

Channel Dimension Details

Channel Class	Channel Desc
Direct	Direct Sales
Direct	Tele Sales
Indirect	Catalog
Indirect	Internet
Others	Partners

Prod Id	Time Id
13	1/10/1998 0:00
13	1/10/1998 0:00
13	1/20/1998 0:00
13	1/20/1998 0:00
13	1/30/1998 0:00
13	1/31/1998 0:00
13	2/10/1998 0:00

Dimension Product

Prod Category	Prod Subcategory	Prod Name	Prod Weight Class	Prod List Price
Electronics	Game Consoles	Y Box	1	299.99
Electronics	Home Audio	8.3 Minitower Speak	1	499.99
Electronics	Home Audio	Home Theatre Packa	1	599.99
Electronics	Y Box Accessories	Extension Cable	1	7.99
Electronics	Y Box Accessories	Xtend Memory	1	20.99
Electronics	Y Box Games	Adventures with Nun	1	11.99
Electronics	Y Box Games	Bounce	4	19.99
Electronics	Y Box Games	Comic Book Heroes	1	19.99

Dimension Cust

Cust First Name	Cust Last Name	Cust Gender	Cust Year Of Birth	Cust Marital Status
Aaron	Kelley	M	1963	single
Abbie	Anderson	F	1964	Married
Abbie	Anderson	M	1944	Married
Abbie	Anderson	M	1975	NeverM
Abbie	Chin	F	1974	NeverM
Abbie	Chin	F	1976	Divorc.
Abbie	Chin	M	1934	Divorc.
Abbie	Chin	M	1947	Married
Abbie	Chin	M	1969	Married
Abbie	Chin	M	1973	Married

Dimension Promotion

Promo Category	Promo Subcategory	Promo Name	Promo Cost	Promo Begin Date
ad news	newspaper	blowout sale	0	6/1/1998 0:00
ad news	newspaper	everyday low price	0	6/1/1998 0:00
flyer	general flyer	flyer promotion #22-1	15,100	3/30/1999 0:00
flyer	general flyer	flyer promotion #22-2	11,700	7/17/1998 0:00
flyer	general flyer	flyer promotion #22-2	88,900	12/6/2000 0:00
flyer	general flyer	flyer promotion #22-3	34,600	4/5/1999 0:00
flyer	general flyer	flyer promotion #22-3	68,000	9/2/1998 0:00

flyer	general flyer	flyer promotion #22-4	86,100	5/14/2000 0:00
flyer	general flyer	flyer promotion #22-4	51,400	3/30/1999 0:00
flyer	general flyer	flyer promotion #22-4	43,700	4/27/1999 0:00

Fact_Sales

Prod Id	Cust Id	Time Id	Channel Id	Promo Id
13	987	1/10/1998 0:00	3	9/25/1902 0:00
13	1,660	1/10/1998 0:00	3	9/25/1902 0:00
13	1,762	1/10/1998 0:00	3	9/25/1902 0:00
13	1,843	1/10/1998 0:00	3	9/25/1902 0:00
13	1,948	1/10/1998 0:00	3	9/25/1902 0:00
13	2,273	1/10/1998 0:00	3	9/25/1902 0:00
13	2,380	1/10/1998 0:00	3	9/25/1902 0:00
13	2,683	1/10/1998 0:00	3	9/25/1902 0:00
13	2,865	1/10/1998 0:00	3	9/25/1902 0:00
13	4,663	1/10/1998 0:00	3	9/25/1902 0:00

Dimension Time

Calendar Year	Calendar Quarter Num	Calendar Month Nu	Time Id	Day Name
1998	1	1	35,796	Thursday
1998	1	1	35,797	Friday
1998	1	1	35,798	Saturday
1998	1	1	35,799	Sunday
1998	1	1	35,800	Monday
1998	1	1	35,801	Tuesday
1998	1	1	35,802	Wednesday
1998	1	1	35,803	Thursday
1998	1	1	35,804	Friday
1998	1	1	35,805	Saturday
1998	1	1	35,806	Sunday
1998	1	1	35,807	Monday
1998	1	1	35,808	Tuesday
1998	1	1	35,809	Wednesday
1998	1	1	35,810	Thursday
1998	1	1	35,811	Friday
1998	1	1	35,812	Saturday
1998	1	1	35,813	Sunday
1998	1	1	35,814	Monday
1998	1	1	35,815	Tuesday

