

# CHANNEL

## STATIC

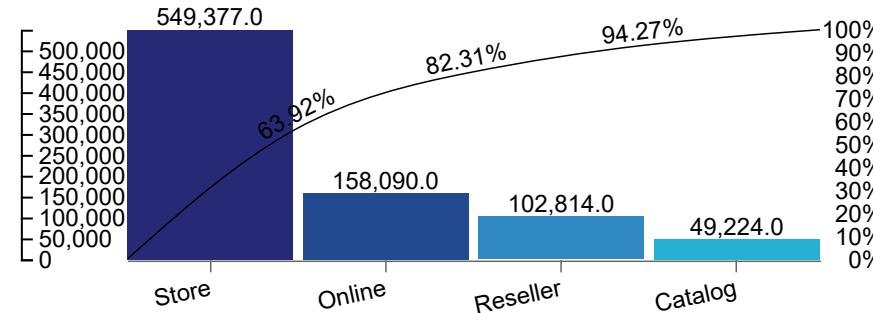
Frequency table by Channel Name

ChannelName	Frequency	Relative Frequency	Cummulative %
Store	549377	63.92%	63.92%
Online	158090	18.39%	94.27%
Reseller	102814	11.96%	75.88%
Catalog	49224	5.73%	100.00%
<b>Total</b>	<b>859505</b>	<b>100.00%</b>	<b>63.92%</b>

Frequency and % Frequency by Channel Name

CalendarYear	2007		2008		2009		
	ChannelName	Frequency	Relative Frequency	Frequency	Relative Frequency	Frequency	Relative Frequency
2007	Store	263661	69.49%	160005	61.42%	125711	57.25%
2008	Online	57727	15.21%	51127	19.63%	49236	22.42%
2009	Reseller	39573	10.43%	33366	12.81%	29875	13.61%
2009	Catalog	18463	4.87%	16016	6.15%	14745	6.72%
2009	<b>Total</b>	<b>379424</b>	<b>100.00%</b>	<b>260514</b>	<b>100.00%</b>	<b>219567</b>	<b>100.00%</b>

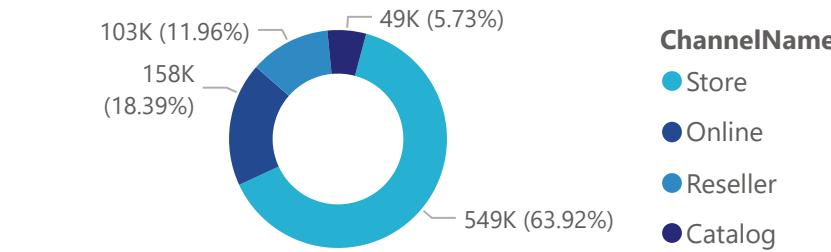
Frequency and Cummulative % by Channel Name



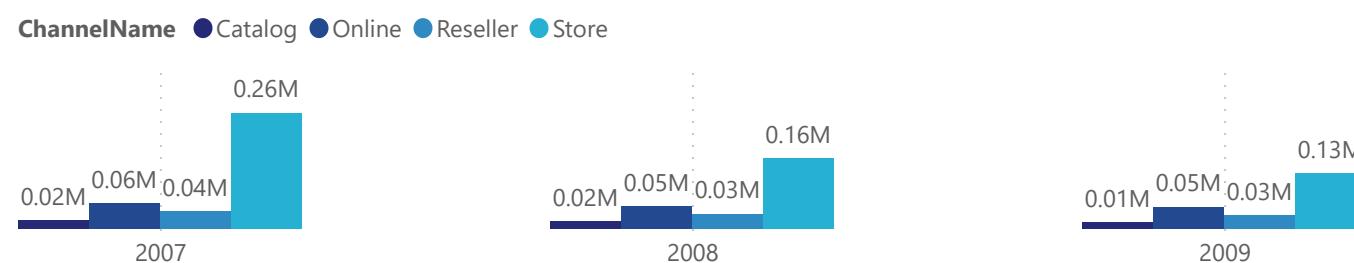
Frequency by Calendar Year and Channel Name



Sales by Channel Name



Frequency by Calendar Year and Channel Name



CalendarYear

2007

2008

2009

ChannelNa...

Catalog

Online

Reseller

Store

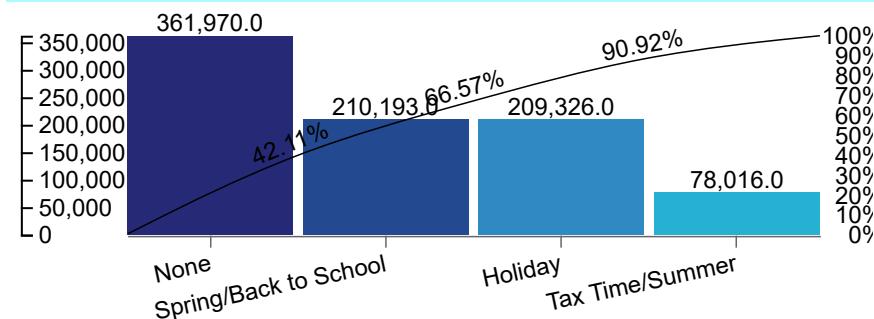
# DATE

## STATIC

### Frequency by Asia Season

AsiaSeason	Frequency	Relative Frequency
None	361970	42.11%
Spring/Back to School	210193	24.46%
Holiday	209326	24.35%
Tax Time/Summer	78016	9.08%
<b>Total</b>	<b>859505</b>	<b>100.00%</b>

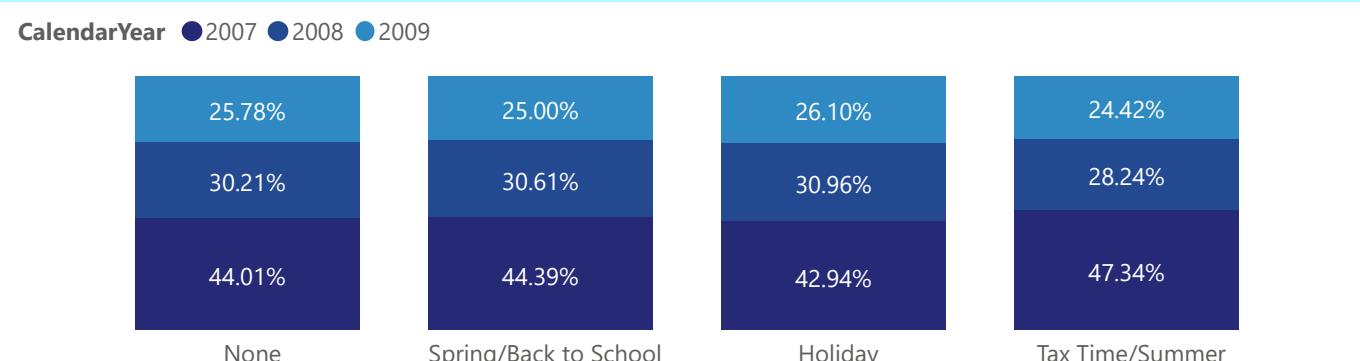
### Sales by Asia Season



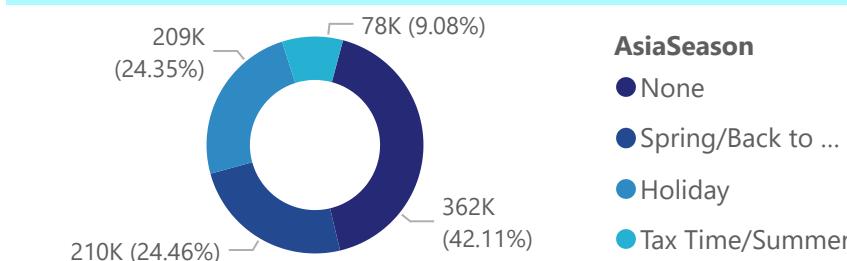
### Frequency by Asia Season and Calendar Year

CalendarYear	AsiaSeason	2007		2008		2009	
		Frequency	Relative Frequency	Frequency	Relative Frequency	Frequency	Relative Frequency
2007	None	159303	41.99%	109342	41.97%	93325	37.08%
2008	Spring/Back to School	93300	24.59%	64343	24.70%	52550	19.05%
2009	Holiday	89887	23.69%	64797	24.87%	54642	20.00%
2007	Tax Time/Summer	36934	9.73%	22032	8.46%	19050	6.87%
2008	<b>Total</b>	<b>379424</b>	<b>100.00%</b>	<b>260514</b>	<b>100.00%</b>	<b>219567</b>	<b>100.00%</b>

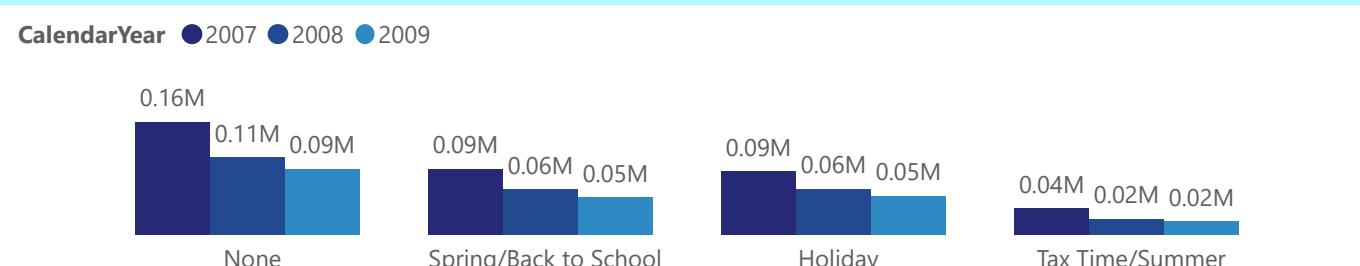
### Sales by Asia Season and Calendar Year



### Sales by Asia Season



### Sales by Asia Season and Calendar Year



### CalendarYear

- 2007
- 2008
- 2009

### AsiaSeason

- Holiday
- None
- Spring/Back...
- Tax Time/Su...

### EuropeSeason

- Back to Sch...
- Holiday
- None
- Spring/Busi...

### NorthAmeri...

- Back to Sch...
- Holiday
- None
- Spring/Back...

# GEOGRAPHY

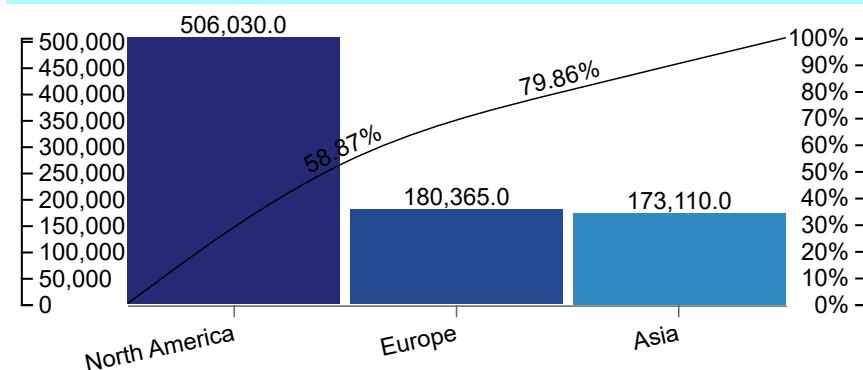
**STATIC**

**CHANGING OVER TIME**

## Frequency by Asia Season

ContinentName	Frequency	Relative Frequency
North America	506030	58.87%
Europe	180365	20.98%
Asia	173110	20.14%
<b>Total</b>	<b>859505</b>	<b>100.00%</b>

## Sales by Asia Season



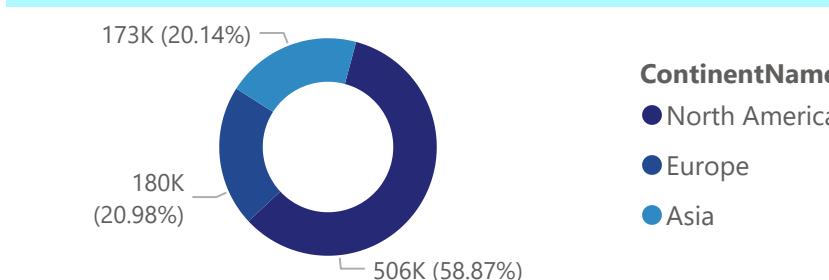
## Frequency by Asia Season and Calendar Year

CalendarYear	2007		2008		2009		
	ContinentName	Frequency	Relative Frequency	Frequency	Relative Frequency	Frequency	Relative Frequency
2007	North America	236079	62.22%	152641	58.59%	117310	53.43%
2008	Europe	87590	23.08%	51145	19.63%	41630	18.96%
2009	Asia	55755	14.69%	56728	21.78%	60627	27.61%
	<b>Total</b>	<b>379424</b>	<b>100.00%</b>	<b>260514</b>	<b>100.00%</b>	<b>219567</b>	<b>100.00%</b>

## Sales by Asia Season and Calendar Year



## Sales by Asia Season



## Sales by Asia Season and Calendar Year



CalendarYear ▾

2007

2008

2009

ContinentNa... ▾

Asia

Europe

North Ameri... ▾

CityName ▾

Albany

Alexandria

Amsterdam

Anchorage

RegionCoun... ▾

Armenia

Australia

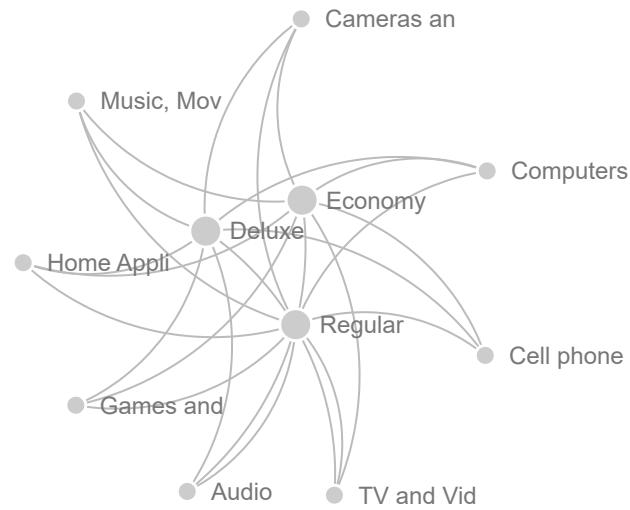
Bhutan

Canada

# PRODUCT

ProductCategoryName and ProductSubcategoryName

## ClassName and ProductCategoryName



The figure consists of two network diagrams illustrating the relationships between various product categories.

**Left Diagram (Consumer Electronics Network):**

- Nodes: Computer, Cell phone, TV and Vid, Audio, Games and, Deluxe, Regular, Economy, Cameras an, Music, Mov, Home Appli, Download G, Movie DVD, Monitors, Touch Scre, VCD & DVD, Home-Theat, Camcorders, Digital SL, Digital Ca, Cameras an, MP4&MP3, Bluetooth, Desktops, Games and, Boxed Game, Laptops, Computers, Fans, Water Heat, Air Condit, Washers &, Lamps, Coffee Mac, Microwaves, Refrigerat.
- Relationships: A central node "Regular" is connected to most other nodes. "Deluxe" and "Economy" are also well-connected. "Cameras an" and "Music, Mov" are connected to several categories. "Home Appli" and "Download G" are connected to "Movie DVD". "Monitors" is connected to "Touch Scre". "VCD & DVD" is connected to "Home-Theat". "Camcorders" and "Digital SL" are connected to "Cameras an". "MP4&MP3" and "Bluetooth" are connected to "Games and". "Boxed Game" and "Laptops" are connected to "Desktops". "Fans" and "Water Heat" are connected to "Air Condit". "Washers &" and "Lamps" are connected to "Cameras an". "Digital Ca" and "Cameras an" are connected to "Camcorders". "Cameras an" is connected to "VCD & DVD". "Camcorders" and "Digital SL" are connected to "Cameras an".

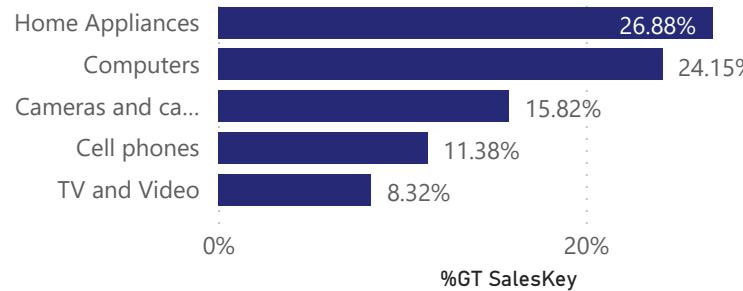
**Right Diagram (Home Appliances Network):**

- Nodes: Computer, Cell phone, TV and Vid, Audio, Games and, Deluxe, Regular, Economy, Cameras an, Music, Mov, Home Appli, Download G, Movie DVD, Monitors, Touch Scre, VCD & DVD, Home-Theat, Camcorders, Digital SL, Digital Ca, Cameras an, MP4&MP3, Bluetooth, Desktops, Games and, Boxed Game, Laptops, Computers, Fans, Water Heat, Air Condit, Washers &, Lamps, Coffee Mac, Microwaves, Refrigerat.
- Relationships: A central node "Home Appli" is connected to many other nodes. "Cameras an" and "Music, Mov" are connected to "TV and Vid". "Camcorders" and "Digital SL" are connected to "Cameras an". "MP4&MP3" and "Bluetooth" are connected to "Games and". "Boxed Game" and "Laptops" are connected to "Desktops". "Fans" and "Water Heat" are connected to "Air Condit". "Washers &" and "Lamps" are connected to "Cameras an". "Digital Ca" and "Cameras an" are connected to "Camcorders". "Camcorders" and "Digital SL" are connected to "Cameras an".

