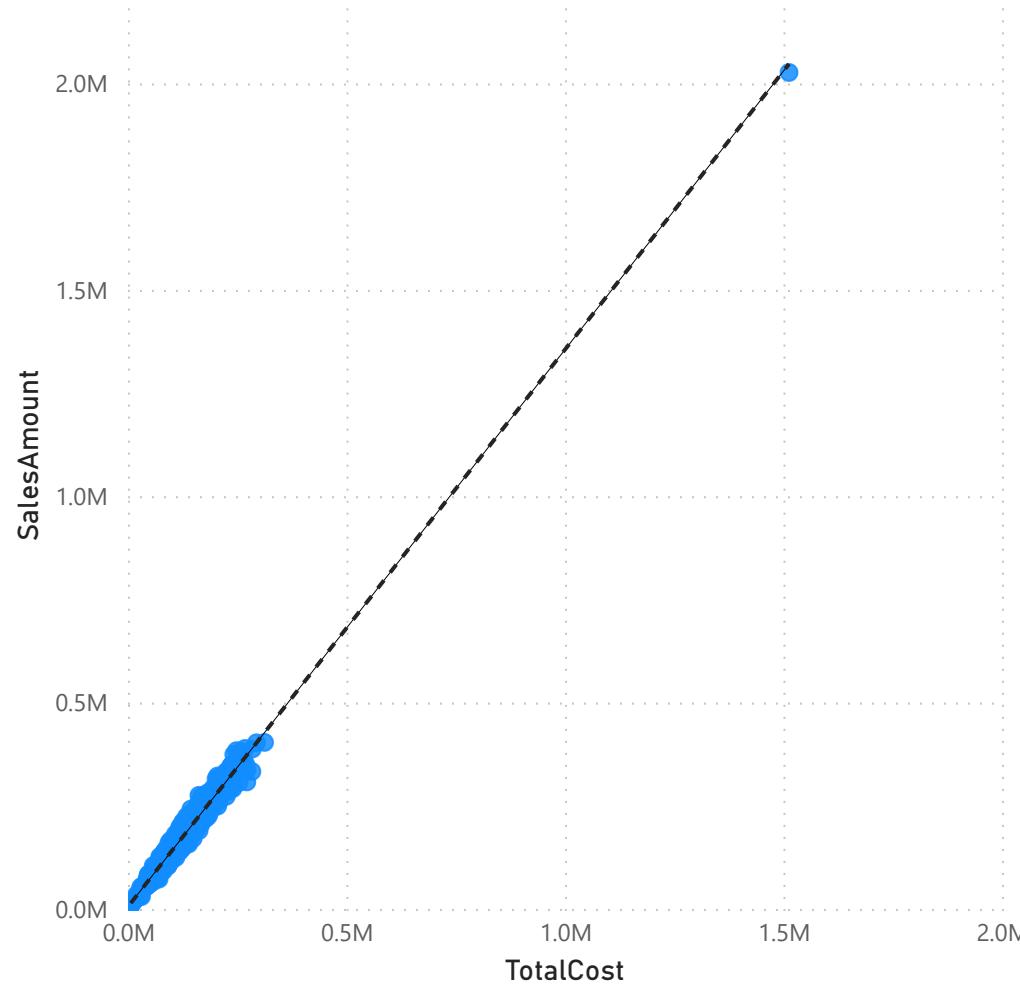


Year

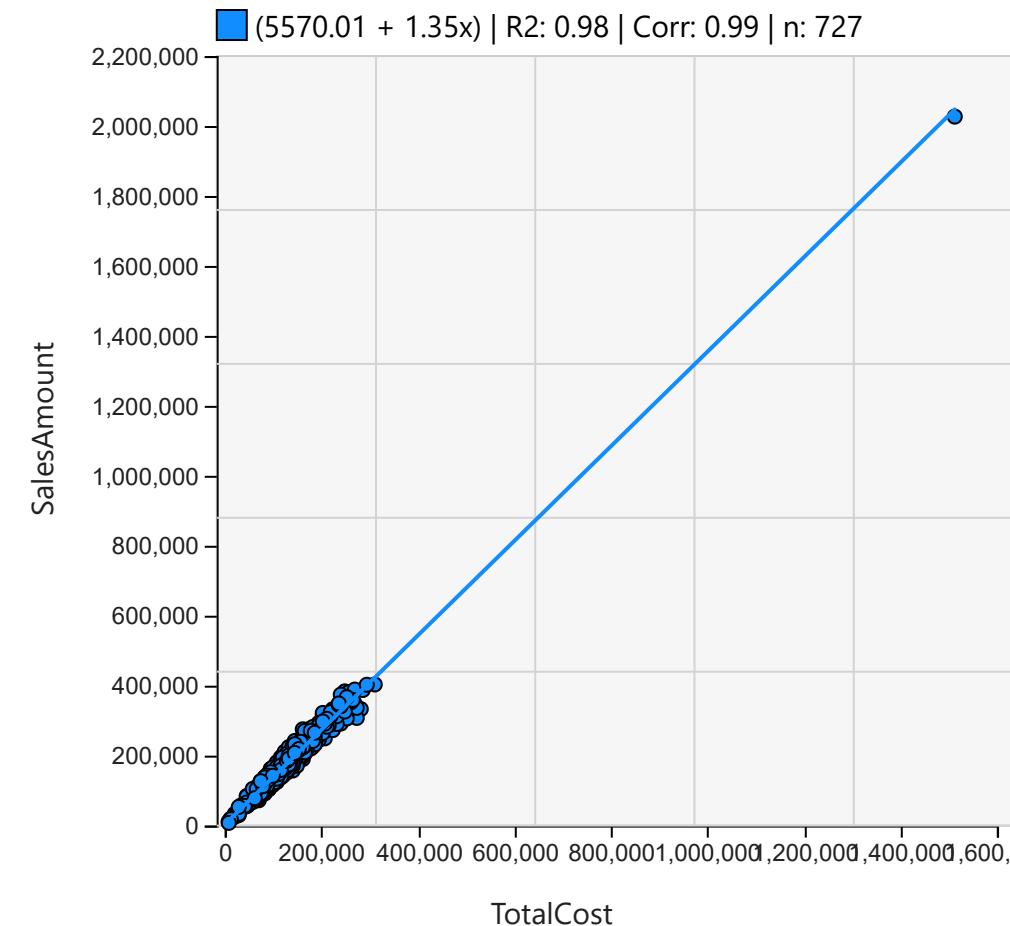
All

SALES AMOUNT & TOTAL COST

