

BI200

Introduction to Standard Reports



Training Guide

Doc Version 1.1

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Introduction

BusinessObjects Enterprise comes with InfoView, a web-based desktop that serves as a portal to a range of useful business information. From InfoView, you can access folders containing CMS BI reports and queries.

InfoView provides the flexibility to output reports in various formats, including Web Intelligence (to be viewed within InfoView), Microsoft Excel, Adobe Acrobat PDF, or Comma Separated Values (CSV).

Course Objectives

This training manual will walk you step-by-step through the process of running and viewing reports in InfoView. The manual also contains detailed descriptions of each BI Standard Report and Top Common Query.

After you complete this course, you should be able to:

- Log in to InfoView and navigate the portal
- Locate the Global Standard CRM Reports and Top Common Queries
- Schedule a report and automatically send it to your (or others') email accounts
- Find the History of previously run reports
- Understand the usage of global standard reports and report metrics

For Further Assistance

If you have questions not answered by this training guide, please contact your local support person.

Navigating InfoView

This chapter provides step-by-step procedures for accessing InfoView and navigating the portal.

Logging In

In the InfoView portal, single sign-on has been enabled; by entering the server address into the browser you can access the portal directly. Navigate to <http://sg-sin-boep01> and the SAP BusinessObjects InfoView page displays.

If there is a need to log on, follow the steps below:

1. Open Internet Explorer and navigate to <http://sg-sin-boep01>.

2. Enter your Windows **User Name** and **Password**.
3. Select **Enterprise** as the Authentication.

For training purposes only, you can use the generic log on information:

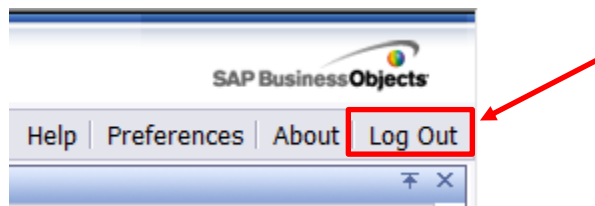
- User Name: **apacdemo**
 - Password: **apacdemo1**
 - Authentication: **Enterprise**
-

4. Click **Log On**.

SAP Business Reports InfoView is displayed.

Logging Out

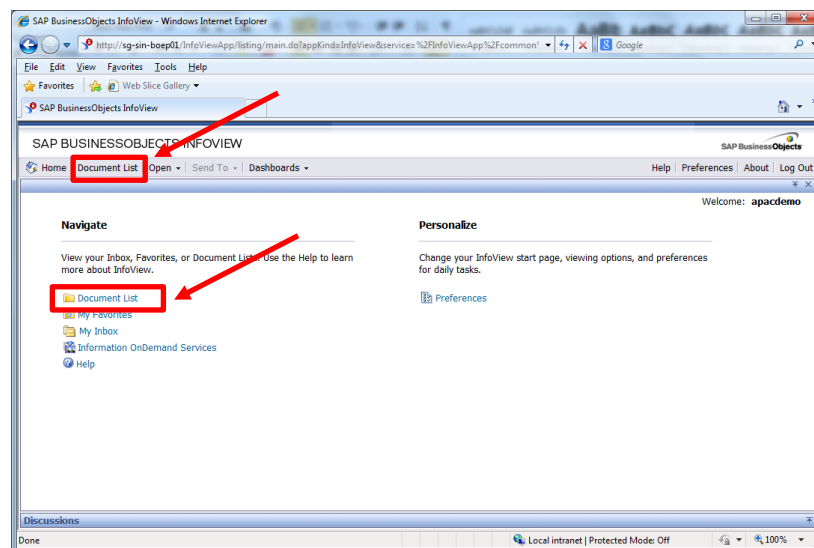
- To log out of InfoView, click **Log Out** in the upper right corner of the window.



The Log On page redisplays.

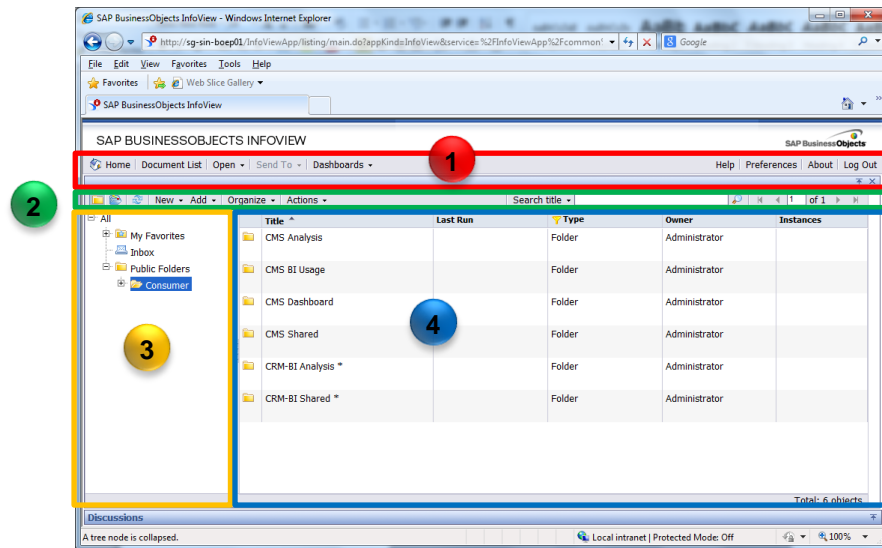
Navigating

To access reports, click **Document List** on the Header Panel or under the Navigate heading on the page.



The Document List

The InfoView Document List has four main regions.



1 The **Header Panel** contains buttons that allow you to navigate around InfoView, get help, set your preferences, and log out.

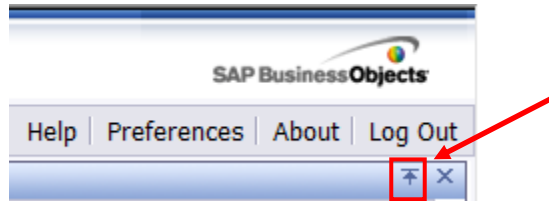
2 The **InfoView Workspace Toolbar** allows you to change views, refresh the list, and take actions such as adding, moving, or deleting reports.

3 The **Tree Panel** displays the folders and categories in a hierarchical structure and allows you to drill down through the folder hierarchy or categories to find reports. To expand a folder, click **+** or to close a folder, click **-**. When you select a folder or category in the Tree Panel, its contents appear in the Details panel.

4 The **Details Panel** displays the reports stored in the folder or category selected in the Tree Panel. You can filter and sort the reports displayed in the Details panel, and choose to modify, view, organize, or schedule them if you have the necessary rights.

You may wish to hide the Header Panel to increase the display size of the Document List.

- To hide the Header Panel, click the up-arrow near the top right corner of the page, as shown below.

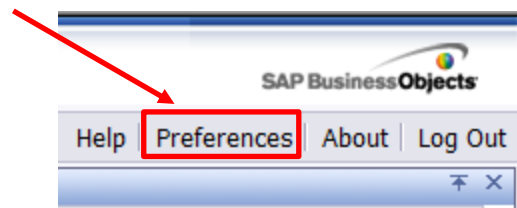


- To redisplay the panel, click the button again.

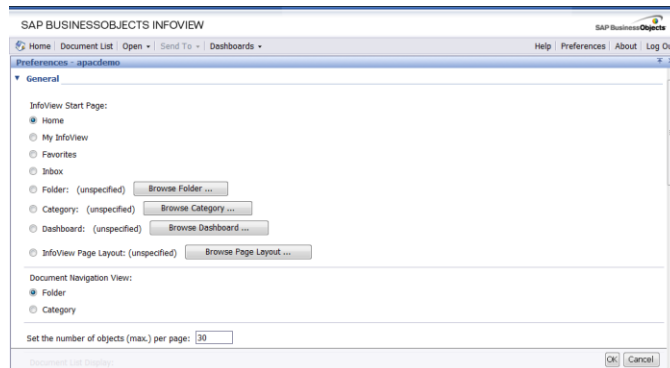
Setting Preferences

You can set your user preferences in the **Preferences** panel in InfoView, including your current time zone. You can also use the Preferences panel to change your password.

1. Click the **Preferences** button on the Header Panel.



The Preferences panel displays.



2. Scroll down to view more preferences.
3. Click a heading to expand or collapse the heading and view the associated options.
4. Choose the desired options and then click **OK** in the lower right corner to save your changes.

General Preferences

Under the **General** heading, you can set the following options:

- **InfoView Start Page:** choose the desired option to control what page displays when you log into InfoView.
- **Document Navigation View:** choose **Folder** or **Category** to set the default view in the Document List.
- **Set the number of reports (max) per page:** enter the desired number to set the maximum number of reports per page in the Document List.
- **Document List Display:** select or deselect each option to add or remove that column from the details panel in the Document List.

- **Document Viewing:** choose how the documents in InfoView are displayed.
- **Product Locale:** choose the desired language from the drop-down list (or choose **Use browser locale** to automatically use the language that is selected in your web browser).
- **Current Time Zone:** choose your time zone, or choose **Local to web server** to automatically use the server's time zone.

Changing Your Password

1. Scroll down and click the **Change Password** heading to change your password.

▼ **Change Password**

User Name:

Old Password:

New Password:

Confirm New Password:

2. Enter your **Old Password**.
3. Enter your new password in the **New Password** and **Confirm New Password** fields.
4. Be sure to click **OK** in the bottom right corner of the window to save your changes.

Running Reports

There are four steps in the process to run and view reports.



In Step 1, you drill down into a folder and locate the report. Once the desired report is located, you select the Schedule option.

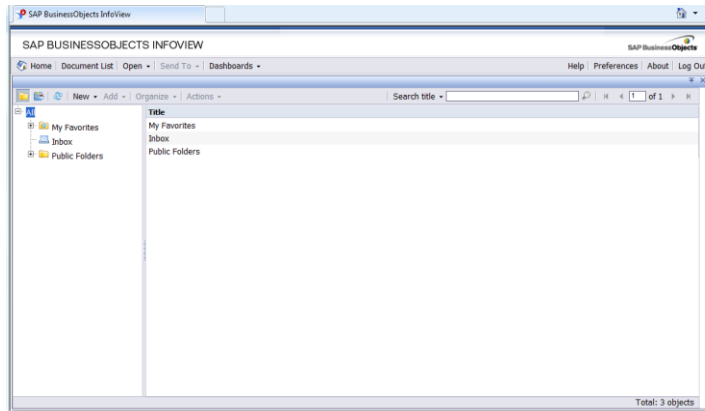
In Step 2, you define the information you want included in the report, such as Brand, Affiliate, Time Period, SKUs, etc. You also define the output format and when you want the report to run.

In Step 3, once the report has been scheduled to run, you can check the report's status.

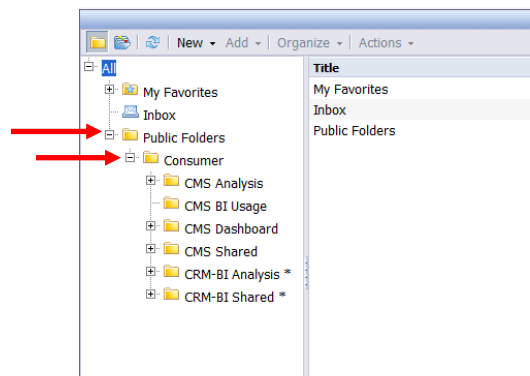
In Step 4, once the report has finished running, you can use the History option to view the report at any time.

Accessing Reports

1. Click **Document List** on the Header Panel or under the Navigate heading on the home page. *The Document List displays.*

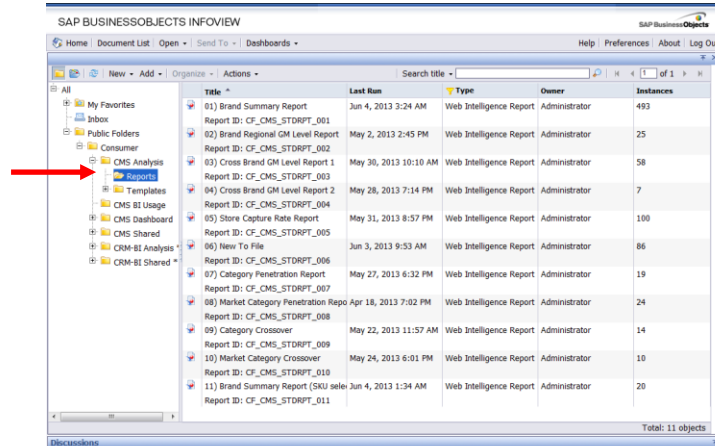


2. Expand the **Public Folders** folder, and then expand the **Consumer** folder.



3. Expand the **CMS Analysis** folder and open the appropriate folder.
 - To access reports, open the **Reports** folder.
 - OR,
To access queries, open the **Templates** folder, and then open **Top Common Queries**.

Reports (or queries) are displayed in the Details pane on the right side of the window.



Reports in the Details Panel

Standard Reports or Top Common Queries (depending on which folder you have opened) are listed in the Details panel. You can view information about each report, schedule a report to run, or view report history from this pane.

Title ^	Last Run	Type	Owner	Instances
1x Time Customer Separated by N Report ID: CF_CMS_TMP_13	May 30, 2013 12:57 PM	Web Intelligence Repo	Administrator	16
5-Product Mix Report ID: CF_CMS_TMP_25	Jun 3, 2013 9:04 PM	Web Intelligence Repo	Administrator	31
Affiliate Consumer Retail Sales Tra Report ID: BI_CMS_IS_AP_002	May 3, 2013 9:39 PM	Web Intelligence Repo	Administrator	2
Affiliate Consumer Retail Sales Tra Report ID: BI_CMS_IS_AP_001	May 22, 2013 12:10 PM	Web Intelligence Repo	Administrator	10
Brand CRM Metrics Trend Report Report ID: CF_CMS_TMP_24	Jun 3, 2013 6:08 PM	Web Intelligence Repo	Administrator	26
Category Mix Overview by Brand b Report ID: CF_CMS_TMP_14	May 22, 2013 12:08 PM	Web Intelligence Repo	Administrator	4

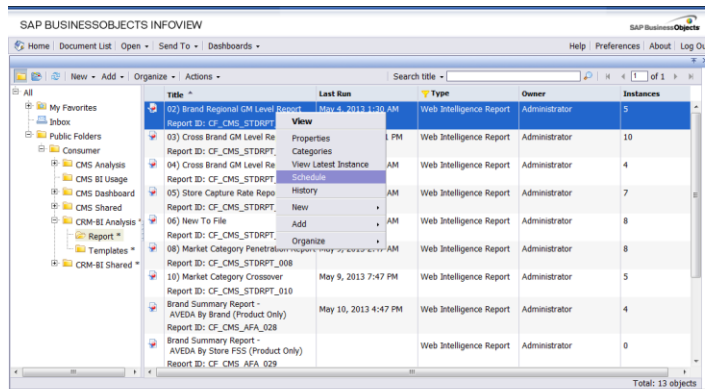
Scheduling a Report

To run a report, you must schedule it. This involves defining the following:

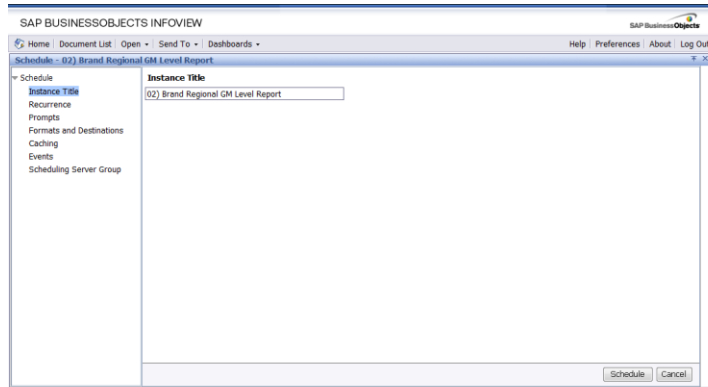
- **Recurrence** (monthly, weekly, etc.)
- **Output Format** (PDF, Excel, Web Intelligence)
- **Delivery Method** (email, online/inbox)
- **Server Group** (server in your region used to run the report)

In addition, each report is filtered by parameters. In InfoView, parameters are called **Prompts**. The values you select for the prompts determine what data appears in the report. For example, there may be a prompt that asks you to choose a Brand or Region.

1. Right click the report you want to run and select **Schedule** from the pop-up menu.



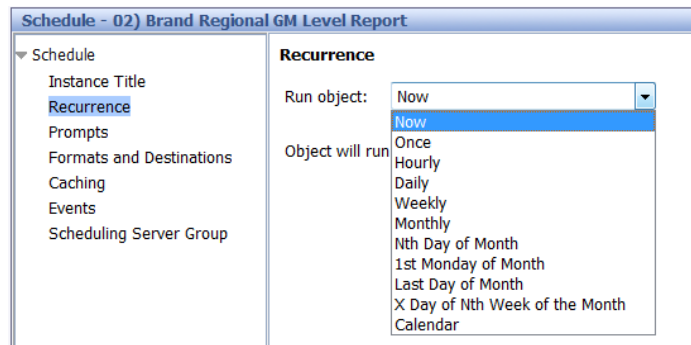
The Schedule window displays. The first panel is the Instance Title.



2. Optionally, change the **Instance Title**. You might want the title to reflect the data you are filtering, for instance, *Clinique Brand Regional GM Level Report*.

Whenever a scheduled report runs successfully, an instance is created. An instance is a version of the report that contains data from the time that the report was run.

3. The next step is to determine when the report will be run. Click the **Recurrence** option.
4. On the Recurrence panel, select the frequency at which the report is to be run from the **Run object** list, e.g. Daily, Monthly, or a specific time pattern.



Tip: The patterns **Nth Day of Month** and **X Day of Nth Week of the Month** are useful for different scheduling scenarios.

▼ Schedule
Instance Title
Recurrence
Prompts
Formats and Destinations
Caching
Events
Scheduling Server Group

Recurrence
Run object: Nth Day of Month
Object will run on the Nth day of each month.
Day(N) = 16
Start Date/Time: 05 10 AM 5/22/2013
End Date/Time: 05 10 AM 5/22/2023

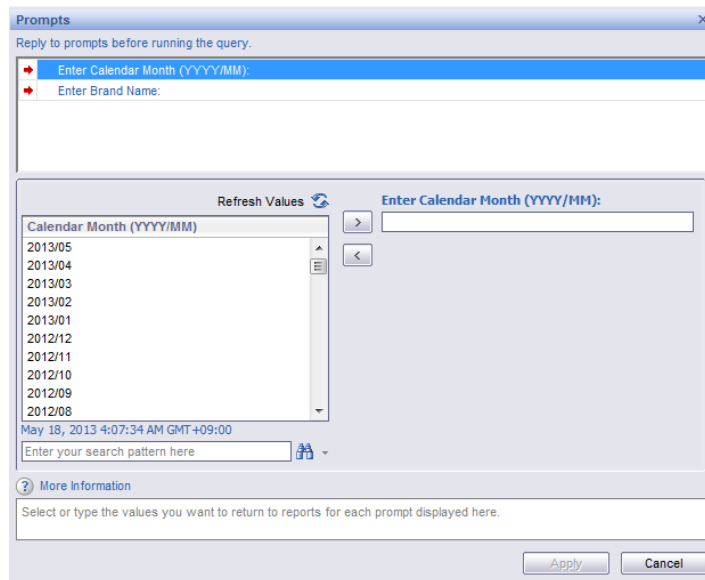
- **Now**
The report runs once (immediately).
- **Once**
This option requires a start and end time parameter. The report runs once at the time that you specify.
- **Hourly**
This option requires information in hours and/or minutes for how frequently the report is run. Instances are created regularly to match the parameters that you enter. The first instance will be created at the start time you specify, and the report will cease to run at the end time you specify.
- **Daily**
This option requires a start and end time parameter. The report runs once every N days at the time that you specify.
- **Weekly**
This option requires a start and end time parameter. Each week, the report runs on the selected days at the time that you specify.

