

SALES ANALYSIS

Sales AMT

\$1.05bn

TRX

260.51K

top continent names by total premium



Showing Top 10 DIM geography continent name of results DIM geographies by total premium of



Year

2007

2008

2009

RegionCountryN...

All

ClassName

All

BrandName

All

ChannelName

All

CityName

All

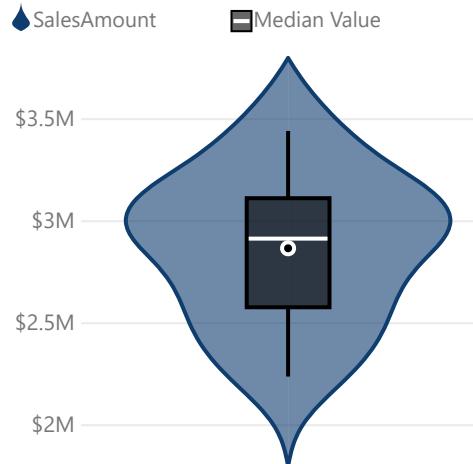
ColorName

All

StoreName

All

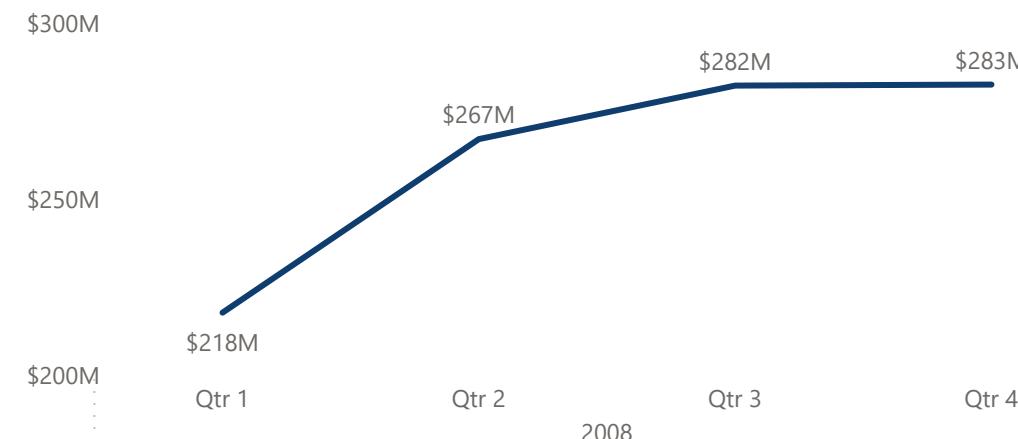
Daily Sales AMT



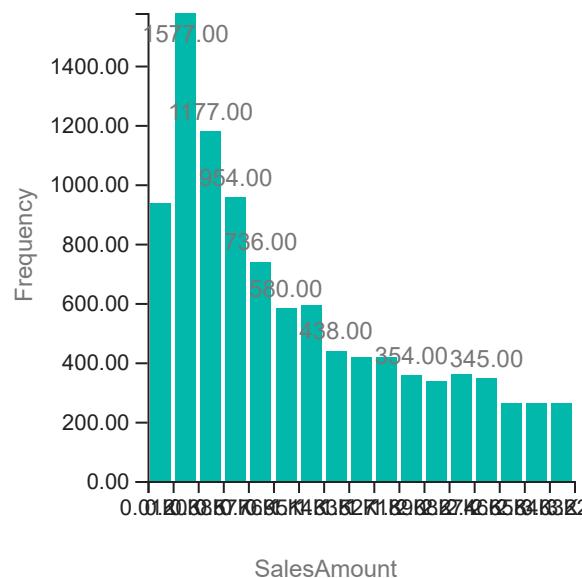
Sales AMT By Time



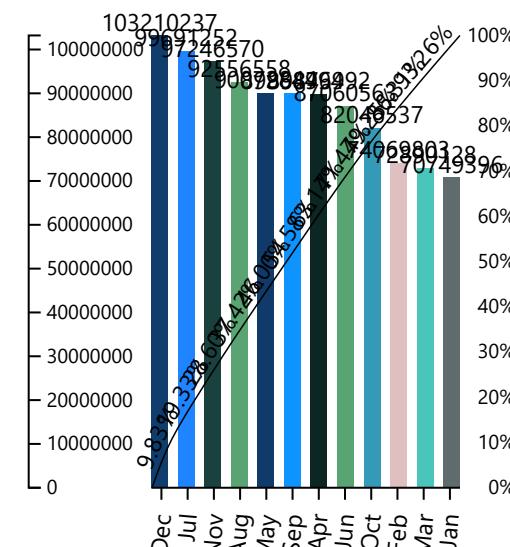
Sales AMT By Time



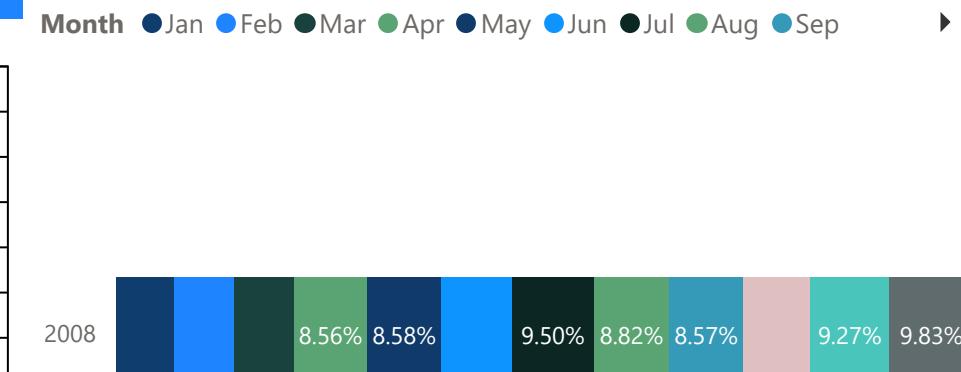
Distribution Sales AMT



Sales AMT & Cumulative % By Time



Composition Of Sales AMT By Time



SALES ANALYSIS

Sales AMT

\$3.25bn

TRX

859.51K

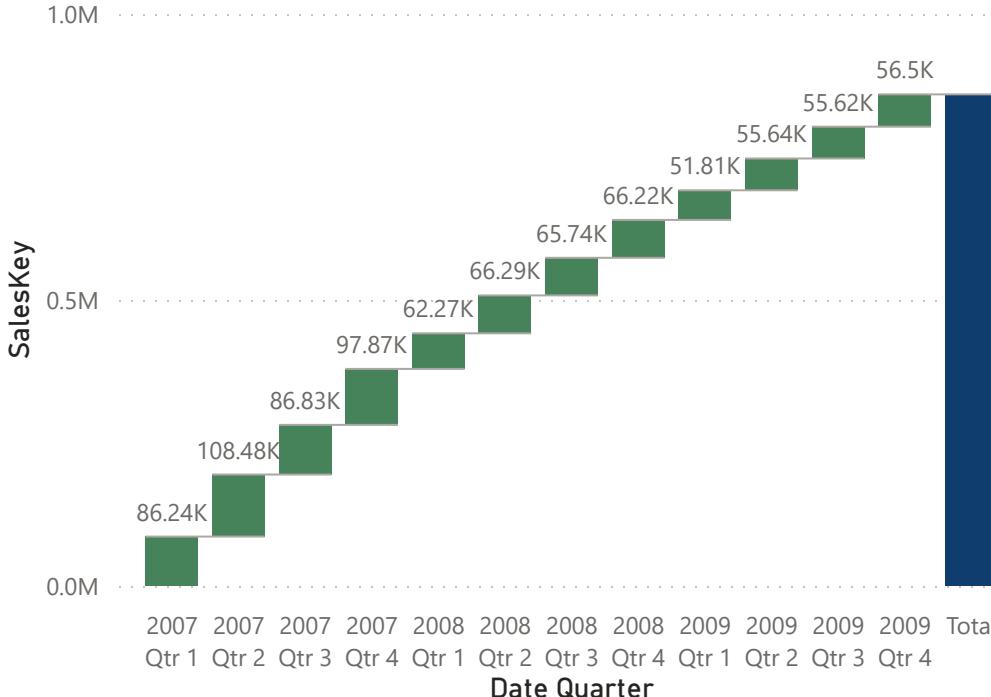
top continent names by
total premium



Showing Top 10 DIM geography continent name of

TRX by Year and Quarter

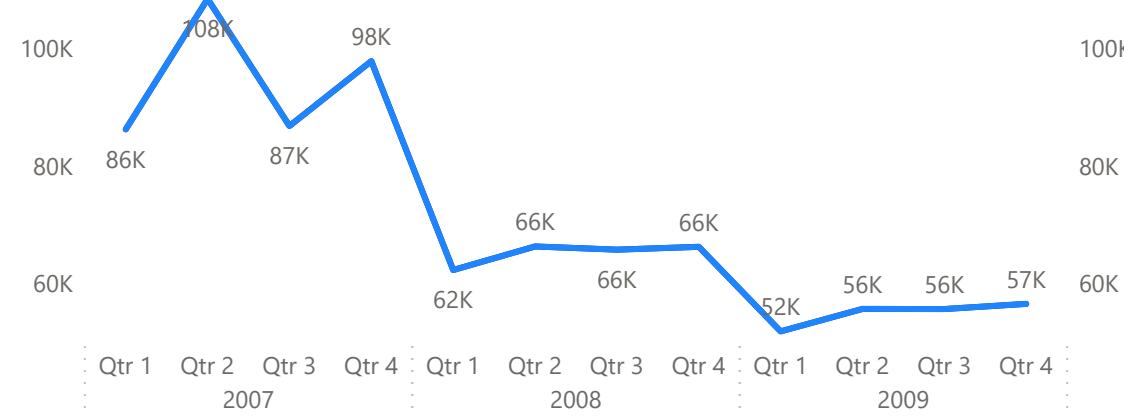
● Increase ● Decrease ● Total



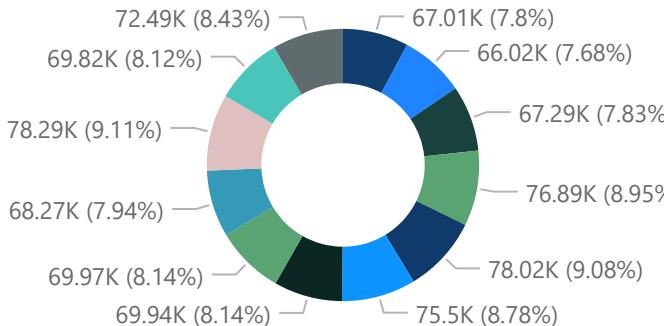
Summary Of TRX By Time

Year	Count of SalesKey	%CT SalesKey	SalesKey QoQ%	SalesKey MoM%
2007	379424	44.14%	0.00%	0.00%
Qtr 2	108483	12.62%	25.79%	6.13%
May	36934	4.30%	31.81%	3.06%
Total	859505	100.00%	7.04%	2.24%

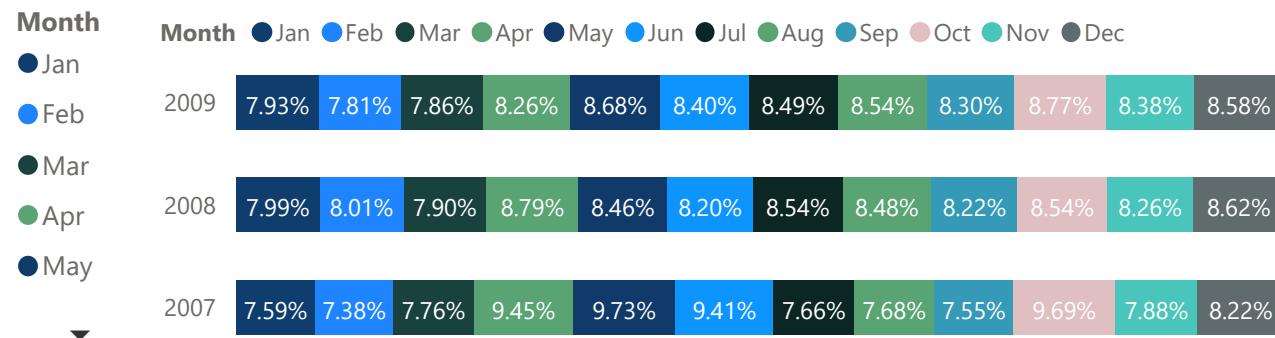
TRX By Channel By Time



Composition Of TRX By Time



Composition Of TRX By Channel By Time



Year

- 2007
- 2008
- 2009

Weekday

- All

ClassName

- All

BrandName