TotalCost and SalesAmount by Date



SalesAmount and TotalCost by Date

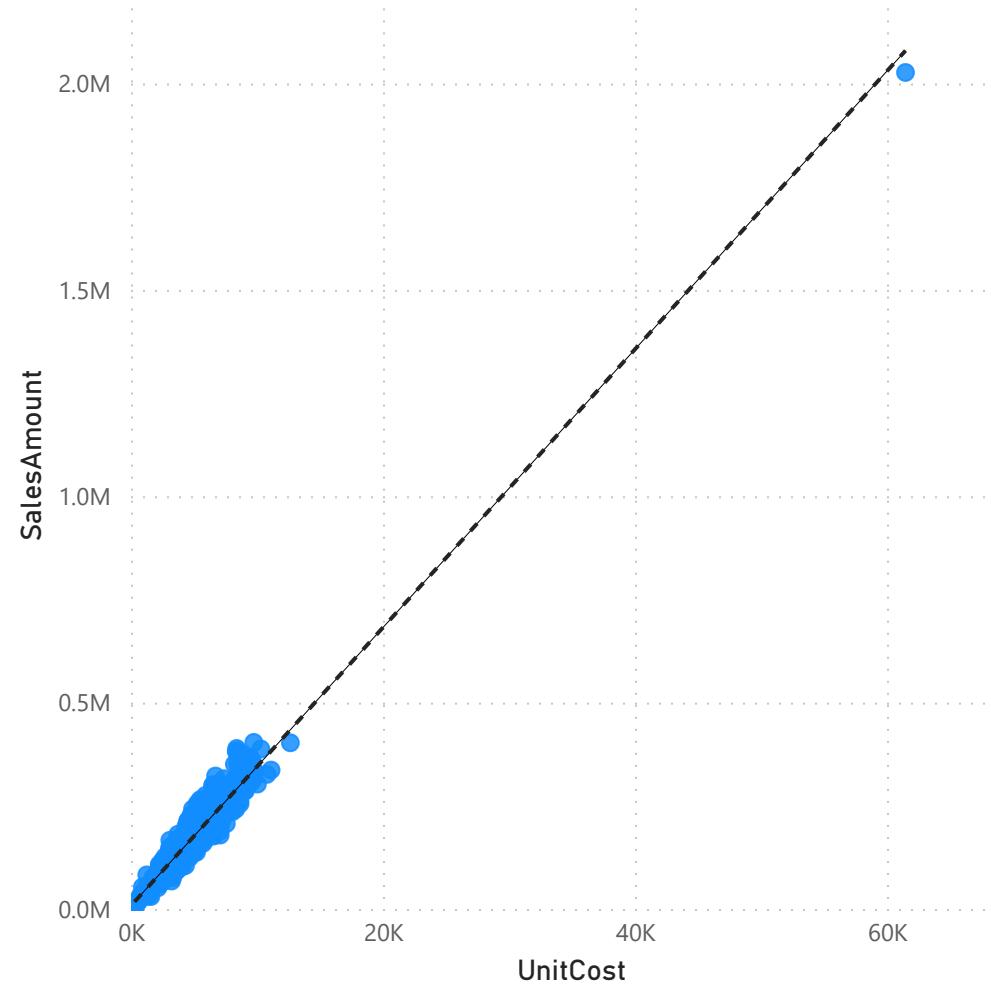


Year

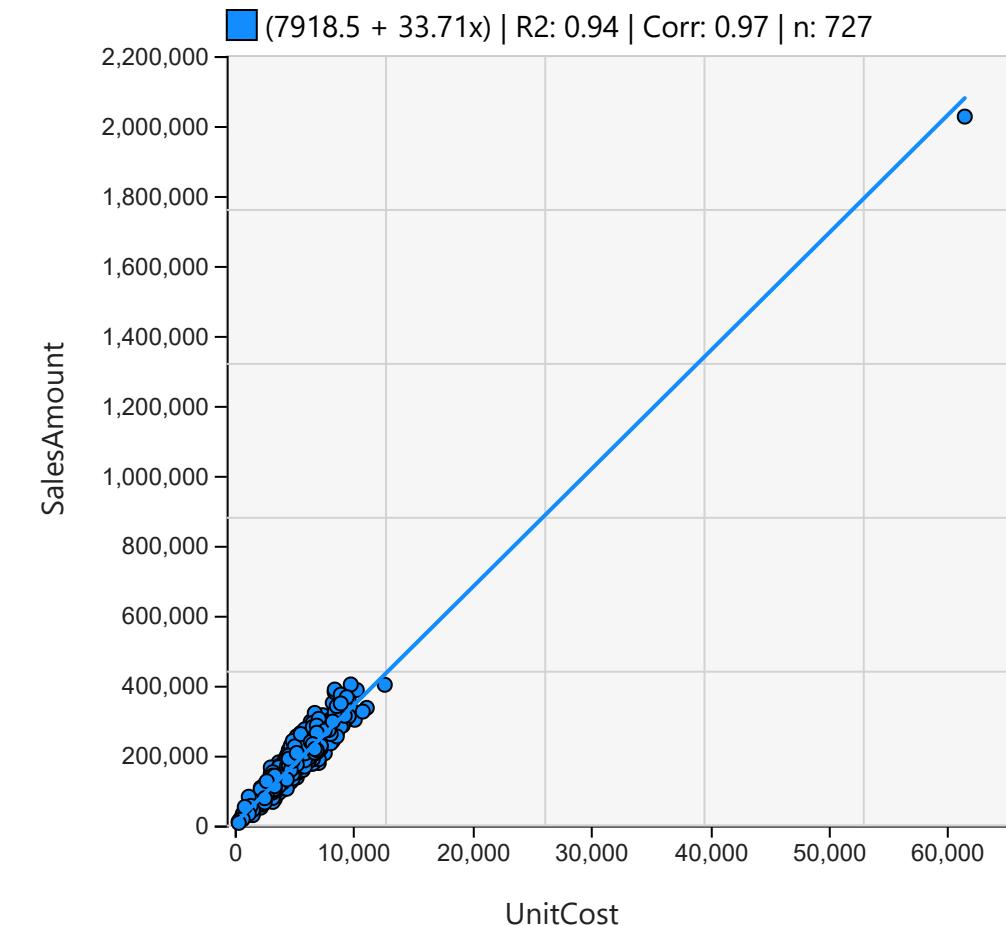
