

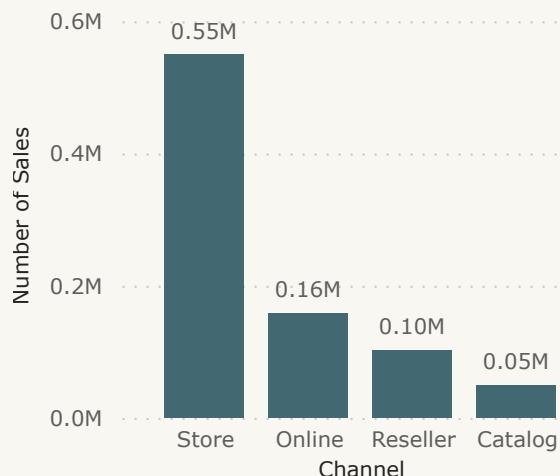
# Contoso - Channel Descriptive Analysis

## STATIC ANALYSIS

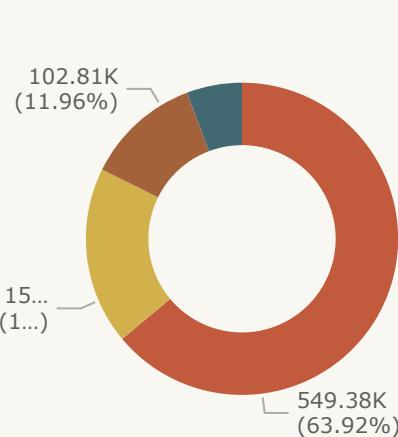
### Number of Sales by Channel

Channel	Number of sales	Percentage of Sales
Store	549377	63.92%
Online	158090	18.39%
Reseller	102814	11.96%
Catalog	49224	5.73%
<b>Total</b>	<b>859505</b>	<b>100.00%</b>

### Number of Sales by Channel



### Number of Sales by Channel

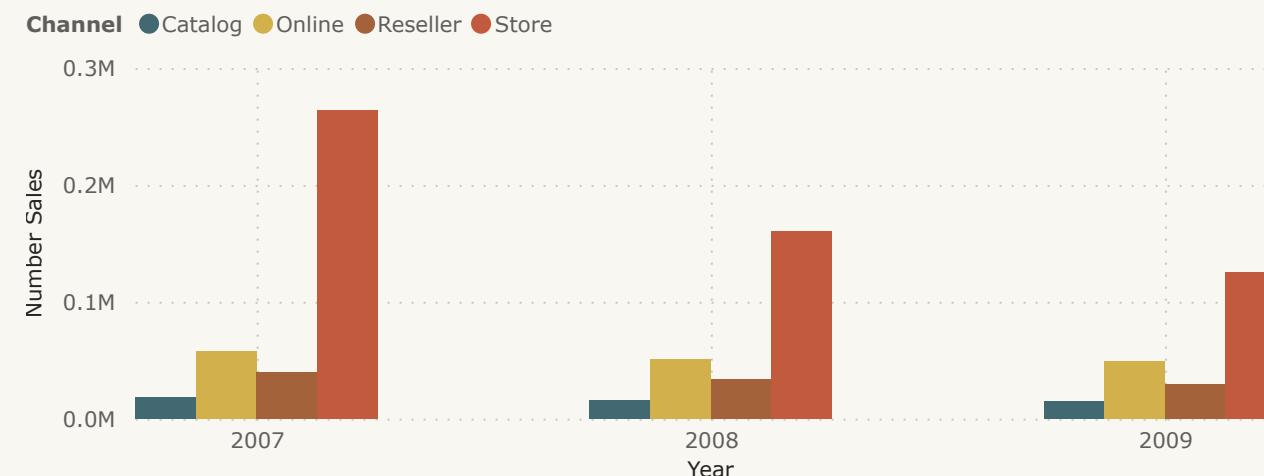


## CHANGING OVER TIME ANALYSIS

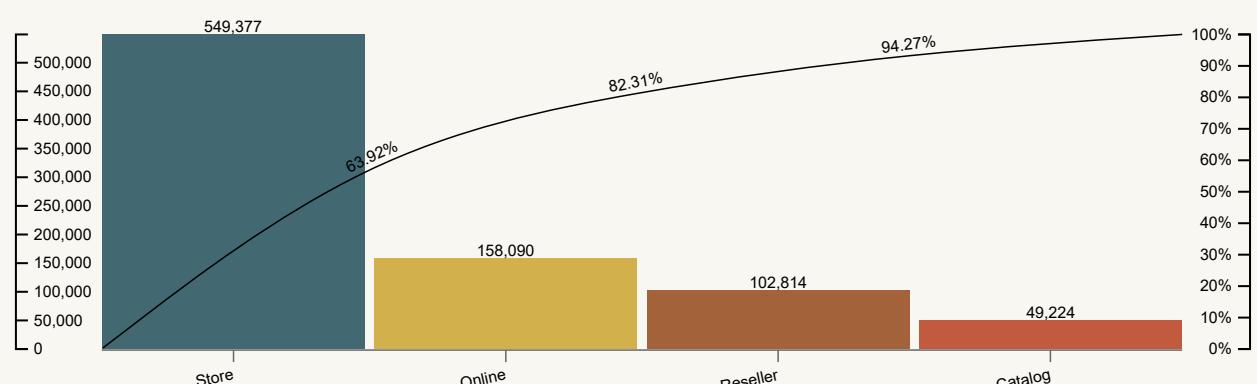
### Number of Sales by Channel over Years

Year	Channel	2007		2008		2009	
		Total by Channel	Percentage by Channel	Total by Channel	Percentage by Channel	Total by Channel	
2007	Catalog	18463	4.87%	16016	6.15%	14745	
2007	Online	57727	15.21%	51127	19.63%	49236	
2007	Reseller	39573	10.43%	33366	12.81%	29875	
2007	Store	263661	69.49%	160005	61.42%	125711	
2007	<b>Total</b>	<b>379424</b>	<b>100.00%</b>	<b>260514</b>	<b>100.00%</b>	<b>219567</b>	
2008	Catalog	18463	4.87%	16016	6.15%	14745	
2008	Online	57727	15.21%	51127	19.63%	49236	
2008	Reseller	39573	10.43%	33366	12.81%	29875	
2008	Store	263661	69.49%	160005	61.42%	125711	
2008	<b>Total</b>	<b>379424</b>	<b>100.00%</b>	<b>260514</b>	<b>100.00%</b>	<b>219567</b>	
2009	Catalog	18463	4.87%	16016	6.15%	14745	
2009	Online	57727	15.21%	51127	19.63%	49236	
2009	Reseller	39573	10.43%	33366	12.81%	29875	
2009	Store	263661	69.49%	160005	61.42%	125711	
2009	<b>Total</b>	<b>379424</b>	<b>100.00%</b>	<b>260514</b>	<b>100.00%</b>	<b>219567</b>	

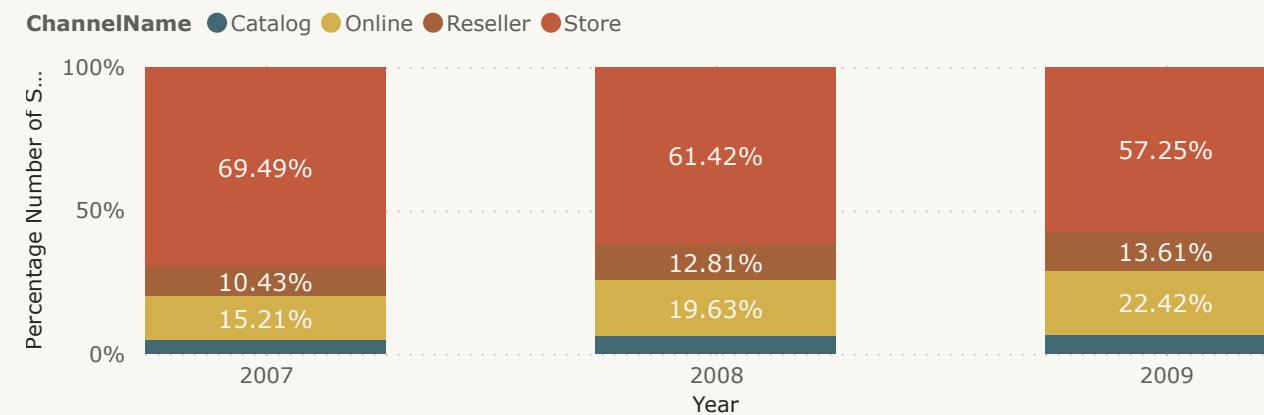
### Number Sales by Year and Channel



### Number of Sales by Channel



### Number of Sales by Channel over Years



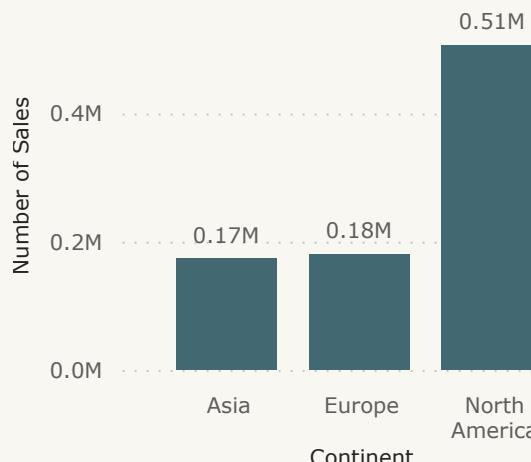
# Contoso - Continent Descriptive Analysis

## STATIC ANALYSIS

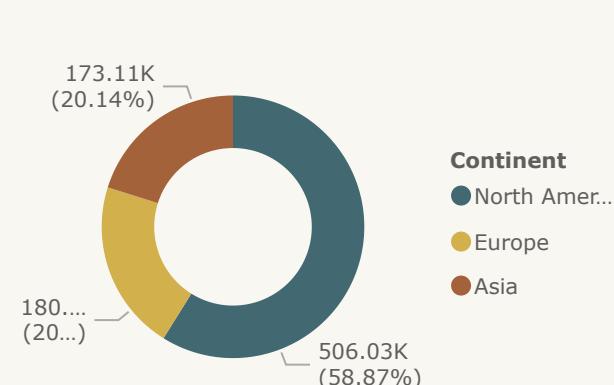
### Number of Sales by Continent

Continent	Number of Sales	Percentage of Number of Sales
Asia	173110	20.14%
Europe	180365	20.98%
North America	506030	58.87%
<b>Total</b>	<b>859505</b>	<b>100.00%</b>

