

Claude3 Opus Sales Report  
**Contoso, '17 vs '18**  
Prepared: 05 April 2024

This report uses charts designed according to the International Business Communication Standards (IBCS) to ensure clarity, consistency, and information density.

Key elements:

1. **Consistent chart design:** All charts follow a uniform design, making it easier for readers to understand and compare data across different visualizations. This includes consistent use of fonts, sizes, and positioning of elements.
2. **Simplified and focused content:** Charts are designed to be easily readable, with a focus on essential information. Unnecessary decorative elements are avoided to maintain clarity.
3. **Proper labeling and titling:** Each chart includes clear, descriptive titles and labels to ensure that the data is easily understood without additional context.
4. **Standardized notation:** IBCS-compliant charts use standardized notation for elements such as time periods, units, and scenarios, making the information more accessible and comparable.

The following conventions are used throughout the report:

- **Black** represents actual values for the current year
- **Grey** represents data from the previous year
- **Red** indicates negative or "bad" performance
- **Green** indicates positive or "good" performance
- **"PY"** is used to denote the previous year values
- **"AC"** refers to the actual current year values
- **Underscore "\_"** is used to represent year-to-date data
- **Tilde "~"** indicates a rolling year or 12-month period

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## **Sales Growth and Regional Performance**

Contoso's sales grew by \$36.4 million from 2013 to 2014, reaching a total of \$393.7 million. The East region led with \$176.5 million in sales, followed by the Central and West regions. The West region outperformed in sales growth at 14.0%, compared to the company's overall average of 10.0%. The East has a broad market presence, while the West and Central have targeted operations.

## **Category and Segment Analysis**

Urban sales dominated at \$332.9 million, driven by the Moderation and Convenience segments. The Moderation segment showed strong demand and pricing power, leading in unit price, volume, and sales. The Urban category was the most successful overall, while the Youth category declined. The Maximus Um-70 launch was successful, but the Maximus Um-54 saw a decline.

## **Market Insights and Manufacturer Performance**

Contoso operates in a complex market, with the 'Other rank >10' category dominating and the top 5 manufacturers accounting for about 80% of sales and units. Sales are weakly concentrated in class A districts and states, indicating growth potential in classes B and C. The Productivity segment focuses on lower prices and product variety.

## **Adapting to Evolving Market Conditions**

Despite facing a challenging decade from 2004 to 2014 with an overall sales decline of 3.2% per year, Contoso saw a strong 10% sales growth in 2014. Most months showed increases, but consumer preferences have shifted, with the Urban and Mix segments performing well while the Rural and Youth segments declined. Texas remained resilient while other states struggled. To maintain growth, Contoso needs to strategically reassess and adapt to evolving market conditions.

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**At a glance:** The company's sales grew by \$36.4 million from 2013 to 2014, driven by the East and Central regions, the Urban category, and Vanarsdel as the top manufacturer. Most regions and categories saw growth, especially with the successful launch of Maximus Um-70, but the Youth category and Maximus Um-54 declined. The business shows positive growth across districts, with the East having a broad market presence and the West and Central having targeted operations. Pages 8 to 16.

**Sales breakdown:** The company's total sales are \$393.7 million, with the East region leading at \$176.5 million, followed by the Central and West regions. Urban sales dominate at \$332.9 million, mainly from the Moderation and Convenience segments, while the West region outperforms in sales growth rate at 14.0% compared to the overall average of 10.0%. The Moderation segment leads in unit price, volume, and sales, indicating strong demand and pricing power, and the Urban category is the most successful overall. Pages 18 to 29.

**Data insights:** Contoso's 2014 sales data reveals a complex market with the 'Other rank >10' category dominating, the Moderation segment leading in sales volume and price, and the Productivity segment focusing on lower prices and product variety. Sales are weakly concentrated in class A districts and states, with growth potential in classes B and C. The top 5 manufacturers account for about 80% of sales and units, while the rest have minor influence. Pages 31 to 38.

**Trends:** The company faced a challenging decade from 2004 to 2014, with an overall sales decline of 3.2% per year, but Texas remained resilient while other states struggled. Consumer preferences shifted, with the Urban and Mix segments performing well, while the Rural and Youth segments declined. In 2014, the company saw a strong 10% sales growth, with most months showing increases, but strategic reassessment is needed to adapt to evolving market conditions. Pages 40 to 45.

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The company's sales performance shows overall growth, with the East region leading at 45% of total sales, followed by the Central region at 33%, and the West at 22%. The Urban category dominates with 85% of sales, while Vanarsdel is the top manufacturer (p.9). From 2013 to 2014, sales grew by \$36.4 million, driven primarily by Units & Mix (82.4%) and Price adjustments (17.6%) (p.10).

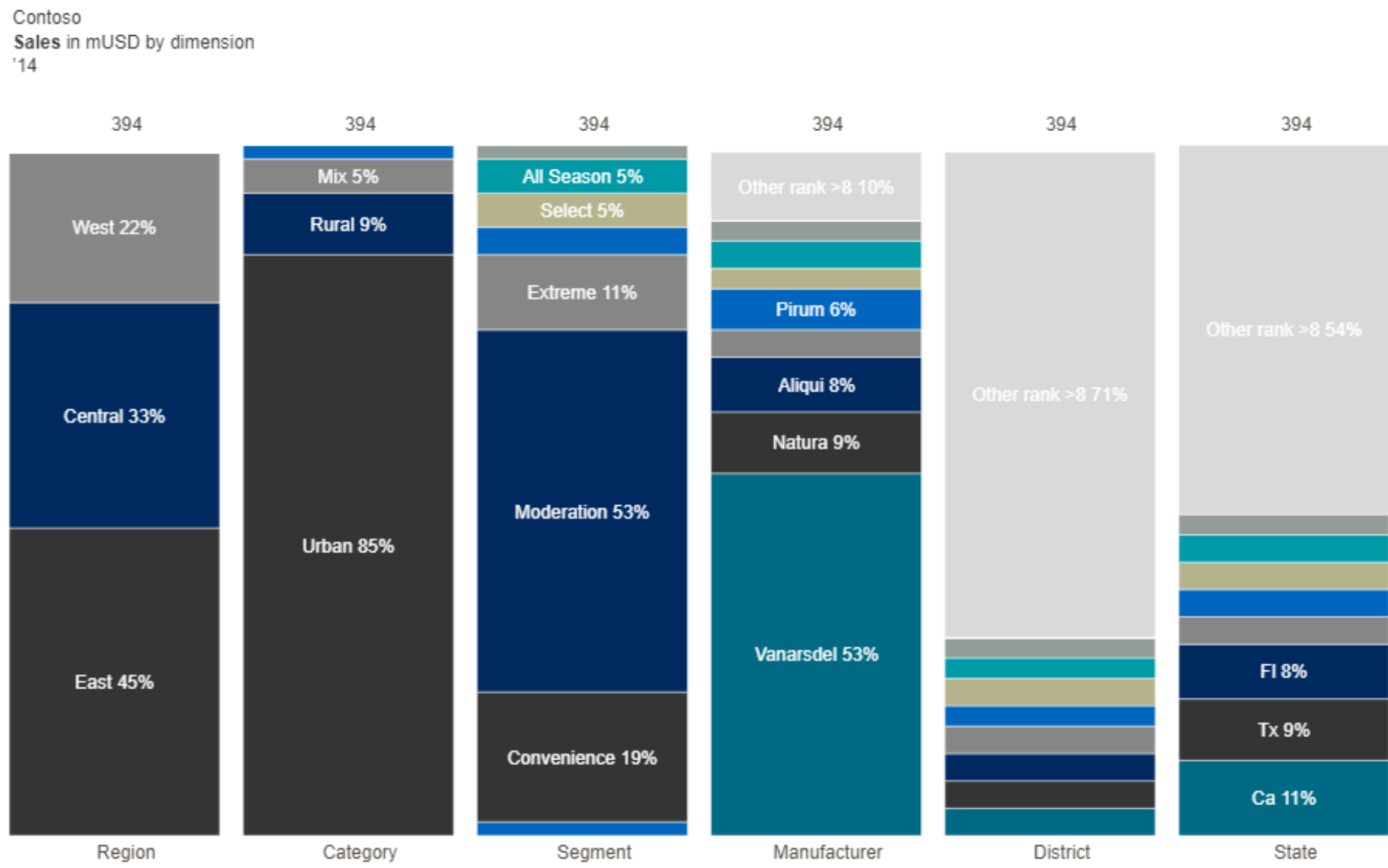
The Urban and Mix categories are growth areas, while Rural and Youth present challenges (p.11). Specific combinations of region, segment, product, and category significantly impact sales performance, with the East and Central regions showing strength, especially with Maximus Um-70 in the Moderation segment and Urban category (p.12). Most categories and regions grew, but the Youth category decreased, and while Maximus Um-70 launched successfully, Maximus Um-54 declined (p.13).

All manufacturers except Natura grew sales across regions, with Vanarsdel leading in the East and Central, and Aliqui in the West (p.14). The business shows positive growth across districts and regions, with the East having a broad market presence and the West and Central having targeted operations (p.15).

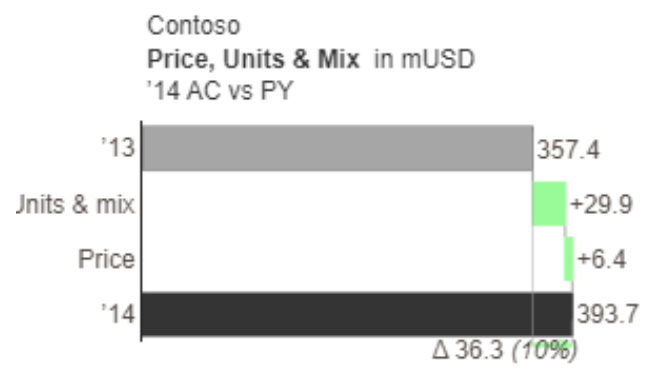
The majority of regions and categories saw growth in units sold from 2013 to 2014, with the Urban category showing significant increases across all regions. The Mix category shows promising growth, especially in the Central region, while the Other rank >3 category declined in the West (p.16).



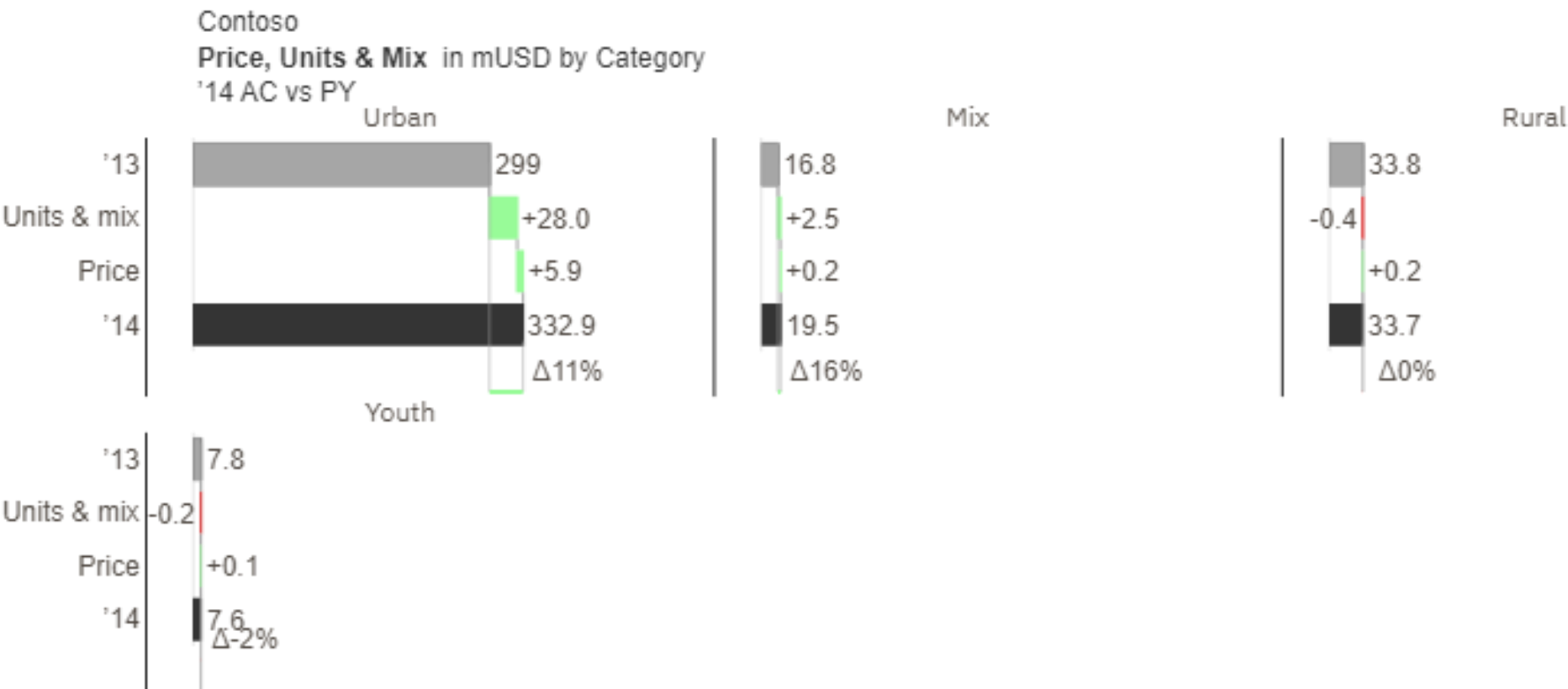
The East region accounts for 45% of total sales, the Central region 33%, and the West 22%. The Urban category makes up 85% of sales, while Rural and Mix account for 9% and 5% respectively. Moderation dominates with 53% of sales, and Vanarsdel is the leading manufacturer, responsible for over half the company's sales.



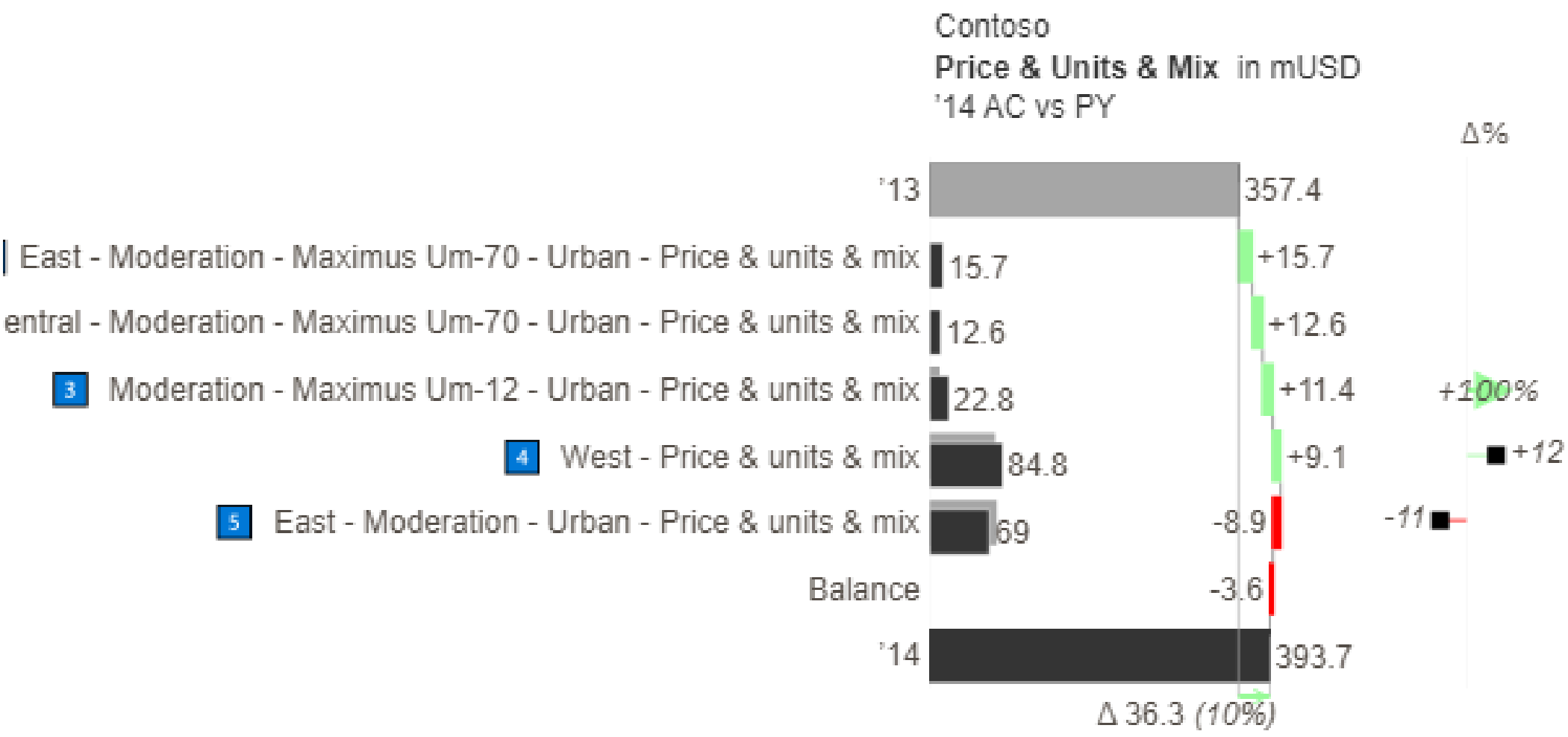
From 2013 to 2014, overall sales grew by \$36.4 million. The Units & Mix component drove 82.4% (\$29.9 million) of this change, while Price adjustments contributed 17.6% (\$6.4 million). This suggests success in selling more units, favorably altering product mix, or both, alongside effective pricing strategies.



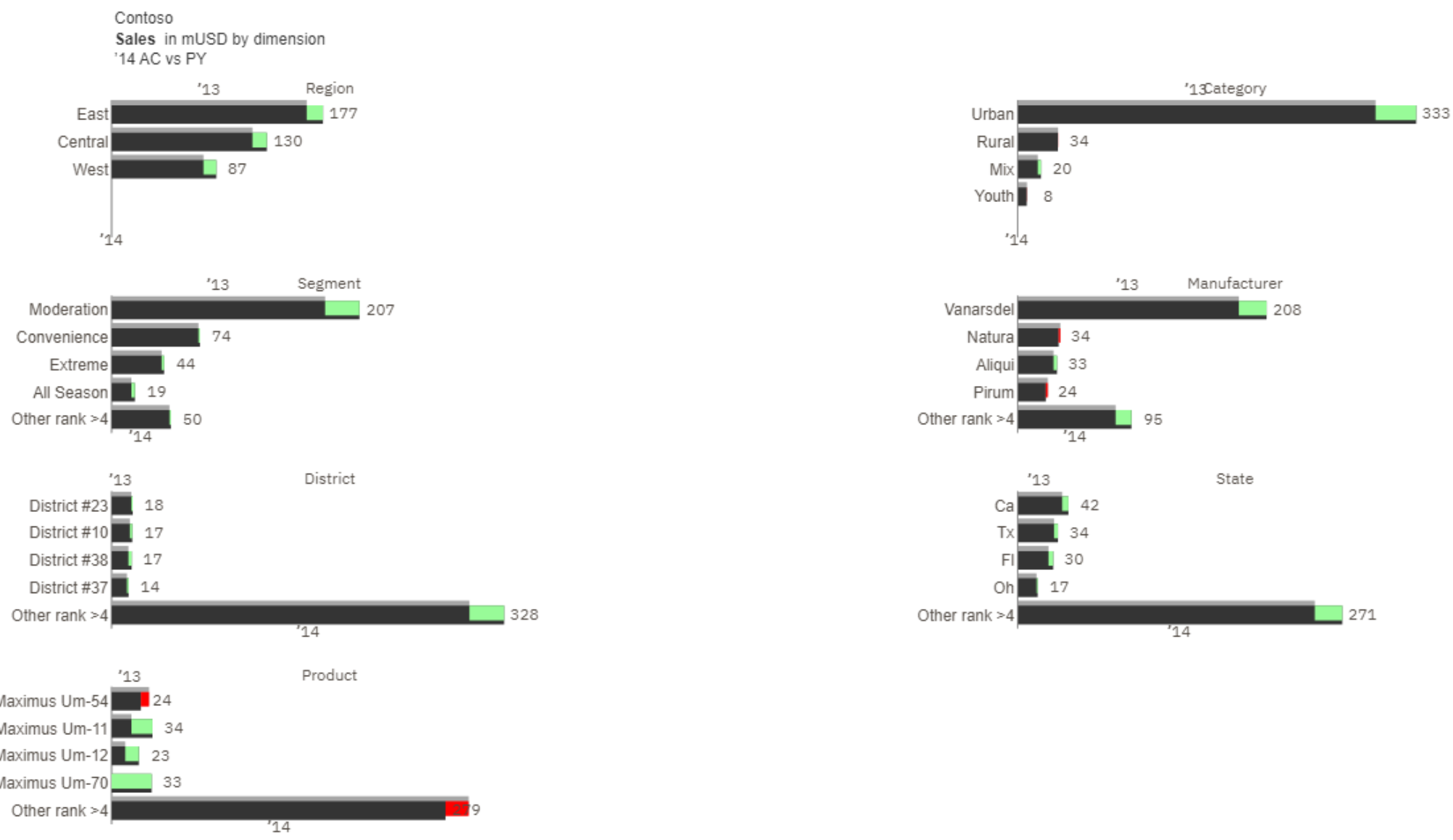
The Urban and Mix categories are clear growth areas, with both showing positive variances in Units & Mix and Price. However, the Rural and Youth categories present challenges, with a notable decrease in Units & Mix. The company may need to reassess its strategy in these segments, possibly by exploring new market opportunities, adjusting product offerings, or enhancing marketing to boost volume sales.



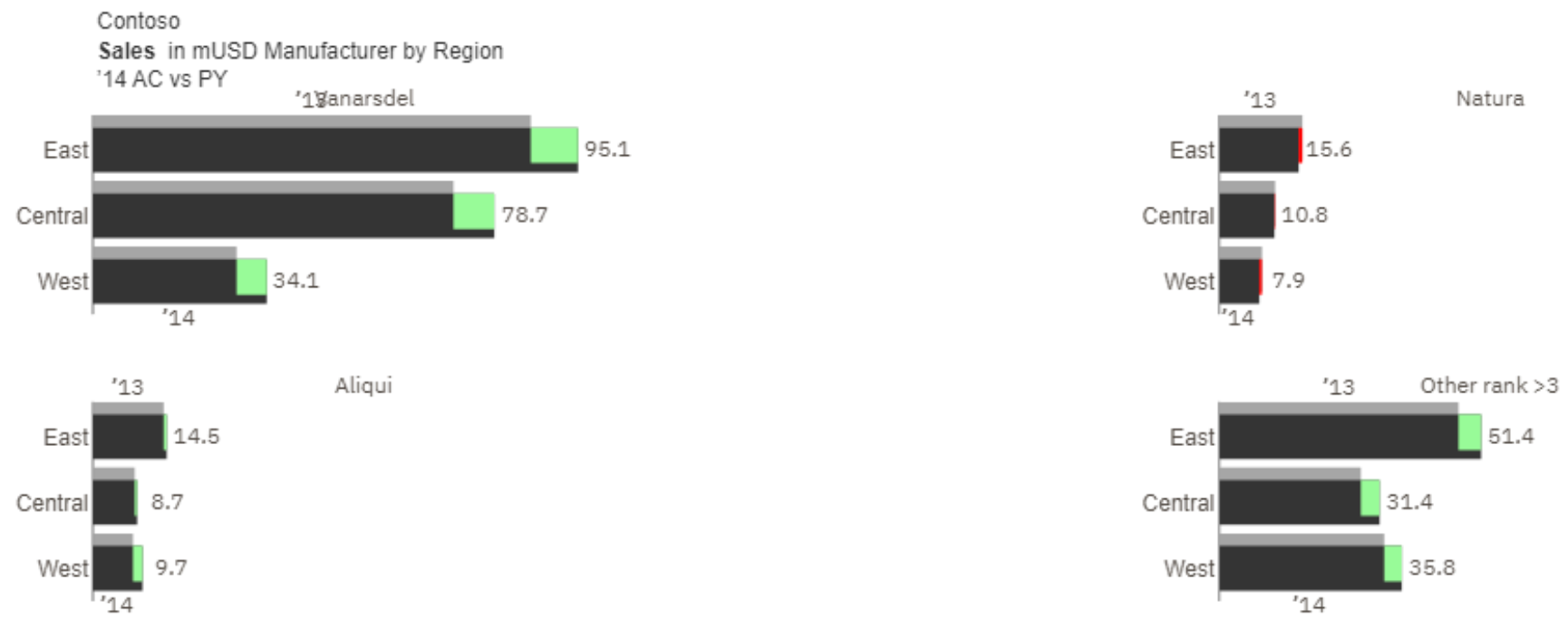
Specific combinations of region, segment, product, and category significantly impact sales performance. The East and Central regions are strong growth areas, especially with the Maximus Um-70 product in the Moderation segment and Urban category. However, performance varies notably within the East region, showing success depends on the right combination of dimensions. The West region's growth suggests a broader appeal across various dimensions.