- **Monthly**
This option requires a start date and time, along with a recurrence interval in months. The report runs on the specified date and time every N months.
- **Nth Day of Month**
This option requires a day of the month on which the report is run. Instances are created regularly each month on the day that you enter at the start time that you specify.
- **1st Monday of Month**
This option requires a start and end time parameter. An instance is created on the first Monday of each month at the time that you specify.
- **Last Day of Month**
This option requires a start and end time parameter. An instance is created on the last day of each month at the time that you specify.
- **X Day of Nth Week of the Month**
This option requires a start and end time parameter. An instance is created monthly on a day of a week that you specify.
- **Calendar**
This option allows you to select a calendar of dates. An instance is created on each day that is indicated in the calendar, beginning at the start time that you specify and continuing until the end time that you specify.

5. The next step is to define the information that will be included in the report. Click the **Prompts** option.




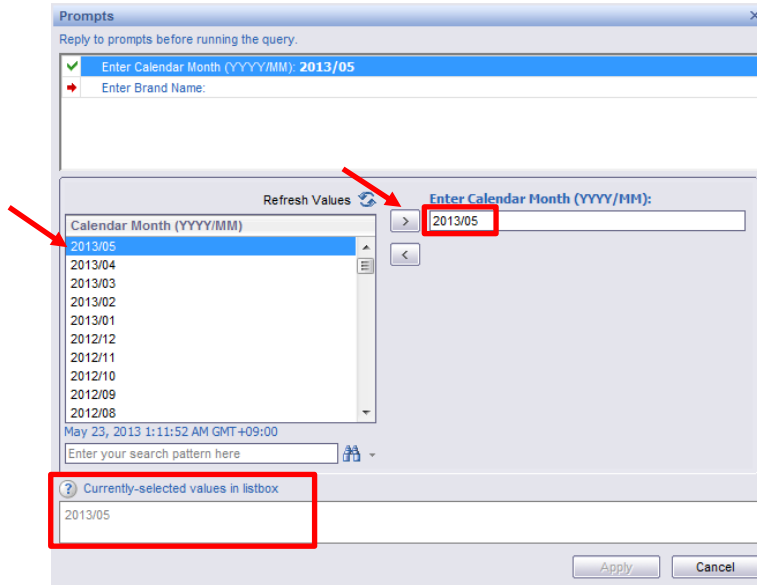
6. On the Prompts panel, click **Modify**.
The Prompts window displays.



7. Specify the first prompt of the report. Notice that a red arrow appears next to each prompt that needs to be completed.

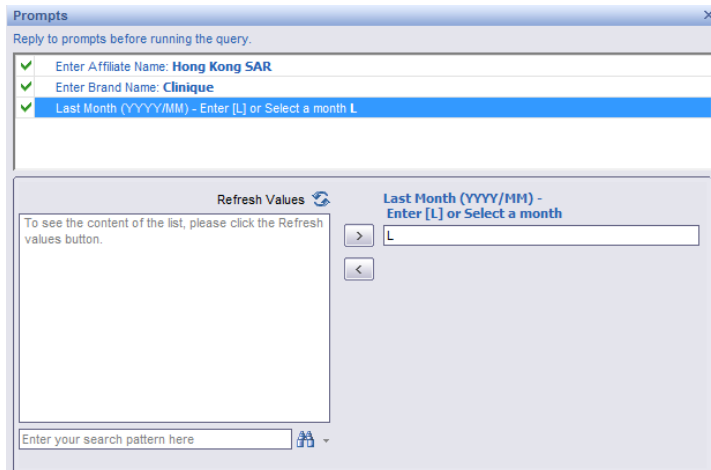
In the example above, the first prompt is **Calendar Month**. This signifies the last month for which the report will be run. If you were to select 2013/05, the report will contain data for the 12 month period of June 2012 to May 2013.

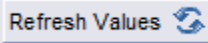
8. On the bottom of the window, available values are listed in the box on the left. To select a value, click the value then click the right arrow button , or double click the value. *The selection is moved to the box on the right.*

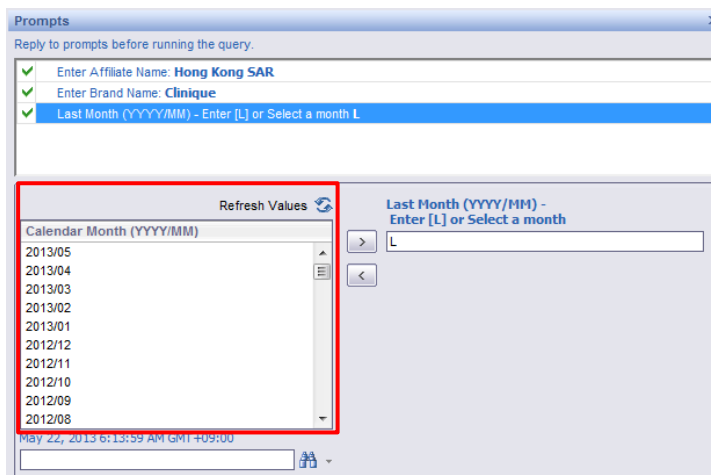



The value you select also appears in the box at the bottom of the window.

9. To select a month (the last month for which the report parameters apply):
 For many reports, you have the option to define a particular month of a year or enter **L** for the previous month.



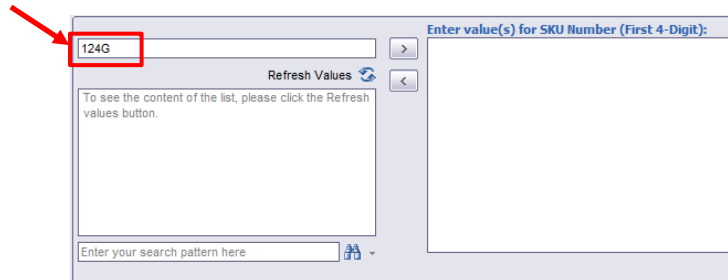
In the example above, the Last Month value was already pre-filled with **L**. If you want to choose a different month, you can refresh the prompt choices. To see the most current values available for selection, click . *The box on the left is filled with the choices available for selection.*




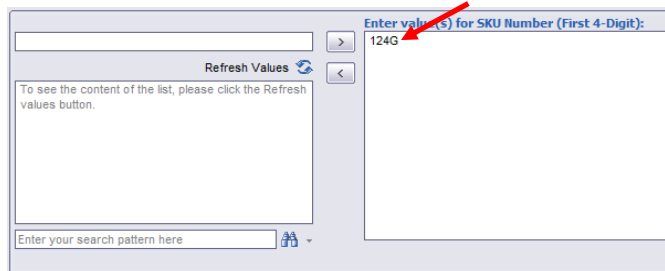
You can now select a month from the box on the left. Click the month, and then click the right arrow button .

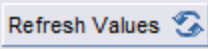
10. To select a SKU, you can type the SKU or select it from a list:

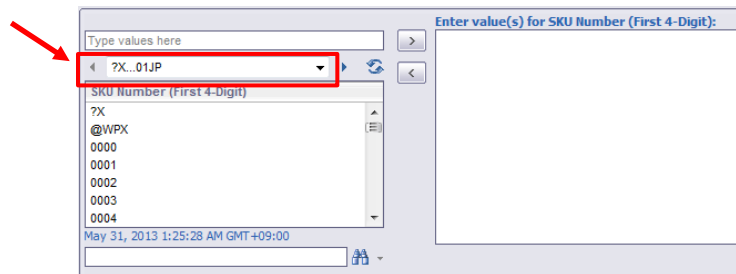
- To type the SKU, enter the SKU in the field on the left.



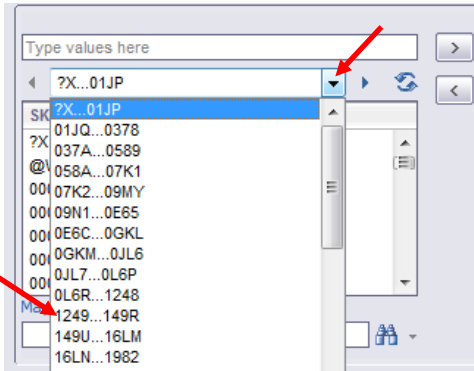
Click the right arrow button .
The SKU is moved to the box on the right.



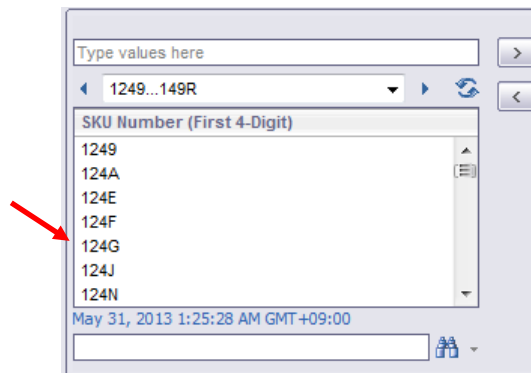
- OR,
 To search for a SKU, click .
A drop-down list appears.




From the drop-down list, select the range of SKUs in which your desired SKU falls.

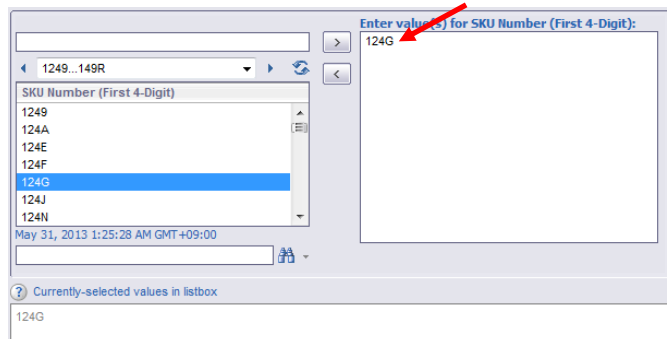


Individual SKUs from within the range are loaded to the SKU Number box.

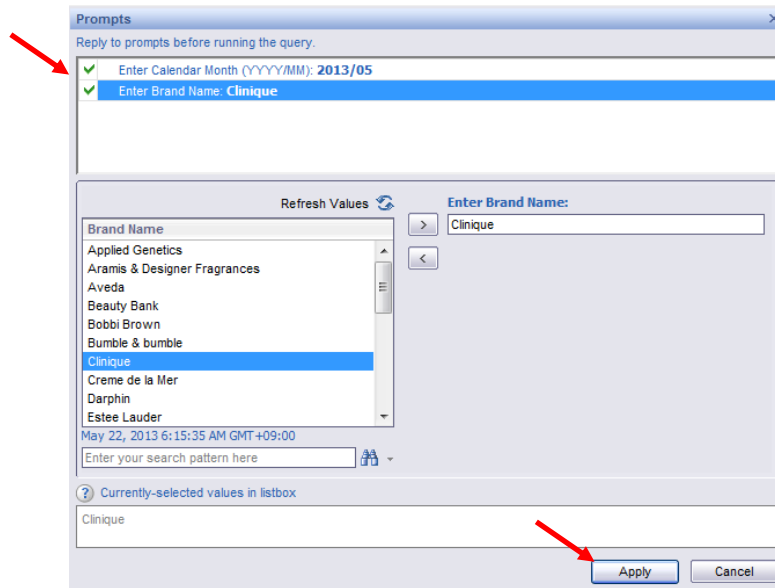


Select the SKU from the box and click the right arrow button .

The SKU is moved to the box on the right.

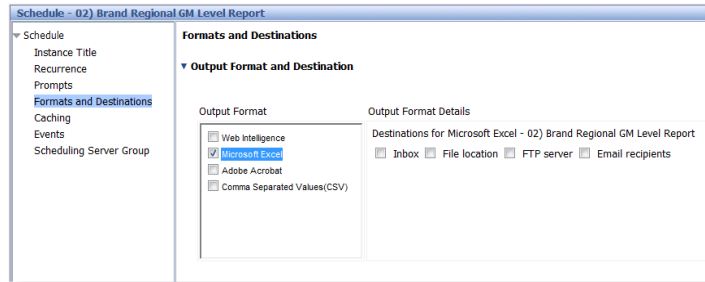


11. To ignore a required parameter (if allowed):
 If a % appears as the value for a prompt, you do not have to specify a value for the prompt. However, if you want to include the parameter in your report, you can refresh the values and select a value for the report.
12. Repeat these steps to make selections for the remaining prompts. *When you are done selecting prompts, green check marks appear next to each prompt and the Apply button becomes active.*

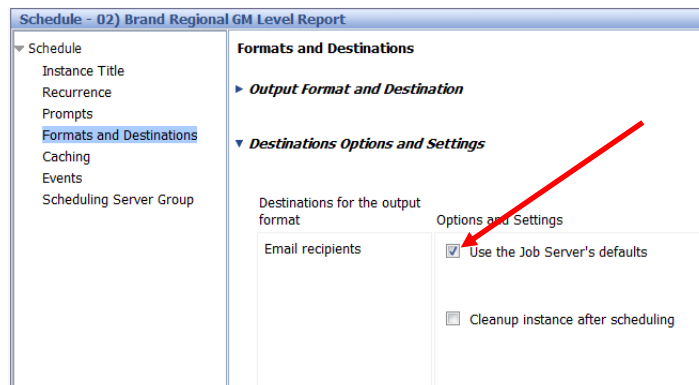


13. Click **Apply** to save and apply the prompts. *The Prompts window closes and the selected prompts appear on the page.*

- The next step is to select the output format and delivery methods. Click the **Formats and Destinations** option.

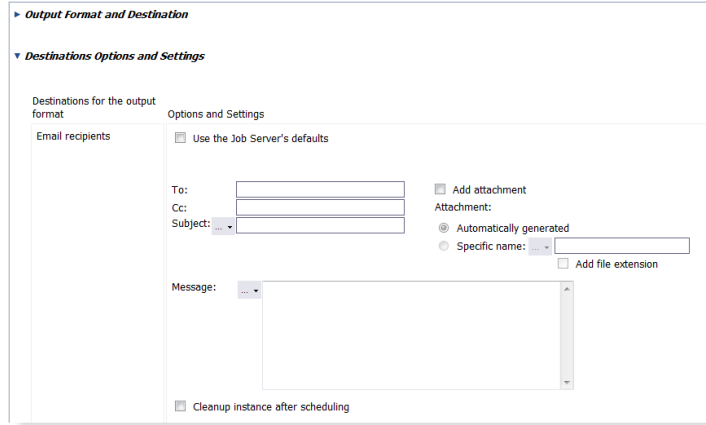


- Output Format: Select either **Web Intelligence** (default), **Microsoft Excel**, **Adobe Acrobat**, or **Comma Separated Values (CSV)**.
 - Destination: To select InfoView leave the checkboxes blank, or select the **Email recipients** checkbox to send via email.
- If you selected Email recipients in the previous step, you must specify additional information. Click **Destination Options and Settings**.




- De-select the **Use the Job Server's default** checkbox.

Fields become available to specify the email recipients.



- Enter the desired email addresses. If you are sending the report to more than one email address, enter a comma between each address.



- Enter a **Subject** for the email.
- Click the **Add Attachment** checkbox.
- Click the **Specific name** option button. To specify the report title, click the ellipsis button  and select **Title** from the drop-down list.

▼ Destinations Options and Settings

Destinations for the output format

Email recipients

Options and Settings

Use the Job Server's defaults

To: Add attachment

Cc:

Subject: Attachment: Automatically generated Specific name:

Message:

Cleanup instance after scheduling

Title
ID
Owner
Date and Time
Email Address

- Optionally, enter text into the Message box to specify body text for the email.
The email information is now complete.

► Output Format and Destination

▼ Destinations Options and Settings

Destinations for the output format

Email recipients

Options and Settings

Use the Job Server's defaults

To: Add attachment

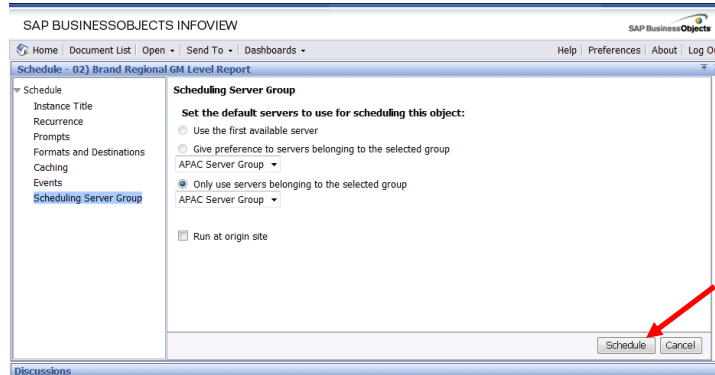
Cc:

Subject: Attachment: Automatically generated Specific name: Add file extension

Message:

Cleanup instance after scheduling

16. The final step is to specify the server group. Click the **Scheduling Server Group** option.
17. Select the server group to run the reports. Please make sure you run the report with the servers in your region.

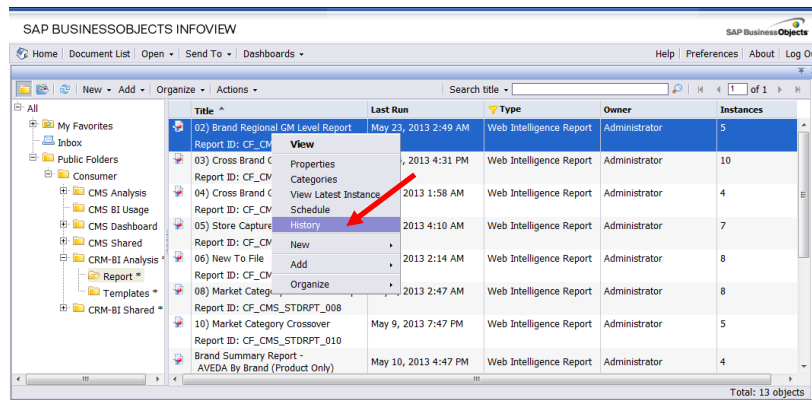


18. Now that you are done specifying the report parameters, click **Schedule** at the bottom of the window.
The report is scheduled to run and you are automatically redirected to the History page.
19. Please proceed to the following section, *Viewing Report Status/History*, to learn how to check the status and view your report!

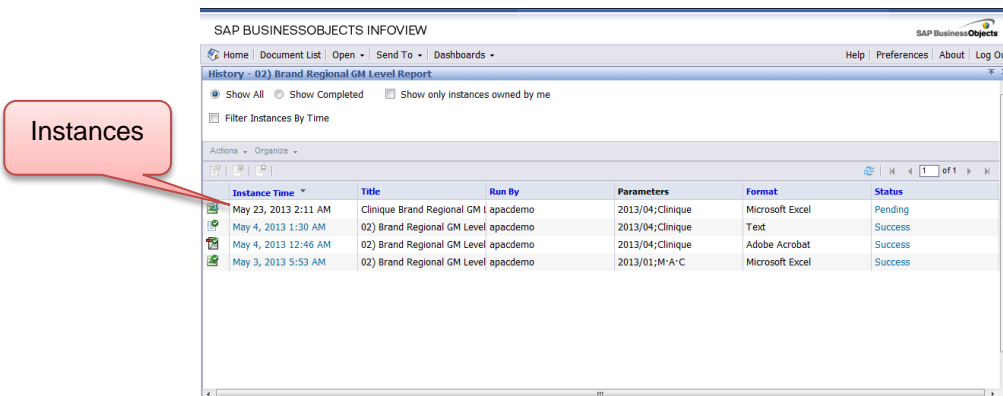
Viewing Report Status/History

Use the History window to check the status of a report you scheduled. You can see information about the report, and if the report ran successfully you can view the report.

After you schedule a report, you will be automatically redirected to the History window. Or, you can view report history at any time from the Document list. Right click the report and select **History**.



The History window displays instances of the report. An instance is a version of the report containing the data available at the time it was run.



The history list is arranged chronologically (with the most recent instance listed first) and contains the following information:

- **Instance Time** (Completion Time)
- **Title** (Instance Title you specified)
- **Run By**
- **Parameters** (Prompts you specified)
- **Format** (Output Format you specified)
- **Status** (Pending, Running, Recurring, Failed, and Success)

If a report is pending or running, you can refresh the window to see the most current report status. Click **Refresh**.