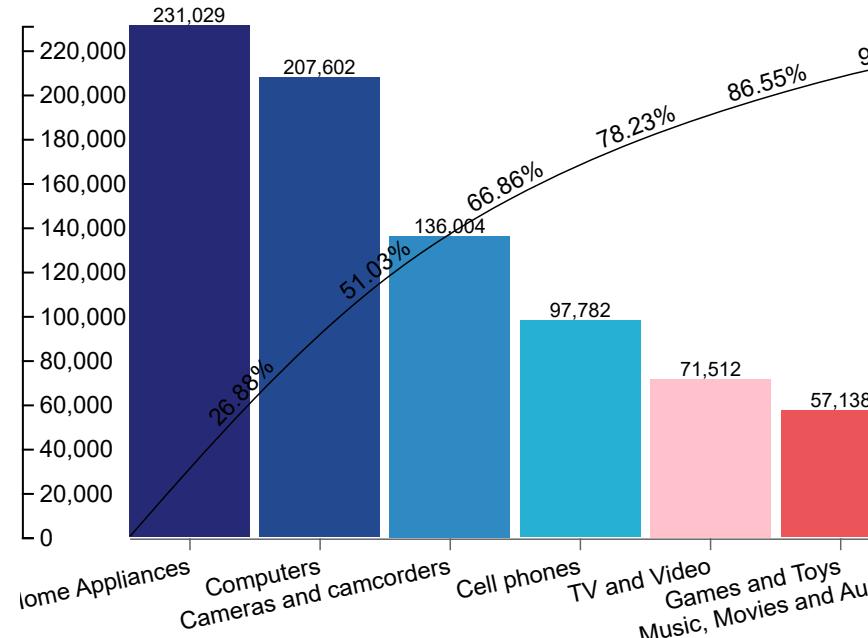
# PRODUCT CATEGORY

**STATIC**

Frequency by ProductCategoryName



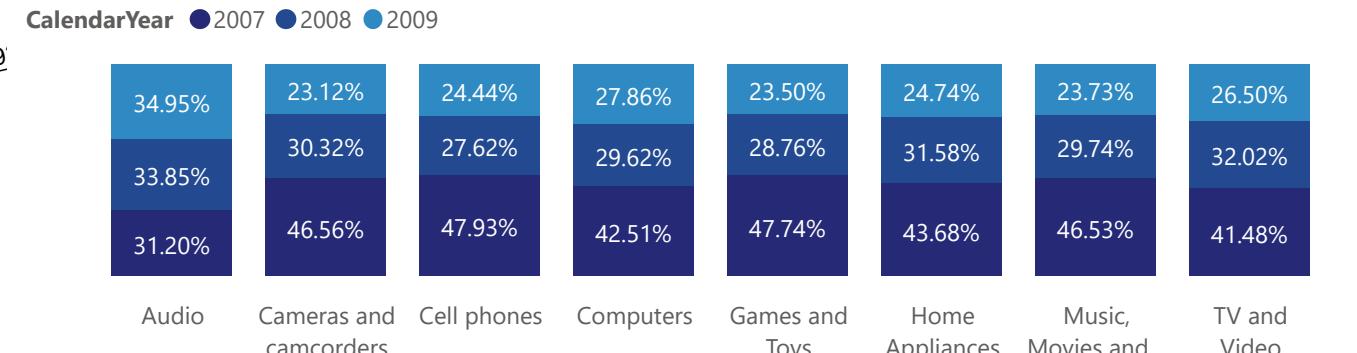
Sales by ProductCategoryName



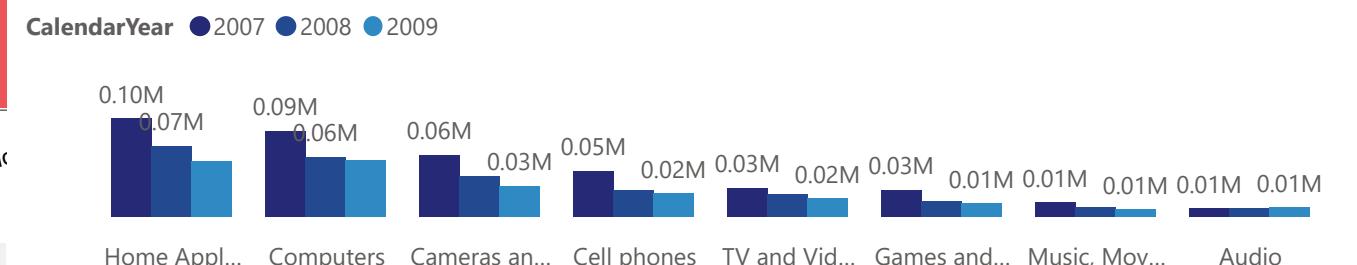
Frequency by ProductCategoryName and Calendar Year

ProductCategoryName	2007		2008		2009	
	SalesKey	Relative Frequency	SalesKey	Relative Frequency	SalesKey	Relative Frequency
Home Appliances	100905	26.59%	72960	28.01%	57164	26.40%
Computers	88259	23.26%	61498	23.61%	57845	23.70%
Cameras and camcorders	63324	16.69%	41242	15.83%	31438	15.70%
Cell phones	46871	12.35%	27009	10.37%	23902	10.50%
<b>Total</b>	<b>379424</b>	<b>100.00%</b>	<b>260514</b>	<b>100.00%</b>	<b>219567</b>	<b>100.00%</b>

Sales by ProductCategoryName and Calendar Year



Sales by ProductCategoryName and Calendar Year



CalendarYear ▾

- 2007
- 2008
- 2009

ProductCate... ▾

- Audio
- Cameras an...
- Cell phones
- Computers
- Games and ...
- Home Appl...
- Music, Movi...
- TV and Video

ClassName ▾

- Deluxe
- Economy
- Regular

ColorName ▾

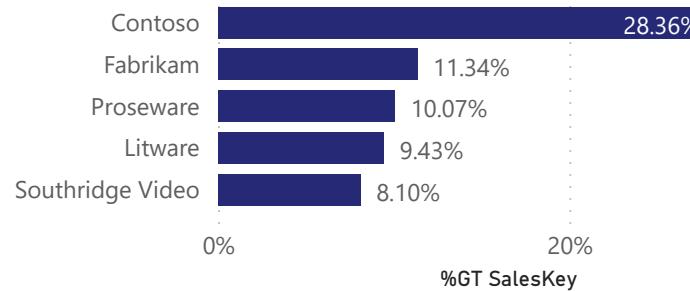
- Azure
- Black
- Blue
- Brown
- Gold
- Green

# BRAND

**STATIC**

**CHANGING OVER TIME**

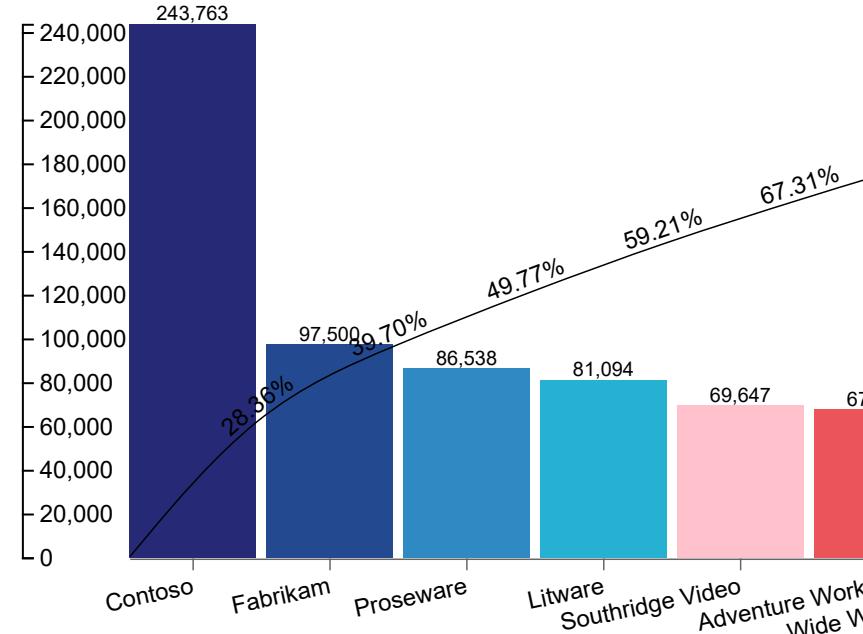
Frequency by Brand



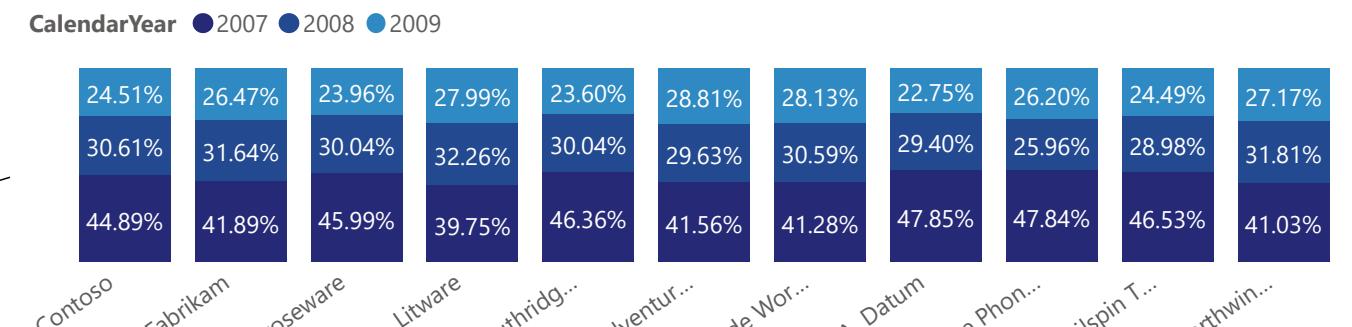
Frequency by Brand and Calendar Year

CalendarYear	2007			2008			2009						
	BrandName	SalesKey	Relative Frequency										
Contoso	109416	28.84%	74610	28.64%	59737	27.21%	40845	10.77%	30851	11.84%			
Fabrikam	40845	10.77%	30851	11.84%	25804	11.70%	39803	10.49%	25997	9.98%			
Proseware	39803	10.49%	25997	9.98%	20738	9.43%	32233	8.50%	26162	10.04%			
Litware	32233	8.50%	26162	10.04%	22699	10.33%	Total	379424	100.00%	260514	100.00%	219567	100.00%

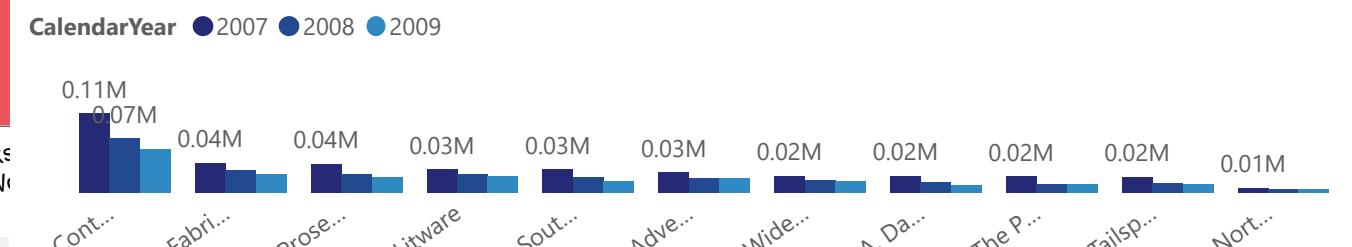
Sales by Brand



Sales by Brand and Calendar Year



Sales by Brand and Calendar Year



Calendar Year

- 2007
- 2008
- 2009

Product Category

- Audio
- Cameras and Imaging
- Cell phones
- Computers
- Games and Entertainment
- Home Appliances
- Music, Movies and Books
- TV and Video

Class Name

- Deluxe
- Economy
- Regular

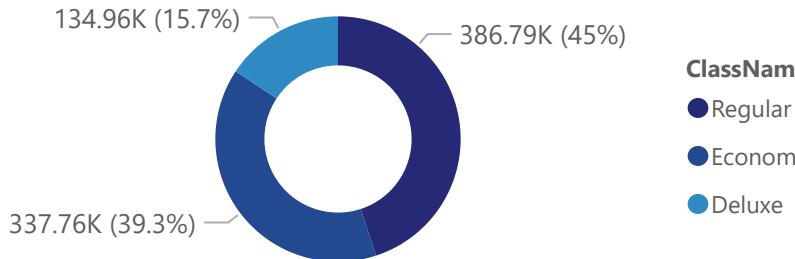
Color Name

- Azure
- Black
- Blue
- Brown
- Gold
- Green

# CLASS

## STATIC CHANGING OVER TIME

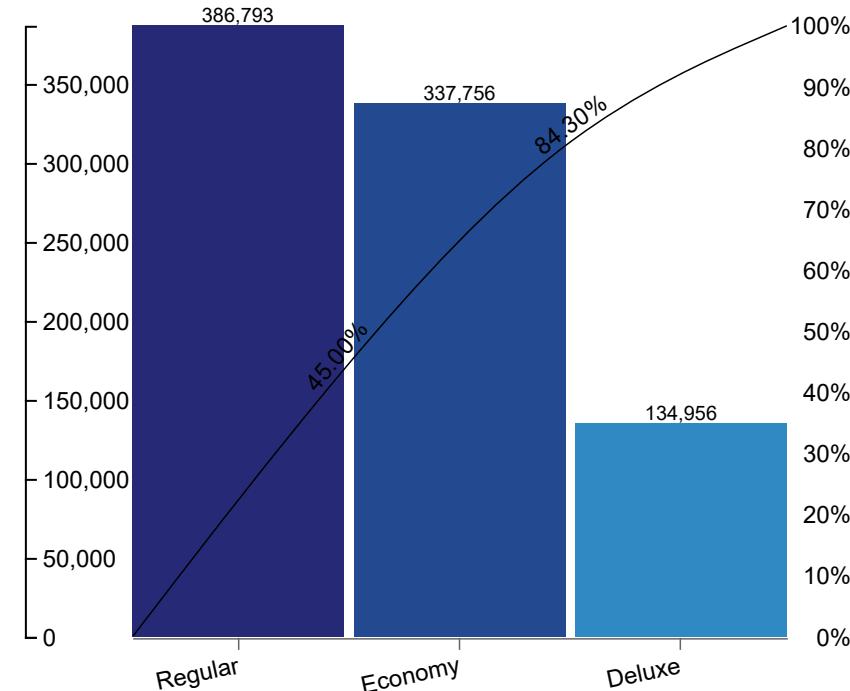
Frequency by Class



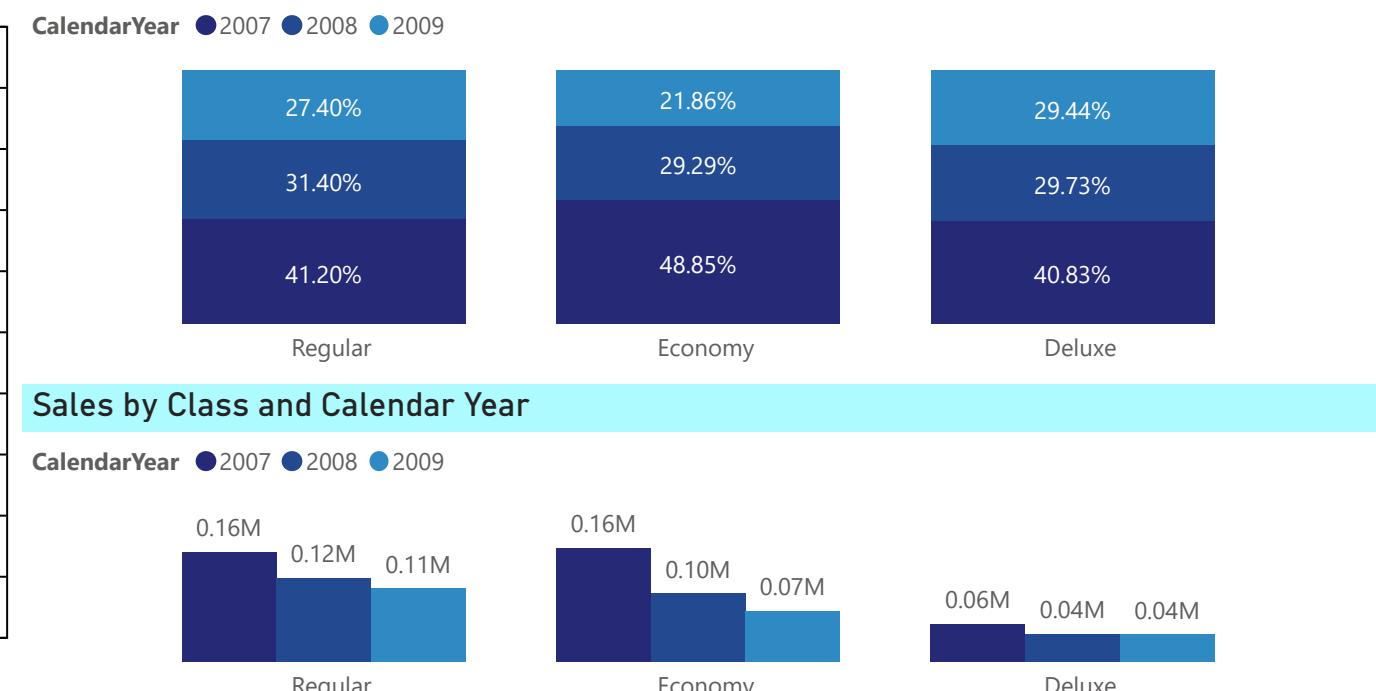
Frequency by Class and Calendar Year

ClassName	CalendarYear	2007		2008		2009		Total Sales
		SalesKey	Relative Frequency	SalesKey	Relative Frequency	SalesKey	Relative Frequency	
Regular	2007	159340	42.00%	121454	46.62%	105999	48.28%	386
Economy	2007	164979	43.48%	98935	37.98%	73842	33.63%	337
Deluxe	2007	55105	14.52%	40125	15.40%	39726	18.09%	134
<b>Total</b>	<b>2007</b>	<b>379424</b>	<b>100.00%</b>	<b>260514</b>	<b>100.00%</b>	<b>219567</b>	<b>100.00%</b>	<b>859</b>

Sales by Class



Sales by Class and Calendar Year



CalendarYear

- 2007
- 2008
- 2009

ProductCategory

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

ClassName

- Deluxe
- Economy
- Regular

ColorName

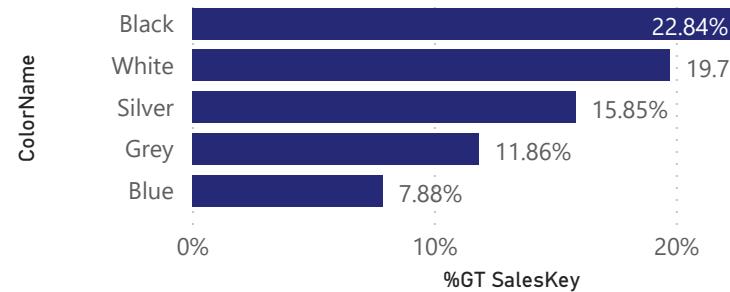
- Azure
- Black
- Blue
- Brown
- Gold
- Green

