

Claude3 Opus Sales Report  
**Contoso, '14-07 vs '14-08**  
Prepared: 08 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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## **Fashions Direct Dominates Sales and Margins**

Fashions Direct emerges as the clear leader in Contoso's sales and gross margin performance. Medium selling areas, the 030-kids category, and territories like Oh, Pa, and Wv stand out as top performers. The 030-kids category, in particular, showed impressive growth for both Fashions Direct and Lindseys from July to August 2014, signaling a strong market trend or seasonal demand. Focusing on the thriving 030-kids category and the high-potential PA territory could yield significant benefits for both retailers.

## **Sales Breakdown Reveals Key Insights**

Fashions Direct outshines Lindseys in Same Store and New Store sales across all selling area sizes, with Medium and Small areas playing a crucial role in overall performance. While the chains employ different market penetration strategies, Same Stores contribute substantially to overall margins due to their scale, even as New Stores show promising gross profit efficiency. The '020-mens' and '030-kids' categories generate the highest revenue, and territories such as 'Other rank >3', Ohio, and West Virginia exhibit strong sales for specific product categories.

## **Data Highlights Fashions Direct's Strengths**

Fashions Direct surpasses Lindseys in most categories, particularly in the lucrative Men's, Kids, and Shoes segments. Top buyers Andrew Ma and Tina Lassila demonstrate excellence in units sold and gross margins, while medium-sized selling areas prove to be the most productive and profitable for both companies. Fashions Direct maintains a larger individual set size compared to Lindseys, and sales are highly concentrated among the top 12 buyers.

## **Trends Showcase Fashions Direct's Growth**

From January to August 2014, Fashions Direct achieved robust sales growth and improved gross margins, with the Men's, Shoes, and Home categories showing the greatest potential. Fashions Direct consistently outperformed Lindseys, which experienced declining sales and margins during the same period, indicating that Fashions Direct's gains may be at Lindseys' expense. New stores and strategic months such as March, June, and August surfaced as key growth drivers for Fashions Direct across various product categories.

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**At a glance:** Fashions Direct dominates Contoso's sales and gross margin, with medium selling areas, the 030-kids category, and the Oh, Pa, and Wv territories leading the pack. The 030-kids category, in particular, showed exceptional growth across both Fashions Direct and Lindseys from July to August 2014, pointing to a powerful market trend or seasonal interest. Focusing on the 030-kids category and the PA territory could benefit both retailers given their impressive performance and high growth opportunities. Pages 8 to 13.

**Sales breakdown:** Fashions Direct outperforms Lindseys in both Same Store and New Store sales across all selling area sizes, with Medium and Small areas being critical to overall performance. The chains have different market penetration strategies, and while New Stores show promising gross profit efficiency, Same Stores contribute significantly to overall margins due to their scale. The '020-mens' and '030-kids' categories had the highest revenue, and territories like 'Other rank >3' and states such as Ohio and West Virginia show strong sales for certain product categories. Pages 15 to 26.

**Data insights:** Fashions Direct outperforms Lindseys in most categories, especially in the profitable Men's, Kids, and Shoes segments. Top buyers Andrew Ma and Tina Lassila excel in units sold and gross margins, while medium-sized selling areas are the most productive and profitable for both companies. Fashions Direct has a larger individual set size than Lindseys, and sales are highly concentrated among the top 12 buyers. Pages 28 to 35.

**Trends:** Fashions Direct experienced strong sales growth and improved gross margins from January to August 2014, with the Men's, Shoes, and Home categories showing the most promise. The company consistently outperformed Lindseys, which saw declining sales and margins over the same period, suggesting Fashions Direct's gains may be coming at Lindseys' expense. New stores and strategic months like March, June, and August emerged as key growth drivers for Fashions Direct across multiple product categories. Pages 37 to 43.

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Fashions Direct dominates Contoso's sales and gross margin, accounting for 72% of total sales and 73% of gross margin, with Same Store sales leading at 86% (p.9, p.10). Medium selling areas generate the highest sales and gross margin at 44% and 45%, respectively (p.9, p.10). The 020-mens, 030-kids, and 050-shoes categories are the top performers in sales and gross margin (p.9, p.10). The Oh, Pa, and Wv territories lead in sales and gross margin (p.9, p.10).

The dataset reveals high growth opportunities in Medium Selling Area Size, the 030-kids category, and the PA territory (p.11). Fashions Direct and Same Store types are key drivers of Contoso's profitability, with significant gross margin growth (p.11). The 030-kids category has exceptional growth, indicating strong market demand or successful marketing strategies (p.11, p.12).

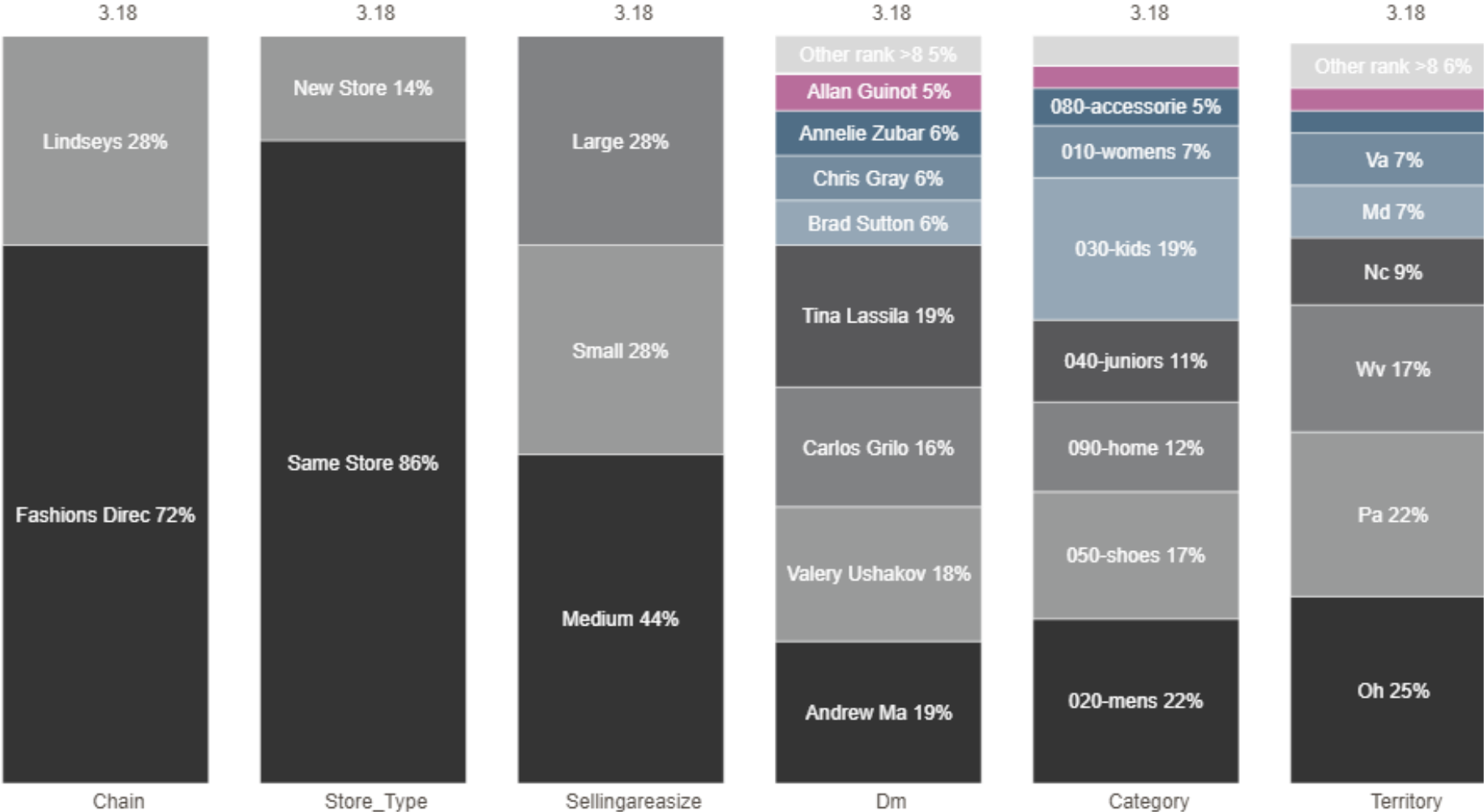
Fashions Direct showed consistent gross margin growth from July to August 2014 across medium and large selling areas, while Lindseys had significant growth in small and medium selling areas (p.12). The 030-kids category outperformed other categories with 123% growth (p.12). Specific buyers and cities also showed remarkable growth rates, highlighting areas where Contoso's strategies are highly effective (p.12).

All categories across both chains saw gross margin growth from July to August 2014, with Fashions Direct's '030-kids' category having the biggest jump in both absolute value and percentage (p.13). Fashions Direct beat Lindseys in gross margin growth across the board, and the '030-kids' category excelled at both chains, pointing to a powerful market trend or seasonal interest (p.13). Focusing on '030-kids' could benefit both retailers given its impressive performance (p.13).



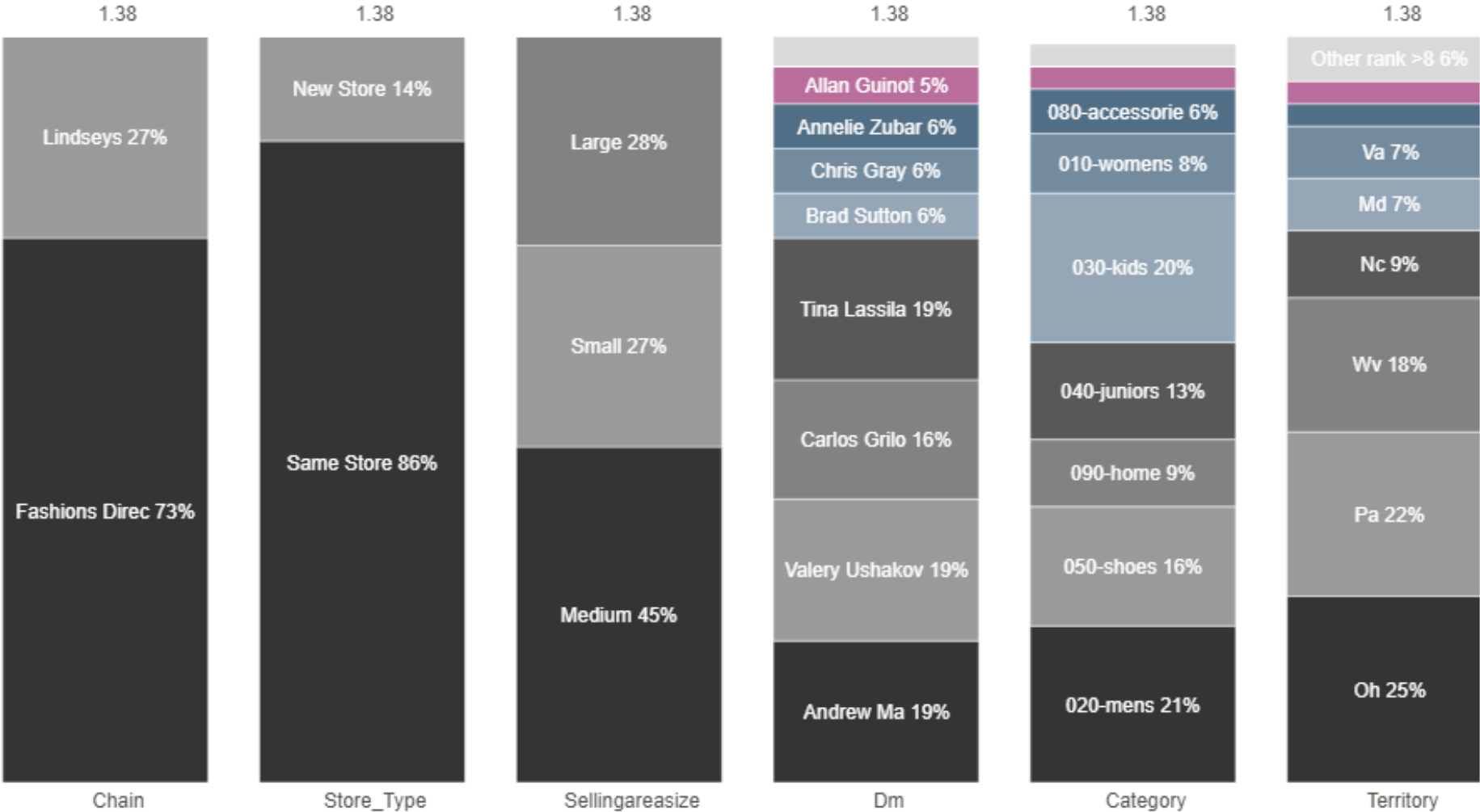
Fashions Direct dominates with 72% of total sales, while Same Store sales lead significantly at 86%. Medium size selling areas generate 44% of sales. The 020-mens category leads with 22% of sales, followed by 030-kids at 19% and 050-shoes at 17%. The Oh territory has the highest sales at 25%, with Pa and Wv at 22% and 17%, respectively.

Contoso  
Sales in mUSD by dimension  
'14-08

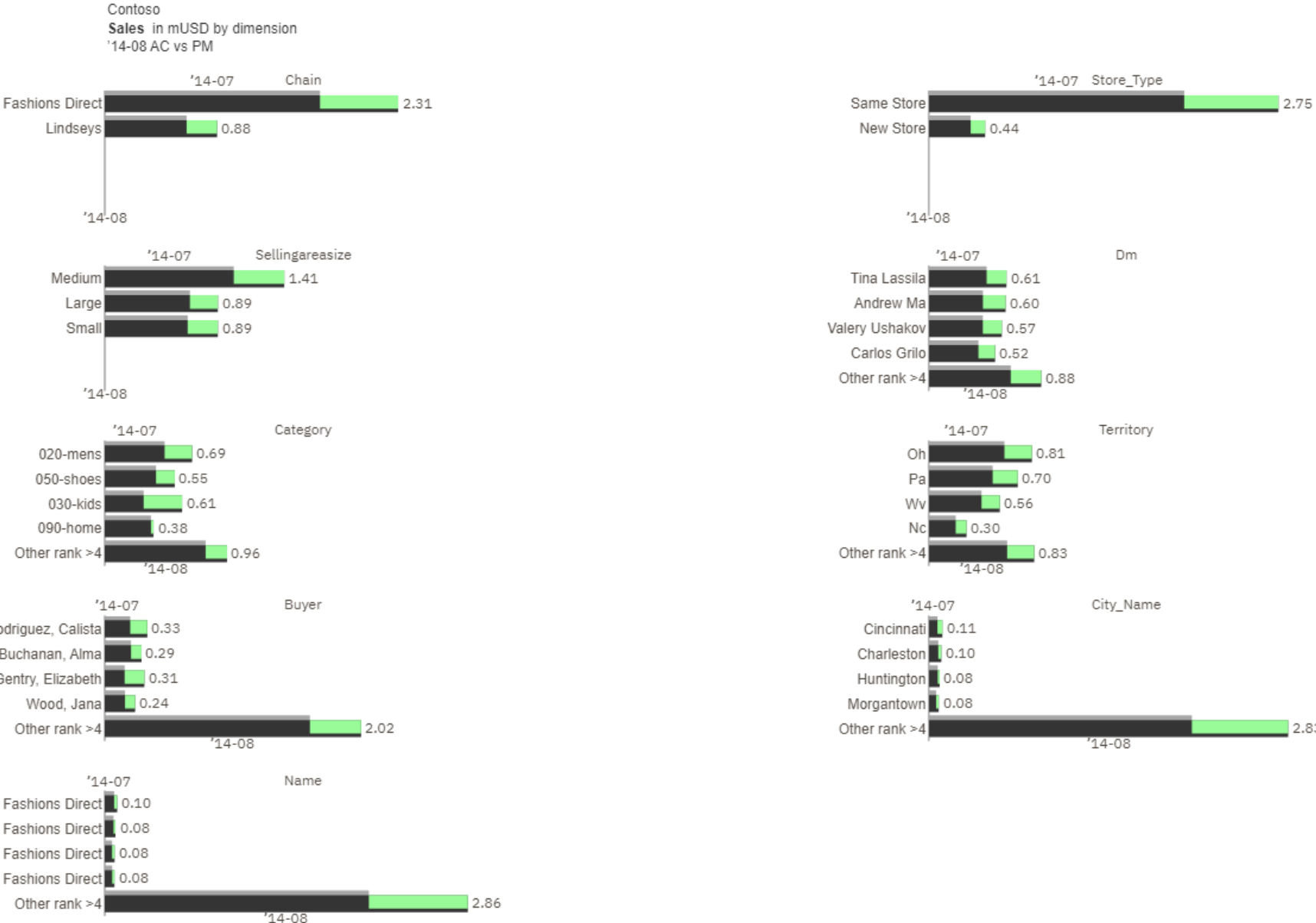


Fashions Direct contributes 73% to the total gross margin and 86% to Same Store sales. Medium selling areas contribute 45%, small areas 27%, and large areas 28%. Andrew Ma, Valery Ushakov, and Tina Lassila each contribute 19% among district managers, while Carlos Grilo accounts for 16%. The 020-mens category leads with 21% of gross margin, followed by 030-kids at 20% and 050-shoes at 16%. The Oh territory leads with 25% of gross margin, Pa at 22%, and Wv at 18%.

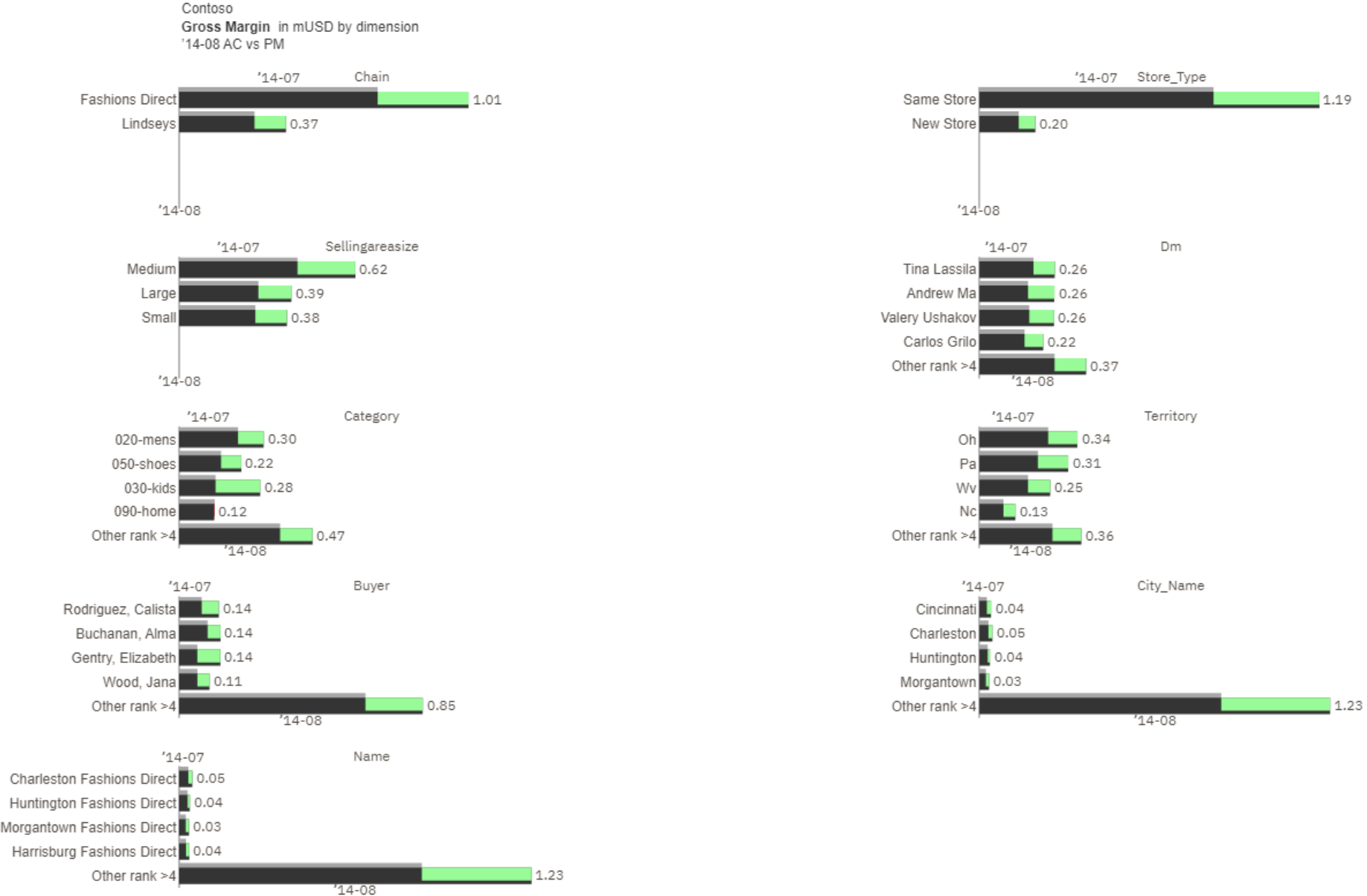
Contoso  
 Gross Margin in mUSD by dimension  
 '14-08



The dataset shows high growth in Medium Selling Area Size, the 030-kids category, and the PA territory. These could be strategic opportunities for investment and expansion. Gross margin growth is significant for Fashions Direct and Same Store types, suggesting they are key drivers of Contoso's profitability. The 030-kids category has exceptional growth, indicating strong market demand or successful marketing strategies that could be leveraged for other categories. High growth rates for specific buyers and cities show where Contoso's strategies are particularly effective. These insights could guide resource allocation and strategic planning to capitalize on these strengths.