Fact Cost

Promo Id	Channel Id	Unit Cost	Unit Price
999	2	793.14	1,205.99
999	3	783.03	1,232.16
999	2	793.14	1,205.99
999	3	783.03	1,232.16
999	3	783.03	1,232.16
999	3	783.03	1,205.99
999	3	813.07	1,237.31

Prod Min Price	Prod Valid
299.99	A
499.99	A
599.99	A
7.99	A
20.99	A
11.99	A
19.99	A
19.99	A

omer

Cust City	Cust State Province	Cust Income Level	Cust Credit Limit	Cust Valid
Groningen	Groningen	G: 130,000 - 149,999	7000	I
Puako	HI	F: 110,000 - 129,999	5000	A
North Carrollton	MS	I: 170,000 - 189,999	3000	A
Chieflake	WI	E: 90,000 - 109,999	9000	A
Saint Marks	FL	D: 70,000 - 89,999	9000	A
Orlinda	TN	I: 170,000 - 189,999	10000	A
Los Angeles	CA	L: 300,000 and above	7000	A
Kent	CT	F: 110,000 - 129,999	3000	A
Long Meadow	MD	J: 190,000 - 249,999	15000	A
St Charles	MD	J: 190,000 - 249,999	11000	A

Promo End Date
1/1/1999 0:00
1/1/1999 0:00
6/30/1999 0:00
9/17/1998 0:00
1/6/2001 0:00
7/5/1999 0:00
11/2/1998 0:00

6/14/2000 0:00
6/30/1999 0:00
7/27/1999 0:00



Quantity Sold	Amount Sold
12/31/1899 0:00	1,232.16
12/31/1899 0:00	1,232.16
12/31/1899 0:00	1,232.16
12/31/1899 0:00	1,232.16
12/31/1899 0:00	1,232.16
12/31/1899 0:00	1,232.16
12/31/1899 0:00	1,232.16
12/31/1899 0:00	1,232.16
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12/31/1899 0:00	1,232.16
12/31/1899 0:00	1,232.16