Viewing a Report

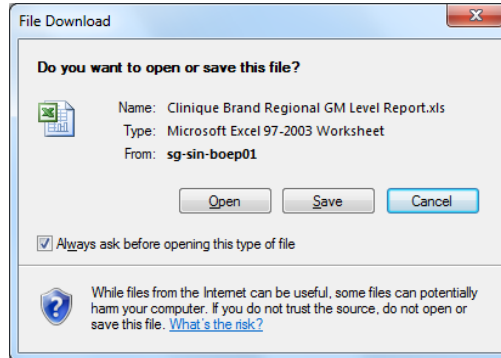


Please note: The following chapters, *Standard Reports* and *Top Common Queries*, contain detailed descriptions of each report and query, respectively. Please see these chapters for more information.

1. If a report has completed successfully, the Instance Time will become a blue hyperlink. Click the **Instance Time** to view the report with data.

	Instance Time ▾	Title
	May 23, 2013 2:49 AM	Clinique Brand Regional GM I
	May 4, 2013 1:30 AM	02) Brand Regional GM Level
	May 4, 2013 12:46 AM	02) Brand Regional GM Level

- If the report is in Excel or PDF format, a File Download dialog box displays.



- Click **Save** to save the report to your local computer.
- OR,
Click **Open** to view the report.
The report is displayed.

Metric	Value	% Change
Total Consumers in P20 Database	2,126,367	-0.80%
Total Complete Address/Mobile/Telephone	124,934	0.51%
Total Active Past 12 Months	490,351	0.88%
New to File with Purchase in Past 12 Months	27,221	-0.39%
Store Capture Rate	86.46%	0.23%
Retention Rate	58.65%	-0.24%
Percentage of Consumers shopping online during the	51.76%	0.87%
Consumer Value - Annual Spend		
High Value	\$1,012.96	0.46%
Medium Value	\$1,303.94	-0.89%
Low Value	3,842.97	-1.99%
New Purchases Average Spend	\$1,394.07	-0.84%
Repeat Consumers Average Spend	30,760.68	0.14%
Customers Shoppers from Run and Store	41,096	-0.85%

Definitions:

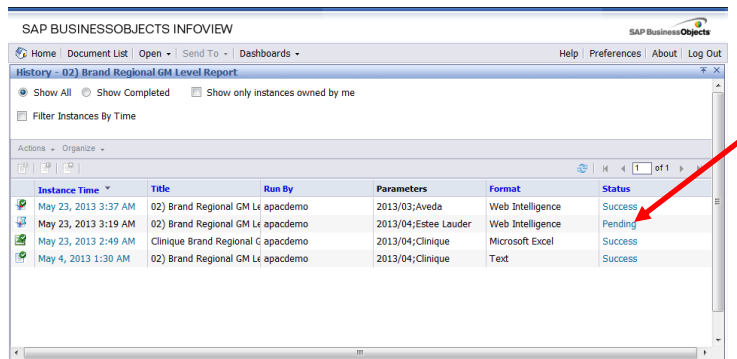
- Total Consumers in Database:** Total number of records in the database, regardless of whether they are complete or inactive (they should ideally include both online and offline). Includes purchases and non-purchases.
- Total Complete Address/Mobile/Telephone Open:** The number of consumers who have opened in for whom we have completed contact information, which includes address or name and a mobile or name and telephone.
- Total Active Past 12 Months:** Number of consumers who have made an transaction (either purchase or return) in the past 12 months. This excludes consumers who have been for a sample without purchase, an address or online segment only.
- New to File with Purchase in Past 12 Months:** Equals the number of unique consumers, offline and online that are added to the database in the past 12 months. This should include in-store as well as online registrations (if applicable).
- Repeat Consumers:** Percentage of store transactions that have complete consumer information (either name and/or mailing address or name and/or real address or name and/or phone number or any combination). Means that the consumers

Other Report History Functions

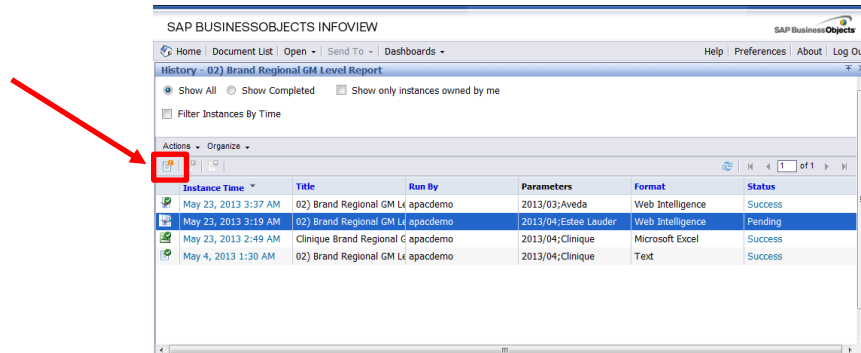
Viewing Instance Details

You can see details for each report instance in the History window. This can be helpful to see when a pending report is scheduled to run.

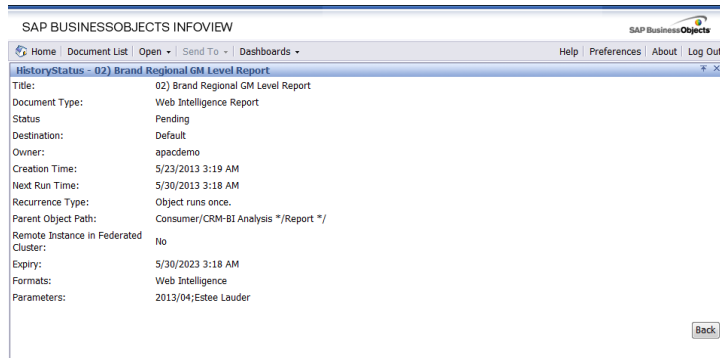
1. Click the blue **Status** link of the report instance.



Alternatively, click the report instance to select it, and then click the **Instance Details** button.



Details are displayed.

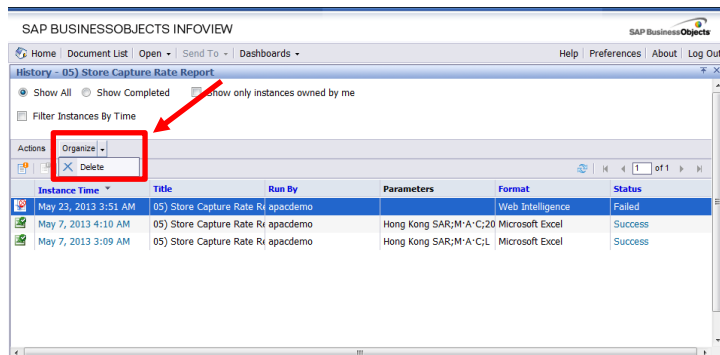


2. Click the **Back** button at the bottom of the window to return to the History window.

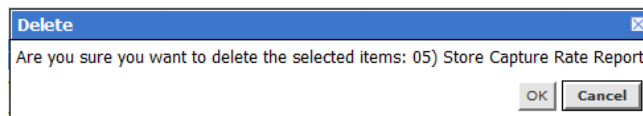
Deleting a Report Instance

You can delete report instances that you created.

1. In the History window, click the report instance to select it.



2. Click **Organize** → **Delete**.
A confirmation window displays.



3. Click **OK**.
The report instance is deleted.

Standard Reports

In this chapter, we will discuss the following reports. A description of each report is provided, along with report samples.

- Brand Summary Report
- Brand Summary Report (SKU Selection)
- Brand Regional GM Level Report
- Cross Brand GM Level Report 1
- Cross Brand GM Level Report 2
- Store Capture Rate Report
- New-To-File Report
- Category Penetration Report
- Market Category Penetration Report
- Category Crossover Report
- Market Category Crossover Report

Brand Summary Report

The Brand Summary Report provides a summary of key CRM metrics and value group purchases and behavior within a designated brand, in a store or store division.

For Managers, it highlights the consumer activities across all affiliates within the past 12 months.

Business Questions Supported

- Are we maintaining the expected number of active consumers and new consumers?
- Are the active consumers making more or less purchases?
- How much more are the High Value consumers spending and buying compared to the Middle and Low Value consumers?
- How many opt-in consumers are we getting, and what by what channels we can reach them?
- What is the position of consumer retention?
- What is the distribution of purchase frequency?
- How does that compare to our sales metrics like revenue, IPT and AUS?

Filter Criteria

- Report End Date (Last Month)
- Affiliate
- Brand Name
- Store Name (optional)

- Store Division (optional)
- Nationality (optional)
- Choose RN for Re-Nutriv version (or %)

Sorting

- Frequency of purchases are sorted in ascending order.
- Customer Value Groups are sorted from High to Low.
- Customer Decile groups are sorted in ascending order.

SINGAPORE Crema de la Mer Brand Summary Consumer Database as of 201212									
Consumers in Database		Name & Addr		Email		Mobile Email		Mobile #	
22,326	17,719	17,530	7,447	7,447	0	6,056	4,039		

Active Opt-In Consumers - Part 12 months									
Total		Name & Email		NAA & Email		Name & Mobile Email		Name & Mobile #	
2,875	2,644	1,616	1,699	0	370	2,639			

Frequency of Purchase - Part 12 months									
Number of Purchase		Consumers		% of Total					
1	2,152	61.78%							
2	627	17.75%							
3	271	7.52%							
4	138	3.84%							
5	88	2.45%							
6	47	1.33%							
7	47	1.33%							
8	17	0.48%							
9	17	0.48%							
10+	70	1.95%							
Summary	3,532								

New Opt-In Consumers (w/ or w/o Purchase) - Part 12 Months									
Total		This Month		Part 12 Months		15-24 Months		Part Churned	
138	1,833	12	188	138	2,022	138	3,623.19%		

Active Consumers (with Purchase) - Part 12 Months									
Total		This Month		Part 12 Months		15-24 Months		Part Churned	
452	3,332	3,999	-9.41%						
Como NAA	423	3,297	-11.63%						
Como Mobile	405	3,184	-8.51%						
Como Email	257	1,854	-4.51%						
Como M&E	234	1,805	-6.22%						
Both NAA&Email	442	3,429	-10.05%						
NAA & Email & M&E	217	1,953	-8.95%						
First Purchase	142	1,730	-14.55%						

Top Consumers - Part 12 Months									
Consumer	Revenue	Avg Revenue	Purchase	Avg Purchase	City	Avg Qty	AUS	IPT	Retention Rate
1%	35	302,335.17	10,923.89	379	10.93	32.74	1,077.20	3.14	10.29%
5%	176	930,151.24	5,284.95	1,238	7.15	16.74	538.47	2.48	31.61%
10%	353	1,328,852.70	3,750.29	2,029	5.75	4.315	738.76	2.24	44.89%
20%	706	2,657,705.40	1,889.86	3,656	3.61	2.134	627.75	1.95	67.27%
30%	1,059	3,126,822.81	2,005.33	3,936	3.14	1.650	600.73	1.88	80.31%
40%	1,419	2,369,264.26	1,665.46	4,992	2.93	1.458	571.50	1.82	86.17%
50%	1,787	2,538,765.55	1,432.06	4,897	2.96	1.358	548.53	1.76	90.34%
60%	2,152	2,678,265.01	1,252.29	4,857	2.56	1.252	503.77	1.66	97.74%
70%	2,517	2,876,469.02	984.77	6,347	2.17	1.0235	484.83	1.59	99.17%
80%	2,875	2,918,259.88	910.55	6,671	2.09	1.0235	467.87	1.59	100.00%
90%	3,205	2,918,259.88	910.55	6,671	2.09	1.0235	467.87	1.59	100.00%
100%	3,532	2,944,972.41	833.20	7,197	2.03	1.1135	467.87	1.59	100.00%

Consumer Value Groups										
Value Group	Consumer	Revenue	Avg Revenue	Purchase	Avg Purchase	City	Avg Qty	AUS	IPT	Retention Rate
1. High (759.61 - 28136.35)	1,659	2,126,922.81	2,008.33	3,826	3.61	6.74	627.75	1.95	29.8%	55.24%
2. Mid (241.21 - 759.61)	1,400	2,669,666.90	1,907.62	3,124	1.90	1.90	188.86	1.02	38.8%	28.8%
3. Low (441.21 - 241.21)	3,532	2,542,972.41	833.20	7,197	2.03	1.135	467.87	1.59	16.84%	22.46%
Advised Only	188									
Grand Total	3,170	2,542,972.41								

Consumer Decile Groups										
Decile Monetary Groups	Consumer	Revenue	Avg Revenue	Purchase	Avg Purchase	City	Avg Qty	AUS	IPT	Retention Rate
1. (1005.99 - 28136.35)	353	1,328,852.70	3,750.29	2,029	5.75	4.315	738.76	2.24	29.23%	44.99%
2. (759.61 - 1005.99)	353	1,328,852.70	3,750.29	2,029	5.75	4.315	738.76	2.24	29.23%	44.99%
3. (514.11 - 759.61)	353	1,328,852.70	3,750.29	2,029	5.75	4.315	738.76	2.24	29.23%	44.99%
4. (269.61 - 514.11)	353	1,328,852.70	3,750.29	2,029	5.75	4.315	738.76	2.24	29.23%	44.99%
5. (24.24 - 269.61)	353	1,328,852.70	3,750.29	2,029	5.75	4.315	738.76	2.24	29.23%	44.99%
6. (24.24 - 269.61)	353	1,328,852.70	3,750.29	2,029	5.75	4.315	738.76	2.24	29.23%	44.99%
7. (24.24 - 269.61)	353	1,328,852.70	3,750.29	2,029	5.75	4.315	738.76	2.24	29.23%	44.99%
8. (24.24 - 269.61)	353	1,328,852.70	3,750.29	2,029	5.75	4.315	738.76	2.24	29.23%	44.99%
9. (24.24 - 269.61)	353	1,328,852.70	3,750.29	2,029	5.75	4.315	738.76	2.24	29.23%	44.99%
10. (441.21 - 114.95)	3,532	2,542,972.41	833.20	7,197	2.03	1.135	467.87	1.59	100.00%	100.00%

Opt in Channels

1

SINGAPORE Creme de la Mer Brand Summary Consumer Database as of 2012/12						
Consumers in Database	Opt-In	Name & Addr	Email	Opt-In with Complete:	Telephone #	Mobile #
25,286	17,719	17,530	7,447	Mobile Email	0	14,039

Active Opt-In Consumers - Past 12 months						
Total	Name & Addr	Name & Email	N&A & Email	Name & Mobile Email	Name & Tel #	Name & Mobile #
2,875	2,844	1,619	1,599	0	370	2,639

CRM KPIs

2

Key CRM Metrics					
	This Month	Last Month	vs Last Month	Last Year	vs LY
Retention Rate	34.60%	35.13%	-0.53%	37.90%	-3.30%
Capture Rate	63.69%	64.32%	-0.62%	65.93%	-2.24%
Capture Rate w/o Tourist	85.77%	86.55%	-0.78%	87.53%	-1.76%
1-Time Purchaser Rate					
All Consumers	61.78%	61.78%	-0.00%	60.94%	0.84%
NTF	72.48%	71.88%	0.60%	71.69%	0.79%
Retained	44.26%	44.52%	-0.26%	43.65%	0.60%
Re-activated	72.63%	73.45%	-0.82%	74.05%	-1.43%

Frequency

3

Frequency of Purchases - Past 12 months		
Number of Purchases	Consumers	% of Total
1	2,182	61.78%
2	627	17.75%
3	291	8.24%
4	139	3.94%
5	88	2.49%
6	47	1.33%
7	47	1.33%
8	24	0.68%
9	17	0.48%
10+	70	1.98%
Summary	3,532	

Standard Reports

New to File

4

New-to-File Consumers (w or w/o Purchases)				
	This Month	Past 12 Months	13-24 Months	Pct Change
Total	138	1,833	2,062	-11.11%
Advise Only	12	188	138	3,623.19%

Active Consumers (with Purchases)				
	This Month	Past 12 Months	13-24 Months	Pct Change
Total	452	3,532	3,899	-9.41%
Comp N&A	423	3,297	3,731	-11.63%
Comp Mobile	405	3,184	3,480	-8.51%
Comp Tel	81	441	495	-10.91%
Comp Email	257	1,954	2,099	-6.91%
Comp M&E	234	1,808	1,928	-6.22%
Both N&A&Email	442	3,429	3,812	-10.05%
N&A & Email & Mobi	217	1,693	1,859	-8.93%
Comp ALL	397	3,125	3,426	-8.79%
First Purchase	142	1,730	2,024	-14.53%

Active New-To-File Consumers (with Purchases)				
	This Month	Past 12 Months	13-24 Months	Pct Change
Total	125	1,617	1,858	-12.97%
Comp N&A	108	1,439	1,749	-17.72%
Comp Mobile	107	1,454	1,669	-12.88%
Comp Tel	1	22	15	46.67%
Comp Email	89	1,061	1,202	-11.73%
Comp M&E	0	0	0	-
Both N&A&Email	121	1,550	1,811	-14.41%
N&A & Email & Mobi	66	883	1,039	-15.01%
Comp ALL	103	1,417	1,639	-13.54%
First Purchase	125	1,613	1,856	-13.09%

Behaviors (revenue, IPT, AUS) in different monetary value groups

5

Top Consumers - Past 12 Months			
Top Consumers	Consumer	Revenue	Avg Revenue
1%	35	382,336.17	10,923.89
5%	176	930,151.24	5,284.95
10%	353	1,323,852.70	3,750.29
20%	706	1,812,880.94	2,567.82
30%	1,059	2,126,822.61	2,008.33
40%	1,419	2,363,284.26	1,665.46
50%	1,767	2,535,755.55	1,435.06
60%	2,132	2,676,206.01	1,255.26
70%	2,486	2,773,654.33	1,115.71
80%	2,921	2,876,499.02	984.77
90%	3,205	2,918,299.88	910.55
100%	3,532	2,942,872.41	833.20

Consumer Value Groups			
Value Group	Consumer	Revenue	Avg Revenue
1. High (759.81 - 28136.35)	1,059	2,126,822.61	2,008.33
2. Middle (336.45 - 757.01)	1,073	549,383.40	512.01
3. Low (-411.21 - 333.65)	1,400	266,666.40	190.48
Total:	3,532	2,942,872.41	833.20
Advise Only	188	0	
Grand Total	3,720	2,942,872.41	

Consumer Decile Groups			
Decile Monetary Groups	Consumer	Revenue	Avg Revenue
1 (1805.59 - 28136.35)	353	1,323,852.70	3,750.29
2 (1070.09 - 1801.87)	353	489,028.24	1,385.35
3 (759.81 - 1068.22)	353	313,941.67	889.35
4 (582.24 - 757.01)	360	236,461.65	656.84
5 (420.56 - 581.30)	348	172,471.29	495.61
6 (336.45 - 418.69)	365	140,450.46	384.80
7 (257.01 - 333.65)	354	97,448.32	275.28
8 (232.71 - 255.14)	435	102,844.69	236.42
9 (124.30 - 229.90)	284	41,800.86	147.19
10 (-411.21 - 114.95)	327	24,572.53	75.15
Total	3,532	2,942,872.41	833.20

Definitions

Please note: All Consumer Metrics to be calculated on de-duped consumers.

Consumers in Database	Consumers with ID number who may or may not have purchased within past 12 months.
Opt In with Complete	Consumers with mailable name and address, email, mobile, or all.
Consumers with Purchases	Consumers with ID number who have actually purchased, without any reference to the consumer's active or void status.
Retention	Percent of buyers who purchased last year (13-24 months ago) and also purchased this year (0-12 months ago).
Capture Rate	Purchases Complete with Name and (Address or Email or Mobile or Telephone) as percentage of Total Purchases in the past 12 months. Please note that there was a definition change for Capture Rate on 2011 Jun, please refer to variance report or contact Regional CRM Team for Details.
Active Consumers	Consumers who have made a purchases in the past 12 months.
New To File	New consumer ID not having made any recorded prior purchases, or the date of first visit in the consumer database corresponds to the month or year noted; in retail new-to-file should have made a purchase.
Value Groups	Allocate consumers into 1 of 3 groups ranked by total revenue of approximately equal consumer counts, and examine sales components within each. (HV - 1-3, MV - 4-6, LV - 7-10 Deciles).
Revenue % Change vs. Last Year	Current 12 months average per consumer revenue over previous 12 months average consumer revenue. Will be 'na' if too little data exists.