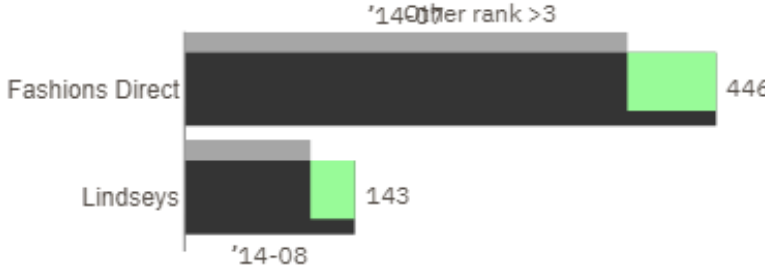
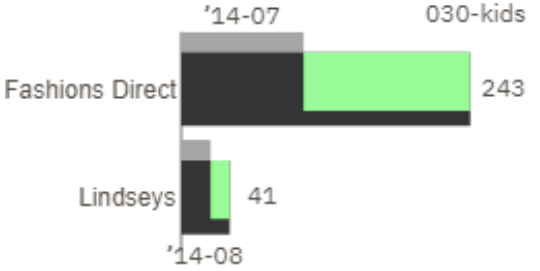
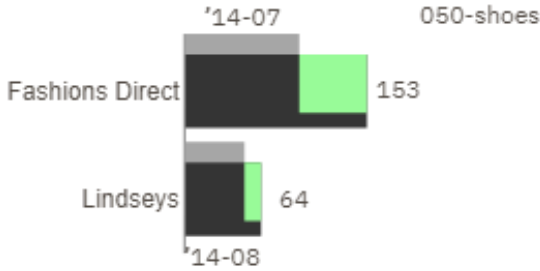
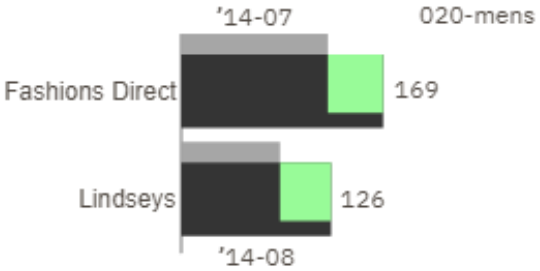


Fashions Direct showed consistent growth in gross margin from July to August 2014 across medium and large selling areas, indicating strong performance in larger market segments. Lindseys had significant growth in small and medium selling areas, appealing strongly to these segments. The 030-kids category grew exceptionally at 123%, outperforming other categories. Specific buyers and cities also showed remarkable growth rates, highlighting areas where Contoso's strategies are highly effective.



All categories across both chains saw gross margin growth from July to August 2014, a positive sign for Contoso. Fashions Direct's '030-kids' category had the biggest jump in gross margin, both in absolute value and percentage. This suggests strong demand or effective marketing in children's products. Fashions Direct beat Lindseys in gross margin growth across the board. The '030-kids' category excelled at both chains, pointing to a powerful market trend or seasonal interest. Given its impressive performance, focusing on '030-kids' could benefit both retailers.

Contoso  
**Gross Margin** in kUSD Category by Chain  
 '14-08 AC vs PM



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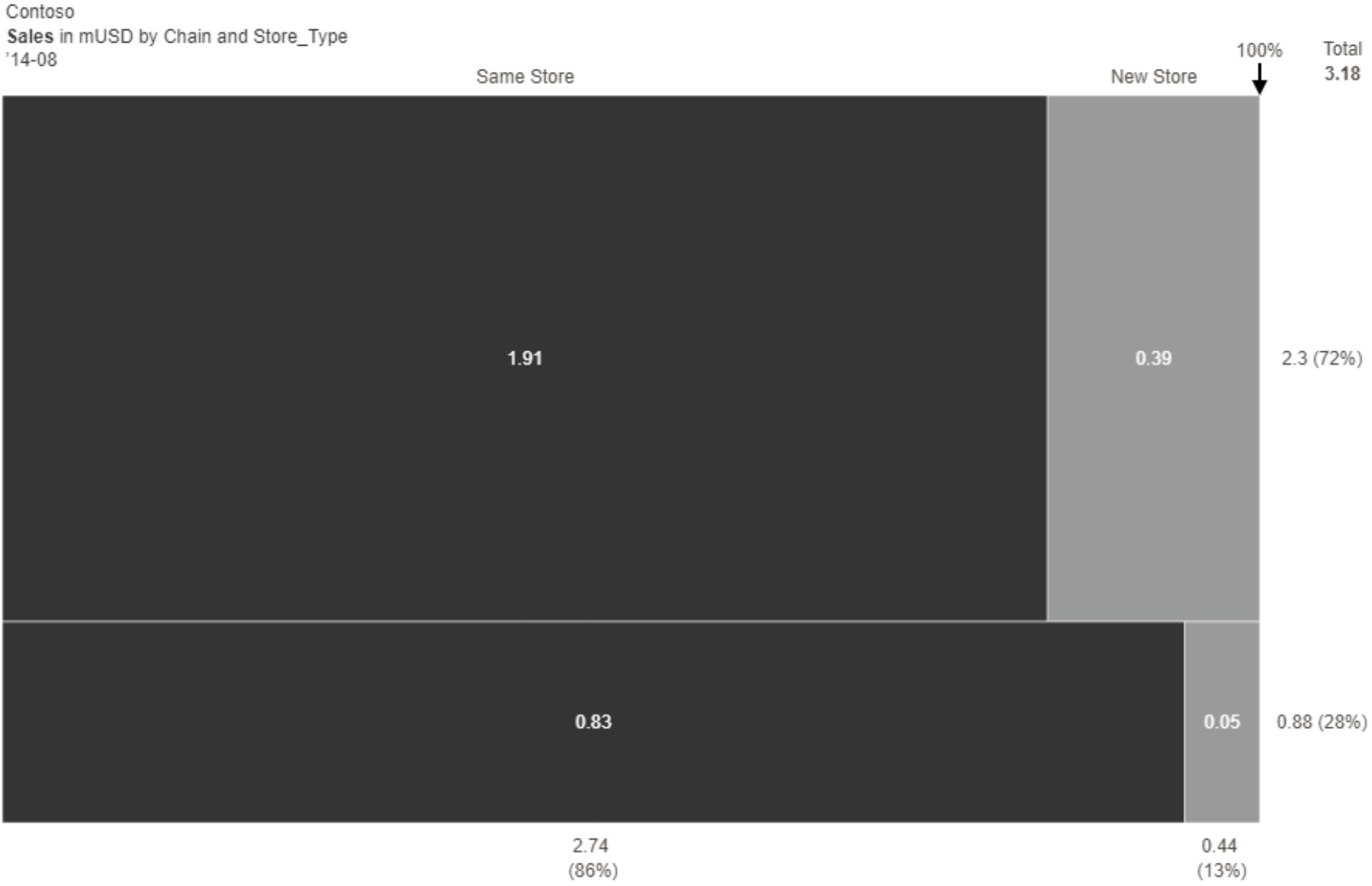
Fashions Direct significantly outperforms Lindseys in both Same Store and New Store sales, with 86% of sales coming from Same Stores for both chains (p.16). Fashions Direct dominates sales across all selling area sizes, with Medium and Small selling areas being more critical to overall sales performance than Large selling areas (p.17). The Oh territory is a major contributor to sales in Medium selling areas, while the Pa territory leads in Large selling areas (p.18).

Both Fashions Direct and Lindseys are seeing strong sales growth, with Lindseys maintaining consistent growth across new and existing stores (p.19). The chains have different strategies for market penetration, with Fashions Direct targeting larger urban spaces and Lindseys focusing on smaller, possibly rural areas (p.20). Fashions Direct outsells Lindseys across all categories, and the 'Other rank >4' category has the highest sales volume for both chains (p.21).

Fashions Direct has a broader distribution across selling area sizes, while Lindseys almost exclusively targets the 'Small' selling area size (p.22). New Stores show promising efficiency in converting sales into gross profit, but Same Stores play a crucial role in contributing to the overall gross margin due to their scale and volume (p.23). 'Fashions Direct' has significantly higher sales volumes than 'Lindseys' in both New and Same Store categories, with both chains showing healthy sales and gross margins (p.24).

The '020-mens' category had the highest revenue at \$686.5 million, followed closely by '030-kids' at \$607.8 million, indicating that categories balancing unit price and volume sold tend to perform better (p.25). The 'Other rank >3' territories and states like Ohio and West Virginia show strong sales for certain product categories, with the '020-mens' category in the 'Other rank >3' territory having the highest sales at \$342.4 million (p.26).

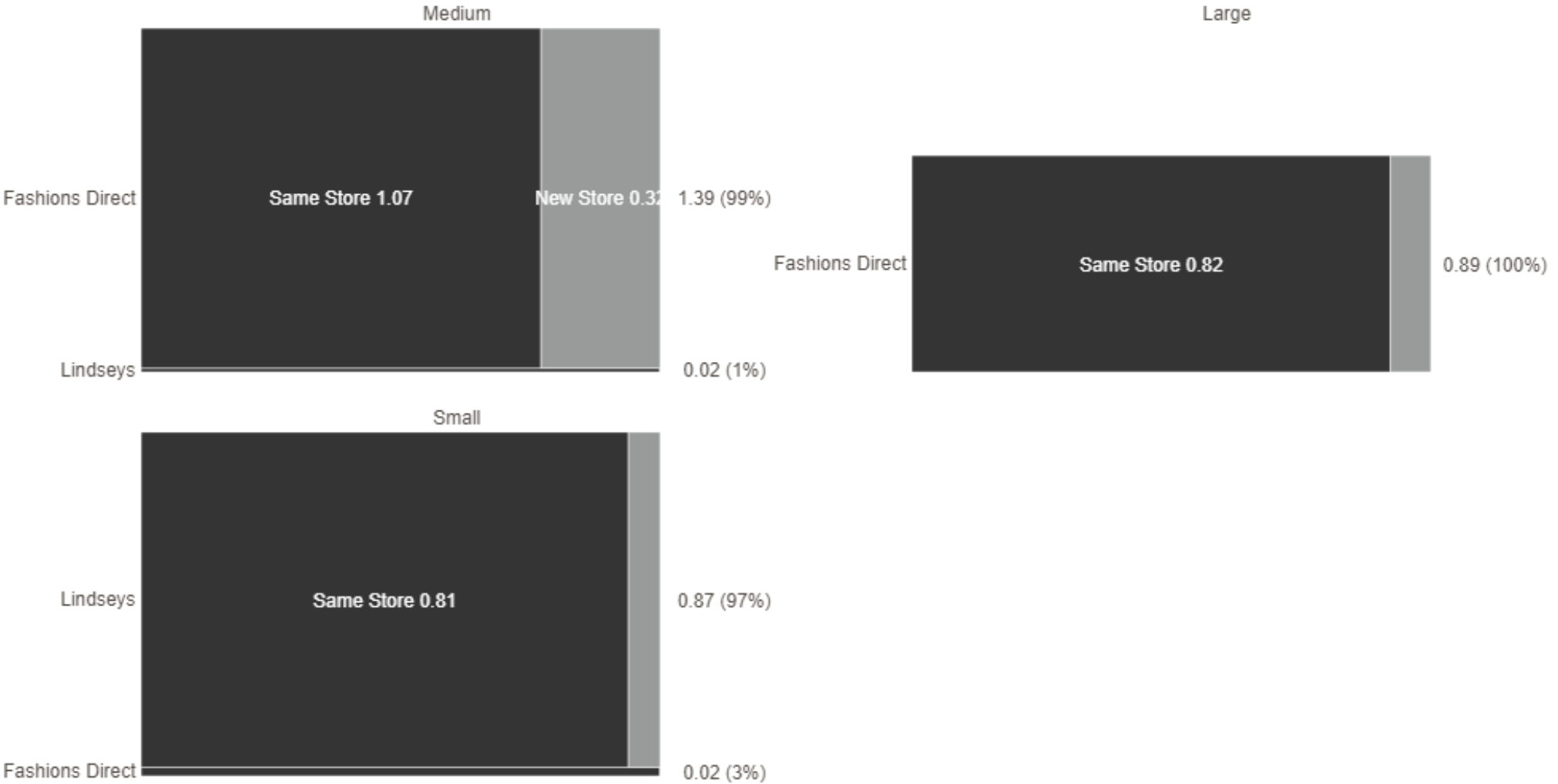
Fashions Direct significantly outperforms Lindseys in both Same Store and New Store sales. For both chains, 86% of sales come from Same Stores, while New Stores contribute 17% for Fashions Direct and 6% for Lindseys, suggesting potential for growth.





Fashions Direct significantly dominates sales across all selling area sizes compared to Lindseys. Same Store sales contribute more to the total sales than New Store sales for all chains and selling area sizes. The Medium selling area size has the highest total sales at \$1,409.4 million, followed closely by the Small at \$888.0 million, and then the Large at \$887.4 million. This indicates that Medium and Small selling areas are more critical to Contoso's overall sales performance than Large selling areas.

Contoso  
Sales in mUSD by Sellingareaisize, Chain and Store\_Type  
'14-08



The Medium selling area size has the highest total units sold at 225.1k, with the largest contribution from the Oh territory (104.4k units). The Oh territory is a major contributor to sales in Medium selling areas, while the Pa territory leads in Large selling areas. The 'Other rank >4' category plays a crucial role, especially in Small selling areas, indicating that smaller territories, when combined, form a significant part of Contoso's market.



Fashions Direct and Lindseys are seeing strong sales growth. Lindseys has a slight edge in maintaining consistent growth across new and existing stores. This period is a strong expansion and customer engagement phase for both chains. Lindseys' ability to replicate its success uniformly across its stores is particularly commendable.

Contoso  
Sales Growth Rate in USD by Chain  
'14-08

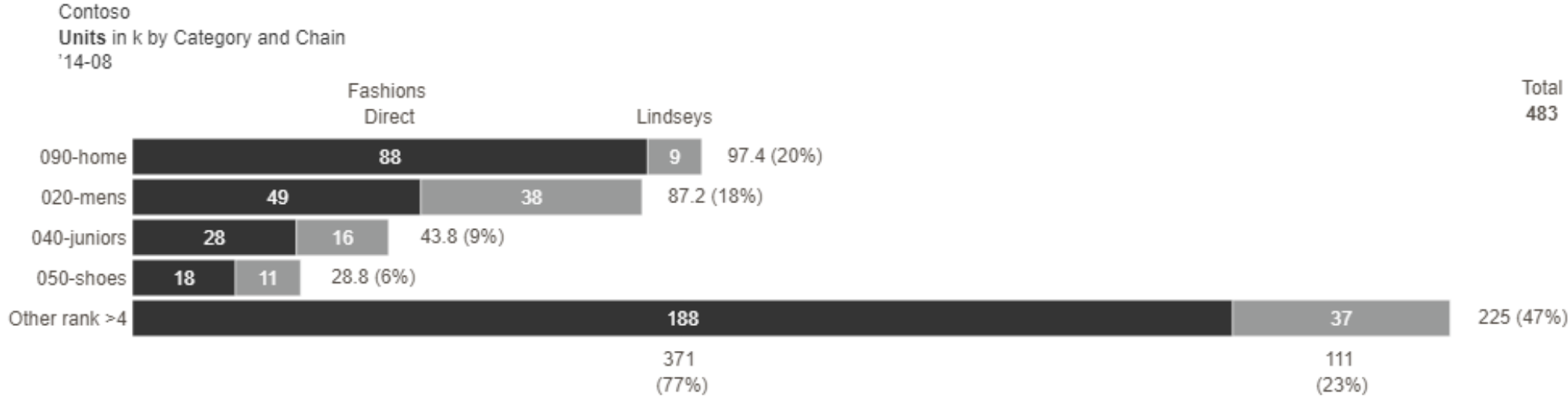


Fashions Direct and Lindseys have different strategies for market penetration. Fashions Direct targets larger urban spaces, while Lindseys focuses on smaller, possibly rural areas. The 'Other rank >4' territory is important for both chains, suggesting potential for market expansion or increased focus.

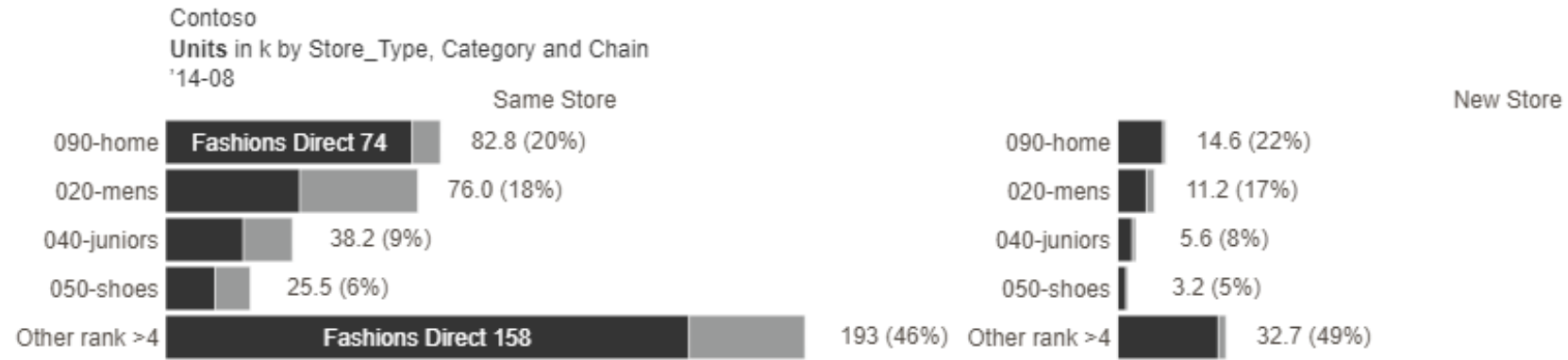
Contoso  
Sales Growth Rate in USD by Store\_Type and Chain  
'14-08



Fashions Direct outsells Lindseys across all categories, indicating a stronger market presence or larger customer base. The 'Other rank >4' category has the highest sales volume for both chains, especially for Fashions Direct, suggesting a wide variety of products contribute significantly to total sales.