### Number of Sales by Continent



### Number of Sales by Continent

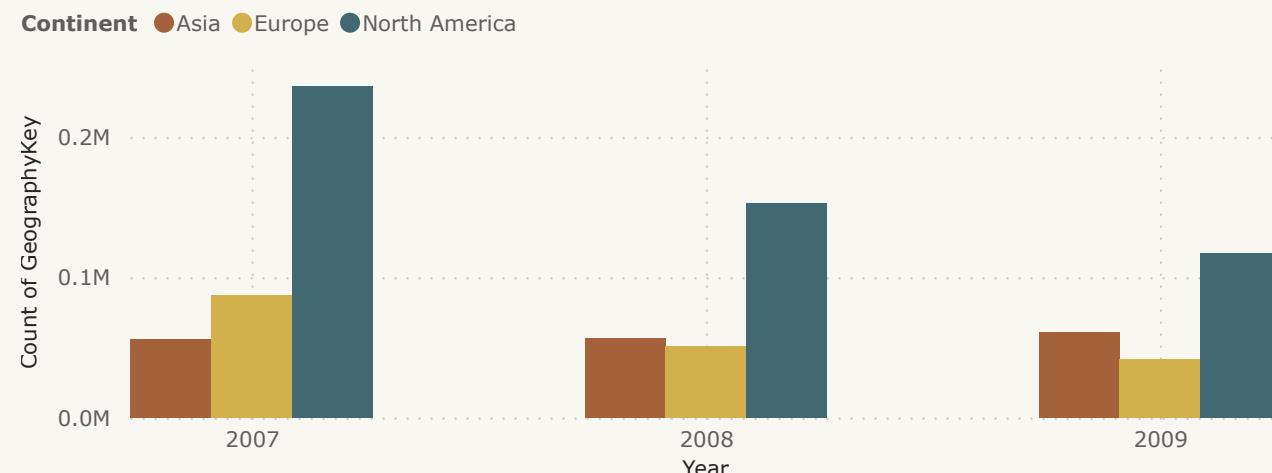


## CHANGING OVER TIME ANALYSIS

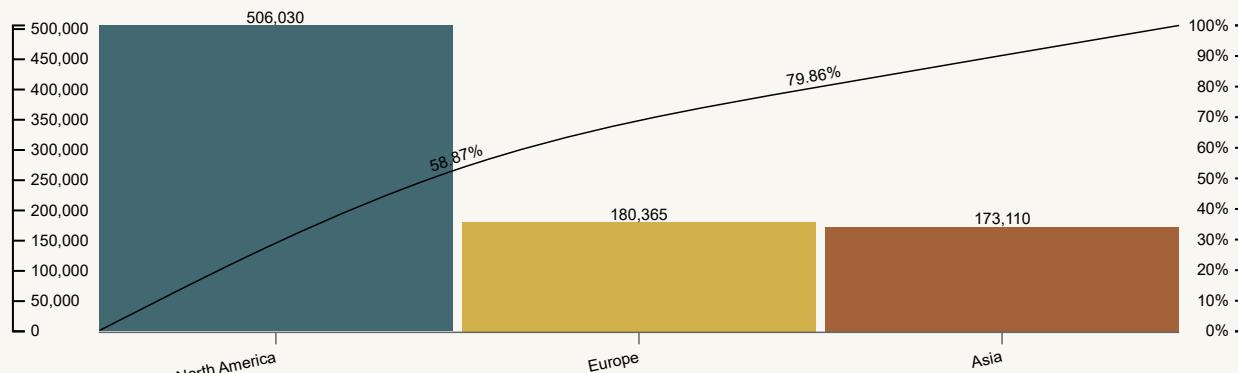
### Number of Sales by Continent over Years

Year	2007	2008		
Continent	Count of GeographyKey	%CT Count of GeographyKey	Count of GeographyKey	%CT Count of GeographyKey
Asia	55755	14.69%	56728	
Europe	87590	23.08%	51145	
North America	236079	62.22%	152641	
<b>Total</b>	<b>379424</b>	<b>100.00%</b>	<b>260514</b>	

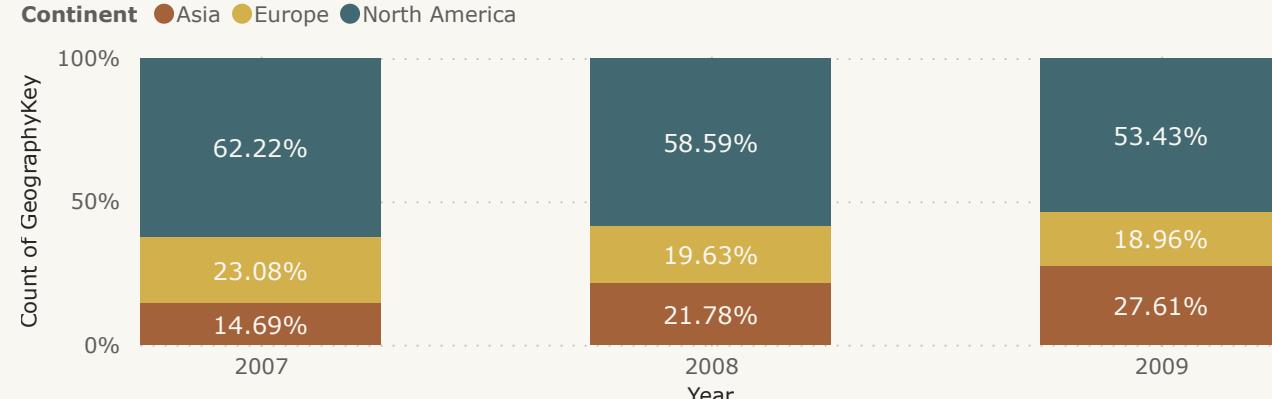
### Number of Sales by Continent over Years



### Number of Sales by Continent



### Number of Sales by Continent over Years



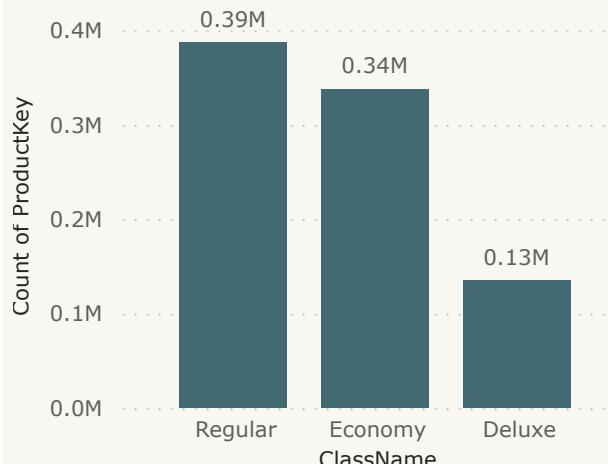
# Contoso - Product Class Descriptive Analysis

## STATIC ANALYSIS

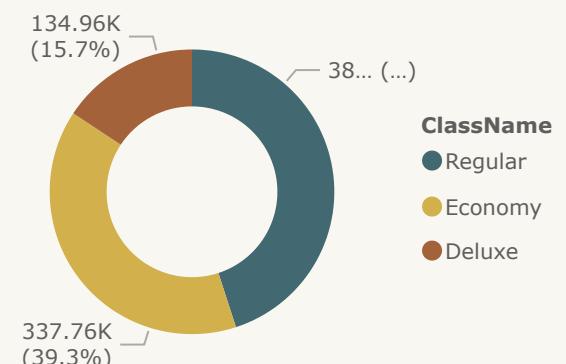
### Number of Sales by Product Class

ClassName	Count of ProductKey	%GT	Count of ProductKey
Deluxe	134956	15.70%	
Economy	337756	39.30%	
Regular	386793	45.00%	
<b>Total</b>	<b>859505</b>	<b>100.00%</b>	

### Number of Sales by Product Class



### Number of Sales by Product Class

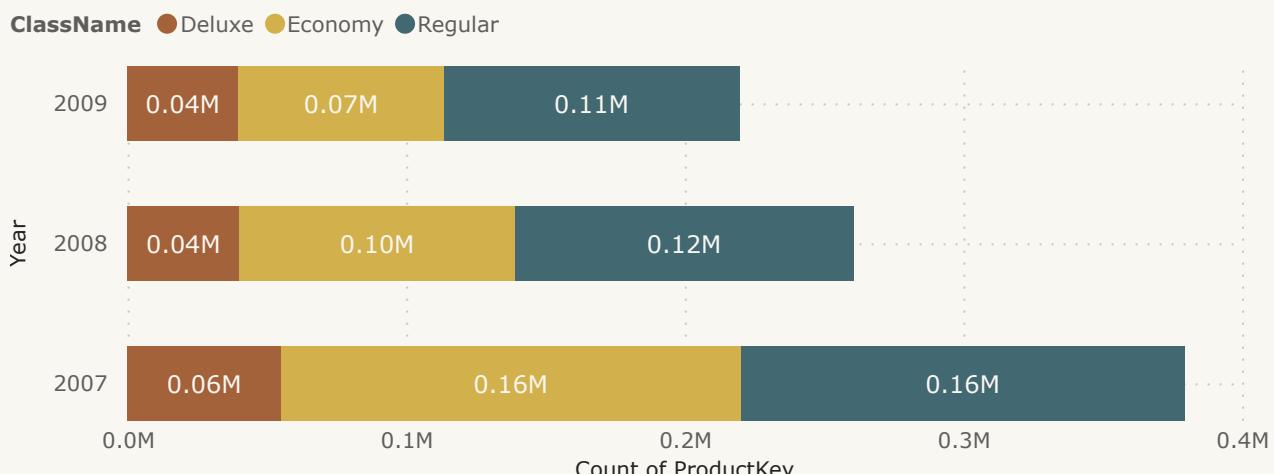


## CHANGING OVER TIME ANALYSIS

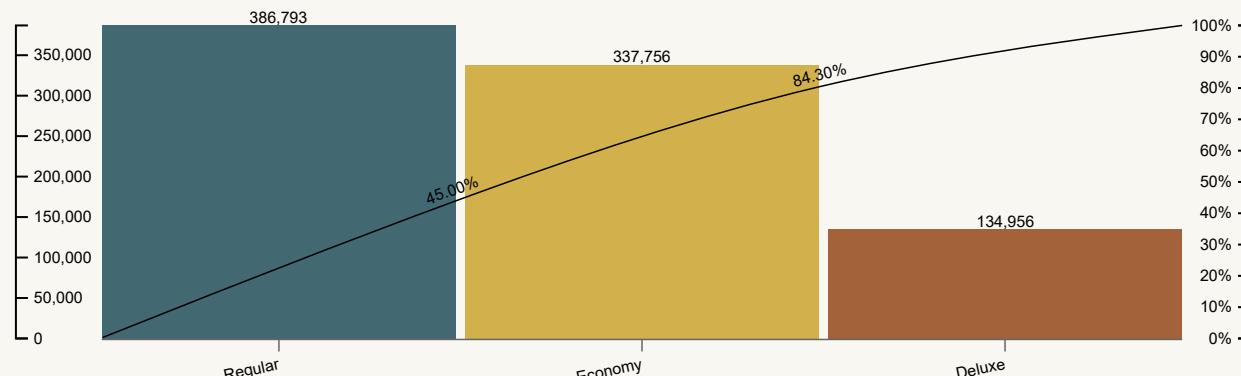
### Number of Sales by Product Class over Years