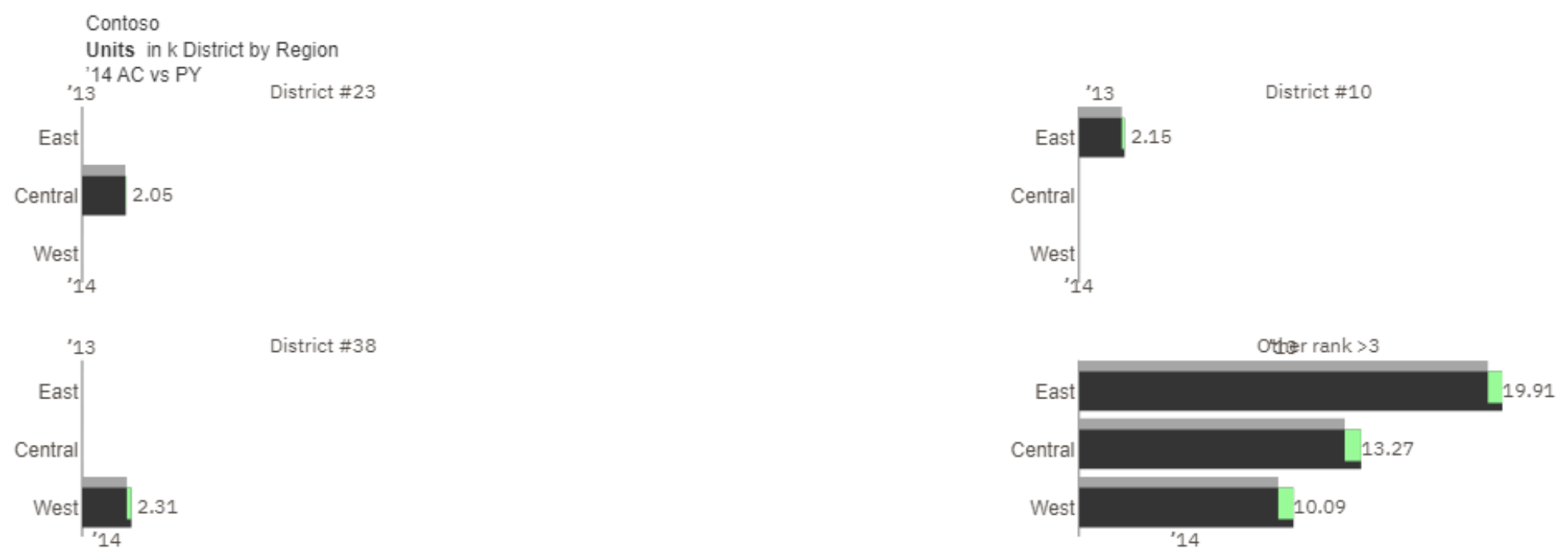
Most categories and regions grew, but the Youth category decreased, hinting at changing consumer preferences or more competition. Maximus Um-70 launched successfully, and Maximus Um-12 and Um-11 saw significant growth. However, Maximus Um-54 declined, suggesting challenges. Overall sales grew, but certain areas declined, indicating a need for strategic adjustments in specific categories, segments, or products to seize growth opportunities and address underperforming areas.



From 2013 to 2014, all manufacturers except Natura grew sales across regions. Natura was the only one to see sales decline in all regions, suggesting challenges in maintaining market share. Vanarsdel led with 11% growth in the East and Central. Aliqui had the highest 24% increase in the West. The Central region showed strong growth for everyone except Natura, indicating it may be key for market expansion.

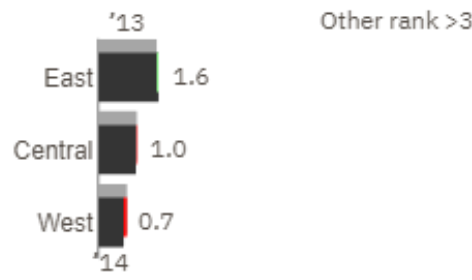
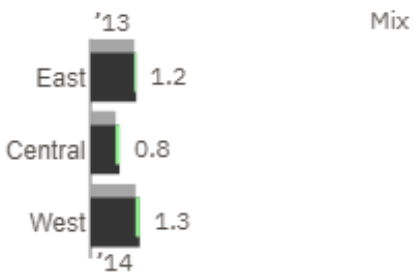
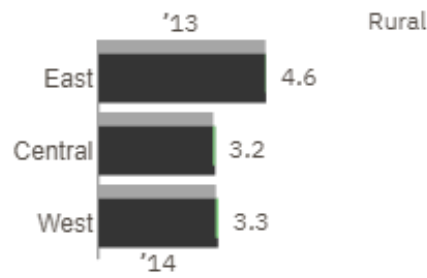
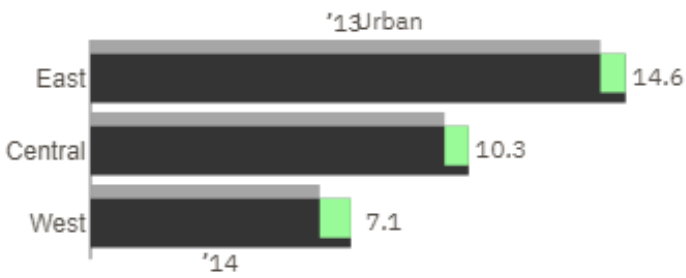


The business shows positive growth across all districts and regions, with varying success. The East region consistently shows sales activity across all districts, indicating a broad market presence. However, the West and Central regions have selective district participation, suggesting targeted or limited operations in these areas. The varied growth rates and presence/absence of sales activity across regions suggest the company's market strategies are tailored to regional conditions or competitive landscapes.



The majority of regions and categories saw growth in units sold from 2013 to 2014. The Urban category showed significant increases across all regions, suggesting strong demand in urban areas. Rural growth was modest, with slight increases in units sold across regions, indicating stable but slow demand compared to urban and mixed categories. The Mix category, despite being smaller in volume, shows promising growth, especially in the Central region with a 16% increase, suggesting potential for expansion. The Other rank >3 category declined in the West, but the overall trend across categories and regions is positive, suggesting healthy growth and market expansion from 2013 to 2014.

Contoso  
Units in k Category by Region  
'14 AC vs PY





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The company's total sales are \$393.7 million, with the East region leading at \$176.5 million, followed by the Central and West regions (p.19). Urban sales dominate at \$332.9 million, mainly from the Moderation and Convenience segments, while Rural sales are much smaller at \$33.7 million, concentrated in the Productivity segment (p.20). The Urban category also leads in units sold, with Vanarsdel being the largest contributor (p.21, p.22).

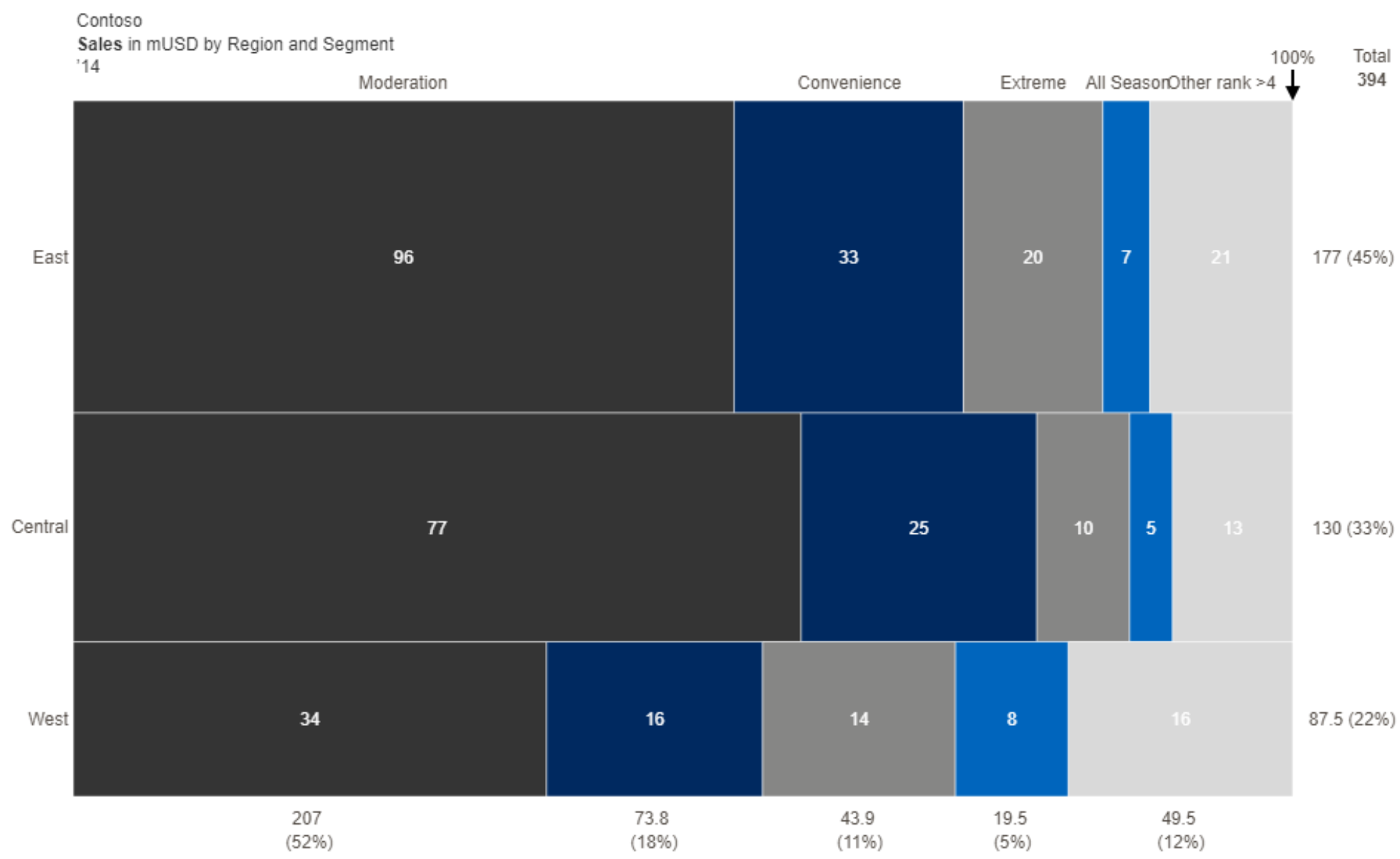
The West region outperforms the East and Central regions in sales growth rate, with 14.0% compared to the overall average of 10.0% (p.23). The West also shows the highest growth rate across all segments, except for the "Other rank >3" segment, where the Central region slightly outperforms it (p.24).

The East region has the highest sales across all segments, with Moderation being the most popular (p.25). Urban sales are consistently highest across all regions, indicating strong market preference or higher pricing (p.26). The Urban category leads significantly in sales volume and has the highest unit price (p.27).

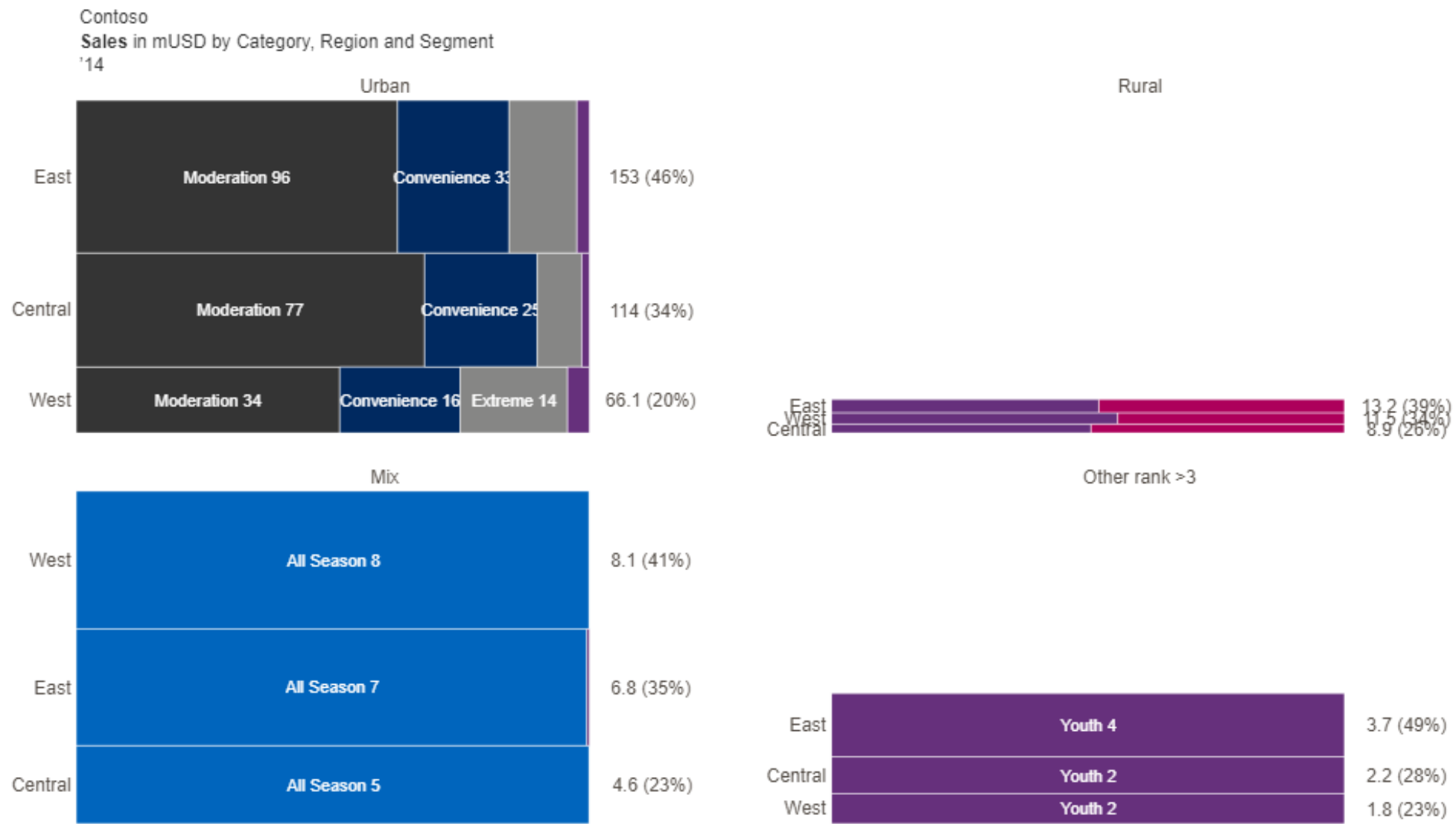
The Moderation segment leads in unit price, volume, and sales, indicating strong demand and pricing power (p.28). The Youth and Productivity segments have the lowest prices, targeting price-sensitive customers, while Convenience and Extreme offer a middle ground in price and volume (p.28).

The Mix category shows a notable gap between All Season and Productivity sales, with All Season showing promise, while Productivity may need reassessment due to minimal sales (p.29). Overall, the company's sales performance varies across regions and segments, with the Urban category and Moderation segment being the most successful (p.19-29).

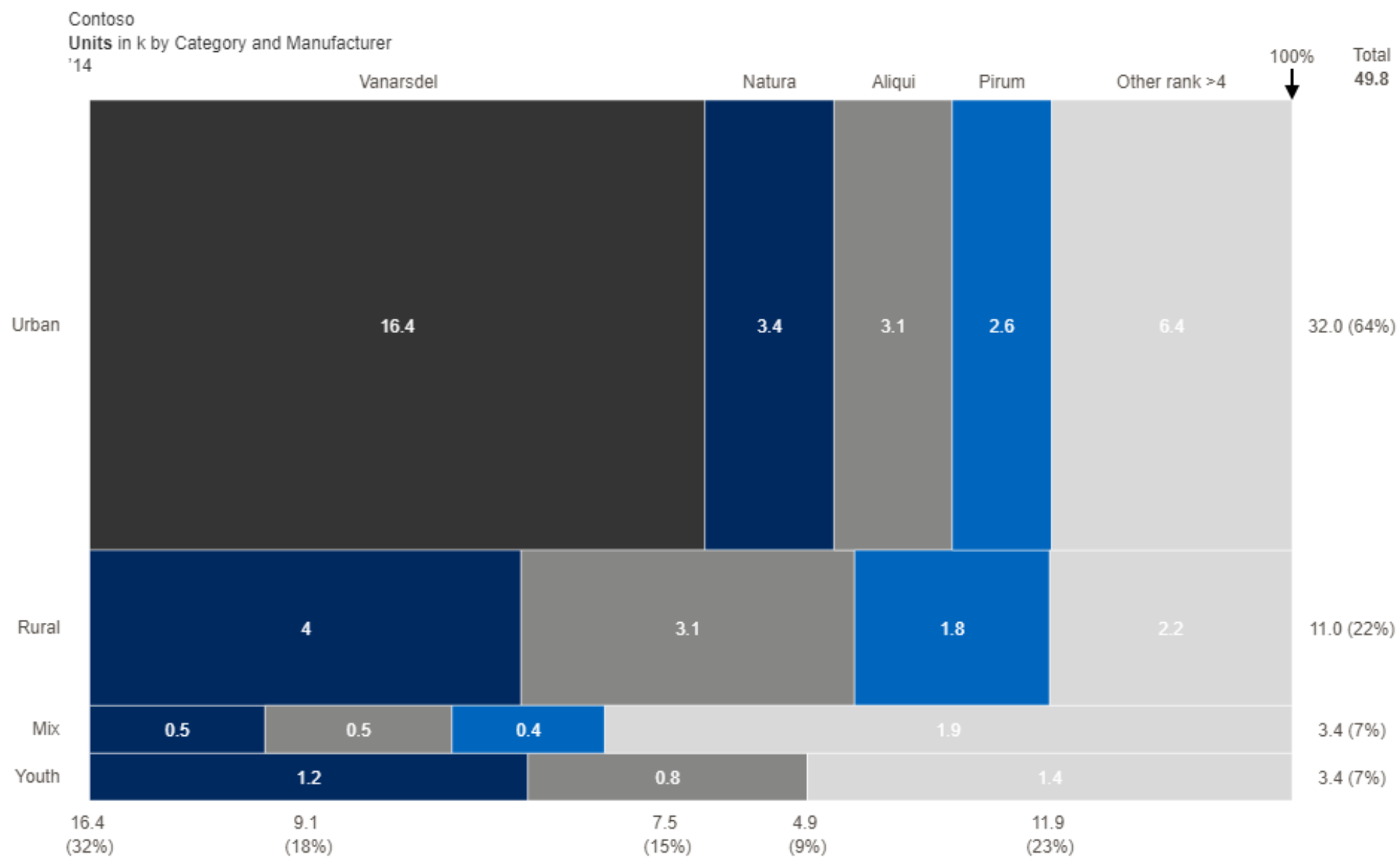
The business's total sales are \$393.7 million. The East leads with \$176.5 million, followed by the Central at \$129.7 million and the West with \$87.5 million. 'Moderation' has the highest sales at \$207.0 million, while 'All Season' has the lowest at \$19.5 million.



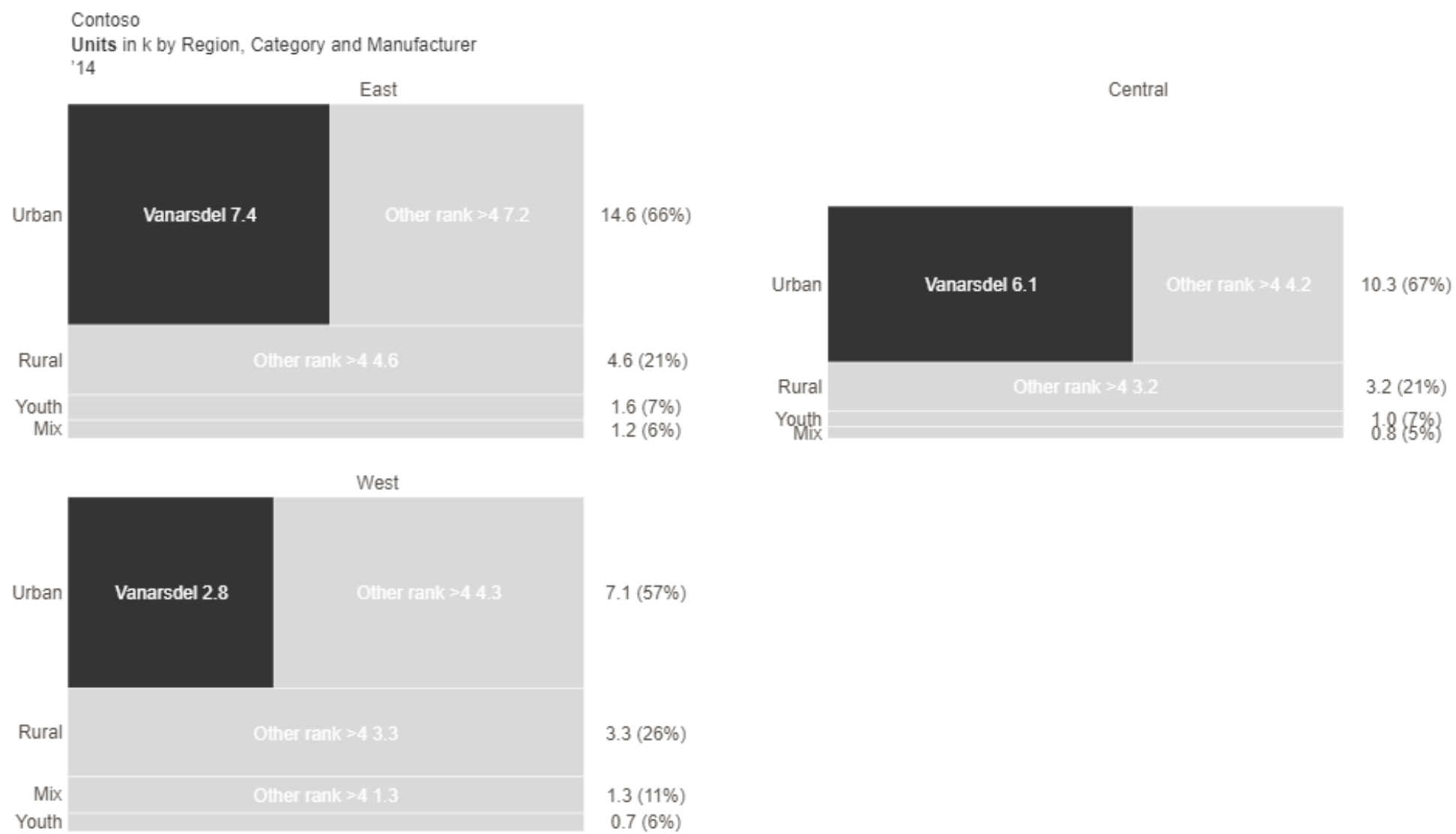
Urban sales dominate at \$332.9 million, led by the East, then Central and West regions, mainly from the Moderation and Convenience segments. Rural sales are much smaller at \$33.7 million, concentrated in the Productivity segment. The Mix category is a niche market with \$19.5 million in sales, all from the All Season segment, with the West region contributing the most.



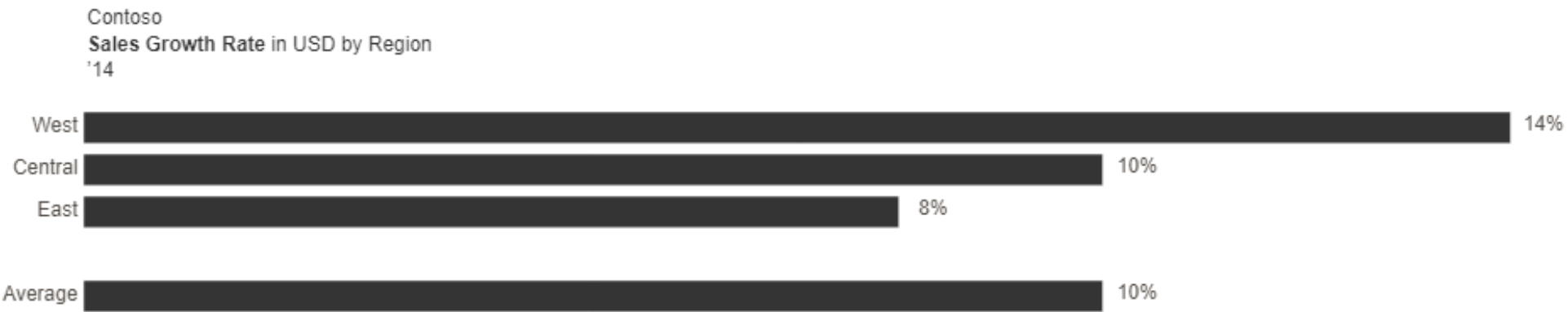
The Urban category leads with 32.0k units sold, with Vanarsdel being the largest contributor at 16.4k units. The Rural category follows with 11.0k units, where Natura leads with 4.0k units. The Mix and Youth categories have similar total units sold, 3.4k and 3.4k units, respectively, with a significant portion of their sales coming from the 'Other rank >4' and Natura manufacturers.