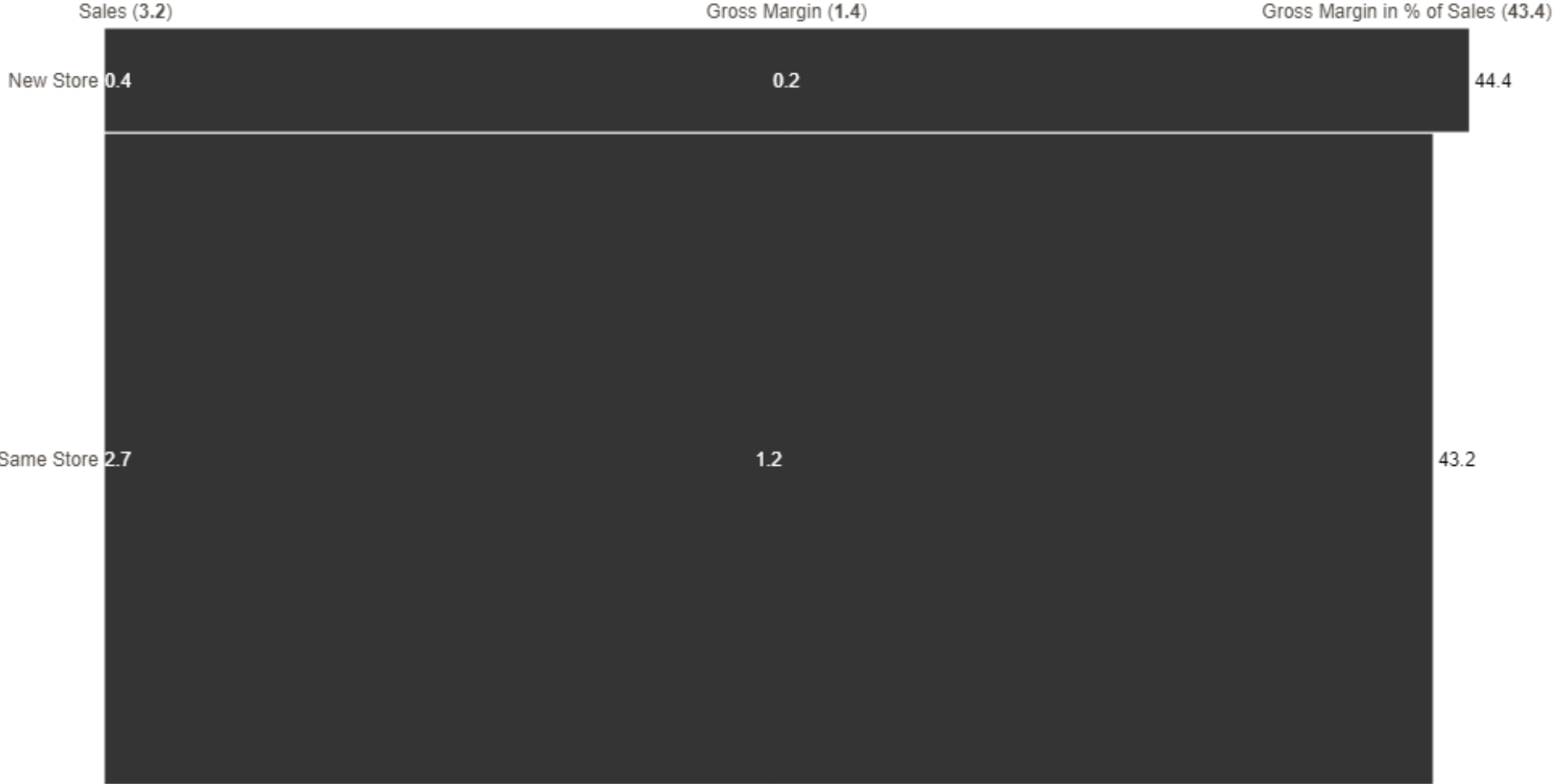


Fashions Direct has a broader distribution across selling area sizes, focusing on 'Medium' and 'Large' categories. In contrast, Lindseys almost exclusively targets the 'Small' selling area size, suggesting a niche strategy or a focus on smaller areas. The 'Other rank >4' category is crucial for both chains, indicating a wide presence outside of the primary territories, 'Oh' and 'Nc'.

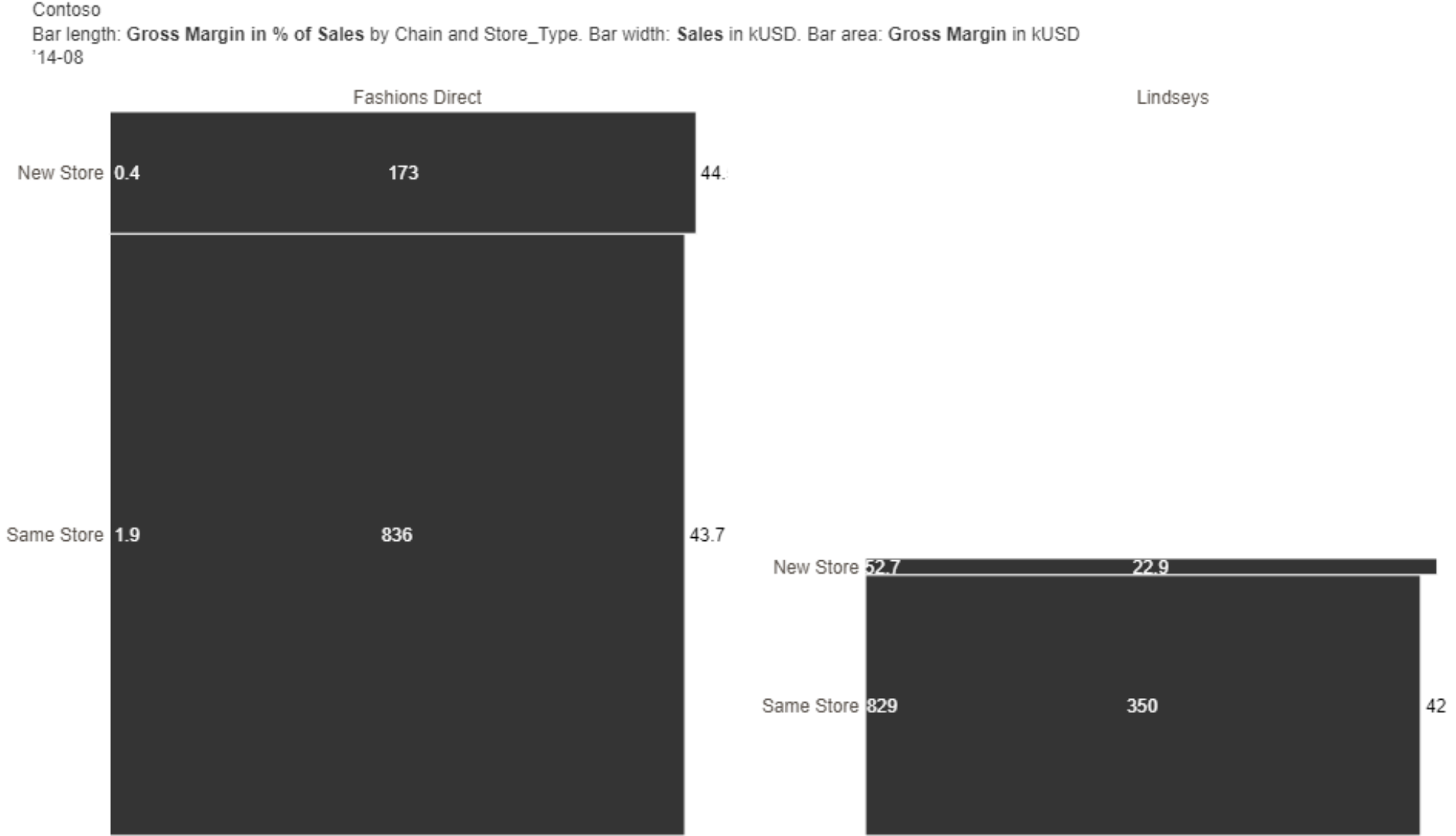


New Stores show promising efficiency in converting sales into gross profit. However, Same Stores play a crucial role in contributing to the overall gross margin due to their scale and volume. Enhancing New Store sales volume while maintaining or improving Same Store efficiency could benefit Contoso's overall profitability.

Contoso  
Bar length: Gross Margin in % of Sales by Store\_Type. Bar width: Sales in mUSD. Bar area: Gross Margin in mUSD  
'14-08

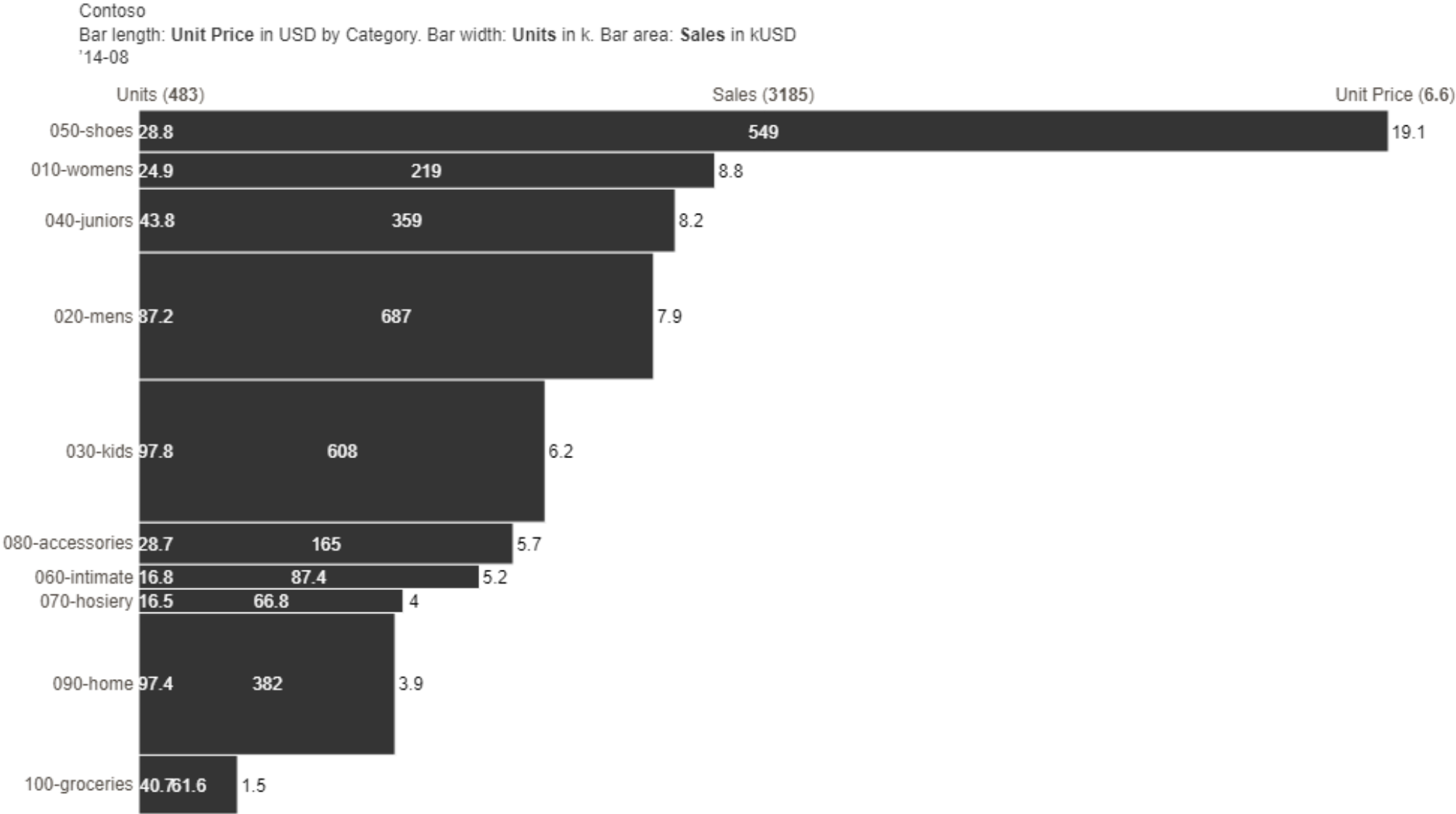


'Fashions Direct' has significantly higher sales volumes than 'Lindseys' in both New and Same Store categories. 'Fashions Direct' and 'Lindseys' show healthy sales and gross margins, with differences in scale and efficiency between the chains and between New and Same Stores within each chain.

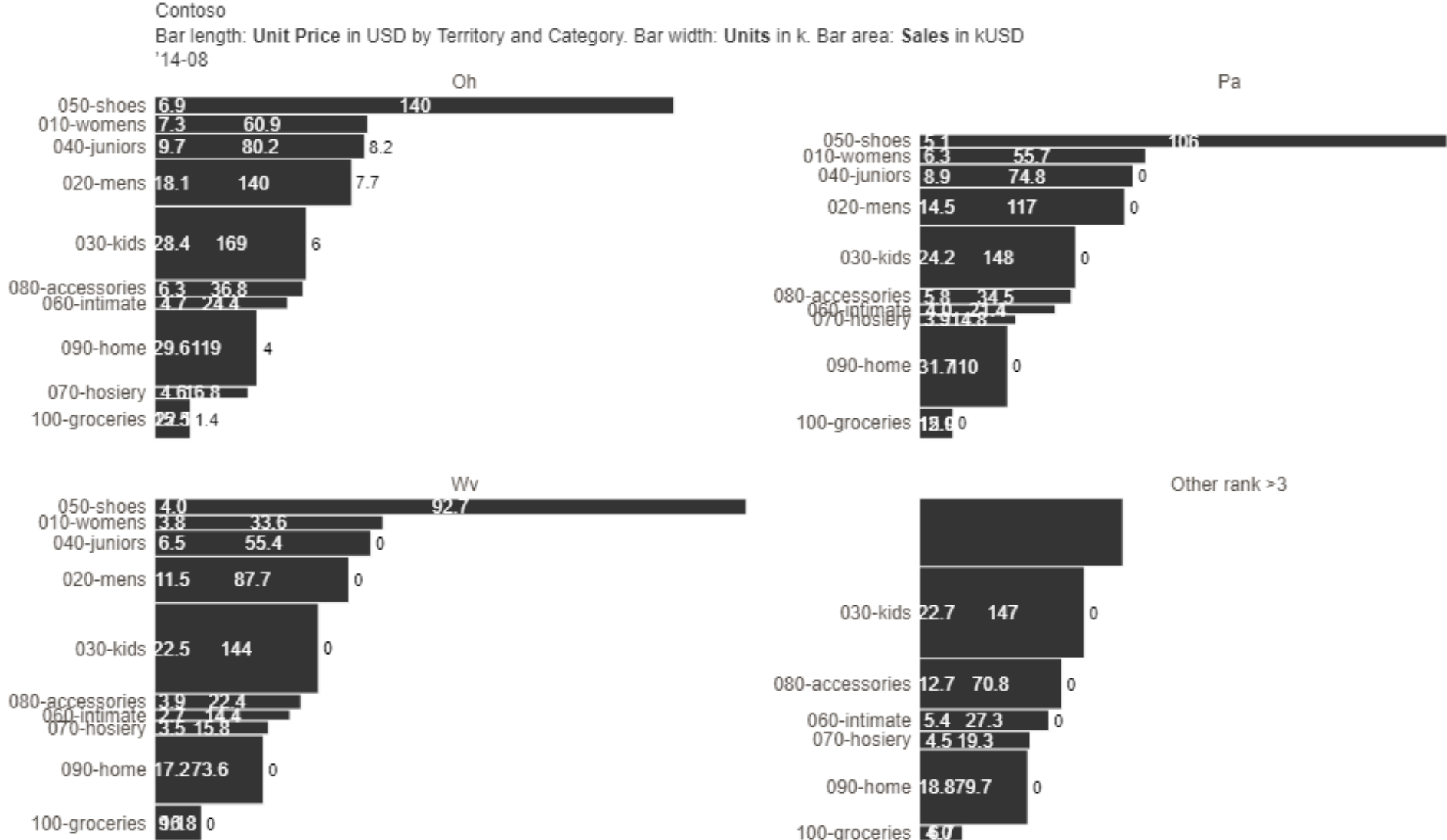




The '020-mens' category had the highest revenue at \$686.5 million, followed closely by '030-kids' at \$607.8 million. Categories that balance unit price and volume sold tend to perform better in terms of sales.



The 'Other rank >3' territories and states like Ohio and West Virginia show strong sales for certain product categories. The '020-mens' category in the 'Other rank >3' territory has the highest sales at \$342.4 million, indicating high demand for men's products in this territory.



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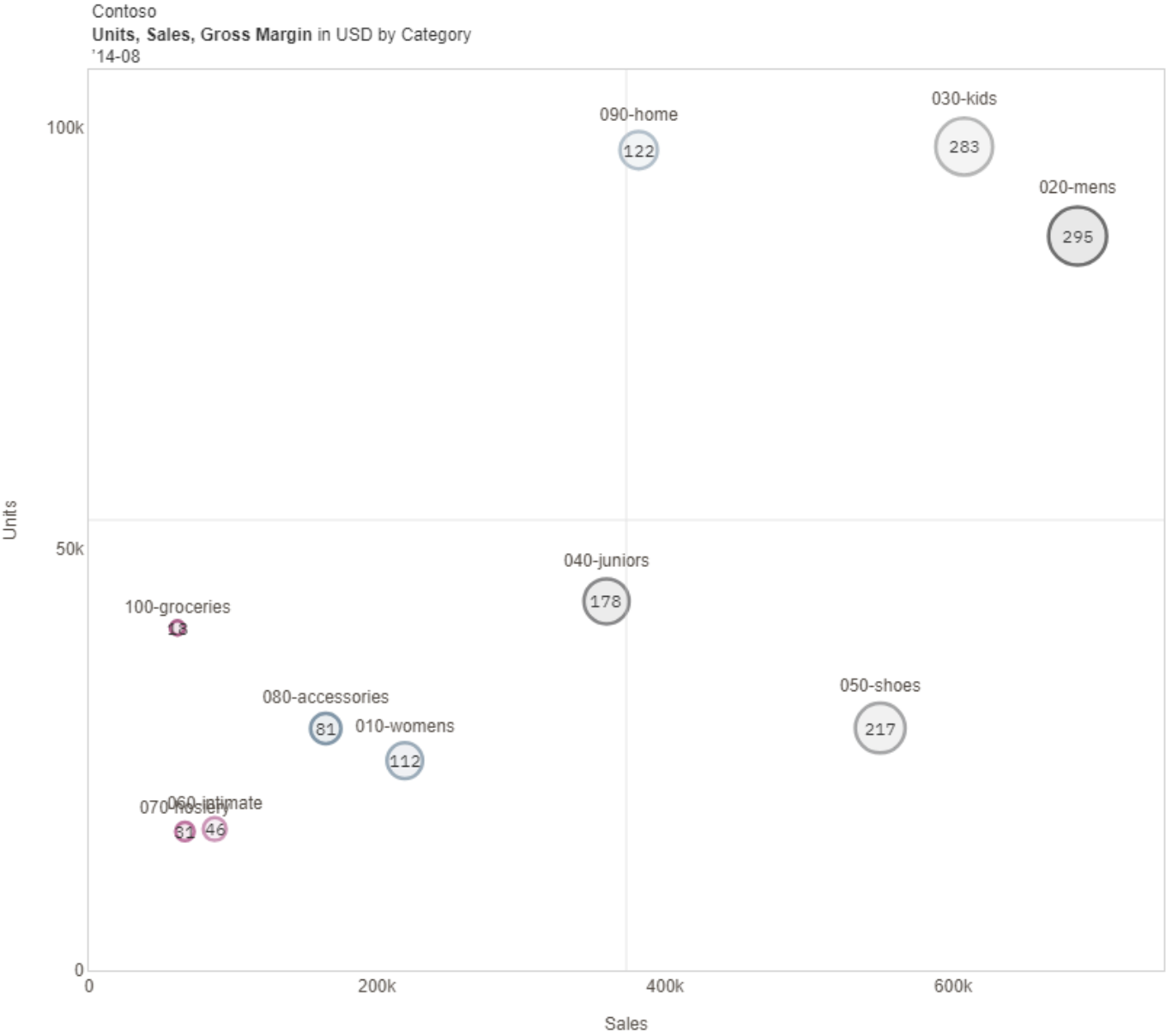
Backup

The Men's and Kids categories are strong performers for both units sold and gross margin, indicating high demand and profitability, while Shoes has lower unit sales but maintains a high gross margin and sales, suggesting premium pricing or products (p.29). Fashions Direct outperforms Lindseys in most categories, with broader market appeal and higher sales volumes, particularly in Kids, Mens, and Shoes, which seem more profitable for Fashions Direct (p.30).