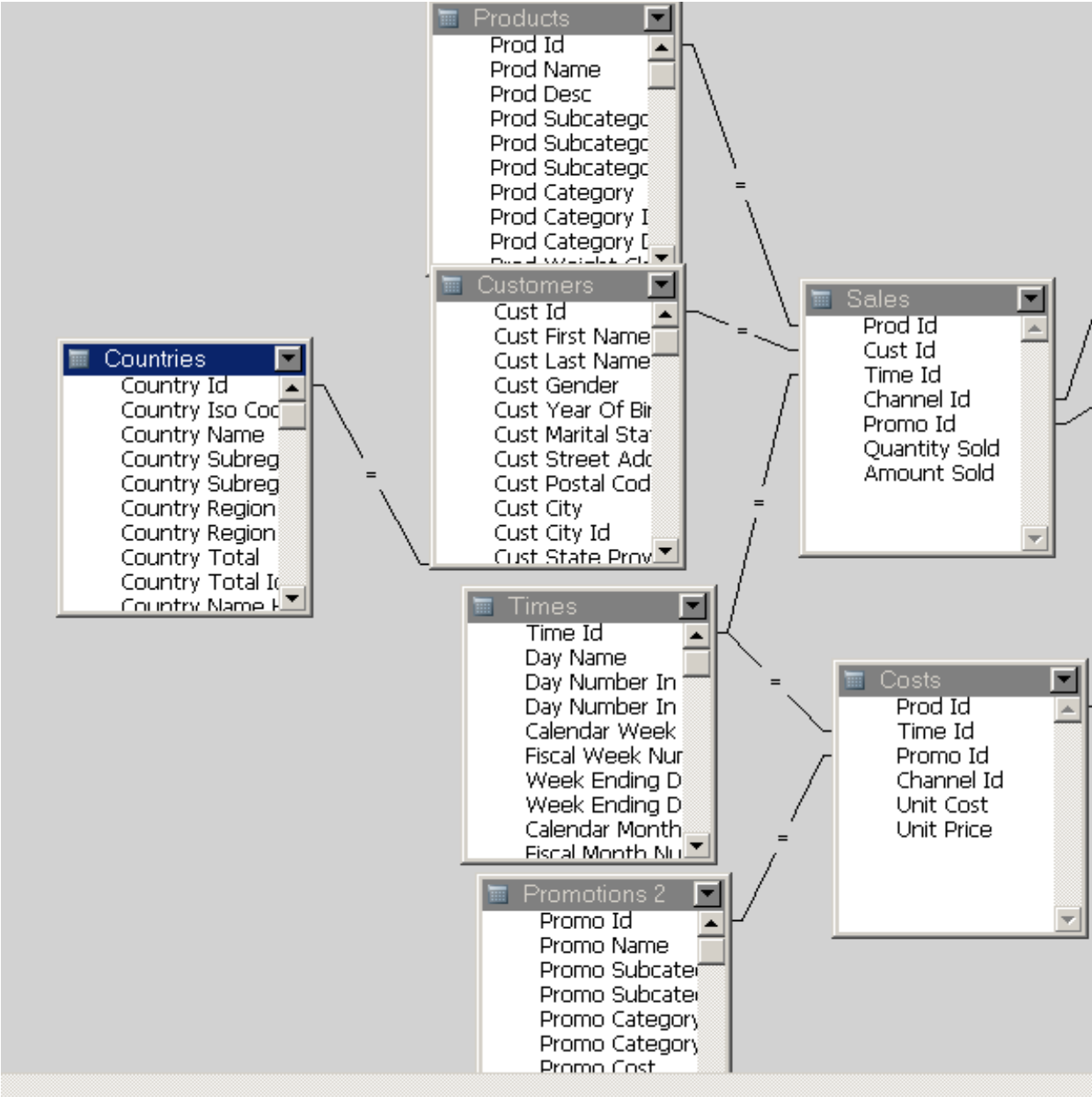


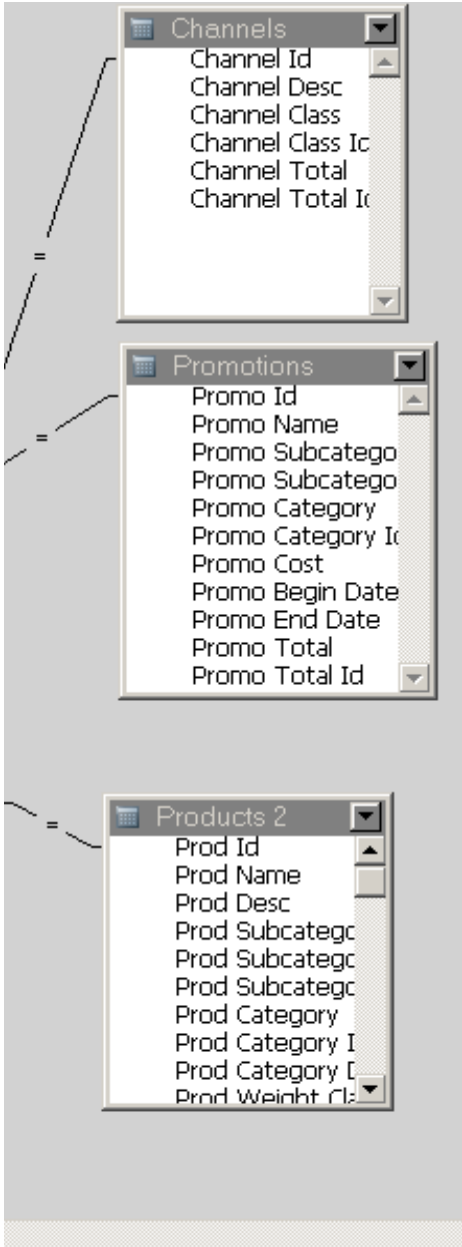
Day Number In Wee	Day Number In Month	Calendar Week Num	Fiscal Week Num	Calendar Mo
1/3/1900 0:00	1	1	1	1998-01
1/4/1900 0:00	2	1	1	1998-01
1/5/1900 0:00	3	1	1	1998-01
1/6/1900 0:00	4	1	1	1998-01
12/31/1899 0:00	5	2	2	1998-01
1/1/1900 0:00	6	2	2	1998-01
1/2/1900 0:00	7	2	2	1998-01
4.00	8	2	2	1998-01
1/4/1900 0:00	9	2	2	1998-01
1/5/1900 0:00	10	2	2	1998-01
1/6/1900 0:00	11	2	2	1998-01
12/31/1899 0:00	12	3	3	1998-01
1/1/1900 0:00	13	3	3	1998-01
1/2/1900 0:00	14	3	3	1998-01
1/3/1900 0:00	15	3	3	1998-01
1/4/1900 0:00	16	3	3	1998-01
1/5/1900 0:00	17	3	3	1998-01
1/6/1900 0:00	18	3	3	1998-01
12/31/1899 0:00	19	4	4	1998-01
1/1/1900 0:00	20	4	4	1998-01