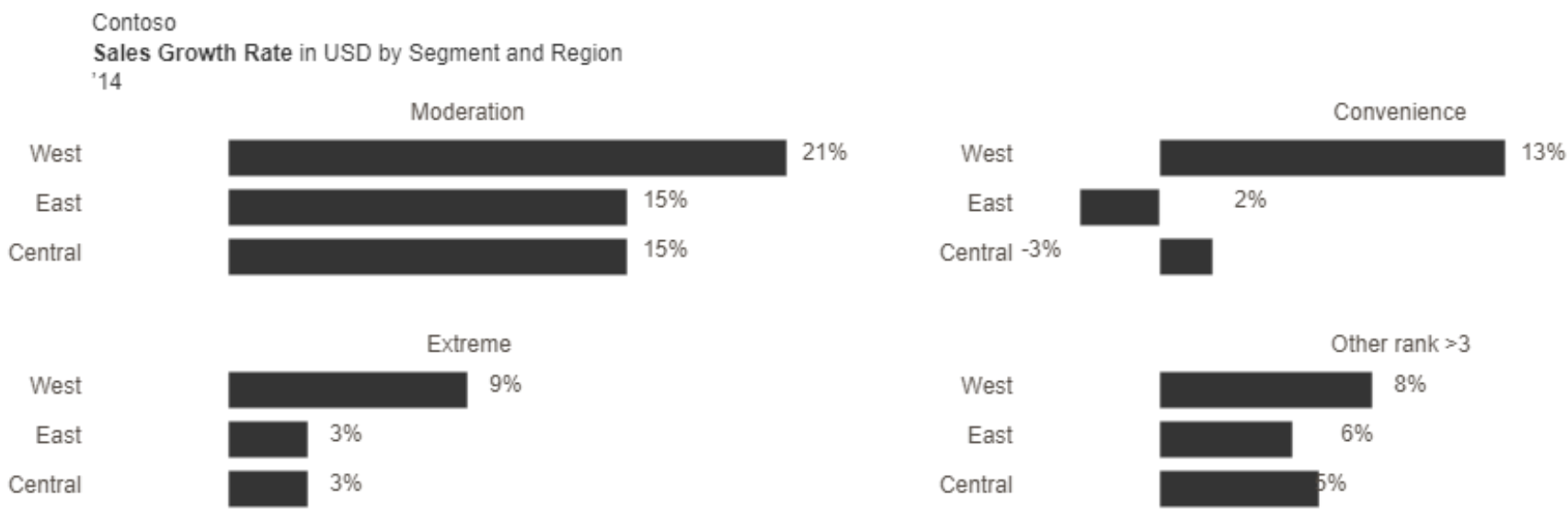
Vanarsdel's sales are 100% in the Urban category across all regions. In contrast, the 'Other rank >4' manufacturers have a more varied distribution, with Urban still leading, followed by Rural, Youth, and Mix categories. Urban is the major contributor for all manufacturers, but especially for Vanarsdel.



The West region's sales growth rate of 14.0% outperforms the East's 8.0%, Central's 10.0%, and the overall average of 10.0%. The East region has the lowest rate, falling below the average.

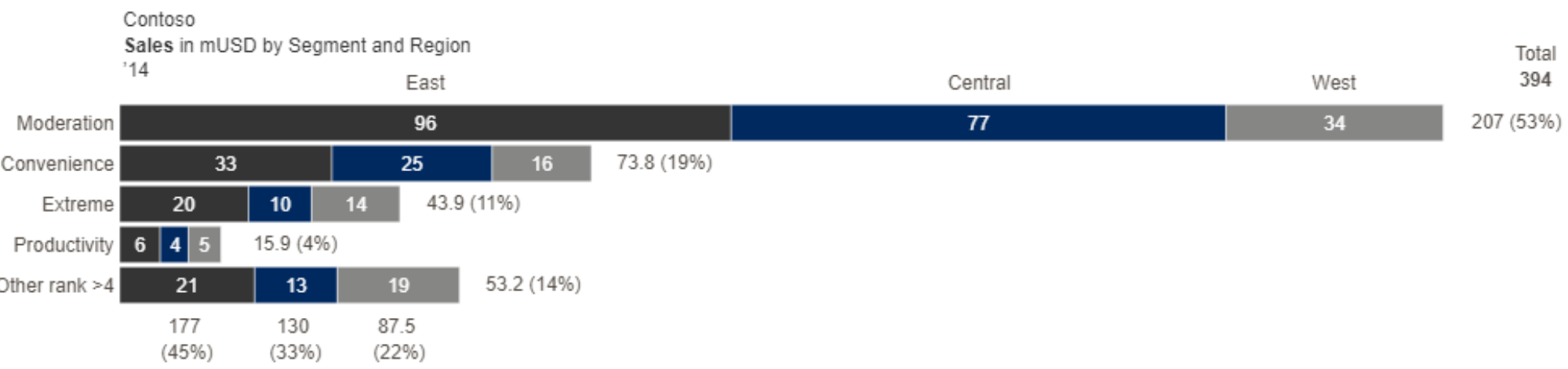


The West region shows the highest growth rate across all segments, except for the "Other rank >3" segment, where the Central region slightly outperforms it. The Moderation segment exhibits strong growth across all regions, with the West leading at 21.0%. The Convenience segment is the only category showing a decline, with a -3.0% growth rate in the East.

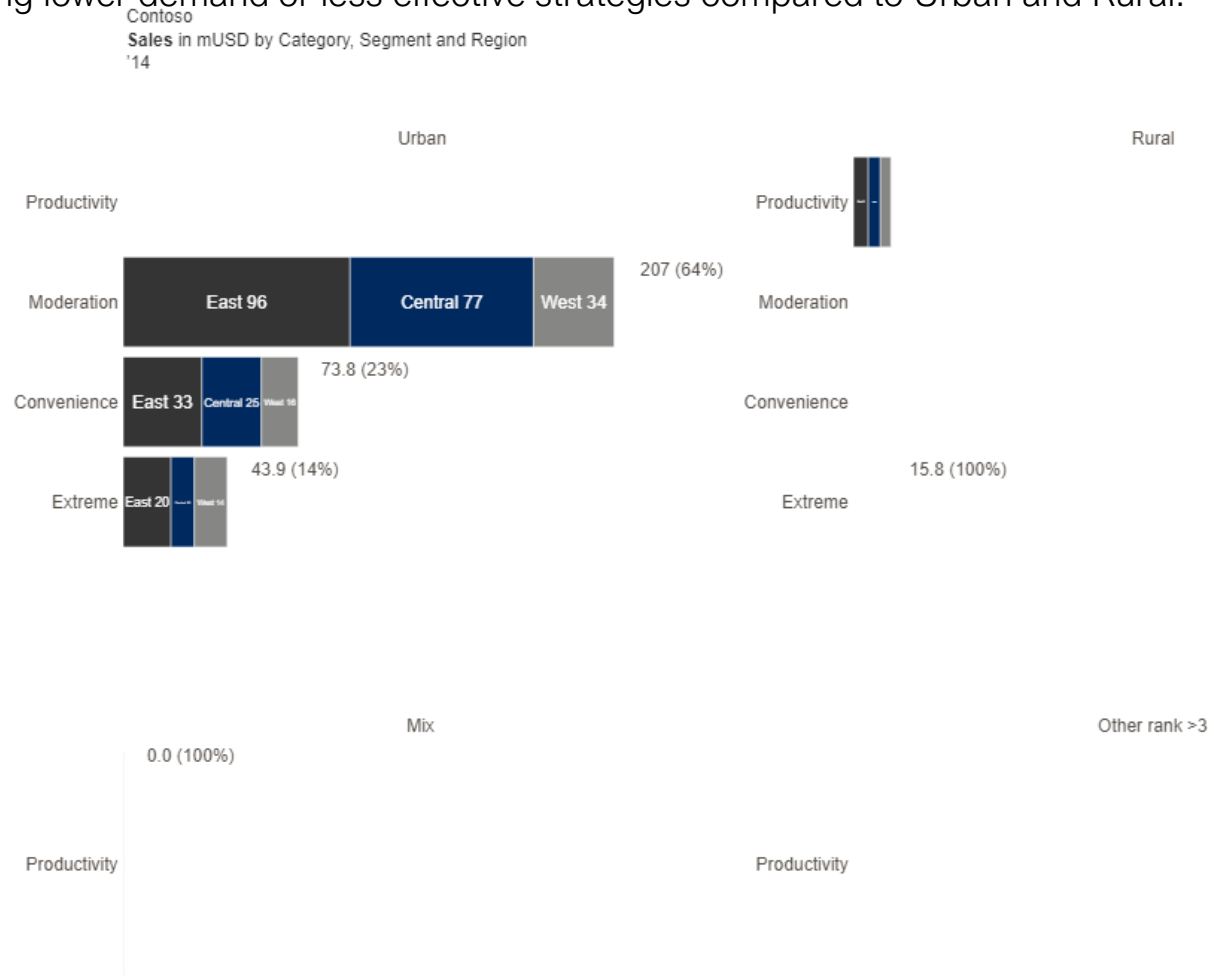




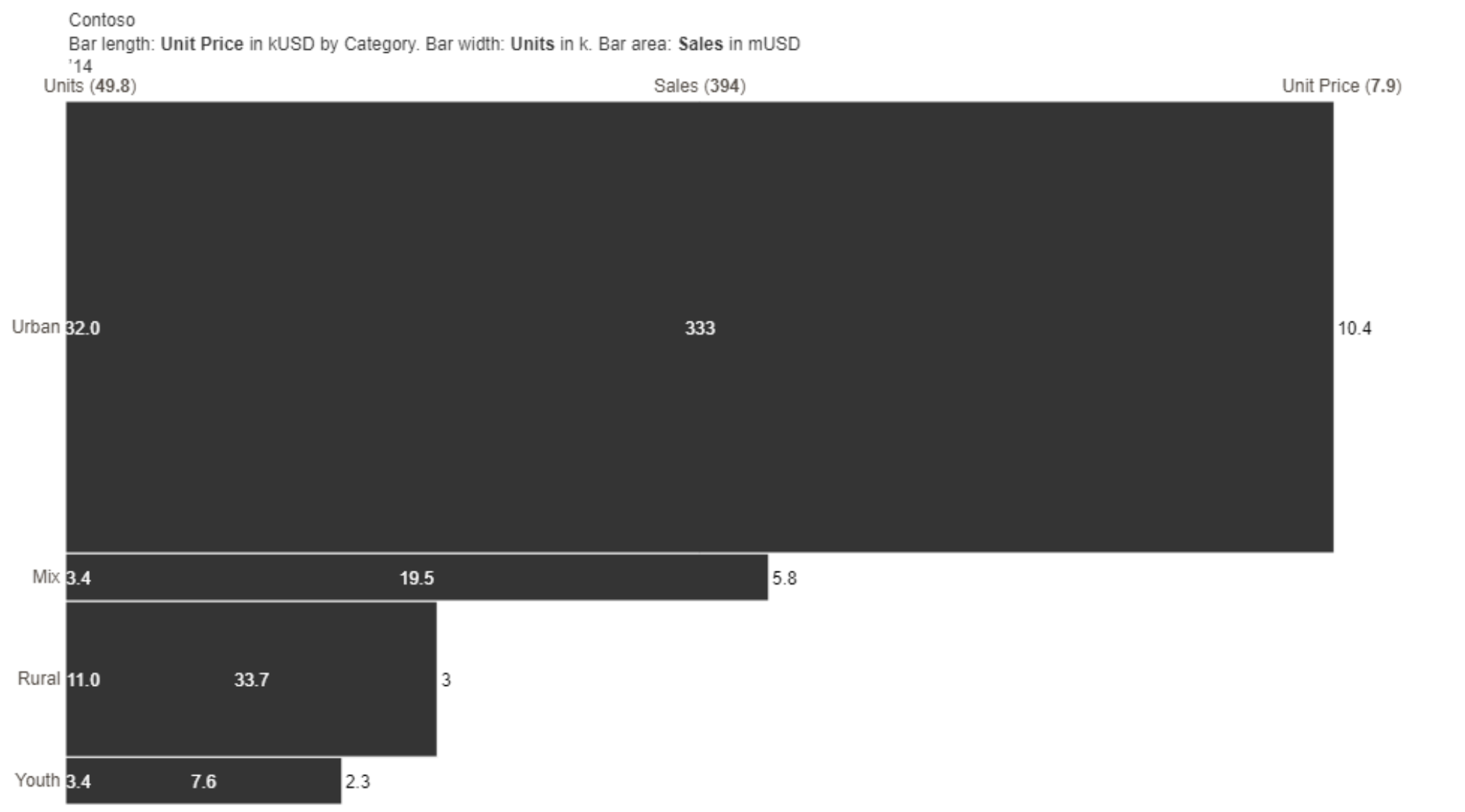
The East region has the highest sales across all segments, making it the most lucrative market for Contoso. Moderation is the most popular segment in all regions, showing broad market appeal. The West region contributes 42% to the All Season segment, indicating a stronger preference for this category compared to other regions, despite having the lowest total sales.



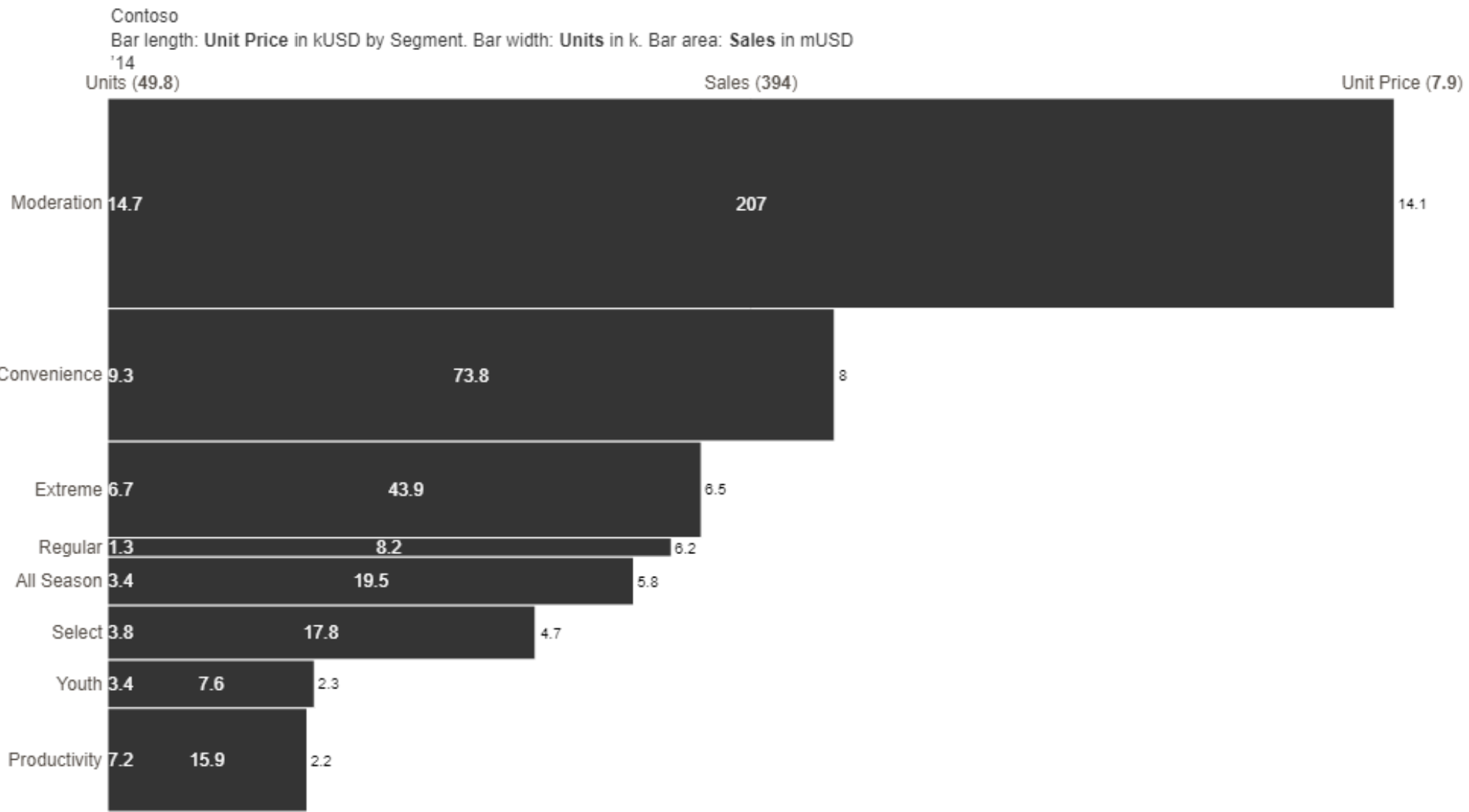
The East region has the highest Urban sales, suggesting a strong market presence compared to Central and West. Urban sales are consistently highest across all regions, indicating strong market preference or higher pricing. Mix and Youth sales are lower in all regions, suggesting lower demand or less effective strategies compared to Urban and Rural.



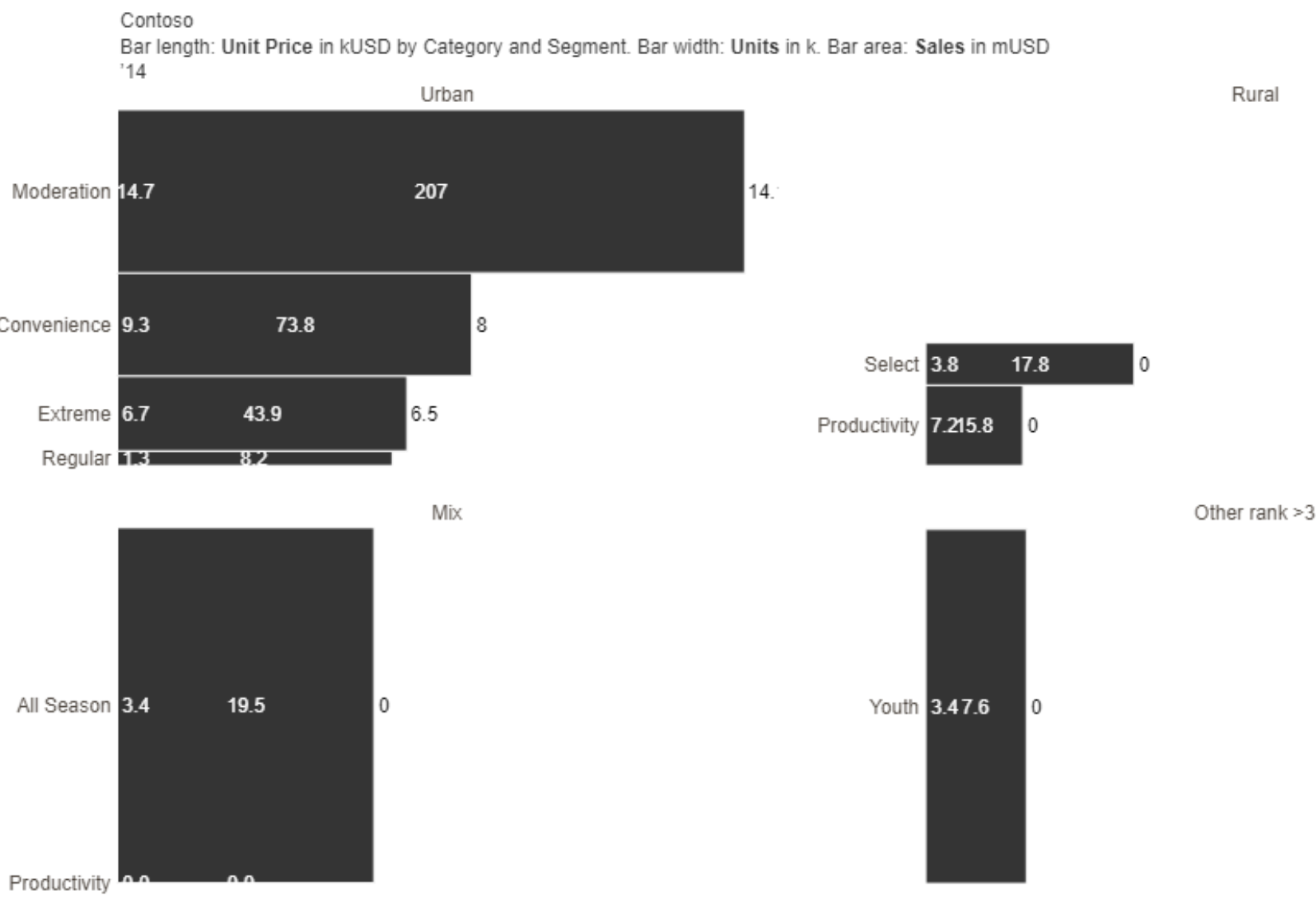
The Urban category leads significantly in sales volume, reaching \$332.9 million. This is substantially higher than any other category. The Urban category also has the highest unit price, suggesting products sold in urban areas are either higher value, have a higher selling price, or cater to a market willing to pay more.



The Moderation segment leads in unit price, volume, and sales, indicating strong demand and pricing power. The Youth and Productivity segments have the lowest prices, targeting price-sensitive customers with affordable products. Convenience and Extreme offer a middle ground in price and volume, balancing value and performance for customers.



The Urban segment has the highest sales, especially in Moderation, suggesting strong demand or premium pricing. Rural shows diversity, with Select achieving higher sales despite a steeper price than Productivity, indicating varied consumer preferences. Mix has a notable gap between All Season and Productivity sales, with All Season showing promise, while Productivity may need reassessment due to minimal sales.



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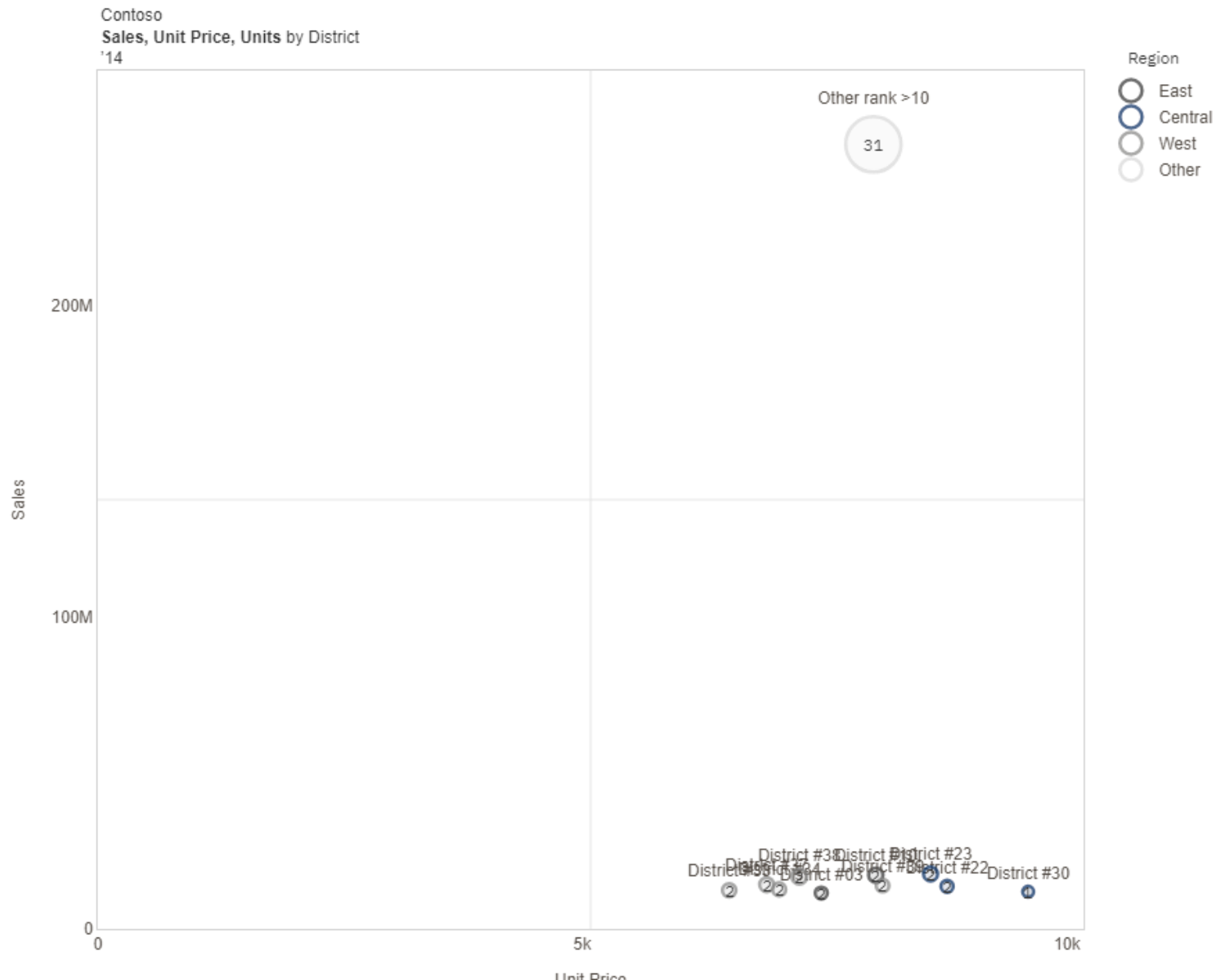
Contoso's 2014 sales data reveals a complex market dynamic, with significant variations across districts and regions. The 'Other rank >10' category, representing smaller districts, dominates in both units sold and total sales, indicating the importance of maintaining a broad and diverse market presence (p.32). The Moderation segment has significantly higher sales and unit prices than other segments, suggesting a focus on premium products. This segment, along with the Convenience segment, has wide acceptance across various regions, catering to a broad audience (p.33).