Year	2007		2008		Co
	ClassName	Count of ProductKey	%CT	Count of ProductKey	
2009	Deluxe	55105	14.52%	40125	15.40%
2008	Economy	164979	43.48%	98935	37.98%
2007	Regular	159340	42.00%	121454	46.62%
<b>Total</b>	<b>379424</b>	<b>100.00%</b>	<b>260514</b>	<b>100.00%</b>	

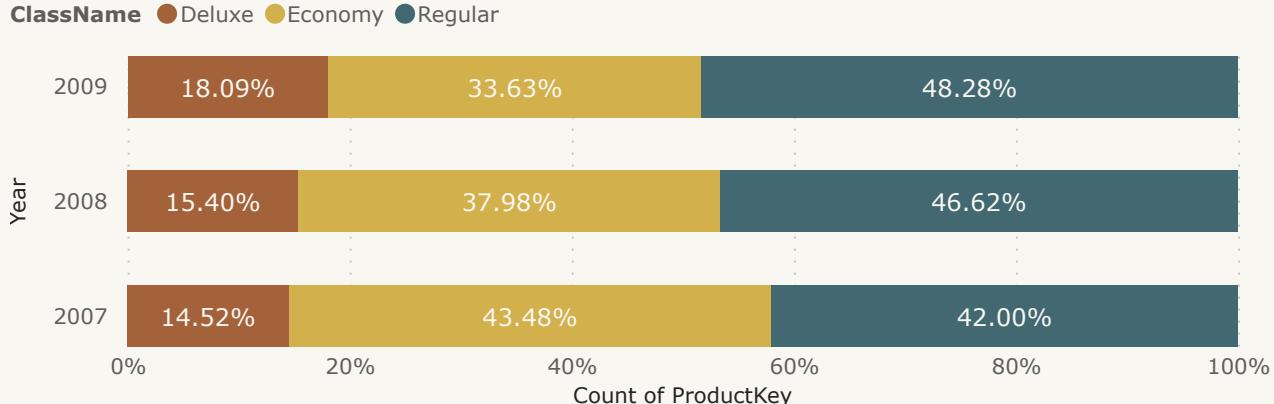
### Number of Sales by Product Class over Years



### Number of Sales by Product Class



### Number of Sales by Product Class over Years



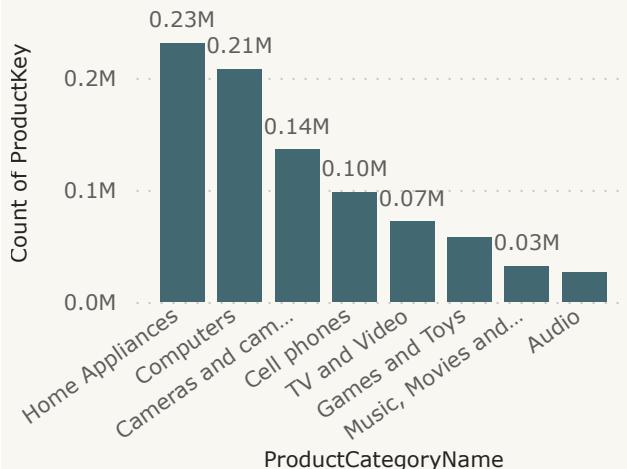
# Contoso - Product Category Descriptive Analysis

## STATIC ANALYSIS

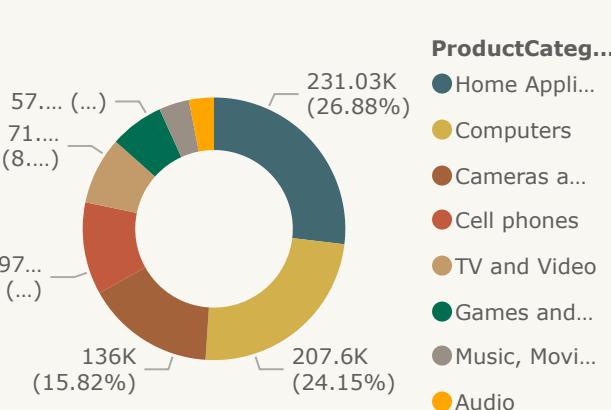
## Number of Sales by Product Class

ProductCategoryName	Count of ProductKey	%GT Count of ProductKey
Audio	26525	3.09%
Cameras and camcorders	136004	15.82%
Cell phones	97782	11.38%
Computers	207602	24.15%
Games and Toys	57138	6.65%
<b>Total</b>	<b>859505</b>	<b>100.00%</b>

## Number of Sales by Product Class



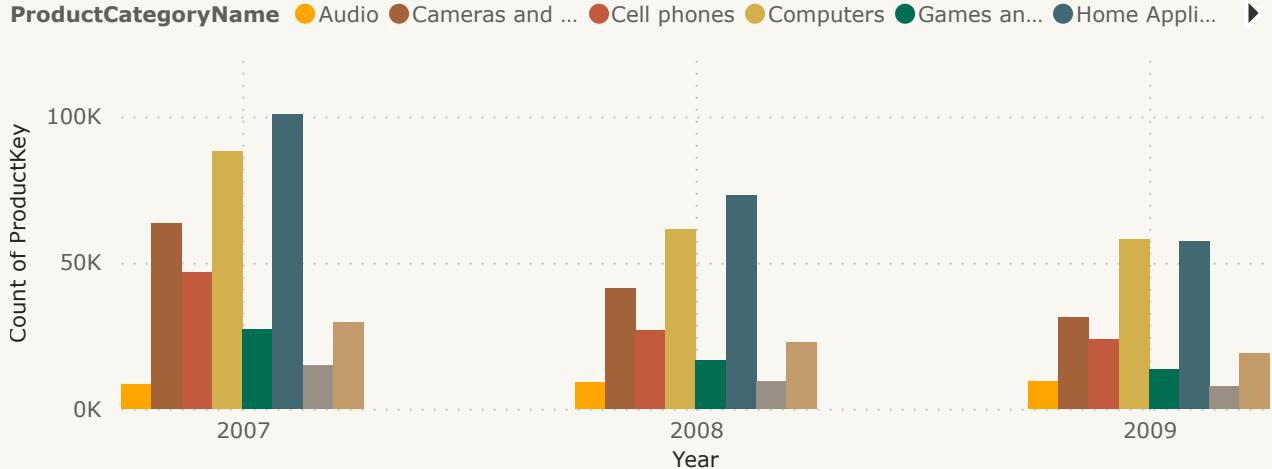
## Number of Sales by Product Class



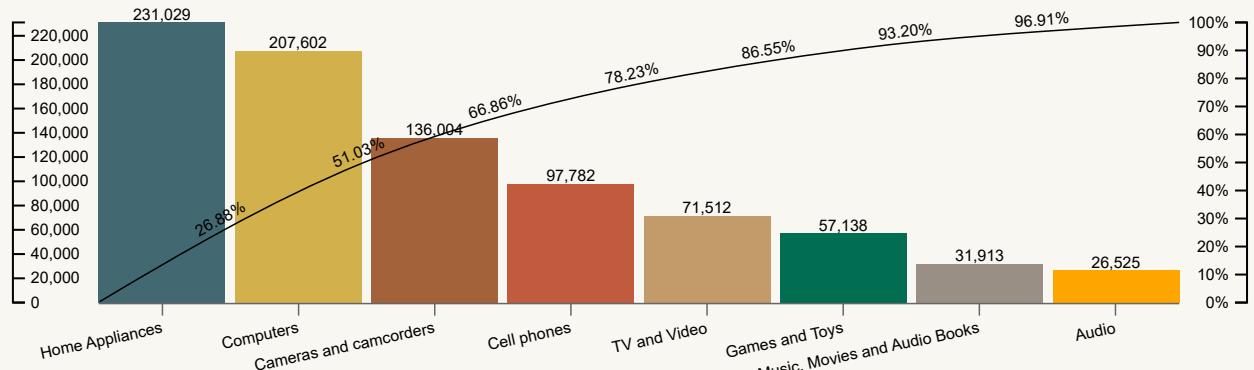
## Number of Sales by Product Class over Years

Year	2007		2008	
ProductCategoryName	Count of ProductKey	%CT Count of ProductKey	Count of ProductKey	%CT Count of ProductKey
Audio	8275	2.18%	8979	
Cameras and camcorders	63324	16.69%	41242	
Cell phones	46871	12.35%	27009	
Computers	88259	23.26%	61498	
<b>Total</b>	<b>379424</b>	<b>100.00%</b>	<b>260514</b>	

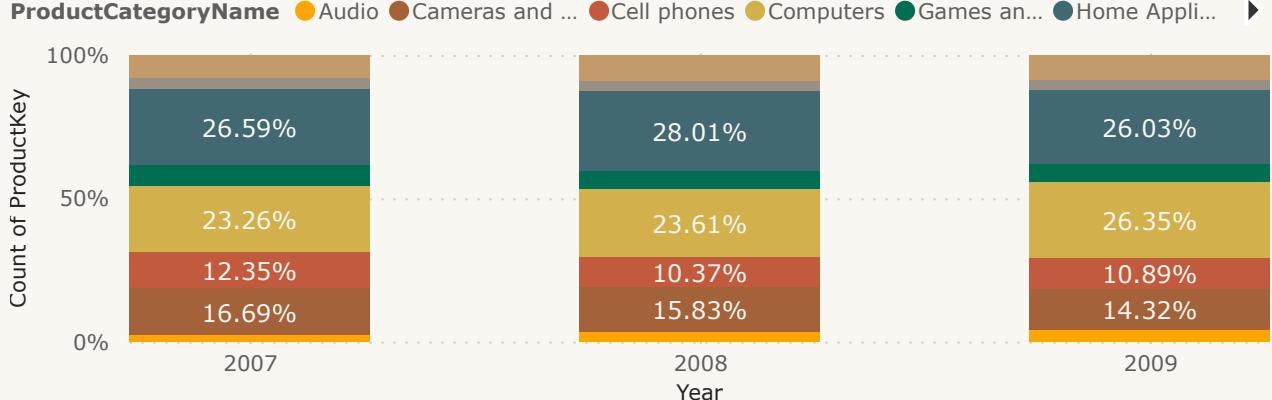
## Number of Sales by Product Class over Years



## Number of Sales by Product Class



## Number of Sales by Product Class over Years



# Contoso - Day Of Week - Descriptive Analysis

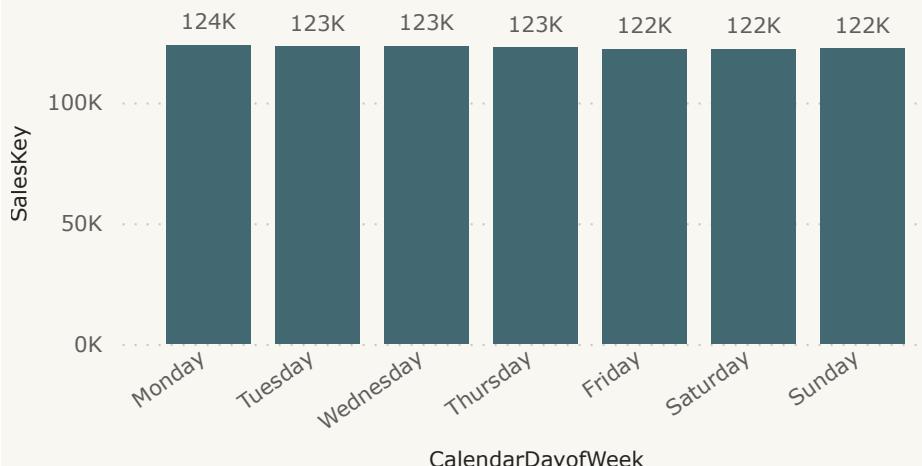
## STATIC ANALYSIS

## CHANGING OVER TIME ANALYSIS

### Number of Sales by Day of Week

DayofWeek	SalesKey	Percentage of SalesKey
Monday	123683	14.39%
Tuesday	123160	14.33%
Wednesday	123375	14.35%
Thursday	122661	14.27%
Friday	122122	14.21%
<b>Total</b>	<b>859505</b>	<b>100.00%</b>