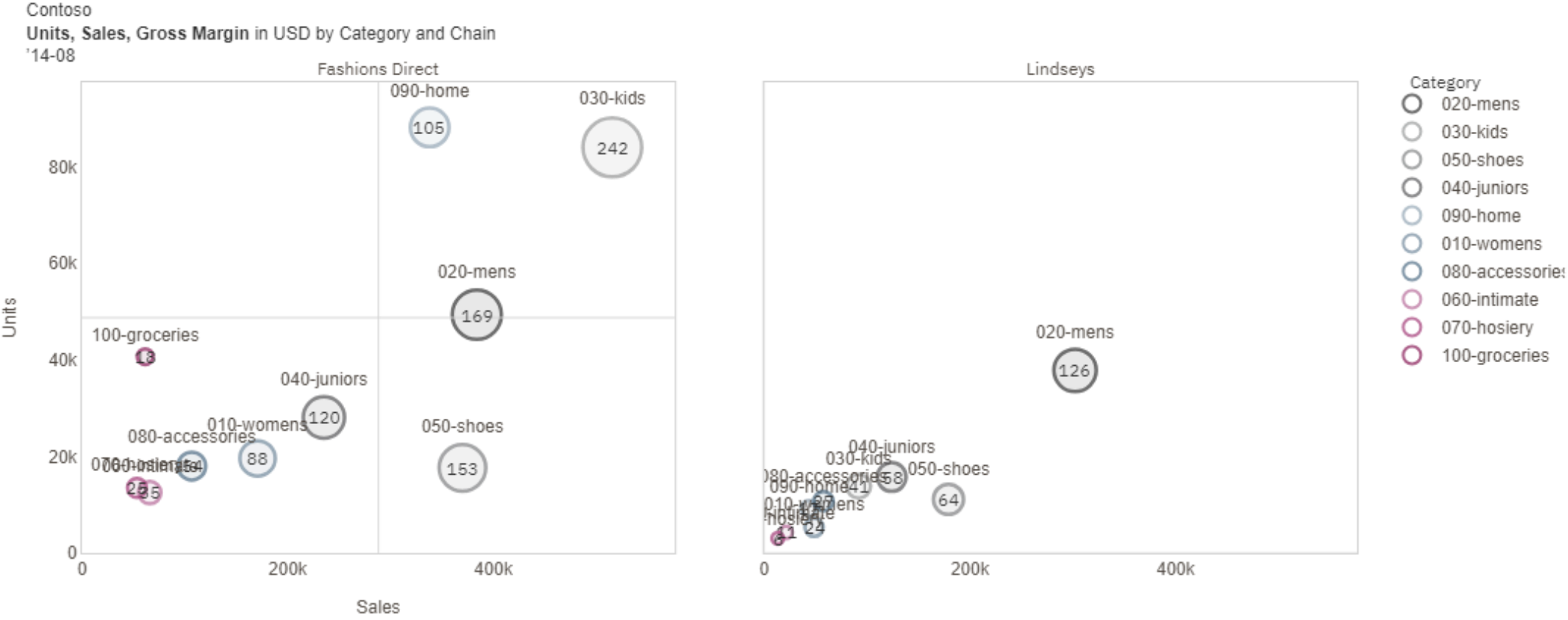
Among individual buyers, Andrew Ma and Tina Lassila excel in units sold and gross margins, while Chris Gray leads with an impressive 65% sales growth rate despite fewer units sold and a lower gross margin (p.31). The Q20-mens and Q30-kids category buyers are clustered around the origin with moderate units growth rates and gross margins close to 0%, while the Q50-shoes category shows varying gross margins and low or negative units growth rates for most buyers (p.32).

Medium-sized selling areas are the most productive and profitable for both Fashions Direct and Lindseys, contributing the highest percentage of units sold, sales, and gross margin (p.33). Sales are highly concentrated, with the top 12 buyers responsible for 78% of sales, and units concentration is slightly less intense among the top tiers (p.34). Fashions Direct has a larger individual set size than Lindseys for Contoso's selling area size in August 2014, with one additional selling area size not shared with Lindseys (p.35).

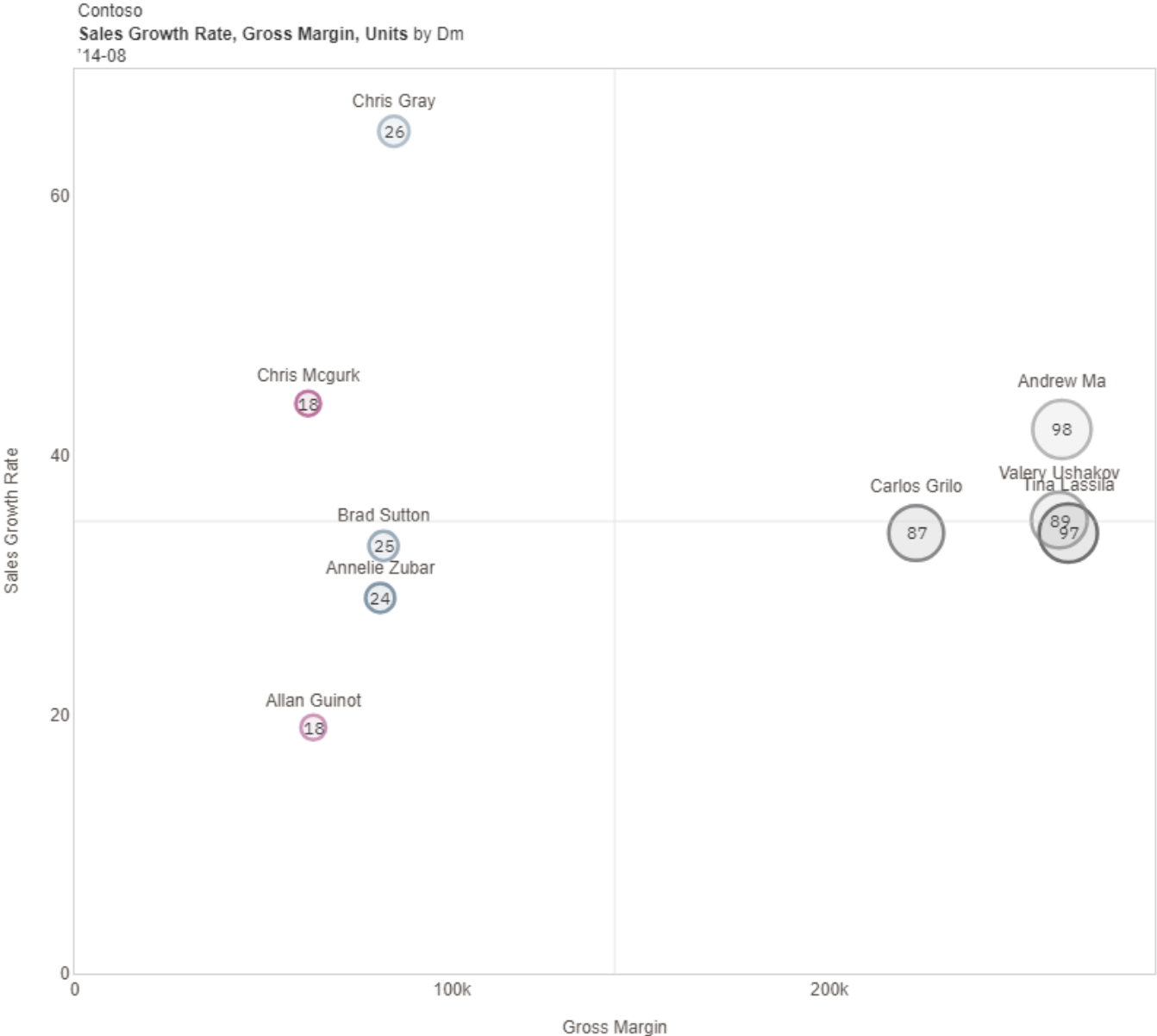
The Men's and Kids categories are high performers in both units sold and gross margin, showing strong demand and profitability. Shoes has lower unit sales than Men's and Kids but a high gross margin and sales, suggesting premium pricing or products in this category.



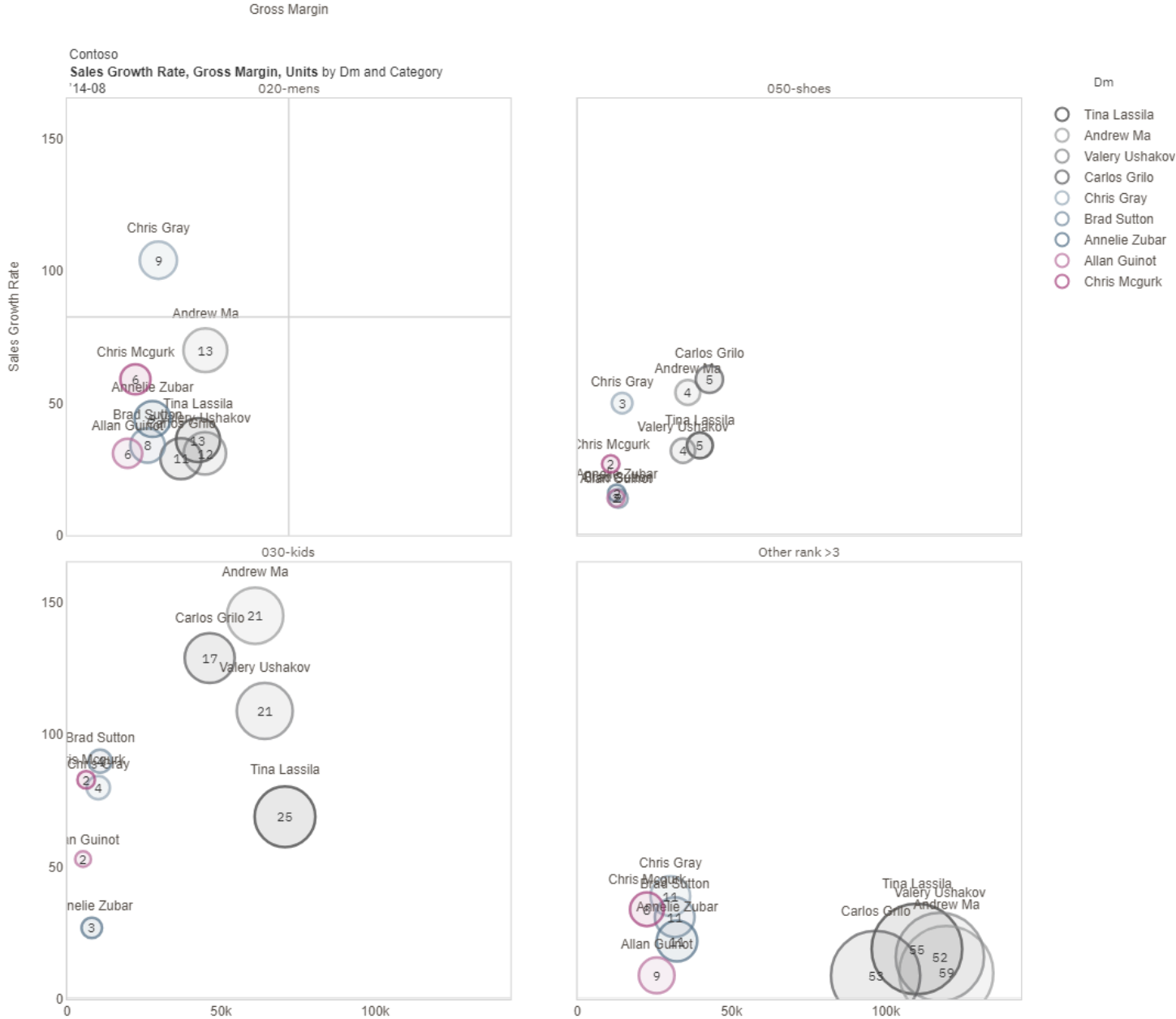
Fashions Direct has broader market appeal and higher sales volumes than Lindseys across most categories. Kids, mens, and shoes seem more profitable for Fashions Direct, possibly due to better pricing, lower costs, or both.



Andrew Ma and Tina Lassila stand out for their high volume of units sold and substantial gross margins. Despite having fewer units sold and a lower gross margin, Chris Gray leads with an impressive 65% sales growth rate, suggesting a rapidly expanding customer base or successful market penetration.



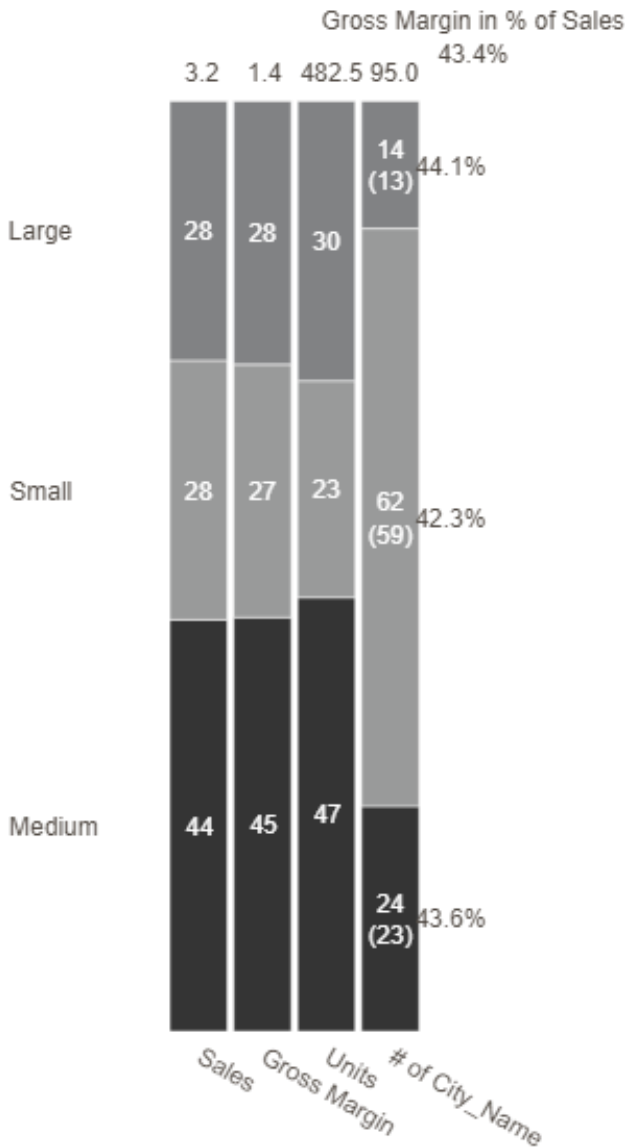
The Q20-mens category buyers are clustered around the origin, with moderate units growth rates and gross margins close to 0%. The Q50-shoes category displays a different pattern: the units growth rate is low or negative for most buyers, but gross margins vary widely. The Q30-kids category also shows a tight cluster of buyers near the origin.



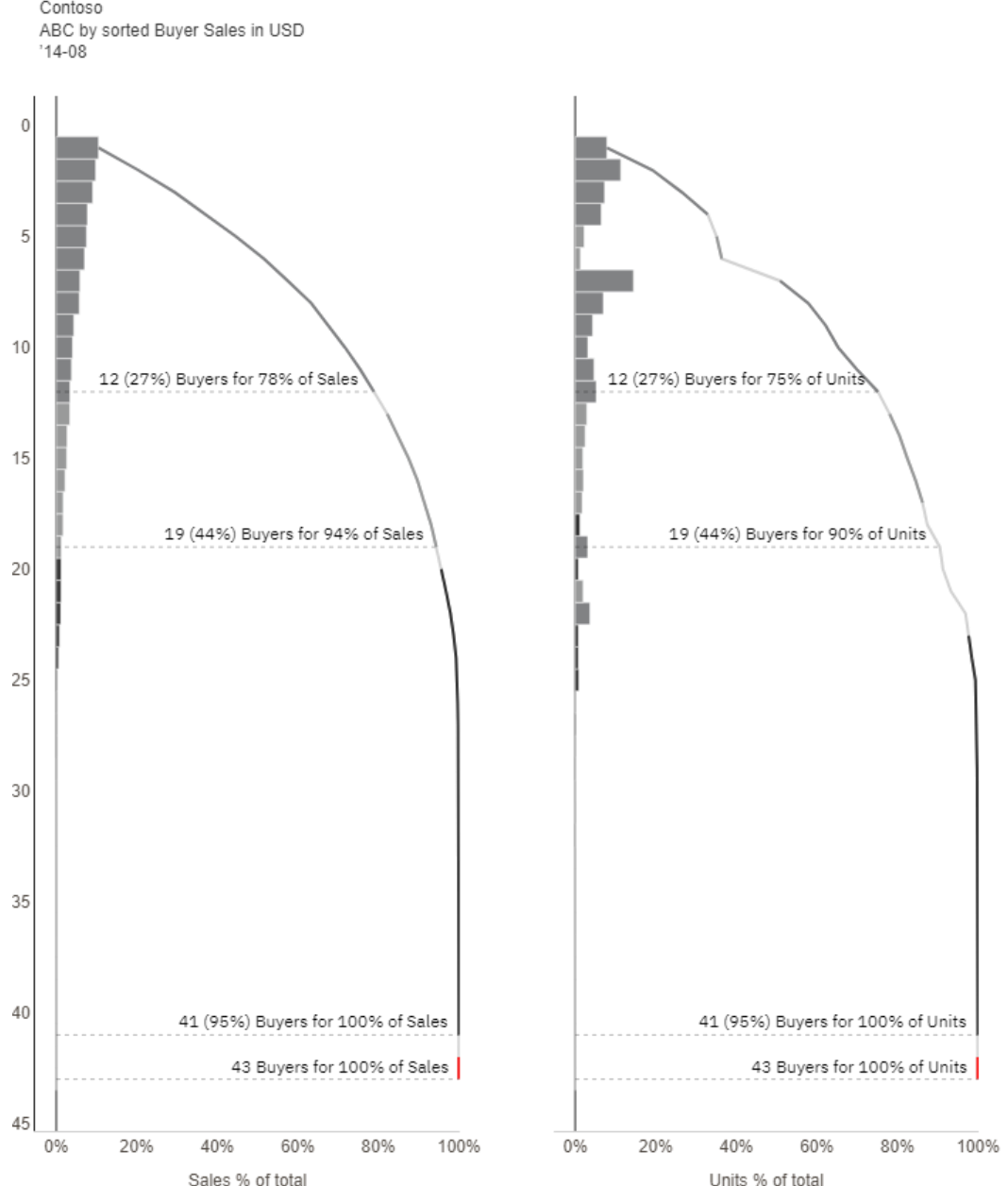


Medium-sized selling areas dominate both sales and gross margin at Fashions Direct and Lindseys, indicating they're the most productive and profitable. They also contribute the highest percentage of units sold, suggesting they have the optimal balance of inventory management and sales efficiency.