The Moderation segment led in 2014 sales volume, suggesting high popularity or demand. Segments with higher unit prices had strong sales, indicating successful premium pricing. The Productivity segment had the lowest unit price and a notable -11.0% decrease, possibly to boost sales through lower pricing (p.34). Contoso's sales data by segment and product count shows a focus on the Moderation segment for revenue, while taking a broad approach in the Productivity segment with many products (p.35).

Contoso's sales are 'weakly' concentrated in class A districts, with 27 districts (69%) needed for 80% of sales. Classes B and C have fewer districts but still contribute 15% and 5% of sales, respectively, showing growth potential (p.36). Similarly, 46.9% of states are required to achieve about 80% of Contoso's 2014 sales, indicating a 'weak' concentration of sales in class A states (p.37).

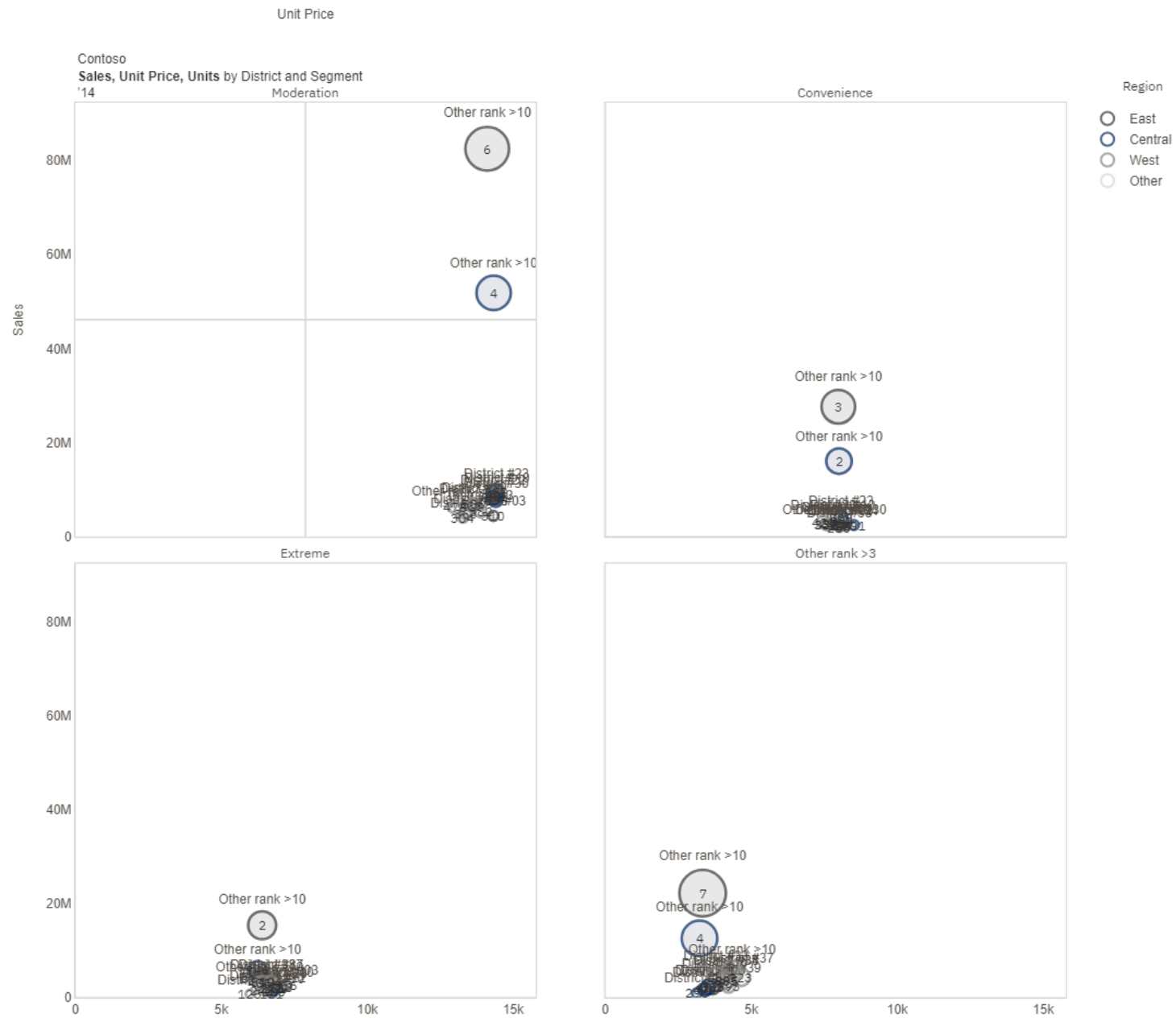
Contoso ABC's sales and units are moderately concentrated among its manufacturers in 2014. The top 5 manufacturers account for 79% of both sales and units, while the top 10 makers contribute 94-95%. The remaining manufacturers have a relatively minor influence. The concentration percentages of units sold by manufacturers are very close to the corresponding percentages for sales, suggesting that top manufacturers maintain a similar proportion of units relative to their sales contributions (p.38).

Contoso's 2014 sales data shows a complex market dynamic, with significant variations across districts and regions. The 'Other rank >10' category, representing smaller districts, dominates in both units sold and total sales. This indicates a significant portion of Contoso's business comes from a collective of smaller districts rather than a few large ones. These districts collectively contribute significantly to the company's sales and units sold, highlighting the value of maintaining a broad and diverse market presence.

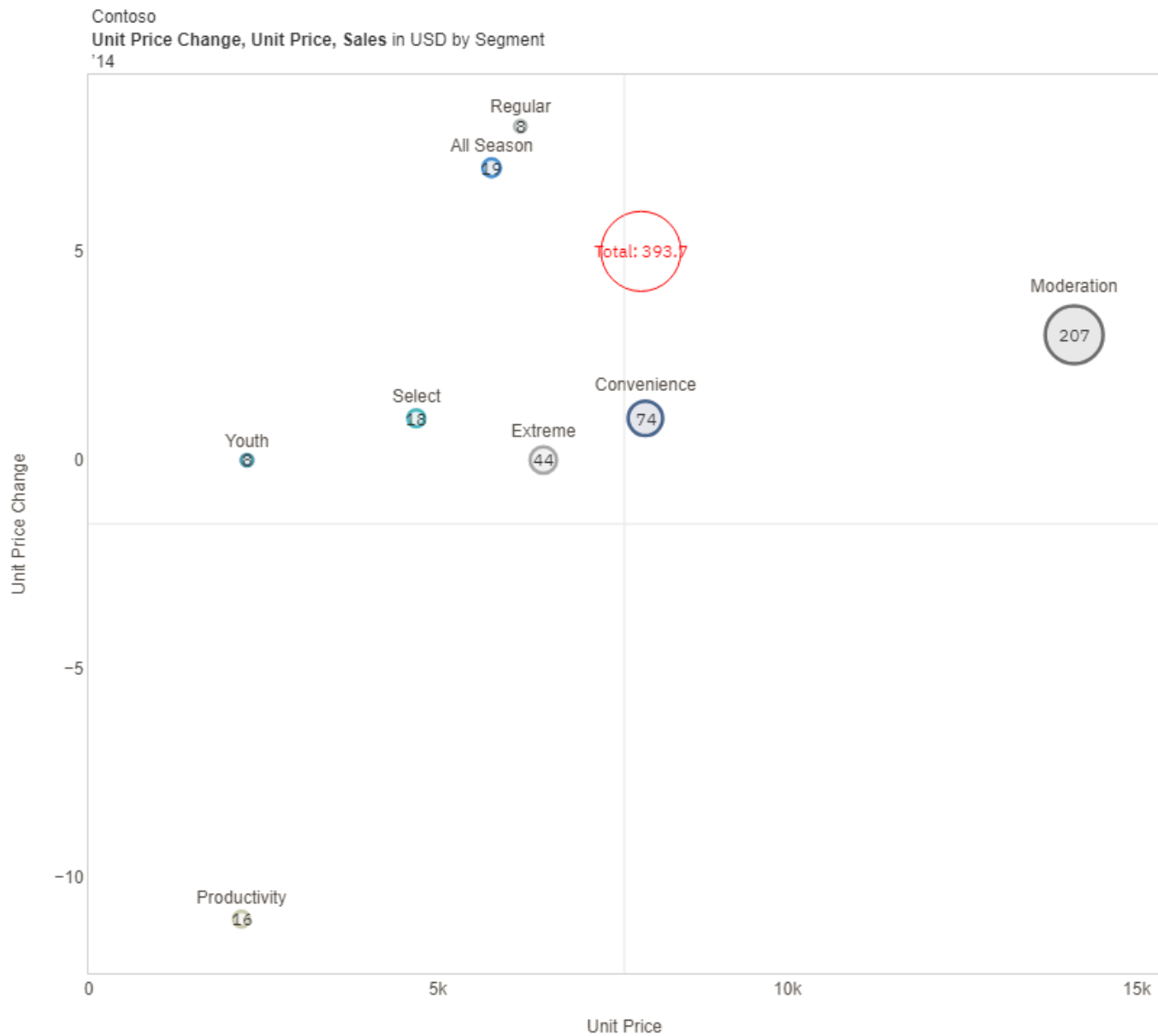




Contoso's Moderation segment has significantly higher sales and unit prices than other segments, suggesting a focus on premium products. The Moderation and Convenience segments have wide acceptance across various regions, catering to a broad audience. Sales are concentrated in specific districts within segments, especially in Moderation, possibly indicating strategic locations or high-potential districts.



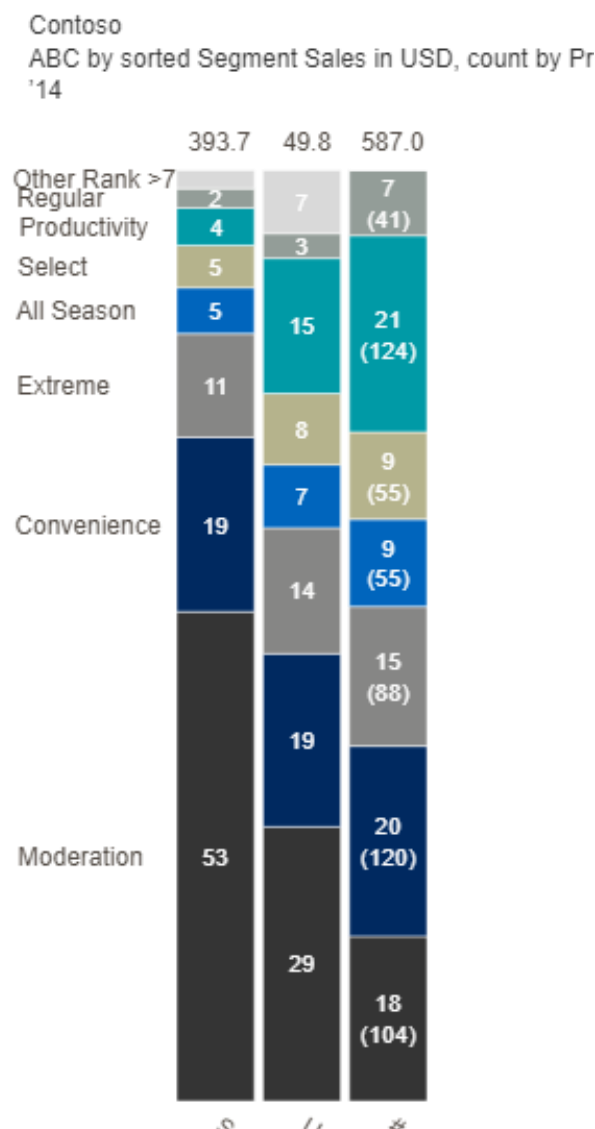
Contoso's Moderation segment led in 2014 sales volume, suggesting high popularity or demand. Segments with higher unit prices had strong sales, indicating successful premium pricing. Other segments saw significant price changes, likely to reposition or respond to the market. The Productivity segment had the lowest unit price and a notable -11.0% decrease, possibly to boost sales through lower pricing.



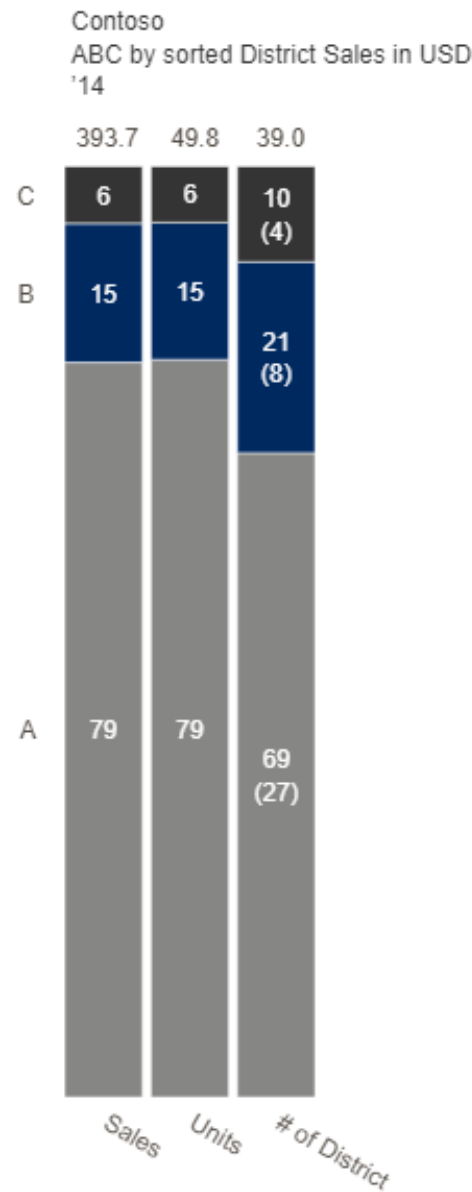
Contoso's sales data by segment and product count shows a focus on the Moderation segment for revenue. They take a broad approach in the Productivity segment with many products. There may be room for improvement in the lower-performing segments.

The Moderation segment leads in both sales and units. It contributes the most to Contoso's revenue and volume. Moderation has higher-priced products or a higher value per unit sold compared to other segments.

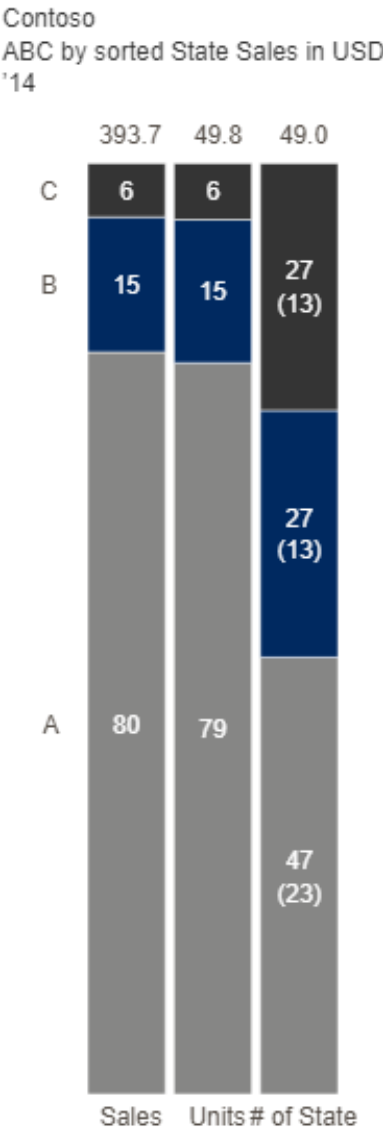
Productivity has the fourth-highest sales but a high percentage of units and the most products. This points to a strategy of variety and volume, likely serving a wide market with affordable options.



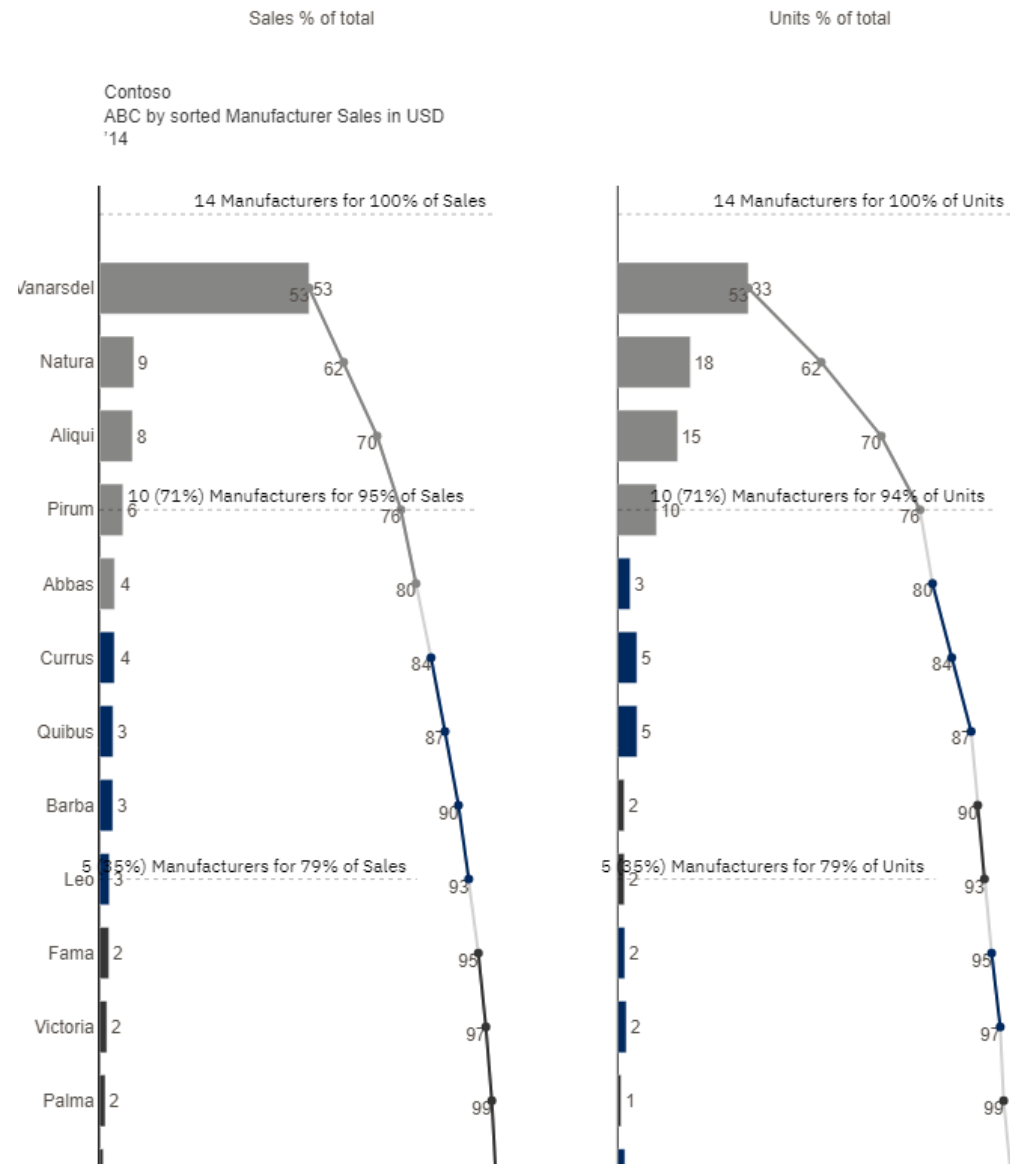
Contoso's sales are 'weakly' concentrated in class A districts, with 27 districts (69%) needed for 80% of sales. Sales are spread out, not focused in top districts. Classes B and C have fewer districts (8 and 4) but still contribute 15% and 5% of sales. Maintain class A sales, but classes B and C show growth potential. Moving districts from B to A or C to B could boost overall sales.



46.9% of states are required to achieve about 80% of Contoso's 2014 sales, indicating a 'weak' concentration of sales in class A states. The top-performing states are a significant portion of the total, diluting the typical concentration effect seen in a strong Pareto distribution. Class A states have a slightly lower percentage of total units compared to their percentage of total sales, suggesting they might be selling higher-value items. Classes B and C have an equal distribution of states and significantly contribute to sales and units, showing potential for targeted growth strategies.



Contoso ABC's sales and units are moderately concentrated among its manufacturers in 2014. The top 5 manufacturers account for 79% of both sales and units, while the top 10 makers contribute 94-95%. The remaining manufacturers have a relatively minor influence. The concentration percentages of units sold by manufacturers are very close to the corresponding percentages for sales, with only a 1% difference for the B class manufacturers. This suggests that top manufacturers maintain a similar proportion of units relative to their sales contributions. The color consistency in the line graph across the A, B, and C units classes implies that manufacturers within a given sales class have roughly the same share of units as they do sales.



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The company faced a challenging decade from 2004 to 2014, with an overall sales CAGR of -3.2% (p.41, p.42). The global financial crisis of 2008 had a severe impact on the business, leading to sharp declines in sales across most states (p.43). However, Texas showed resilience with a slight positive CAGR of 0.2%, while California, Pennsylvania, and Michigan faced significant declines (p.43). Despite consistent increases in unit prices, the company struggled to maintain sales levels (p.42).