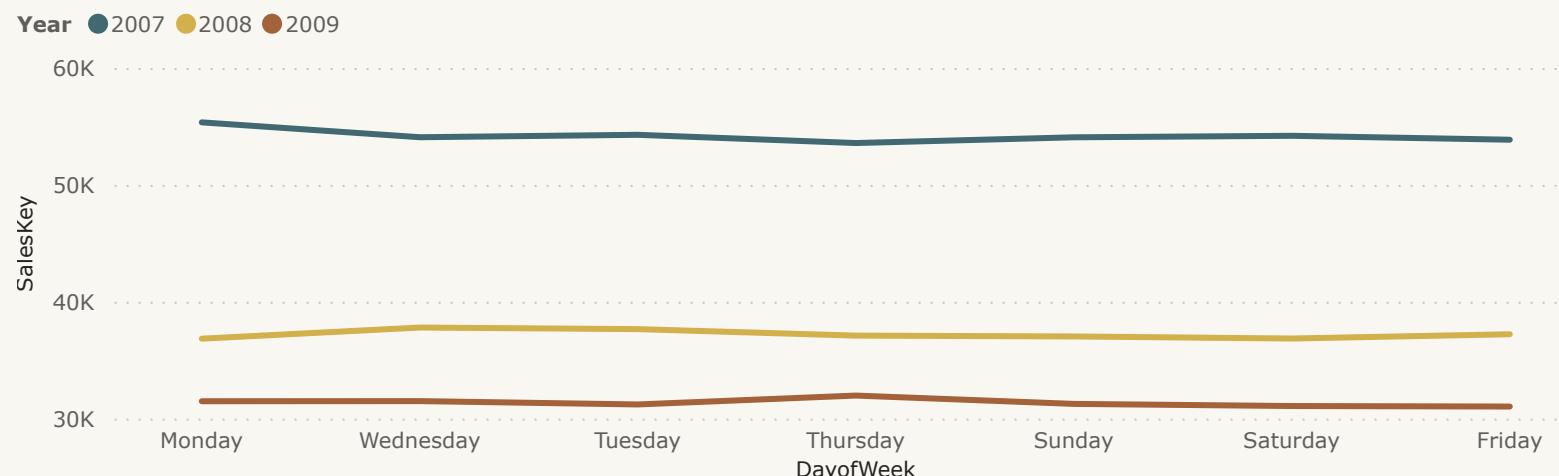
### Number of Sales by Day of Week



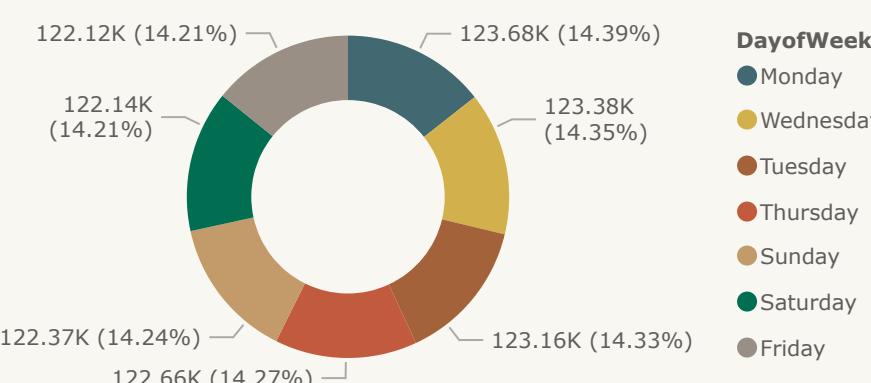
### Number of Sales by Day of Week over Years

Year	2007	2008	2009	Total	SalesKey	% of SalesKey
DayofWeek	SalesKey	% of SalesKey	SalesKey	% of SalesKey	SalesKey	% of SalesKey
Monday	55349	44.75%	36843	29.79%	31491	25.46%
Tuesday	54284	44.08%	37660	30.58%	31216	25.35%
Wednesday	54077	43.83%	37796	30.64%	31502	25.53%
Thursday	53580	43.68%	37105	30.25%	31976	26.07%
<b>Total</b>	<b>379424</b>	<b>44.14%</b>	<b>260514</b>	<b>30.31%</b>	<b>219567</b>	<b>25.55%</b>
					<b>859505</b>	<b>100.00%</b>

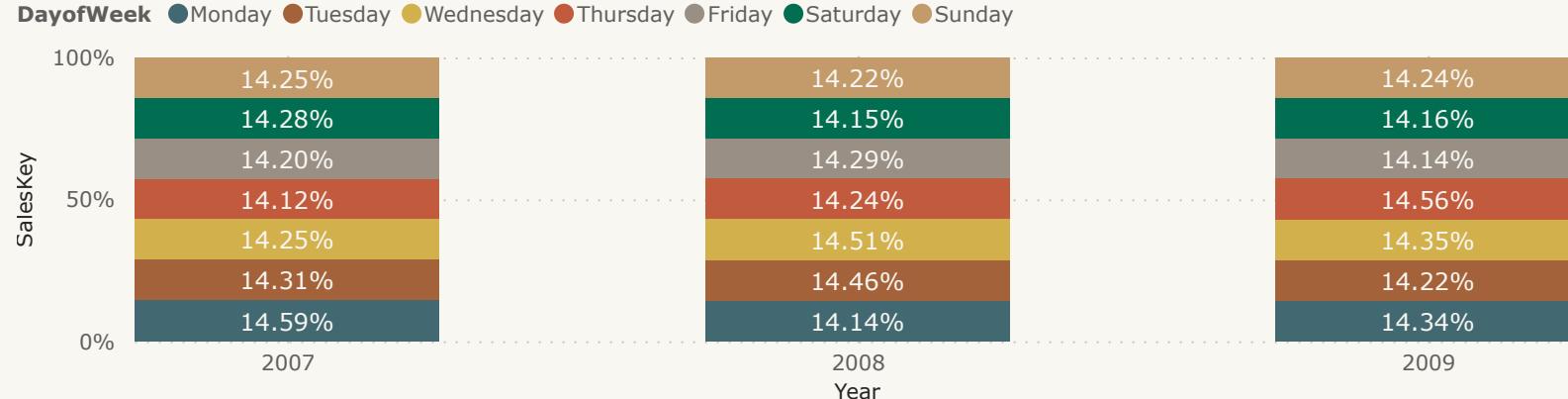
### Number of Sales by Day of Week over Years



### Number of Sales by Day of Week



### Number of Sales by Day of Week over Years



# Contoso - Quarter - Descriptive Analysis

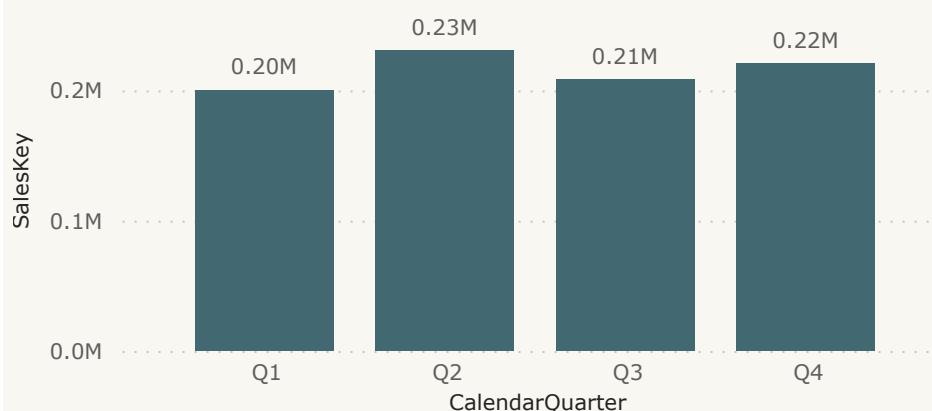
## STATIC ANALYSIS

## CHANGING OVER TIME ANALYSIS

### Number of Sales by Quarter

Quarter	SalesKey	Percentage of SalesKey
Q1	200320	23.31%
Q2	230406	26.81%
Q3	208182	24.22%
Q4	220597	25.67%
<b>Total</b>	<b>859505</b>	<b>100.00%</b>