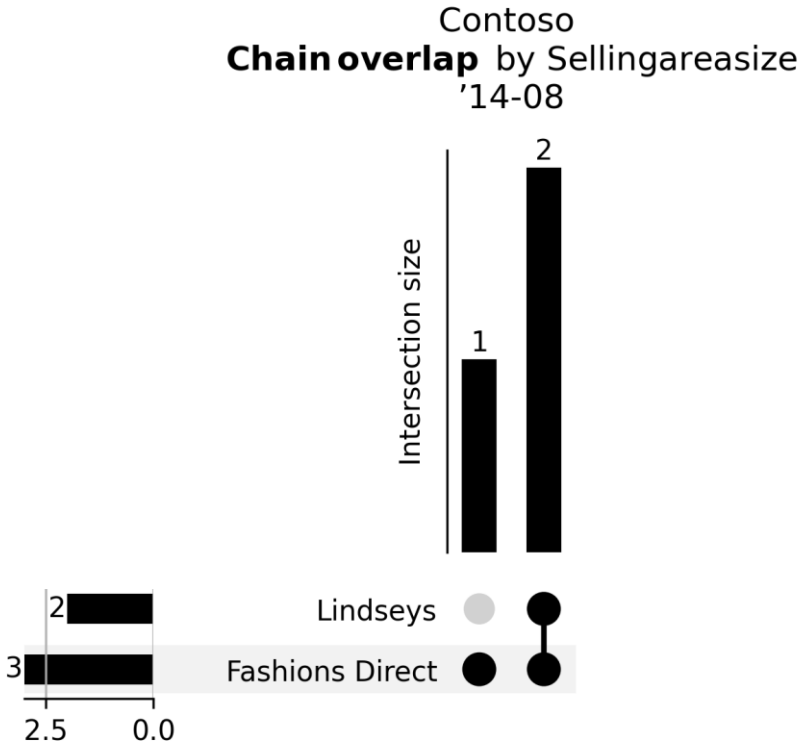
Contoso  
 ABC by sorted Sellingareaseize Sales in USD, count by City\_ '14-08



Sales are highly concentrated, with the top 12 buyers responsible for 78% of sales. Units concentration is slightly less intense among the top tiers: 'A' and 'B' classes have 75% and 90% of total units, compared to 78% and 94% of total sales. Some buyers have negative sales and units, affecting the cumulative percentages and overall distribution.



Fashions Direct has a larger individual set size than Lindseys for Contoso's selling area size in August 2014. Lindseys has a unique selling area size that doesn't overlap with Fashions Direct, indicated by an intersection of size 1. Fashions Direct occupies one additional selling area size not shared with Lindseys, given its set size of 3 and an intersection with Lindseys of 2.



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The business experienced a 9.5% CAGR in sales from January to August 2014, with an overall positive trend despite monthly fluctuations (p.38). Gross margins also improved during this period, suggesting better profitability or cost control (p.38). Individual sales performance varied, with Andrew Ma consistently performing well and the 'Other rank >8' category showing steady growth (p.39). The diverse recovery patterns among individuals in August indicate different strategies, market segments, or external factors at play (p.39).

Both 'Same Store' and 'New Store' categories contributed to overall sales, with 'New Store' sales more than doubling from January to August, highlighting significant growth potential (p.40). The Men's, Shoes, and Home categories demonstrated strong performance and growth opportunities, while Intimate and Other categories present potential for targeted growth strategies (p.41). March, June, and August appear to be favorable months for sales across multiple categories (p.41).

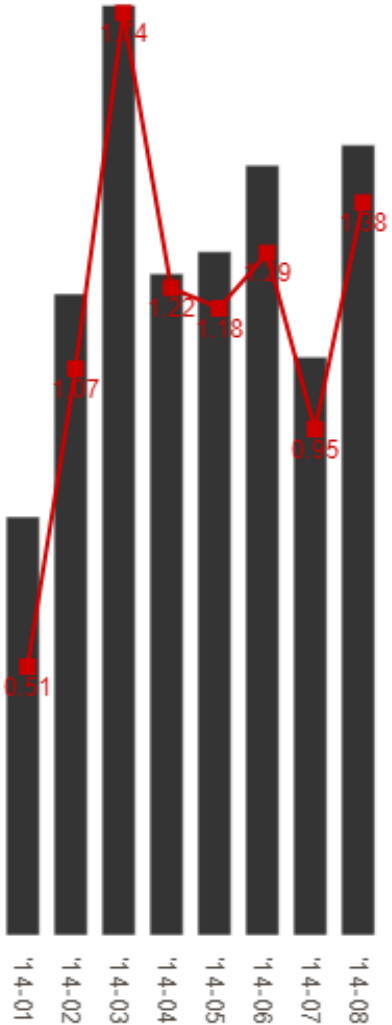
Fashions Direct's Gross Margin improved from 67% to 73% between January and August, indicating effective cost management and pricing strategies (p.42). In contrast, Lindseys' Gross Margin declined from 33% to 27%, suggesting potential issues and a widening gap in financial health and operational efficiency between the two companies (p.42).

Fashions Direct's sales grew steadily from 69 units in January to a peak of 72 units, with minor dips in May and June (p.43). Conversely, Lindseys' sales gradually declined from 31 units to 28 units, despite small recoveries in May and June (p.43). The data suggests that Fashions Direct's gains may be coming at Lindseys' expense, given the consistent inverse relationship between their monthly sales figures (p.43).

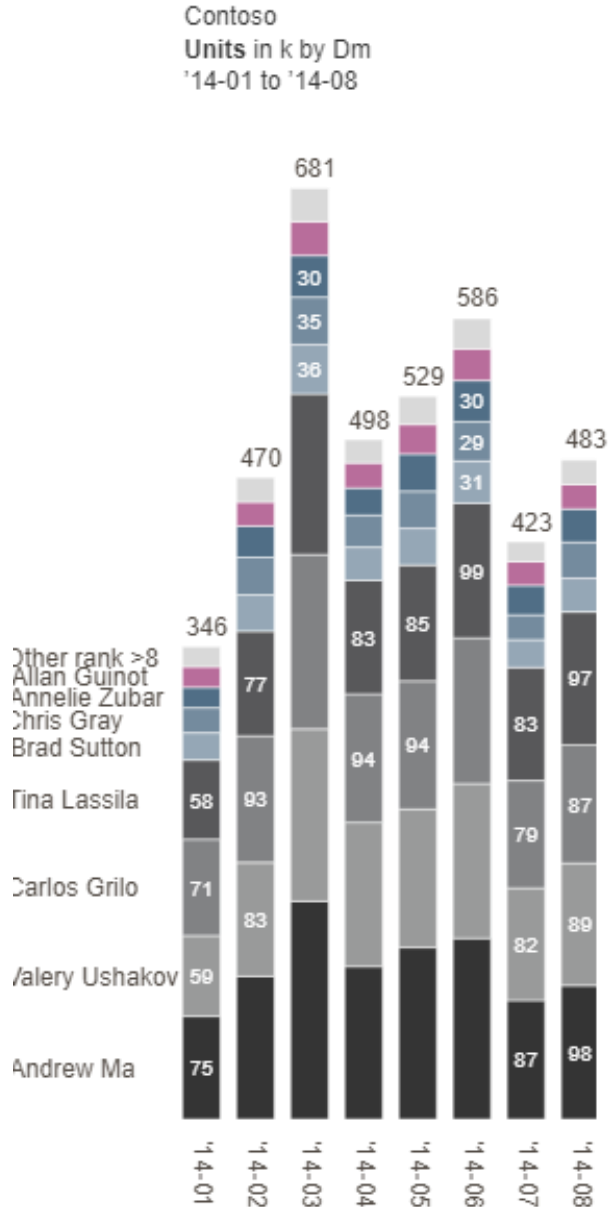
The business saw 9.5% CAGR sales growth from January to August 2014. Despite monthly ups and downs, peaking in March and dipping in July, the overall trend stayed positive. Gross margins also generally improved, hitting their peak in August, hinting at better profitability or cost control as sales grew.

Contoso  
Bars: Sales in mUSD. Line: Gross Margin in mUSD  
'14-01 to '14-08

CMGR  
9.5%

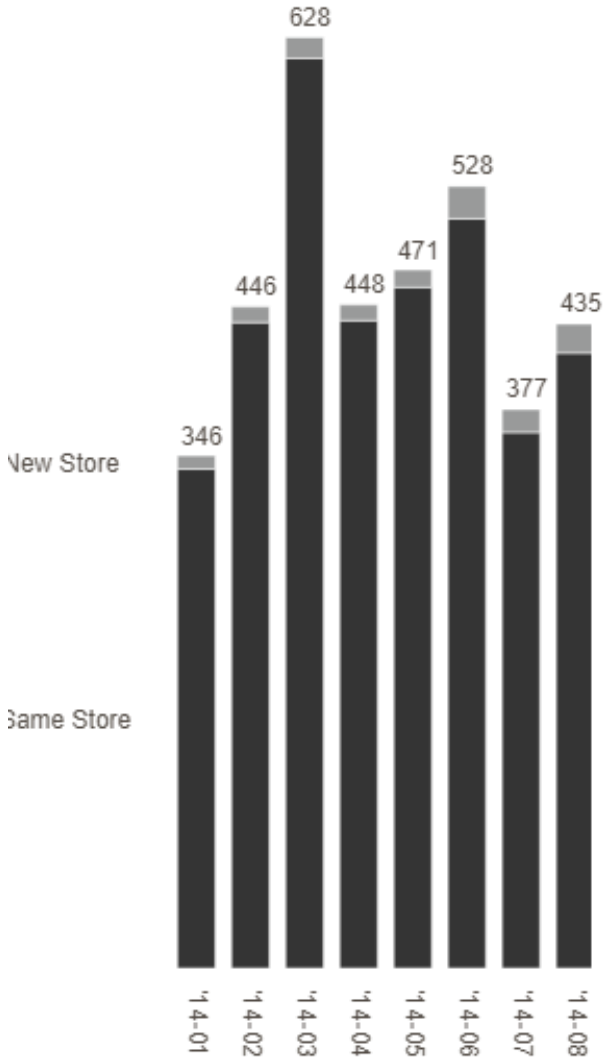


All individuals and the 'Other rank >8' category peaked in March sales, then dipped in July and partially recovered in August. Andrew Ma had consistently high performance. The 'Other rank >8' category showed steady growth, hinting at emerging performers. The varied August recovery among individuals points to different strategies, market segments, or external factors impacting each person's sales.



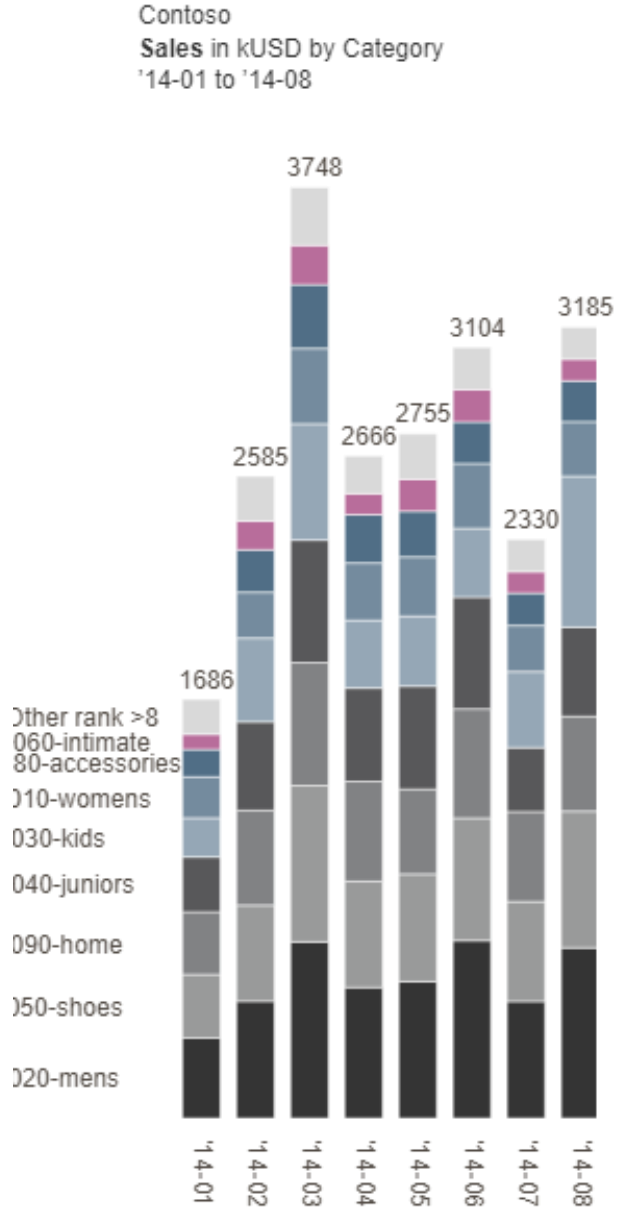
Both 'Same Store' and 'New Store' categories contributed to overall sales. 'Same Store' sales fluctuated, while 'New Store' sales showed a steady upward trend. Despite its smaller volume, the 'New Store' category more than doubled from January to August, indicating significant growth potential.

Contoso  
Units in k by Store\_Type like-for-like City\_Name '14-01 to '14-08  
'14-01 to '14-08

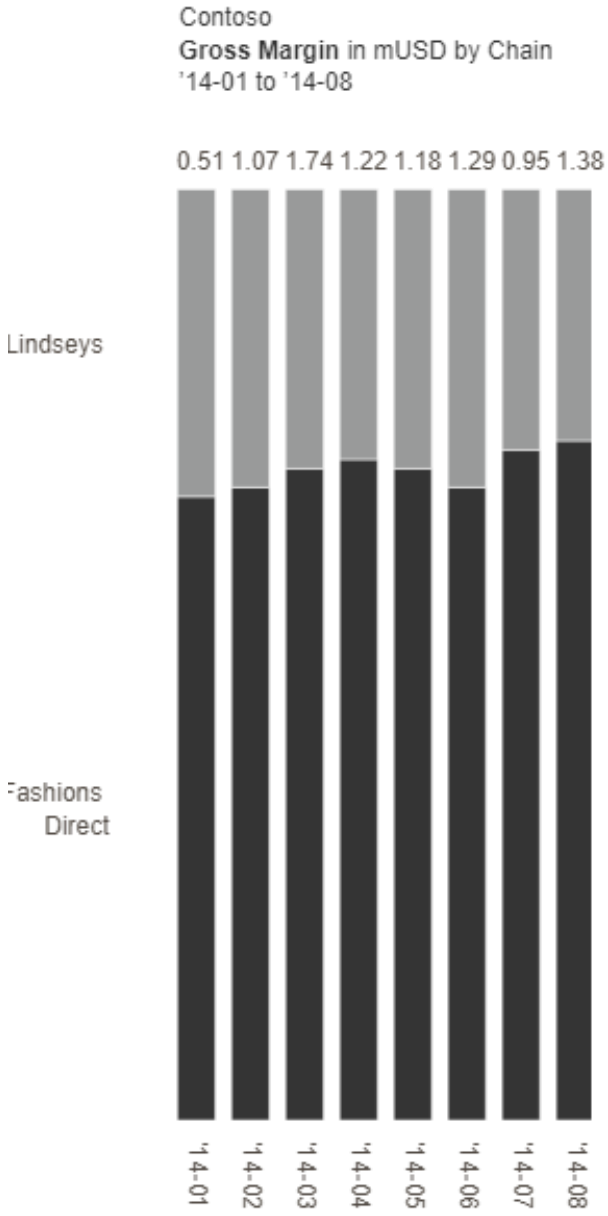




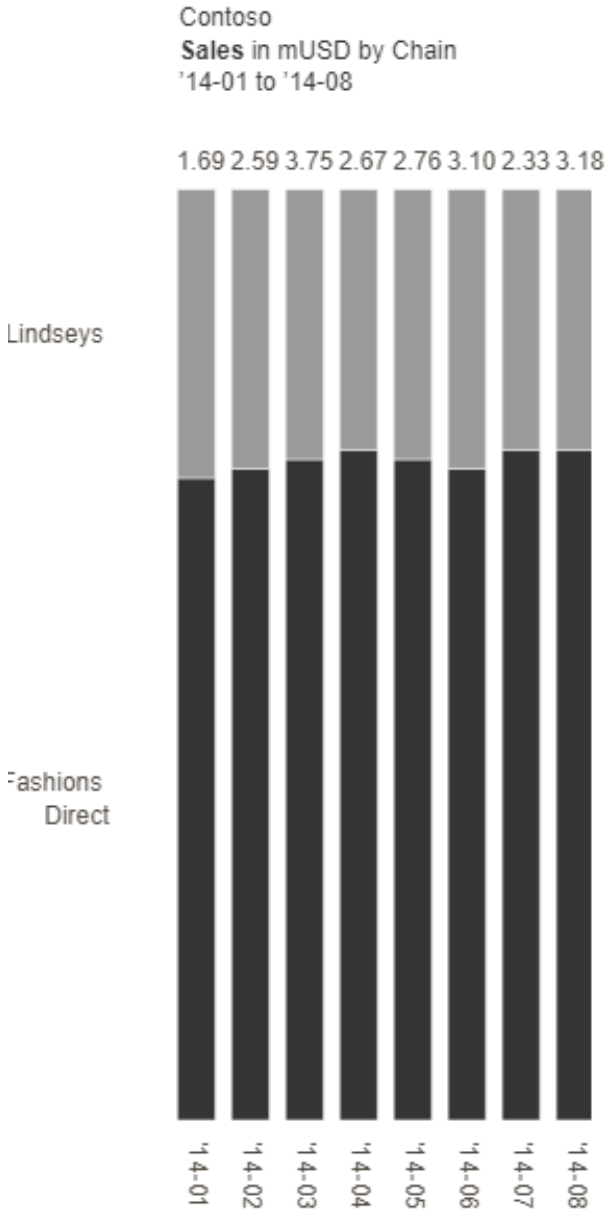
The Men's, Shoes, and Home categories show strong performance and growth opportunities. March, June, and August are favorable for sales across multiple categories, likely due to holidays, seasonal changes, or promotions. Although Intimate and Other categories have lower sales, they present potential for targeted growth strategies.



Fashions Direct's Gross Margin improved from 67% in January to 73% in August, suggesting effective cost management and pricing strategies. In contrast, Lindseys' Gross Margin fell from 33% to 27%, indicating potential issues. The widening gap highlights Fashions Direct's increasing competitive advantage in financial health and operational efficiency.



Fashions Direct's sales grew steadily from 69 units in January to a peak of 72 units, with minor dips in May and June. Meanwhile, Lindseys' sales gradually declined from 31 units to 28 units, despite small recoveries in May and June. The data points to Fashions Direct's gains coming at Lindseys' expense, given the consistent inverse relationship between their monthly sales figures.