# STATIC

# COLOR

# CHANGING OVER TIME

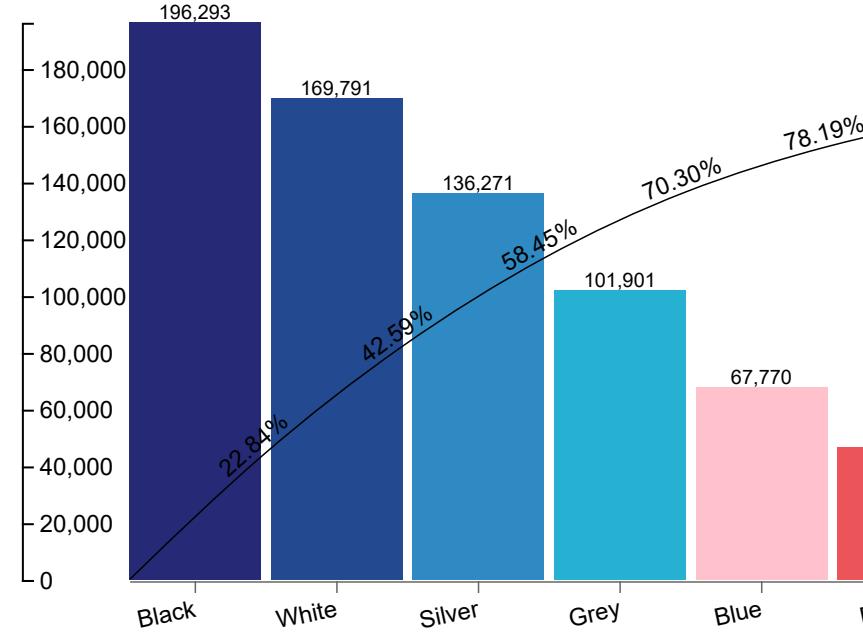
Frequency by Color



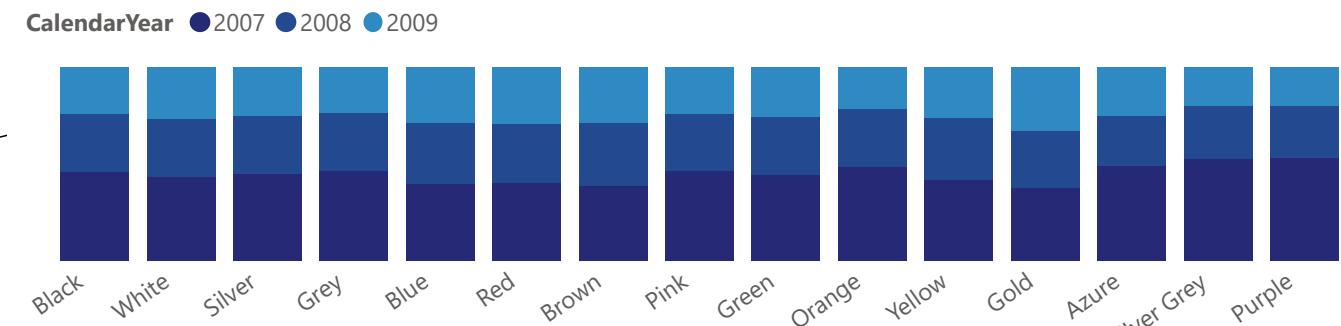
Frequency by Color and Calendar Year

ColorName	SalesKey	2007			2008			2009			Total Sales
		Relative Frequency	SalesKey	Relative Frequency	SalesKey	Relative Frequency	SalesKey	Relative Frequency	SalesKey	Relative Frequency	
Black	90033	23.73%	58782	22.56%	47478	21.62%	19				
White	73439	19.36%	51454	19.75%	44898	20.45%	16				
Silver	61314	16.16%	41152	15.80%	33805	15.40%	13				
Grey	47327	12.47%	30491	11.70%	24083	10.97%	10				
<b>Total</b>	<b>379424</b>	<b>100.00%</b>	<b>260514</b>	<b>100.00%</b>	<b>219567</b>	<b>100.00%</b>	<b>85</b>				

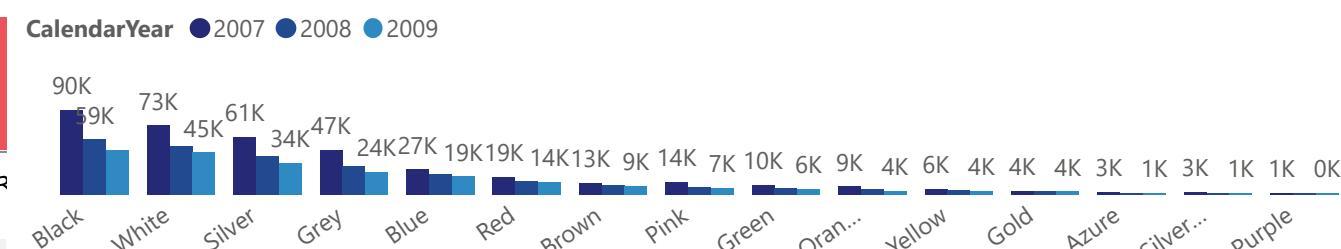
Sales by Color



Sales by Color and Calendar Year



Sales by Color and Calendar Year



CalendarYear ▾

2007

2008

2009

ProductCat... ▾

Audio

Cameras an...

Cell phones

Computers

Games and ...

Home Appli...

Music, Movi...

TV and Video

ClassName ▾

Deluxe

Economy

Regular

ColorName ▾

Azure

Black

Blue

Brown

Gold

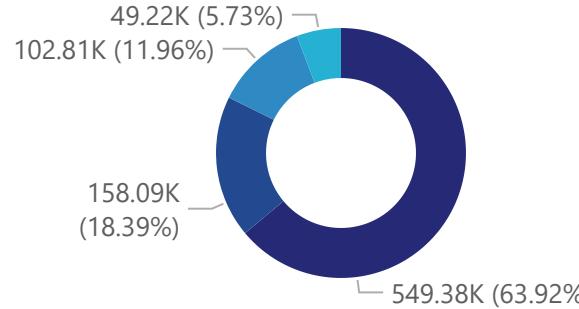
Green

# STORE

**STATIC**

**CHANGING OVER TIME**

Frequency by Store

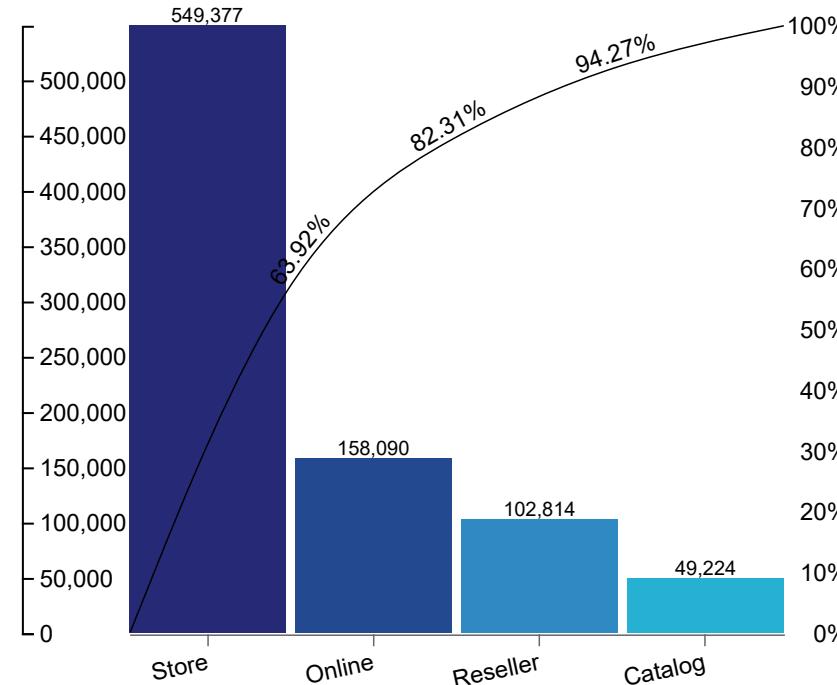


- Store
- Online
- Reseller
- Catalog

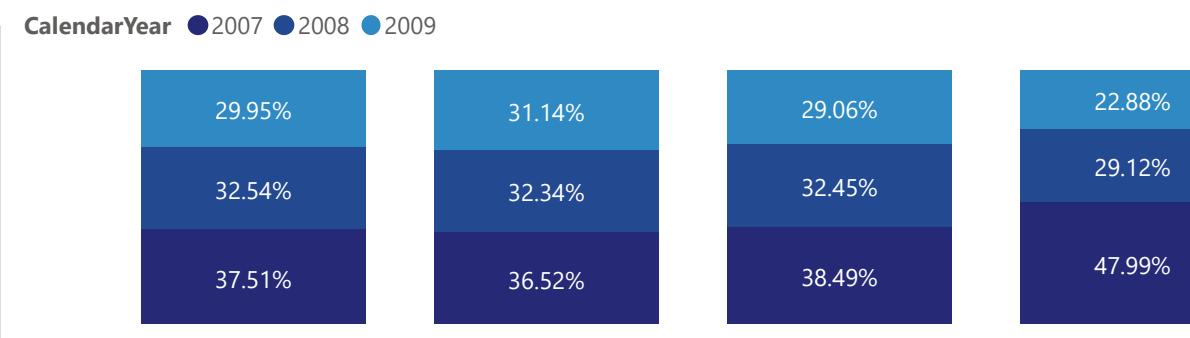
Frequency by Store and Calendar Year

StoreType	CalendarYear	2007			2008			2009			<b>Total Sales</b>
		SalesKey	Relative Frequency	SalesKey	Relative Frequency	SalesKey	Relative Frequency	SalesKey	Relative Frequency	SalesKey	
Store	2007	263661	69.49%	160005	61.42%	125711	57.25%	549			
Online	2007	57727	15.21%	51127	19.63%	49236	22.42%	158			
Reseller	2007	39573	10.43%	33366	12.81%	29875	13.61%	102			
Catalog	2007	18463	4.87%	16016	6.15%	14745	6.72%	49			
<b>Total</b>		<b>379424</b>	<b>100.00%</b>	<b>260514</b>	<b>100.00%</b>	<b>219567</b>	<b>100.00%</b>	<b>859</b>			

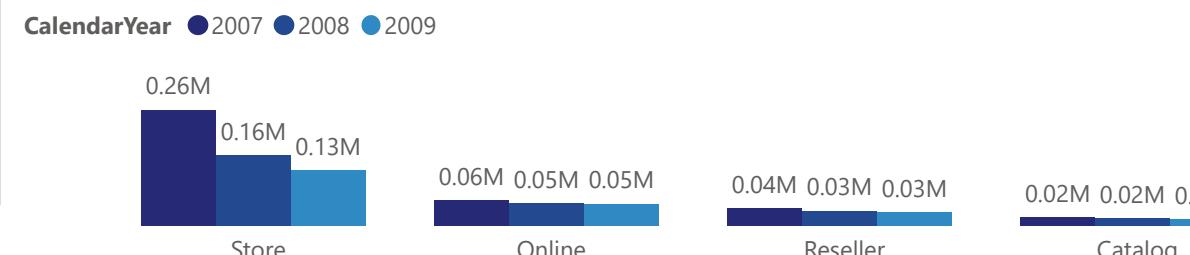
Sales by Store



Sales by Store and Calendar Year



Sales by Store and Calendar Year



Calendar Year

- 2007
- 2008
- 2009

Calendar Quarter

- Q1
- Q2
- Q3
- Q4

Store Name

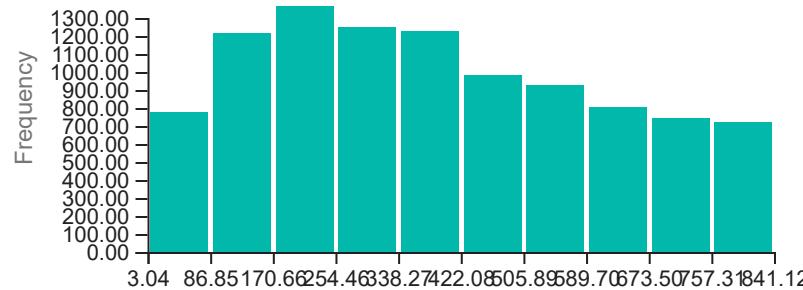
- Contoso Alb...
- Contoso Ale...
- Contoso Am...
- Contoso An...
- Contoso An...
- Contoso Ap...
- Contoso Arli...
- Contoso As...
- Contoso As...
- Contoso Asi...
- Contoso Asi...
- Contoso At...
- Contoso Atl...
- Contoso Att...

# SALES AMOUNT

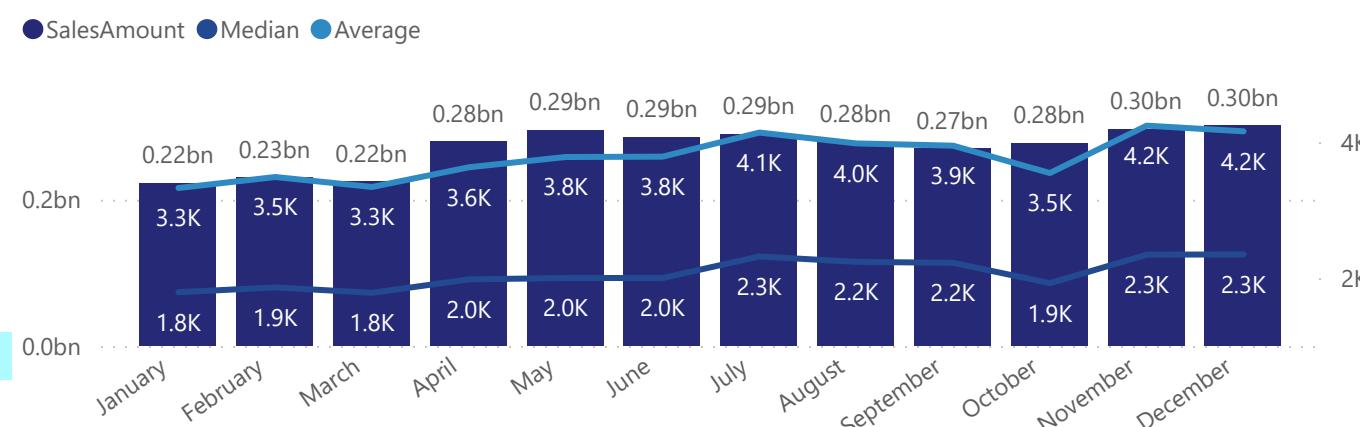
**STATIC**

**CHANGING OVER TIME**

Frequency by Store



Frequency by Store and Calendar Month



Summary Statistics

3,249,112,427.49

Sum

3,780.21

Mean

3.04

Min

272,718.12

Max

5,317.94

Standard deviation

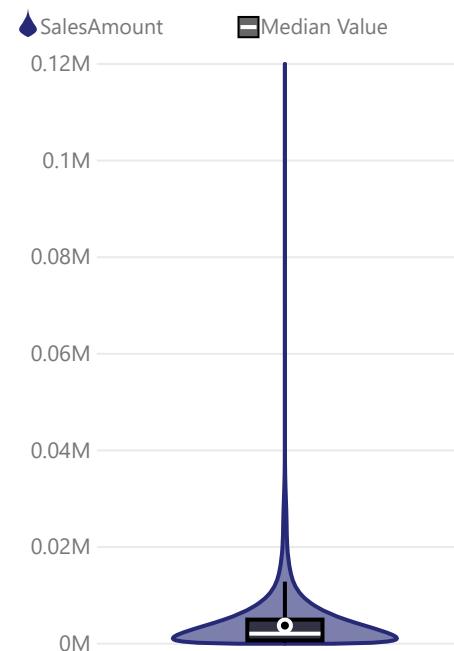
28,280,482.28

Variance

2,080.00

Median

Sales by Store



Sales by Store and Calendar Year and Calendar Month

CalendarYear  
2007  
2008  
2009

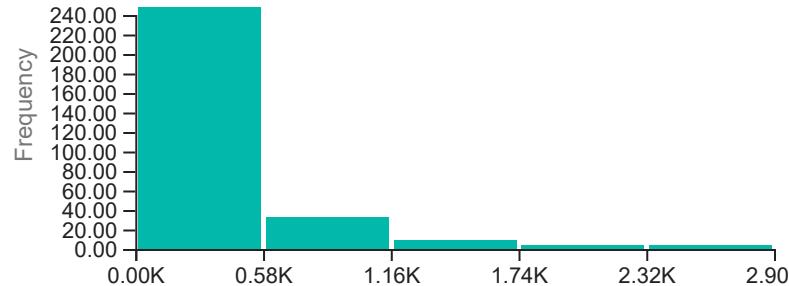
CalendarQu...  
Q1  
Q2  
Q3  
Q4

# UNIT PRICE

**STATIC**

**CHANGING OVER TIME**

Frequency by Unit Price



Frequency by Unit Price and Calendar Month



Summary Statistics

286,887,542.70

Sum

333.78

Mean

188.00

Median

0.95

Min

2,899.99

Max

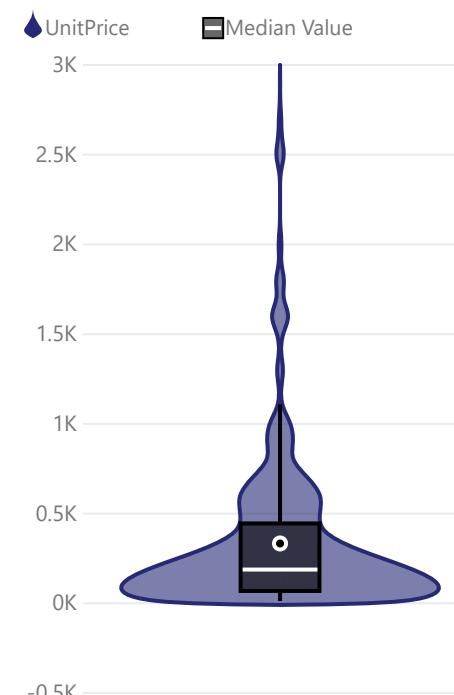
429.06

Standard deviation

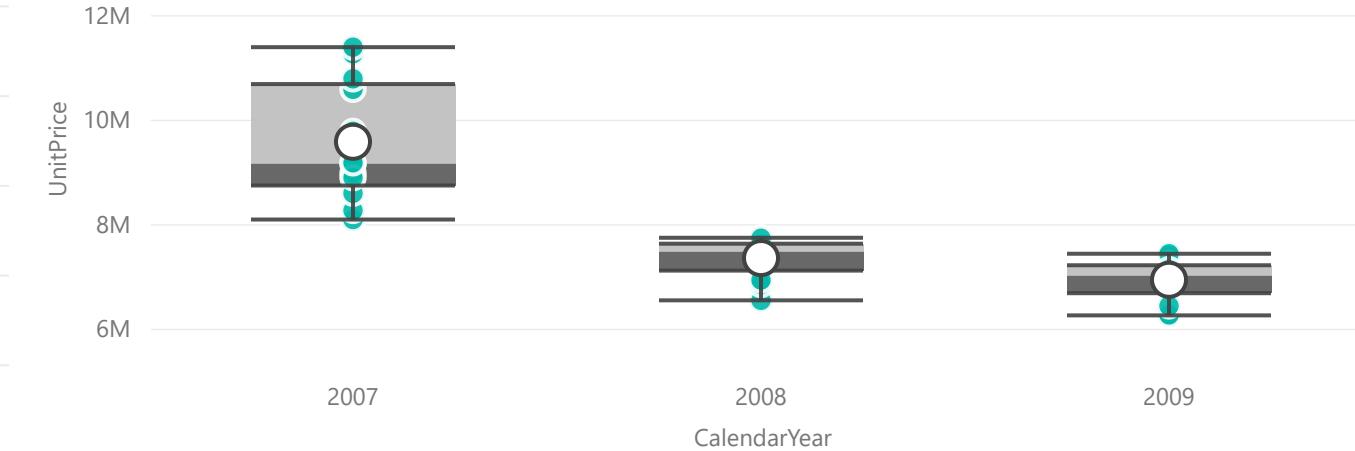
184,092.52

Variance

Sales by Unit Price



Unit Price and Calendar Year and Calendar Month



Calendar Year

2007

2008

2009

Calendar Qu...