- All

ChannelName

- All

CityName

- All

ColorName

- All

StoreName

- All

NET PROFITS

Sales Amount

\$947.45M

Net Profits

\$542.71M

Sales Quantity

\$4.9M

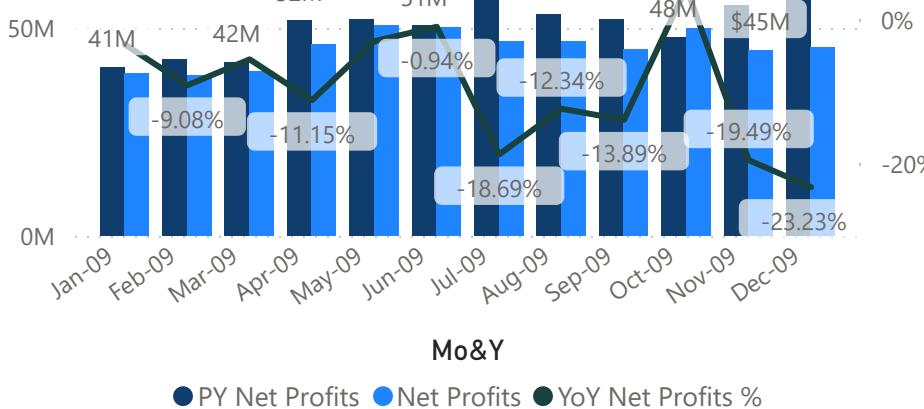
Net Quantity

\$4.87M

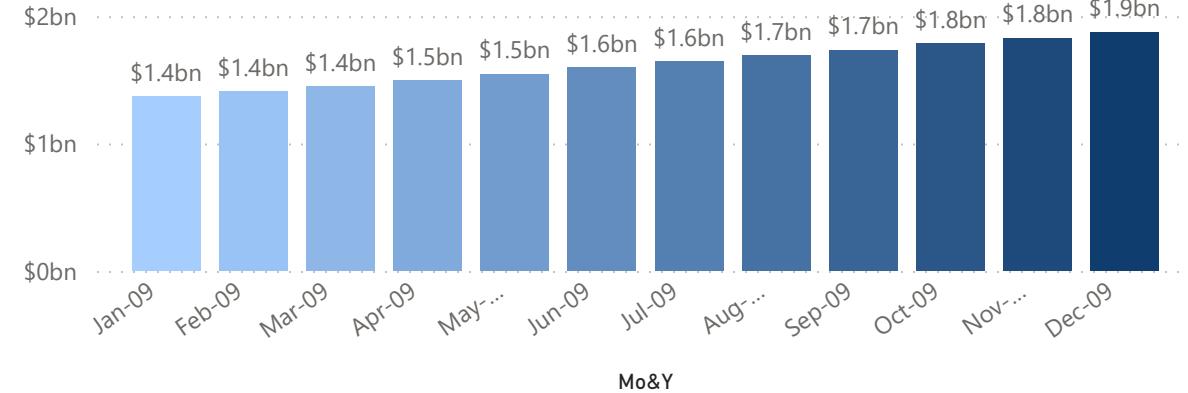
Year

- 2007
- 2008
- 2009

Net Profits By Month & Year



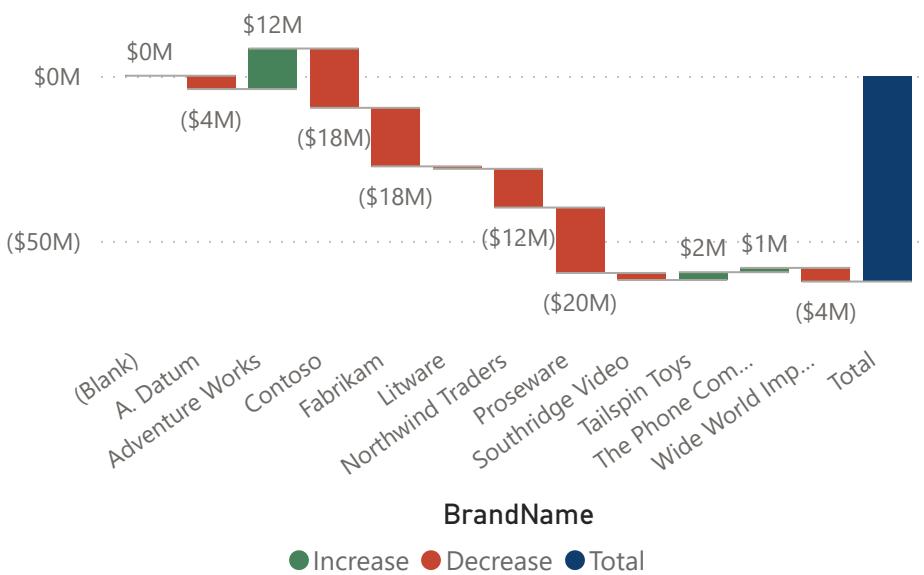
Net Profits Running Total by Month & Year



Mo&Y

● PY Net Profits ● Net Profits ● YoY Net Profits %

YoY Net Profits by BrandName



BrandName

● Increase ● Decrease ● Total

ContinentName

Net Profits

Net Quantity

Order count

AVG Order AMT

ContinentName	Net Profits	Net Quantity	Order count	AVG Order AMT
Asia	\$149,581,592.3550035	\$1,458,652	60,627	4,330.73
Armenia	\$1,965,548.777999996	\$16,151	871	3,927.18
Australia	\$5,870,207.294499989	\$56,356	2,635	3,903.62
Bhutan	\$2,940,869.107500003	\$30,651	1,360	3,738.37
China	\$89,931,142.56500041	\$910,916	32,881	4,814.96
Beijing	\$78,824,783.5235002	\$807,003	27,825	4,992.19
GuangDong	\$950,329.5010000003	\$8,444	422	3,913.55
Hong Kong	\$4,132,222.353999975	\$39,093	1,832	3,946.78
Shanghai	\$3,999,766.961999991	\$38,864	1,889	3,696.18
Xinjiang	\$2,024,040.224500005	\$17,512	913	3,887.12
India	\$5,966,313.382500001	\$54,811	2,758	3,783.84
Iran	\$3,942,426.704999999	\$34,555	1,839	3,747.55
Japan	\$14,259,319.29	\$136,117	6,656	3,738.70
Total	\$542,706,036.2886279	\$4,865,586	219,567	4,315.08