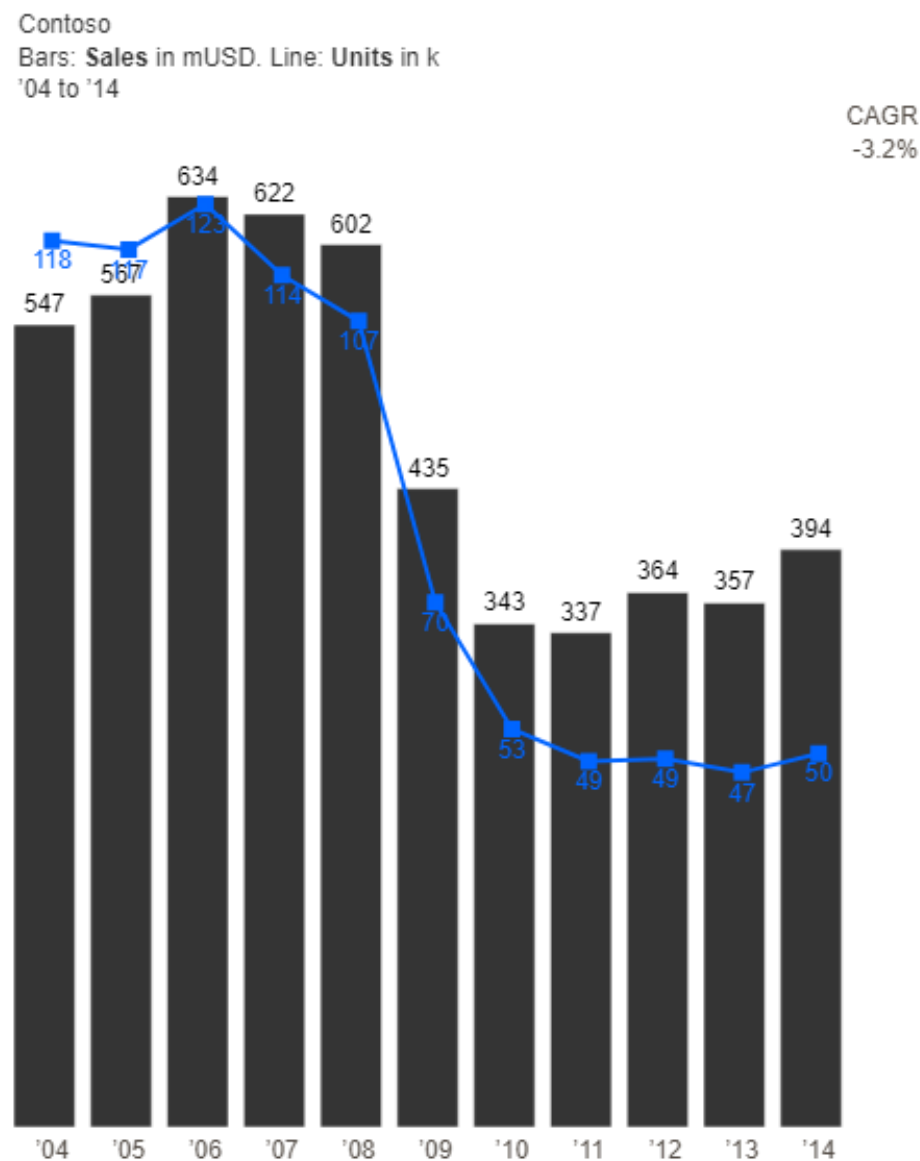
Consumer preferences and market dynamics shifted across different segments during this period (p.44). The Urban segment consistently had the highest sales volume, while the Rural segment declined significantly, especially after 2008 (p.44). The Mix segment grew robustly, suggesting increasing consumer preference for products blending urban and rural characteristics (p.44). The Youth segment was volatile, peaking in 2008 before declining, possibly due to changing tastes influenced by trends, technology, or economic factors (p.44).

In 2014, the business saw strong year-over-year sales growth of 10%, with an increase of \$36.3 million (p.45). February and May had the highest growth at 23% each, likely due to seasonal or strategic factors (p.45). Nearly all months showed consistent growth, except for a slight 3% decline in December (p.45).

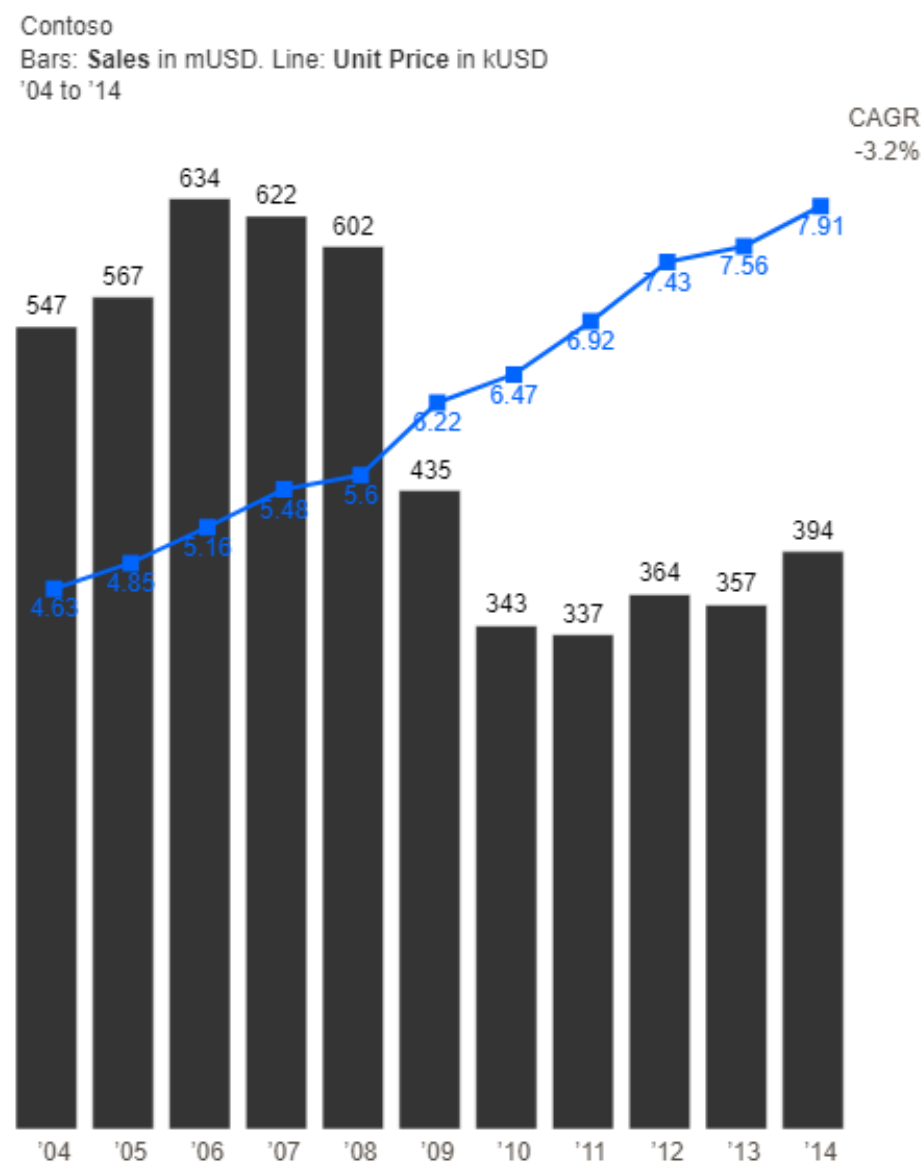
The company's performance highlights the need for strategic reassessment of pricing, cost management, and market positioning (p.42). The evolving consumer behaviors and economic conditions call for dynamic, adaptable market strategies (p.44). The success of high-growth months could be replicated with further investigation and planning, while the December decline and modest mid-year increases highlight areas for optimization (p.45).



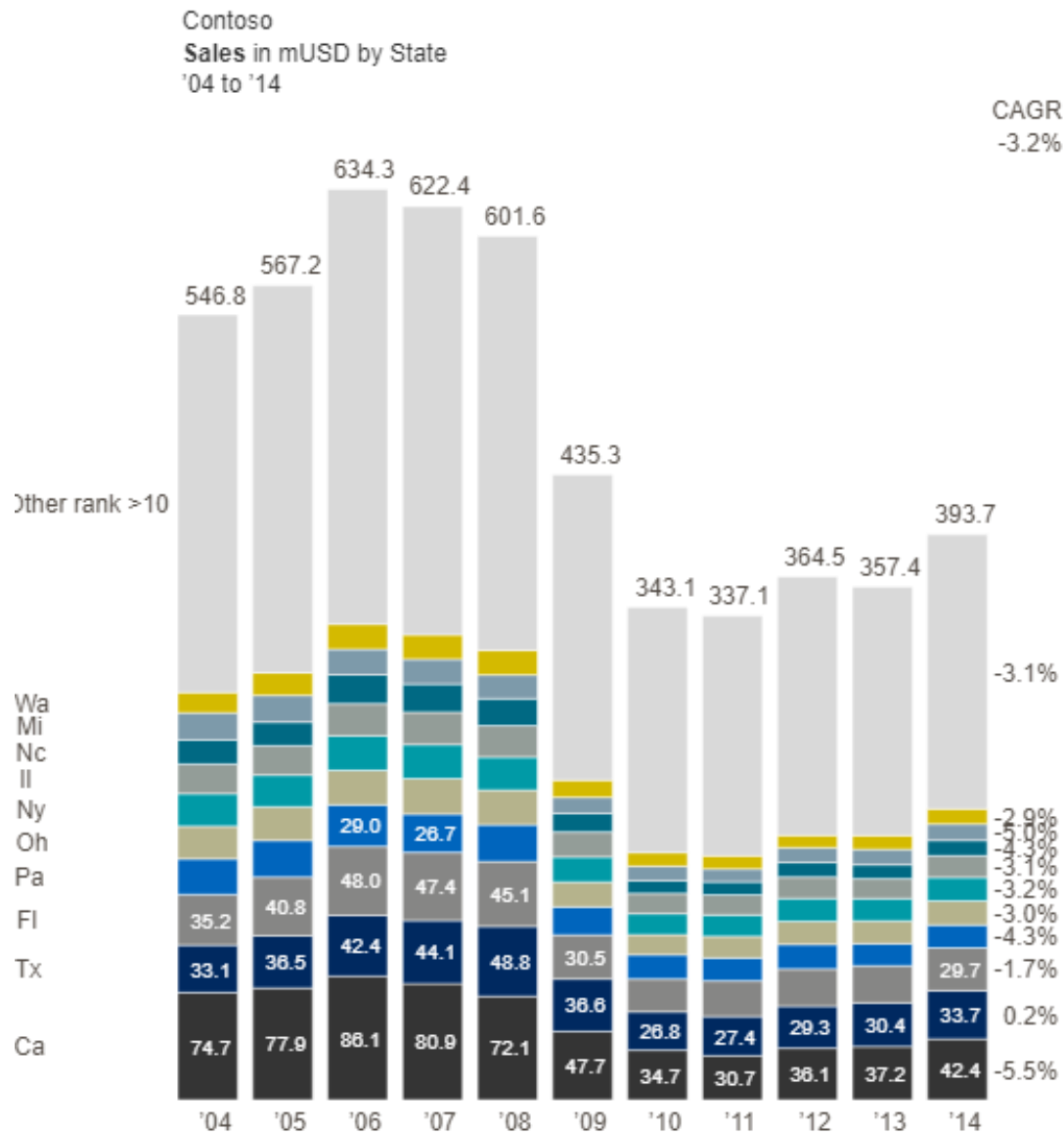
The business had a tough time from 2004 to 2014, with sales revenue and units sold dropping at a CAGR of -3.2%. The biggest drops were between 2008 and 2010, probably due to the 2008 financial crisis. There was a small recovery from 2012 to 2014, but the overall market suggests the company needs to rethink its strategy to start growing again.



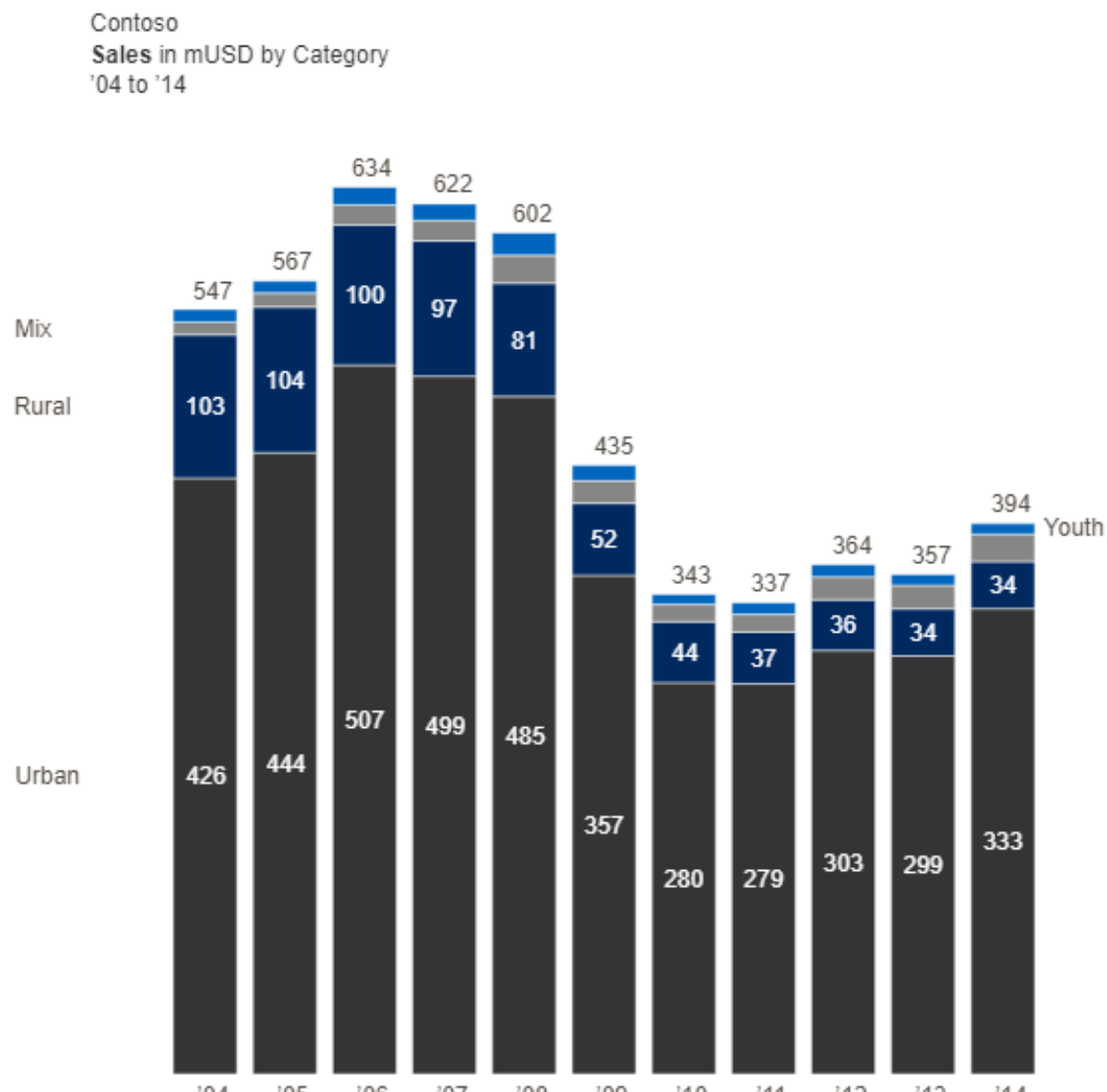
The business faced a decreasing sales trend from 2004 to 2014, with a CAGR of -3.2%, despite a consistent increase in unit price. The sharp decline in sales after 2008 highlights the impact of the global financial crisis. Although there were recovery attempts post-2009, sales in 2014 remained below 2004 levels, emphasizing the need for strategic reassessment of pricing, cost management, and market positioning.



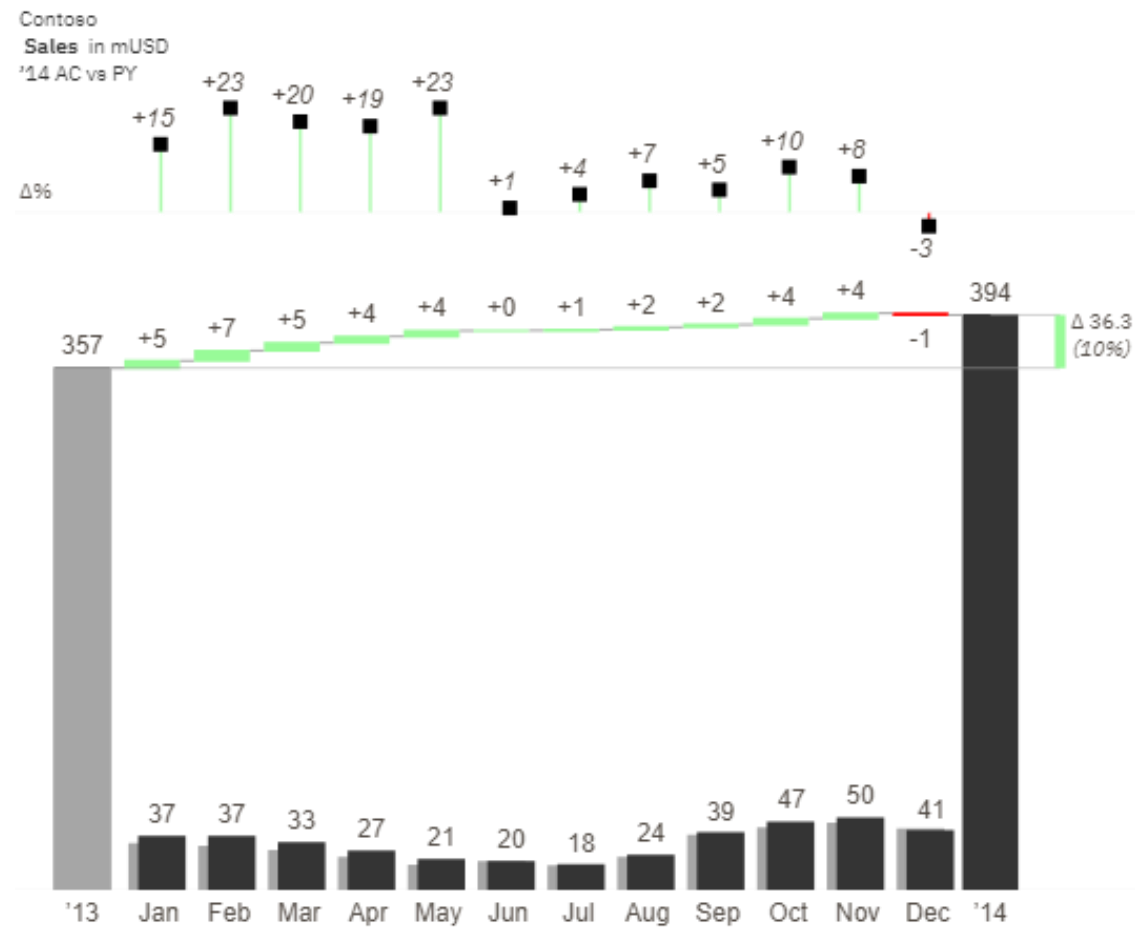
From 2004 to 2014, the business saw varied performance across different states. Overall sales CAGR was -3.2%, showing a general decline. However, Texas showed resilience with a slight positive CAGR of 0.2%. California, Pennsylvania, and Michigan faced significant declines. The sharp drop in sales for many states from 2008 to 2010 reflects the severe impact of the 2008 financial crisis. The period was challenging for sales across most states, with notable exceptions and variances that suggest the influence of regional factors and the potential for targeted strategies to mitigate declines or capitalize on growth opportunities.



From 2004 to 2014, the business faced shifting consumer preferences and market dynamics across different segments. The Urban segment consistently had the highest sales volume, despite declining after 2008. The Rural segment declined significantly, especially from 2008 onwards. Meanwhile, the Mix segment grew robustly, suggesting increasing consumer preference for products blending urban and rural characteristics. The Youth segment was volatile, peaking in 2008 before declining, possibly due to changing tastes influenced by trends, technology, or economic factors. These evolving consumer behaviors and economic conditions call for dynamic, adaptable market strategies.



The business saw strong year-over-year sales growth of 10% in 2014, with an increase of \$36.3 million. February and May had the highest growth at 23% each, likely due to seasonal or strategic factors. Nearly all months showed consistent growth, except for a slight 3% decline in December. The high-growth months' success could be replicated with further investigation and planning, while the December decline and modest mid-year increases highlight areas for optimization.



Executive summary

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At a glance

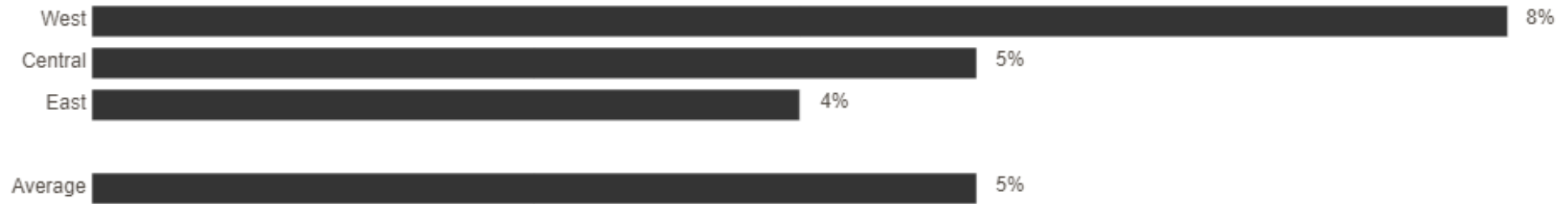
Sales breakdown

Data insights

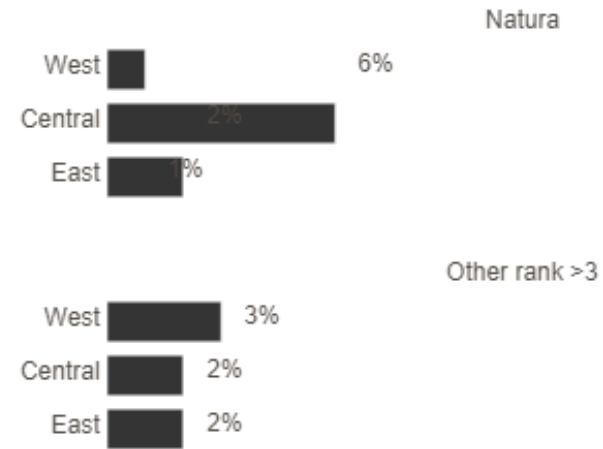
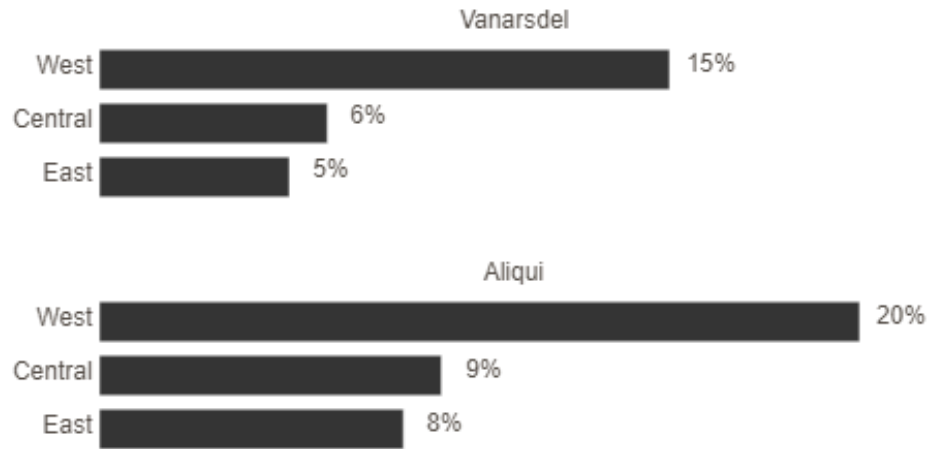
Trends