Dimension Country

Country Iso Code	Country Region	Country Subregion	Country Name
ZA	Africa	Africa	South Africa
CA	Americas	Northern America	Canada
US	Americas	Northern America	United States of America
AR	Americas	Southern America	Argentina
BR	Americas	Southern America	Brazil
CN	Asia	Asia	China
IN	Asia	Asia	India
JP	Asia	Asia	Japan
MY	Asia	Asia	Malaysia
SG	Asia	Asia	Singapore
PL	Europe	Eastern Europe	Poland
DK	Europe	Western Europe	Denmark
FR	Europe	Western Europe	France
DE	Europe	Western Europe	Germany
IE	Europe	Western Europe	Ireland
IT	Europe	Western Europe	Italy
ES	Europe	Western Europe	Spain
NL	Europe	Western Europe	The Netherlands
TR	Europe	Western Europe	Turkey
GB	Europe	Western Europe	United Kingdom
SA	Middle East	Middle East	Saudi Arabia
AU	Oceania	Australia	Australia
NZ	Oceania	Australia	New Zealand

Data Model





Dimensions	Facts
Products	Sales
Customers	Costs
Times	
Countries	
Channels	
Promotions	

Select Product

256MB Memory Card

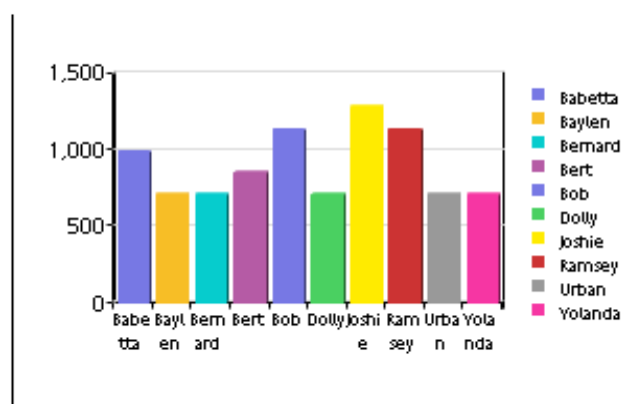
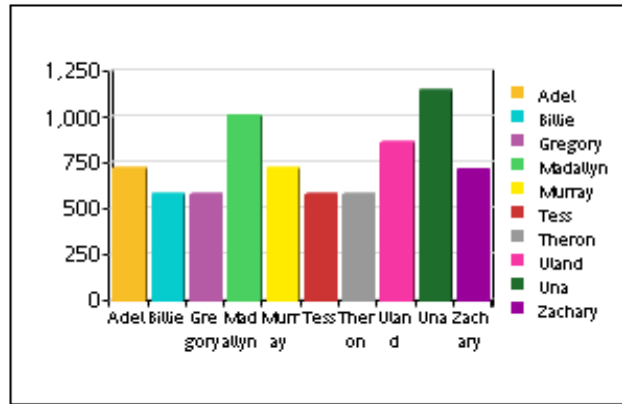
Top 5 C

Q1 Top Customer

SNo	Cust First Name	Amount Sold
1	Una	1,144
2	Madallyn	1,004
3	Uland	860
4	Adel	718
5	Murray	718
6	Zachary	717
7	Tess	576
8	Billie	576
9	Theron	576
10	Gregory	575