Weekday

All

ClassName

All

BrandName

All

ChannelName

All

CityName

All

ColorName

All

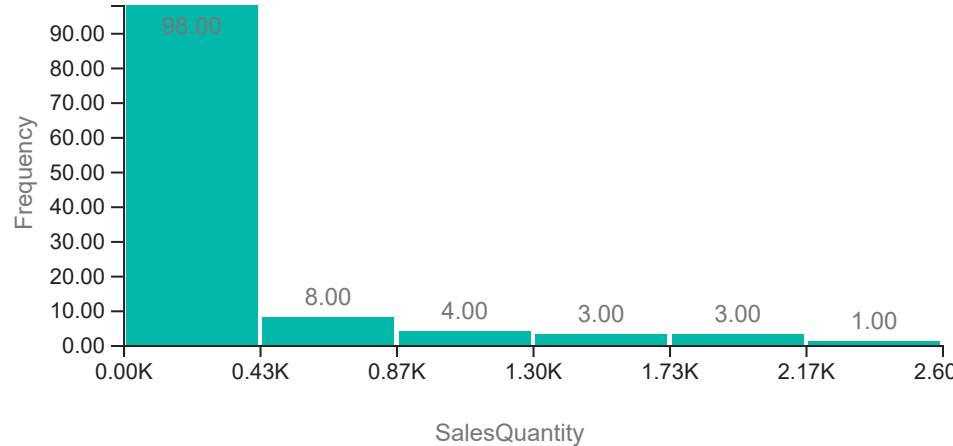
StoreName

All

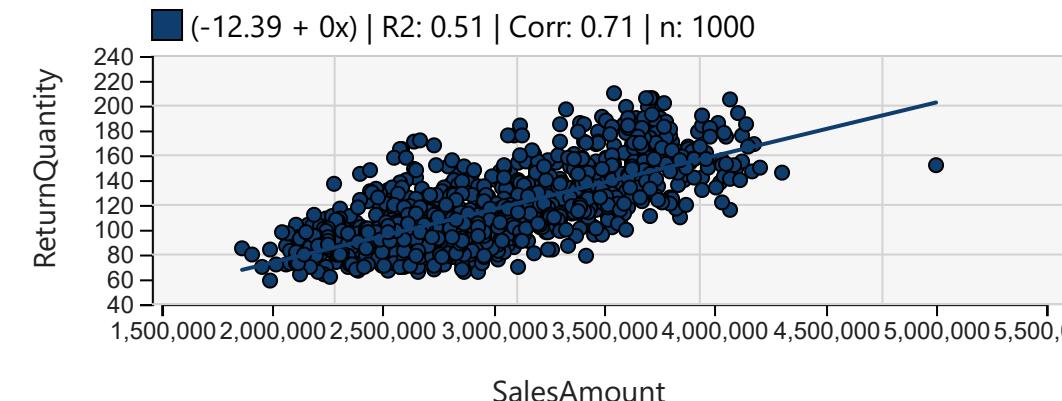
SALES ANALYSIS

Sales Quantity
14M

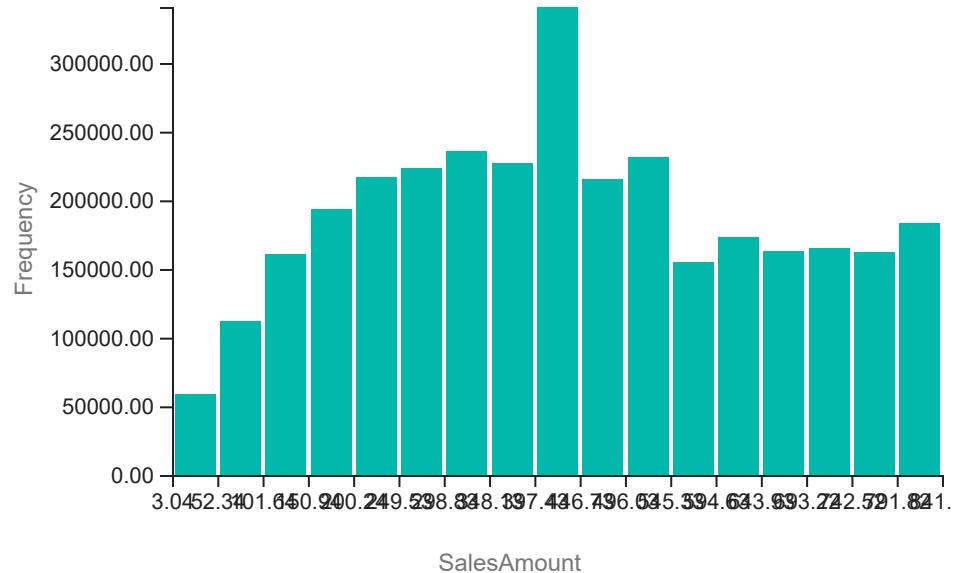
Distribution TRX By Sales AMT



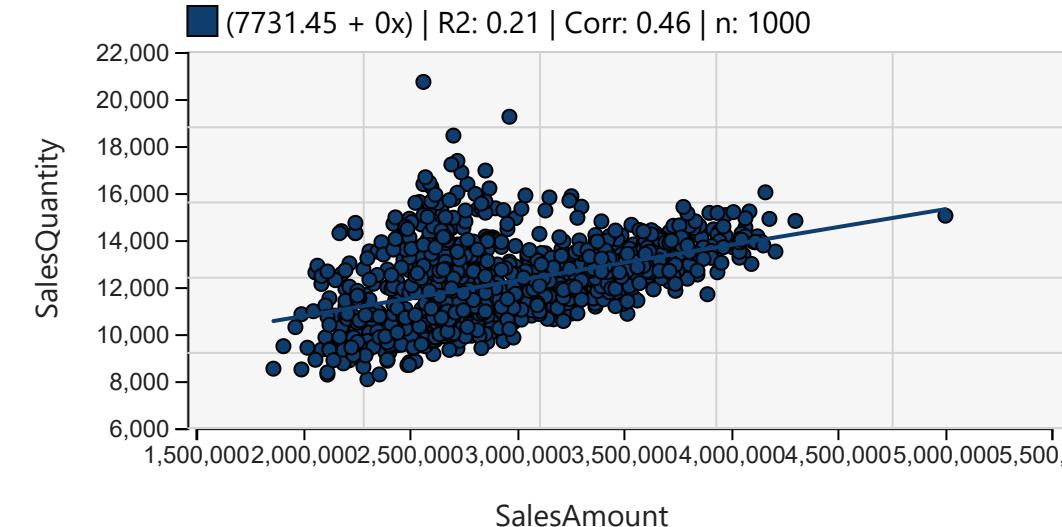
Return QTY & Sales AMT By Date



Sales QTY by Sales AMT



Sales QTY & Sales AMT By Date



Year

- 2007
- 2008
- 2009

RegionCountryN...