**Backup**

Contoso  
Units Growth Rate by Region  
'14



Contoso  
Units Growth Rate by Manufacturer and Region  
'14

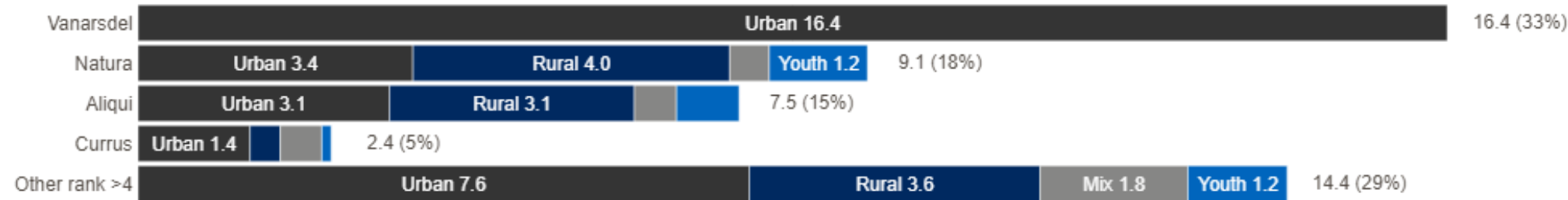




Contoso

Units in k by Manufacturer and Category  
'14

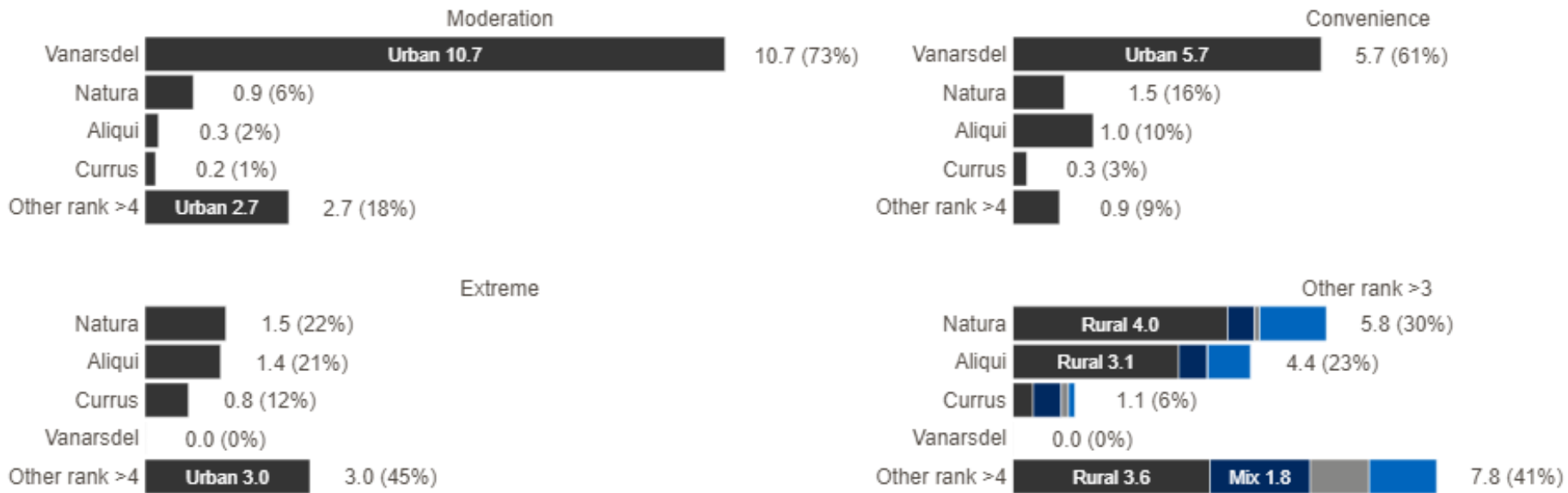
Total  
49.8



Contoso

Units in k by Segment, Manufacturer and Category

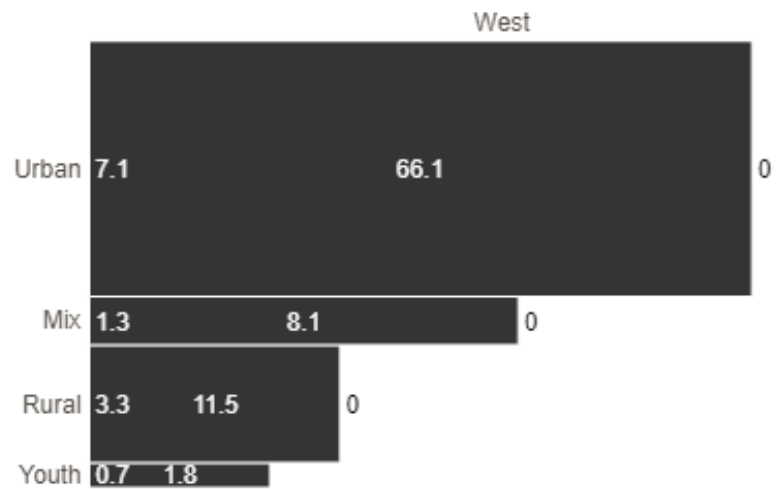
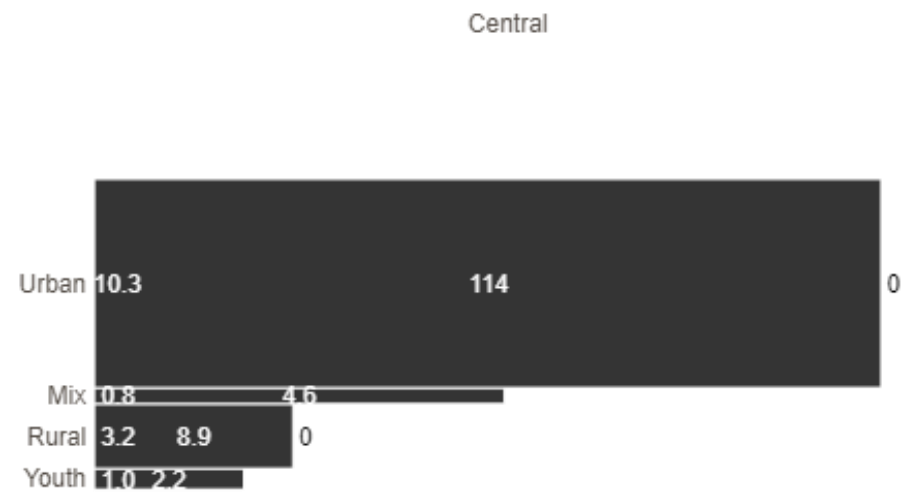
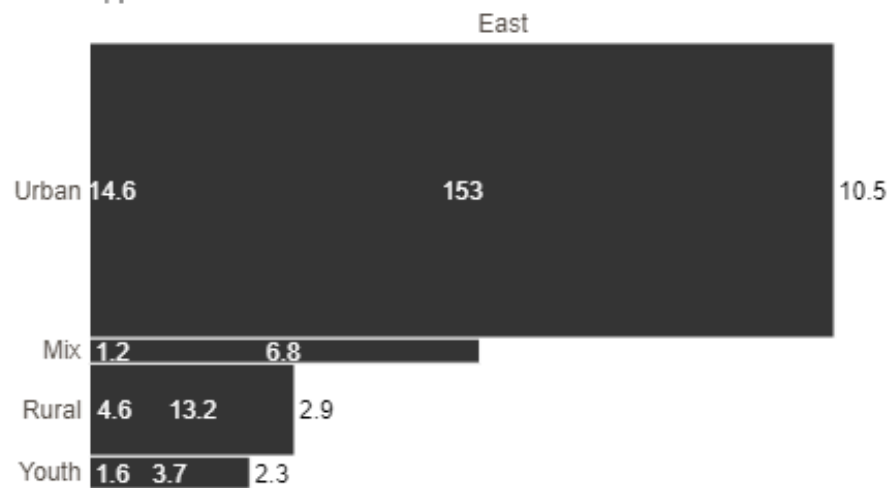
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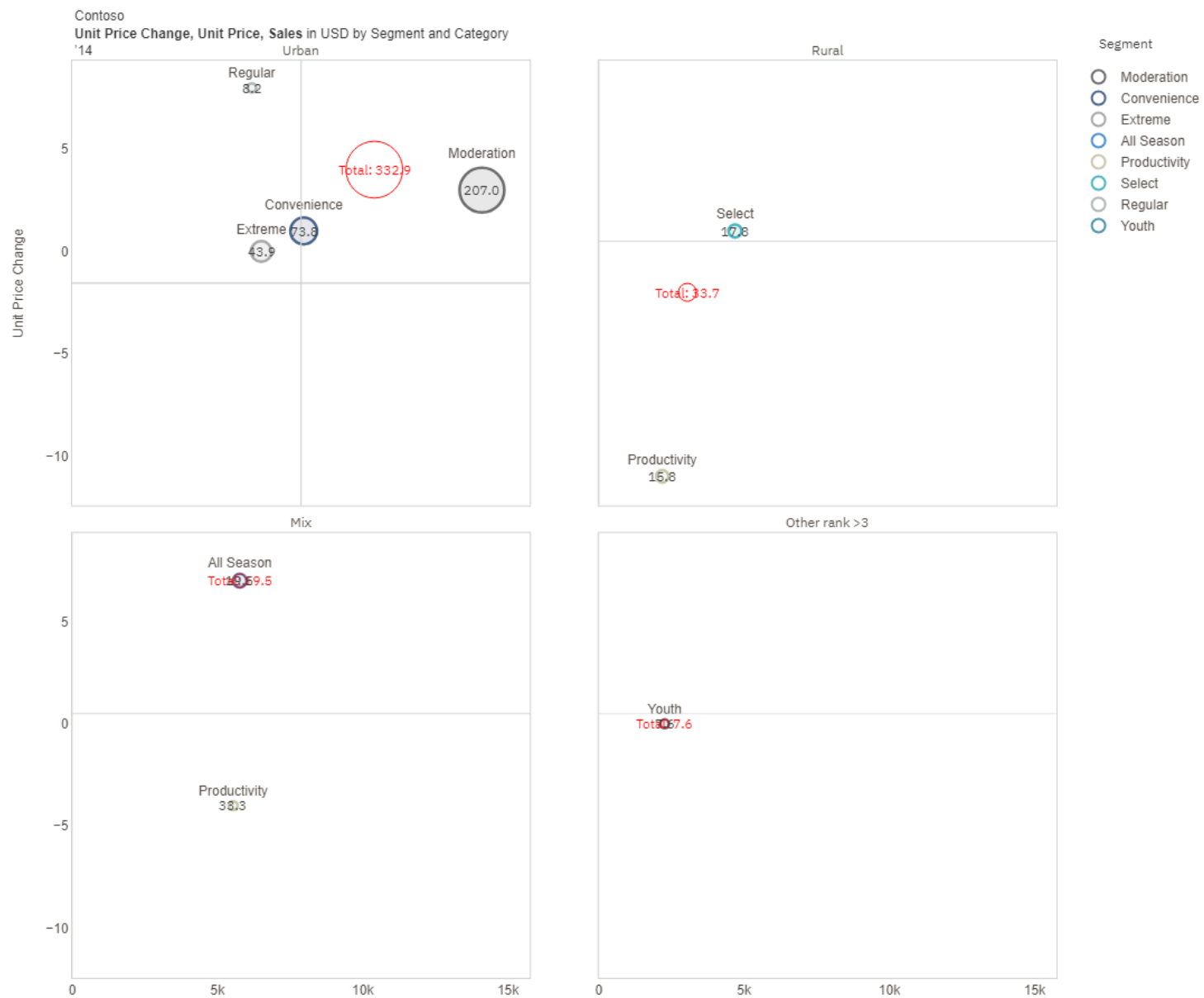


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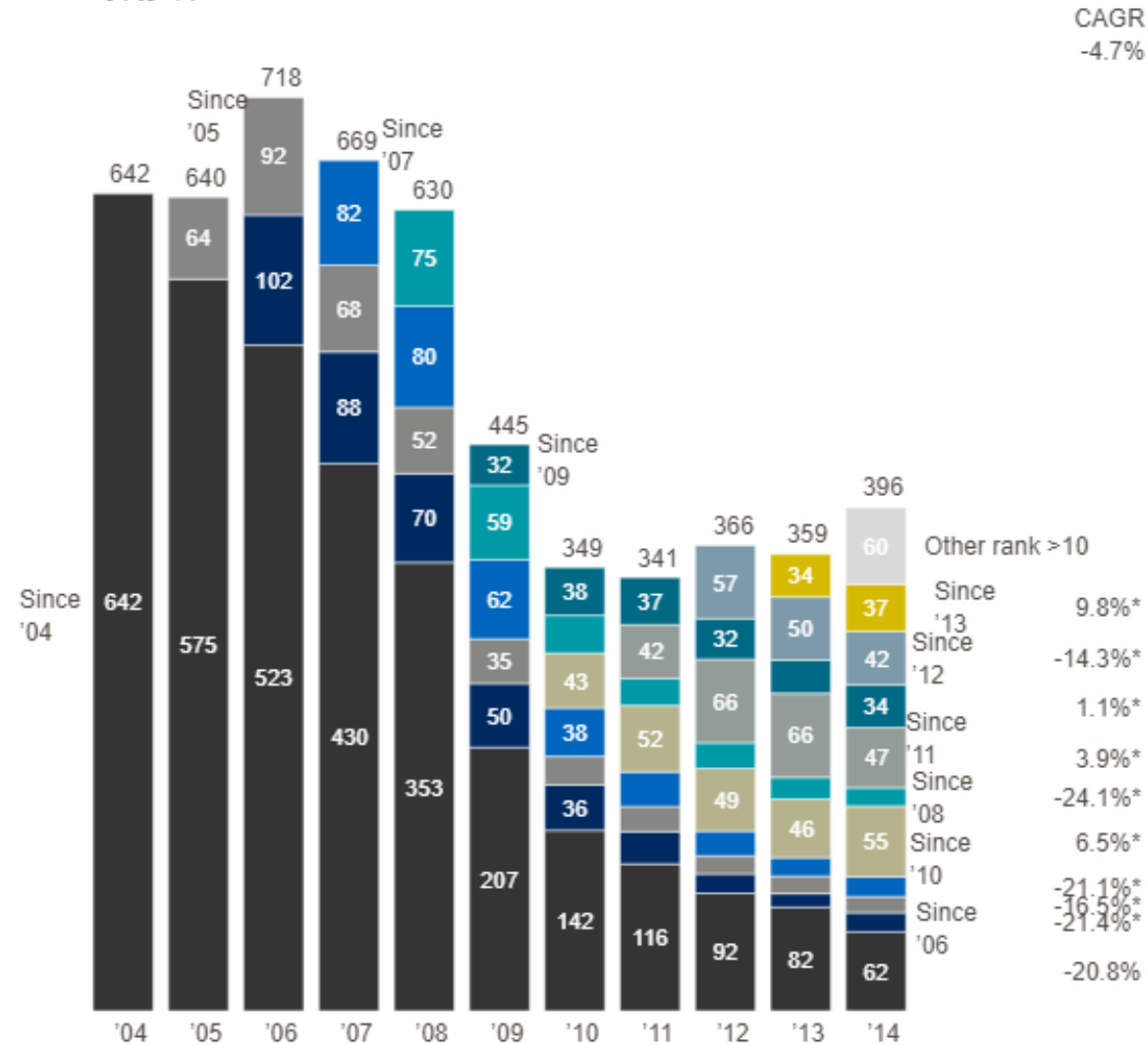
Bar length: Unit Price in kUSD by Region and Category. Bar width: Units in k. Bar area: Sales in mUSD

'14

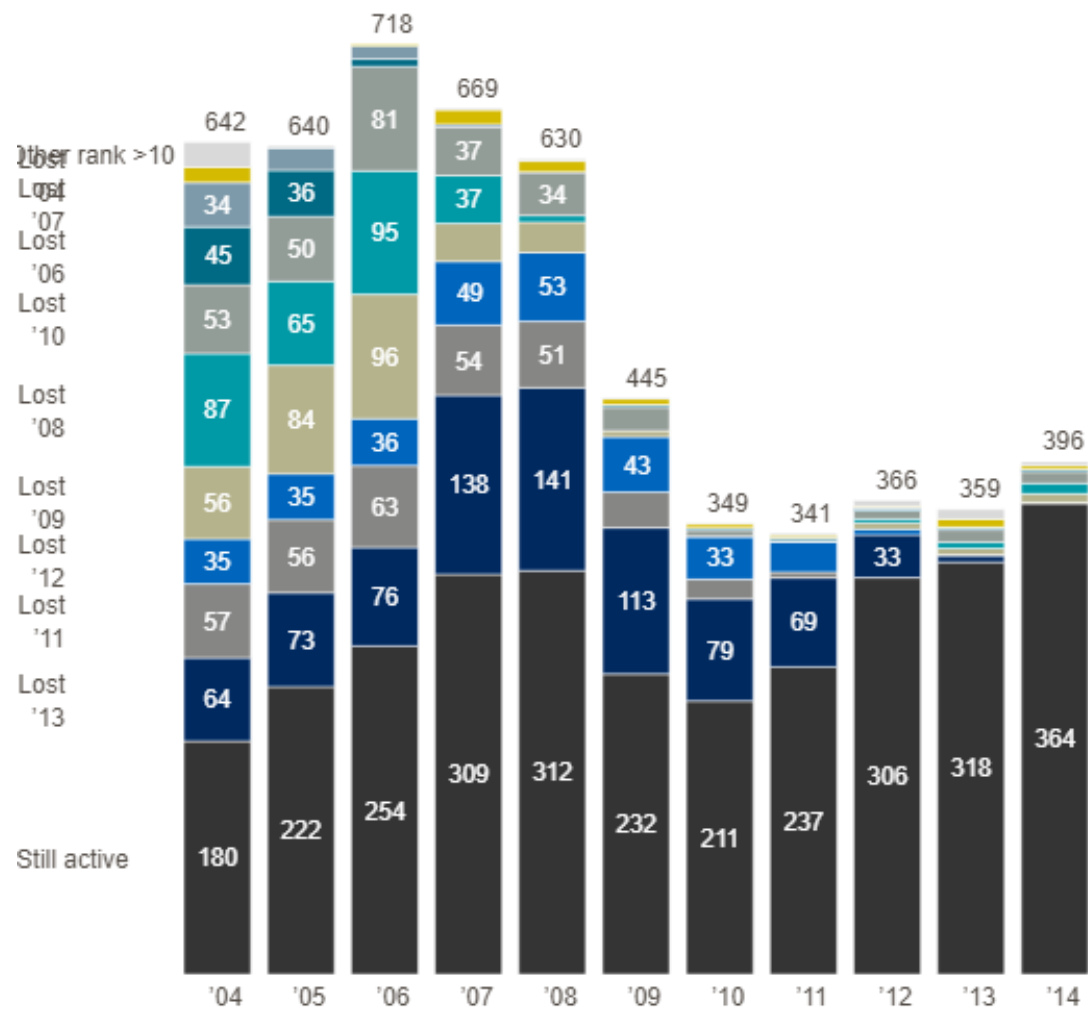




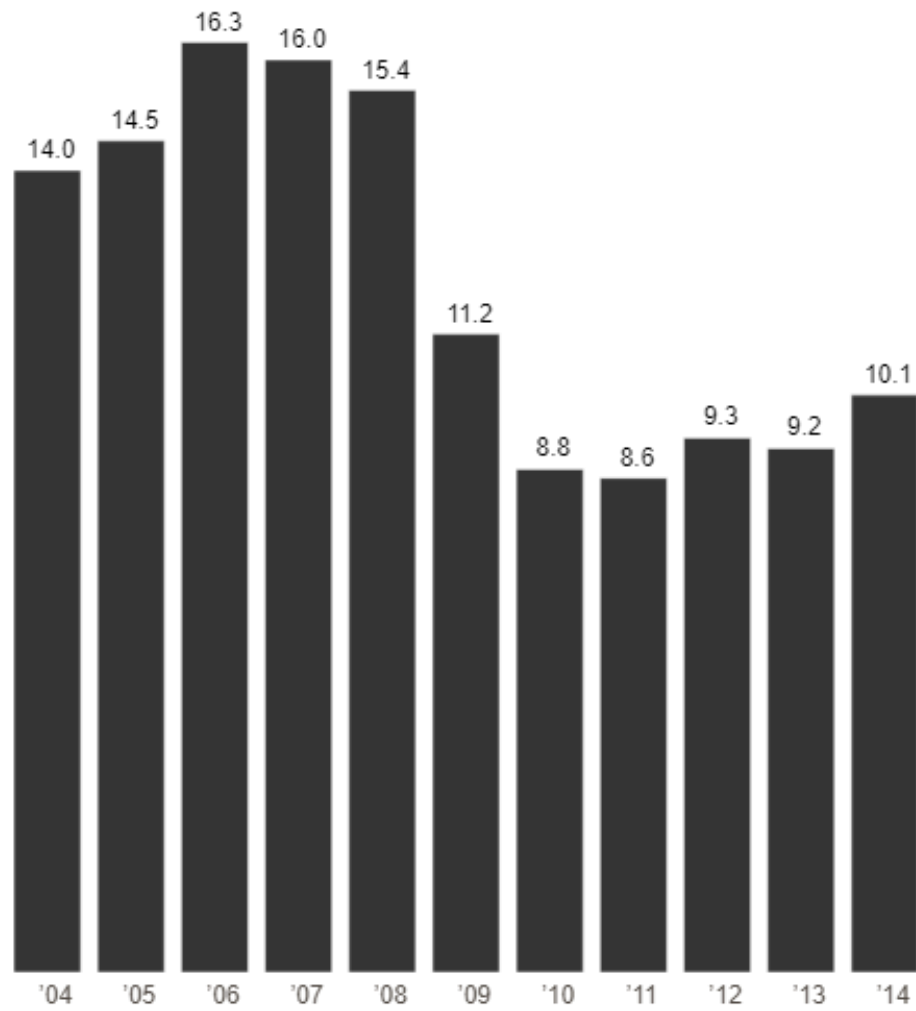
Contoso  
Sales in mUSD by Product\_Since  
'04 to '14



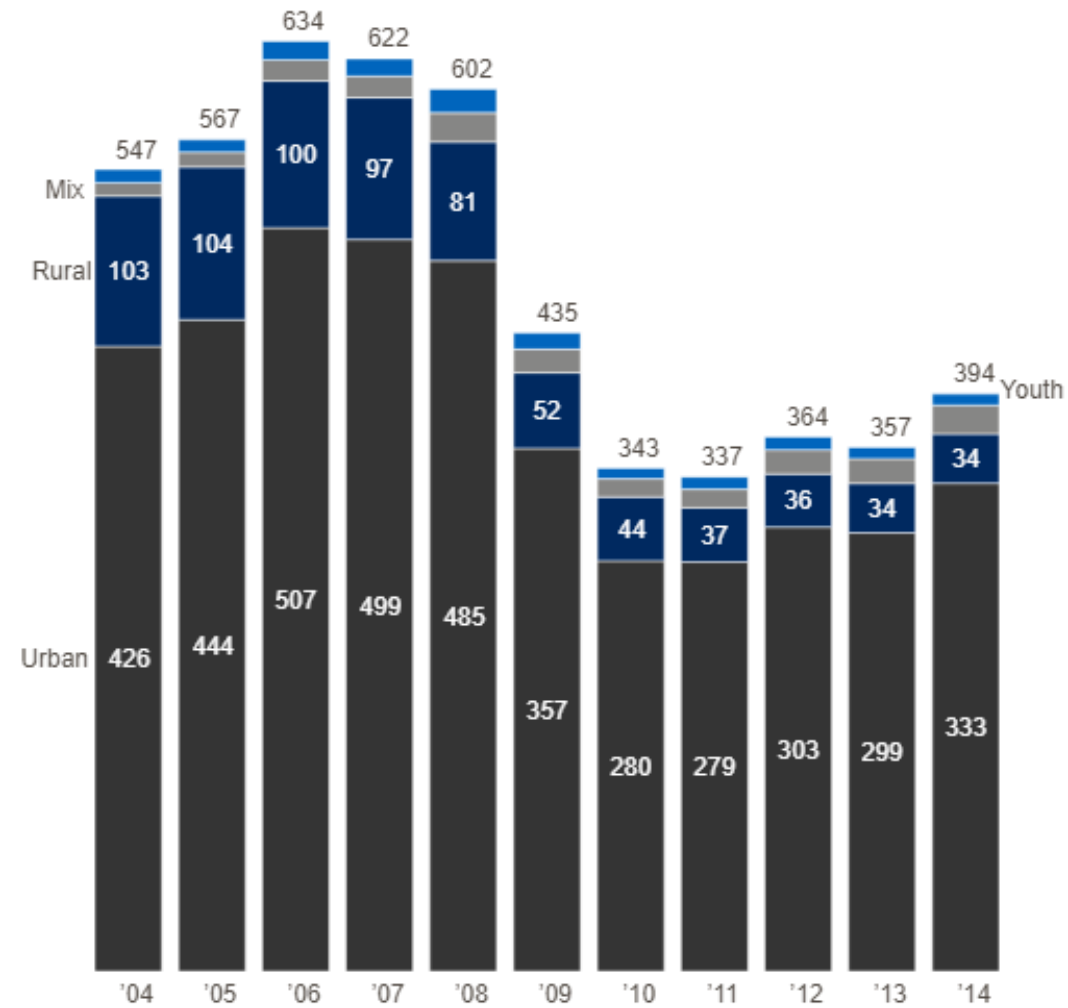
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Sales in mUSD by Product\_Lost  
'04 to '14