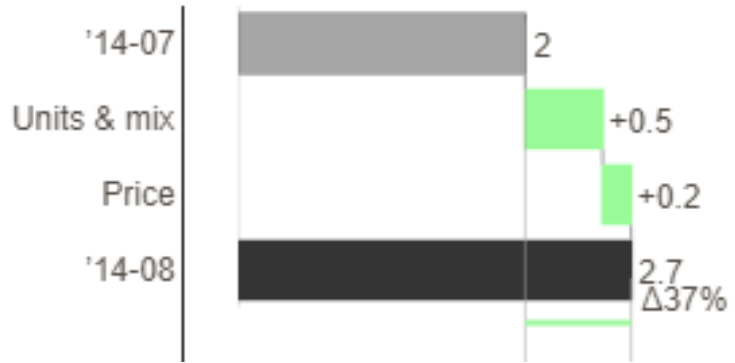
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Contoso  
Price, Units & Mix in mUSD  
'14-08 AC vs PY

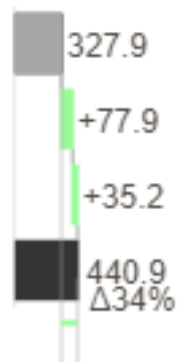


Contoso  
 Price, Units & Mix in kUSD by Store\_Type

'14-08 AC vs PY  
 Same Store



New Store

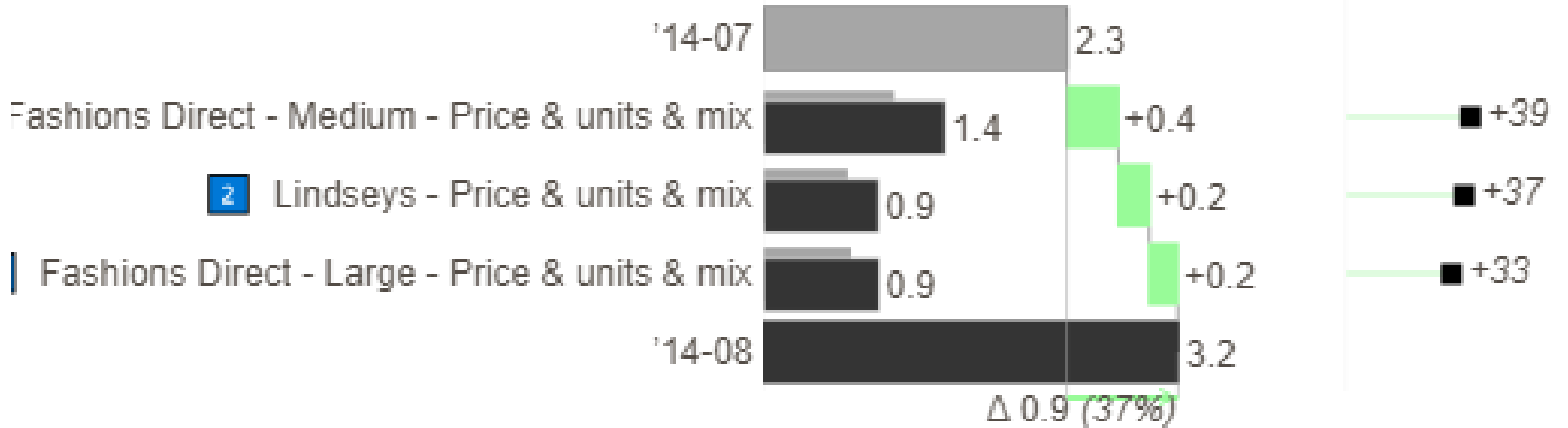


Contoso

Price & Units & Mix in mUSD

'14-08 AC vs PY

Δ%



Contoso  
Gross Margin in mUSD  
'14-08 AC vs PY





# Contoso

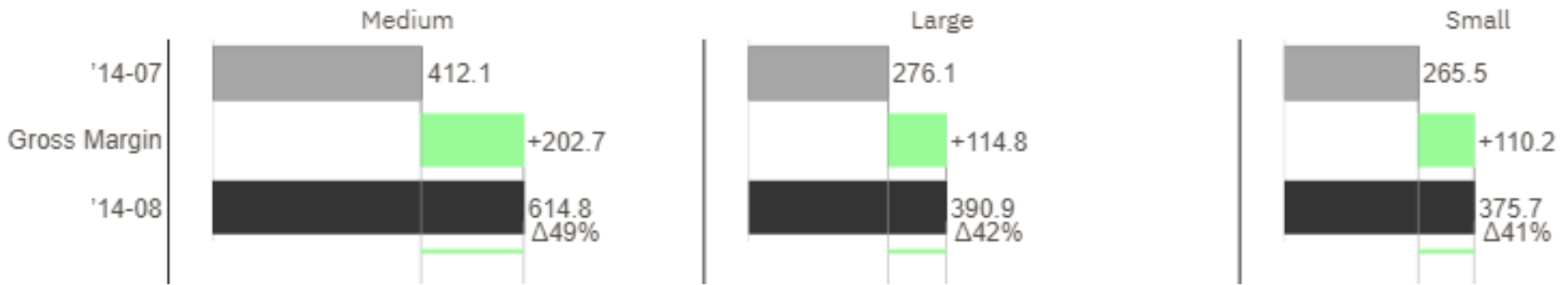
## Gross Margin in % in USD

'14-08 AC vs PY



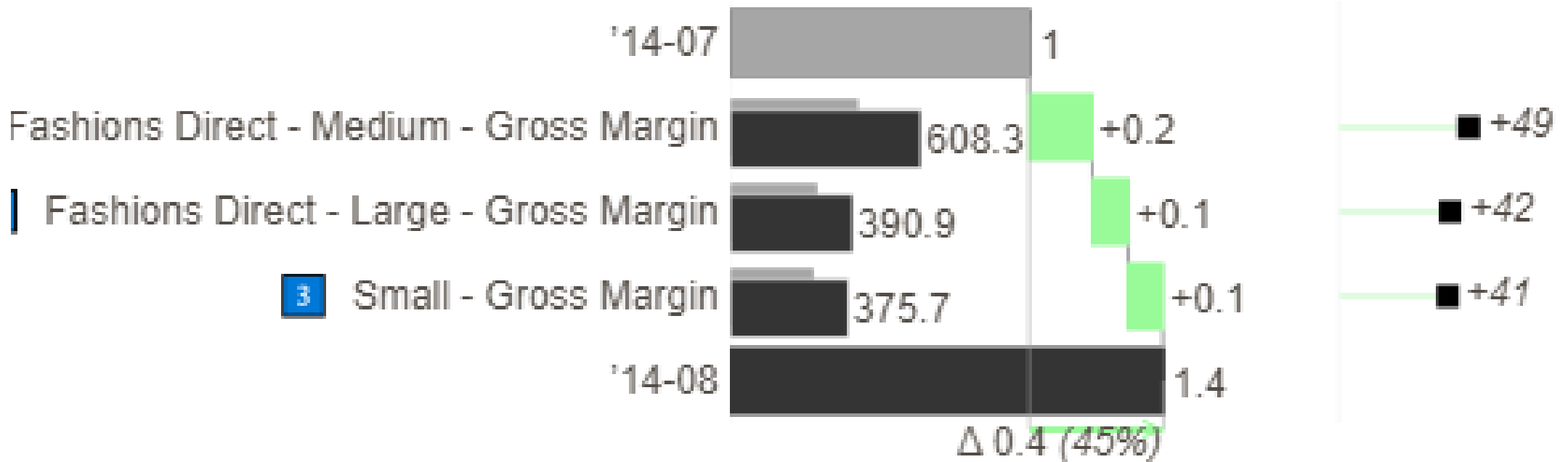
Contoso

Gross Margin in kUSD by Sellingareazize  
'14-08 AC vs PY



Contoso  
 Gross Margin in mUSD  
 '14-08 AC vs PY

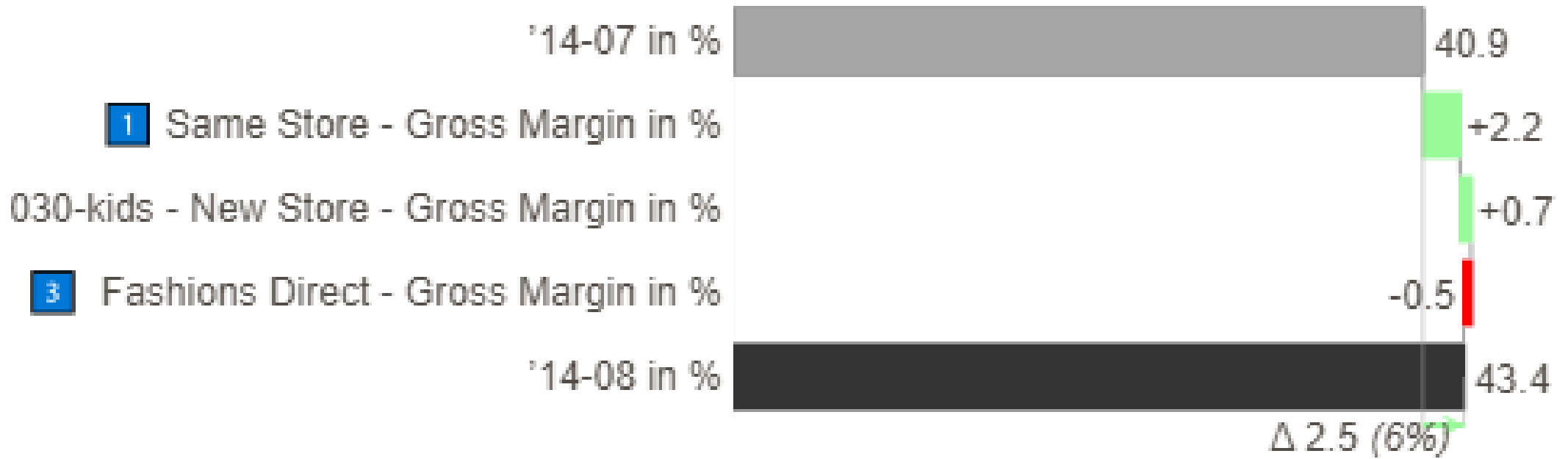
Δ%



# Contoso

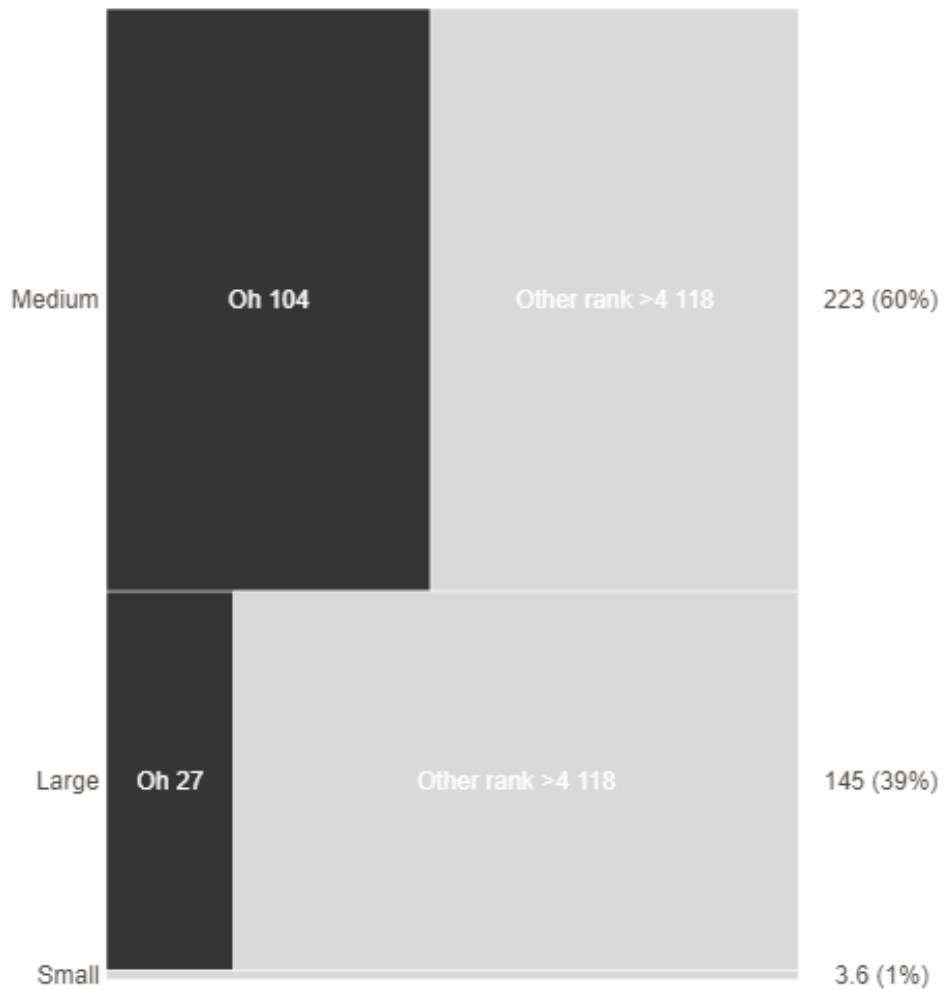
Gross Margin in % in USD

'14-08 AC vs PY



Contoso  
 Units in k by Chain, Sellingareaseize and Territory  
 '14-08

Fashions Direct



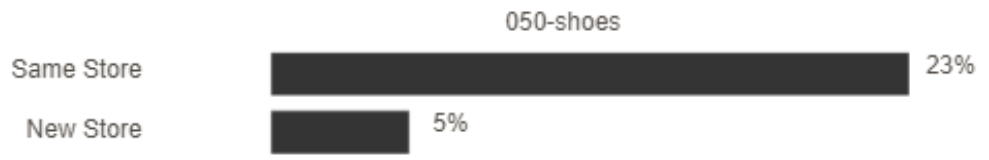
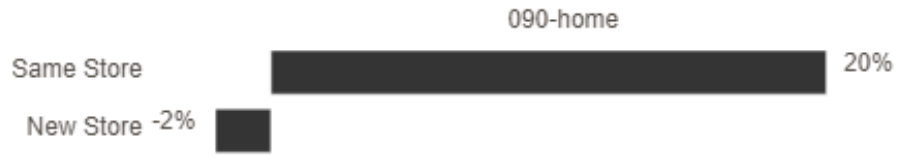
Lindseys



Contoso  
Units Growth Rate by Store\_Type  
'14-08

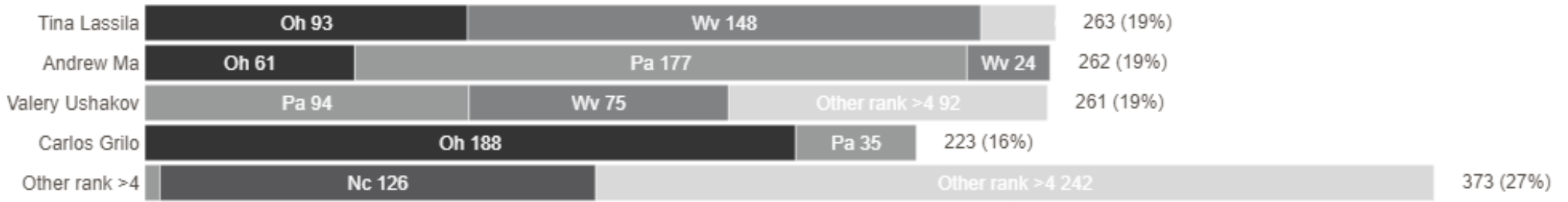


Contoso  
Units Growth Rate by Category and Store\_Type  
'14-08



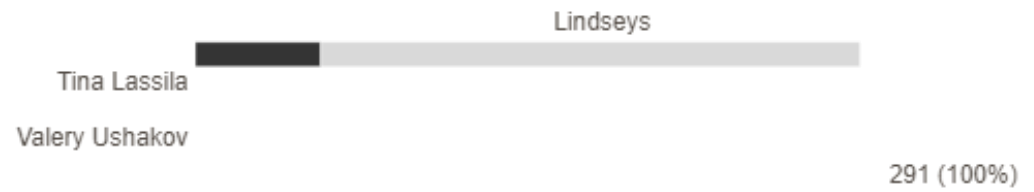
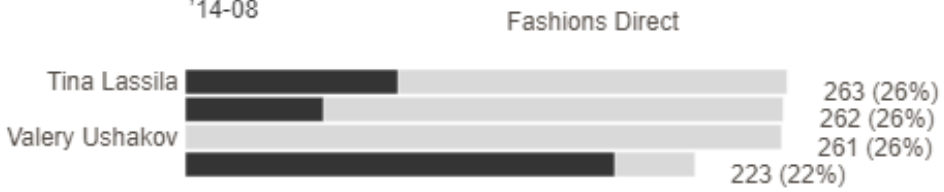
Contoso  
**Gross Margin** in kUSD by Dm and Territory  
 '14-08

Total  
**1381**

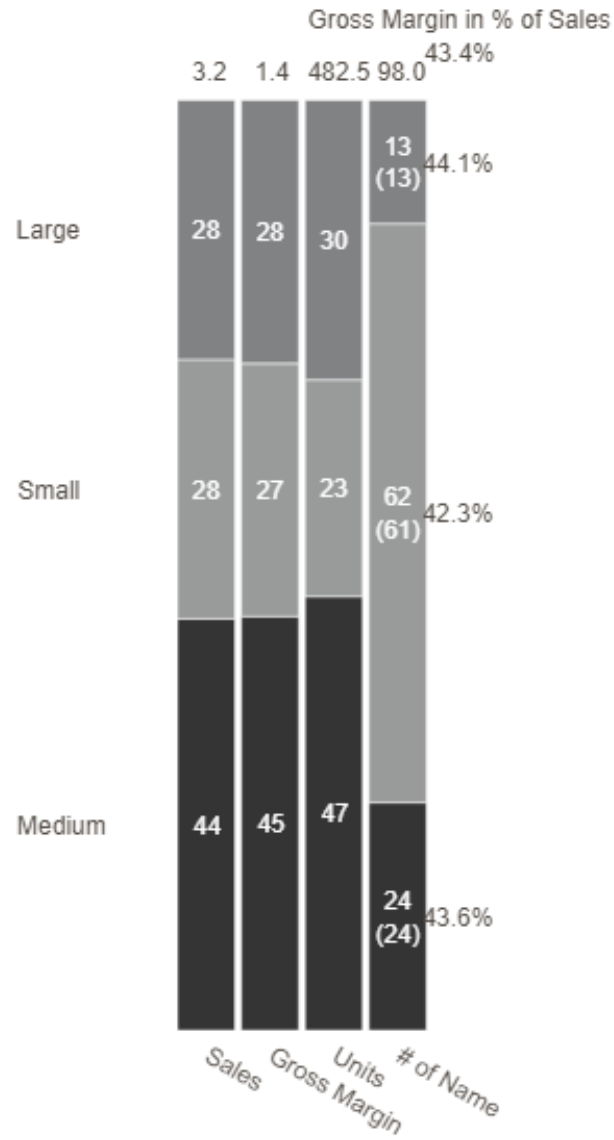




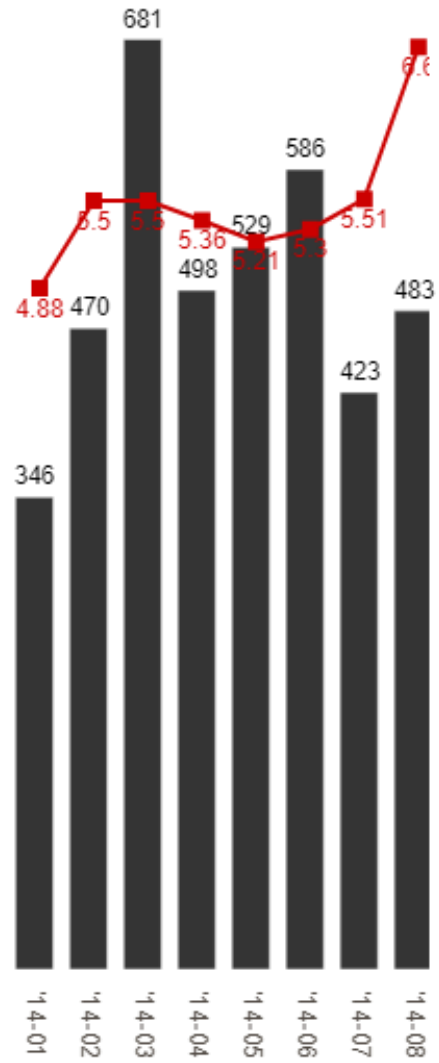
Contoso  
**Gross Margin** in kUSD by Chain, Dm and Territory  
 '14-08