Decile Monetary Groups	Allocate consumers into 1 of 10 groups ranked by revenue of approximately equal consumer counts, and examine sales components within each.
Retention Rate * (by Value Group/Decile)	Percentage of High/Middle/Low Value/Decile Consumer (as of P13-24 months) who also made purchase in P12M

Brand Summary Report (SKU Selection)

The Brand Summary Report (SKU Selection) is similar to the Brand Summary Report, except it allows you to select the SKUs you wish to report on in order to identify different group of purchasers, e.g., Lab Series consumers.

The SKUs you selected are shown on the second page of the report.

Filter Criteria

- Report End Date (Last Month)
- Affiliate
- Brand Name
- Store Name (optional)
- Store Division (optional)
- Nationality (optional)
- SKU Number (optional, first 4 digits)
- SKU Number (optional, first 6 digits)
- SKU Number (optional, 10 digits)

Sorting

- Frequency of purchases are sorted in ascending order.
- Customer Value Groups are sorted from High to Low.
- Customer Decile groups are sorted in ascending order.

KING KONG Brand Summary (SKU Selection) Consumer Database as of 20/12/12									
Opt-in	Name & Addr	Telephone #	Mobile #	Opt-in with Correlate:	Mobile Email	Telephone #	Mobile #	Opt-in with Correlate:	Mobile Email
14,162	7,224	6,200	3,128	16,653					
Active Opt-in Consumers - Past 12 Months									
Name & Addr	Name & Email	Name & Mobile	Name & Te #	Name & Mobile	Name & Email	Name & Te #	Name & Mobile	Name & Email	Name & Te #
Total									
4,952	3,222	1,057	887	4,678					
Frequency of Purchases - Past 12 Months									
Number of Purchases	Consumers	% of Total							
1	3,109	65.7%							
2	872	17.55%							
3	409	8.23%							
4	252	5.07%							
5	127	2.62%							
6	71	1.45%							
7	33	0.65%							
8	31	0.65%							
9	23	0.45%							
10	13	0.27%							
Summary	4,667								

Opt-in with Correlate:									
Opt-in	Name & Addr	Telephone #	Mobile #	Opt-in with Correlate:	Mobile Email	Telephone #	Mobile #	Opt-in with Correlate:	Mobile Email
14,162	7,224	6,200	3,128	16,653					
Active Opt-in Consumers - Past 12 Months									
Name & Addr	Name & Email	Name & Mobile	Name & Te #	Name & Mobile	Name & Email	Name & Te #	Name & Mobile	Name & Email	Name & Te #
Total									
4,952	3,222	1,057	887	4,678					
New-For-File Consumers (w/ or w/o Purchases)									
Number of Purchases	Consumers	% of Total							
1	3,109	65.7%							
2	872	17.55%							
3	409	8.23%							
4	252	5.07%							
5	127	2.62%							
6	71	1.45%							
7	33	0.65%							
8	31	0.65%							
9	23	0.45%							
10	13	0.27%							
Summary	4,667								

New-For-File Consumers (with Purchases)									
Total	USA	Canada	UK	France	Germany	Italy	Spain	Japan	Australia
228	152	4,439	1,114	118,848	1,645	51,996	2,800	1,845	51,996
160	291	620	43,058	1,002	74,358	2,800	1,747	1,002	74,358
83	1,747	1,002	74,358	2,800	1,747	1,002	74,358	2,800	1,747
53	1,002	74,358	2,800	1,747	1,002	74,358	2,800	1,747	1,002
35	1,747	1,002	74,358	2,800	1,747	1,002	74,358	2,800	1,747
1	226	155	45,811	1,002	74,358	2,800	1,747	1,002	74,358
70	1,752	1,002	74,358	2,800	1,752	1,002	74,358	2,800	1,752
226	2,489	1,690	47,295	1,690	47,295	1,690	47,295	1,690	47,295

Active Consumers (with Purchases)									
Total	USA	Canada	UK	France	Germany	Italy	Spain	Japan	Australia
1,033.50	2.98	8.42%	8.21%	1,033.50	2.98	8.42%	8.21%	1,033.50	2.98
1,011.39	2.67	24.68%	17.14%	1,011.39	2.67	24.68%	17.14%	1,011.39	2.67
979.27	2.58	37.41%	26.96%	979.27	2.58	37.41%	26.96%	979.27	2.58
594.15	2.48	54.07%	41.35%	594.15	2.48	54.07%	41.35%	594.15	2.48
612.23	2.36	76.48%	61.55%	612.23	2.36	76.48%	61.55%	612.23	2.36
845.64	2.30	83.17%	69.22%	845.64	2.30	83.17%	69.22%	845.64	2.30
817.17	2.24	88.66%	76.23%	817.17	2.24	88.66%	76.23%	817.17	2.24
817.17	2.10	92.69%	80.25%	817.17	2.10	92.69%	80.25%	817.17	2.10
733.30	2.04	95.73%	84.53%	733.30	2.04	95.73%	84.53%	733.30	2.04
733.31	1.98	100.00%	100.00%	733.31	1.98	100.00%	100.00%	733.31	1.98

Consumer 3254 Decile Monetary Groups - Past 12 Months									
Consumer	Revenue	Avg Purchase	Qty	Avg Qty	AUS	IPT	Revenue %	Purchase %	Retention Rate
1,467	4,418,665.00	2,961.35	1,181.0	2.50	616.11	35.14%	35.14%	66.91%	63.67%
1,463	1,429,685.00	963.91	4,204	2.93	614.04	29.86%	21.65%	24.85%	43.04%
1,867	755,035.00	375.99	2,032	1.12	338.28	40.00%	11.44%	23.75%	13.82%
4,967	6,602,655.00	1,329.31	9,397	1.89	703.31				
0	0	0	0	0	0				
4,967	6,602,655.00								

Consumer Decile Groups - Past 12 Months									
Consumer	Revenue	Avg Purchase	Qty	Avg Qty	AUS	IPT	Revenue %	Purchase %	Retention Rate
1 (29,100 - 25200.00)	4,960.95	2,533	6,530	13.17	975.27	9.99%	31.96%	20.86%	62.99%
2 (1950.00 - 2560.00)	1,532,270.00	2,290.80	1,348	3.104	866.71	10.13%	14.91%	11.15%	13.86%
3 (1180.00 - 1845.00)	1,955,640.00	1,997.47	954	2.195	537.41	10.03%	10.25%	7.95%	48.73%
4 (650.00 - 1180.00)	1,628,655.00	1,628.66	1,005	1.607	529.52	9.40%	9.40%	5.26%	45.00%
5 (820.00 - 1685.00)	442,665.00	648.32	1,564	2.460	615.95	9.40%	5.73%	5.52%	43.00%
6 (650.00 - 815.00)	356,065.00	726.24	1,098	2.26	537.91	8.98%	4.61%	5.45%	4.95%
7 (500.00 - 645.00)	338,675.00	555.95	1,198	1.50	472.21	12.46%	4.39%	5.99%	41.48%
8 (315.00 - 500.00)	141,985.00	258.41	554	1.71	187.52	6.81%	1.35%	4.2%	2.22%
9 (215.00 - 315.00)	54,070.00	154.00	351	1.03	58.63	0.82%	0.82%	0.82%	34.01%
10 (0.00 - 205.00)	1,329.31	9.397	1.89	16.992	703.31	100.00%	100.00%	100.00%	100.00%

Selected SKU List:	
SKU Number	Product Name
2E3X010000	LAB SERIES INSTANT MOISTURE GEL
2EC5010000	LS AGE RESCUE FACE LOTION
2EC6010000	LAB SERIES MULTI ACTION FACE WASH
2EC8010000	LS AGE RESCUE EYE THERAPY
2EEK010000	LAB SERIES RAZOR BURN RELIEF ULTRA
2EEM010000	LS ELECTRIC SHAVE SOLUTION
2EEW010000	LAB SERIES NIGHT RECOVERY LOTION
2EEY010000	LS DAILY MOISTURE DEFENSE LOTIO
2EF4016000	LAB SERIES LIFE AWAY POWER WHIT
2EF8010000	LAB SERIES OIL CONTROL SOLUTION
2EFE010000	LAB SERIES ULTRA DRY A/P DEO STICK
2EL2010000	LS SKIN REVITALIZER LOTION
2EWT010000	LAB SERIES WATER LOTION
2EX0010000	LAB SERIES MAX COMFORT SHAVE GEL
2FTJ010000	LS OIL CONTRL FOAMING FACE WSH 4.2
2G0G010000	LS OIL CONTROL DAILY HYDRATOR
2LWP016000	LS POWER PROTECTOR SPF 50
2LWW010000	LS POWER BRIGHTENING SERUM ADV
2LWY010000	LS MAX AGE-LESS FACE CREAM
2R29010000	LS MAX LS OVERNIGHT RENEWAL SERUM
2R2A010000	LS MAX LS INSTANT EYE LIFT
2W6R010000	LS UP302 EYE TREATMENT-WN
2W6W010000	LS UP302 SERUM-WN
2XYE010000	LS MAX LS LIGHT MOISTURE
2Y19010000	LS POWER BRIGHTENING WATER LOTION

Second page of the report, showing the SKUs selected for the report.

Definitions

Please note: All Consumer Metrics to be calculated on de-duped consumers.

Consumers in Database	Consumers with ID number who have purchased the selected SKU
Opt In with Complete	Consumers with mailable name and address, email, mobile or all.
Consumers with Transactions	Consumers with ID number who have actually purchased without any reference to the consumer's active or void status.
Retention	Percent of buyers who purchased last year (13-24 months ago) and also purchased this year (0-12 months ago).

Capture Rate	Transactions Complete with Name and (Address or Email or Mobile or Telephone) as percentage of Total Transactions in the past 12 months. Please note that there is a definition change for Capture Rate on 2011 Jun, please refer to variance report or contact Regional CRM Team for Details.
Active Consumers	Consumers who have made a purchase in the past 12 months.
New To File	New consumer ID not having made any recorded prior purchases, or the date of first visit in the consumer database corresponds to the month or year noted; in retail new-to-file should have made a purchase.
Consumer 3/3/4 Decile Monetary Groups	Allocates consumers into 1 of 3 groups ranked by total revenue of approx. equal consumer counts and examines sales components within each. (1-3, 4-6, 7-10 Deciles).
Revenue % Change vs. Last Year	Current 12 months average per consumer revenue over previous 12 months average consumer revenue. Will be 'na' if too little data exists.
Decile Monetary Groups	Allocates consumers into 1 of 10 groups ranked by revenue of approx. equal consumer counts and examines sales components within each.
Retention Rate * (by 3/3/4 Decile Monetary Groups/Decile Groups)	Percentage of High/Medium/Low Value/Decile Consumer (as of P13-24 months) who also made purchase in P12M

Brand Regional GM Level Report

The Brand Regional GM Level Report provides a high-level regional view on key CRM metrics within a designated brand.

For the Regional GM, it highlights the consumer activities across all affiliates within the past 24 months.

Business Questions Supported

- Are we getting more or less brand loyalties from consumers, and how often do they return to the same store?
- How much are returning and new consumers spending?
- Are we getting any major changes from the consumers' activities with regard to other affiliates?
- How does the performance in each affiliate compare to the other?

Filter Criteria

- Brand Name
- Report End Date

Sorting

- Frequency of purchases are sorted in ascending order.
- Customer Value Groups are sorted from High to Low.

- Customer Decile groups are sorted in ascending order.

Brand Regional GM Level Report
Clinique Consumer Summary (May 2012 - April 2013)

By market view

	State of Japan	Chg vs LY JPN
Total Consumers In POS Database	2,715,338	18.58%
Total Complete Address/Email/Mobile/Telephone Opt-in	1,321,649	12.54%
Total Active Past 12 Months	690,252	0.86%
New to File with Purchases in Past 12 Months	272,139	-0.94%
Store Capture Rate	84.45%	0.21%
Retention Rate	50.59%	-0.84%
Percent of Consumers shopping once during year	51.75%	0.97%
Consumer Value - Annual Spend		
High Value	61,069.14	0.45%
Medium Value	11,360.09	-1.88%
Low Value	3,613.15	-1.18%
New Purchasers Average Spend		
New Purchasers Average Spend	10,392.90	-0.85%
Retained Consumers Average Spend		
Retained Consumers Average Spend	35,753.05	0.73%
Consumers Shopping more than one store		
Consumers Shopping more than one store	61,017	-2.93%

CRM KPIs

Consumer Indicators

Definitions

Total Consumers in Database	Total number of records in the database, regardless of whether they are complete or inactive (this should ideally include both online and offline). Includes purchasers and non-purchasers.
Total Complete Address/Email/Mobile/Telephone Opt-in	The number of consumers who have opted in for whom we have complete contact information, either full mailing address, or name and e-mail address, or name and mobile, or name and telephone.
Total Active Past 12 months	Number of consumers who have made any transaction (either purchase or return) in the past 0-12 months. This excludes consumers who redeem for a sample without purchase, or advice or online registrants only.
New to File with Purchases in Past 12 months	Equals the number of unique customers, offline and online, that we added to the database in the past 12 months. This should include in-store as well as online registrations (if applicable).
Store Capture Rate	Percentage of store transactions that have complete consumer information (either name and full mailing address, or name and e-mail address, or name and phone number, or any combination). Means that the consumer is contactable by at least one means of communication. Please note that there is a definition change for Capture Rate on 2011 Jun, please refer to variance report or contact Regional CRM Team for Details.
Retention Rate	Number of last year's consumers who have also purchased in the most recent year. The number of consumers who purchased in past 0-12 months divided by number of consumers who also purchased 13-24 months ago, converted to a percentage.
One-Time-Purchase Rate (%)	Number of buyers who shop only once with the brand measured in a 12-month period. The 1X-buyer rate is calculated as the number of active consumers who purchased only one time in the past year divided by the total number of active consumers for that 12-month period.

Consumer Value - Annual Spend	Average annual spend of all active consumers broken out by value group. ELC defines value groups by High Value (top 30%), Medium Value (mid 30%), and Low Value (bottom 40%).
New Purchasers Average Spend	Average spend of all consumers who made their first purchase from the brand over the past 12 months.
Retained Consumers Average Spend	Average spend of all retained consumers that purchased in past 12 months.
Consumers Shopping More than one store	The number of consumers who shopped multiple stores in the past 12 months.

Cross Brand GM Level Report 1

The Cross-Brand GM Level Report 1 provides a high-level view on key CRM metrics within a designated affiliate.

For the Affiliate GM, it highlights the consumer activities across all brands within the past 24 months.

Business Questions Supported

- Are we getting more or less brand loyalties from consumers and how often do they return to the same store?
- How much are returning and new consumers spending?
- Are we getting any major changes from the consumer's activities with regard to other brands?
- How does the performance in each brand compare to other brands?

Filter Criteria

- Affiliate Name
- Report End Date (Last Month)

Cross Brand GM Level Report 1

State of Japan Consumer Summary (May 2010 - April 2011)

By brand view

CRM KPIs

	EL	Chg vs LY EL	CL	Chg vs LY CL	MC	Chg vs LY MC
Total Consumers In POS Database	1,139,648	26.50%	1,862,735	30.35%	1,447,169	33.96%
Total Complete Address/Email/Mobile/Telephone Opt-in	657,164	21.49%	993,926	22.70%	771,353	29.52%
Total Active Past 12 Months	416,274	-1.80%	678,439	-0.92%	588,214	0.48%
New to File with Purchases in Past 12 Months	188,601	-10.86%	275,093	-13.35%	325,444	-9.31%
Store Capture Rate	88.30%	0.47%	83.73%	0.13%	81.39%	2.93%
Retention Rate	45.64%	-0.77%	52.05%	-1.04%	38.01%	-4.82%
Percent of Consumers shopping once during year	57.04%	0.50%	49.59%	0.68%	64.21%	1.58%

Consumer Indicators

Consumer Value - Annual Spend						
High Value	74,215.64	-0.65%	61,804.99	0.29%	24,099.10	-2.93%
Medium Value	13,739.31	-2.29%	11,823.37	-5.08%	6,932.48	-0.47%
Low Value	5,079.27	-0.72%	3,686.69	-4.22%	2,881.33	1.03%
New Purchasers Average Spend						
New Purchasers Average Spend	12,987.89	-3.88%	10,296.04	-1.38%	8,005.75	-3.21%
Retained Consumers Average Spend						
Retained Consumers Average Spend	46,039.81	-2.78%	35,750.11	-3.09%	14,517.88	-6.30%
Consumers Shopping more than one store						
Consumers Shopping more than one store	31,192	-2.57%	62,883	-0.81%	62,475	9.77%

Definitions

Total Consumers in Database Total number of records in the database, regardless of whether they are complete or inactive (this should ideally include both online and offline). Includes purchasers and non-purchasers.

Total Complete Address/Email/Mobile/Telephone Opt-in The number of consumers who have opted in for whom have completed contact information, either full mailing address, or name and e-mail address, or name and mobile, or name and telephone.

Total Active Past 12 months Number of consumers who have made any transaction (either purchase or return) in the past 0-12 months. This excludes consumers who redeem for a sample without purchase, or advice or online registrants only.

New to File with Purchases in Past 12 months	Equals the number of unique customers, offline and online, that we added to the database in the past 12 months. This should include in-store as well as online registrations (if applicable).
Store Capture Rate	Percentage of store transactions that have complete consumer information (either name and full mailing address or name and e-mail address or name and phone number or any combination). Means that the consumer is contactable by at least one means of communication. Please note that there is a definition change for Capture Rate on 2011 Jun, please refer to variance report or contact Regional CRM Team for Details.
Retention Rate	Number of last year's consumers who have also purchased in the most recent year. The number of consumers who purchased in past 0-12 months divided by number of consumers who also purchased 13-24 months ago, converted to a percentage.
One-Time-Purchase Rate (%):	Number of buyers who shop only once with the brand measured in a 12-month period. The 1X-buyer rate is calculated as the number of active consumers who purchased only one time in the past year divided by the total number of active consumers for that 12-month period.
Consumer Value - Annual Spend	Average annual spend of all active consumers broken out by value group. ELC defines value groups by High Value (top 30%), Medium Value (mid 30%), and Low Value (bottom 40%).
New Purchasers Average Spend	Average spend of all consumers who made their first purchase from the brand over the past 12 months.
Retained Consumers Average Spend	Average spend of all retained consumers that purchased in past 12 months.
Consumers Shopping More than one store	The number of consumers who shopped multiple stores in the past 12 months.

Cross Brand GM Level Report 2

The Cross Brand GM Level Report 2 provides a view of the distribution of active consumers who purchase from multiple brands, within the designated affiliate and brand.

Business Questions Supported

- What are the customers' cross-brand shopping behaviors?

Filter Criteria

- Affiliate Name
- Report End Date (Last Month)

Sorting

- Brand is sorted in ascending order.

Cross Brand GM Level Report 2 (Mar 2013)
Consumer > CMS Analysis > Reports

Market: State of Japan

	EL	%	CL	%	MC	%	BB	%	CM	%
EL	431,021	71.36%	69,136	11.45%	53,189	8.81%	26,038	4.31%	8,381	1.39%
CL	69,642	7.94%	674,016	76.83%	70,664	8.05%	32,723	3.73%	7,886	0.90%
MC	57,752	6.91%	84,557	10.11%	598,811	71.63%	62,737	7.50%	10,052	1.20%
BB	22,723	9.02%	27,919	11.09%	40,290	16.00%	143,488	56.98%	5,170	2.05%
CM	6,229	11.92%	5,283	10.11%	5,606	10.73%	4,241	8.11%	26,602	50.89%
JM	4,353	9.29%	4,573	9.76%	5,546	11.84%	3,741	7.99%	1,990	4.25%
OR	4,082	8.63%	5,762	12.18%	3,778	7.99%	2,747	5.81%	829	1.75%
AR	751	1.80%	1,833	4.40%	393	0.94%	232	0.56%	292	0.70%
AV	5,112	7.87%	6,691	10.31%	6,265	9.65%	4,339	6.68%	2,064	3.18%
TF	660	10.72%	558	9.07%	929	15.10%	662	10.76%	354	5.75%
Total Base:	602,325		880,328		785,471		280,948		63,620	

CL Consumers who also bought EL

EL Consumers who also bought CL

Store Capture Rate Report

The Store Capture Rate Report provides a view of the store capture rate within the designated affiliate(s) and brand(s).