Q2 Top Customer

SNo	Cust First Name	Amount Sold
1	Joshie	1,277
2	Bob	1,128
3	Ramsey	1,128
4	Babetta	989
5	Bert	846
6	Urban	708
7	Baylen	706
8	Yolanda	706
9	Dolly	705
10	Bernard	705



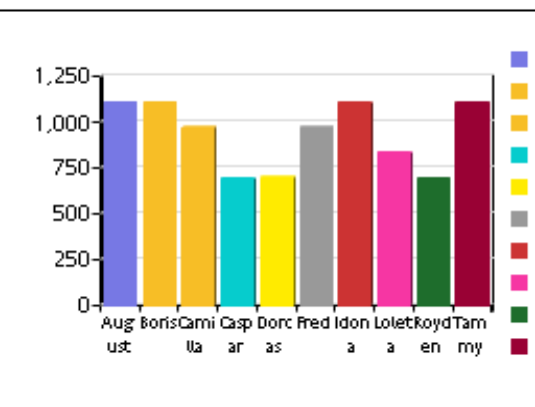
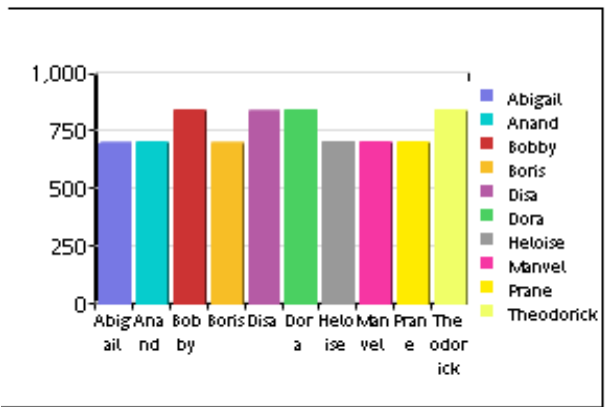
Customer Analysis

Q3 Top Customer

SNo	Cust First Name	Amount Sold
1	Dora	840
2	Theodorick	840
3	Bobby	837
4	Disa	835
5	Anand	701
6	Heloise	699
7	Manvel	699
8	Prane	699
9	Boris	698
10	Abigail	697

Q4 Top Customer

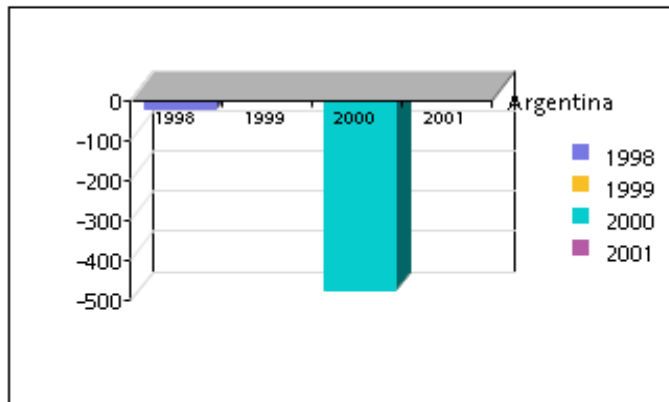
SNo	Cust First Name	Amount
1	August	
2	Tammy	
3	Boris	
4	Idona	
5	Camilla	
6	Fred	
7	Loleta	
8	Dorcas	
9	Royden	