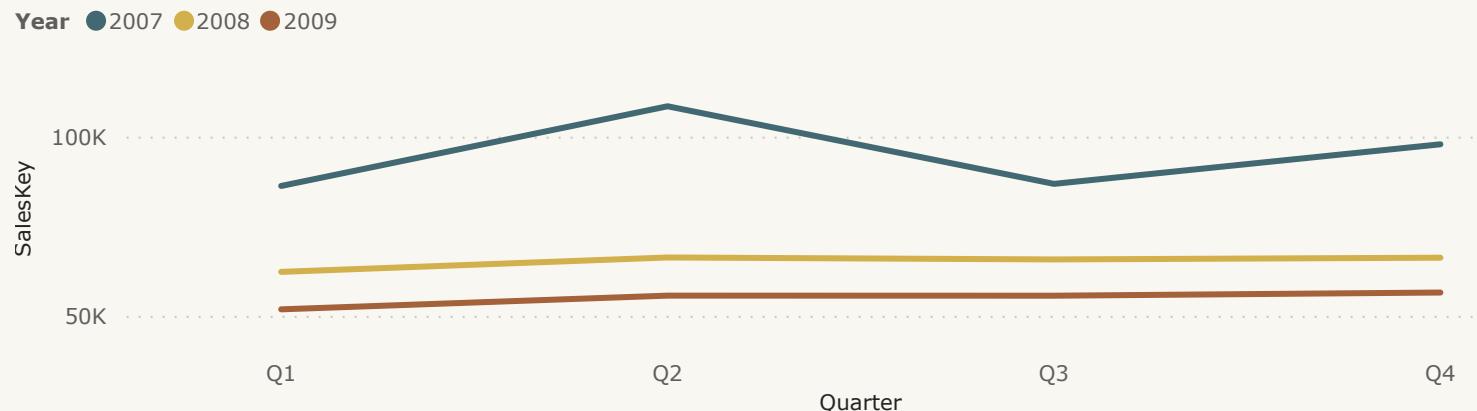
### Number of Sales by Quarter



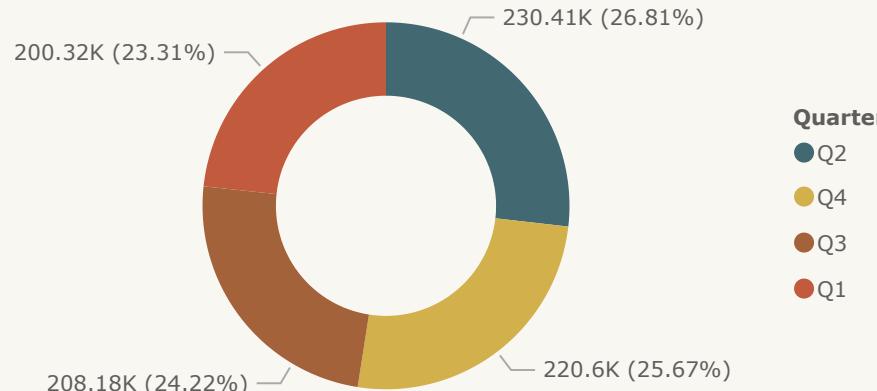
### Number of Sales by Quarter

Year	2007	2008	2009	Total	SalesKey	% of SalesKey
Quarter	SalesKey	% of SalesKey	SalesKey	% of SalesKey	SalesKey	% of SalesKey
Q1	86243	43.05%	62265	31.08%	51812	25.86%
Q2	108483	47.08%	66286	28.77%	55637	24.15%
Q3	86826	41.71%	65739	31.58%	55617	26.72%
Q4	97872	44.37%	66224	30.02%	56501	25.61%
<b>Total</b>	<b>379424</b>	<b>44.14%</b>	<b>260514</b>	<b>30.31%</b>	<b>219567</b>	<b>25.55%</b>
					<b>859505</b>	<b>100.00%</b>

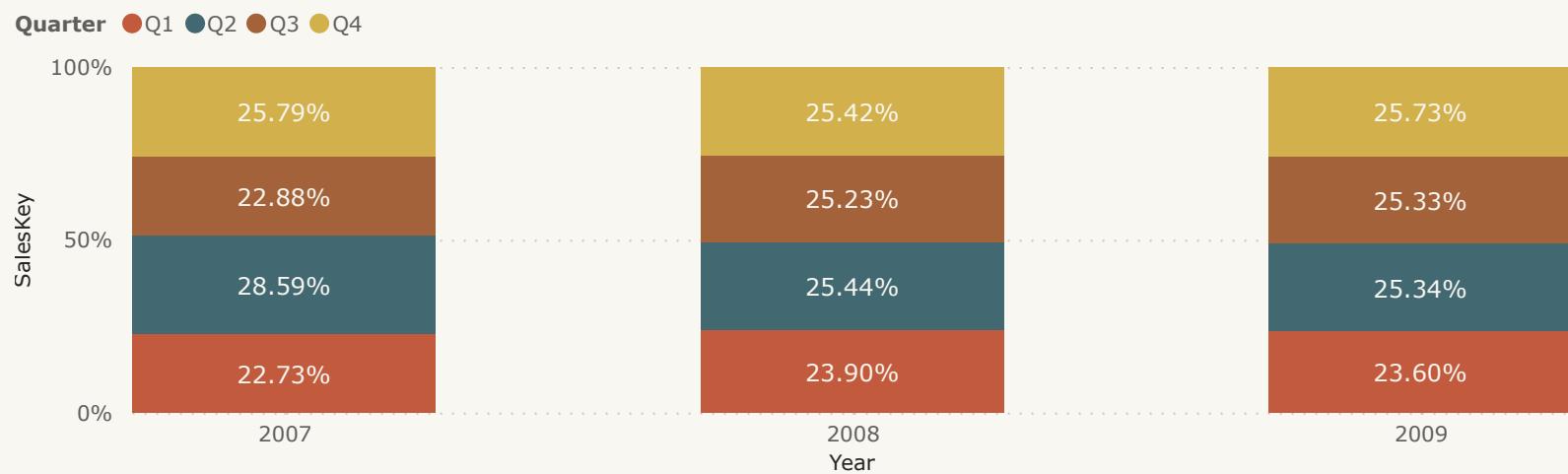
### Number of Sales by Quarter



### Number of Sales by Quarter



### Number of Sales by Quarter



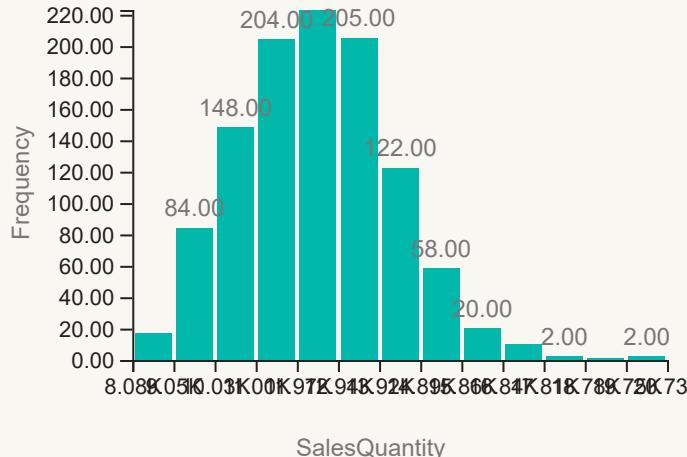
# Contoso - Sales Quantity Per Day - Descriptive Analysis

## STATIC ANALYSIS

### Summary Statistics Table

13,641,640.00 Sum of SalesQuantity	12,446.75 Avg of SalesQuantity	8,081.00 Min of SalesQuantity
20,727.00 Max of SalesQuantity	12,454.00 Median of SalesQua...	1,788.76 SD of SalesQuantity

### Sales Quantity Distribution



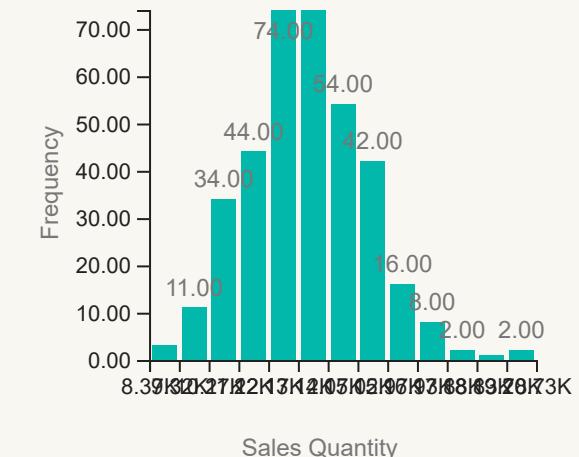
### 2007 Sales Quantity Distribution



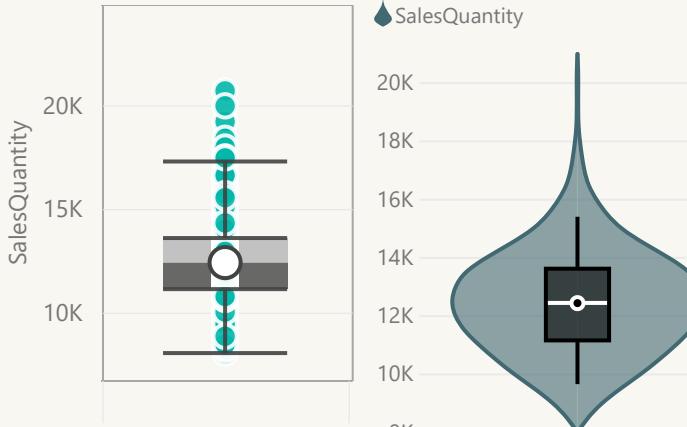
### 2008 Sales Quantity Distribution



### 2009 Sales Quantity Distribution



### Sales Quantity Distribution



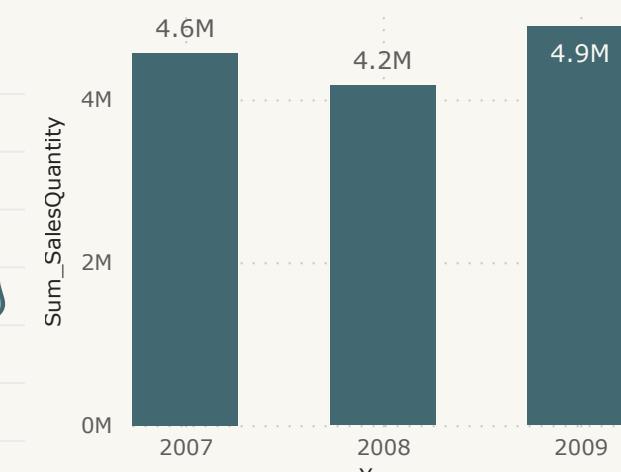
### Sales Quantity Distribution



### Sales Quantity Distribution



### Sales Quantity Distribution



# Contoso - Revenue Per Day - Descriptive Analysis

## STATIC ANALYSIS

### Summary Statistics Table

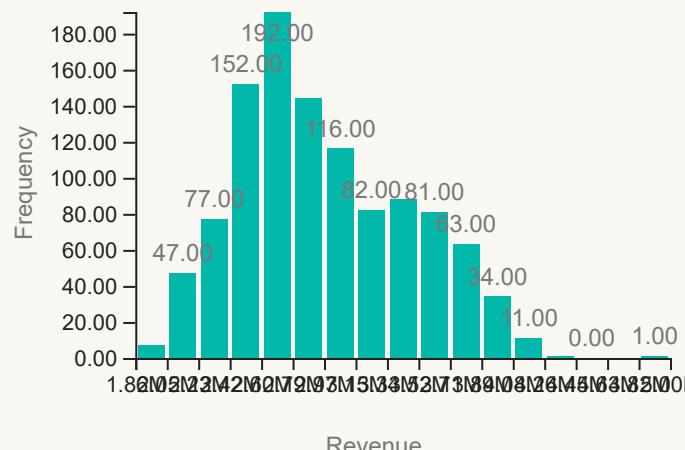
3,249,112,427.49 Sum of Revenue	2,964,518.64 Avg of Revenue	1,862,012.37 Min of Revenue
5,000,377.10 Max of Revenue	2,866,051.44 Median of Revenue	502,392.56 SD of Revenue

## CHANGING OVER TIME ANALYSIS

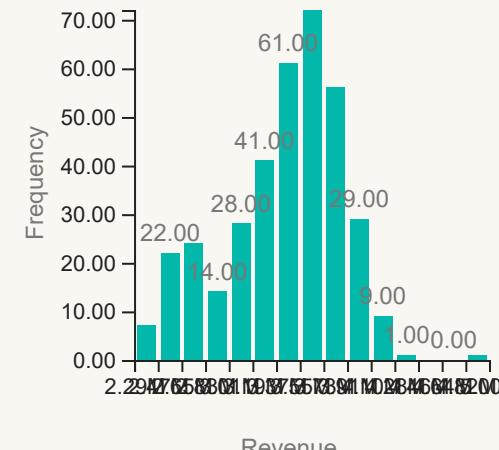
### Summary Statistic Table

Year	Sum of Revenue	Avg of Revenue	Min of Revenue	Max of Revenue	Median of Revenue	SD of Revenue
2007	1,252,223,095.08	3,430,748.21	2,285,255.33	5,000,377.10	3,512,852.88	447,895.09
2008	1,049,439,875.76	2,867,322.06	1,862,012.37	3,710,676.22	2,914,606.98	367,049.74
2009	947,449,456.65	2,595,751.94	1,912,339.50	3,247,279.08	2,624,626.42	243,618.11
Total	<b>3,249,112,427.49</b>	<b>2,964,518.64</b>	<b>1,862,012.37</b>	<b>5,000,377.10</b>	<b>2,866,051.44</b>	<b>502,392.56</b>