All

SALES AMOUNT & UNIT COST

UnitCost and SalesAmount by Date



SalesAmount and UnitCost by Date

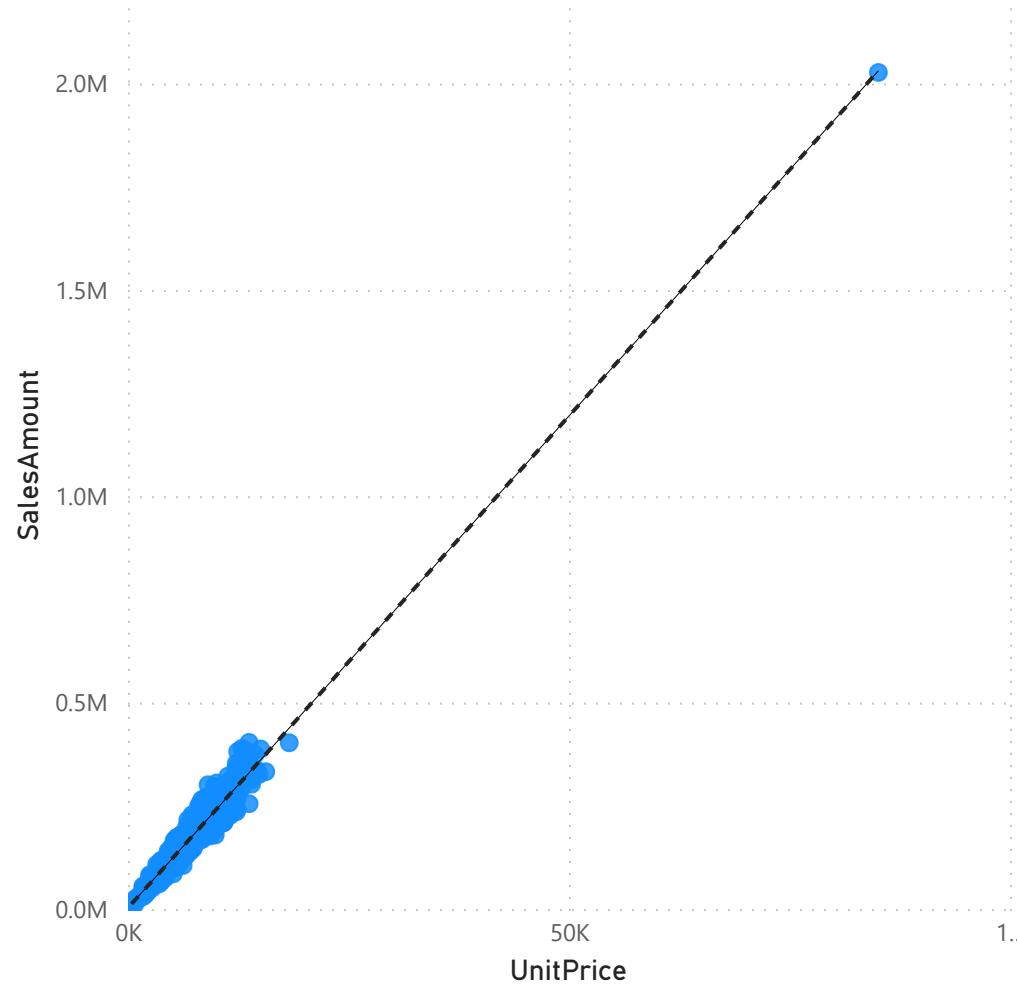


Year

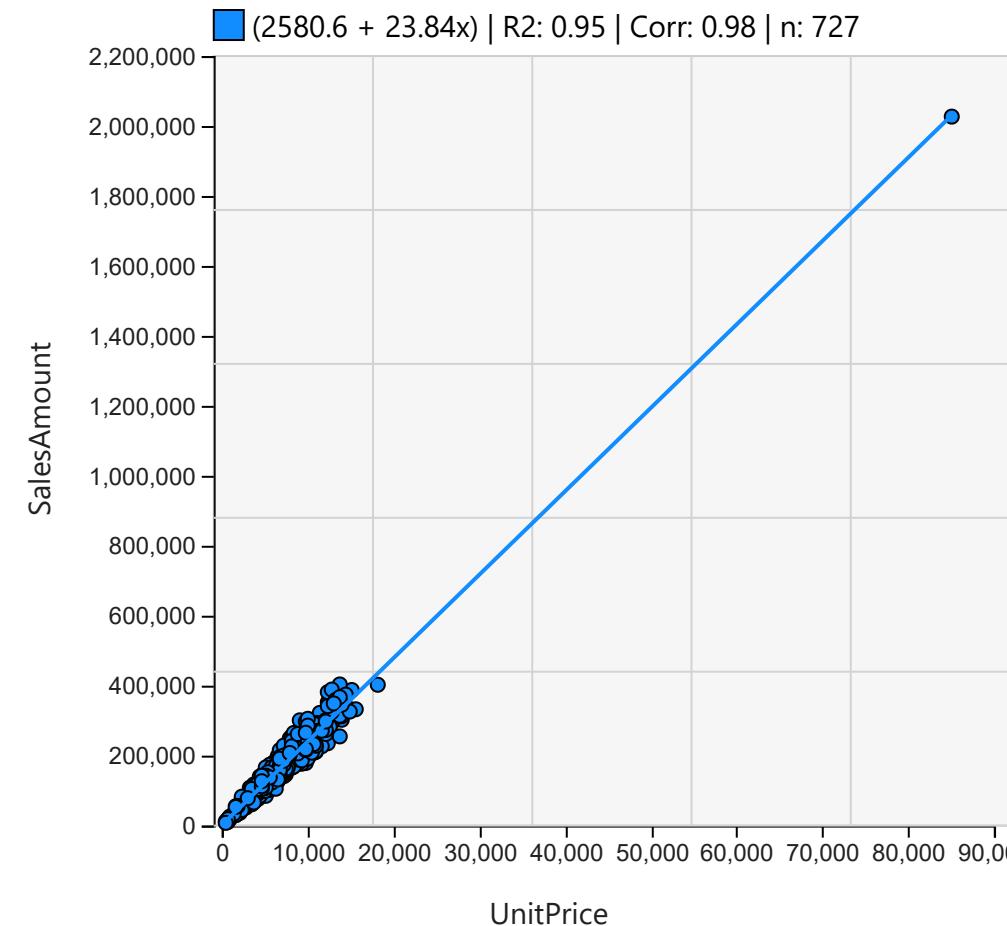
All

SALES AMOUNT & UNIT PRICE

UnitPrice and SalesAmount by Date



SalesAmount and UnitPrice by Date



Year

All

Key influencers Top segments



What influences SalesAmount to ?

When...