Argentina

Year_Over_Year_Growth_%

1998	-34.58898
1999	-16.47029
2000	-489.41378
2001	-4.44902

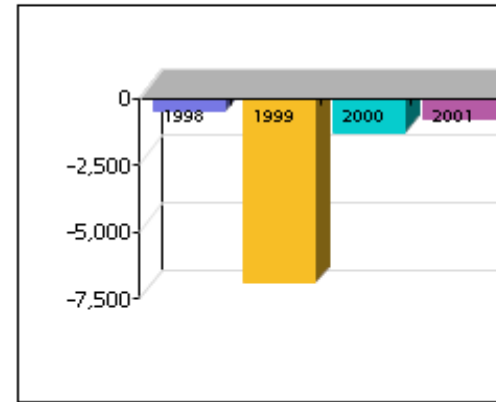


Year Over Year Sales Growth

Brazil

Year_Over_Year_Growth%

1998	-71
1999	-7.14
2000	-1.50
2001	-1.01



h

wth_ %

3.13725

0.39747

6.91514

0.40283

Australia

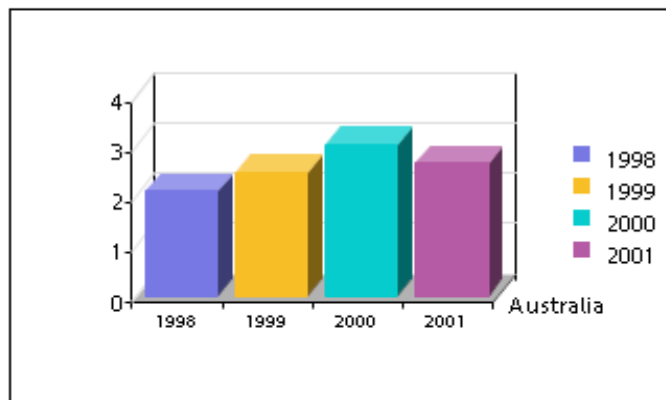
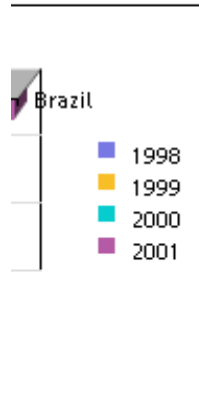
Year_Over_Year_Growth_ %

1998 *2.10026*

1999 *2.4898*

2000 *3.03169*

2001 *2.6592*

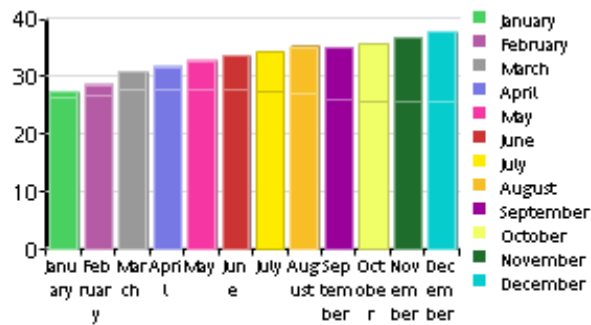


Select Product

CD-R Mini Disc

Previous-2 Year Sales

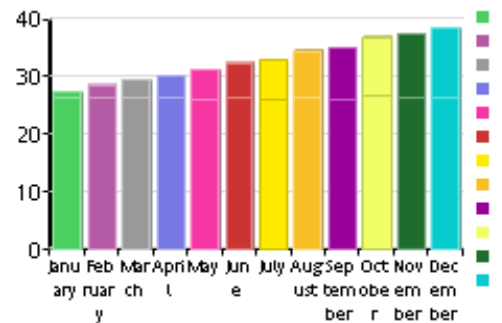
Calendar Month Name	Avg_Customer_Sales
January	26
February	27
March	28
April	28
May	28
June	28
July	27
August	27
September	26
October	26
November	26
December	26



Avg Customer Sales

Previous-1 Year Sales

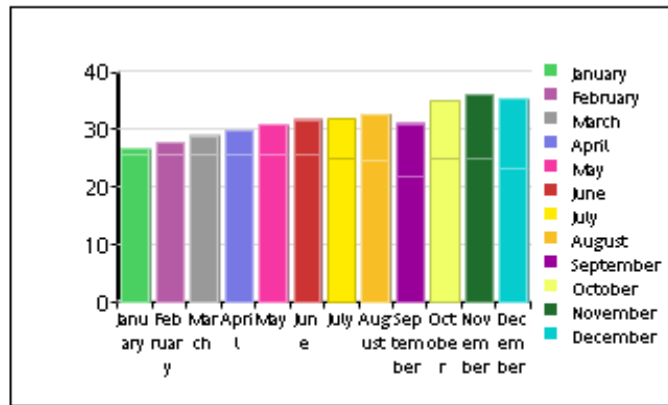
Calendar Month Name	Avg_Customer_Sales
January	26
February	26
March	26
April	26
May	26
June	26
July	26
August	26
September	26
October	27
November	26
December	26