Q1

Q2

Q3

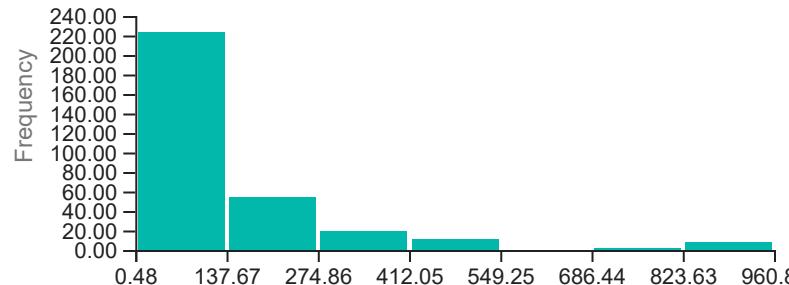
Q4

# UNIT COST

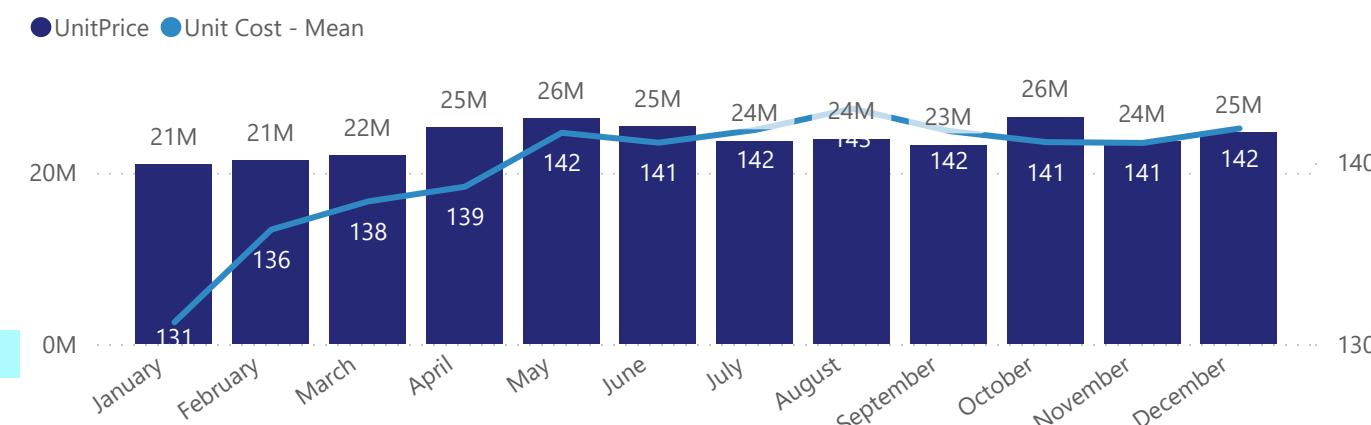
**STATIC**

**CHANGING OVER TIME**

Frequency by Unit Cost



Unit Cost and UC Mean by Calendar Month



Summary Statistics

120,218,528.05

Sum

139.87

Average

84.84

Median

0.48

Min

960.82

Max

167.49

Standard deviation

28,052.23

Variance

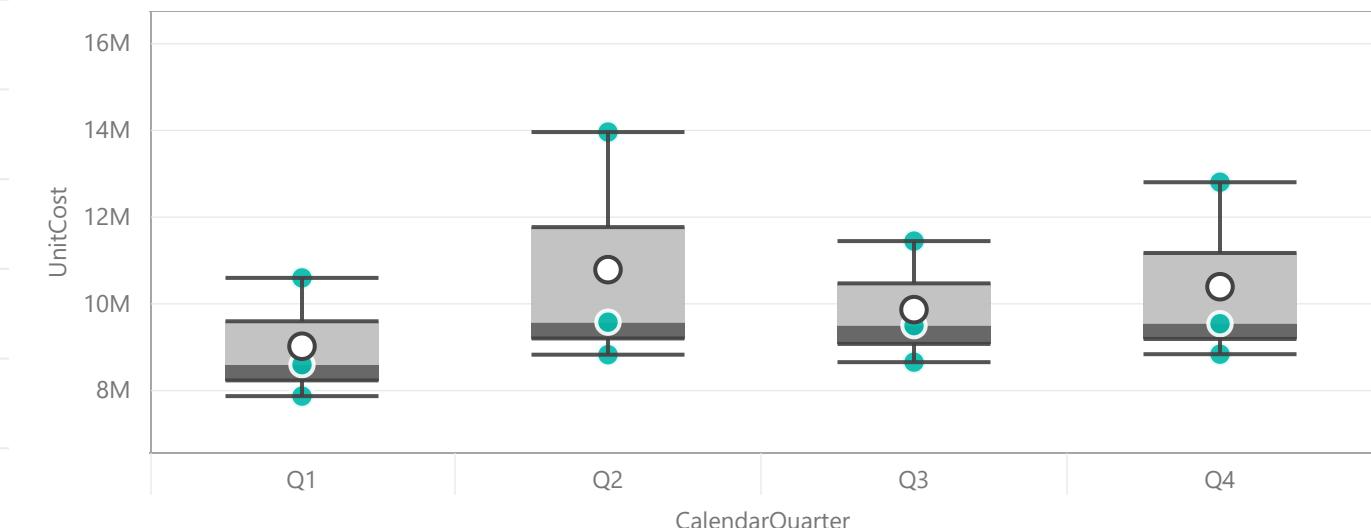
Sales by Unit Cost

UnitCost

Median Value



Unit Cost and Calendar Year and Calendar Quarter



CalendarYear

2007

2008

2009

CalendarQu...

Q1

Q2

Q3

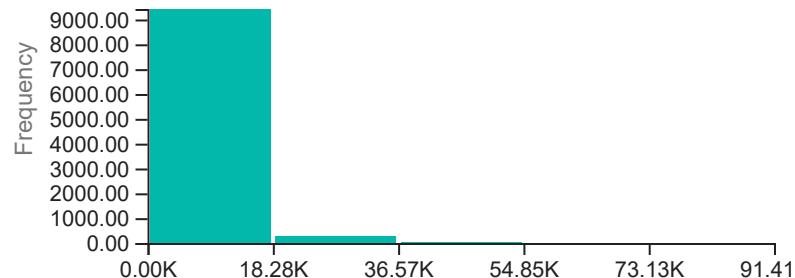
Q4

# TOTAL COST

**STATIC**

**CHANGING OVER TIME**

Frequency by Unit Cost



Unit Cost and UC Mean by Calendar Month



Summary Statistics

1,376,483,427.25

Sum

1,601.48

Average

919.70

Median

1.92

Min

91,411.84

Max

2,104.67

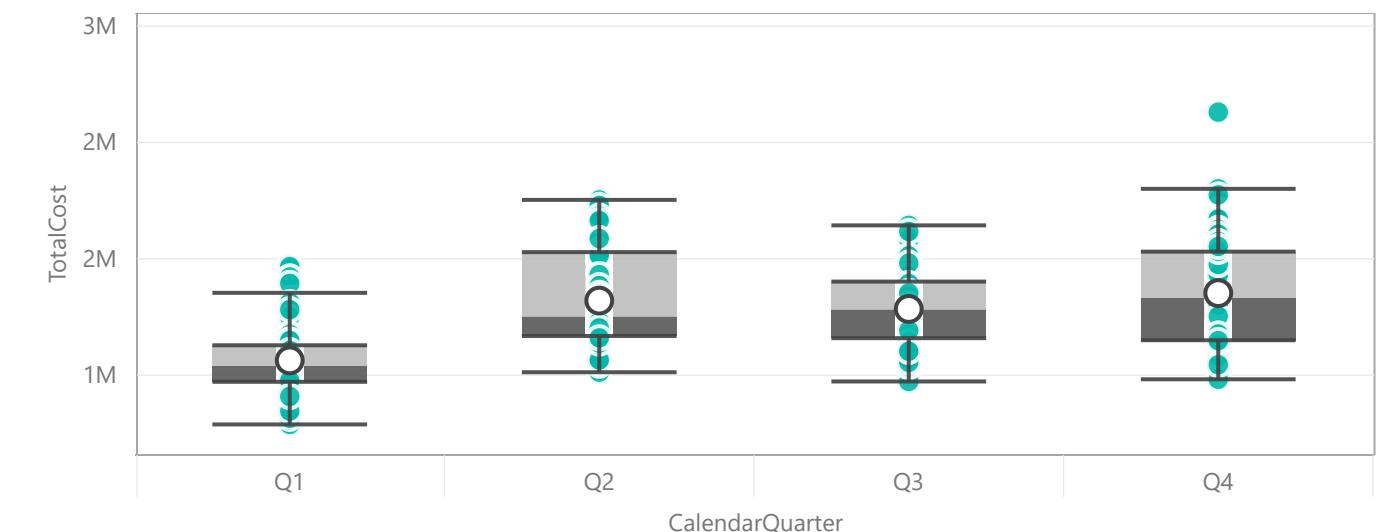
Standard deviation

4,429,618.97

Variance

Sales by Unit Cost

Unit Cost and Calendar Year and Calendar Quarter



CalendarMo...

January

February

March

April

May

June

July

August

September

October

November

December

CalendarQu...

Q1

Q2

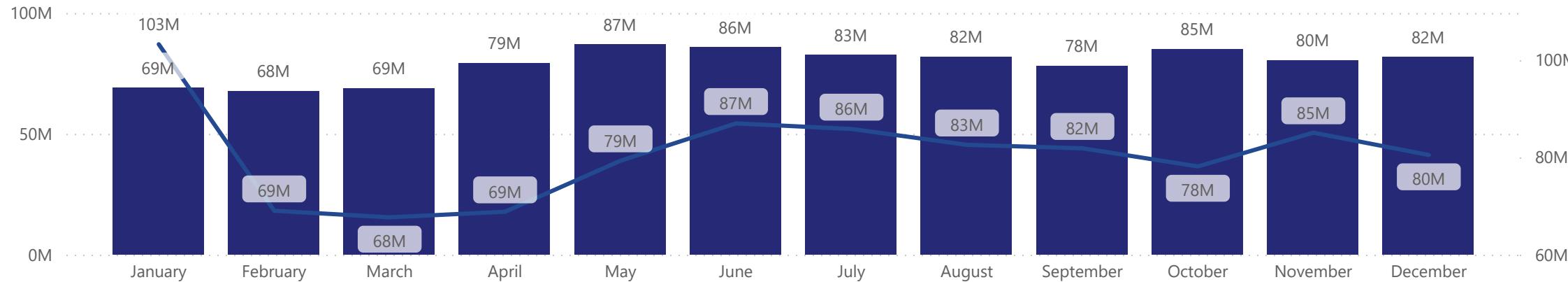
Q3

Q4

# TIME INTELLIGENCE

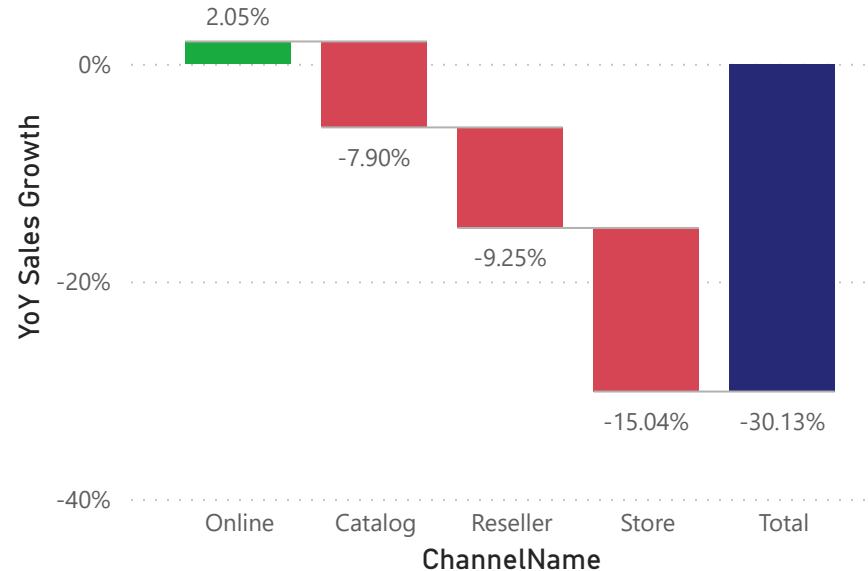
## SalesAmount and Last Month by Calendar Month