- All

ClassName

- All

BrandName

- All

ChannelName

- All

CityName

- All

ColorName

- All

StoreName

- All

CHANNEL ANALYSIS

Sales AMT - Catalog

\$281.6M

Sales AMT - Online

\$696.51M

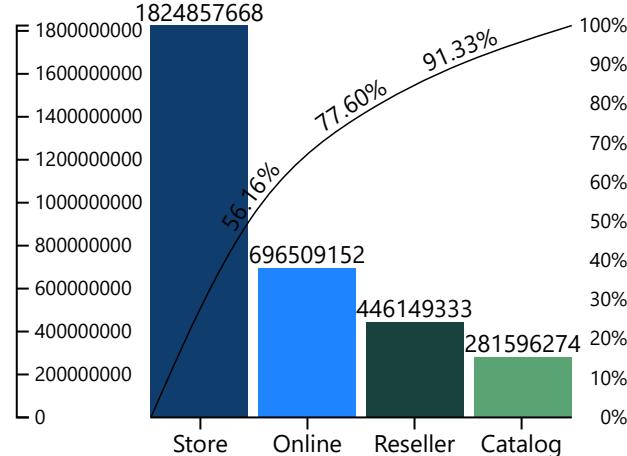
Sales AMT - Reseller

\$446.15M

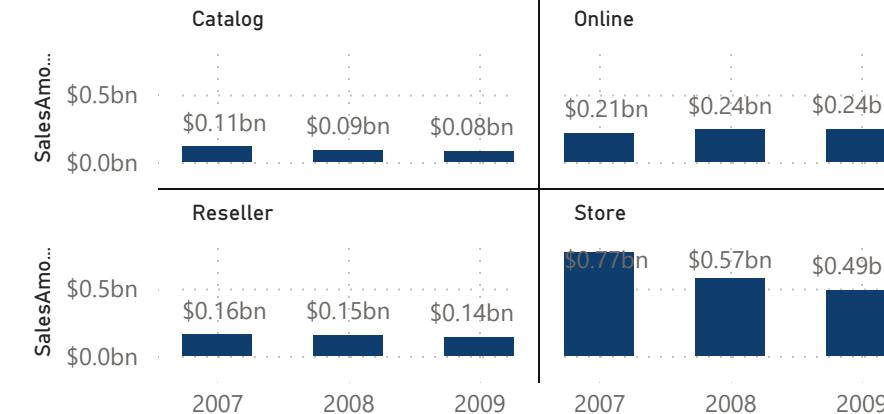
Sales AMT - Store

\$1.82bn

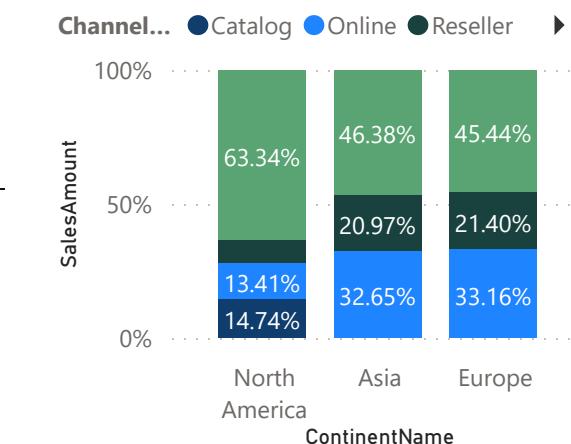
Sales AMT % By Channel



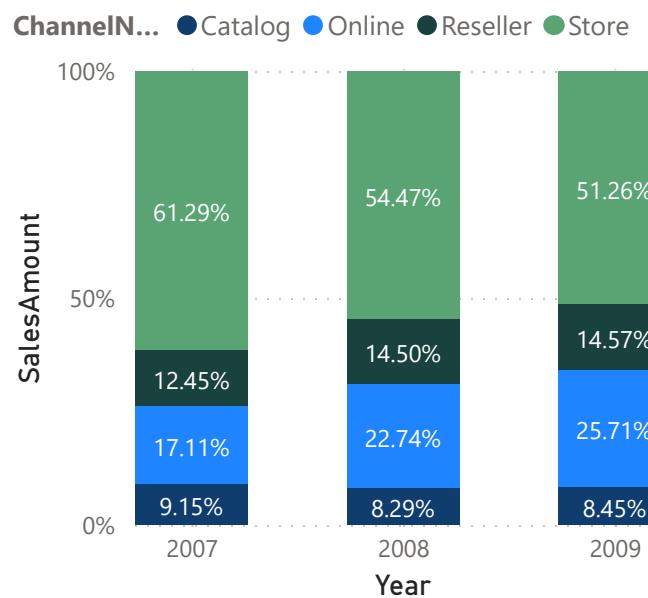
Sales AMT By Channel & By Time



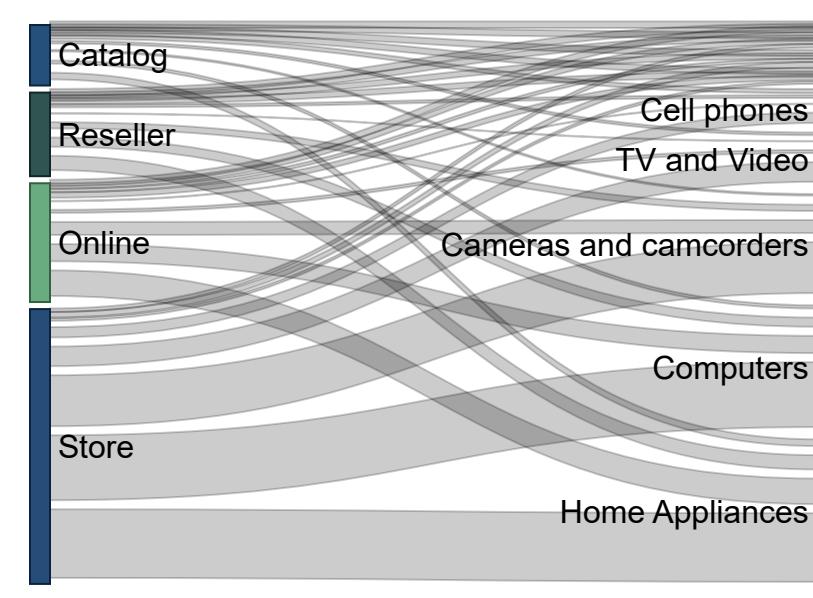
Sales AMT By Channel & GEO



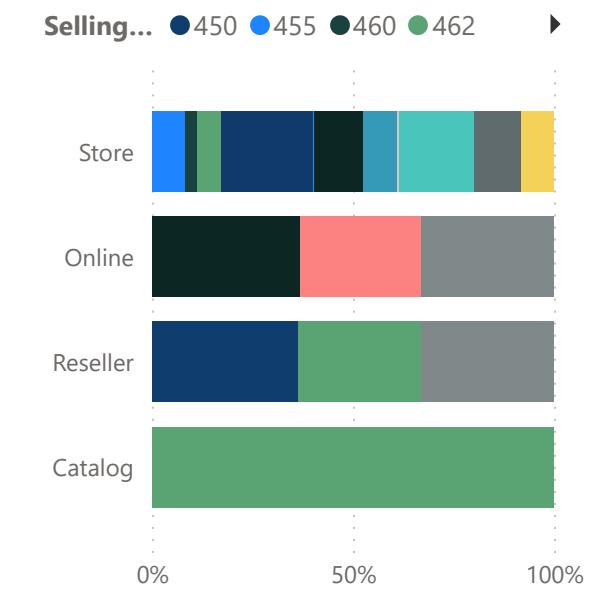
Sales AMT By Channel & GEO



Sales AMT By Channel & Product



Sales AMT By Channel & Store Size



Year

- 2007
- 2008
- 2009

ClassName

- All

BrandName

- All

ChannelName

- All

CityName

- All

ColorName

- All

StoreName

- All

CHANNEL ANALYSIS

TRX - Catalog

49.22K

TRX - Online

158.09K

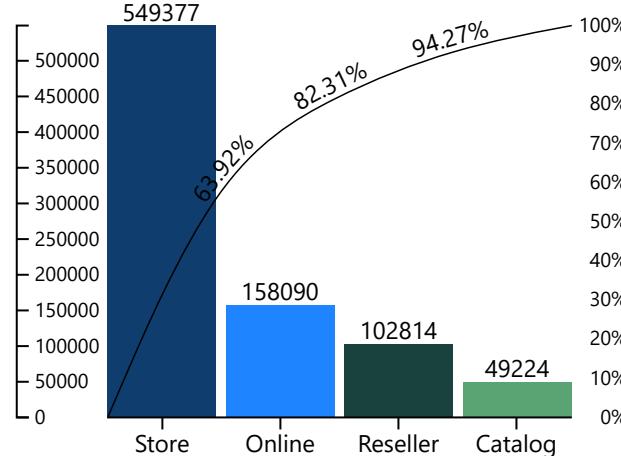