Business Questions Supported

- Is each store maintaining the expected capture rate of customers' information?

Filter Criteria

- Affiliate Name
- Brand Name
- Report End Date (Last Month)

Sorting

- Store is sorted in ascending order.

Store Transaction Summary Capture Rate Report (May 2010 - Apr 2011)

Report ID: CF_CMS_STDRPT_005

Last Data Refresh Time: Jun 24, 2011 10:17:14 PM

Market: HONG KONG Brand: Estee Lauder

Store Code	Store Name	Total Purchase	Consumer Captured N/A or E	N/A or E Capture Rate	Consumer N/A	N/A Capture Rate	Consumer Captured Tel #	Tel # Capture Rate	Consumer Captured Mobile #	Mobile # Capture Rate	Consumer Captured PC Email	PC Email Capture Rate	Consumer Captured Mobile Email	Mobile Email Capture Rate
EL02	SOGO - CWB (EL)	82,184	46,848	57.00%	35,112	42.72%	7,884	9.59%	42,758	52.03%	12,899	15.70%	0	0.00%
EL05	Festival Walk (EL)	26,893	25,231	93.82%	17,896	66.55%	6,295	23.41%	21,332	79.32%	6,489	24.13%	0	0.00%
EL06	Seibu / PP (EL)	17,751	12,513	70.49%	9,394	52.92%	2,941	16.57%	10,710	60.33%	2,497	14.07%	0	0.00%
EL07	NTP (EL)	47,586	47,179	99.14%	25,665	53.93%	8,021	16.86%	41,993	88.25%	7,358	15.46%	0	0.00%
EL11	UNY (APITA) (EL)	6,110	5,065	82.90%	4,668	76.40%	1,418	23.21%	4,652	76.14%	1,160	18.99%	0	0.00%
EL15	LC/TS (EL)	42,153	18,347	43.52%	13,769	32.66%	2,815	6.68%	17,095	40.55%	5,607	13.30%	0	0.00%
EL17	WO Main (EL)	10,162	8,755	86.15%	7,767	76.43%	2,109	20.75%	8,050	79.22%	1,506	14.82%	0	0.00%
EL18	LC/CANTON RD (EL)	83,647	29,059	34.74%	18,135	21.68%	5,493	6.57%	24,497	29.29%	8,655	10.35%	0	0.00%
EL23	New Yaohan, Macau (EL)	31,579	14,303	45.29%	10,229	32.39%	3,114	9.86%	12,309	38.98%	2,586	8.19%	0	0.00%
EL25	WO YMT (EL)	11,812	8,383	70.97%	7,201	60.96%	1,868	15.73%	7,759	65.69%	1,402	11.87%	0	0.00%
EL26	IFC Mall (EL)	20,325	12,370	60.86%	10,377	51.06%	2,491	12.26%	11,384	56.01%	4,248	20.90%	0	0.00%
EL28	HN - Landmark (EL)	8,618	3,745	43.46%	3,078	35.72%	917	10.64%	3,216	37.32%	798	9.26%	0	0.00%
EL29	SOGO - TST (EL)	21,079	10,930	51.85%	7,960	37.76%	2,268	10.76%	9,628	45.68%	2,868	13.61%	0	0.00%
EL30	ELEMENTS (EL)	9,831	9,063	92.19%	6,974	70.94%	1,459	14.84%	8,246	83.88%	2,163	22.00%	0	0.00%
EL31	Seibu / LHP (EL)	31,248	18,372	58.79%	14,859	47.55%	2,811	9.00%	17,288	55.33%	6,160	19.71%	0	0.00%
EL32	YPR (EL)	14,833	12,903	86.99%	9,905	66.78%	3,022	20.37%	10,856	73.19%	4,093	27.59%	0	0.00%

By door breakdown

Total consumer contactable

% of consumer contactable

Store Transaction Summary Capture Rate Report

Market: HONG KONG Brand: Estee Lauder

Store Code	Store Name	Total Purchase	Consumer Captured N&A or E or P	N&A or E or P Capture Rate	Consumer N&A
EL02	SOGO - CWB (EL)	82,184	46,848	57.00%	35,112
EL05	Festival Walk (EL)	26,893	25,231	93.82%	17,896
EL06	Seibu / PP (EL)	17,751	12,513	70.49%	9,394
EL07	NTP (EL)	47,586	47,179	99.14%	25,665
EL11	UNY (APITA) (EL)	6,110	5,065	82.90%	4,668
EL15	LC/TS (EL)	42,153	18,347	43.52%	13,769
EL17	WO Main (EL)	10,162	8,755	86.15%	7,767

New-To-File Report

The New-To-File Report provides a view of the new-to-file consumers for each store within the designated affiliate(s) and brand(s).

Business Questions Supported

- Is each store maintaining the expected number of new-to-file consumers?

Filter Criteria

- Affiliate Name
- Brand Name
- Report End Date (Last Month)

Sorting

- Store is sorted in ascending order.

1

New To File - Total Consumers by Stores (Jun 2012)

Consumer > CMS Analysis > Reports

Report ID: CF_CMS_STDRPT_006
 Last Data Refresh Time: Aug 24, 2012 4:03:54 PM

Market: HONG KONG Brand: MAC

Registered Store Code	Registered Store Name	No. of NTF consumer with purchase registered in												Registered Consumer with purchase before Jul 2011	Total Registered Consumer with purchase				
		Jul 2011	Aug 2011	Sep 2011	Oct 2011	Nov 2011	Dec 2011	Jan 2012	Feb 2012	Mar 2012	Apr 2012	May 2012	Jun 2012			Sub Total			
MC00	MC Office	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	1	0	1
MC01	Festival Walk (M.A.C.)	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
MC02	SOGO - CWB (MC)	2,396	2,156	2,088	2,186	2,061	3,174	2,047	2,125	1,759	1,566	1,713	25,849	92,389	118,238	1,464	1,464		
MC03	LC/PP (MC)	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	6,207
MC06	City Plaza (M.A.C.)	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	6
MC07	LC/ Faces (MC)	809	1,232	582	553	785	855	940	555	703	1,141	871	10,284	66,448	76,732	66,448	66,448		
MC08	New Yaohan Macau (MC)	279	282	207	341	400	317	606	841	645	520	562	5,556	15,698	21,254	15,698	15,698		
MC09	LC/IFC (MC)	241	260	287	300	279	371	261	283	321	263	250	3,376	9,471	12,847	9,471	9,471		
MC10	Seibu / LHP (MC)	1,856	1,926	1,594	1,901	1,794	3,072	2,486	1,989	2,165	2,121	2,095	25,240	78,393	103,633	78,393	78,393		
MC11	ELEMENTS (MC)	692	620	531	552	517	737	605	515	521	576	547	6,907	16,413	23,320	16,413	16,413		
MC12	YPR (MC)	222	241	254	211	177	396	313	272	267	228	225	2,967	6,904	9,871	6,904	6,904		
MC13	QWP (MC)	565	514	529	495	505	499	126	0	0	0	0	3,233	12,677	15,910	12,677	12,677		
MC15	APM (MC)	526	432	468	473	422	500	398	369	342	330	351	4,936	5,116	10,052	5,116	5,116		
MC16	HN-The One (MC)	642	616	542	608	572	854	791	634	635	648	598	7,808	3,186	10,994	3,186	3,186		

2

New To File - Total Consumers by Stores (Jun 2012)

Consumer > CMS Analysis > Reports Report ID: CF_CMS_STDRPT_006
Last Data Refresh Time: Aug 24, 2012 4:03:54 PM

Market: HONG KONG Brand: MAC

Code	Registered Store Name	No. of NTF consumer registered in:												Registered Consumer before Jul 2011	Total Registered Consumer					
		Jul 2011	Aug 2011	Sep 2011	Oct 2011	Nov 2011	Dec 2011	Jan 2012	Feb 2012	Mar 2012	Apr 2012	May 2012	Jun 2012			Sub Total				
MC00	MC Office	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	1	0	1
MC01	Festival Walk (M.A.C.)	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	4,556	4,556
MC02	SOGO - CWB (MC)	2,407	2,159	2,103	2,193	2,069	3,178	2,587	2,057	2,188	1,762	1,576	1,718	25,997	97,500	123,497				
MC03	LC/PP (MC)	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	7,868	7,868
MC05	NTP (M.A.C.)	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	1
MC06	City Plaza (M.A.C.)	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	25	25
MC07	LC/ Faces (MC)	813	1,238	589	560	789	863	942	556	747	1,145	873	1,266	10,381	70,519	80,900				
MC08	New Yaohan Macau (MC)	282	284	210	342	401	322	611	851	648	523	564	561	5,599	16,660	22,259				
MC09	LC/FC (MC)	246	263	287	301	279	372	263	286	326	266	250	261	3,400	10,544	13,944				
MC10	Selbu / LHP (MC)	1,858	1,930	1,596	1,908	1,800	3,079	2,491	1,993	2,215	2,130	2,109	2,246	25,355	81,084	106,439				
MC11	ELEMENTS (MC)	692	626	534	554	521	741	605	518	526	578	552	499	6,946	16,541	23,487				

Registered with purchase

1

Registered Store		No. of NTF consumer with purchase registered in						Registered Consumer with purchase before Jul 2011	Total Registered Consumer with purchase
Code	Name	Jul 2011	Aug 2011	Sep 2011	...	Jun 2012	Sub Total		
MC02	SOGO - CWB (MC)	2,397	2,157	2,088	...	1,713	25,853	92,385	118,238

Registered without purchase (prospects)

2

Registered Store		No. of NTF consumer registered in:						Registered Consumer before Jul 2011	Total Registered Consumer
Code	Name	Jul 2011	Aug 2011	Sep 2011	...	Jun 2012	Sub Total		
MC02	SOGO - CWB (MC)	2,408	2,160	2,103	...	2,069	26,001	97,505	123,506

Category Penetration Report

The Category Penetration Report provides a view of the distribution of active consumers in each local category over the consumer base.

Business Questions Supported

- Is each category maintaining the expected number of consumers?

Filter Criteria

- Affiliate Name
- Brand Name
- Report End Date (Last Month)

Sorting

- Category L1 and Category L2 are sorted in ascending order, respectively.

Penetration of the category
in active base

Category Penetration (Apr 2011)

Report ID:
CF_CMS_STDRPT_007

Last Data Refresh Time: Jun 24, 2011 10:16:31 PM

Market: HONG KONG Brand: Estee Lauder

Major Category	Category (L1)	Category (L2)	Unique Consumers	% of Base
Consumer Base			143,517	100%
Advise Only			4	0.0%
FRAGRANCE - BASIC (FB)	BEAUTIFUL (BU)	SINGLE ITEMS (SI)	348	0.2%
	<i>BEAUTIFUL (BU)</i>		348	0.2%
	BEAUTIFUL SHEER (BE)	SINGLE ITEMS (SI)	50	0.0%
	<i>BEAUTIFUL SHEER (BE)</i>		50	0.0%
	BEYOND PARADISE BLUE (BV)	SINGLE ITEMS (SI)	53	0.0%
	<i>BEYOND PARADISE BLUE (BV)</i>		53	0.0%
	BEYOND PARADISE (BP)	SINGLE ITEMS (SI)	380	0.3%
	<i>BEYOND PARADISE (BP)</i>		380	0.3%

Market Category Penetration Report

The Market Category Penetration Report provides a view of the distribution of active consumers in each local category over the consumer base.

Business Questions Supported

- Is each category maintaining the expected number of consumers?

Filter Criteria

- Affiliate Name
- Brand Name
- Report End Date (Last Month)

Sorting

- Category L1 and Category L2 are sorted in ascending order, respectively.

Penetration of the category
in active base

Market Category Penetration (May 2011)

Report ID: CF_CMS_STDRPT_008
Last Data Refresh Time: Aug 8, 2011 5:43:06 PM

Market: FRANCE Brand: Estee Lauder

Local Category (L3)	Local Category (L4)	Local Category (L5)	Unique Consumers	% of Base
Consumer Base			13,954	100%
Advise Only			0	0.0%
fragrance - basic business (FB)	AMBER NUDE (AU)	SINGLE UNITS/ITEMS (SI)	1	0.0%
	<i>AMBER NUDE (AU)</i>		1	0.0%
	BEAUTIFUL (BU)	SINGLE UNITS/ITEMS (SI)	156	1.1%
	<i>BEAUTIFUL (BU)</i>		156	1.1%
	BEYOND PARADISE (BP)	SINGLE UNITS/ITEMS (SI)	58	0.4%
	<i>BEYOND PARADISE (BP)</i>		58	0.4%
	BLUSHERS & ROUGES (BG)	SINGLE UNITS/ITEMS (SI)	212	1.5%
	<i>BLUSHERS & ROUGES (BG)</i>		212	1.5%
	CINNABAR (CI)	SINGLE UNITS/ITEMS (SI)	86	0.6%
	<i>CINNABAR (CI)</i>		86	0.6%
	EL FRAGRANCE (EL)	SINGLE UNITS/ITEMS (SI)	158	1.1%
	<i>EL FRAGRANCE (EL)</i>		158	1.1%

Category Crossover Report

The Category Crossover Report provides a view of the distribution of active consumers who purchase on multiple categories in each level of category, within a designated affiliate and brand.

Business Questions Supported

- What are the customers' cross category shopping behaviors?

Filter Criteria

- Affiliate Name
- Brand Name
- Report End Date (Last Month)

Sorting

- Category is sorted in ascending order.

1

Cross Category Report - Large (May 2010 - April 2011)

Market: HONG KONG Brand: Estee Lauder

	Advise Only		TREATMENT (TR)		MISCELLANEOUS (OT)		MAKEUP (MU)		FRAGRANCE - CHRISTMAS (FX)		FRAGRANCE - BASIC (FB)	
	No. of Cust	%	No. of Customer	%	No. of Customer	%	No. of Customer	%	No. of Customer	%	No. of Customer	%
Advise Only	4	100.00%	0	0%	0	0%	0	0%	0	0%	0	0%
TREATMENT (TR)	0	0%	128,877	100.00%	2,814	70.37%	39,961	77.32%	632	72.73%	3,319	78.56%
MISCELLANEOUS (OT)	0	0%	2,814	2.18%	3,999	100.00%	3,798	7.35%	95	10.93%	196	4.64%
MAKEUP (MU)	0	0%	39,961	31.01%	3,798	94.97%	51,682	100.00%	414	47.64%	2,129	50.99%
FRAGRANCE - CHRISTMAS (FX)	0	0%	632	0.49%	95	2.38%	414	0.80%	869	100.00%	105	2.49%
FRAGRANCE - BASIC (FB)	0	0%	3,319	2.58%	196	4.90%	2,129	4.12%	105	12.08%	4,225	100.00%

2

Cross Category Report - Middle (May 2010 - April 2011)

Report ID: CF_CMS_STDRPT_009

Last Data Refresh Time: Jun 24, 2011 10:17:15 PM

Market: HONG KONG

Brand: Estee Lauder

	Advise Only		TREATMENT (TR)		TREATMENT (TR)		TREATMENT (TR)		TREATMENT (TR)		MISCELLANEOUS (OT)		MAKEUP (MU)		MAKEUP (MU)		FRAGRANCE-CHRISTMAS (FX)	
	No. of Cust	%	Advise Only	%	RE-NUTRIV (RN)	%	SKINCARE (SK)	%	OTHER (OT)	%	NO. of Customer	%	NO. of Customer	%	NO. of Customer	%	NO. of Customer	%
Advise Only	4	100.00%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%
TREATMENT (TR)	0	0%	38	100.00%	17	0.06%	33	0.03%	3	0.08%	16	0.05%	13	0.04%	1	1.06%		
BODY SHAPERS (BS)	0	0%	17	44.74%	30,091	100.00%	20,231	17.00%	941	23.53%	6,700	21.15%	7,051	22.70%	20	21.28%		
RE-NUTRIV (RN)	0	0%	33	86.84%	20,231	67.23%	119,021	100.00%	2,636	65.92%	23,497	74.17%	23,032	74.15%	57	60.64%		
SKINCARE (SK)	0	0%	3	7.89%	941	3.13%	2,636	2.21%	3,969	100.00%	2,629	8.30%	3,075	9.90%	16	17.02%		
MISCELLANEOUS (OT)	0	0%	16	42.11%	6,700	22.27%	23,497	19.74%	2,629	65.74%	31,682	100.00%	11,055	35.59%	40	42.55%		
MAKEUP (MU)	0	0%	13	34.21%	7,051	23.43%	23,032	19.35%	3,075	76.89%	11,055	34.89%	31,060	100.00%	23	24.47%		
FOUNDATION (FO)																		

Standard Reports

1

	Advise Only		TREATMENT (TR)	
	No. of Cust	%	No. of Customer	%
Advise Only	4	100.00%	0	0%
TREATMENT (TR)	0	0%	128,877	100.00%

Advised consumers who also purchased Treatment

2

		Advise Only		TREATMENT (TR)		TREATMENT (TR)	
		No. of Cust	%	No. of Customer	%	No. of Customer	%
Advise Only	Advise Only	4	100.00%	0	0%	0	0%
TREATMENT (TR)	BODY SHAPERS (BS)	0	0%	38	100.00%	17	0.06%
	RE-NUTRIV (RN)	0	0%	17	44.74%	30,091	100.00%

Consumers who purchased Body Shapers who also purchased Re-Nutriv

3

			Advise Only		TREATMENT (TR)		TREATMENT (TR)				
			No. of Cust	%	No. of Customer	%	No. of Customer	%			
									Advise Only	BODY PRODUCTS (BO)	ANCILLARIES (AN)
									Advise Only	BODY SHAPERS (BS)	RE-NUTRIV (RN)
Advise Only	Advise Only	Advise Only	4	100.00%	0	0%	0	0%			
TREATMENT (TR)	BODY SHAPERS (BS)	BODY PRODUCTS (BO)	0	0%	38	100.00%	16	0.11%			
	RE-NUTRIV (RN)	ANCILLARIES (AN)	0	0%	16	42.11%	13,982	100.00%			

Consumers who purchased Body Shapers-Body Products who also purchased Re-Nutriv-Ancillaries

Market Category Crossover Report

The Market Category Crossover Report provides a view of the distribution of active consumers who purchase on multiple categories in each level of market category, within a designated affiliate and brand.

Business Questions Supported

- What are the customers' cross-category shopping behaviors?

Filter Criteria

- Affiliate Name
- Brand Name
- Report End Date (Last Month)

Sorting

- Category is sorted in ascending order.