● SalesAmount ● Last Month



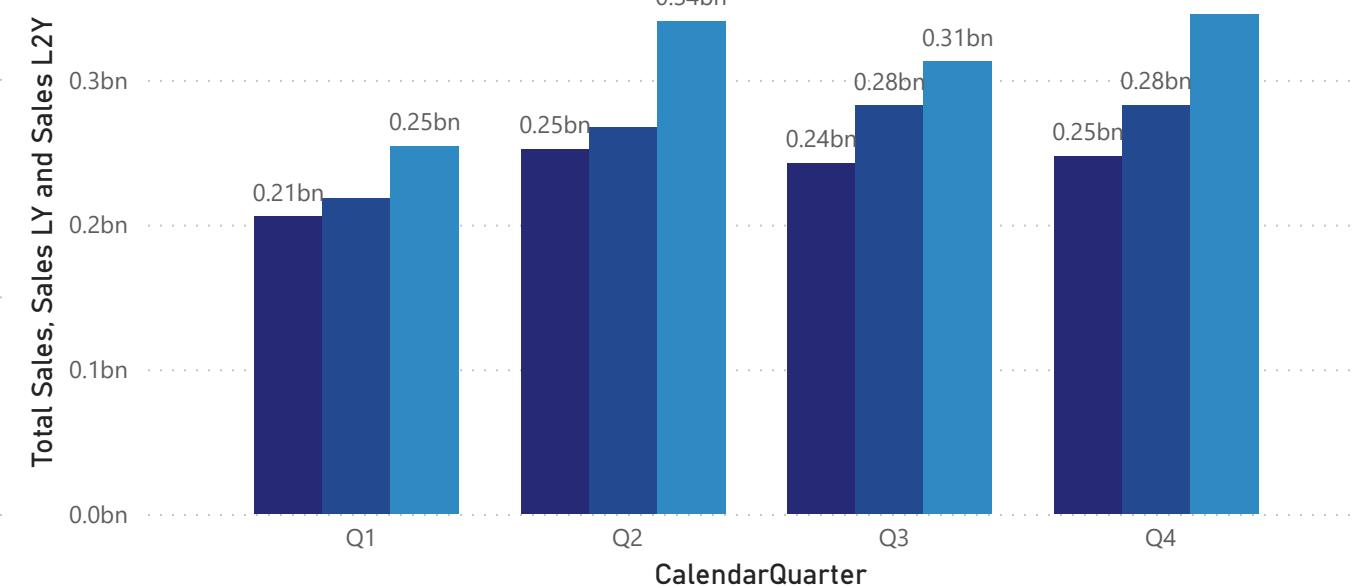
## YoY Sales Growth by ChannelName

● Increase ● Decrease ● Total



## Last 2 Year vs Current Year Sales by Calendar Quarter

● Total Sales ● Sales LY ● Sales L2Y



CalendarYear ▾

- 2007
- 2008
- 2009

CalendarMo... ▾

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

ChannelNa... ▾

- Catalog
- Online
- Reseller
- Store

**CAT-CAT**

# CHANNEL & GEOGRAPHY

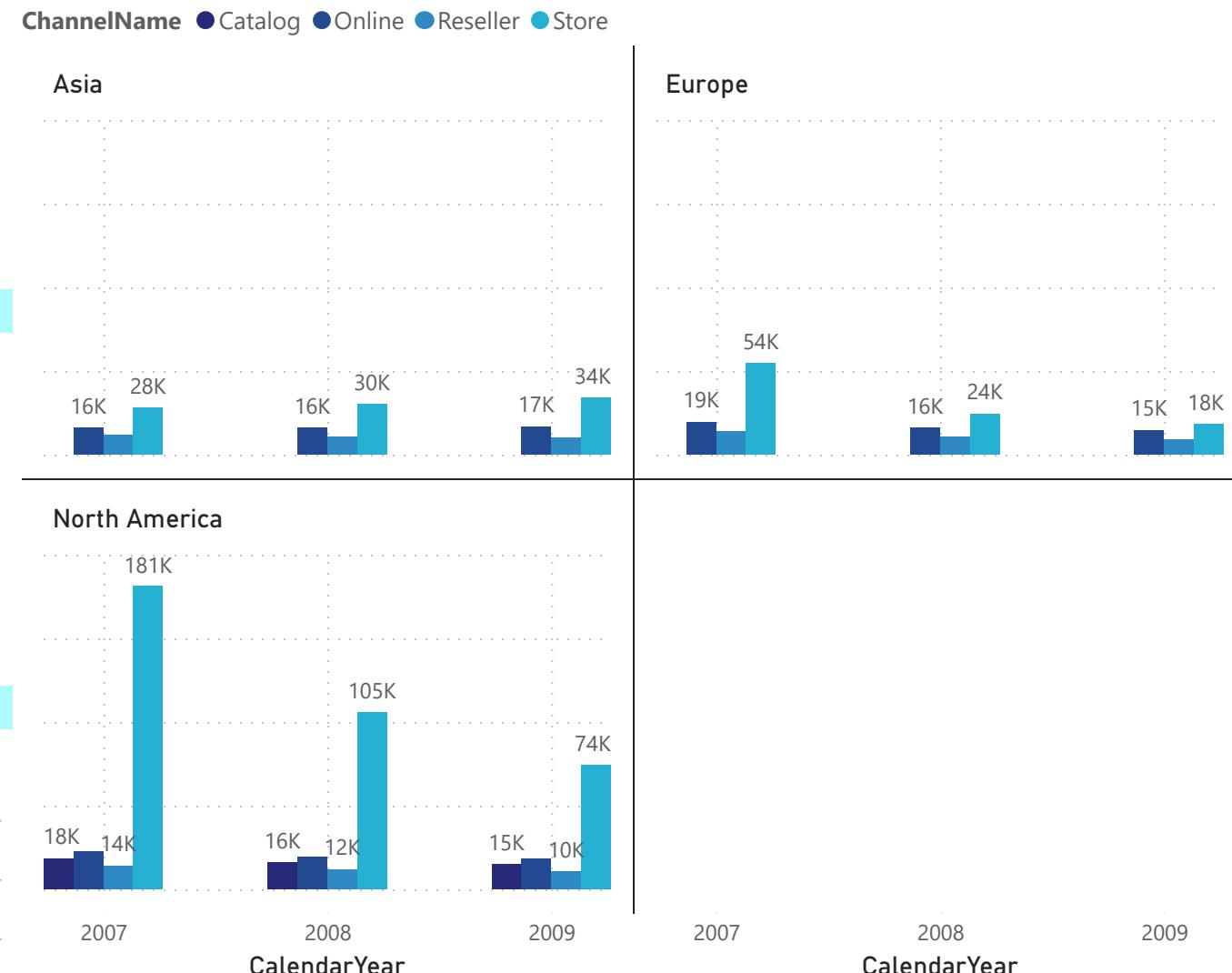
**STATIC**

**CHANGING OVER TIME**

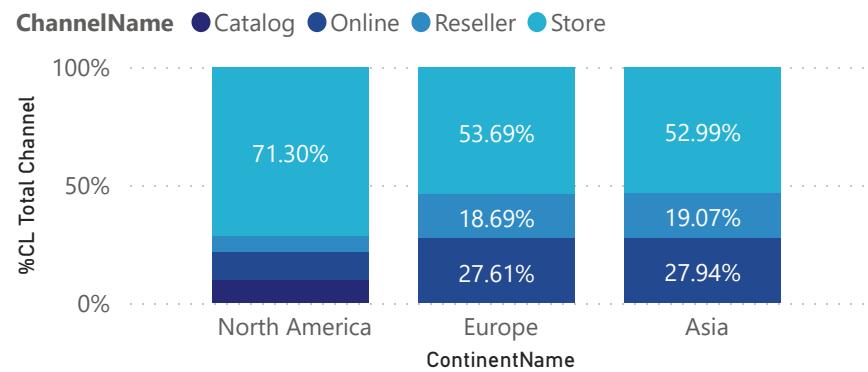
Frequency table by Channel and Continent

ChannelName	Asia	Europe	North America	Total
Catalog			5.73%	<b>5.73%</b>
Online	5.63%	5.79%	6.97%	<b>18.39%</b>
Reseller	3.84%	3.92%	4.20%	<b>11.96%</b>
Store	10.67%	11.27%	41.98%	<b>63.92%</b>
<b>Total</b>	<b>20.14%</b>	<b>20.98%</b>	<b>58.87%</b>	<b>100.00%</b>

Frequency by Calendar Year and Channel Name and Continent Name



Relative Frequency by Channel and Continent



Frequency by Channel and Continent



CalendarYear

2007

2008

2009

CalendarQu...

Q1

Q2

Q3

Q4

ChannelNa...

Catalog

Online

Reseller

Store

ContinentNa...

Asia

Europe

North Ameri...

# CHANNEL & PRODUCT

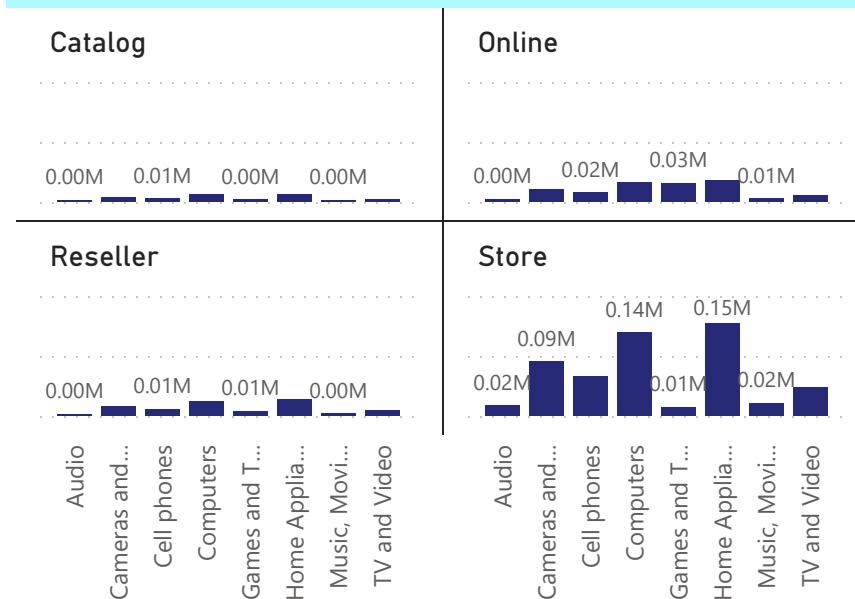
## STATIC

- CalendarYear ▾
- 2007
  - 2008
  - 2009
- CalendarQu... ▾
- Q1
  - Q2
  - Q3
  - Q4
- ChannelNa... ▾
- Catalog
  - Online
  - Reseller
  - Store
- ContinentNa... ▾
- Asia
  - Europe
  - North Ameri...

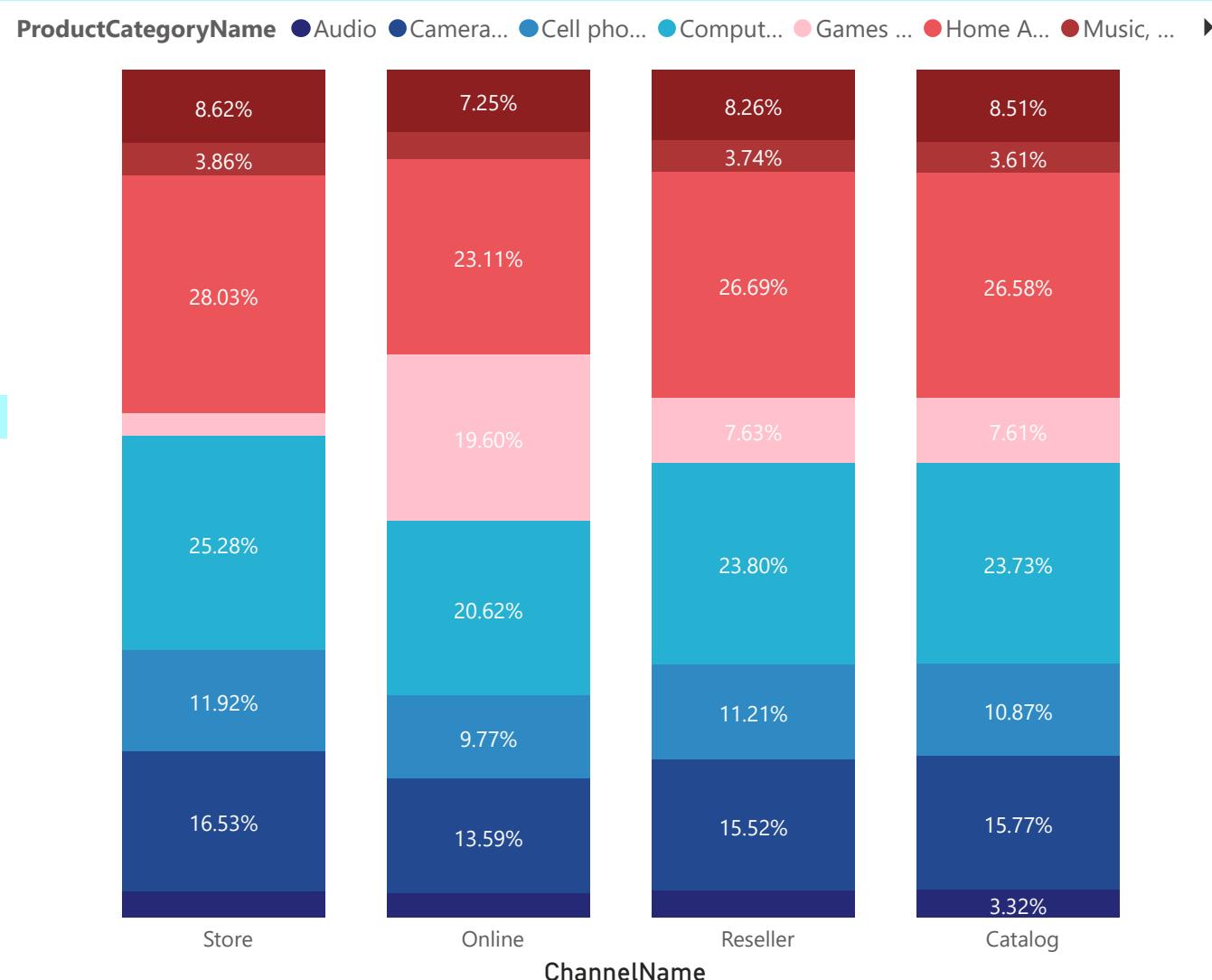
Frequency table by Channel and ProductCategory

ProductCategoryName	Catalog	Online	Reseller	Store
Audio	0.19%	0.52%	0.38%	1.99%
Cameras and camcorders	0.90%	2.50%	1.86%	10.56%
Cell phones	0.62%	1.80%	1.34%	7.62%
Computers	1.36%	3.79%	2.85%	16.16%
Games and Toys	0.44%	3.60%	0.91%	1.69%
Home Appliances	1.52%	4.25%	3.19%	17.91%
Music, Movies and Audio Books	0.21%	0.59%	0.45%	2.47%
TV and Video	0.49%	1.33%	0.99%	5.51%
<b>Total</b>	<b>5.73%</b>	<b>18.39%</b>	<b>11.96%</b>	<b>63.92%</b>

Frequency by Channel and ProductCategory



Frequency by Calendar Year and Channel Name and ProductCategory



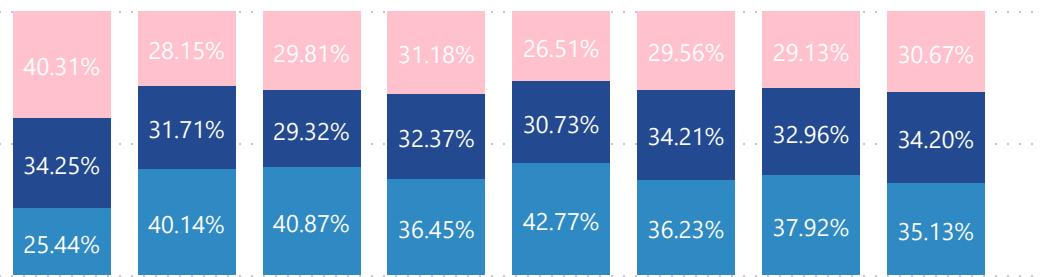
# CHANNEL & PRODUCT

## CHANGING OVER TIME

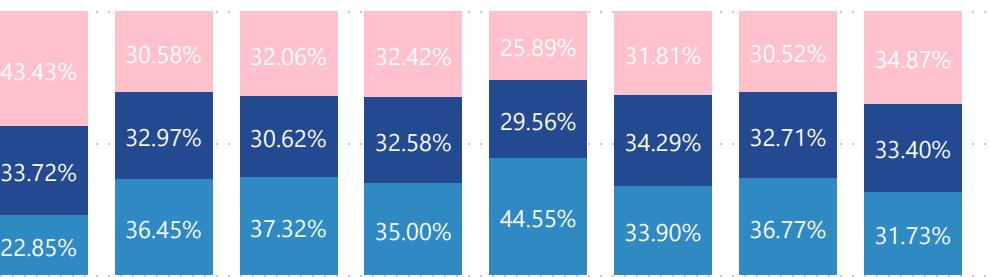
Frequency by Calendar Year and Channel Name and ProductCategory

CalendarYear ● 2007 ● 2008 ● 2009

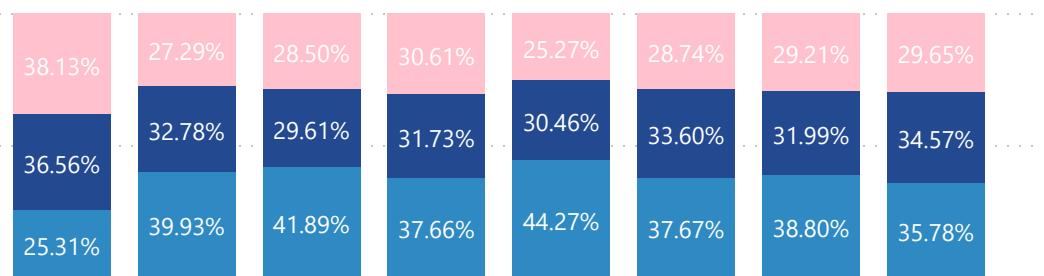
Catalog



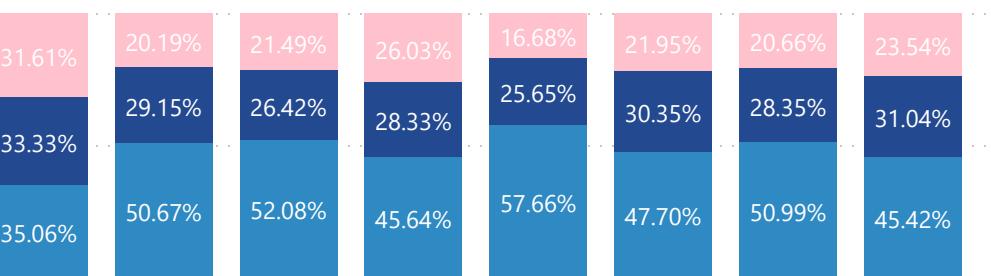
Online



Reseller



Store



CalendarYear

- 2007
- 2008
- 2009

CalendarQu...

- Q1
- Q2
- Q3
- Q4

ChannelNa...

- Catalog
- Online
- Reseller
- Store

ContinentNa...

- Asia
- Europe
- North Ameri...

# CHANNEL & PRODUCT

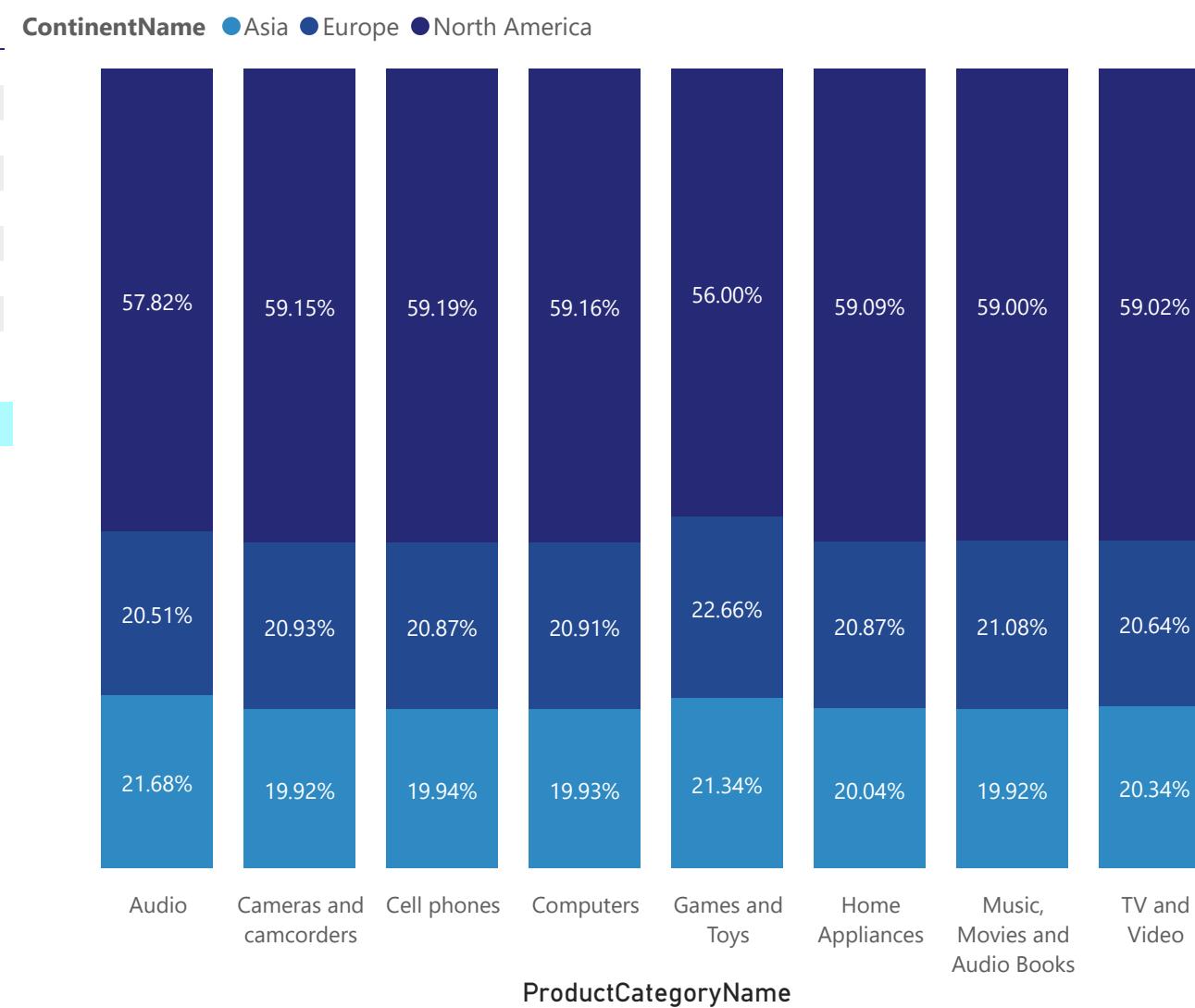
## STATIC

- Calendar Year ▾
- 2007
  - 2008
  - 2009
- Calendar Qu... ▾
- Q1
  - Q2
  - Q3
  - Q4
- Product Cate... ▾
- Audio
  - Cameras an...
  - Cell phones
  - Computers
- Product Sub... ▾
- Air Condition...
  - Bluetooth H...
  - Boxed Games
  - Camcorders
- Continent Na... ▾
- Asia
  - Europe
  - North Ameri...