Current Year Sales

<i>Calendar Month Name</i>	<i>Avg_Customer_Sales</i>
January	26
February	26
March	26
April	26
May	26
June	26
July	25
August	25
September	22
October	25
November	25
December	23

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



Channel Sales/Prom

OverAll View

<i>Promo Category</i>	<i>Promo Subcategory</i>	<i>Promo Name</i>	<i>Total Sold</i>	<i>Promo Cost</i>
<i>TV</i>	<i>TV program spons</i>	<i>TV promotion #13-351</i>	<i>1,208,839</i>	<i>644,800</i>
<i>internet</i>	<i>online discount</i>	<i>internet promotion #29-35</i>	<i>1,329,476</i>	<i>121,000</i>
<i>NO PROMOTION</i>	<i>NO RPOMOTION</i>	<i>NO PROMOTION #</i>	<i>55,336,945</i>	

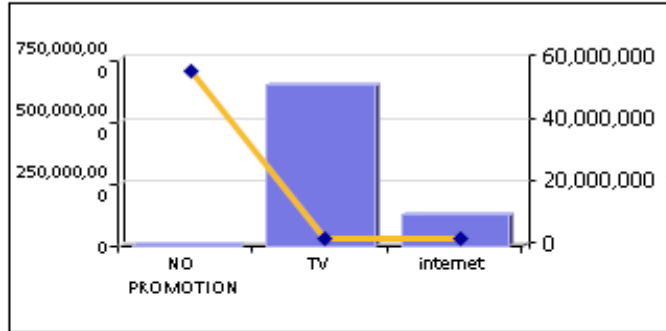
<i>Promo Category</i>	<i>Promo Subcategory</i>	<i>Promo Name</i>	<i>Total Sold</i>	<i>Promo Cost</i>
<i>internet</i>	<i>online discount</i>	<i>internet promotion #29-3</i>	<i>548,779.15</i>	<i>50,782</i>
<i>NO PROMOTION</i>	<i>NO RPOMOTION</i>	<i>NO PROMOTION #</i>	<i>25,797,563.17</i>	

<i>Promo Category</i>	<i>Promo Subcategory</i>	<i>Promo Name</i>	<i>Total Sold</i>	<i>Promo Cost</i>
<i>TV</i>	<i>TV program spons</i>	<i>TV promotion #13-351</i>	<i>15,664.24</i>	<i>1,065</i>
<i>internet</i>	<i>online discount</i>	<i>internet promotion #29-3</i>	<i>321,125.26</i>	<i>21,036</i>
<i>NO PROMOTION</i>	<i>NO RPOMOTION</i>	<i>NO PROMOTION #</i>	<i>13,370,012.53</i>	

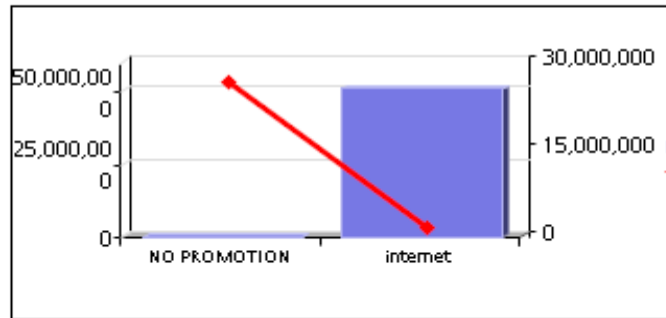
Channel Sales/Promotion Cost

OverAll View

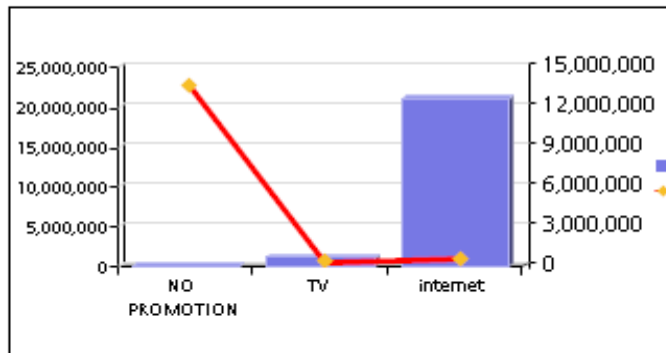
Sold	Promo Cost
1,208,839	644,806,400
1,329,476	121,017,000
5,336,945	0