Market Category Crossover - Large (May 2010 - April 2011)

Report ID:

Last Data Refresh:

Market: HONG KONG

	Advise Only		TREATMENT (TR)		MISCELLANEOUS (ML)		MAKEUP (MU)		FRAGRANCE - SPRING BOUTIQUE (FS)		FRAGRANCE - CHRISTMAS (FX)		FRAGRANCE - BASIC (FB)	
	No. of Customer	%	No. of Customer	%	No. of Customer	%	No. of Customer	%	No. of Customer	%	No. of Customer	%	No. of Customer	%
Advise Only	4	100.00%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%
TREATMENT (TR)	0	0%	130,716	100.00%	197	27.36%	41,965	78.13%	1	33.33%	716	72.08%	3,508	79.98%
MISCELLANEOUS (ML)	0	0%	197	0.15%	720	100.00%	461	0.86%	0	0%	4	0.40%	12	0.27%
MAKEUP (MU)	0	0%	41,966	32.10%	461	64.03%	53,714	100.00%	3	100.00%	501	50.50%	2,281	51.55%
FRAGRANCE - SPRING BOUTIQUE (FS)	0	0%	1	0.00%	0	0%	3	0.01%	3	100.00%	3	0.30%	0	0%
FRAGRANCE - CHRISTMAS (FX)	0	0%	716	0.56%	4	0.56%	501	0.93%	3	100.00%	992	100.00%	112	2.55%
FRAGRANCE - BASIC (FB)	0	0%	3,508	2.88%	12	1.67%	2,281	4.21%	0	0%	112	11.39%	4,388	100.00%

Market Category Crossover - Middle (May 2010 - April 2011)

Report ID: CF_CM

Last Data Refresh Time: Jun

Market: HONG KONG Brand: Estee Lauder

	Advise Only		TREATMENT (TR) BODY SHAPERS (BS)		TREATMENT (TR) RE-NUTRIV (RN)		TREATMENT (TR) SKINCARE (SK)		MISCELLANEOUS (ML)		MAKEUP (MU) COLOR (CO)		MAKEUP (MU) FOUNDATION (FO)	
	No. of Customer	%	No. of Customer	%	No. of Customer	%	No. of Customer	%	No. of Customer	%	No. of Customer	%	No. of Customer	%
Advise Only	4	100.00%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%
TREATMENT (TR) BODY SHAPERS (BS)	0	0%	38	100.00%	17	0.06%	33	0.03%	0	0%	19	0.06%	13	0.04%
RE-NUTRIV (RN)	0	0%	17	44.74%	30,571	100.00%	20,817	17.21%	60	8.33%	7,652	21.30%	7,196	23.07%
SKINCARE (SK)	0	0%	33	86.84%	20,817	68.09%	120,962	100.00%	182	25.28%	26,819	74.66%	23,291	74.99%
MISCELLANEOUS (ML)	0	0%	0	0%	60	0.20%	182	0.15%	720	100.00%	304	0.66%	259	0.83%
MAKEUP (MU) COLOR (CO)	0	0%	19	50.00%	7,652	25.03%	26,819	22.17%	304	42.22%	35,928	100.00%	13,295	42.71%
FOUNDATION (FO)	0	0%	13	34.21%	7,166	23.44%	23,291	19.25%	269	35.97%	13,295	36.92%	31,060	100.00%

	Advise Only		TREATMENT (TR)		MISCELLANEOUS (ML)		MAKEUP (MU)	
	No. of Customer	%	No. of Customer	%	No. of Customer	%	No. of Customer	%
Advise Only	4	100.00%	0	0%	0	0%	0	0%
TREATMENT (TR)	0	0%	130,715	100.00%	197	27.36%	41,965	78.13%
MISCELLANEOUS (ML)	0	0%	197	0.15%	720	100.00%	461	0.86%

Treatment consumer who also purchased Miscellaneous

Top Common Queries

There are several queries that are commonly run. In this chapter, we will discuss and show examples of the following queries.

- 1x Customer Separated by New vs. Existing (by Store)
- Category Mix Overview by Brand by Store by FY / CY
- Consumer Base Overview (New vs. Existing)
- CRM Performance by Door Analysis
- Cross-Door Purchase
- List Extraction and Result Tracking
- New Purchaser Count Analysis
- Product Bundling Analysis
- Product Launch Tracking
- Product Mix Overview by Brand by Store by FY / CY
- Product Penetration Analysis
- Recruitment Products Report
- Recruitment Products Report (Next Purchase)
- Value Group Migration Analysis Report

1x Customer Separated by New vs. Existing (by Store)

The 1x Customer Separated by New vs. Existing (by Store) report reveals one-time purchase activities for each product by segment.

Business Questions Supported

- What are the products that one-time consumers purchased?
- How can we better link sales or cross sell when consumers purchase these products alone?
- How can we better understand by-door performance in cross-selling?

Filter Criteria

- Consumer Affiliate
- Consumer Brand
- Store Code
- Nationality (optional)
- Last Month


Note:

- Transaction lines with Transaction Type Redeem or Advise Only are excluded
- Includes regular consumers only

Report ID: CF_CMS_STDRPT_13
 Non BI Team Certified Report

Last Data Refresh Time: Sep 20, 2011 1:04:14 PM

1x Time Customer Separated by New vs. Existing
 Consumer > CMS Analysis > Templates > Top Common Queries



HONG KONG
Creme de la Mer

Store Code:
Nationality(Optional):

SKU Number	Product Name	No. of Consumers			No. of Product Items			Total Revenue		
		High	Medium	Low	High	Medium	Low	High	Medium	Low
1-Time New										
HONG KONG Creme de la Mer As of 2011/08										
20RFP010000	CREME DE LA MER 16.5 OZ	24	-	-	24	24	-	316,800	-	-
20TND020000	THE MOISTURIZING LOTION 1.7 OZ.	470	439	242	565	242	464	1,042,750	859,400	444,800
20TQ010000	THE CLEANSING LOTION 6.7 OZ.	339	182	106	410	106	192	263,150	122,920	68,870
20W4020000	THE OIL ABSORBING LOTION 1.7 OZ.	32	34	20	39	20	38	71,350	70,100	37,200
20W6010000	THE CLEANSING GEL 6.7 OZ.	63	53	37	69	37	58	44,300	37,590	25,990
20W8010000	THE TONIC 6.7 OZ.	791	650	374	1,040	374	707	602,200	409,530	232,980
20W9010000	THE OIL ABSORBING TONIC 6.7 OZ.	16	19	7	18	7	21	10,540	12,150	4,090
21L1010000	THE BODY LOTION	24	8	7	33	7	9	47,850	13,050	11,600
21L2010000	THE BODY SERUM	12	8	5	15	5	8	24,750	13,200	8,250
22C1W010000	THE REFINING FACIAL	138	95	109	148	109	96	100,160	65,360	76,080
22T1W010000	THE HAND TREATMENT	84	46	66	114	66	59	72,200	37,400	51,000
23AE010000	THE CONCENTRATE	588	397	111	711	111	407	2,304,900	1,317,100	208,000
23PC010000	THE MIST 4.2 OZ.	72	52	66	87	66	61	41,590	28,970	38,000
25NE010000	THE CLEANSING FOAM	530	344	275	679	275	402	388,900	230,490	183,650
263X010000	THE WHITENING LOTION	275	174	94	334	94	189	213,500	121,100	64,350
26G7010000	LIP BALM	119	95	187	152	187	107	65,800	46,000	91,350

Top Common Queries

1-Time Existing												
No. of Consumers				No. Product Items				Total Revenue				
High	Medium	Low		High	Medium	Low		High	Medium	Low		
32	-	-	32	-	-	-	-	428,700	-	-	-	-
103	205	219	131	233	219	219	219	237,750	421,750	398,250	398,250	398,250
66	79	106	86	87	87	111	111	53,900	54,200	69,520	69,520	69,520
11	14	9	12	15	15	9	9	22,200	27,350	16,150	16,150	16,150
17	24	51	20	30	30	58	58	12,730	19,030	36,770	36,770	36,770
180	251	265	257	287	287	282	282	146,590	162,890	161,540	161,540	161,540
3	4	7	4	4	4	8	8	2,360	2,280	4,560	4,560	4,560
5	5	6	7	5	5	6	6	10,150	7,250	8,700	8,700	8,700
11	11	2	16	15	15	2	2	26,400	24,750	3,300	3,300	3,300
29	52	167	30	54	54	171	171	20,060	36,260	114,750	114,750	114,750
28	32	87	41	43	43	100	100	25,400	26,500	62,200	62,200	62,200
191	239	64	255	246	246	64	64	820,200	789,600	204,800	204,800	204,800
26	30	68	35	31	31	79	79	16,630	14,710	37,310	37,310	37,310
149	152	224	221	171	171	252	252	125,210	96,750	142,740	142,740	142,740
Total												
No. of Consumers				No. Product Items				Total Revenue				
High	Medium	Low		High	Medium	Low		High	Medium	Low		
56	-	-	56	-	-	-	-	745,500	-	-	-	-
573	644	461	696	697	461	461	461	1,280,500	1,281,150	843,050	843,050	843,050
405	261	212	219	279	279	219	219	317,050	177,120	138,390	138,390	138,390
43	48	29	51	53	29	29	29	93,550	97,450	53,350	53,350	53,350
80	77	88	88	88	88	98	98	57,030	56,620	62,760	62,760	62,760
971	901	639	1,297	994	684	684	684	748,790	572,420	394,520	394,520	394,520
19	23	14	22	25	15	15	15	12,900	14,430	8,650	8,650	8,650
29	13	13	40	14	14	14	14	58,000	20,300	20,300	20,300	20,300
23	19	7	31	23	7	7	7	51,150	37,950	11,550	11,550	11,550
167	147	276	178	150	283	283	283	120,220	101,620	190,830	190,830	190,830
112	78	153	155	102	181	181	181	97,600	63,900	113,200	113,200	113,200
779	636	129	966	653	129	129	129	3,125,100	2,106,700	412,800	412,800	412,800
98	82	134	122	92	159	159	159	58,220	43,680	75,310	75,310	75,310
679	496	499	900	573	572	572	572	514,110	327,240	326,390	326,390	326,390

HONG KONG Estee Lauder As of 2011/09		1x New / 1x Existing / Total					
SKU Number	Product Name	No. Product Items			Total Revenue		
		High	Medium	Low	High	Medium	Low
0343010000	GENTLE EYE MAKEUP REMOVE	8	11	71	1,380	1,880	12,480
0940000000	VERITE MOISTURE RELIEF	-	-	1	-	-	450
0940010000	VERITE MOISTURE RELIEF CREME 1.7 OZ	1	17	20	450	7,650	9,000
0951000000	VERITE CALMING FLUID	-	-	1	-	-	650
0951010000	VERITE CALMING FLUID 1.7 OZ.	1	15	11	650	9,750	7,150
0981000000	VERITE LIGHTLOTION CLEANSER 6.7 OZ	2	19	42	440	4,180	9,240
11A5010000	PFM COLOGNE SPRAY 3.4 OZ.	-	2	12	-	800	4,800
1268020000	SMOOTHING CREME CONCEALER	-	35	226	-	5,950	38,420
1268030000	SMOOTHING CREME CONCEALER	6	19	175	1,020	3,230	29,750
Total of Brand:		9,730	34,862	63,605	#####	#####	#####

List of products purchased by 1x customers, further split up by new vs. existing

Definitions

1-Time New	Consumers who made their first registration in the past 12 months.
1-Time Existing	Consumers who are already in the consumer base.
Total	Consumers including 1-Time New and 1-Time Existing.
No. of Consumers	Number of consumers who purchased once in past 12 months (new / existing).
No. of Product Items	Total quantity of SKU purchases by 1-time consumers.
Total Revenue	Net Revenue (in local currency) that 1-time consumer spent.
High	High Value - Top 30% Consumers (Decile: 1-3).
Medium	Medium Value - Top 40% - 60% Consumers (Decile: 4-6).
Low	Low Value - Top 70%-100% Consumers (Decile: 7-10).

Category Mix Overview by Brand by Store by FY / CY

The Category Mix Overview by Brand by Store by FY / CY report tracks movement in cross-category and single category. The first part of the report shows data at the Brand Level. That data is then broken out at the Store Level to help identify store-specific issues.

Business Questions Supported


- What is the business mix of a brand?
- What is the business mix contribution by store level?

Filter Criteria

- Consumer Affiliate
- Consumer Brand
- Category 1
- Category 2
- Category 3
- Nationality (optional)

Note:

- Transaction lines with Transaction Type Redeem or Advise Only are excluded
- Includes regular consumers only



HONG KONG Clinique
Category Mix Overview by Brand

Report ID: CF_CMS_TMP_14
Last Data Refresh Time: Sep 27, 2011 8:06:10 PM


Category Mix Overview By Brand by FY / CY
Consumer > CMS Analysis > Templates > Top Common Queries

Affiliate: HONG KONG
Brand: Clinique

Nationality: Hong Kong,Macau

	No. of Consumers			% of Total Consumers			Total Unit Purchased			Total Revenue		
	TY	LY	Variance	TY	LY	Variance	TY	LY	Variance	TY	LY	Variance
	FRAGRANCE - BASIC Only	232	382	-39.27%	0.29%	0.44%	-0.18%	347	527	-34.16%	122,005	189,395
MAKEUP Only	19,307	19,829	+18.10%	21.24%	18.84%	+2.30%	40,691	35,528	+15.01%	7,049,846	5,819,450	+21.14%
TREATMENT Only	45,390	45,465	-0.16%	49.91%	51.79%	-1.89%	143,278	137,349	+4.32%	49,246,596	42,885,045	+15.37%
FRAGRANCE - BASIC & MAKEUP Only	117	162	-23.03%	0.13%	0.17%	-0.04%	558	717	-22.45%	124,890	155,155	-19.53%
FRAGRANCE - BASIC & TREATMENT Only	287	365	-19.15%	0.32%	0.40%	-0.09%	2,144	2,135	+0.42%	748,243	701,580	+6.65%
MAKEUP & TREATMENT Only	24,797	23,961	+3.49%	27.28%	27.23%	-0.01%	219,490	209,812	+4.71%	80,767,094	53,480,020	+13.67%
All 3	831	778	-16.85%	0.69%	0.69%	-0.19%	12,753	14,979	-14.86%	3,550,112	3,909,635	-9.20%

* Only Hong Kong, Macau consumers are included in the template.



HONG KONG Clinique
Category Mix Overview by Brand


Report ID: CF_CMS_TMP_14
Last Data Refresh Time: Sep 27, 2011 8:06:10 PM


Category Mix Overview By Brand by FY / CY
Consumer > CMS Analysis > Templates > Top Common Queries

Affiliate: HONG KONG
Brand: Clinique

Nationality: Hong Kong,Macau

% of Revenue		
TY	LY	Variance
0.10%	0.17%	-0.07%
5.80%	5.44%	+0.35%
40.50%	39.62%	+0.87%
0.10%	0.15%	-0.04%
0.62%	0.69%	-0.04%
49.97%	50.00%	-0.03%
2.92%	3.69%	-0.74%

		Category Mix Overview By Brand Consumer > CMS Analysis > Templates > Top Common Queries													
		Report ID: CF_CMS_TMP_14													
Affiliates: HONG KONG Brand: Clinique		Nationality: Hong Kong, Macau		Last Data Refresh Time: Sep 27, 2011 8:06:10 PM											
		No. of Consumers				% of Total Consumers				Total Unit Purchased					
		TY	LY	Variance	TY	LY	Variance	TY	LY	Variance	TY	LY	Variance	TY	
HONG KONG Clinique Category Mix Overview By Store															
CL01	City Super (CL)	FRAGRANCE - BASIC Only	14	23	-30.13%	0.65%	0.66%	-0.31%	18	38	-52.83%	6,630	6,630	0.00%	
		MAKEUP Only	730	677	+7.83%	28.66%	25.41%	+3.25%	1,330	1,250	+6.88%	224,424	224,424	0.00%	
		TREATMENT Only	1,344	1,447	-7.12%	52.77%	54.32%	-1.55%	2,763	3,035	-8.96%	910,805	910,805	0.00%	
		FRAGRANCE - BASIC & MAKEUP Only	5	7	-28.57%	0.20%	0.26%	-0.07%	23	27	-14.81%	4,960	4,960	0.00%	
		FRAGRANCE - BASIC & TREATMENT Only	9	8	+12.50%	0.35%	0.30%	+0.05%	52	38	+44.44%	17,875	17,875	0.00%	
		MAKEUP & TREATMENT Only	428	487	-12.11%	16.80%	18.28%	-1.48%	2,542	2,895	-12.19%	655,306	655,306	0.00%	
CL02	Festival Walk (CL)	All 3	11	11	0%	0.43%	0.41%	+0.02%	180	103	+74.76%	52,650	52,650	0.00%	
		FRAGRANCE - BASIC Only	16	25	-36.00%	0.24%	0.37%	-0.12%	23	30	-23.33%	8,765	8,765	0.00%	
		MAKEUP Only	1,176	1,131	+3.98%	17.70%	16.54%	+1.16%	2,410	2,162	+10.45%	413,636	413,636	0.00%	
		TREATMENT Only	3,732	3,987	-3.49%	56.17%	56.66%	-0.39%	10,157	10,204	-0.46%	3,577,868	3,577,868	0.00%	
		FRAGRANCE - BASIC & MAKEUP Only	7	10	-30.00%	0.11%	0.15%	-0.04%	21	37	-43.24%	4,885	4,885	0.00%	
		FRAGRANCE - BASIC & TREATMENT Only	29	44	-34.09%	0.44%	0.64%	-0.21%	139	239	-41.84%	51,415	51,415	0.00%	
MAKEUP & TREATMENT Only	1,611	1,660	-4.67%	24.25%	24.72%	-0.47%	14,060	13,348	+5.36%	3,793,055	3,793,055	0.00%			
All 3	43	53	-18.67%	0.65%	0.76%	-0.13%	813	964	-15.66%	233,975	233,975	0.00%			

		Category Mix Overview By Brand by Store by FY Consumer > CMS Analysis > Templates > Top Common Queries					
Affiliate:	HONG KONG					Nationality:	Hk
Brand:	Clinique						
HONG KONG Clinique Category Mix Overview by Brand	No. of Consumers			% of Total Consumers			
	TY	LY	Variance	TY	LY	Variance	
FRAGRANCE - BASIC Only	232	382	-39.27%	0.28%	0.44%	-0.18%	
MAKEUP Only	19,307	16,629	+16.10%	21.24%	18.94%	+2.30%	
TREATMENT Only	45,369	45,465	-0.19%	49.91%	51.78%	-1.85%	
FRAGRANCE - BASIC & MAKEUP Only	117	152	-23.03%	0.13%	0.17%	-0.04%	
FRAGRANCE - BASIC & TREATMENT Only	287	355	-19.15%	0.32%	0.40%	-0.09%	
MAKEUP & TREATMENT Only	24,797	23,961	+3.49%	27.28%	27.29%	-0.01%	
All 3	631	778	-18.89%	0.69%	0.89%	-0.19%	

* Only Hong Kong, Macau consumers are included in the template.

Consumers who purchased Treatment, Makeup, and Fragrance

Definitions

No. of Consumers	Number of consumers who purchased SKU in each product category.
% of Total Consumers	Number of consumers over Total consumers among all combinations.
Total Unit Purchased	Total quantity of SKU purchased by the consumers in each product category combination.
Total Revenue	Net Revenue (in local currency) consumers spent in each product category combination.
% of Revenue	Net Revenue (in local currency) consumers spent in each product category combination over Total revenue (in local currency) among all combinations.

Consumer Base Overview (New vs. Existing)

The Consumer Base Overview report provides a deeper dive into our High/Medium/Low value group behavior.

Business Questions Supported

- What are the characteristics of New vs. Existing?
- What is YOY comparison?
- What is the purchase behavior among different segments?
- Who is the revenue contributor?
- Who has room to improve?