...the average of SalesAmount increases by

Sum of TotalCost goes up 121.46

138.6

Sum of UnitCost goes down 3.82

103.8

ChannelName is Mass Retailers

92.84

Sum of DiscountAmount is more than 49.01

92.09

Sum of UnitPrice goes up 3.33

74.47

Sum of DiscountAmount is 0 or less

47.39

Style is Jacket

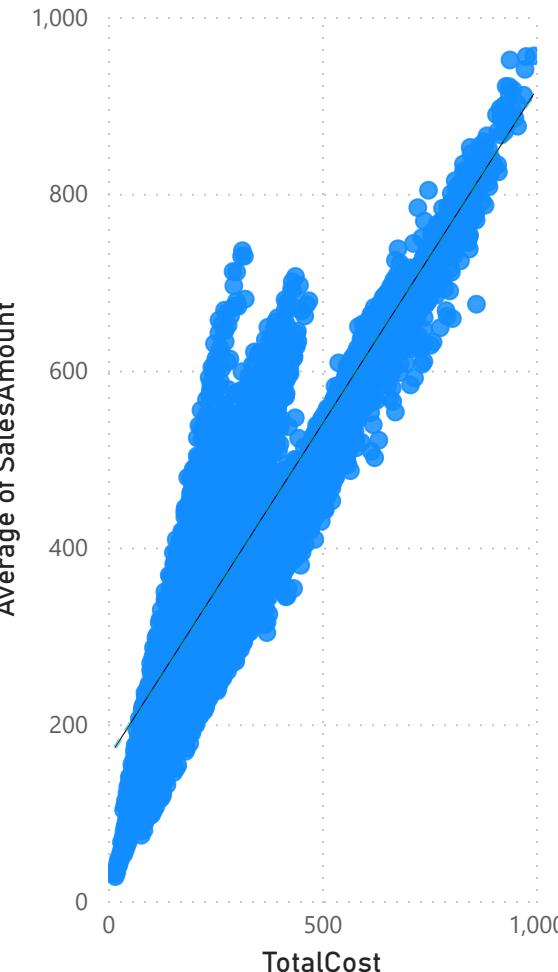
44.18

Season is Winter

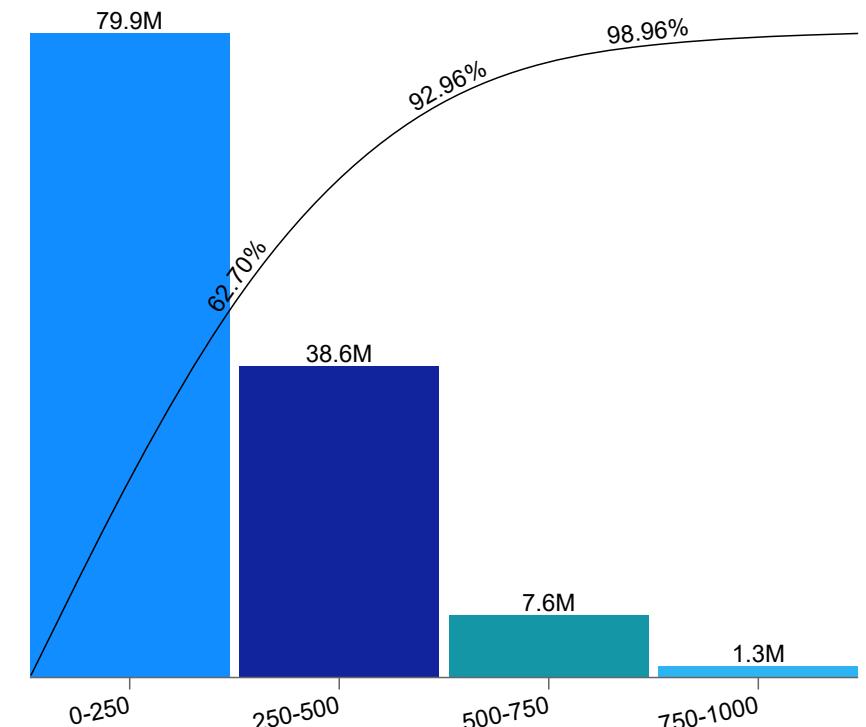
44.18

Sort by: **Impact** Count

← On average when Sum of TotalCost increases, SalesAmount also increases.



KEY DRIVER ANALYSIS



TotalCost (groups)	SalesAmount	%CT SalesAmount
0-250	79,909,172.91	62.70%
250-500	38,567,385.90	30.26%
500-750	7,644,716.90	6.00%
750-1000	1,324,680.95	1.04%
Total	127,445,956.66	100.00%