Sold	Promo Cost
3,779.15	50,782,200
7,563.17	0



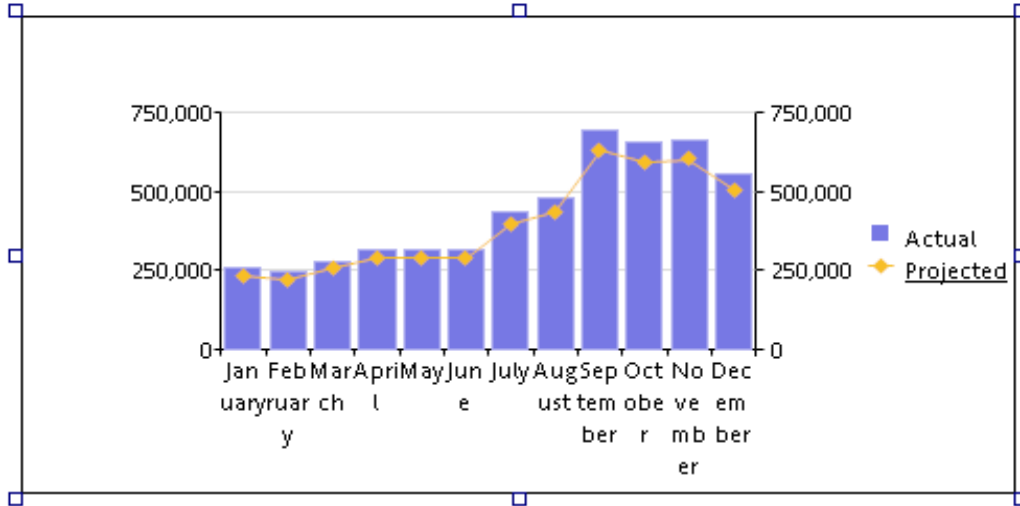
Sold	Promo Cost
6,664.24	1,065,600
1,125.26	21,036,200
2,012.53	0



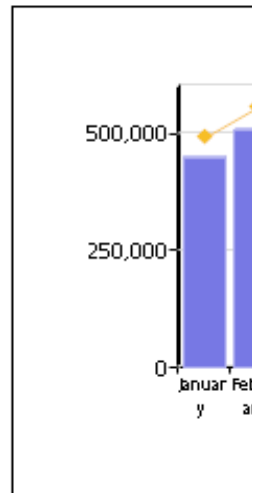
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Channel Projected/Actual Sales

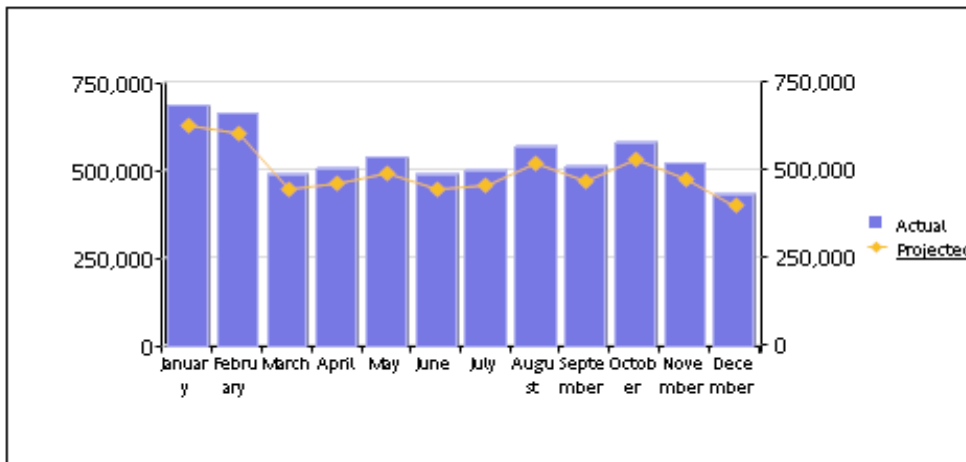
Product Cat-1



Product Cat-2



Product Cat-3



Product Cat-4