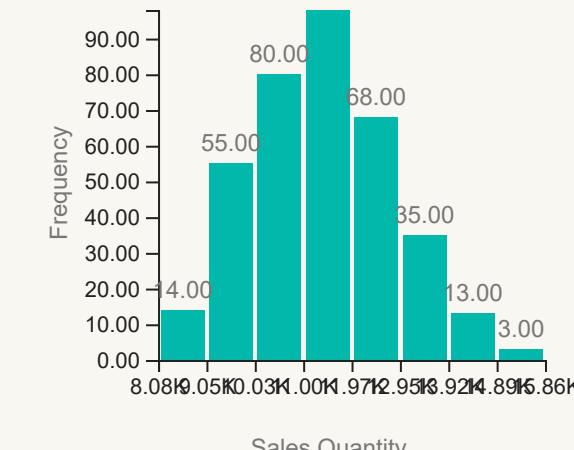
## Revenue Distribution



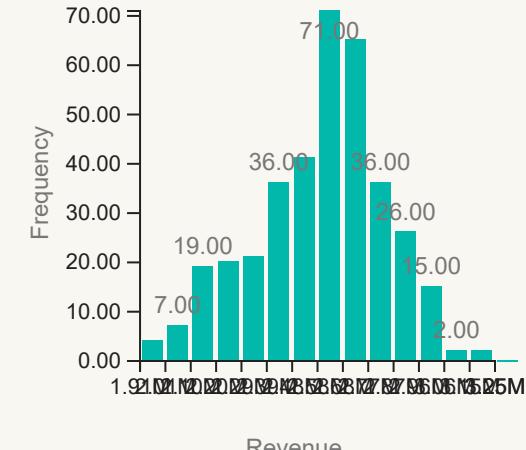
## 2007 Revenue Distribution



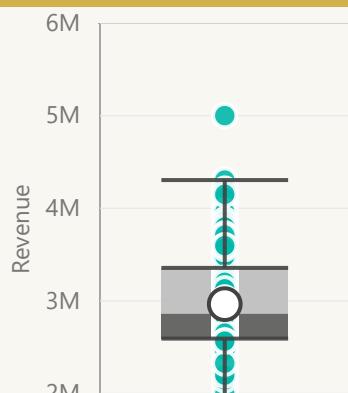
## 2008 Revenue Distribution



## 2009 Revenue Distribution



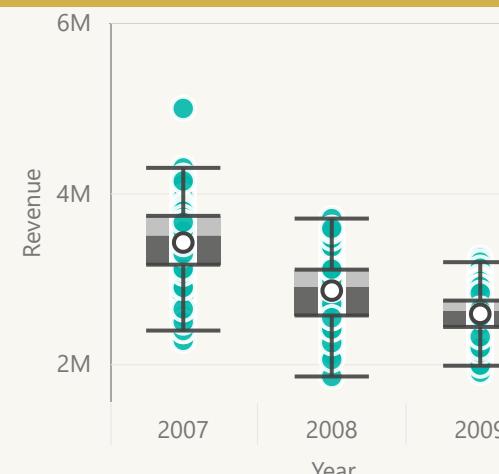
## Revenue Distribution



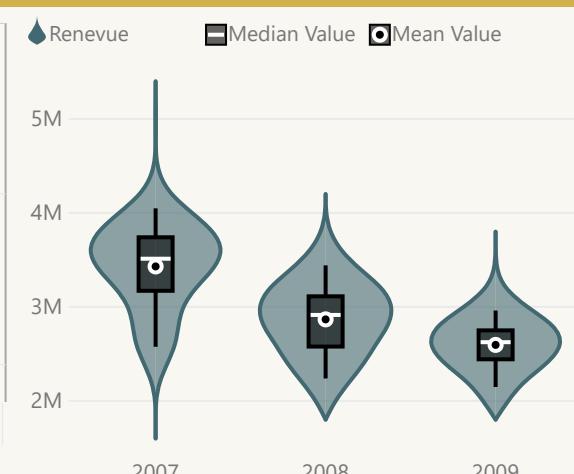
## Revenue Distribution



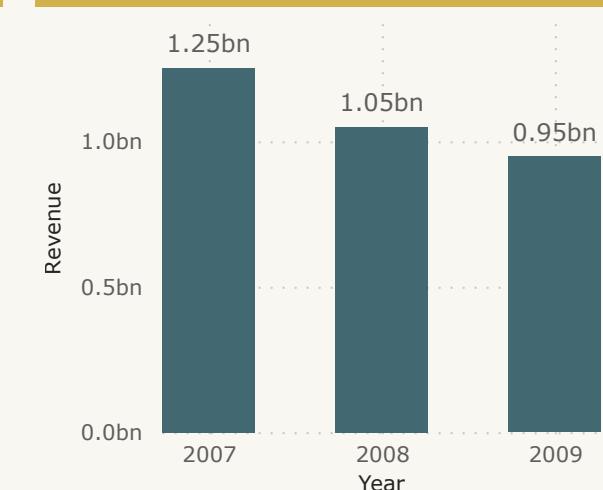
## Revenue Distribution



## Revenue Distribution



## Revenue Distribution



# Contoso - Revenue Per Day - Descriptive Analysis

## CHANGING OVER TIME ANALYSIS

Revenue Running Total MoM		Revenue Running Total MoM	
Month	Revenue Running Total	Month	Revenue Running Total
January	222,720,260.36	January	222,720,260.36
February	452,787,698.18	February	452,787,698.18
March	677,459,964.22	March	677,459,964.22
April	956,437,868.76	April	956,437,868.76
May	1,251,281,708.67	May	1,251,281,708.67
June	1,537,014,197.24	June	1,537,014,197.24
July	1,826,476,855.03	July	1,826,476,855.03
August	2,104,895,614.88	August	2,104,895,614.88
September	2,374,303,945.19	September	2,374,303,945.19
October	2,651,677,162.15	October	2,651,677,162.15
November	2,947,755,856.12	November	2,947,755,856.12
December	3,249,112,427.49	December	3,249,112,427.49
<b>Total</b>	<b>3,249,112,427.49</b>		

Month	2007	2008	2009	Total
December	100.00%	100.00%	100.00%	<b>100.00%</b>
November	90.71%	90.17%	91.37%	<b>90.72%</b>
October	81.25%	80.90%	82.88%	<b>81.61%</b>
September	72.45%	73.08%	73.90%	<b>73.08%</b>
August	64.36%	64.51%	65.65%	<b>64.78%</b>
July	56.05%	55.69%	57.01%	<b>56.21%</b>
June	47.49%	46.19%	48.30%	<b>47.31%</b>
May	38.48%	37.89%	39.24%	<b>38.51%</b>
April	29.07%	29.31%	30.06%	<b>29.44%</b>
March	20.30%	20.75%	21.69%	<b>20.85%</b>
February	13.68%	13.80%	14.43%	<b>13.94%</b>
January	6.62%	6.74%	7.29%	<b>6.85%</b>
<b>Total</b>	<b>100.00%</b>	<b>100.00%</b>	<b>100.00%</b>	<b>100.00%</b>

**Revenue Running Total MoM and YoY**

Year ● 2007 ● 2008 ● 2009

Revenue

Month

**Revenue Running Total MoM and YoY**

Revenue

Month

# Channel and Continent - Diagnostic Analysis

## Number of Sales - Raw Counts

ChannelName	Asia	Europe	North America	Total
Catalog			49224	<b>49224</b>
Online	48367	49802	59921	<b>158090</b>
Reseller	33016	33717	36081	<b>102814</b>
Store	91727	96846	360804	<b>549377</b>
<b>Total</b>	<b>173110</b>	<b>180365</b>	<b>506030</b>	<b>859505</b>

## Percentage of Sales

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>

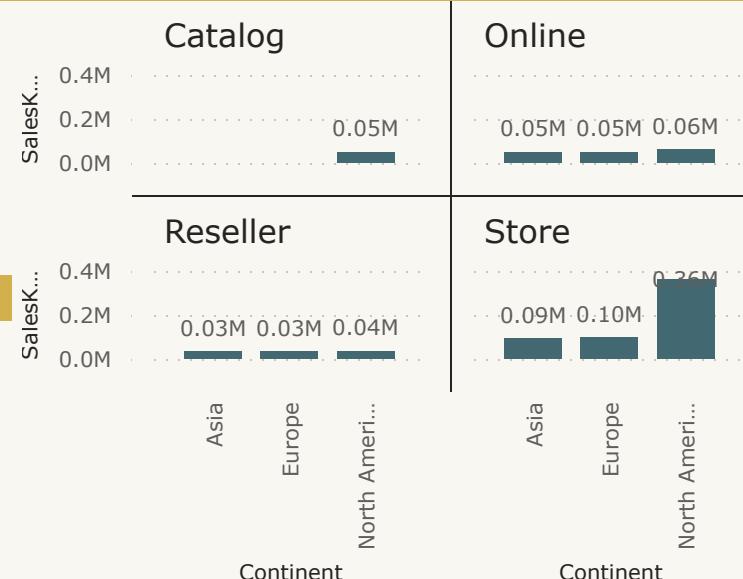
## Percentage of Sales by Channel

ChannelName	Asia	Europe	North America	Total
Store	52.99%	53.69%	71.30%	<b>63.92%</b>
Online	27.94%	27.61%	11.84%	<b>18.39%</b>
Reseller	19.07%	18.69%	7.13%	<b>11.96%</b>
Catalog			9.73%	<b>5.73%</b>
<b>Total</b>	<b>100.00%</b>	<b>100.00%</b>	<b>100.00%</b>	<b>100.00%</b>