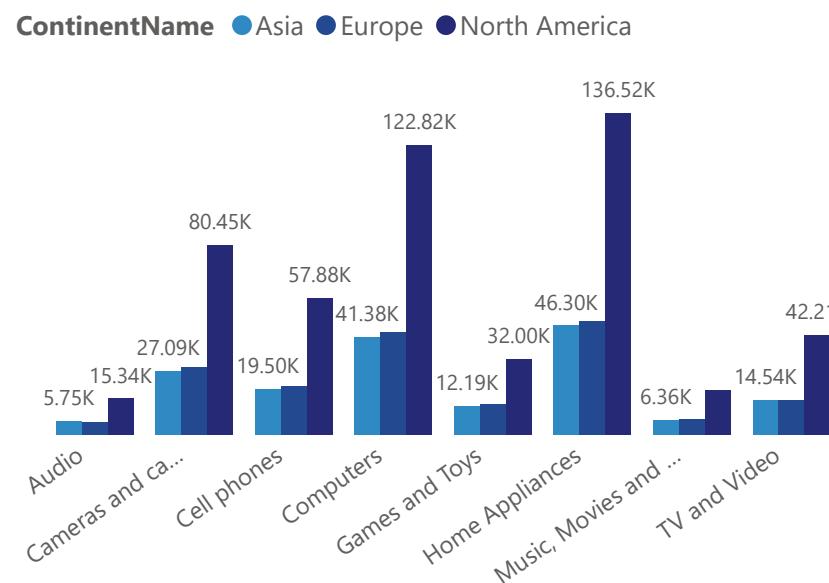
Frequency table by Continent and ProductCategory

ProductCategoryName	Asia	Europe	North America
Audio	0.67%	0.63%	1.78%
Cameras and camcorders	3.15%	3.31%	9.36%
Cell phones	2.27%	2.37%	6.73%
Computers	4.81%	5.05%	14.29%
Games and Toys	1.42%	1.51%	3.72%
Home Appliances	5.39%	5.61%	15.88%
Music, Movies and Audio Books	0.74%	0.78%	2.19%
TV and Video	1.69%	1.72%	4.91%
<b>Total</b>	<b>20.14%</b>	<b>20.98%</b>	<b>58.87%</b>

Frequency by Calendar Year and Continent and ProductCategory



Frequency by Continent and ProductCategory



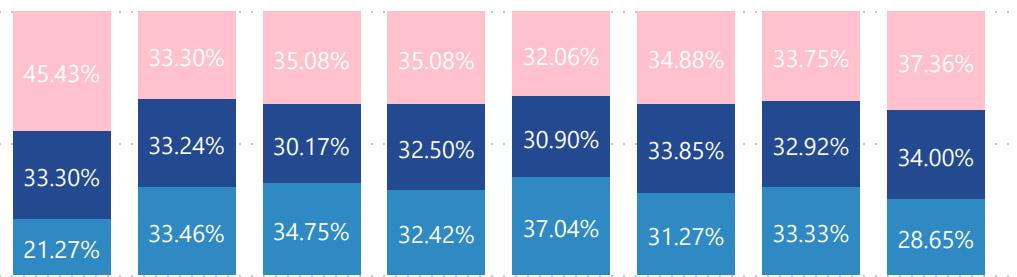
# GEOGRAPHY & PRODUCT

## CHANGING OVER TIME

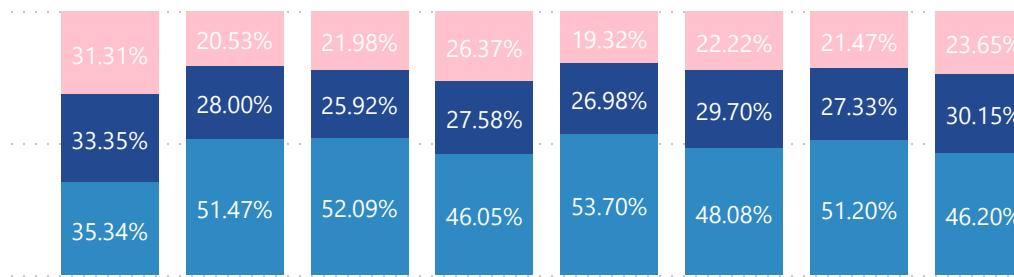
Frequency by Calendar Year and Continent and ProductCategory

CalendarYear ● 2007 ● 2008 ● 2009

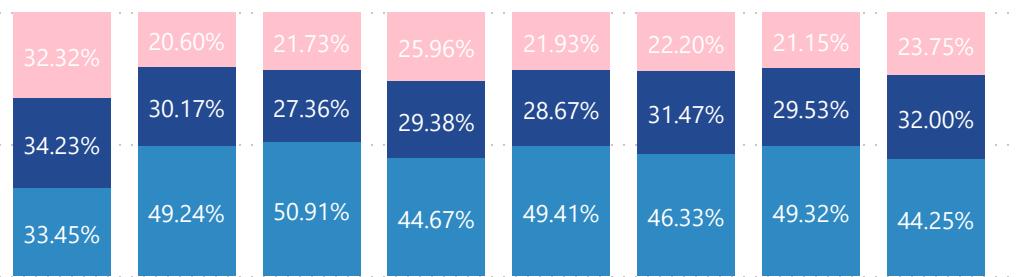
Asia



Europe



North America



CalendarYear

- 2007
- 2008
- 2009

CalendarQu...

- Q1
- Q2
- Q3
- Q4

ProductCate...

- Audio
- Cameras an...
- Cell phones
- Computers

ProductSub...

- Air Conditi...
- Bluetooth H...
- Boxed Games
- Camcorders

ContinentNa...

- Asia
- Europe
- North Ameri...

**CAT-NUM**

# CHANNEL & SALES AMOUNT

## STATIC

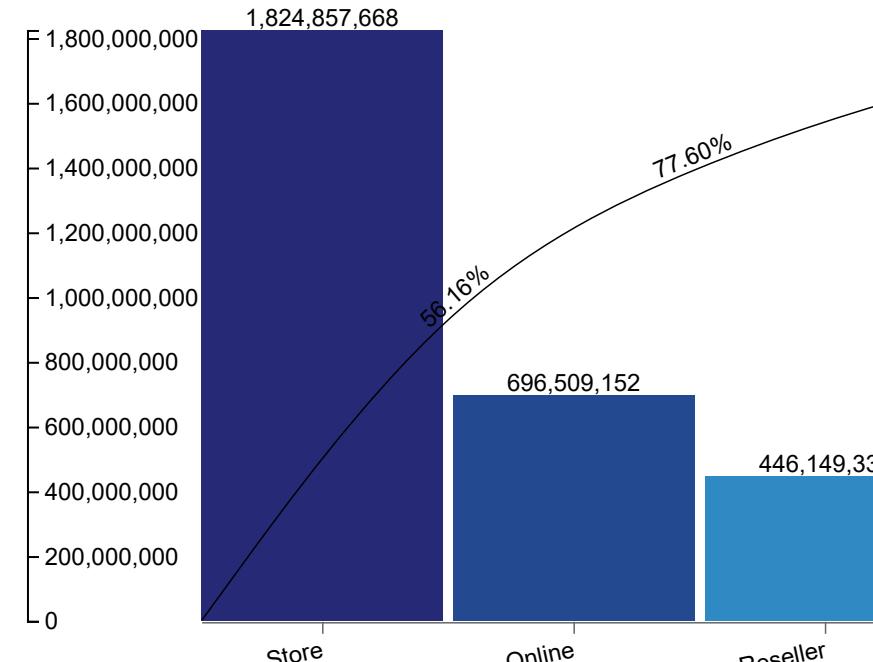
Sales Amount by Channel

ChannelName	SalesAmount	Mean	Median	Min	Max
Catalog	281,596,274.17	5,720.71	2,815.91	5.32	272,71
Online	696,509,152.31	4,405.78	1,999.60	3.04	164,47
Reseller	446,149,333.47	4,339.38	2,276.85	3.04	132,64
Store	1,824,857,667.55	3,321.69	1,999.80	3.04	64,47
<b>Total</b>	<b>3,249,112,427.49</b>	<b>3,780.21</b>	<b>2,080.00</b>	<b>3.04</b>	<b>272,71</b>

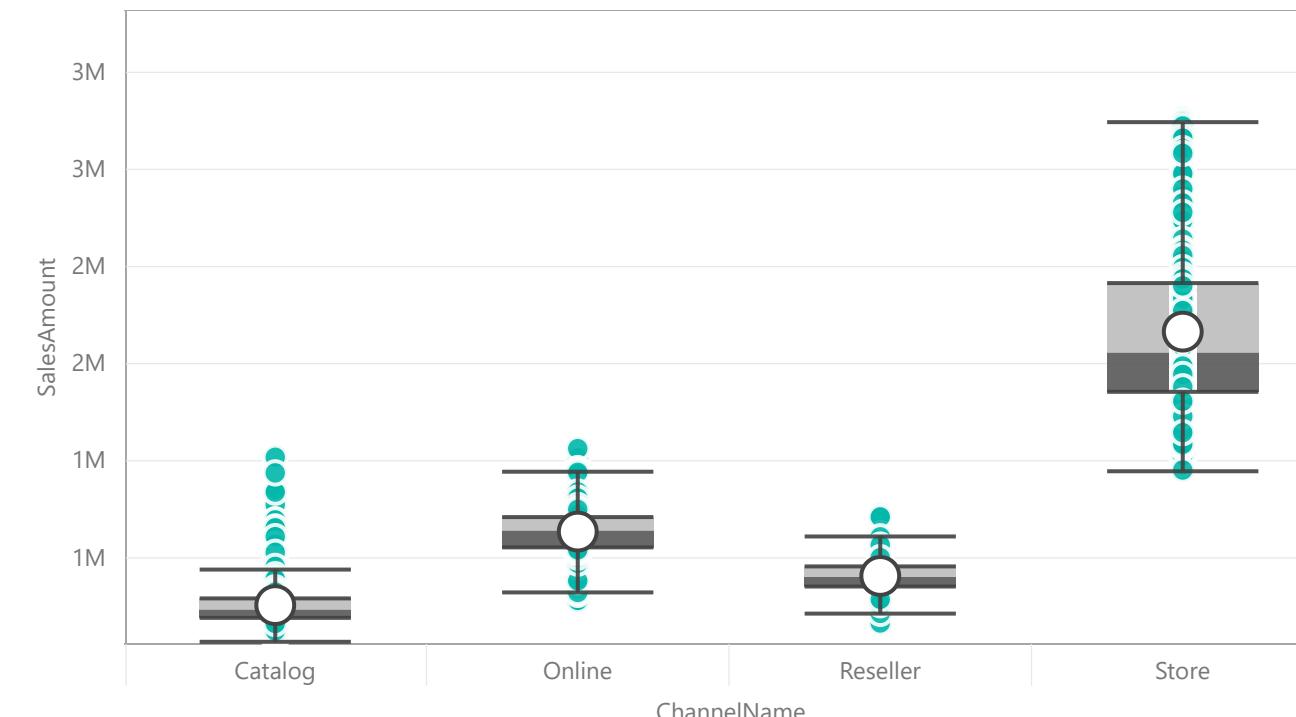
SalesAmount by ChannelName



Sales Amount by Channel



SalesAmount by DateKey and ChannelName



CalendarYear

- 2007
- 2008
- 2009

CalendarQu...

- Q1
- Q2
- Q3
- Q4

ChannelNa...

- Catalog
- Online
- Reseller
- Store

ContinentNa...

- Asia
- Europe
- North Ameri...

# STORE & SALES AMOUNT

**STATIC**

**CHANGING OVER TIME**

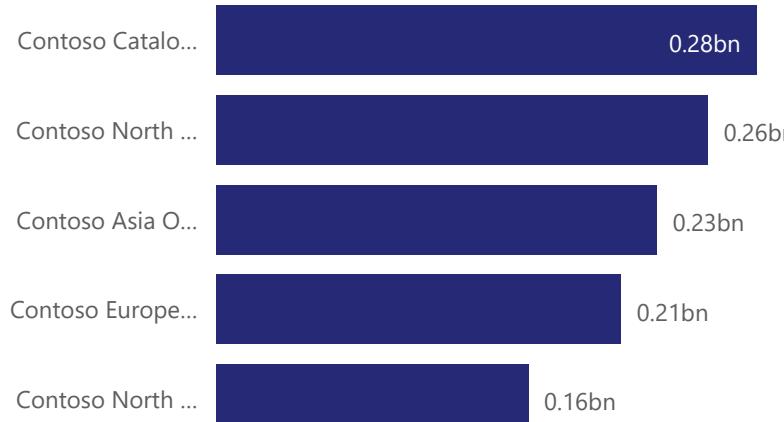
SalesAmount by StoreName

StoreName	SalesAmount	%GT
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%
Contoso Europe Reseller	136,086,683.77	4.19%
Contoso Shanghai No.2 Store	10,181,798.76	0.31%
Contoso Sydney No.1 Store	10,105,665.75	0.31%
Contoso Mumbai Store	10,082,275.12	0.31%
Contoso Taipei Store	10,055,360.21	0.31%
<b>Total</b>	<b>3,249,112,427.49</b>	<b>100.00%</b>

SalesAmount by StoreName and Calendar Year

StoreName	2007	2008	2009	Total
Contoso Catalog Store	114,532,764.96	86,966,572.54	80,096,936.66	<b>281,596,27</b>
Contoso North America Online Store	79,063,631.67	89,694,317.24	87,305,134.06	<b>256,063,08</b>
Contoso Asia Online Store	64,747,156.38	78,222,932.36	86,611,332.16	<b>229,581,42</b>
Contoso Europe Online Store	70,448,608.99	70,758,056.62	69,657,982.84	<b>210,864,64</b>
Contoso North America Reseller	57,609,864.84	55,464,579.35	49,533,282.74	<b>162,607,72</b>
Contoso Asia Reseller	47,518,216.90	50,963,512.82	48,973,193.06	<b>147,454,92</b>
Contoso Europe Reseller	50,790,318.30	45,720,619.15	39,575,746.32	<b>136,086,68</b>
Contoso Shanghai No.2 Store	2,957,978.99	3,481,308.61	3,742,511.16	<b>10,181,79</b>
Contoso Sydney No.1 Store	3,051,204.97	3,536,350.97	3,518,109.81	<b>10,105,66</b>
Contoso Mumbai Store	3,140,226.14	3,441,048.37	3,501,000.61	<b>10,082,27</b>
Contoso Taipei Store	2,962,919.28	2,559,540.04	2,522,900.89	<b>10,055,26</b>
<b>Total</b>	<b>1,252,223,095.08</b>	<b>1,049,439,875.76</b>	<b>947,449,456.65</b>	<b>3,249,112,42</b>

Top 5 SalesAmount by StoreName



Top 3 SalesAmount by StoreName and Calendar Year



CalendarYear

- 2007
- 2008
- 2009

CalendarQu...

- Q1
- Q2
- Q3
- Q4

StoreName

- Contoso Alb...
- Contoso Ale...
- Contoso Am...
- Contoso An...

# GEOGRAPHY & SALES AMOUNT

**STATIC**

**CHANGING OVER TIME**

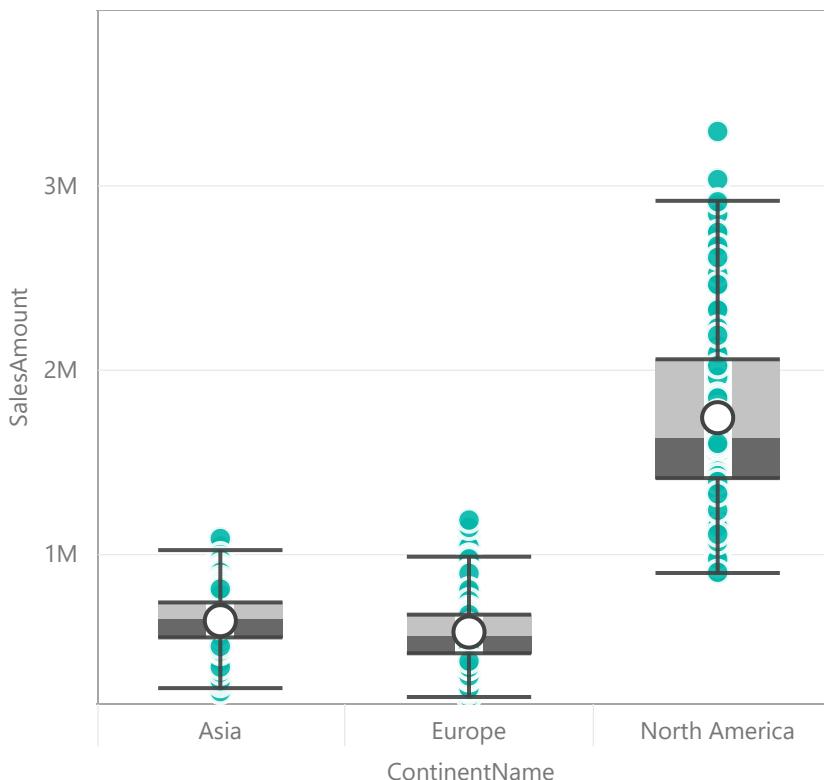
SalesAmount by ContinentName

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

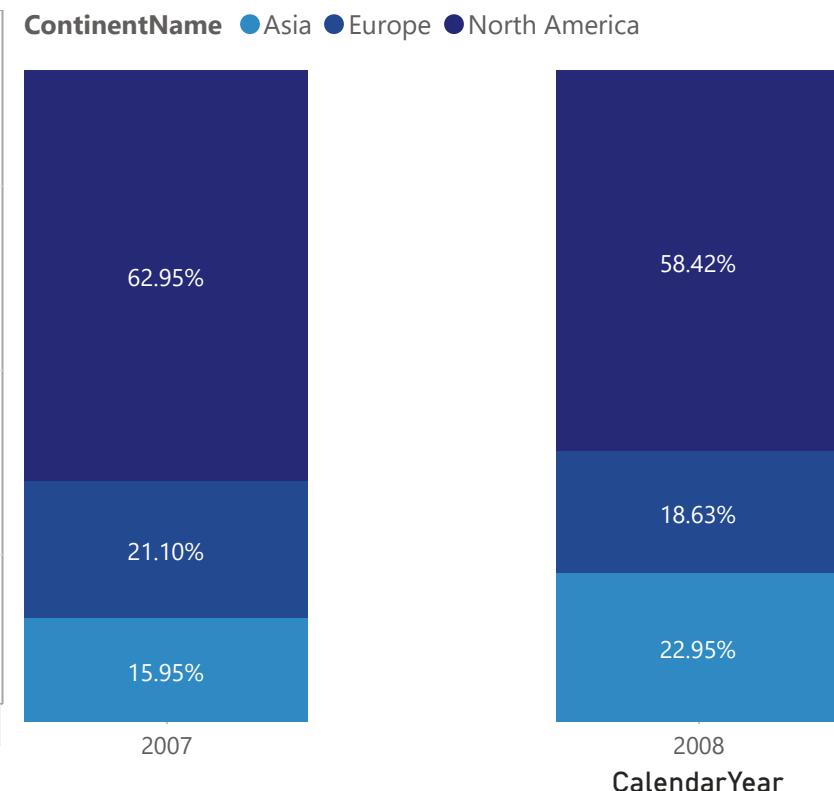
SalesAmount by ContinentName and Calendar Year

ContinentName	2007	2008	2009	Total
North America	788,274,462.09	613,079,989.99	508,680,260.04	<b>1,910,034,712.12</b>
Asia	199,693,821.88	240,898,144.76	262,559,267.23	<b>703,151,233.88</b>
Europe	264,254,811.12	195,461,741.00	176,209,929.37	<b>635,926,481.49</b>
<b>Total</b>	<b>1,252,223,095.08</b>	<b>1,049,439,875.76</b>	<b>947,449,456.65</b>	<b>3,249,112,427.49</b>

SalesAmount by ContinentName



SalesAmount by ContinentName and Calendar Year



CalendarYear ▾

- 2007
- 2008
- 2009

CalendarQu... ▾

- Q1
- Q2
- Q3
- Q4

ContinentNa... ▾

- Asia
- Europe
- North Ameri...