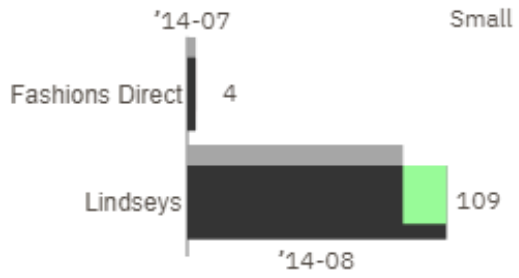
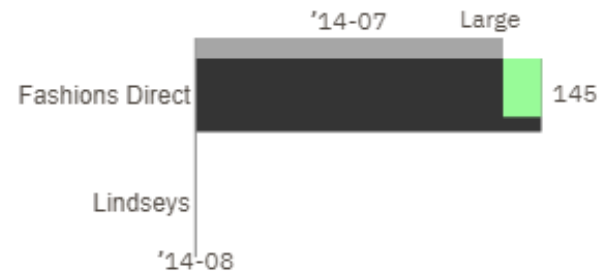
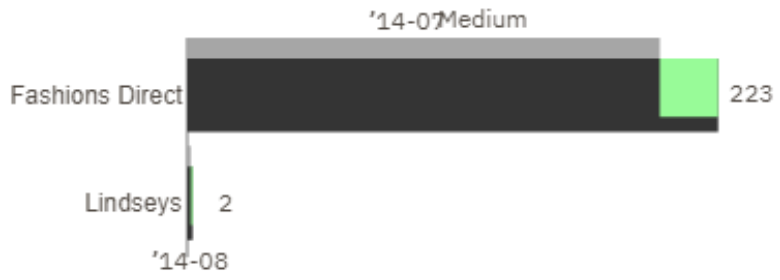
Contoso  
 ABC by sorted Sellingareazize Sales in USD, count by N  
 '14-08



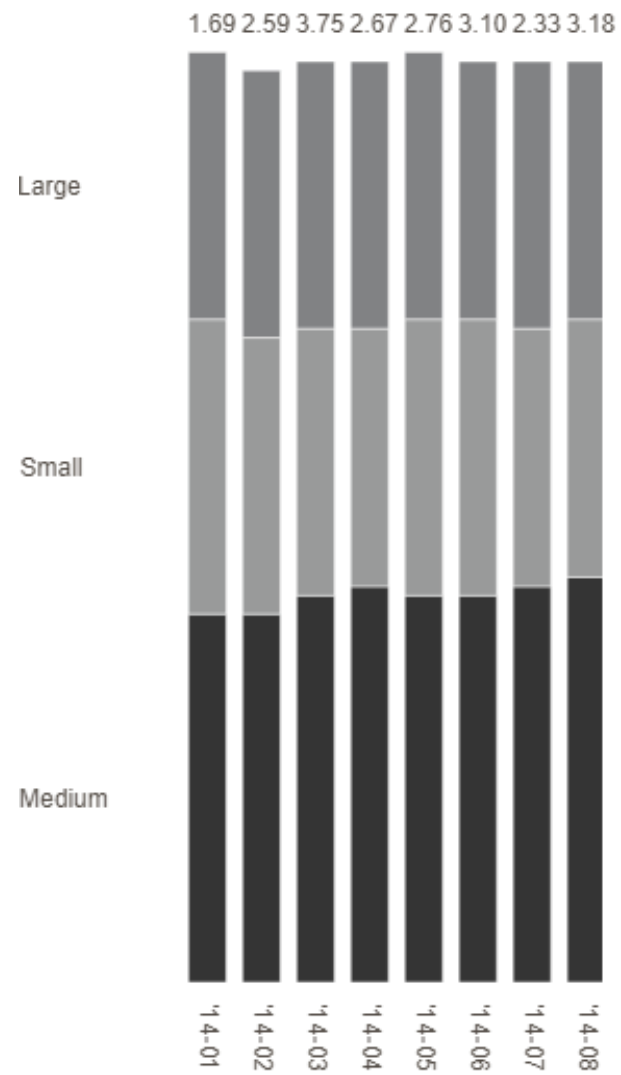
Contoso  
Bars: Units in k. Line: Unit Price in USD  
'14-01 to '14-08

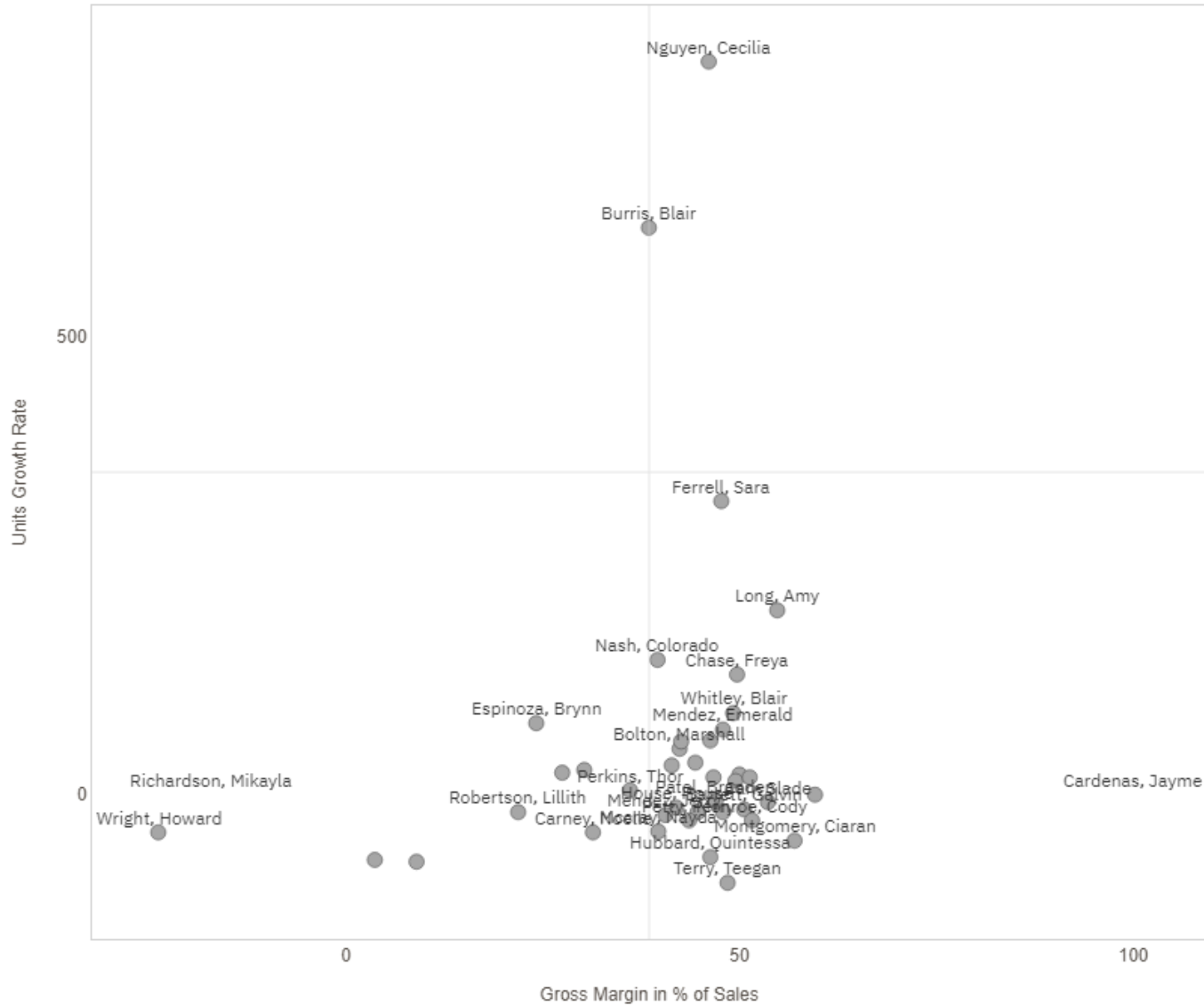


Contoso  
Units in k Sellingareaisize by Chain  
'14-08 AC vs PM

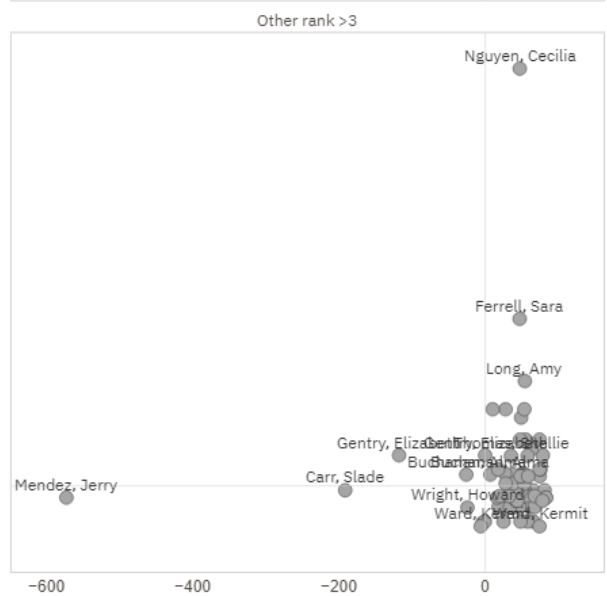
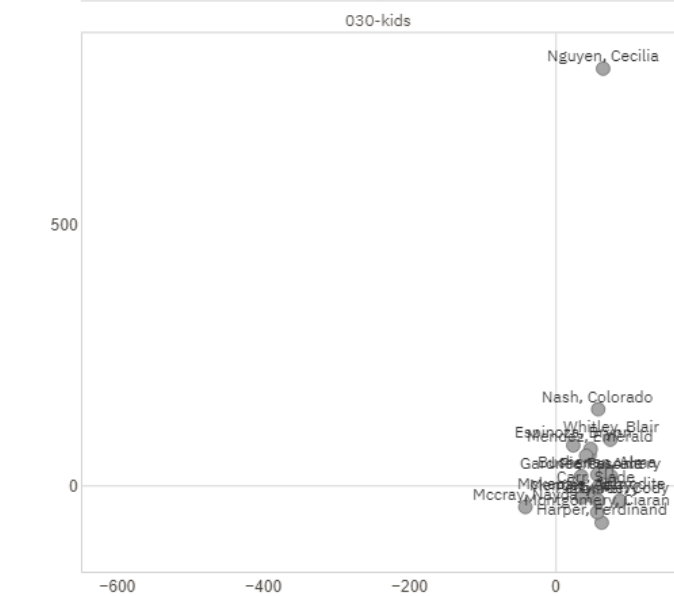
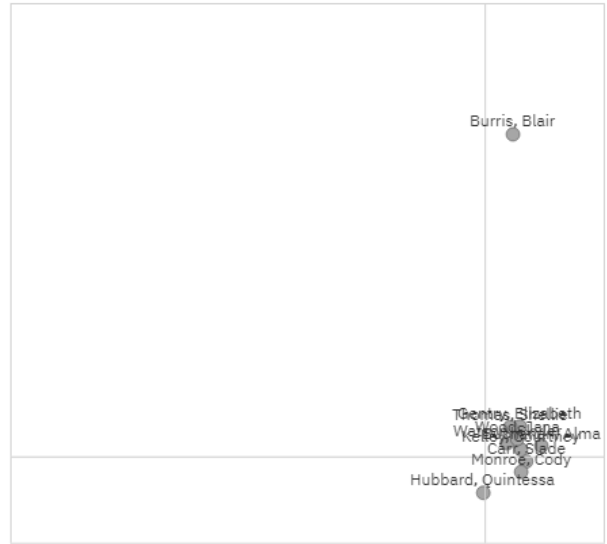
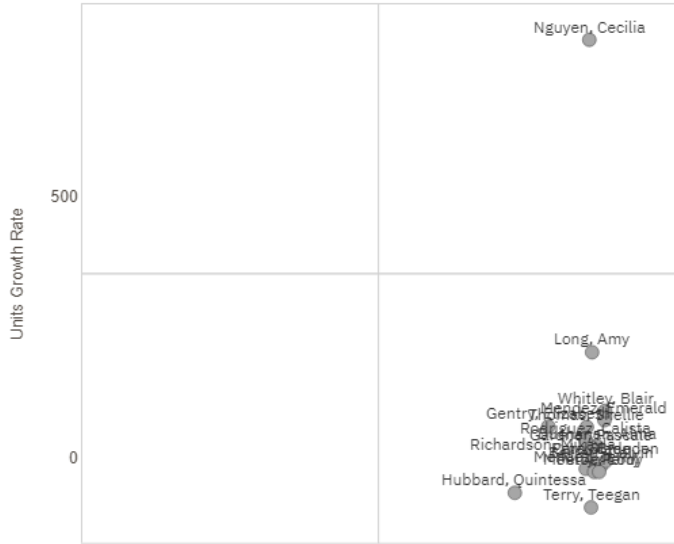


Contoso  
Sales in mUSD by Sellingareazize  
'14-01 to '14-08

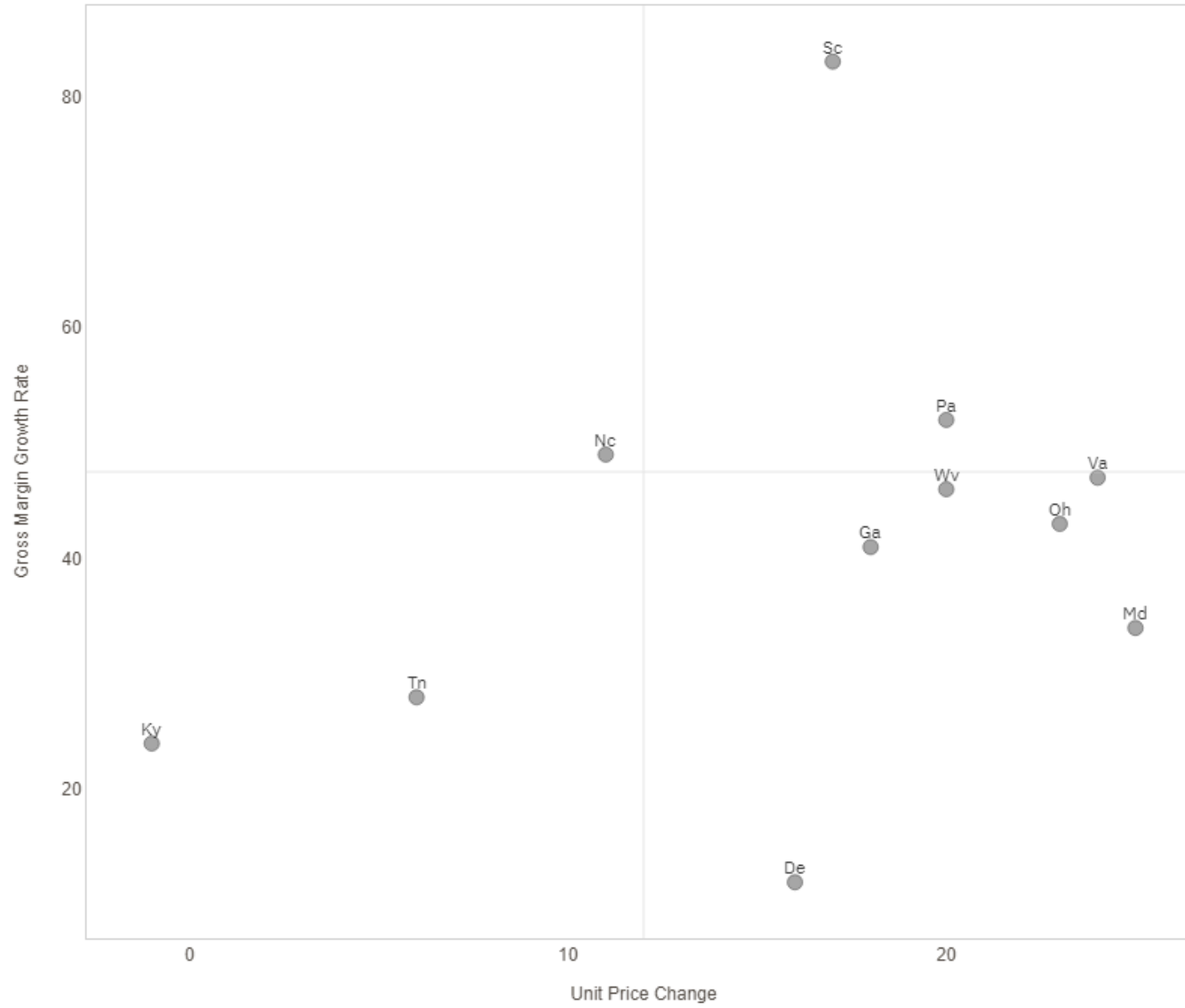




Contoso  
Units Growth Rate, Gross Margin in % of Sales aggregated by Buyer and Category '14-08

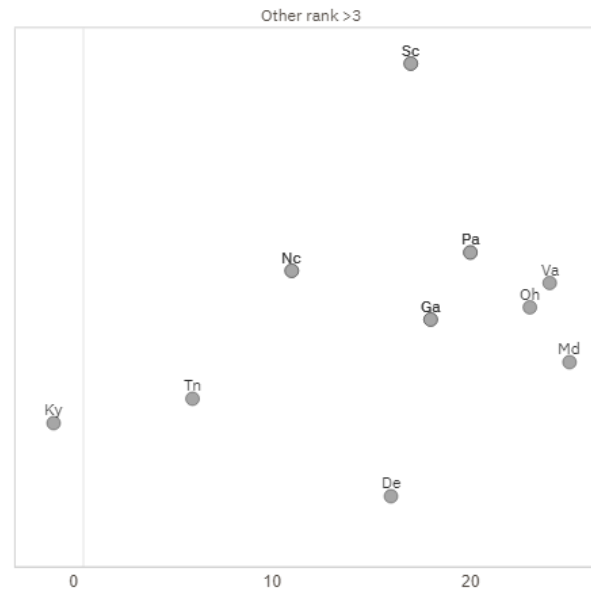
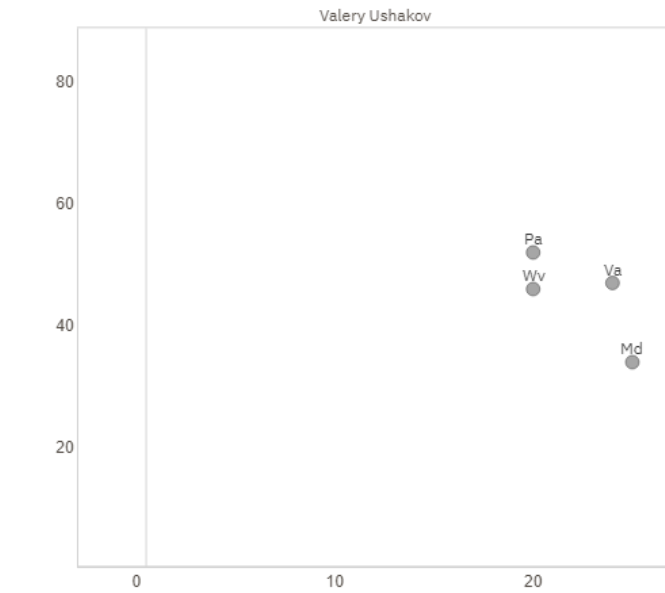
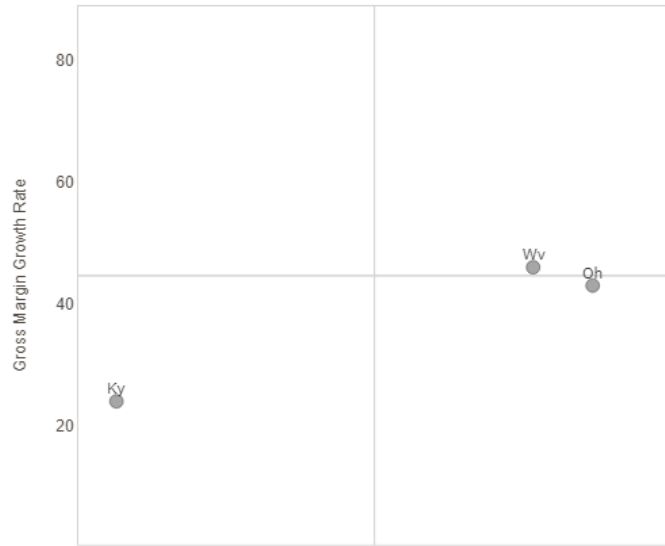