TRX - Reseller

102.81K

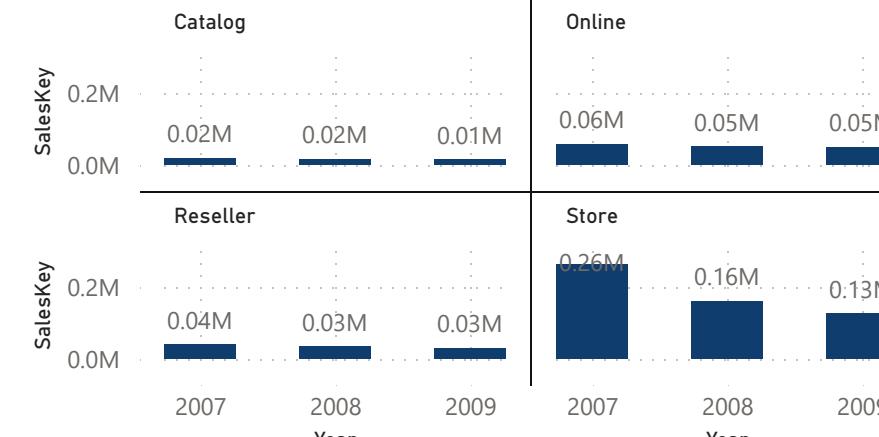
TRX - Store

549.38K

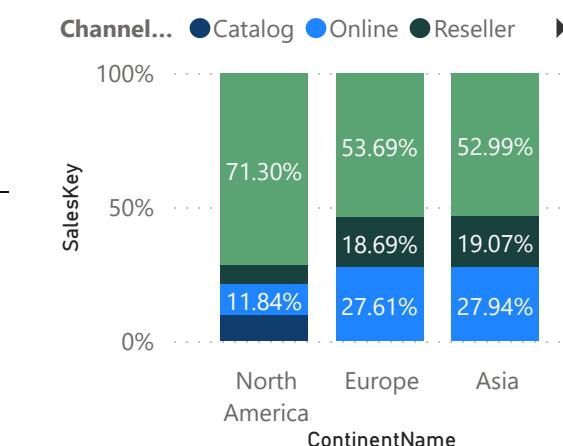
TRX % By Channel



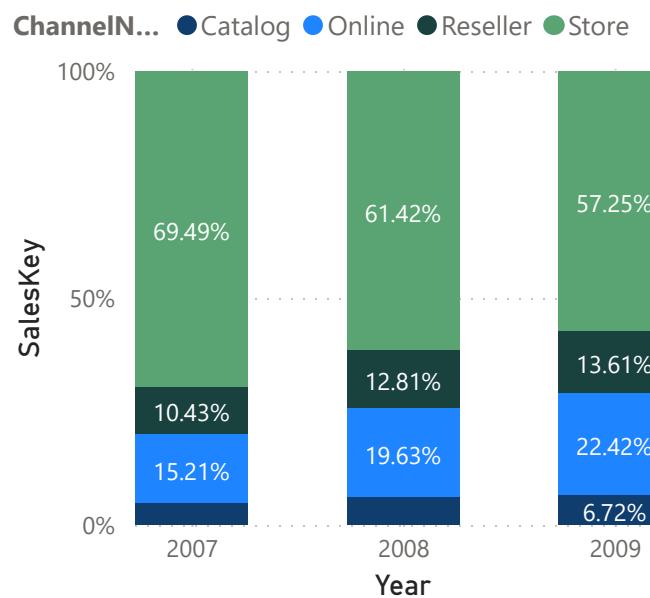
TRX By Channel & By Time



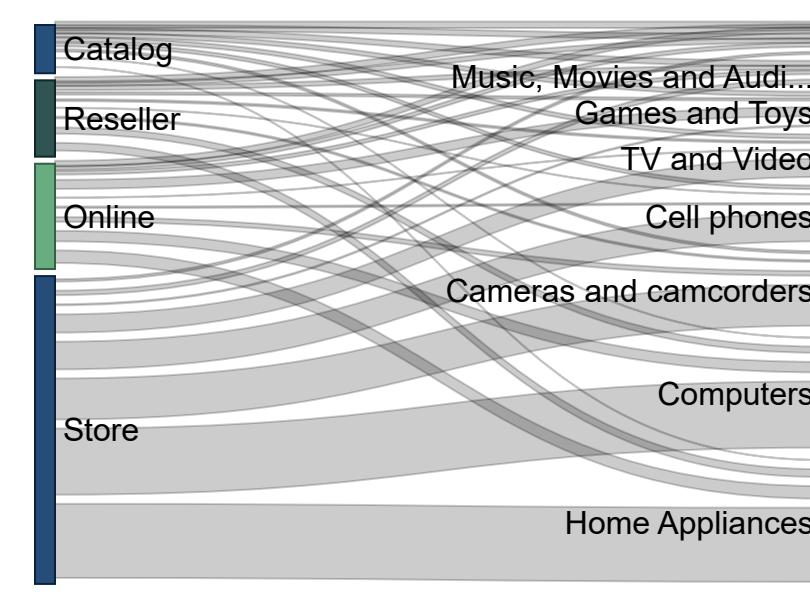
TRX By Channel & GEO



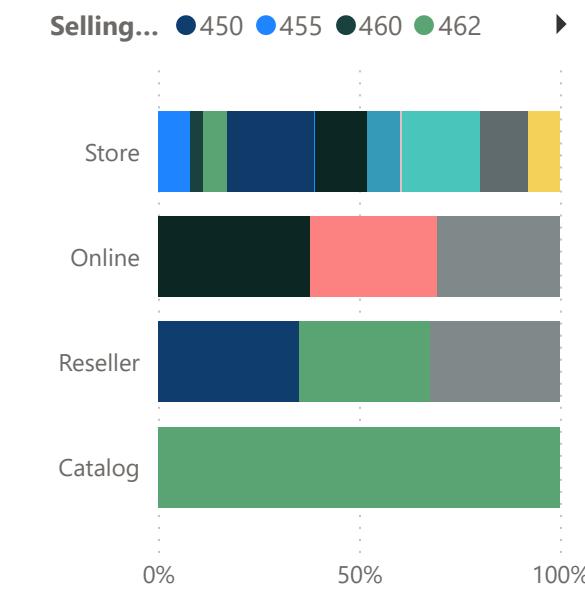
TRX By Channel & GEO



TRX By Channel & Product



TRX By Channel & Store Size



Year

- 2007
- 2008
- 2009

ClassName

- All

BrandName

- All

ChannelName

- All

CityName

- All

ColorName

- All

StoreName

- All

GEOGRAPHY ANALYSIS

Sales AMT - Asia

\$703.15M

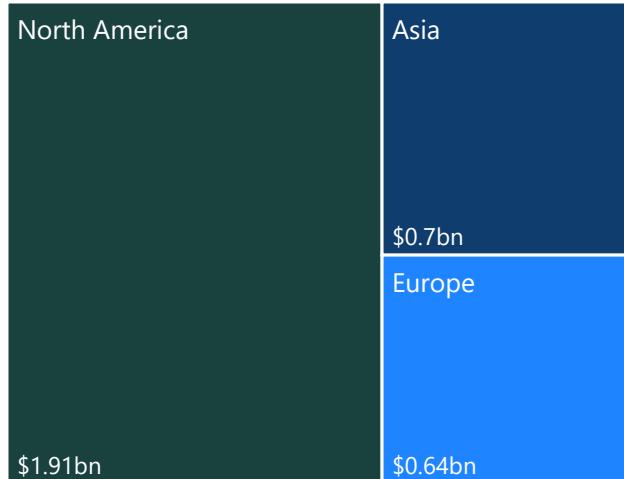
Sales AMT - Europe

\$635.93M

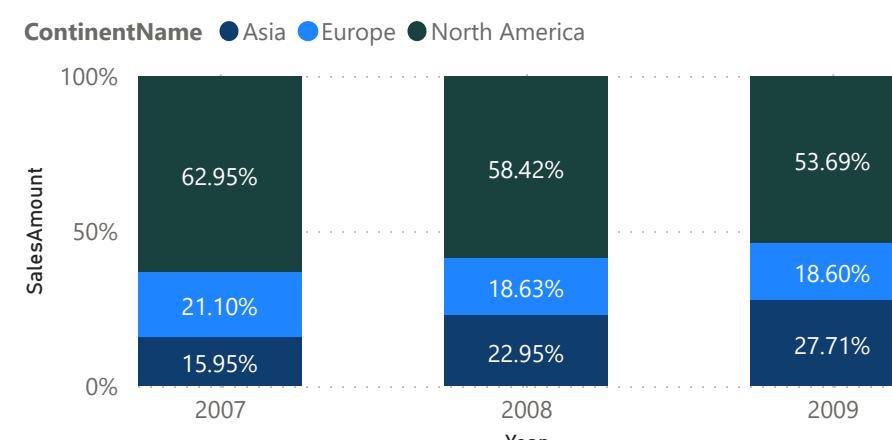
Sales AMT - North America

\$1.91bn

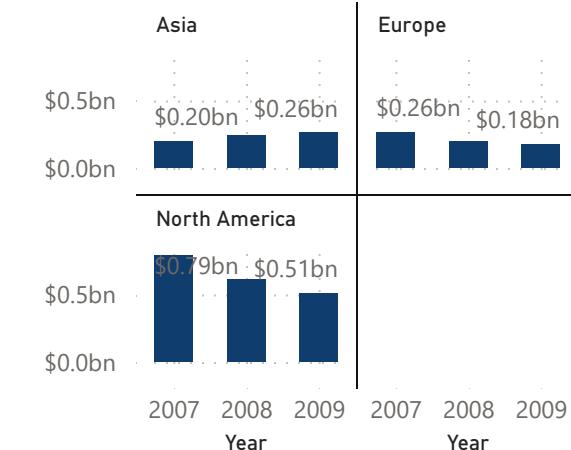
Sales AMT By Geography



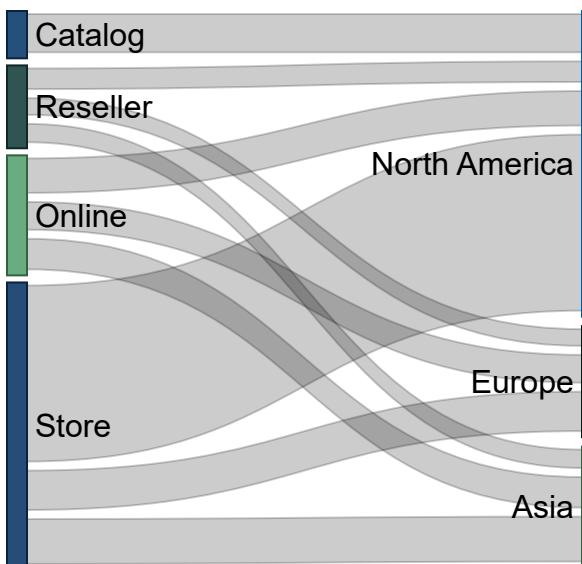
Composition of Sales AMT By Geography By Time