Contoso  
Sales by District in mUSD  
'04 to '14

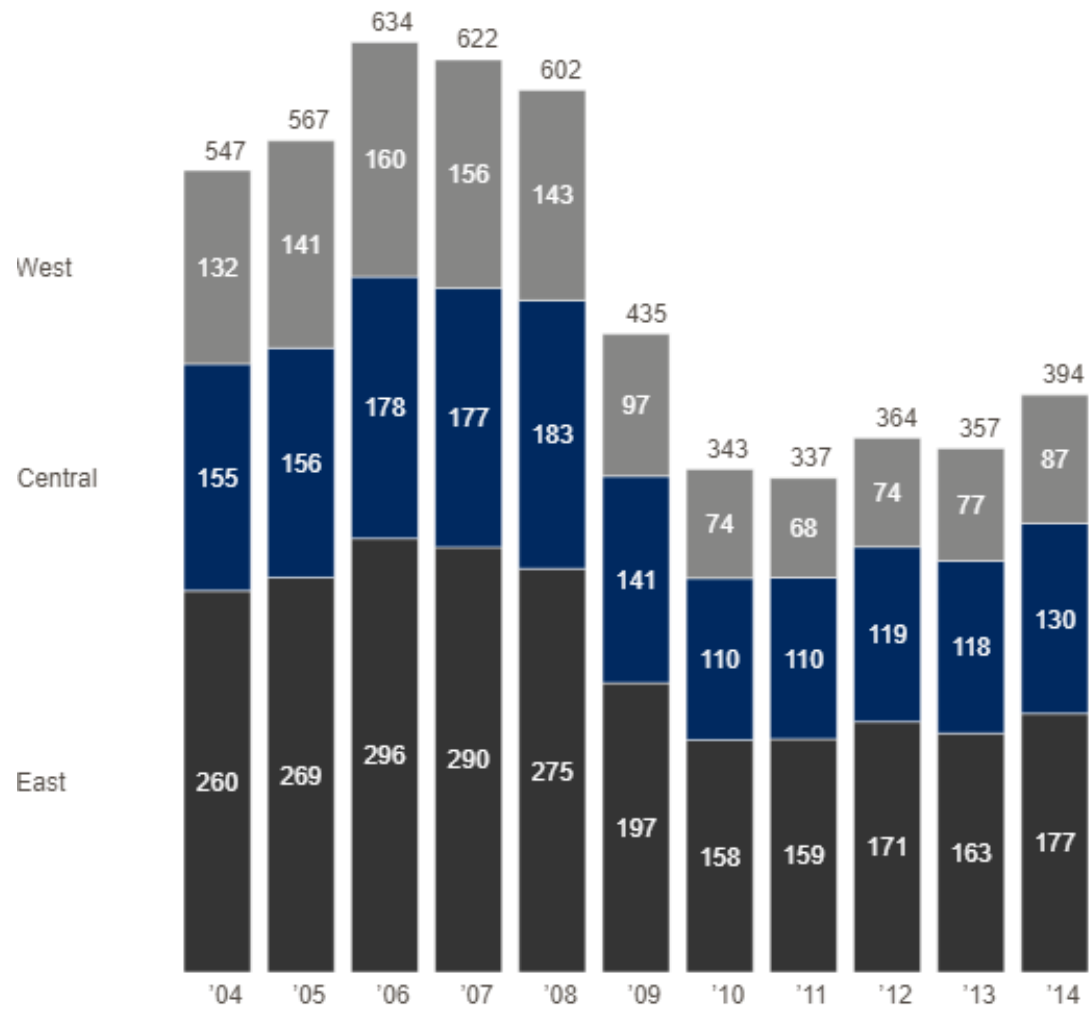


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Sales in mUSD by Category like-for-like Segment '04 to '14  
'04 to '14

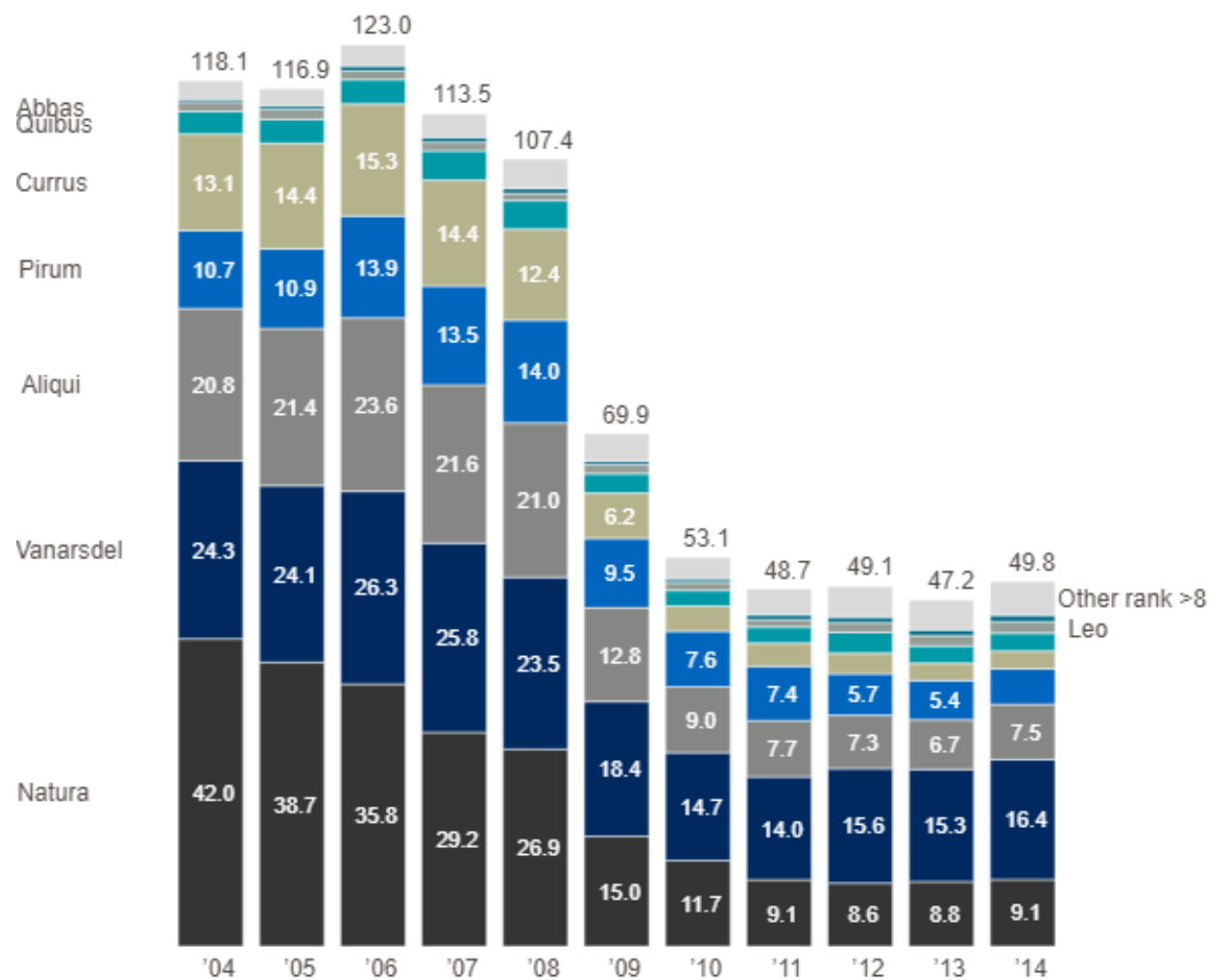




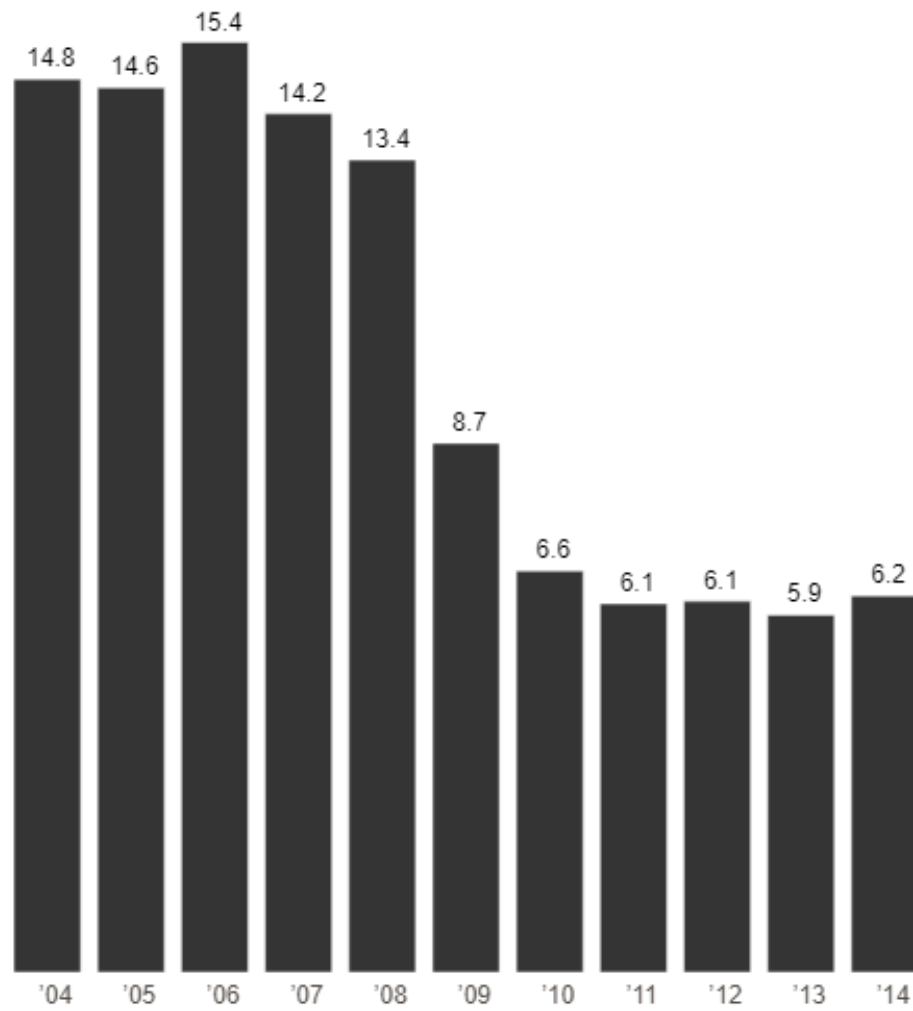
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Sales in mUSD by Region  
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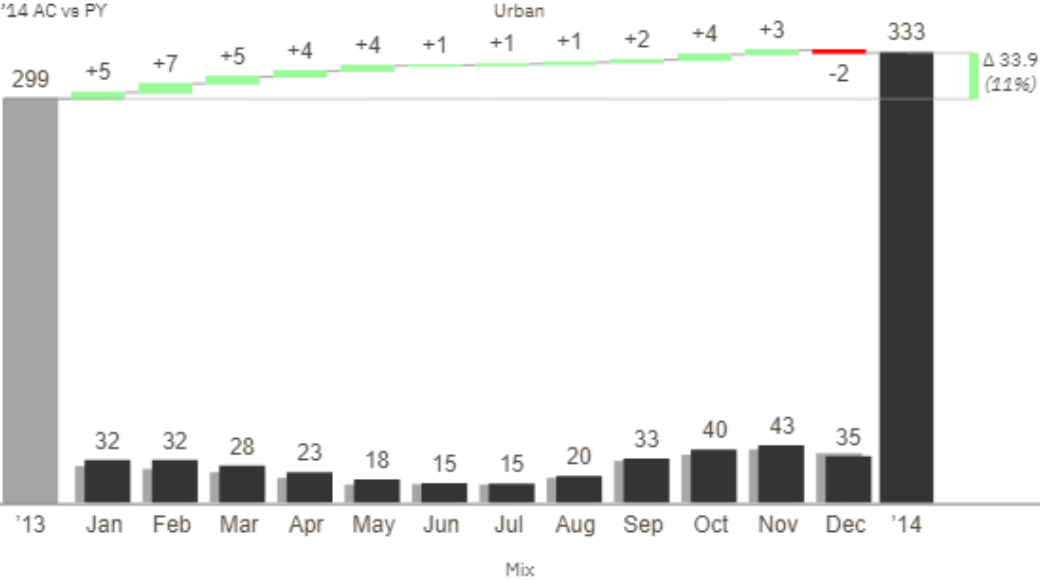
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Units in k by Manufacturer  
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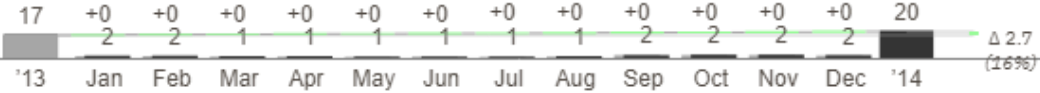
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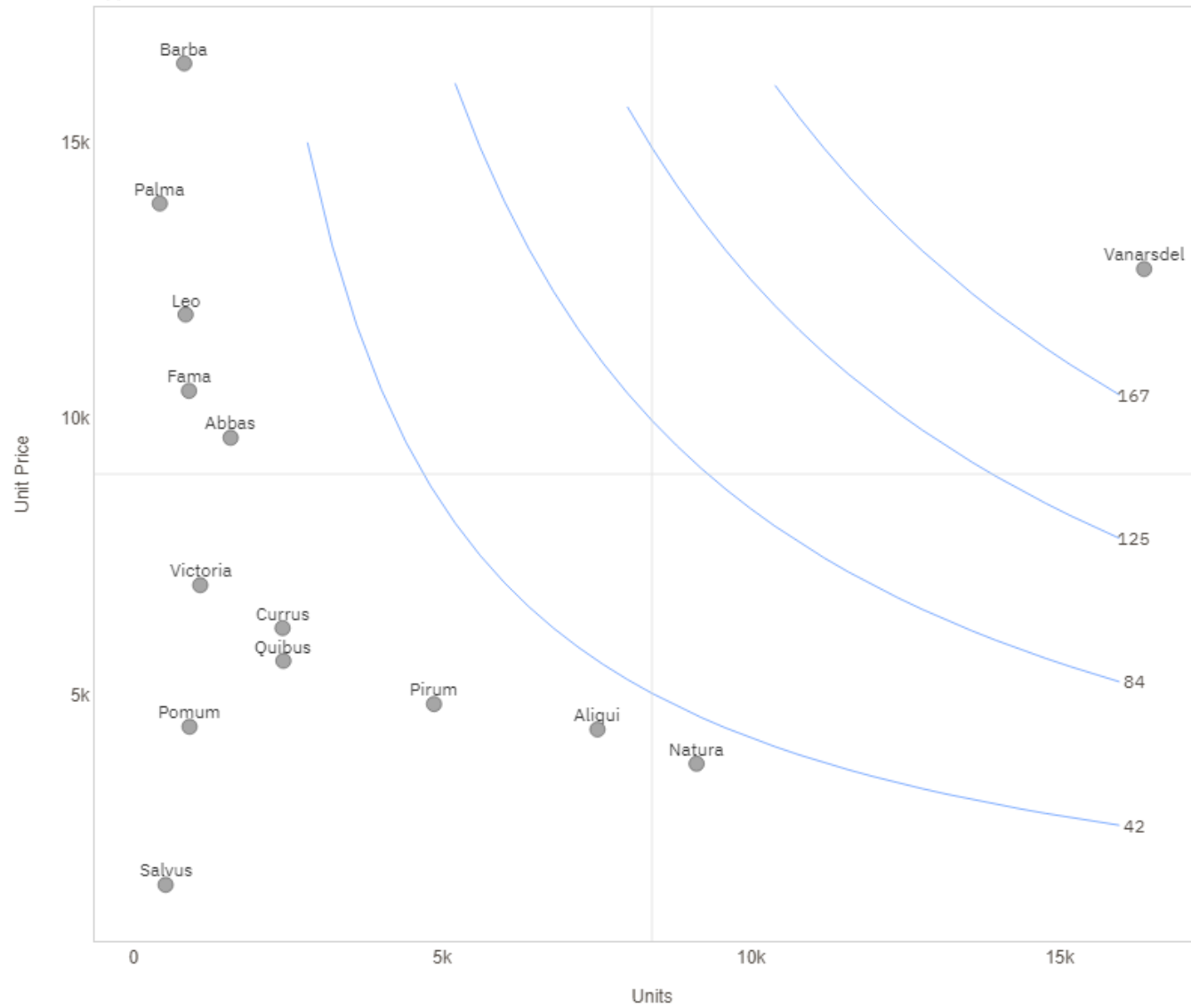
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Sales in mUSD by Category  
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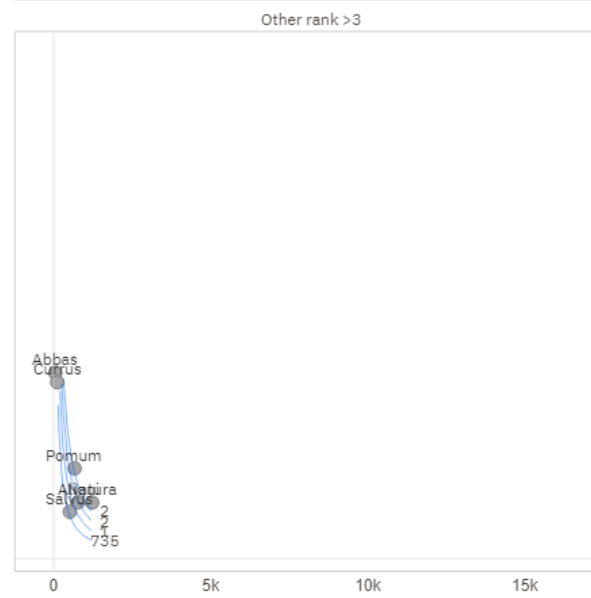
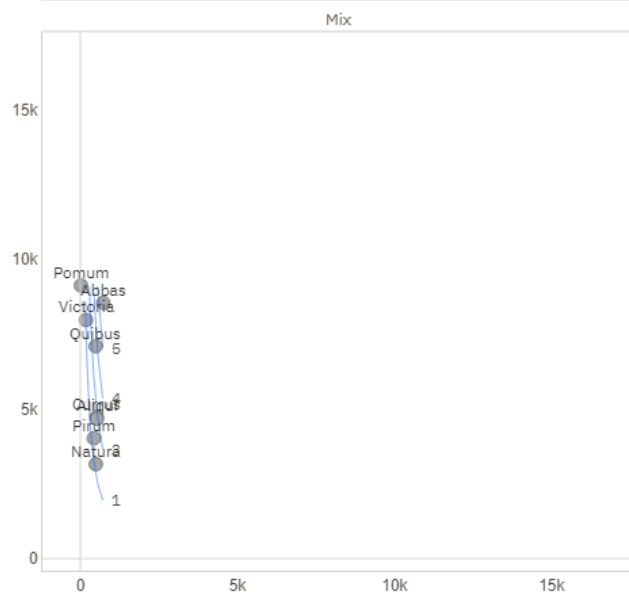
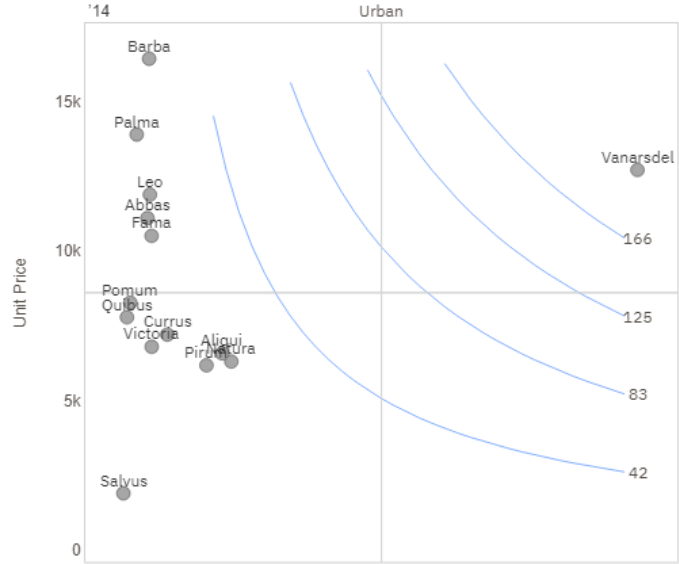
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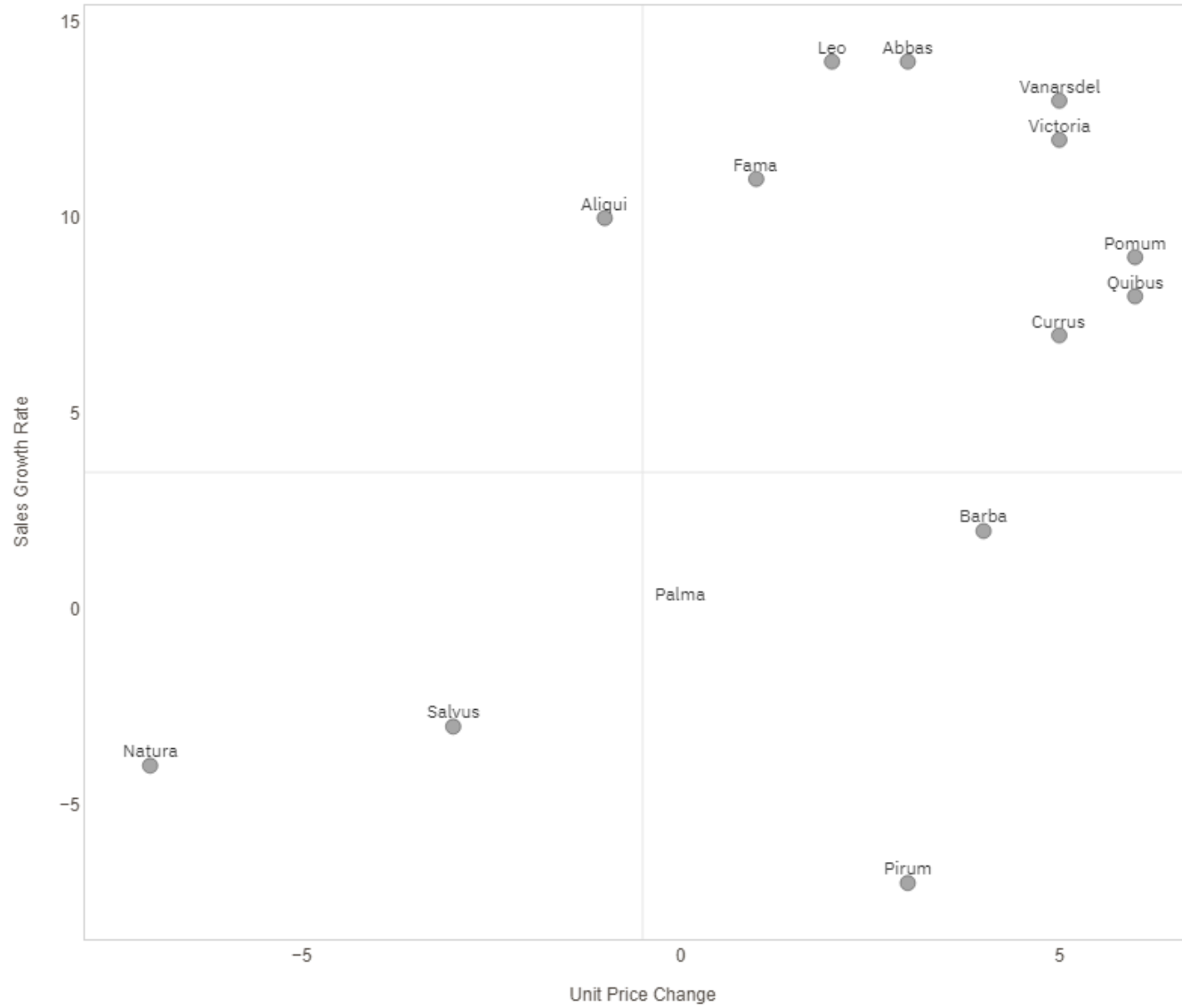
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Unit Price, Units, Sales in USD aggregated by Manufacturer  
'14