# PRODUCT & SALES AMOUNT

**STATIC**

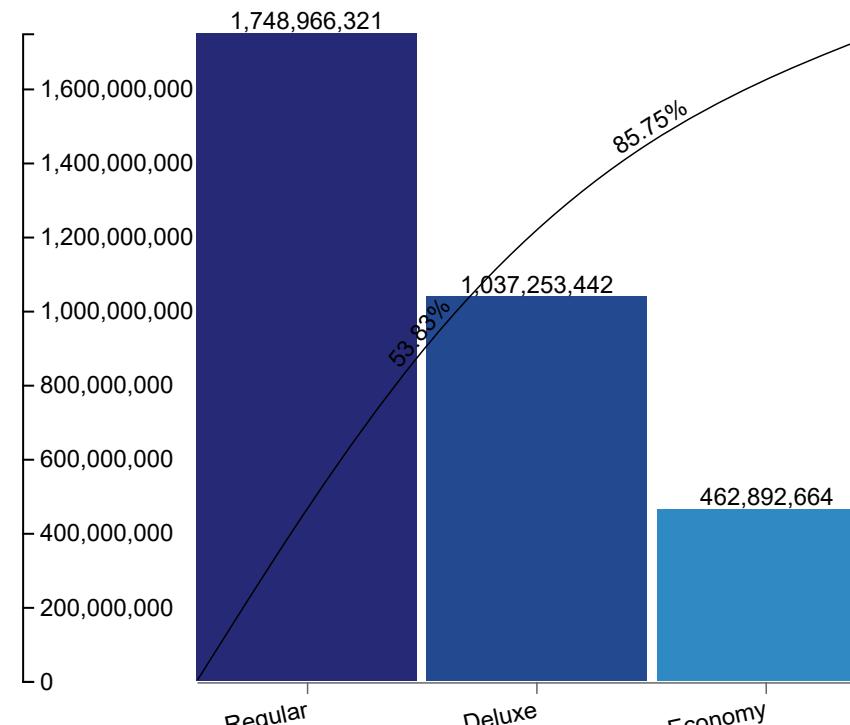
SalesAmount by BrandName

BrandName	ColorName	SalesAmount	%GT
Contoso	Silver	151,683,412.89	4.67%
Fabrikam	White	135,033,296.53	4.16%
Proseware	White	131,671,621.45	4.05%
<b>Total</b>		<b>3,249,112,427.49</b>	<b>100.00%</b>

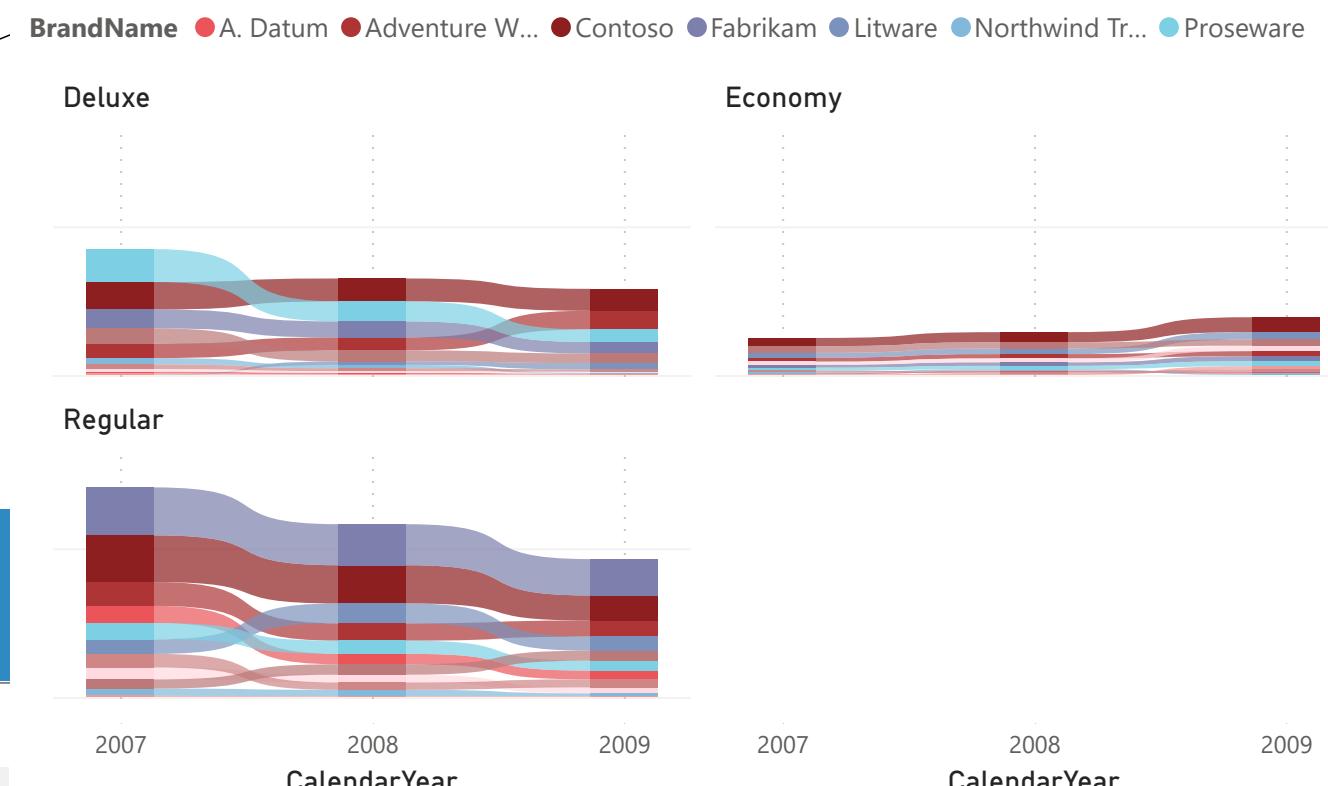
SalesAmount by BrandName and Calendar Year

BrandName	2007	2008	2009	Total
Contoso	276,875,432.45	239,860,339.70	207,786,949.92	<b>724,522,722.07</b>
Fabrikam	235,080,692.86	203,797,634.73	177,548,710.44	<b>616,427,038.03</b>
Adventure Works	141,884,388.00	116,381,891.24	134,493,098.83	<b>392,759,378.07</b>
Proseware	175,141,959.01	122,395,227.96	92,105,230.51	<b>389,642,416.48</b>
<b>Total</b>	<b>1,252,223,095.08</b>	<b>1,049,439,875.76</b>	<b>947,449,456.65</b>	<b>3,249,112,427.49</b>

SalesAmount by ClassName



SalesAmount by BrandName and ClassName and Calendar Year



CalendarYear

- 2007
- 2008
- 2009

CalendarQu...

- Q1
- Q2
- Q3
- Q4

BrandName

- A. Datum
- Adventure ...
- Contoso
- Fabrikam

ClassName

- Deluxe
- Economy
- Regular

# PRODUCT & SALES AMOUNT

## SalesAmount by ChannelName, ContinentName and ClassName

AII

# ChannelName

Store

Online

Reselle

## Catalog

# ClassName

## Regular

Deluxe

Economy

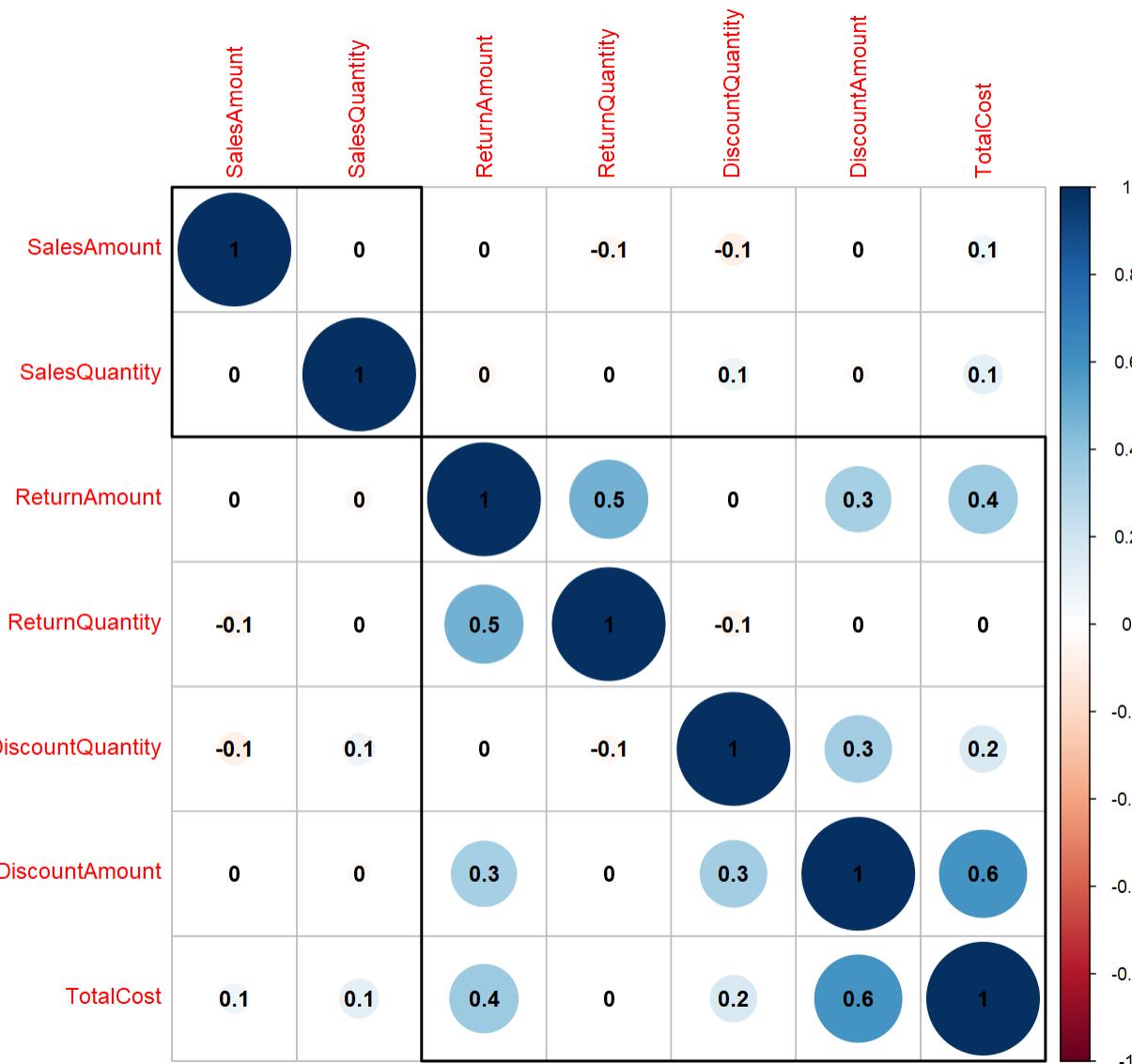
# ContinentName

## North America

Asia

**NUM-NUM**

# CORRELATION PLOT

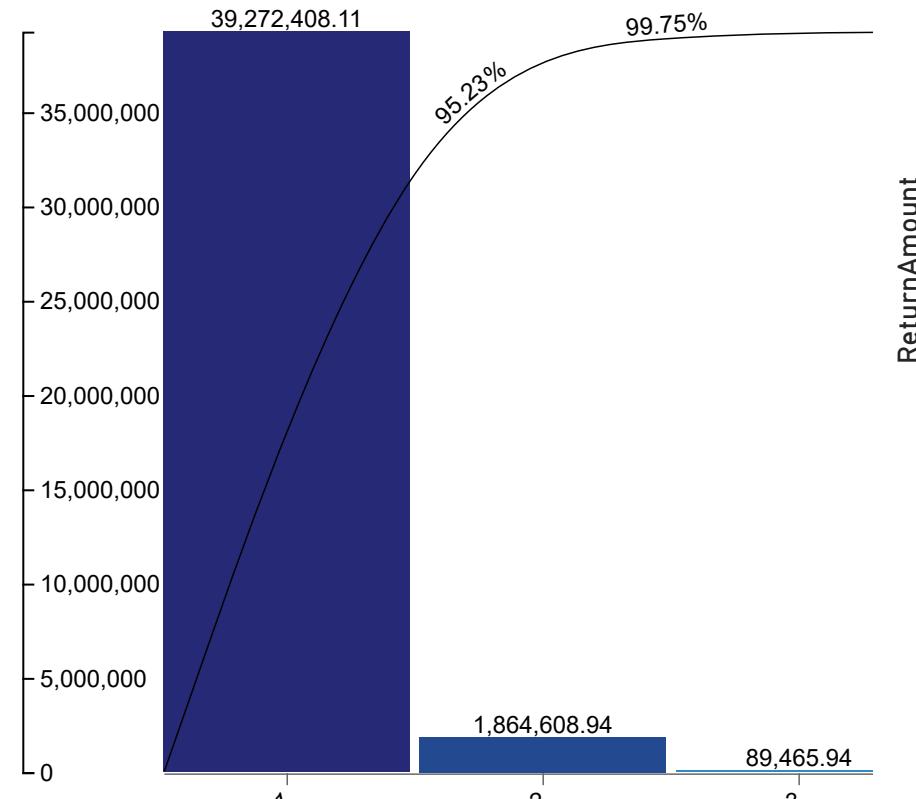


# RETURN AMOUNT & RETURN QUANTITY

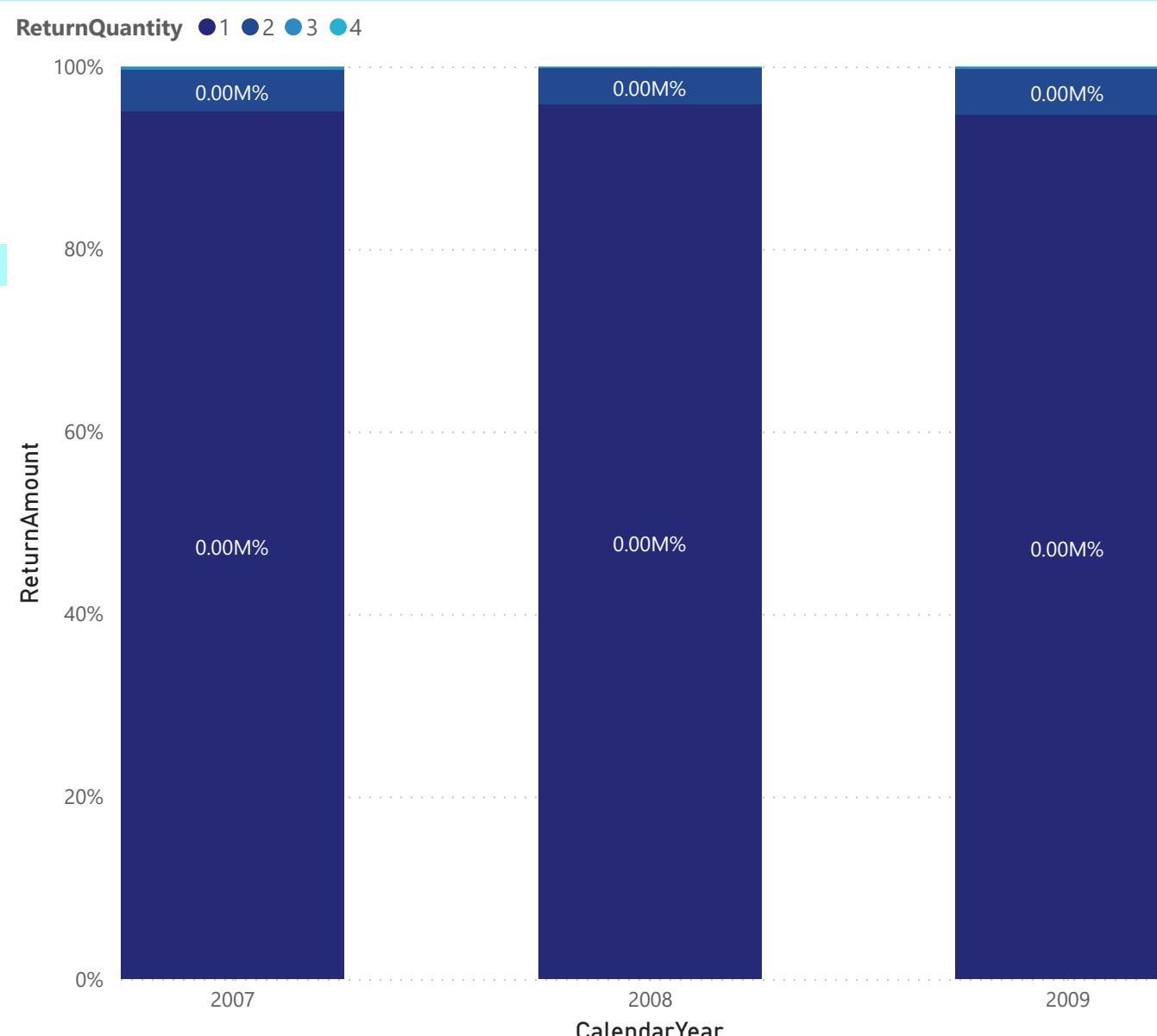
SalesAmount by BrandName

	ReturnQuantity	ReturnAmount	Mean	Median	Min	Max
1	39,272,408.11	330.65	188.00	0.95	2,899.99	
2	1,864,608.94	640.32	320.00	1.90	5,305.80	
3	89,465.94	860.25	437.10	14.97	5,454.00	
4	14,479.96	2,413.33	363.98	84.00	9,996.00	
<b>Total</b>	<b>41,240,962.95</b>	<b>338.60</b>	<b>188.00</b>	<b>0.95</b>	<b>9,996.00</b>	

SalesAmount by ClassName



SalesAmount by BrandName and ClassName and Calendar Year



CalendarYear

- 2007
- 2008
- 2009

CalendarQu...