Sales AMT By Time & GEO

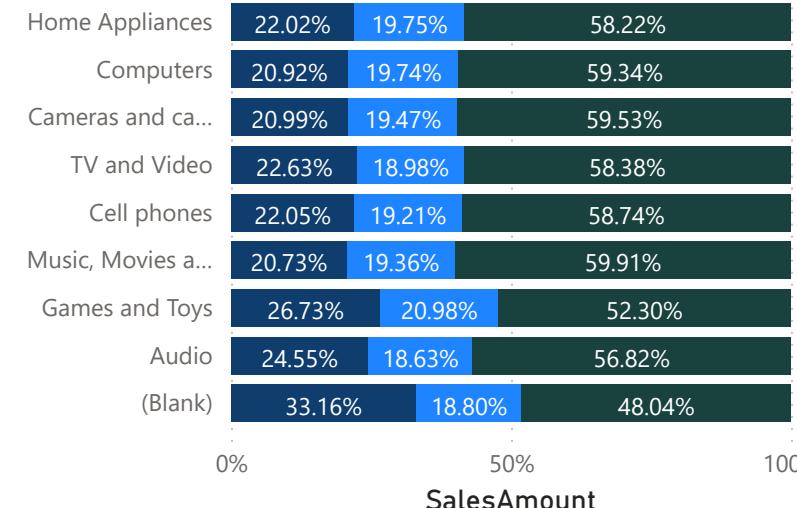


Sales AMT By Channel & GEO



Column Total of Sales AMT

ContinentName ● Asia ● Europe ● North America



SalesAmount by GEO



Year

- 2007
- 2008
- 2009

ClassName

- All

BrandName

- All

ChannelName

- All

CityName

- All

ColorName

- All

StoreName

- All

GEOGRAPHY ANALYSIS

TRX- Asia

173.11K

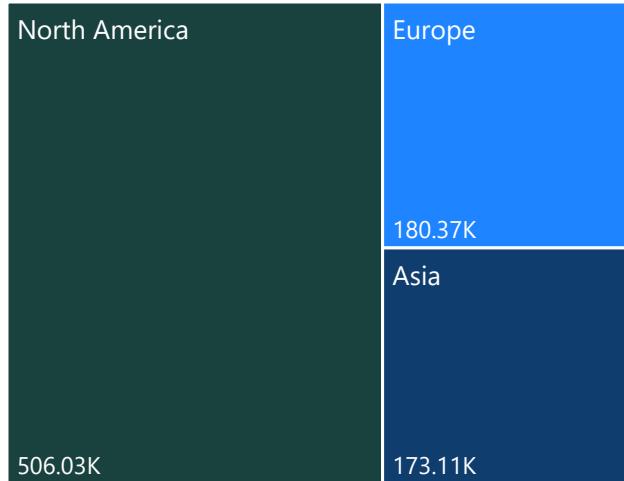
TRX - Europe

180.37K

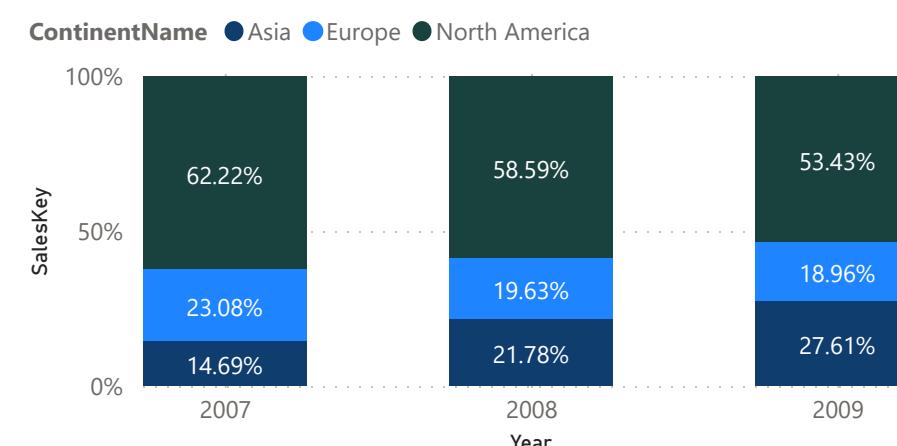
TRX -North America

506.03K

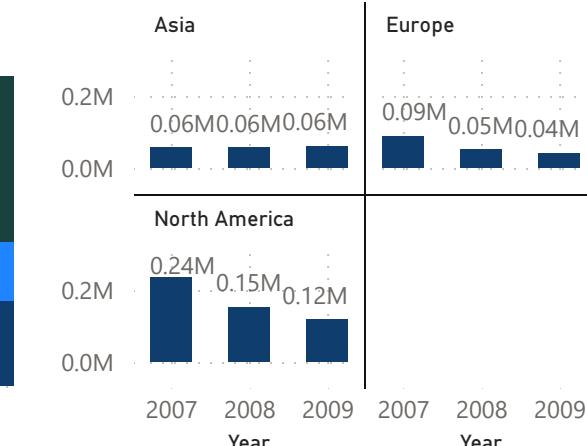
TRX By Geography



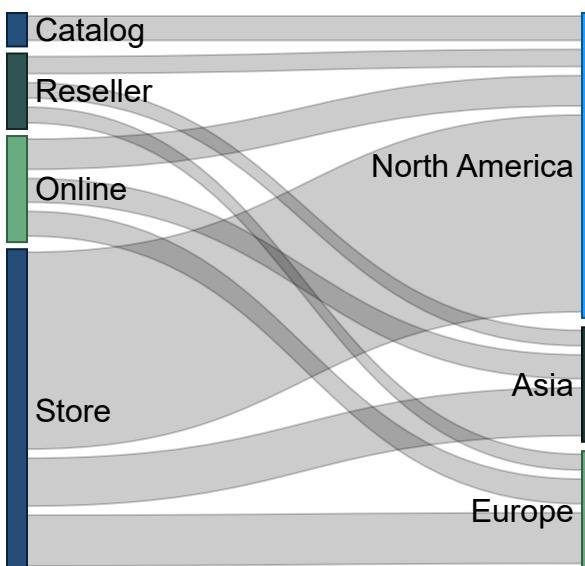
Composition of TRX By Geography By Time



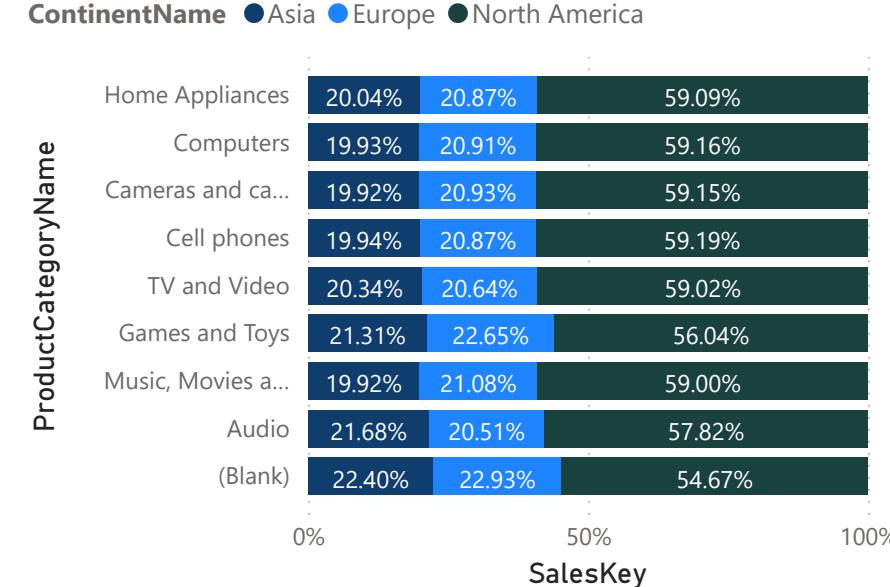
TRX By Time & GEO



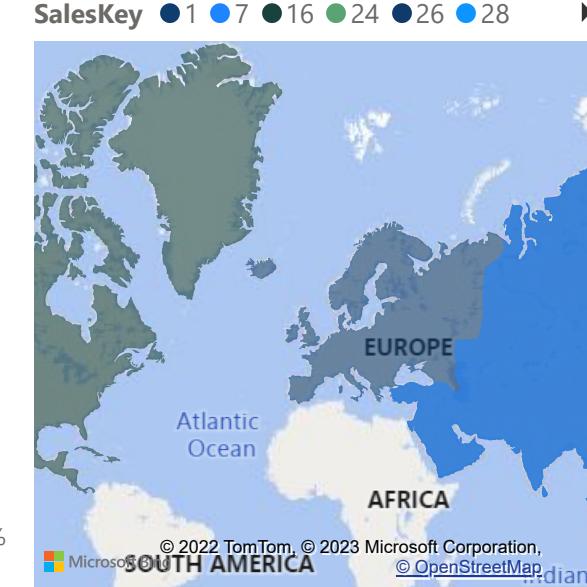
TRX By Channel & GEO



Column Total of TRX



TRX by GEO



Year

- 2007
- 2008
- 2009

ClassName

- All

BrandName

- All

ChannelName

- All

CityName

- All

ColorName

- All

StoreName

- All

PRODUCT ANALYSIS

Sales AMT - Cam

\$704.07M

Sales AMT - Cellphones

\$210.01M

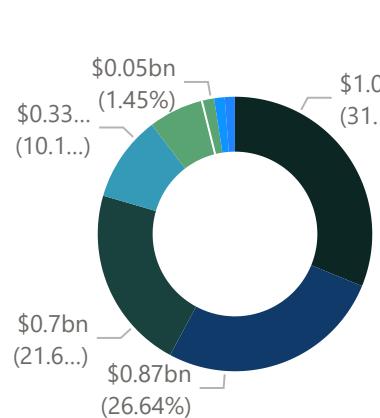
Sales AMT - Computer

\$865.64...