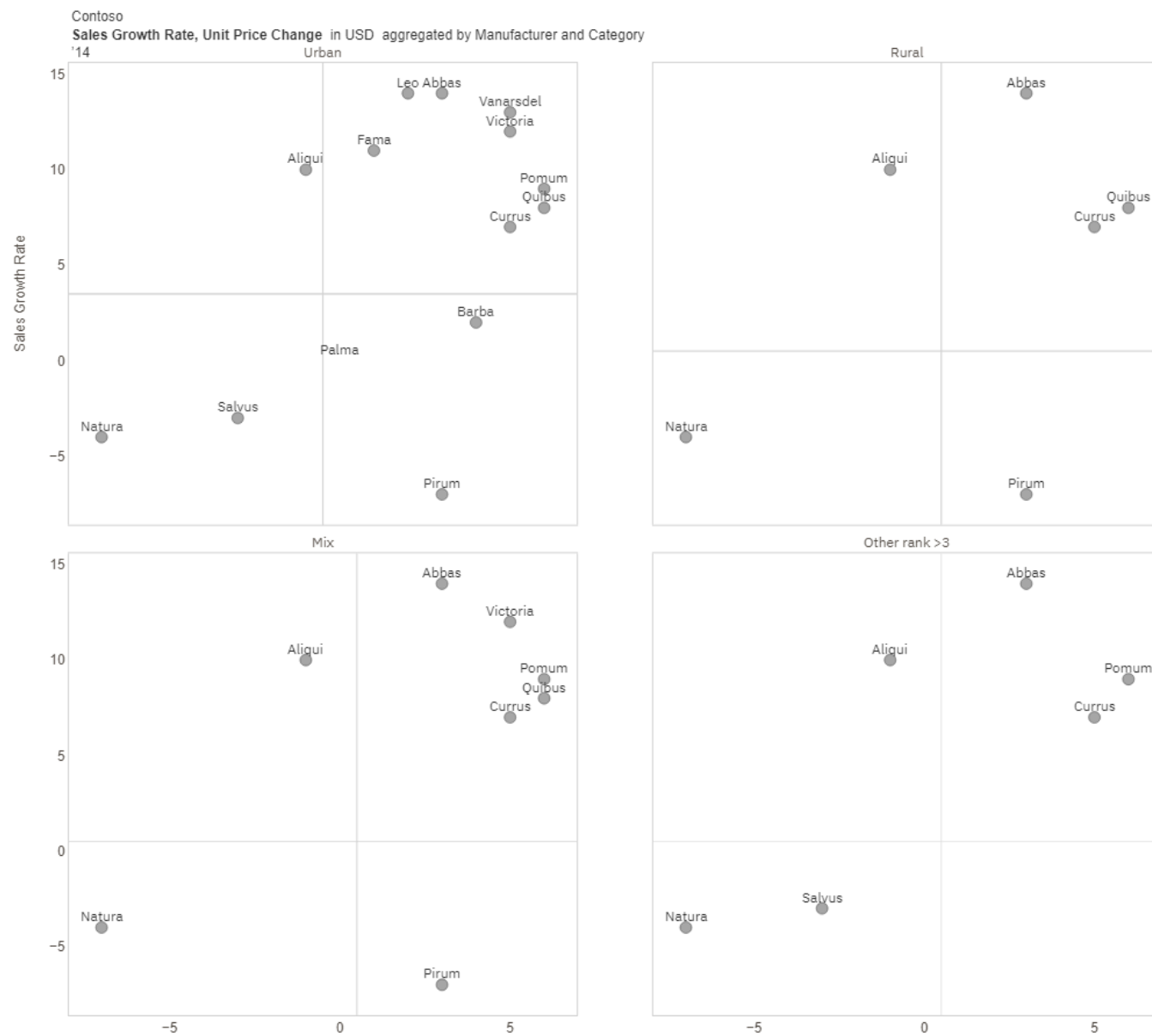


Contoso  
Unit Price, Units, Sales in USD aggregated by Manufacturer and Category  
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Urban



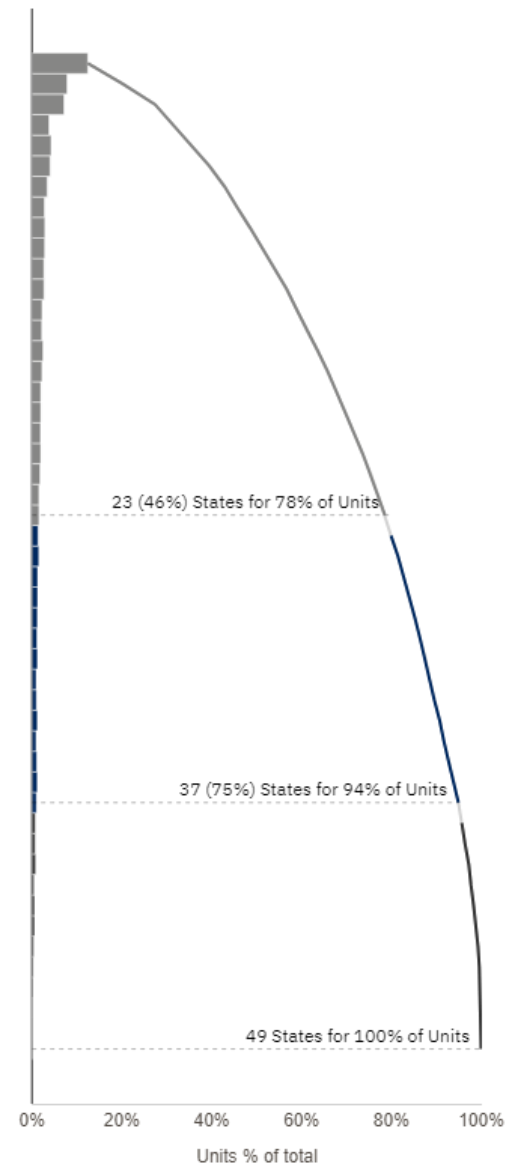
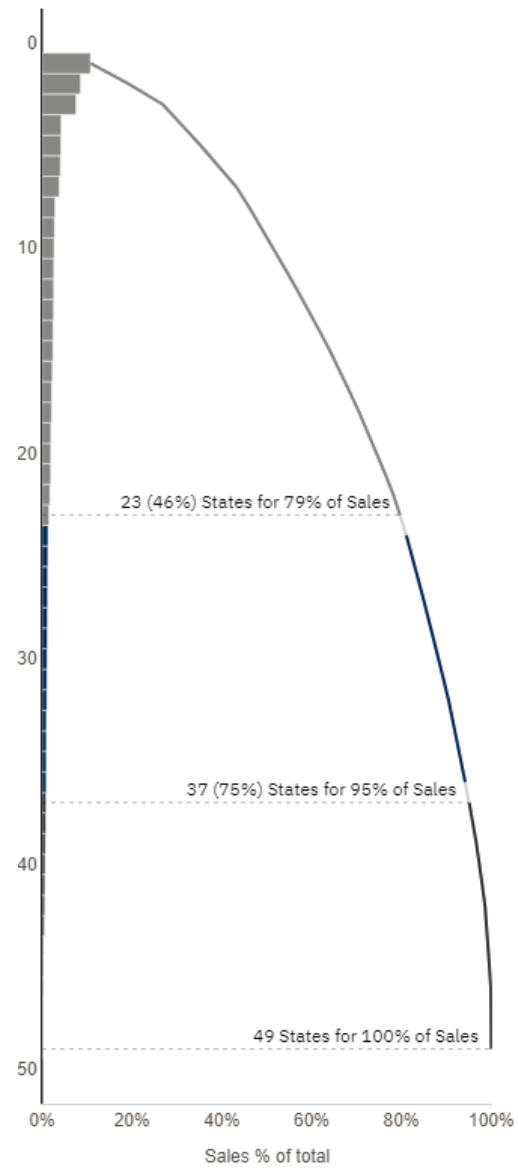
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Sales Growth Rate, Unit Price Change in USD aggregated by Manufacturer  
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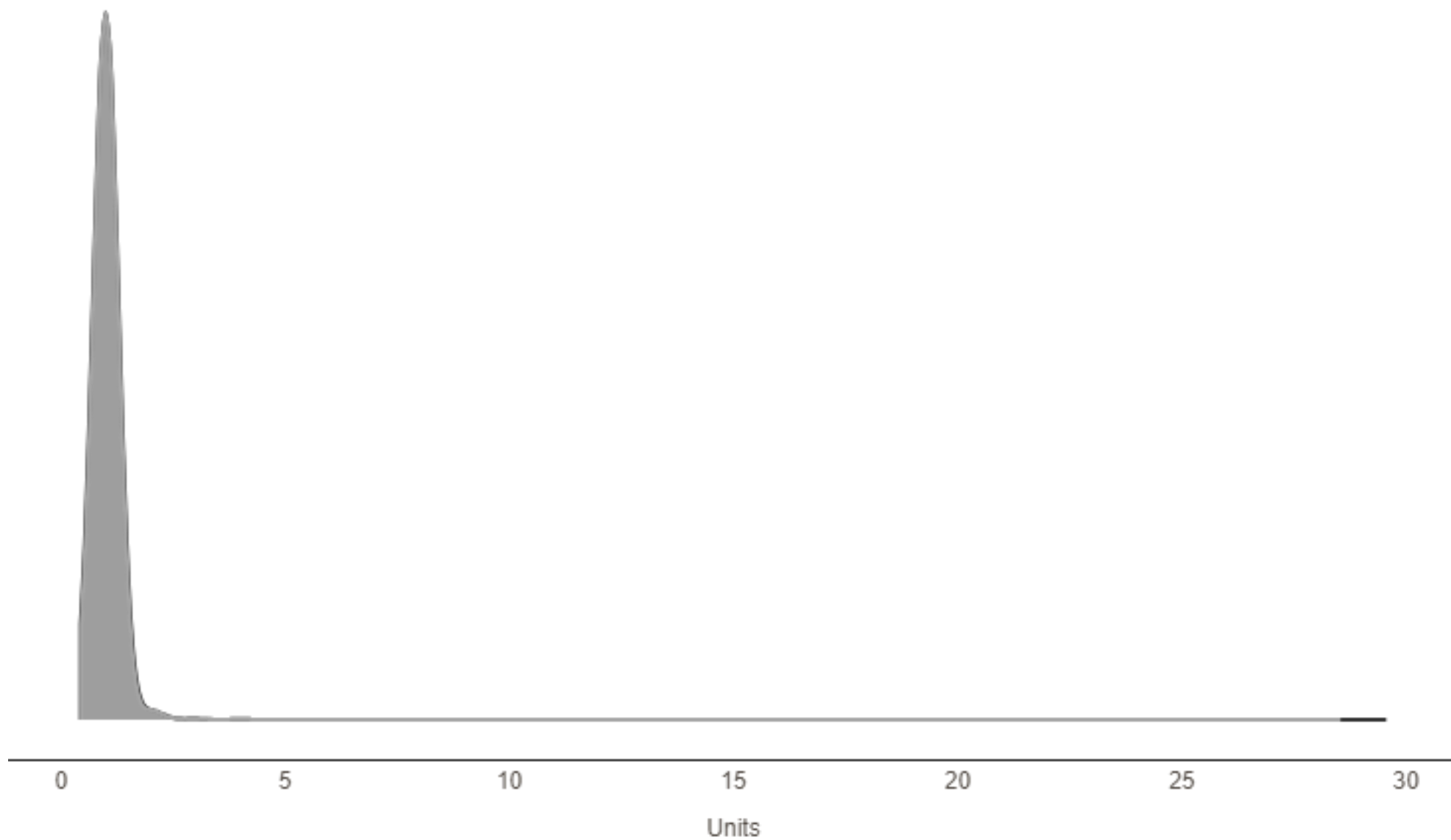


Contoso  
ABC by sorted State Sales in USD  
'14

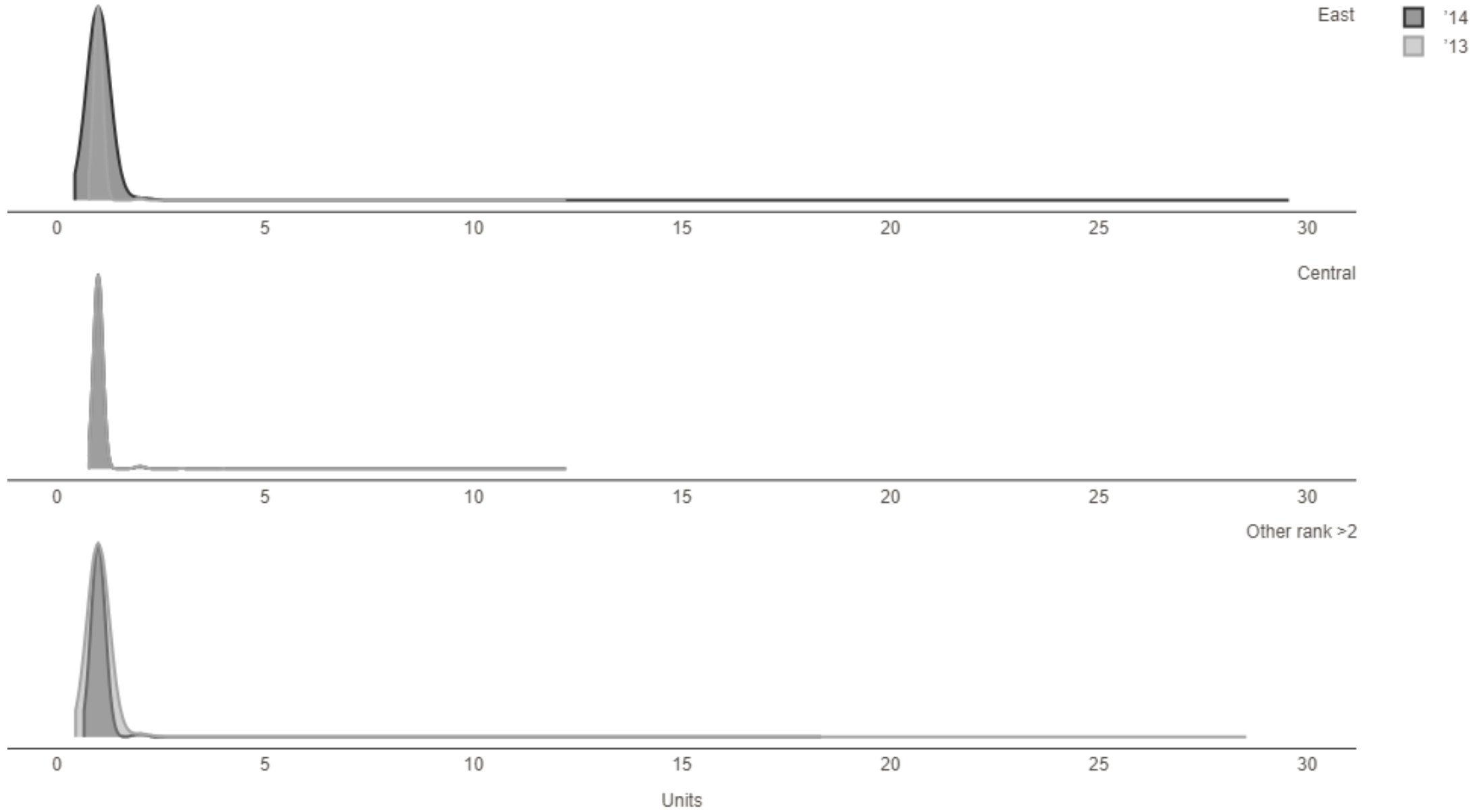


Contoso  
Units by observation  
'13 vs '14

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'13

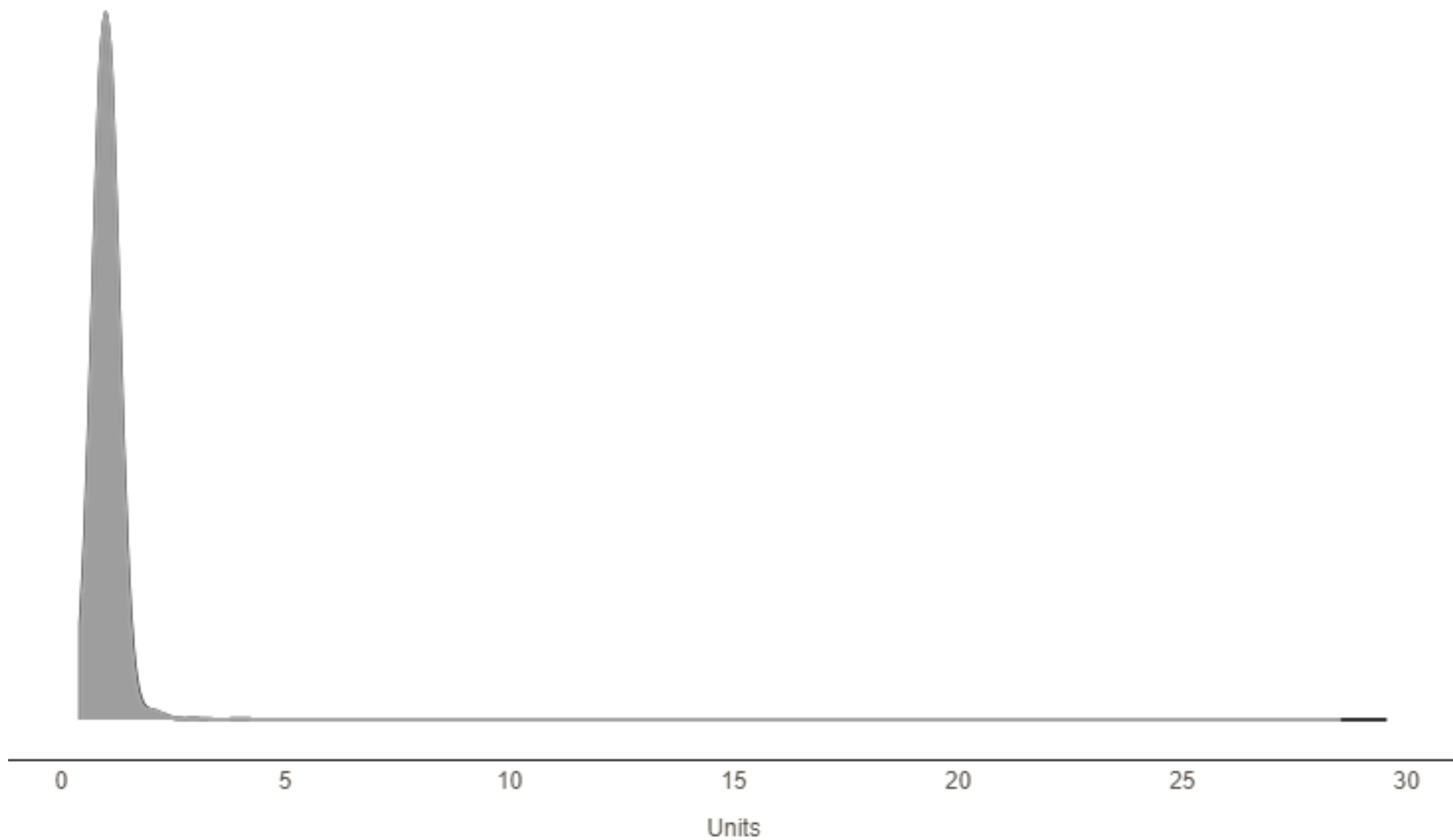


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Units by observation by Region  
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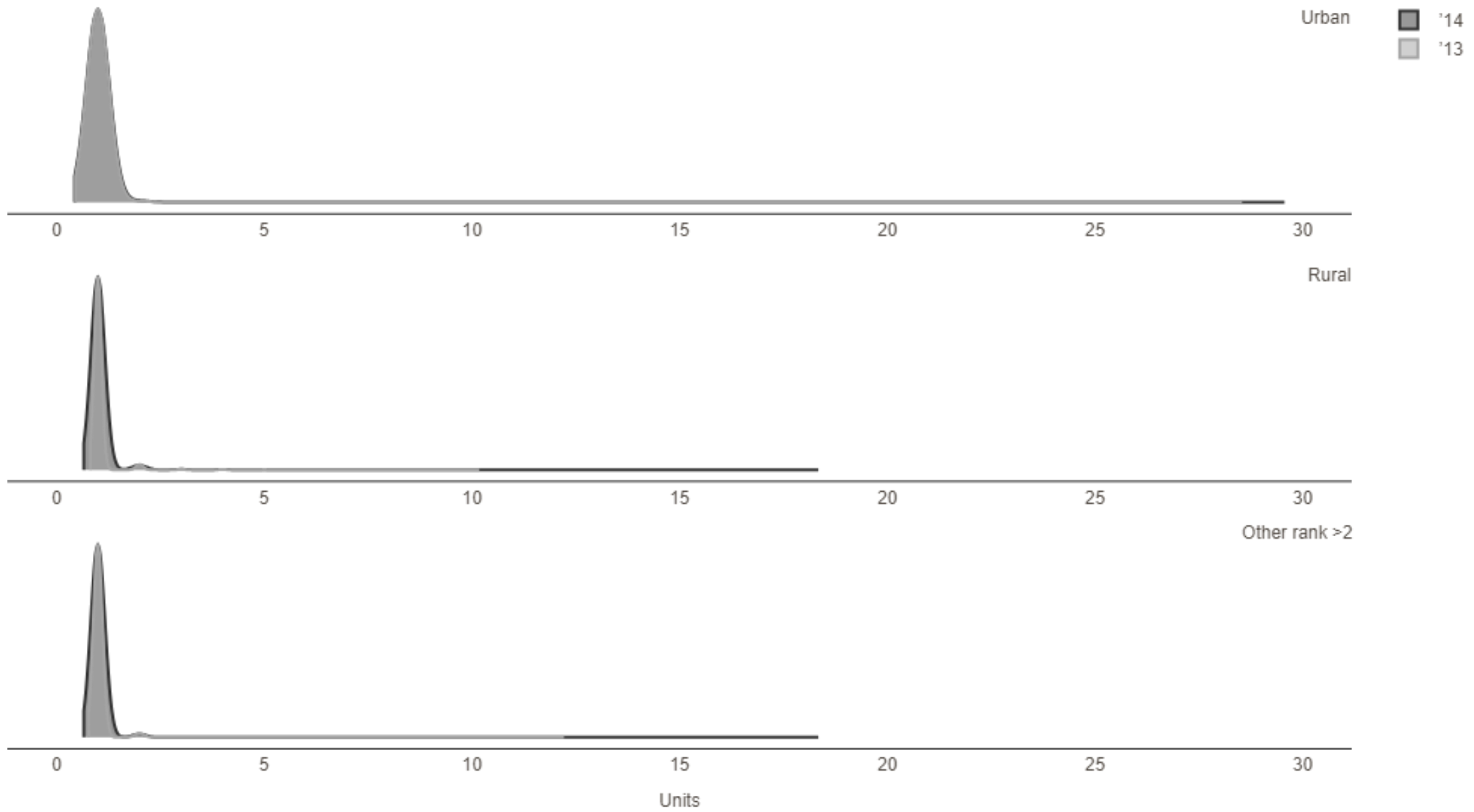


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Units by observation  
'13 vs '14

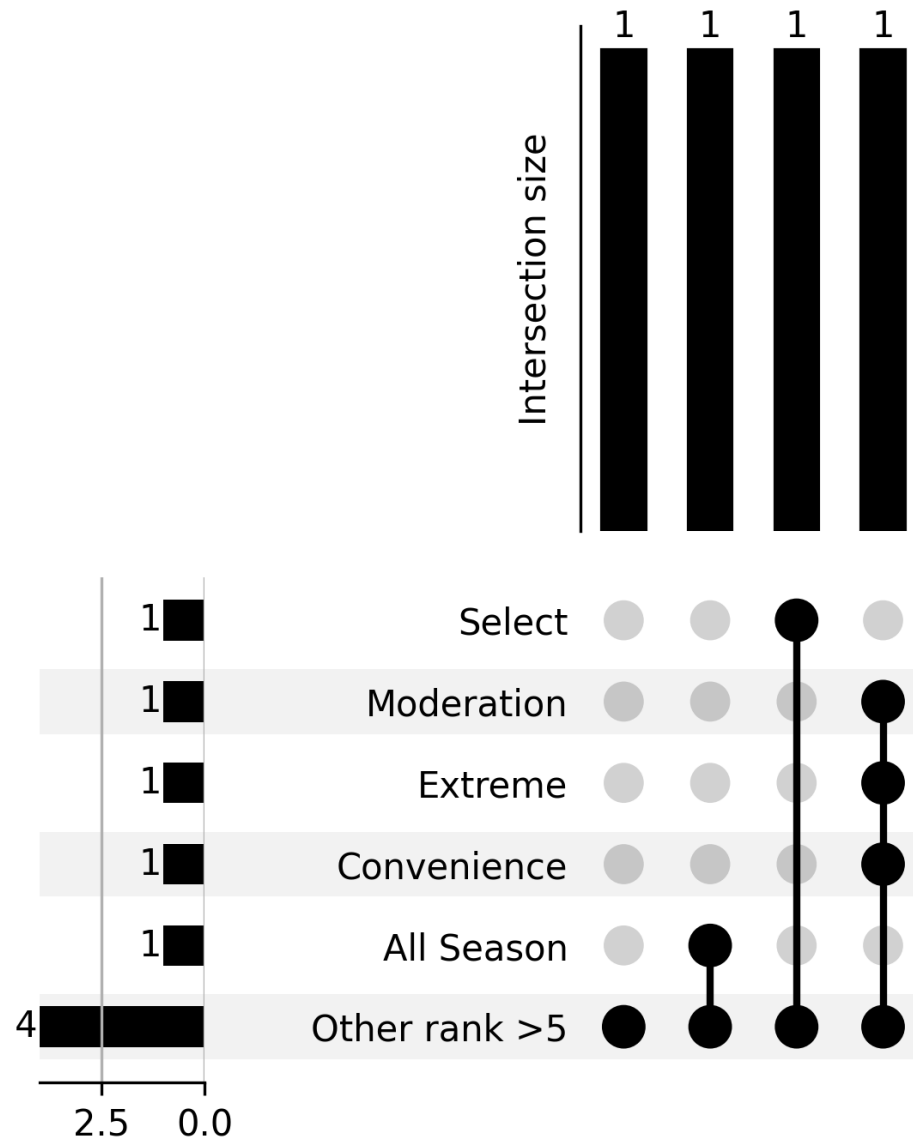
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'13



Contoso  
Units by observation by Category  
'13 vs '14



# Contoso Segment overlap by Category '14



# Contoso Manufacturer overlap by Category '14