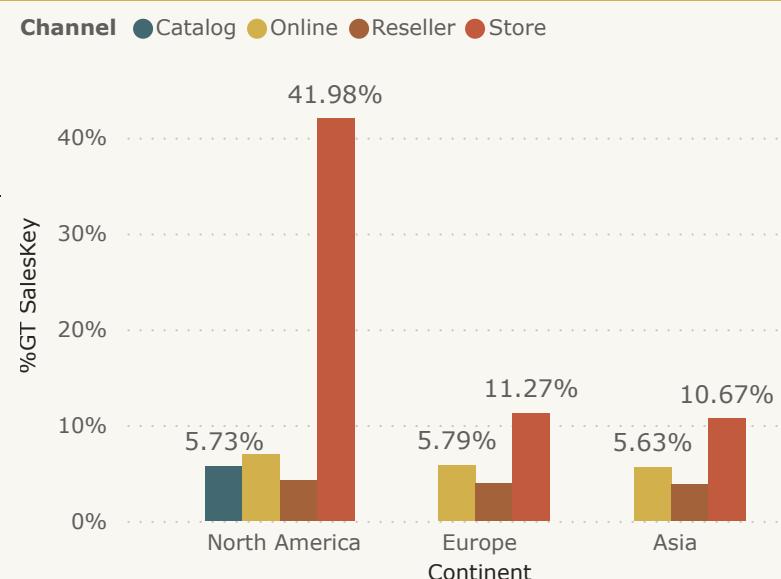
## Percentage of Sales by Continent

ChannelName	Asia	Europe	North America	Total
Catalog			100.00%	<b>100.00%</b>
Online	30.59%	31.50%	37.90%	<b>100.00%</b>
Reseller	32.11%	32.79%	35.09%	<b>100.00%</b>
Store	16.70%	17.63%	65.68%	<b>100.00%</b>
<b>Total</b>	<b>20.14%</b>	<b>20.98%</b>	<b>58.87%</b>	<b>100.00%</b>

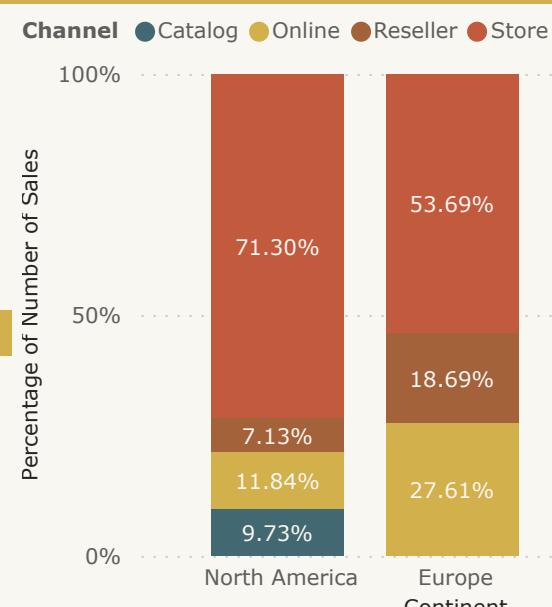
## Number of Sales



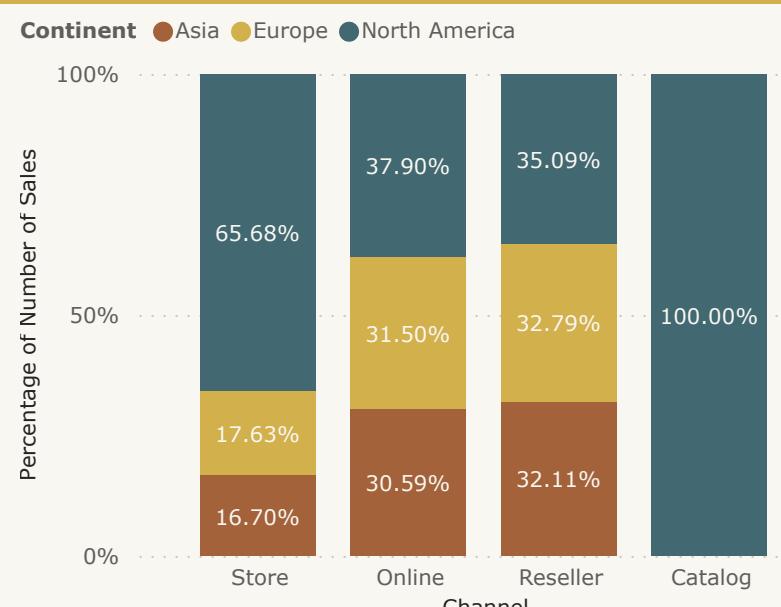
## Percentage of Sales



## Percentage of Sales



## Percentage of Sales



# Return Quantity Per Day - Descriptive Analysis

## STATIC ANALYSIS

### Summary Statistics Table

124,935.00 Sum RerurnQu...	113.99 Avg of RerurnQu...	59.00 Min of RerurnQuantity
210.00 Max of RerurnQu...	105.00 Med of RerurnQu...	30.83 SD of RerurnQuantity

### Return Quantity Distribution

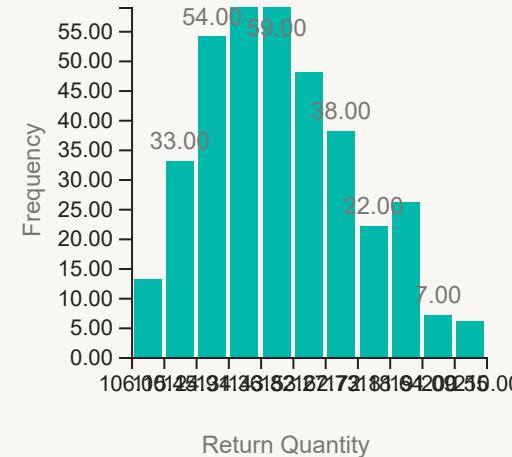


## CHANGING OVER TIME ANALYSIS

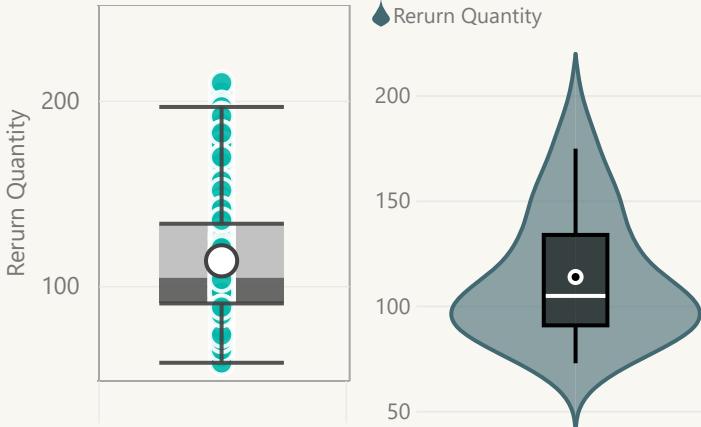
### Summary Statistic Table

Year	Sum of RerurnQuantity	Avg of RerurnQuantity	Min of RerurnQuantity	Max of RerurnQuantity	Med of RerurnQuantity	SD of RerurnQuantity
2007	54,676.00	149.80	106.00	210.00	148.00	21.95
2008	38,041.00	103.94	70.00	152.00	103.00	12.90
2009	32,218.00	88.27	59.00	136.00	88.00	12.66
Total	124,935.00	113.99	59.00	210.00	105.00	30.83

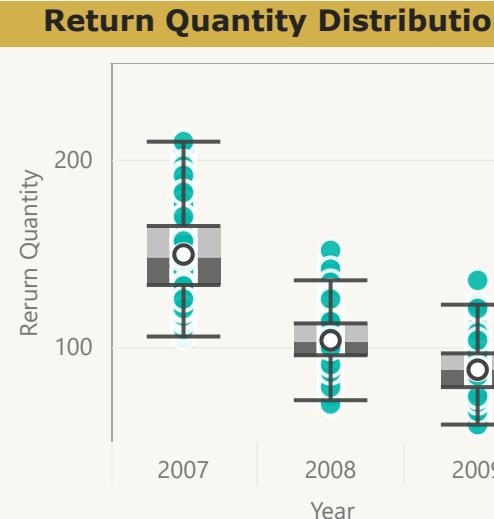
### 2007 ReturnQuantity Distribution    2008 ReturnQuantity Distribution    2009 ReturnQuantity Distribution



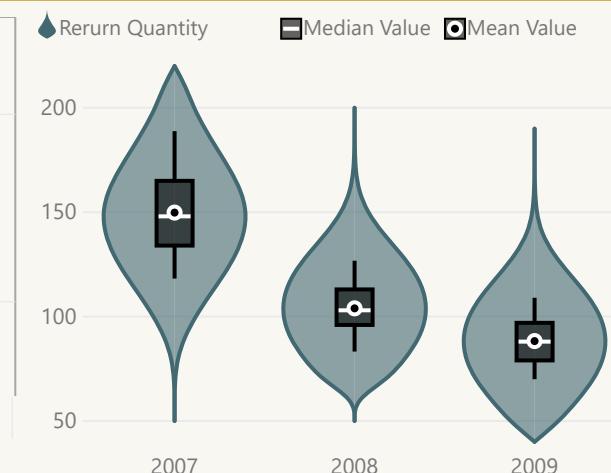
### Return Quantity Distribution



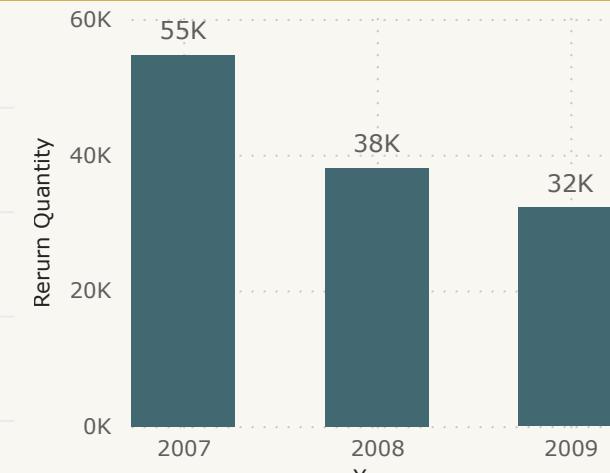
### Return Quantity Distribution



### Return Quantity Distribution



### Return Quantity Distribution



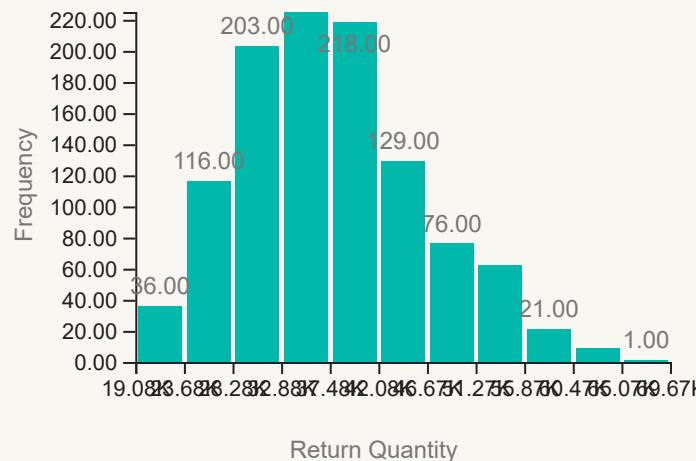
# Return Amount Per Day - Descriptive Analysis

## STATIC ANALYSIS

### Summary Statistics Table

41,240,962.95 Sum of ReturnAmount	37,628.62 Average of Sum...	19,084.52 Min of Sum_ReturnA...
69,666.58 Max of ReturnA...	36,874.42 Med of ReturnA...	8,689.47 SD of ReturnAmount