- Q1
- Q2
- Q3
- Q4

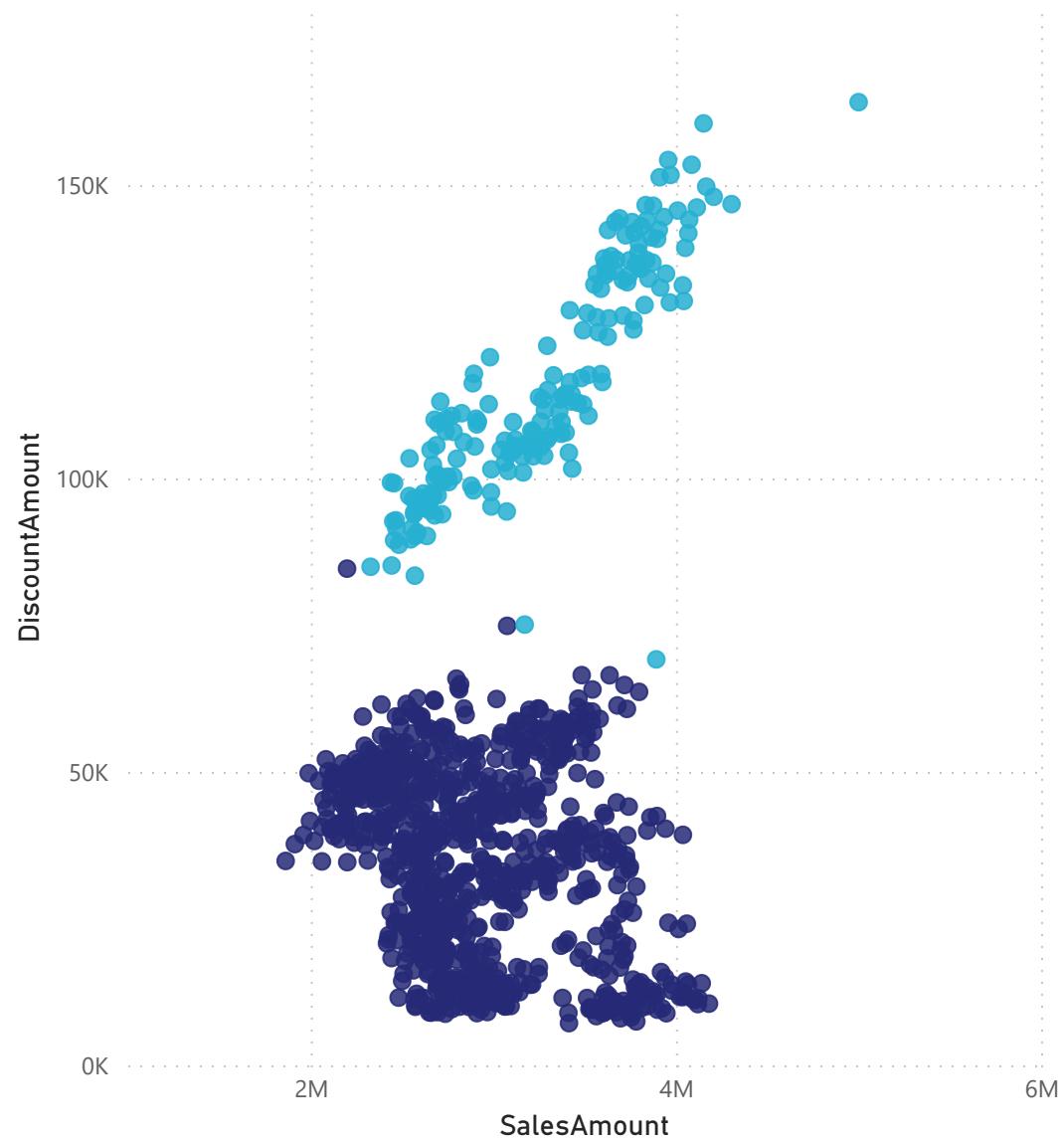
ChannelNa...

- Catalog
- Online
- Reseller
- Store

# SALES AMOUNT & DISCOUNT AMOUNT

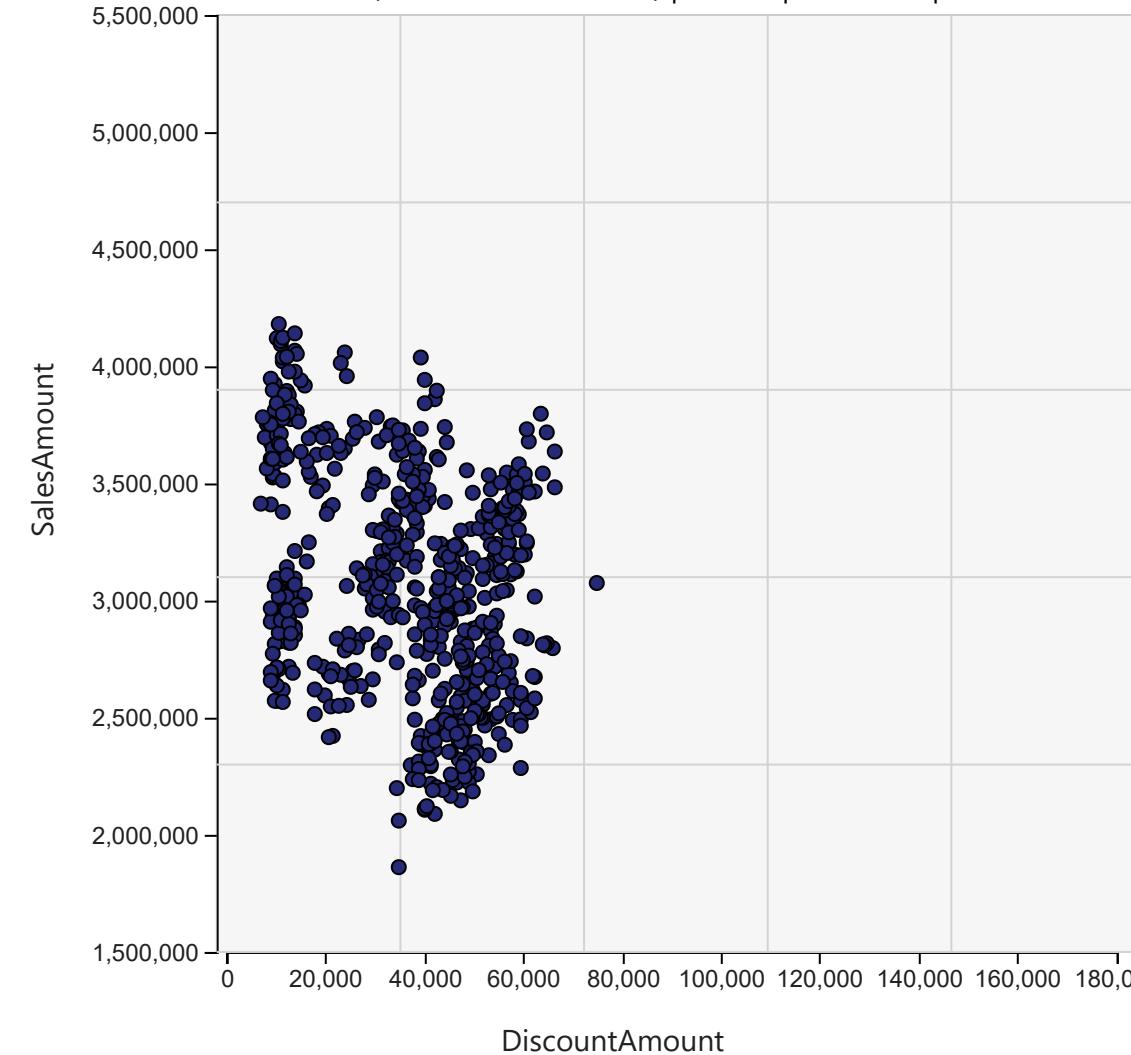
SalesAmount and DiscountAmount by Date and Date (clusters)

Date (clusters) ● Cluster1 ● Cluster2



SalesAmount and DiscountAmount by Date and Date (clusters)

Cluster1 (3210612.35 + -8.44x) | R2: 0.08 | Corr: -0.27 | n: 876  
Cluster2 (1532394.25 + 16.43x) | R2: 0.7 | Corr: 0.84 | n: 124



CalendarYear ▾

- 2007
- 2008
- 2009

CalendarQu... ▾

- Q1
- Q2
- Q3
- Q4

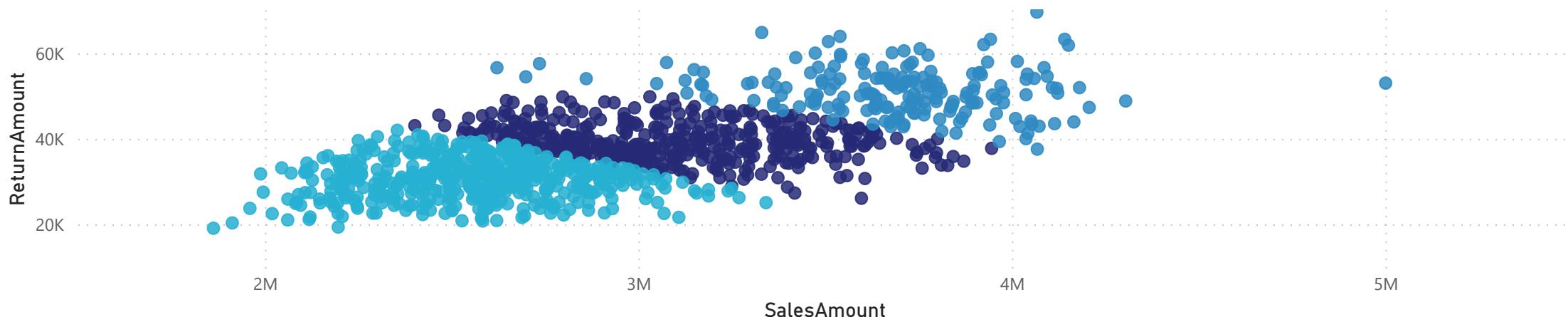
ChannelNa... ▾

- Catalog
- Online
- Reseller
- Store

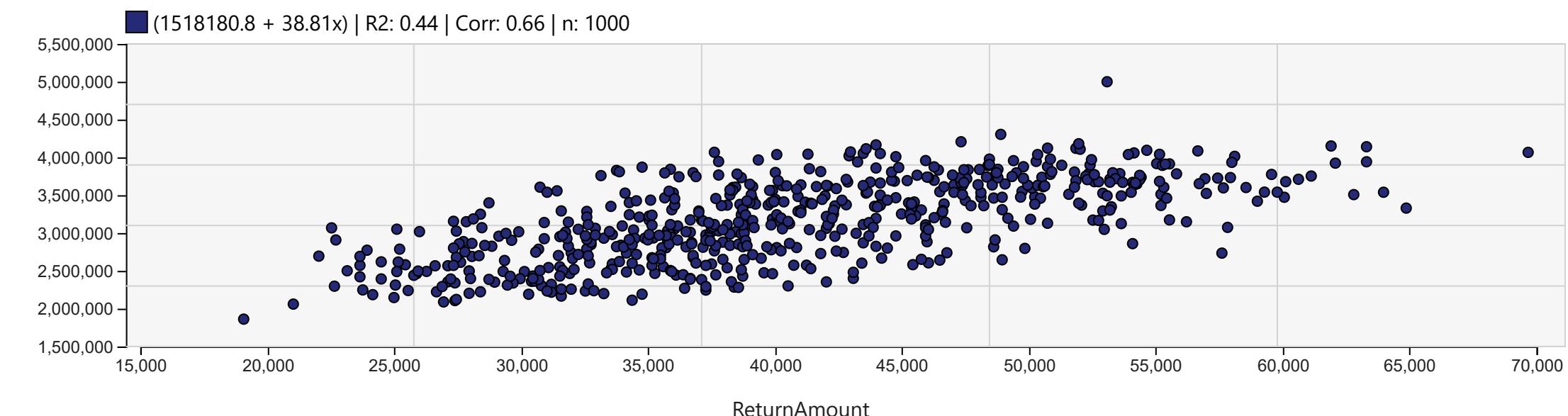
# SALES AMOUNT & RETURN AMOUNT

SalesAmount and ReturnAmount by Date and Date (clusters) 2

Date (clusters) 2 ● Cluster1 ● Cluster2 ● Cluster3



SalesAmount and ReturnAmount by Date



CalendarYear

- 2007
- 2008
- 2009

CalendarQu...

- Q1
- Q2
- Q3
- Q4

ChannelNa...

- Catalog
- Online
- Reseller
- Store

# TOTAL COST & DISCOUNT AMOUNT

TotalCost and DiscountAmount by Date and Date (clusters) 3

Date (clusters) 3 ● Cluster1 ● Cluster2

DiscountAmount

150K

100K

50K

0K

1.0M

TotalCost

0.5M

1.5M

2.0M

2.5M

TotalCost and DiscountAmount by Date

(1162725.56 + 2.19x) | R2: 0.12 | Corr: 0.34 | n: 1000

TotalCost

2,400,000

2,200,000

2,000,000

1,800,000

1,600,000

1,400,000

1,200,000

1,000,000

800,000

DiscountAmount

0

20,000

40,000

60,000

80,000

100,000

120,000

140,000

160,000

180,000

CalendarYear  
2007  
2008  
2009

CalendarQu...  
Q1  
Q2  
Q3  
Q4

ChannelNa...  
Catalog  
Online  
Reseller  
Store

# KEY DRIVER ANALYSIS

## Key influencers Top segments



What influences SalesAmount to Decrease ?

When...

ClassName is Economy

...the average of SalesAmount decreases by

4.05K

Manufacturer is Tailspin Toys

3.34K

BrandName is Tailspin Toys

3.34K

Manufacturer is Southridge Video

1.82K

BrandName is Southridge Video

1.82K

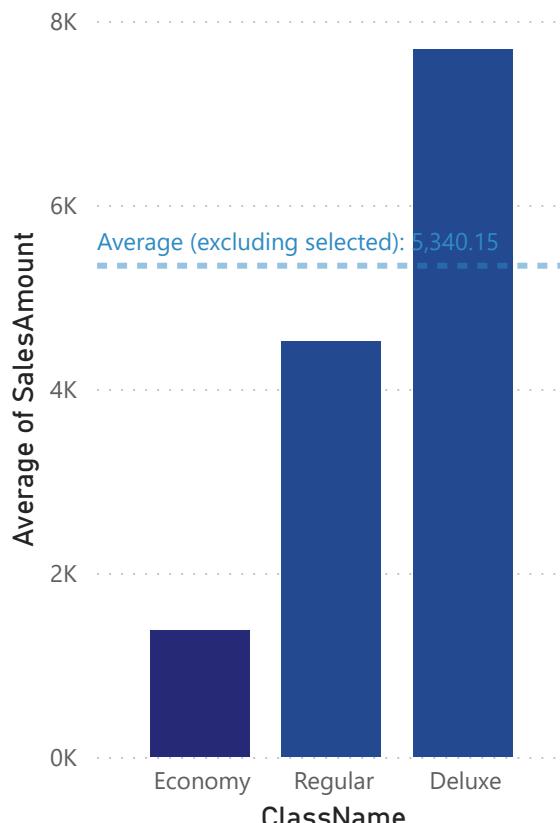
ChannelName is Store

1.49K

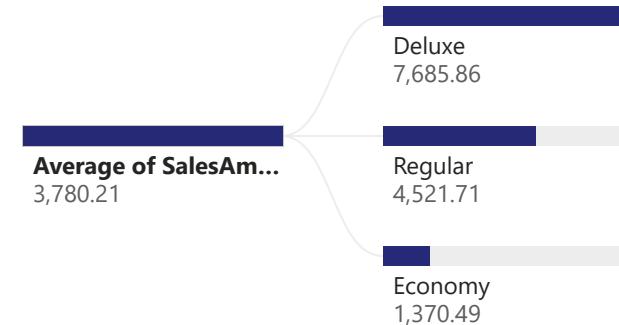
BrandName is Contoso

1.18K

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



ClassName X



ClassName	SalesAmount	Mean	Median	Min	Max	SD
Deluxe	1,037,253,441.80	7,685.86	5,692.11	119.03	272,718.12	8,497
Economy	462,892,664.40	1,370.49	745.00	3.04	69,930.00	1,905
Regular	1,748,966,321.29	4,521.71	3,321.00	82.80	163,829.76	4,849
<b>Total</b>	<b>3,249,112,427.49</b>	<b>3,780.21</b>	<b>2,080.00</b>	<b>3.04</b>	<b>272,718.12</b>	<b>5,317</b>

BrandName	SalesAmount	Mean	Median	Min	Max
A. Datum	152,282,067.63	3,149.45	2,242.80	412.80	48,0
Adventure Works	392,759,378.07	5,795.39	4,409.37	220.80	86,9
Contoso	724,522,722.07	2,972.24	1,000.00	22.24	143,2
Fabrikam	616,427,038.03	6,322.33	5,004.92	303.97	112,0
Litware	257,056,949.44	3,169.86	1,619.40	15.97	141,4
Northwind Traders	104,754,346.34	6,725.80	1,999.80	82.21	272,7
Proseware	389,642,416.48	4,502.56	2,090.00	156.80	190,9
Southridge Video	145,639,390.66	2,091.11	1,095.00	3.04	76,8
<b>Total</b>	<b>3,249,112,427.49</b>	<b>3,780.21</b>	<b>2,080.00</b>	<b>3.04</b>	<b>272,7</b>