Sales AMT - Others

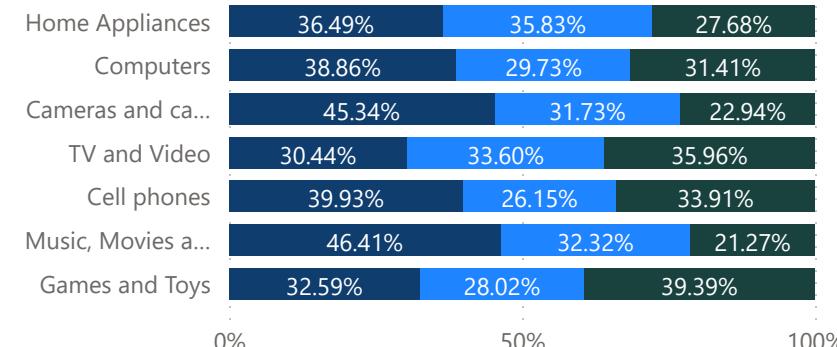
\$1.47bn

Composition of Sales AMT By Product

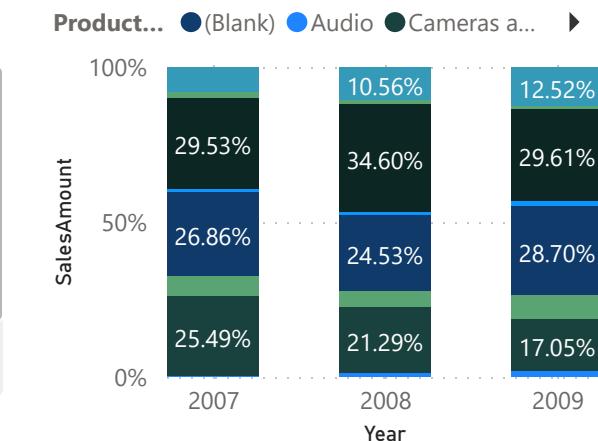


Year ● 2007 ● 2008 ● 2009

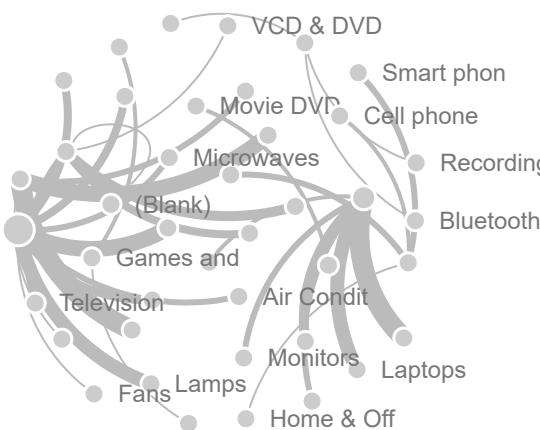
Composition of Sales AMT By Year



Sales AMT By Product By Year

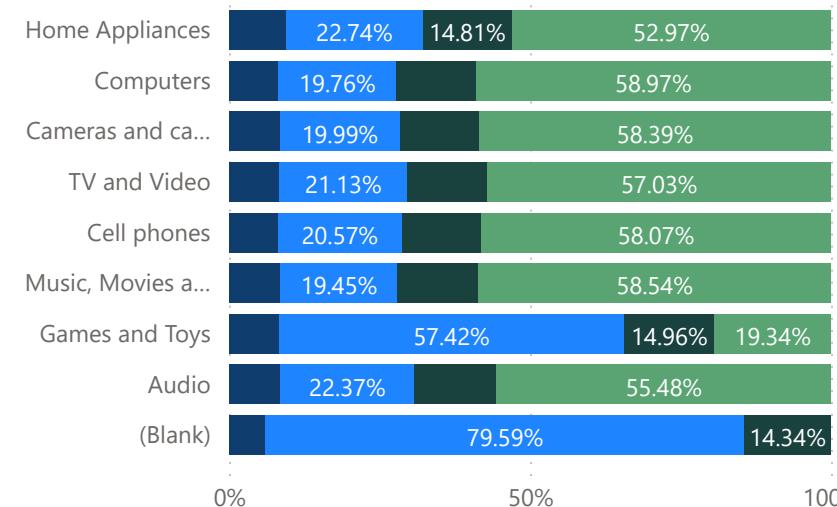


Cat & Sub Cat Relationship

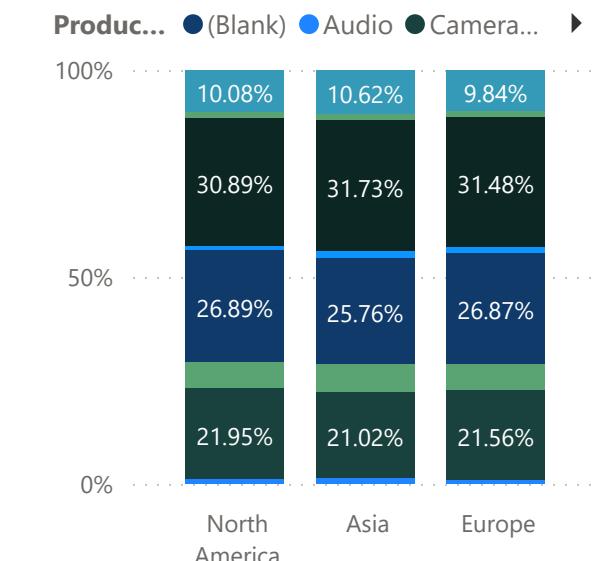


Composition of Sales AMT By Store

StoreType ● Catalog ● Online ● Reseller ● Store



Sales AMT By Product & Geo



Year

2007

2008

2009

ClassName

All

BrandName

All

ChannelName

All

CityName

All

ColorName

All

StoreName

All

PRODUCT ANALYSIS

TRX - Cam

136.00K

TRX - Cellphones

97.78K

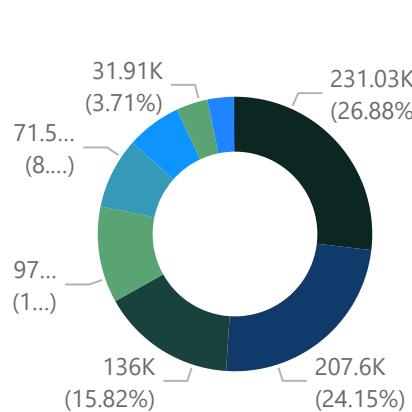
TRX - Computer

207.60K

TRX - Others

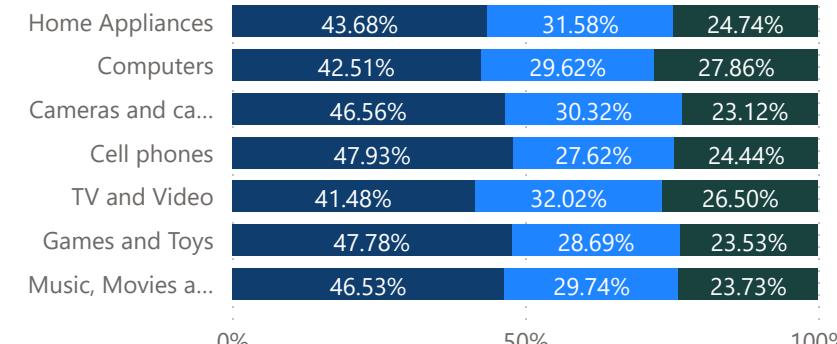
416.78K

Composition of Sales TRX By Product

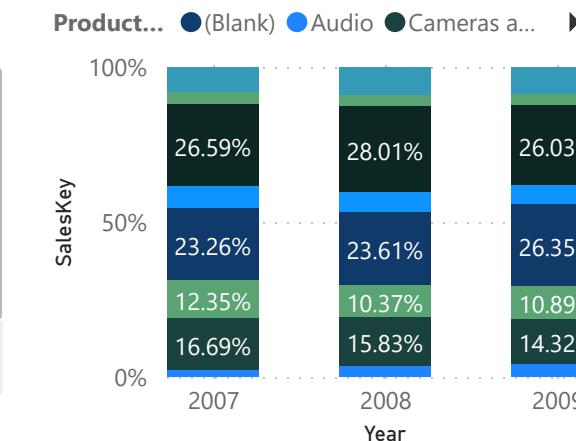


Composition of Sales TRX By Year

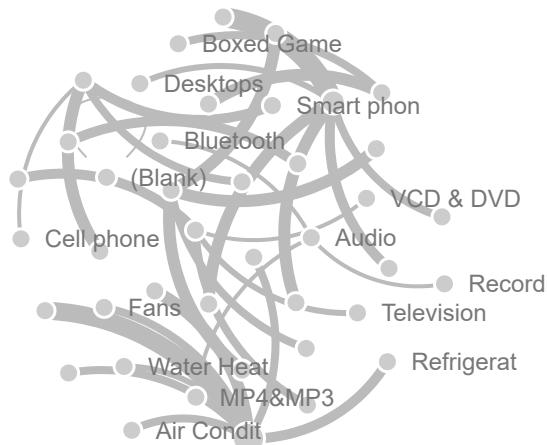
Year ● 2007 ● 2008 ● 2009



TRX By Product By Year

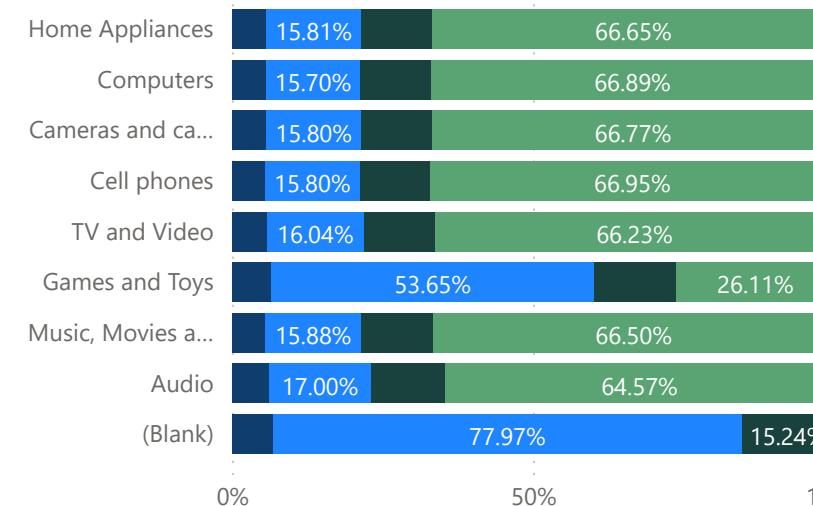


Cat & Sub Cat Relationship

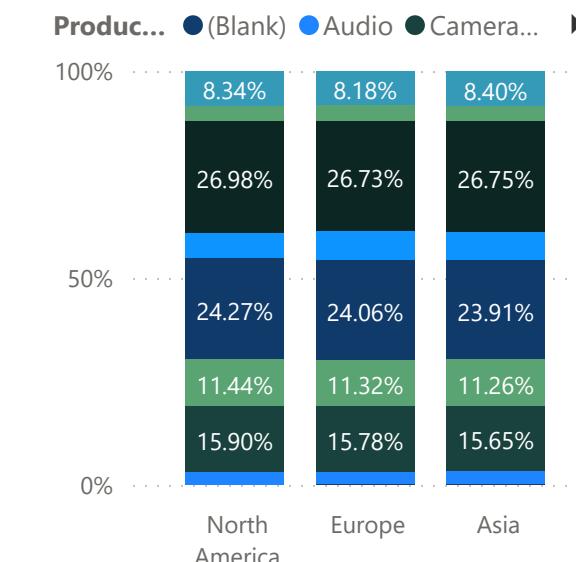


Composition of TRX By Store

StoreType ● Catalog ● Online ● Reseller ● Store



TRX By Product & Geo



Year

- 2007
- 2008
- 2009

ClassName

All

BrandName

All

ChannelName

All

CityName

All

ColorName

All

StoreName

All

Sales Amount Reporting

Sales AMT By Channel				
Month	Catalog	Online	Reseller	Store
January	\$5,647,574.002000012	\$16,344,214.33699999	\$10,196,203.25600001	\$38,450,123.00000000
February	\$5,268,956.985500009	\$17,786,455.32879997	\$11,494,032.57840003	\$39,850,123.00000000
March	\$5,607,938.557999998	\$17,474,994.33759995	\$10,352,606.37819999	\$39,850,123.00000000
April	\$7,661,393.399999982	\$20,464,263.19220012	\$14,081,861.29800002	\$47,030,123.00000000
May	\$7,169,645.799999987	\$20,898,804.043	\$13,499,821.69099995	\$48,450,123.00000000
June	\$7,003,184.399999986	\$20,349,077.06099987	\$13,468,721.85699994	\$46,450,123.00000000
July	\$8,485,513.009000015	\$22,808,625.69400012	\$14,207,038.57099993	\$54,140,123.00000000
August	\$8,291,942.655000013	\$20,817,590.91299993	\$12,392,523.37200006	\$51,030,123.00000000
September	\$7,898,734.564000025	\$19,989,736.56199989	\$12,751,945.03400007	\$49,450,123.00000000
October	\$6,449,083.699999982	\$17,971,669.90399984	\$11,996,390.49400002	\$45,030,123.00000000
November	\$8,689,105.457999986	\$21,108,465.25399997	\$13,560,174.9475	\$53,140,123.00000000
December	\$8,793,500.011999987	\$22,661,409.59150006	\$14,147,391.83750001	\$51,030,123.00000000
Total	\$86,966,572.5435	\$238,675,306.2180997	\$152,148,711.3146	\$571,123.00000000

Sales AMT By Channel				
Month	Asia	Europe	North America	Australia
January	\$20,125,203.06700005	\$10,937,983.31500004	\$39,686,210.08649936	\$1,234,500.00000000
February	\$14,296,160.22199994	\$19,536,503.03499999	\$40,237,140.21549924	\$1,234,500.00000000
March	\$14,507,633.42999992	\$18,336,368.67299998	\$40,046,126.04549943	\$1,234,500.00000000
April	\$20,018,179.26800014	\$17,826,177.82730038	\$52,032,635.07999612	\$1,234,500.00000000
May	\$21,921,773.90699988	\$18,316,999.38000014	\$49,834,071.19999629	\$1,234,500.00000000
June	\$20,436,063.15399987	\$18,129,380.16000014	\$48,495,119.59999655	\$1,234,500.00000000
July	\$22,119,602.16000006	\$18,428,776.84900019	\$59,142,872.81700175	\$1,234,500.00000000
August	\$19,567,568.40000014	\$15,979,355.67200018	\$57,009,633.97900131	\$1,234,500.00000000
September	\$18,823,784.9000001	\$15,645,700.07500022	\$55,499,509.43600109	\$1,234,500.00000000
October	\$19,627,514.80000012	\$14,036,053.60200003	\$48,382,968.29999633	\$1,234,500.00000000
November	\$23,293,866.05450006	\$13,766,746.69000004	\$60,185,957.01399893	\$1,234,500.00000000
December	\$26,160,795.40150002	\$14,521,695.726	\$62,527,746.21799945	\$1,234,500.00000000
Total	\$240,898,144.7640003	\$195,461,741.0043013	\$613,079,989.9914858	\$1,234,500.00000000

Sales AMT By Channel				
Month	Audio	Cameras and camcorders	Cell phones	Electronics
January	\$17,880	\$542,626.458999994	\$16,810,592.93100001	\$4,198,423.00000000