### Return Amount Distribution



## CHANGING OVER TIME ANALYSIS

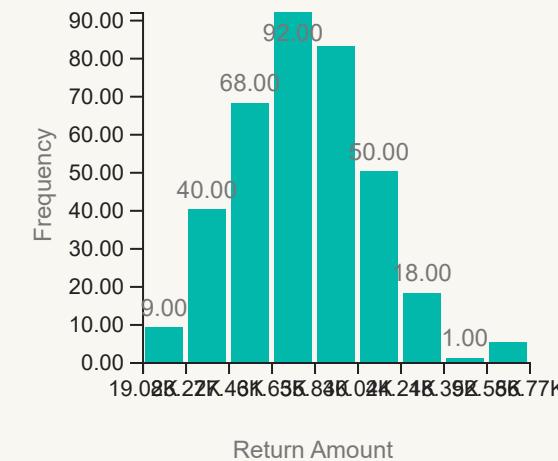
### Summary Statistic Table

Year	Sum of ReturnAmount	Avg of ReturnAmount	Min of ReturnAmount	Max of ReturnAmount	Med of ReturnAmount	SD of ReturnAmount
2007	16,357,134.36	44,814.07	25,146.34	69,666.58	44,598.96	8,148.11
2008	12,755,795.30	34,851.90	19,084.52	56,766.13	34,793.18	6,322.96
2009	12,128,033.29	33,227.49	19,361.40	56,651.45	32,698.19	6,443.16
Total	41,240,962.95	37,628.62	19,084.52	69,666.58	36,874.42	8,689.47

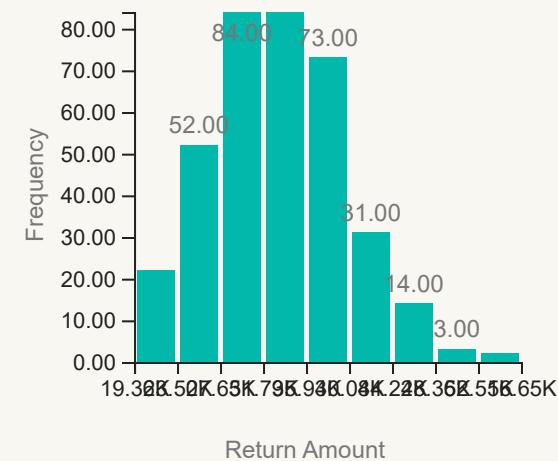
### 2007 ReturnAmount Distribution



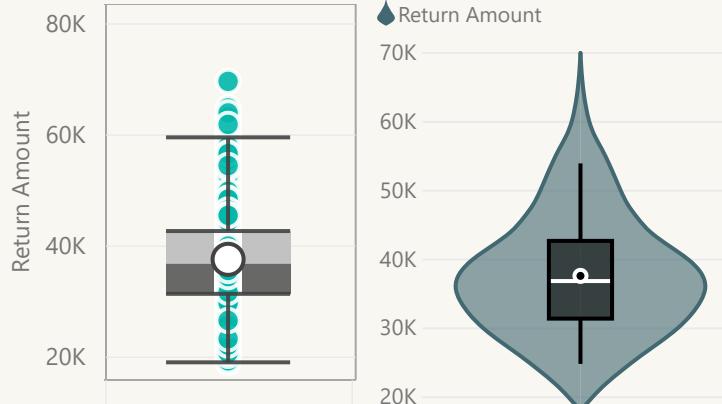
### 2008 ReturnAmount Distribution



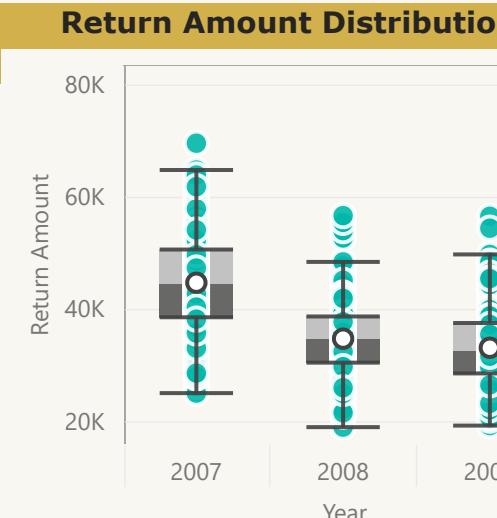
### 2009 ReturnAmount Distribution



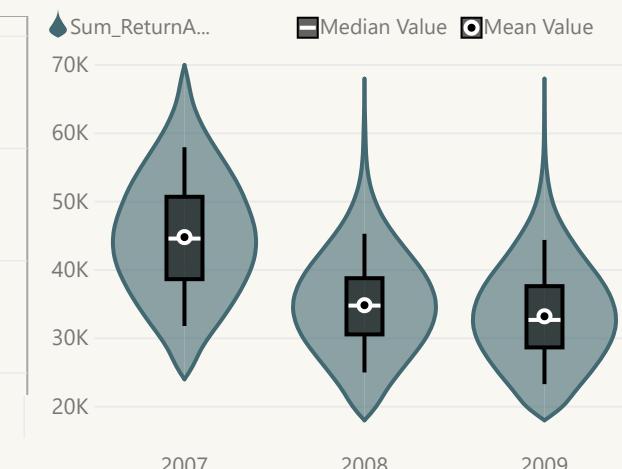
### Return Amount Distribution



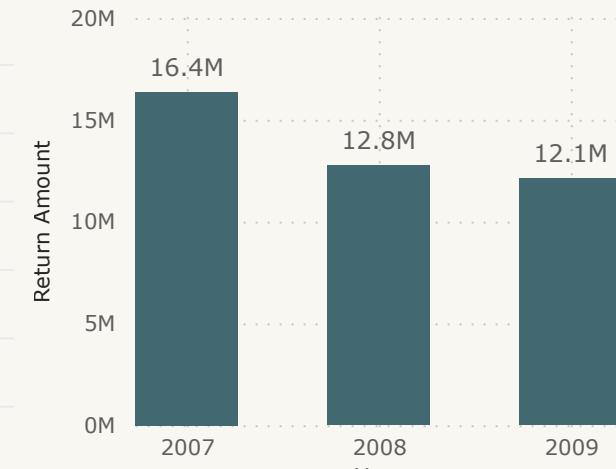
### Return Amount Distribution



### Return Amount Distribution



### Return Amount Distribution

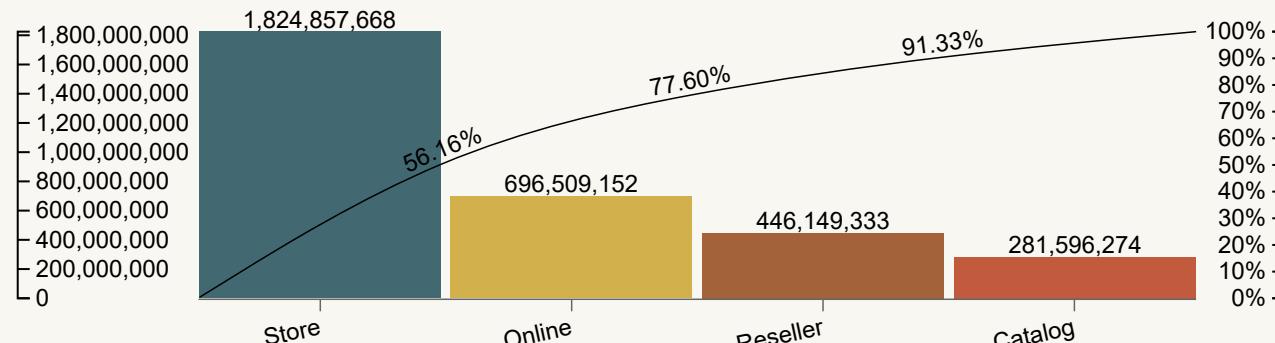


# Return Amount Per Day - Descriptive Analysis

## STATIC ANALYSIS

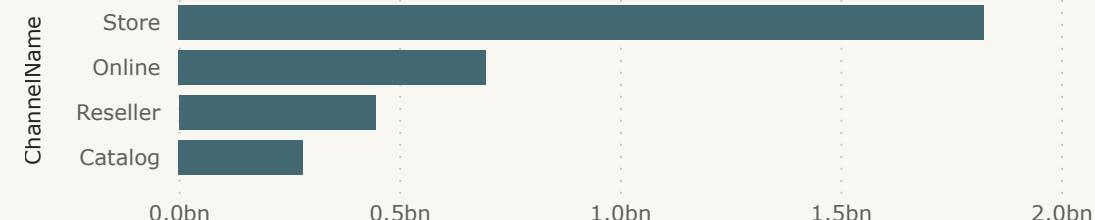
### Summary Measures

ChannelName	Revenue	Average of Revenue	Min of Revenue	Max of Revenue	Median of Revenue	SD of Revenue
Catalog	281,596,274.17	5,720.71	5.32	272,718.12	2,815.91	8,980.25
Online	696,509,152.31	4,405.78	3.04	164,479.80	1,999.60	6,863.08
Reseller	446,149,333.47	4,339.38	3.04	132,645.00	2,276.85	6,249.01
Store	1,824,857,667.55	3,321.69	3.04	64,474.20	1,999.80	3,929.16
<b>Total</b>	<b>3,249,112,427.49</b>	<b>3,780.21</b>	<b>3.04</b>	<b>272,718.12</b>	<b>2,080.00</b>	<b>5,317.94</b>

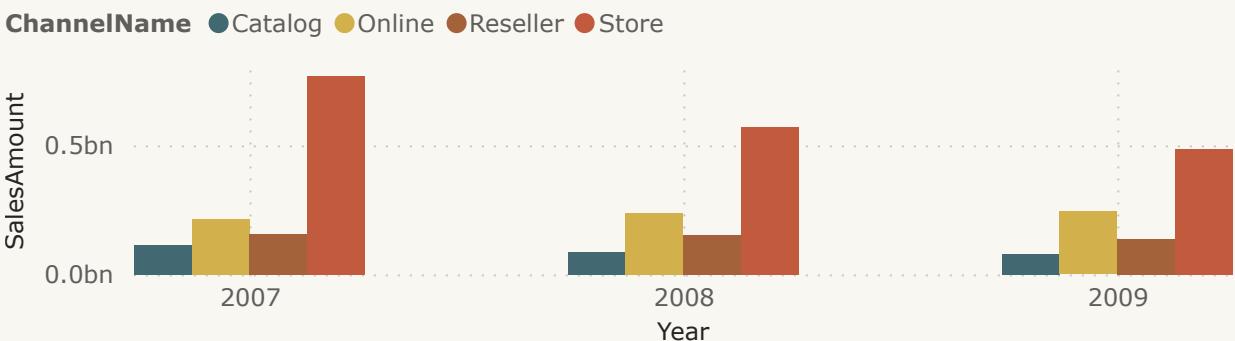


## CHANGING OVER TIME ANALYSIS

### SalesAmount by ChannelName



### SalesAmount by Year and ChannelName



### SalesAmount by ChannelName