Filter Criteria

- Consumer Affiliate
- Consumer Brand
- Nationality (optional)
- Last Month

Note:

- Transaction lines with Transaction Type Redeem or Advise Only are excluded
- Includes regular consumers only

Sorting

- Value Group: High > Medium > Low > Total

Value Group		Period	No. of Consumers	New			Existing			Total (New + Existing)		
				Last Purchase In recent 3 months	In recent 4-12 months	Total	Re-Activated	Last Purchase in recent 8 months	To be lapsed (Last Purchase in recent 9-12 months)		Total	
High Value	P12M	AUS	Annual Spending	10,383	26,115	36,498	12,108	29,733	8,125	49,966	86,464	
			No. of Consumers	12,711,975	16,037,168	28,749,143	6,638,375	41,858,517	2,690,214	51,187,106	79,836,249	
			Average Frequency	4,047	6,179	10,226	2,391	12,354	1,065	15,810	26,036	
			Average Tenure	2.92	1.93	2.32	2.82	4.49	2.20	4.08	3.39	
			AUS	0.47	0.72	0.53	3.45	3.07	2.59	3.15	2.12	
			IPT	1078.75	1349.48	1250.56	988.00	757.24	1150.65	787.32	908.34	
			Annual Spending	3.65	4.60	4.15	3.30	2.46	3.63	2.59	3.00	
			Average Frequency									
			AUS									
			IPT									
Medium Value	P12M	AUS	Annual Spending	3,958,980	9,824,345	13,783,325	3,701,670	9,173,000	2,448,370	15,323,040	29,106,365	
			No. of Consumers	3,694	9,393	13,087	3,546	8,472	2,402	14,420	27,507	
			Average Frequency	1.44	1.22	1.28	1.48	2.04	1.35	1.79	1.55	
			Average Tenure	0.33	0.71	0.48	3.42	2.86	2.75	3.09	1.85	
			AUS	747.82	861.48	847.79	709.95	532.39	758.48	586.82	686.96	
			IPT	2.52	3.02	2.87	2.40	1.75	2.38	1.97	2.32	
			Annual Spending									
			Average Frequency									
			AUS									
			IPT									

Report ID: CF_CMS_TMP_12

Last Data Refresh Time: Nov 4, 2011 5:44:08 PM

Consumer Base Overview (New vs Existing)
 Consumer > CMS Analysis > Templates > Top Common Queries

As of month: 2011/10
 Nationality:

Affiliate: HONG KONG
 Brand: Bobbi Brown



3

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Consumer status breakdown

HONG KONG Bobbi Brown 2011/10			New		
			Last Purchase		Total
			In recent 3 months	In recent 4-12 months	
Value Group	Period	No. of Consumers	10,383	26,115	36,498
High Value	P12M	Annual Spending	12,711,975	16,037,168	28,749,143
		No. of Consumers	4,047	6,179	10,226
		Average Frequency	2.92	1.93	2.32
		Average Tenure	0.47	0.72	0.53
		AUS	1078.75	1349.48	1250.56
		IPT	3.65	4.60	4.15
	P13-24M	Annual Spending			
		Average Frequency			
		AUS			
		IPT			
Medium Value	P12M	Annual Spending	3,958,980	9,824,345	13,783,325
		No. of Consumers	3,694	9,393	13,087
		Average Frequency	1.44	1.22	1.28
		Average Tenure	0.33	0.71	0.48
		AUS	747.82	861.48	847.79
		IPT	2.52	3.02	2.87
	P13-24M	Annual Spending			
		Average Frequency			

Value group breakdown

Consumer Indicators

Definitions

New	New purchasers, who first purchased in past 12 months.
Existing	Consumers with first purchase prior to the past 12 months.
Last Purchase	Number of months since last purchase, i.e. Purchase Recency.
Re-Activated	Registered consumers who purchased prior to the past 24 months and are active in past 12 months.
Retained	Registered consumers who consecutively purchased in the past 12 months and past 13 - 24 months.
Annual Spending	Net Revenue (in local currency) spent by consumers in past 12 months / past 13-24 months
Average Frequency	Average number of purchases per consumer.
Average Tenure	Average number of years since consumers registered (the period between registration date and as of month).
AUS	Average Unit Sales, Average net revenue received for each transaction (excludes transactions with net revenue of invoice equal to 0).
IPT	Item Per Transaction, Average number of products sold for each transaction. (exclude Transactions with invoice's net revenue equal to 0).

CRM Performance by Door Analysis

The CRM Performance by Door Analysis report provides an understanding of retention rate by door.

Business Questions Supported

- How can we monitor and facilitate low performing stores in retention strategy?
- How can we help diagnose retention concerns at store level?

Filter Criteria

- Consumer Affiliate
- Consumer Brand
- Nationality (optional)
- Last Month

Note:

- Transaction lines with Transaction Type Redeem or Advise Only are excluded
- Includes regular consumers only

Sorting

- Store Code is sorted in ascending order

ESTÉE LAUDER COMPANIES		CRM Performance By Door Analysis										Report ID: CF_CMS_TMP_07						
Consumer > CMS Analysis > Templates > Top Common Queries		Consumer > CMS Analysis > Templates > Top Common Queries										Last Data Refresh Time: Nov 9, 2011 12:46:35 PM						
Affiliate: HONG KONG		As of Month: 2011/10																
Brand: Clinique		Nationality:																
HONG KONG Clinique		Active Consumers (Past 13-24 months)					Retained Consumers by Same Door					Retained Consumers by Brand						
Store Code	Store Name	Number of Consumers	Retention Rate	Number of Consumers	Total Sales	Avg. Revenue	AUS	IPT	Retention Rate	Number of Consumers	Total Sales	Avg. Revenue	AUS	IPT	Retention Rate	Number of Consumers	Total Sales	
CL01	City Super (CL)	4,077	21.46%	875	1,196,252	1,367.15	610.96	2.37	59.23%	2,415	3,946							
CL02	Festival Walk (CL)	9,478	28.10%	2,663	6,594,092	2,476.19	944.59	3.54	60.01%	5,668	9,380							
CL03	NTP (CL)	17,639	33.10%	5,839	8,772,751	1,502.44	646.34	2.27	57.14%	10,079	19,085							
CL05	Seibu / PP (CL)	5,011	36.70%	1,839	5,777,085	3,141.43	1,119.16	4.51	65.76%	3,295	3,707							
CL08	Telford (CL)	7,873	31.12%	2,450	4,447,528	1,815.32	712.97	2.63	61.02%	4,804	7,764							
HONG KONG Clinique		Active Consumers (Past 12 months)										New-to-File Consumers					Total	
Sales	Avg. Revenue	AUS	IPT	Number of Consumers (With Purchase)	Number of Consumers (First Purchase)	Number of Consumers Registered	Total Sales	Avg. Revenue	AUS	IPT	1-Time Rate	Number of Consumers	Total Sales					
3,609,631	914.76	625.15	2.31	1,226	983	851	1,214,425	960.56	794.26	2.75	76.13%	3,083	1,857,331					
4,210,338	514.96	866.85	3.18	3,237	2,694	2,365	4,669,736	1,442.61	952.23	3.44	70.93%	6,653	4,885,111					
1,217,088	1,111.72	654.83	2.31	7,732	6,766	5,772	8,289,825	1,072.14	734.59	2.56	67.74%	12,928	8,240,411					
7,609,630	2,052.77	996.81	3.91	635	550	544	826,110	1,300.96	894.49	3.05	58.81%	2,180	1,488,511					
8,105,940	1,044.04	605.51	2.25	2,151	1,722	1,401	1,671,631	777.14	564.55	2.08	69.93%	5,429	2,691,611					
5,350,866	1,239.49	630.11	2.30	979	818	641	1,009,279	1,000.93	664.87	2.38	63.15%	2,726	1,645,111					

1-Time Consumers													
1-Time			New Consumers						Existing Consumers				
	Avg. Revenue	AUS	IPT	1-Time Rate	Number of Consumers	Total Sales	Avg. Revenue	AUS	IPT	1-Time Rate	Number of Consumers	Total Sales	Avg. Revenue
13	602.63	602.63	2.22	26.25%	1,036	829,265	800.45	800.45	2.79	51.88%	2,047	1,026,648	502.51
66	734.28	734.50	2.57	26.73%	2,507	2,265,207	903.55	903.55	3.01	44.20%	4,146	2,619,959	631.92
30	637.41	637.75	2.31	30.17%	5,758	4,406,262	765.24	765.51	2.69	37.57%	7,170	3,834,168	534.75
37	683.00	683.31	2.52	13.62%	505	375,690	743.94	743.94	2.62	45.18%	1,675	1,113,247	664.63
03	495.62	496.28	1.90	22.15%	1,720	942,610	548.03	548.67	2.09	47.77%	3,709	1,749,193	471.61

		Capture Rate	
AUS	IPT		
502.76	1.93	39.16%	
632.23	2.31	71.50%	
535.12	2.00	70.25%	
665.02	2.49	70.64%	
471.99	1.82	79.69%	

Top Common Queries

Door breakdown

HONG KONG Clinique CRM Performance By Door Analysis as of 2011/10		Active Consumers (Past 13-24 months)	Retained Consumers by Same Door			
Store Code	Store Name	Number of Consumers	Retention Rate	Number of Consumers	Total Sales	Avg. Revenue
CL01	City Super (CL)	4,077	21.46%	875	1,196,252	1,367.15
CL02	Festival Walk (CL)	9,478	28.10%	2,663	6,594,092	2,476.19
CL03	NTP (CL)	17,639	33.10%	5,839	8,772,751	1,502.44
CL05	Seibu / PP (CL)	5,011	36.70%	1,839	5,777,085	3,141.43
CL08	Telford (CL)	7,873	31.12%	2,450	4,447,528	1,815.32

Active Consumers (Past 12 months)				
Number of Consumers	Total Sales	Avg. Revenue	AUS	IPT
3,946	3,609,631	914.76	625.15	2.31
9,380	4,210,338	451.96	866.85	3.18
19,085	21,217,088	1,111.72	654.83	2.31
3,707	7,609,630	2,052.77	996.81	3.91
7,764	8,105,940	1,044.04	605.51	2.25

CRM Performance

Definitions

Active Consumers (Past 13-24 months)	Registered consumers who have at least one purchase in the past 13 - 24 months, excluding consumers who are 'advise only', get 'sample only with no purchase', or perform 'online registration with no purchase'.
Retained Consumers by Same Door	Registered consumers who consecutively purchased in the same door in the past 12 months and past 13 - 24 months.
Retained Consumers by Brand	Registered consumers who consecutively purchased in the past 12 months and past 13 - 24 months in any doors.
Active Consumers (Past 12 months)	Registered consumers who have at least one purchase in the past 12 (rolling) months, excluding consumers who are 'advise only', get 'sample only with no purchase', or perform 'online registration with no purchase'.
New-to-File Consumers	New registered consumers, never before in database, who are registered (buyers or non-buyers) in the past 12 (rolling) months.
1-Time Consumers	Registered consumers who purchased once in past 12 months.
Capture Rate	The number of purchases that can be associated with a 'contactable' registered consumer divided by the total number of purchases (Local and Tourists) within the past 12 months (or other specified period).
Retention Rate	Percentage of consumers who purchased last year (13-24 months) against the active consumers who also purchased in the past 12 months.
1-Time Rate	Percentage of consumers who purchased once in the past 12 months against total active consumers.
AUS Average Unit Sales	Average net revenue received for each transaction (exclude transactions with net revenue of invoice equal to 0).

Top Common Queries

IPT Item Per Transaction	Average number of products sold for each transaction (exclude transactions with invoice's net revenue equal to 0).
Total Sales	The total amount of net revenue.
Avg. Revenue	Average net revenue over number of consumers who purchased in past 12 months.

Cross-Door Purchase

The Cross-Door Purchase report provides a means to understand consumer duplication across stores. It allows for a study of the impact of door opening and door closing (i.e., to study whether consumers will move to certain door if a door has been closed).

This query allows users to define two time periods:

- Transaction period to define the target consumers to be studied
- Cross door period to define the tracking window to monitor the cross-purchase transactions of the target consumers

Business Questions Supported

- What is impact to business due to a new store opening or closing?

Filter Criteria

- Consumer Affiliate
- Consumer Brand (optional)
- Store Code
- Nationality (optional)
- Store Transaction Start Period
- Store Transaction End Period
- Cross-Door Transaction Start Period
- Cross-Door Transaction End Period

Note:

- Transaction lines with Transaction Type Redeem or Advise Only are excluded
- Includes regular consumers only

Sorting

- Ranking of number of consumers who purchased in other store

Top Common Queries

ESTÉE LAUDER COMPANIES		Cross-Door Purchase			Report ID: Non BI T			
Consumer > CMS Analysis > Templates > Top Common Queries					Last Data Refresh Time: Jul			
Affiliate:	JAPAN	Store:		CM005				
Brand:	Creme de la Mer							
JAPAN - Creme de la Mer Cross-Door Purchase Store Purchase Period: JAN 1, 2011 - MAY 31, 2011 Cross Door Purchase Period: JAN 01, 2012 - MAY 31, 2012								
Store Purchase Period: JAN 1, 2011 - MAY 31, 2011			No. of Regular Consumers					
Store Code	Store Name	Registered with Purchase	Registered without Purchase	With Purchase				
CM005	ISETAN SHINJYUKU CM	891	957	3,138				
						Target consumers		
Cross-Door Purchase Period: JAN 01, 2012 - MAY 31, 2012			No. of Regular Consumers with Cross-Door Purchase			% of Regular Consumers with Cross-Door Purchase		
Rank	Store Code	Store Name	Registered with Purchase	Registered without Purchase	With Purchase	Registered with Purchase	Registered without Purchase	With Purchase
1	CM019	MITSUOKOSHI GINZA CM	7	2	37	0.70%	0.21%	1.18%
2	CM007	SEIBU IKEBUKURO CM	3	0	15	0.34%	-	0.48%
2	CM010	MATSUYA GINZA CM	3	0	16	0.34%	-	0.51%
2	CM020	TAKASHIMAYA TAMAGAWA CM	3	0	11	0.34%	-	0.35%
5	CM001	TAKASHIMAYA NIHONBASHI	1	0	8	0.11%	-	0.19%
						Cross door purchase behavior of the target consumers		

Definition

No. of Regular Consumers	Number of consumers who purchased in the selected store in selected period.
No. of Regular Consumers with Cross-Door Purchase	Number of consumers who purchased in the selected store who also purchased in other stores in selected period.
% of No. of Regular Consumers with Cross-Door Purchase	Percentage of consumers who purchased in the other stores in selected period over total number of consumers registered in the selected store in selected period.
Registered with Purchase	Including only consumers who have registered in the selected period.
Registered without Purchase	Including only consumers who have registered in the selected period and have not purchased in the selected store.
With Purchase	Including consumers who may or may not have registered in the selected period.

List Extraction and Result Tracking

The List Extraction and Result Tracking report fulfills ad-hoc list extraction requirements. It provides an easier query filter so that users can perform simple list extraction. In addition, it provides a way to fulfill campaign result tracking and an accurate way to measure ROI.

Business Questions Supported

- What is the size of my target audience?
- How did my campaign do?
- What is the impact of a communication/purchase offer?
- What is the incremental revenue on the communication?
- What is the ROI?

Filter Criteria

- Consumer Affiliate
- Consumer Brand


Optional Filters:

- Value Group
- Purchase Frequency
- Purchase Recency
- Consumer Status
- Birth Month
- Nationality

- Address Exist Indicator
- Email Address Exist Indicator
- Mobile Number Exist Indicator
- Opt-in Indicator
- Direct Mail Opt-in Indicator
- Email Opt-in Indicator
- SMS Opt-in Indicator
- Mobile Email Opt-in Indicator
- Store Code
- Start Date
- End Date
- Start Net Revenue
- End Net Revenue
- As of Month

Note:

- Includes regular consumers only

		List Extraction and Result Tracking			
		Consumer > CMS Analysis > Templates > Top Common Queries			
<Filter1>	Filter 1	<Filter3>	Filter 3		
<Filter2>	Filter 2	<Filter4>	Filter 4		
Mailed Group					
Quantity	Buyers	Response Rate (%)	Total Revenue	Average Revenue per Buyer	Average Revenue per Piece
1,432	103	7.19%	125,064	1,214.21	87.34

Control Group					
Quantity	Buyers	Response Rate (%)	Total Revenue	Average Revenue per Buyer	Average Revenue per Piece
1,500	219	14.60%	396,286	1,809.53	264.49

Lift				
Difference in Response Rate (pts)	Difference in Response Rate (% Change)	Incremental Responders	Difference in Average Revenue / Buyer	Difference in Average Revenue / Piece
-7.41%	-50.73%	-106.07	-595.31	-176.86

Incr Sales Rev							
Incremental Sales Revenue	VAT / Sales Tax %	VAT / Sales Tax \$	Estimated Retailer Margin %	Estimated Retailer Margin\$	Avg COGS %	Avg COGS\$	Incremental Net Sales Margin
-253,257.03	18.00%	-1,192,358.92	40.00%	375,640.75	20.00%	112,692.23	450,768.91

Top Common Queries

Costs			ROI	
Promotional Costs	Mailer Costs	Total Costs	Profit	ROI
3,322	148,000	151,322	299,446.91	1.98

Definition

Consumer ID The Consumer ID saved in CMS.

New Purchaser Count Analysis

The New Purchaser Count Analysis report provides a way to understand the effectiveness of consumer recruitment in each store.

Business Questions Supported

- Which store has the strongest /weakest recruitment power?
- Which store(s) has improved / declined over the past year?

Filter Criteria


- Consumer Affiliate
- Consumer Brand
- Nationality (optional)
- Last Period Start
- Last Period End
- This Period Start
- This Period End

Note:

- Transaction lines with Transaction Type Redeem or Advise Only are excluded
- Include regular consumers only

Sorting

- Store Code is sorted in ascending order



ESTÉE LAUDER COMPANIES


New Purchaser Count Analysis
 Consumer > CMS Analysis > Templates > Top Common Queries

Report ID: CF_CMS_TMP_11
 Last Data Refresh Time: Nov 9, 2011 11:26:00 AM

Affiliate: HONG KONG
 Brand: Clinique

Nationality (Optional):

Store Code	Store Name	This Period (2011/04 - 2011/06)				Last Period (2011/01 - 2011/03)			
		No. of First Purchase Consumers	No. of New Consumers	% of Total New Consumers	% of Total Revenue	No. of First Purchase Consumers	No. of New Consumers	% of Total New Consumers	% of Total Revenue
CL01	City Super (CL)	191	218	19.60%	0.44%	254	271	22.63%	0.40%
CL02	Festival Walk (CL)	670	710	22.47%	1.43%	565	616	21.50%	1.07%
CL03	NTP (CL)	1,181	1,243	24.39%	2.51%	1,913	2,001	30.27%	3.96%
CL05	Seibu / PP (CL)	174	184	11.03%	0.37%	220	238	12.32%	0.47%
CL08	Telford (CL)	390	432	17.08%	0.67%	362	389	15.52%	0.37%
CL09	UNY (APITA) (CL)	162	178	12.46%	0.36%	182	186	12.08%	0.25%
CL10	LCOTS (CL)	408	458	19.83%	0.92%	434	476	20.60%	0.82%



ESTÉE LAUDER COMPANIES

New Purchaser Count Analysis
 Consumer > CMS Analysis > Templates > Top Common Queries

Report ID: CF_CMS_TMP_11
 Last Data Refresh Time: Nov 9, 2011 11:26:00 AM

Affiliate: HONG KONG
 Brand: Clinique

Nationality (Optional):

Variance			
No. of New Consumers	% of New Consumers	% of Total Consumers	% of Total Revenue
-19,56%	-3.23%	-0.21%	+0.03%
+15,26%	0.97%	+1.39%	+0.69%
-37,68%	-5.89%	-4.77%	-0.56%
-22,69%	-1.29%	-0.25%	+0.05%
+11,05%	1.57%	+0.73%	+0.20%
-4,30%	0.38%	+0.10%	+0.08%
-3,78%	-0.77%	-0.02%	+0.32%

YoY Comparison

HONG KONG Clinique		This Period (2012/04 - 2012/06)						Last Period (2012/01 - 2012/03)					
Store Code	Store Name	No. of First Purchase Consumers	No. of New Consumers	% of New Consumers	% of Total New Consumers	% of Total Consumers	% of Total Revenue	No. of First Purchase Consumers	No. of New Consumers	% of New Consumers	% of Total New Consumers	% of Total Consumers	% of Total Revenue
CL01	Harbour City - City Square (CL)	266	286	25.51%	1.90%	0.51%	0.75%	191	201	19.23%	1.66%	0.39%	0.38%
CL02	Festival Walk (CL)	790	832	26.30%	5.54%	1.50%	1.45%	478	515	18.04%	4.26%	1.00%	0.90%
CL03	NTP (CL)	1594	1,682	26.39%	11.20%	3.02%	3.16%	1649	1,701	25.08%	14.07%	3.30%	2.77%
CL08	Telford (CL)	409	443	18.54%	2.95%	0.80%	0.53%	435	462	17.24%	3.82%	0.90%	0.49%
CL09	UNY (APITA) (CL)	178	191	12.61%	1.27%	0.34%	0.27%	204	217	12.36%	1.79%	0.42%	0.26%
CL10	LC/TS (CL)	1265	1,319	39.40%	8.78%	2.37%	2.89%	459	495	20.78%	4.09%	0.96%	1.05%
CL11	SOGO - CWB (CL)	1344	1,468	27.20%	9.78%	2.64%	2.43%	599	657	15.51%	5.43%	1.27%	1.08%
CL13	Wong Chai (CL)	200	220	17.76%	1.47%	0.40%	0.33%	134	146	13.15%	1.21%	0.28%	0.21%

Breakdown by Door

Definitions

No. of New Consumers	Number of consumers who registered in any store and purchased within the period.
% of New Consumers	Percentage of the number of new consumers among the stores within the period.
% of Total New Consumers	Percentage of the number of new consumers over total new consumers.
% of Total Consumers	Percentage of the number of new consumers over total consumers (new consumers + existing consumers).
% of Total Revenue	Percentage of revenue from new consumers over total revenue (new consumers + existing consumers).
Variance (Change in %)	% of value in this period - % of value in last period.
Variance (% Change This Period vs Last Period)	$(\text{No. of Value (This Period)} - \text{No. of Value (Last Period)}) / \text{No. of Value (Last Period)}$.