Contoso  
Gross Margin Growth Rate, Unit Price Change in USD aggregated by Territory  
'14-08

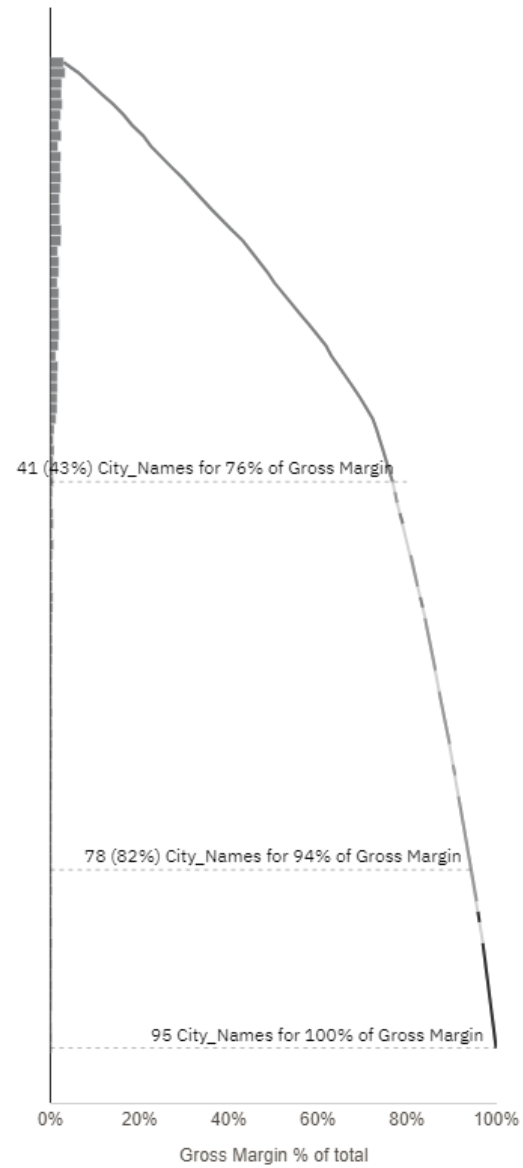
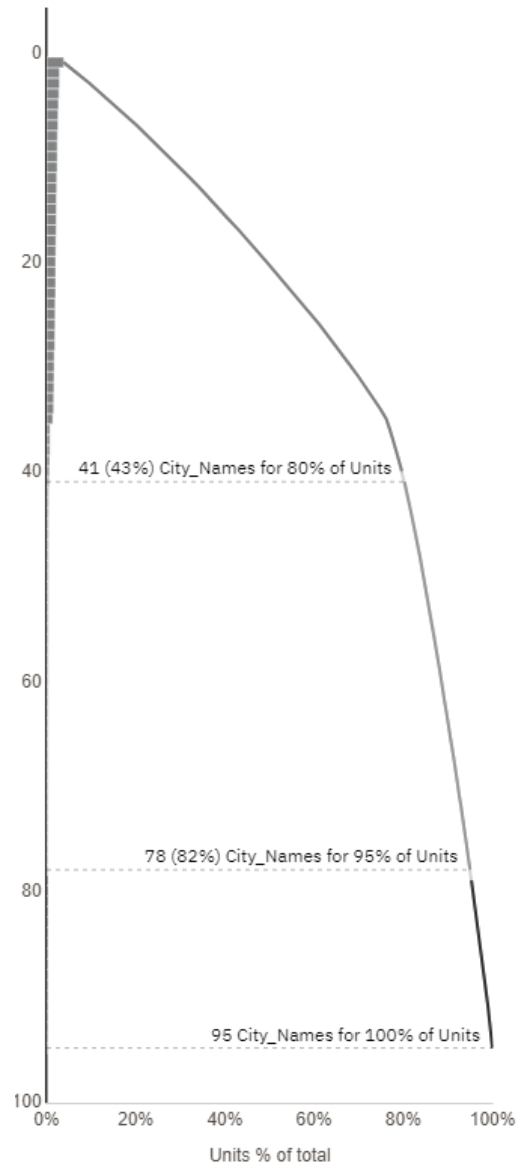




Contoso  
Gross Margin Growth Rate, Unit Price Change in USD aggregated by Territory and Dm  
'14-08

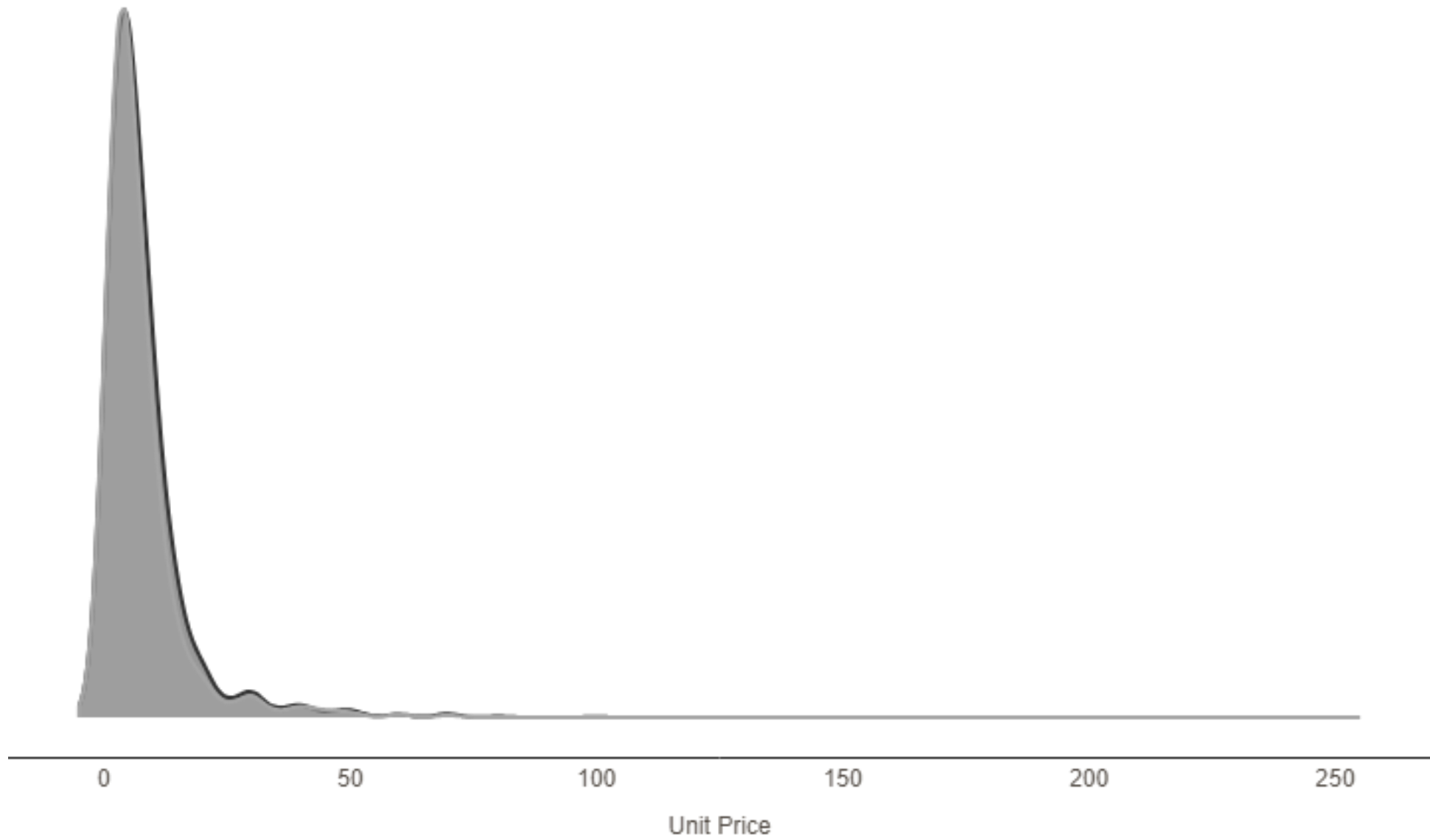


Contoso  
ABC by sorted City\_Name Units  
'14-08

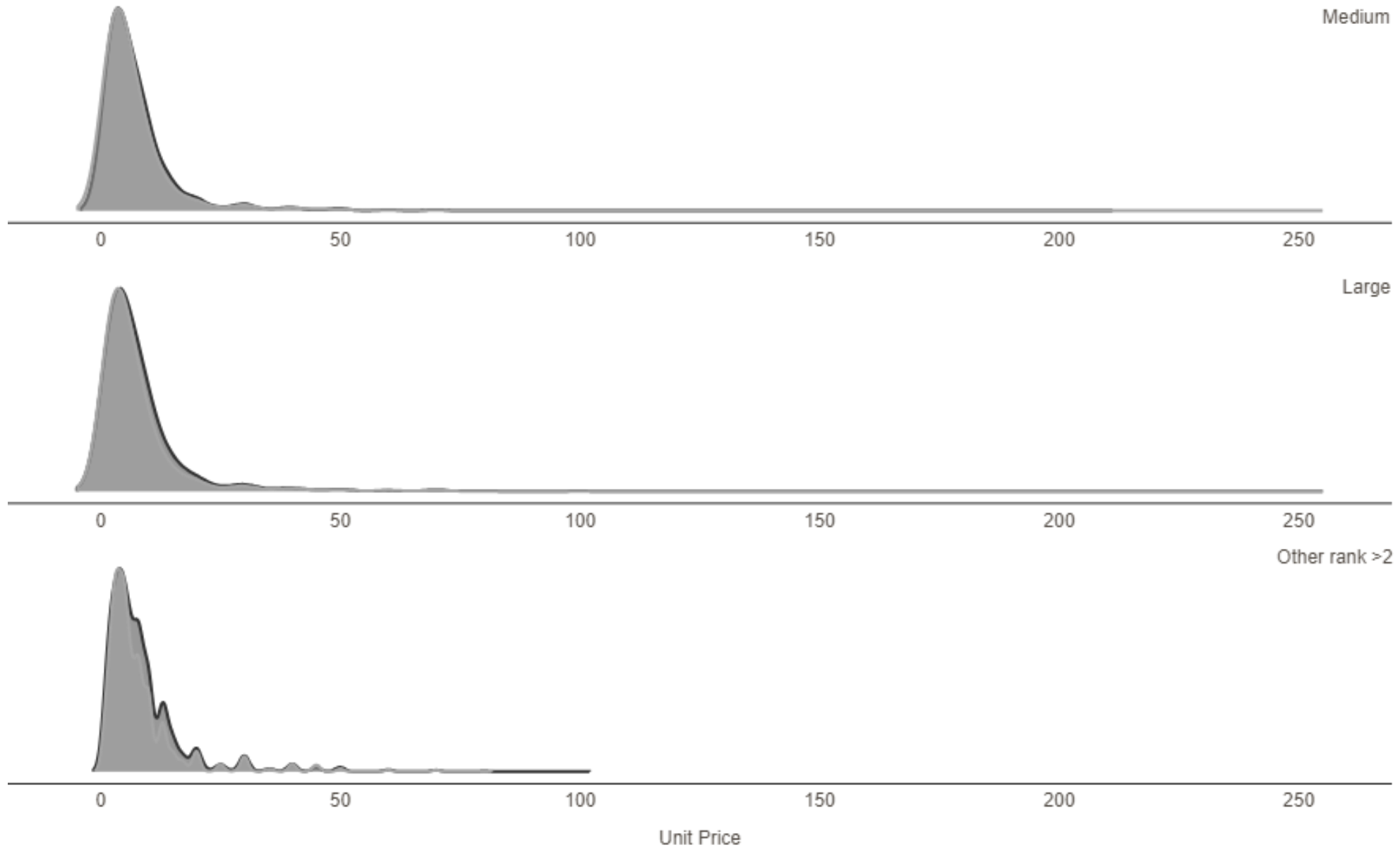


Contoso  
Unit Price in USD, by observation  
'14-07 vs '14-08

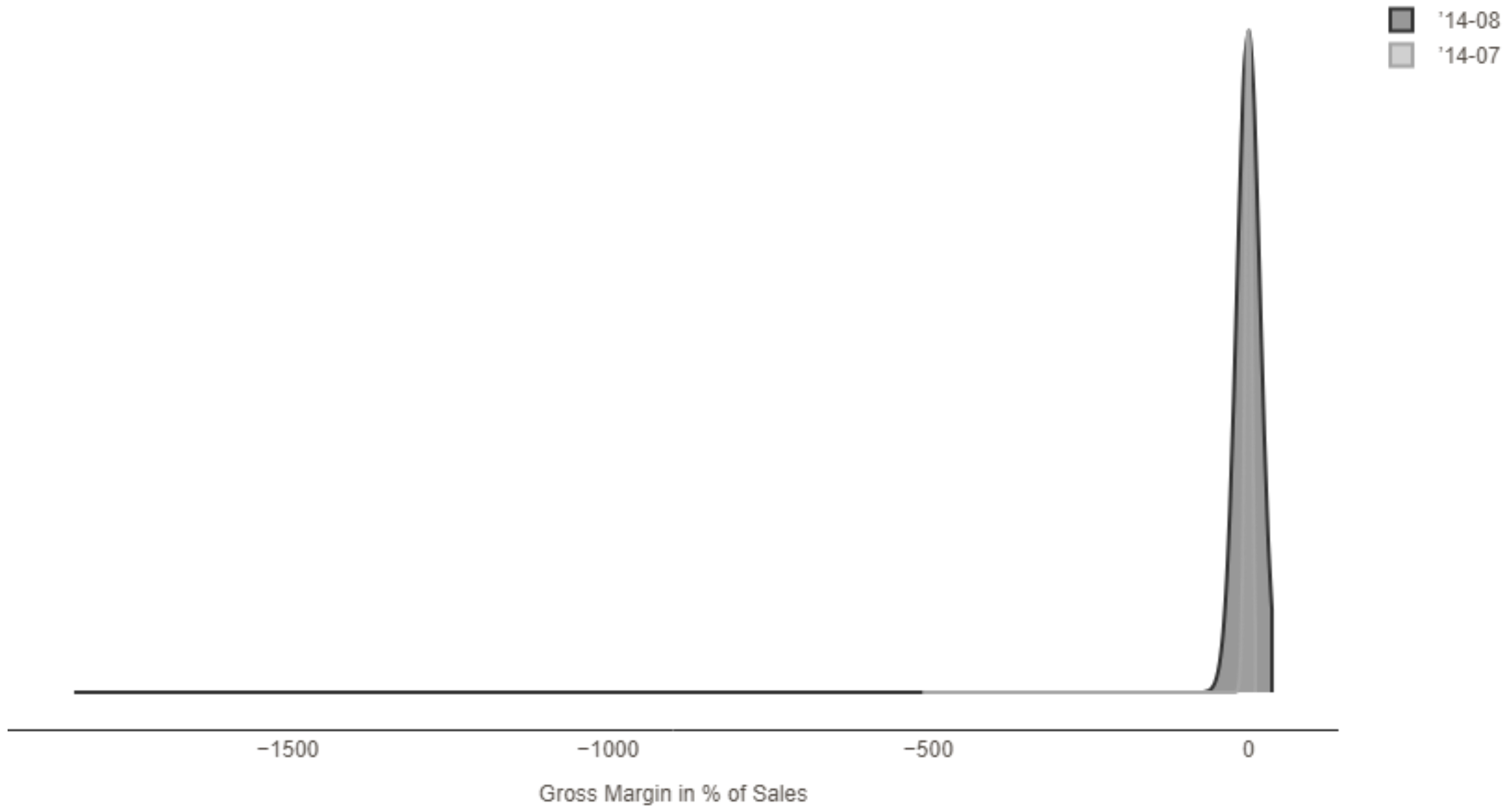
■ '14-08  
■ '14-07



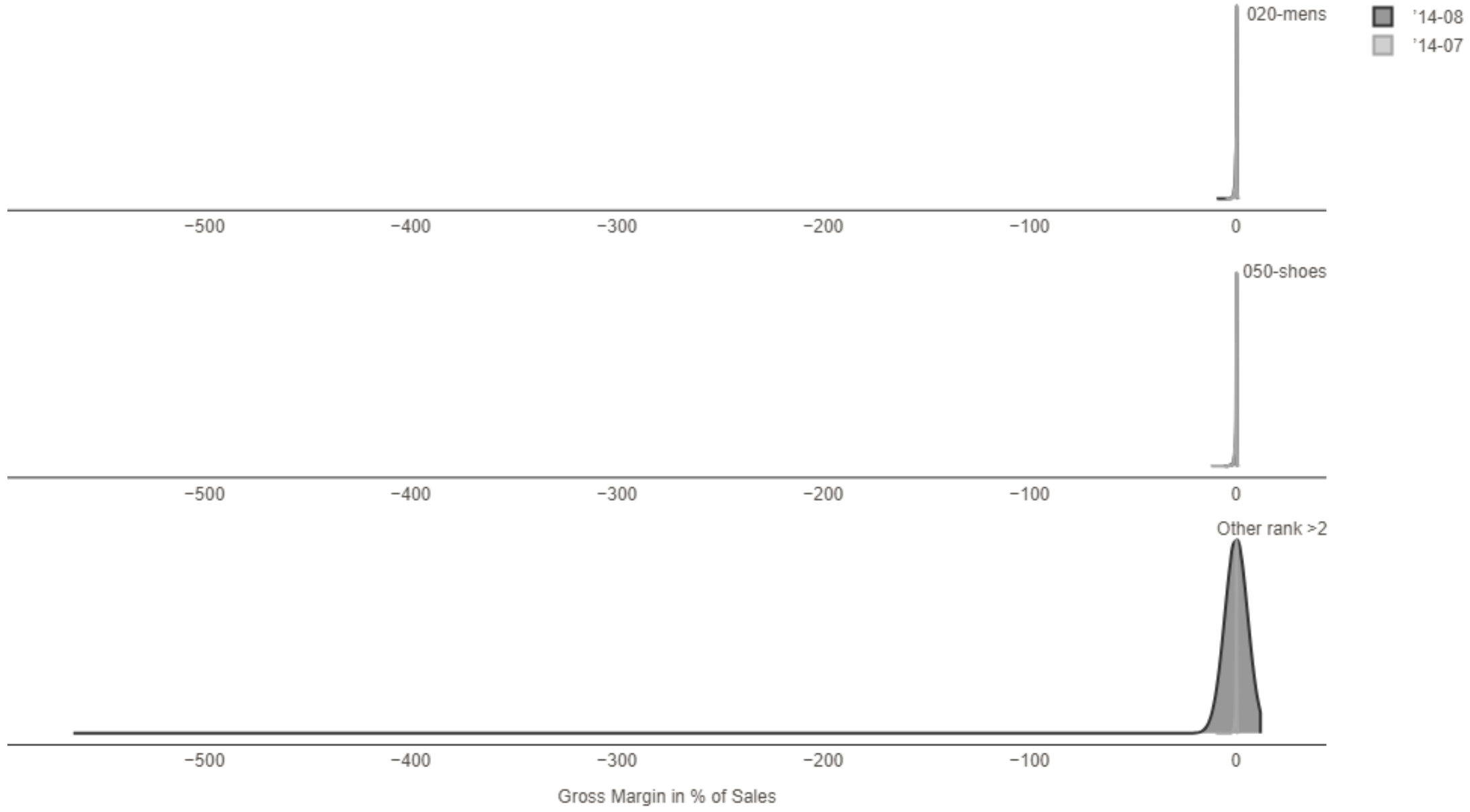
Contoso  
Unit Price in USD, by observation by Sellingareazize  
'14-07 vs '14-08



Contoso  
Gross Margin in % of Sales by observation  
'14-07 vs '14-08



Contoso  
Gross Margin in % of Sales by observation by Category  
'14-07 vs '14-08



# Contoso

## Chain overlap by City\_Name

'14-08