February	\$11,865.6	\$640,624.479399997	\$17,546,934.97620001	\$4,006,213.00000000
March	\$17,905.28	\$657,401.575199998	\$16,359,152.44719998	\$3,771,123.00000000
April	\$13,664	\$723,320.490400005	\$18,798,340.78280002	\$4,531,213.00000000
May	\$15,308.8	\$807,282.2510000013	\$19,144,176.076	\$4,583,813.00000000
June	\$19,417.6	\$1,093,455.185000001	\$18,509,616.53199998	\$4,500,713.00000000
July	\$19,584	\$1,292,349.385	\$20,585,699.75399996	\$5,134,813.00000000
August	\$20,432	\$1,426,173.658000002	\$19,370,539.37699996	\$4,799,213.00000000
September	\$19,145.6	\$1,495,319.788000001	\$17,874,126.89199995	\$4,588,313.00000000
October	\$14,291.2	\$1,338,119.374000003	\$17,051,700.61000003	\$4,218,113.00000000
Total	\$206,441.28	\$13,154,698.52850001	\$223,376,460.6246999	\$54,927,113.00000000

Sales AMT By Channel				
Month	Contoso Albany Store	Contoso Alexandria Store	Contoso Amsterdam Store	Contoso Berlin Store
January	\$117,296.123	\$118,156.0625	\$86,569.3379995	\$1,234,500.00000000
February	\$123,680.956	\$127,066.683	\$134,325	\$1,234,500.00000000
March	\$131,862.7325	\$104,408.612	\$192,342	\$1,234,500.00000000
April	\$140,229.5	\$174,138.3999999999	\$136,612	\$1,234,500.00000000
May	\$107,541	\$173,948.8	\$141,122	\$1,234,500.00000000
June	\$142,722.5999999999	\$136,987.2	\$88,122	\$1,234,500.00000000
July	\$149,839.47	\$174,120.841	\$138,122	\$1,234,500.00000000
August	\$242,773.116	\$168,249.595	\$99,522	\$1,234,500.00000000
September	\$173,671.271	\$196,174.08	\$131,512	\$1,234,500.00000000
October	\$223,073.8999999999	\$134,135.9	\$83,566.2080000	\$1,234,500.00000000
Total	\$1,966,908.394499999	\$1,884,002.7275	\$1,442,273	\$1,234,500.00000000

Year ▾

2007

2008

2009

RegionCountryN... ▾

All ▾

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All ▾

BrandName ▾

All ▾

ChannelName ▾

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All ▾

ColorName ▾

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StoreName ▾

All ▾

Transaction Reporting

TRX By Channel							Sales AMT By Channel						
Month	Catalog	Online	Reseller	Store	Total	Month	Audio	Cameras and camcorders	Cell phones	Computers	Games and Toys	Home Appliances	
January	1313	4093	2660	12759	20825	January	34	572	3480	2270	4894	1402	561
February	1280	4105	2667	12804	20856	February	29	573	3523	2171	5006	1348	562
March	1294	4130	2584	12576	20584	March	37	601	3286	2120	4882	1310	589
April	1413	4399	2932	14159	22903	April	33	627	3525	2388	5557	1413	649
May	1319	4362	2863	13488	22032	May	32	643	3466	2318	5268	1382	621
June	1295	4209	2751	13096	21351	June	41	753	3354	2249	4986	1337	599
July	1390	4384	2883	13592	22249	July	39	770	3434	2207	5340	1327	628
August	1365	4338	2819	13563	22085	August	35	872	3489	2222	5100	1348	621
September	1300	4209	2793	13103	21405	September	38	888	3315	2175	5025	1227	606
October	1342	4323	2878	13709	22252	October	34	905	3396	2274	5222	1344	623
November	1366	4177	2707	13269	21519	November	35	881	3378	2148	5045	1297	607
December	1339	4398	2829	13887	22453	Total	424	8979	41242	27009	61498	16010	7296
Total	16016	51127	33366	160005	260514								

Sales AMT By Channel					Sales AMT By Channel				
Month	Asia	Europe	North America	Total	Month	Contoso Albany Store	Contoso Alexandria Store	Contoso Amsterdam Store	Contoso Anchorage Store
January	4314	3904	12607	20825	January	39	36	40	41
February	4304	4132	12420	20856	February	41	52	41	33
March	4423	3886	12275	20584	March	47	40	34	40
April	5581	3742	13580	22903	April	50	53	36	40
May	4688	4556	12788	22032	May	42	47	37	40
June	4547	4326	12478	21351	June	51	39	33	30
July	4724	4472	13053	22249	July	40	44	38	40
August	4852	4467	12766	22085	August	46	35	34	50
September	4729	4314	12362	21405	September	40	52	39	40
October	4808	4503	12941	22252	October	41	43	41	40
November	4722	4265	12532	21519	November	41	40	41	40
Total	56728	51145	152641	260514	Total	526	524	454	511

Year ▾

2007

2008

2009

RegionCountryN... ▾

All ▾

ClassName ▾

All ▾

BrandName ▾

All ▾

ChannelName ▾

All ▾

CityName ▾

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ColorName ▾

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StoreName ▾

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