Product Bundling Analysis

The Product Bundling Analysis report provides knowledge on bundling products that go well with certain product(s) of interest. It shows what products are usually purchased together in the same transaction and by the same consumer.

Business Questions Supported

- What products should be recommended together at the point of sale?
- What products can be followed up with a consumer by understanding what product he/she has bought?


Filter Criteria

- Consumer Affiliate
- Consumer Brand
- Start Date
- End Date
- Nationality (optional)
- Product for Bundling Analysis (4-digit)


Sorting

- Frequency of purchase is sorted in descending order.
- Frequency of consumer is sorted in descending order.

Top Common Queries

 Product Bundling Analysis Consumer > CMS Analysis > Templates			
Affiliate:	HONG KONG	Period:	Mar 01, 2011 - Feb 29, 2012
Brand:	Clinique	Product(s):	791W;6F37;6KK9
HONG KONG-Clinique, Product Bundling Analysis: Same Transaction Period: [Mar 01, 2011 - Feb 29, 2012]			
SKU Number (First 4-Digit)	Product Name	Number of Transactions	Transaction Cross-Sell Ratio
6F37	LIQUID FACIAL SOAP MILD	33,821	60.61%
791W	EVEN BETTER CLINICAL DARK SPOT	16,125	28.90%
6KK9	TAD CLARIFYING LOTION2	12,626	22.63%
68LE	DRAM DIFF M/L WITH PUMP	9,489	17.01%
6EM6	DRAM DIFF MOIST GEL BOTTLE W/PU	8,210	14.71%
69FE	CLARIFYING MOISTURE 2	6,832	12.24%
6LKH	MOISTURE SURGE EXTENDED THIRST	6,323	11.33%

Products bought in the same transaction

 Product Bundling Analysis Consumer > CMS Analysis > Templates			
Affiliate:	HONG KONG	Period:	Mar 01, 2011 - Feb 29, 2012
Brand:	Clinique	Product(s):	791W;6F37;6KK9
HONG KONG-Clinique, Product Bundling Analysis: Same Consumer Period: [Mar 01, 2011 - Feb 29, 2012]			
SKU Number (First 4-Digit)	Product Name	Number of Consumers	Consumer Cross-sell Ratio
6F37	LIQUID FACIAL SOAP MILD	24,015	64.73%
791W	EVEN BETTER CLINICAL DARK SPOT	12,898	34.77%
68LE	DRAM DIFF M/L WITH PUMP	10,560	28.47%
6EM6	DRAM DIFF MOIST GEL BOTTLE W/PU	10,121	27.28%
6KK9	TAD CLARIFYING LOTION2	9,944	26.80%
6LKH	MOISTURE SURGE EXTENDED THIRST	9,630	25.96%
69FE	CLARIFYING MOISTURE 2	7,731	20.84%

Products bought by the same consumer

Definitions

Number of Transactions	Number of transactions that contains the product combination in the period.
Transaction Cross-sell Ratio	Transactions that contains both products / total number of transaction with the product(s) to be studied.
Number of Consumers	Number of unique consumers that has purchased the product combination in the period.
Consumer Cross-sell Ratio	Number of consumers who has purchased both products / total number of consumers purchased the product(s) to be studied.

Product Launch Tracking

The Product Launch Tracking report allows for an understanding of who purchases a new product, including consumer status, age-group distribution, and if a repeat purchase was made.

The query shows the breakdown of new customers into first purchase and others. It also shows the breakdown of reactivation customer into first purchase of reactivation period and others.

It reports on what is commonly bought together with the product, and allows for the definition of separate Product Launch Period End Date and Tracking Period End Date.

Business Questions Supported

- Did the new product acquire consumers of the respective status as initially projected?
- What was the recruitment / reactivation effectiveness?
- What products were cross sold?
- Did the launched product cannibalize existing categories?

Filter Criteria

- Consumer Affiliate
- Consumer Brand
- Nationality (optional)
- Product Launch Period Start Date


- Product Launch Period End Date
- Tracking Period End Date (Start Date is Launch Period Start Date)
- Product Launch SKU Number (First 4-Digit)
- Same Product Line SKU Number (First 4-Digit)


Note:

- Transaction lines with Transaction Type Redeem or Advise Only are excluded
- Includes regular consumers only

ESTÉE LAUDER COMPANIES		Product Launch Tracking		Consumer > CMS Analysis > Templates > Top Common Queries		Report ID: CF_CMS_TMP_15	
Affiliate: HONG KONG Clinique		Product Launch Period: Aug 20, 2011 - Sep 19, 2011		Last Data Refresh Time: Jul 3, 2012 3:48:56 PM		Tracking Period: Aug 20, 2011 - Apr 09, 2012	
Brand: HONG KONG Clinique		Nationality:		Product Launch Period: [Aug 20, 2011 - Sep 19, 2011], Tracking Period: [Aug 20, 2011 - Apr 09, 2012]			
Product Launch SKU(s): [71MC:791W], Same Product Line SKU(s): [6HGW:6GXW:6GXR:6GYP:74K3:74K4:6NHS:6YGR:76GF:8KAP:72WL:79EC:6LWF]		Product Launch Period: [Aug 20, 2011 - Sep 19, 2011], Tracking Period: [Aug 20, 2011 - Apr 09, 2012]		Product Launch Period: [Aug 20, 2011 - Sep 19, 2011], Tracking Period: [Aug 20, 2011 - Apr 09, 2012]			
Consumer Status (As of 09/2011)		Consumer purchased:		within 12 Months (10/2010 - 09/2011)			
New Purchaser		in more than 24 Months (< 9/2009)		between 13 - 24 Months (10/2009 - 09/2010)			
Retained		N		N		Y	
Reactivated		Y/N		Y		Y	
		Y		N		Y	
All Consumers							
All Consumers (Purchase made on Product Launch SKU(s) during Product Launch Period)							
Initial Purchase of Product Launch SKU(s) in Product Launch Period							
Consumer Status		# of Consumers		% of Consumers		Product Launch SKU(s) Only	
		Number of Product Items		Net Revenue - Consumer (Local)		Number of Product Items	
		AUS*		IPT*		AUS*	
		IPT*		Net Revenue - Consumer (Local)		IPT*	
New Purchaser		Recruited by Product Launch SKU(s)		Y		2,303	
Retained		Purchased Same Product Line SKU(s) in P12M before Initial Purchase of Product Launch SKU(s)		Y		1,888	
Reactivated		Reactivated by Product Launch SKU(s)		Y		1,640	
Total		4,961		100.00%		7,073	
		1,564		32.13%		2,303	
		845		17.03%		1,888	
		1,007		20.30%		1,517	
		1,189		23.97%		1,640	
		145		2.92%		188	
		181		3.65%		239	
		22,177		8,199,820		1,577,760	
		633		244,065		800,057	
		469		185,410		1,030,457	
		633		244,065		1,088,040	
		22,177		8,199,820		125,270	
		633		244,065		864	
		469		185,410		882	
		633		244,065		964	
		22,177		8,199,820		4,782,084	
		633		244,065		882	
		469		185,410		864	
		633		244,065		964	
		22,177		8,199,820		4,782,084	
		633		244,065		882	
		469		185,410		864	
		633		244,065		964	
		22,177		8,199,820		4,782,084	
		633		244,065		882	
		469		185,410		864	
		633		244,065		964	
		22,177		8,199,820		4,782,084	
		633		244,065		882	
		469		185,410		864	
		633		244,065		964	
		22,177		8,199,820		4,782,084	
		633		244,065		882	
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		22,177		8,199,820		4,782,084	
		633		244,065		882	
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		22,177		8,199,820		4,782,084	
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		22,177		8,199,820		4,782,084	
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		469		185,410		864	
		633		244,065		964	
		22,177		8,199,820		4,782,084	
		633		244,065		882	
		469		185,410		864	

Non Brand-Repeat Consumers												
2												
Product Launch Non Brand-Repeat Consumers (No Brand-Repeat purchase made during Tracking Period following purchase of Product Launch SKU(s) during Product Launch Period)												
Consumer Status		Initial Purchase of Product Launch SKU(s) in Product Launch Period										
		# of Consumers	% of Consumers	All SKUs			Product Launch SKU Only(e)					
				Number of Product Items	Net Revenue - Consumer (Local)	AUS*	IPT*	Number of Product Items	Net Revenue - Consumer (Local)	AUS*	IPT*	
New Purchaser	Recruited by Product Launch SKU(s)	Y	876	59.67%	4,091	1,536,730	1,754	4,67	1,310	866,350	1,026	1,50
		N	185	12.60%	715	286,960	1,551	3.86	270	163,960	995	1,46
Retained	Purchased Same Product Line SKU(s) in P12M before Initial Purchase of Product Launch SKU(s)	Y	50	3.41%	227	94,000	1,880	4.54	82	56,820	1,136	1,64
		N	235	16.01%	800	310,075	1,319	3.40	310	210,436	895	1,32
Reactivated	Reactivated by Product Launch SKU(s)	Y	70	4.77%	240	90,015	1,286	3.43	85	55,330	790	1,21
		N	52	3.54%	164	64,940	1,249	3.15	68	46,280	890	1,31
Total			1,468	100.00%	6,237	2,382,720	1,623	3.66	2,125	1,451,206	989	1,45

 Product Launch Tracking Consumer > CMS Analysis > Templates > Top Common Queries												
Report ID: CF_CMS_TMP_15 Last Data Refresh Time: Jul 3, 2012 3:48:56 PM Tracking Period: Aug 20, 2011 - Apr 09, 2012			Product Launch Period: Aug 20, 2011 - Sep 19, 2011 Nationality:									
HONG KONG Clinique - Product Launch Tracking Product Launch Period: (Aug 20, 2011 - Sep 19, 2011), Tracking Period: (Aug 20, 2011 - Apr 09, 2012) Product Launch SKU(s): [71MC;791W], Same Product Line SKU(s): [EHGW;6GXW;6GXR;6GXP;74K3;74K4;6NH5;6YGR;76GF;6KAP;7ZWL;79EC;6LWF]												
3												
New Purchaser						Not Recruited by Product Launch SKU(s) (No. of Consumers = 849)						
Recruited by Product Launch SKU(s) (No. of Consumers = 1,994)			No. of Consumers			% of Consumers			Ranking			
Ranking	SKU Number (4-digit)	Product Name	No. of Consumers	% of Consumers	Ranking	SKU Number (4-digit)	Product Name	No. of Consumers	% of Consumers	Ranking	SKU Number (4-digit)	Product Name
1	791W	EVEN BETTER CLINICAL DARK SPOT	1,174	73.65%	1	791W	EVEN BETTER CLINICAL DARK SPOT	620	74.08%	1	791W	EVEN BETTER CLINICAL DARK SPOT
2	71MC	EVEN BETTER CLINICAL STRENGTH	437	27.42%	2	71MC	EVEN BETTER CLINICAL STRENGTH	240	28.40%	2	71MC	EVEN BETTER CLINICAL STRENGTH
3	6F37	LIQUID FACIAL SOAP MILD	298	18.70%	3	6F37	LIQUID FACIAL SOAP MILD	137	16.21%	3	7E8F	FALL 11 GWP A4C-B
4	6EM0	DRAM DIFF MOIST GEL BOTTLE W/ PU	204	12.80%	4	7E8F	FALL 11 GWP A4C-B	99	11.72%	4	6F37	LIQUID FACIAL SOAP MILD
5	68LE	DRAM DIFF MIL WITH PUMP	202	12.67%	5	6LKG	EDS MOIST SURGE EX THRST RELIEF	97	11.48%	5	6LKH	MOISTURE SURGE EXTENDED
6	6LKG	EDS MOIST SURGE EX THRST RELIEF	181	11.30%	6	6EM0	DRAM DIFF MOIST GEL BOTTLE W/ PU	95	11.24%	6	6LKG	EDS MOIST SURGE EX THRST RELIEF
7	6LKH	MOISTURE SURGE EXTENDED	158	8.91%	7	6LKH	MOISTURE SURGE EXTENDED	90	10.66%	7	7C0G	REPAIRWEAR LASER FOCUS



Product Launch Tracking
Consumer > CMS Analysis > Templates > Top Common Queries

Report ID: CF_CMS_TMP_15

Last Data Refresh Time: Jul 3, 2012 3:48:56 PM

Tracking Period: Aug 20, 2011 - Apr 09, 2012

Product Launch Period: Aug 20, 2011 - Sep 19, 2011


Nationality:

HONG KONG Clinique - Product Launch Tracking

Product Launch Period: [Aug 20, 2011 - Sep 19, 2011], Tracking Period: [Aug 20, 2011 - Apr 09, 2012]

Product Launch SKUs: [71MC;791W], Same Product Line SKUs: [6H5W;6GXW;66XR;66XP;7AK3;7AK4;8NH5;8Y66;766F;6K4P;72WL;3REC;8LWF]

4 New Purchaser														
Recruited by Product Launch SKUs (No. of Consumers = 718)						Not Recruited by Product Launch SKUs (No. of Consumers = 680)								
Ranking	SKU Number (4-digit)	Product Name	No. of Consumers	% of Consumers	Ranking	SKU Number (4-digit)	Product Name	No. of Consumers	% of Consumers	Ranking	SKU Number (4-digit)	Product Name	No. of Consumers	% of Consumers
1	791W	EVEN BETTER CLINICAL DARK SPOT	176	24.51%	1	791W	EVEN BETTER CLINICAL DARK SPOT	97	14.70%	1	791W	EVEN BETTER CLINICAL DARK SPOT	97	14.70%
2	6F37	LIQUID FACIAL SOAP MILD	88	11.95%	2	6F37	LIQUID FACIAL SOAP MILD	74	11.21%	2	6F37	LIQUID FACIAL SOAP MILD	74	11.21%
3	6LKH	MOISTURE SURGE EXTENDED THIRST	62	8.64%	3	6LKH	MOISTURE SURGE EXTENDED THIRST	50	8.48%	3	6LKH	MOISTURE SURGE EXTENDED THIRST	50	8.48%
4	68LE	DRAM DIFF MIL WITH PUMP	61	8.50%	4	6EM6	DRAM DIFF MOIST GEL BOTTLE W/ PU	51	7.73%	4	7AY3	MOISTURE SURGE INTENSE	51	7.73%
5	6EM6	DRAM DIFF MOIST GEL BOTTLE W/ PU	52	7.24%	5	68LE	DRAM DIFF MIL WITH PUMP	48	7.27%	5	71MC	EVEN BETTER CLINICAL STRENGTH	48	7.27%
6	6M8K	DERMA WHITE CITY BLOCK ANTI-POL	47	6.55%	6	66FE	CLARIFYING MOISTURE 2	43	6.52%	6	68LE	DRAM DIFF MIL WITH PUMP	43	6.52%
7	766F		44	6.13%	7	7C0G	REPAIRWEAR LASER FOCUS	41	6.21%	7	7C0G	REPAIRWEAR LASER FOCUS	41	6.21%

		Product Launch Tracking Consumer > CMS Analysis > Templates > Top Common Queries		Report ID: CF_CMS_TMP_15			
Affiliates: HONG KONG Brand: Clinique		Product Launch Period: Aug 20, 2011 - Sep 19, 2011	Last Data Refresh Time: Jul 3, 2012 3:48:56 PM				
Nationality:		Tracking Period: Aug 20, 2011 - Apr 09, 2012					
HONG KONG Clinique - Product Launch Tracking							
Product Launch Period: [Aug 20, 2011 - Sep 19, 2011], Tracking Period: [Aug 20, 2011 - Apr 09, 2012]							
Product Launch SKU(s): [71MC;791W], Same Product Line SKU(s): [6HGW;6GXW;6GXR;6GXP;74K3;74K4;6NH5;6YGR;76GF;8KAP;72WL;79EC;8LWF]							
All Purchases during Tracking Period (Purchased Product Launch SKU(s) during Product Launch Period)							
New Purchaser							
Recruited by Product Launch SKU(s) (No. of Consumers = 1,594)							
Age Group	# of Consumers	% of Consumers	Net Revenue - Consumer (Local)	Number of Product Items	Number of Purchases	AUS*	IPT*
Under 19	50	3.14%	115,825	353	105	1,103	2.91
Age 20-29	442	27.73%	1,049,015	3,154	849	1,236	3.26
Age 30-39	281	17.63%	724,125	2,015	554	1,307	3.16
Age 40-49	139	8.72%	412,590	1,154	330	1,250	3.01
Age 50-59	53	3.32%	147,760	419	131	1,128	2.42
Age 60-69	11	0.69%	38,905	108	28	1,389	3.25
Age 70 + Over	2	0.13%	2,280	9	2	1,140	2.00
Unknown	616	38.64%	1,437,880	3,992	1,152	1,248	2.94
Total	1,594	100.00%	3,928,380	11,204	3,151	1,247	3.05

Top Common Queries

			(Purchase made on Product Launch)	
Consumer Status			# of Consumers	% of Consumers
New Purchaser	Recruited by Product Launch SKU(s)	Y	1,594	32.13%
		N	845	17.03%
Retained	Purchased Same Product Line SKU(s) in P12M before Initial Purchase of Product Launch SKU(s)	Y	1,007	20.30%
		N	1,189	23.97%
Reactivated	Reactivated by Product Launch SKU(s)	Y	145	2.92%
		N	181	3.65%
Total			4,891	100.00%

Recruitment

Cannibalization (cannibalized products are defined by prompt)

Reactivation

Repurchase analysis

Non Brand-Repeat Consumers

			Product Launch (No Brand-Repeat purchase made during Tracking Period)	
Consumer Status			# of Consumers	% of Consumers
New Purchaser	Recruited by Product Launch SKU(s)	Y	876	59.67%
		N	185	12.60%
Retained	Purchased Same Product Line SKU(s) in P12M before Initial Purchase of Product Launch SKU(s)	Y	50	3.41%
		N	235	16.01%
Reactivated	Reactivated by Product Launch SKU(s)	Y	70	4.77%
		N	52	3.54%
Total			1,468	100.00%

Top Common Queries

3				
New Pur				
Recruited by Product Launch SKU(s) (No. of Consumers = 1,594)				
Ranking	SKU Number (4-digit)	Product Name	No. of Consumers	% of Consumers
1	791W	EVEN BETTER CLINICAL DARK SPOT	1,174	73.65%
2	71MC	EVEN BETTER CLINICAL STRENGTH S	437	27.42%
3	6F37	LIQUID FACIAL SOAP MILD	298	18.70%
4	6EM6	DRAM DIFF MOIST GEL BOTTLE W/ PU	204	12.80%
5	68LE	DRAM DIFF M/L WITH PUMP	202	12.67%
6	6LKG	EDS MOIST SURGE EX THRST RELIEF	181	11.36%
7	6LKH	MOISTURE SURGE EXTENDED THIRST	158	9.91%

What's bought in the purchase with the launch product

4				
New Pur				
Recruited by Product Launch SKU(s) (No. of Consumers = 718)				
Ranking	SKU Number (4-digit)	Product Name	No. of Consumers	% of Consumers
1	791W	EVEN BETTER CLINICAL DARK SPOT	176	24.51%
2	6F37	LIQUID FACIAL SOAP MILD	86	11.98%
3	6LKH	MOISTURE SURGE EXTENDED THIRST	62	8.64%
4	68LE	DRAM DIFF M/L WITH PUMP	61	8.50%
5	6EM6	DRAM DIFF MOIST GEL BOTTLE W/ PU	52	7.24%
6	6M8K	SBMG SAMPLE	47	6.55%
7	76GF	DERMA WHITE CITY BLOCK ANTI-POL	44	6.13%

What do buyers repurchase?

Age group analysis

All Purchases during Tracking Period (Purchased Product Launch SKU(s) during Product Launch Period)							
Age Group	New Purchaser						
	Recruited by Product Launch SKU(s) (No. of Consumers = 1,594)						
5	# of Consumers	% of Consumers	Net Revenue - Consumer (Local)	Number of Product Items	Number of Purchases	AUS*	IPT*
Under 19	50	3.14%	115,825	353	105	1,103	2.91
Age 20-29	442	27.73%	1,049,015	3,154	849	1,236	3.26
Age 30-39	281	17.63%	724,125	2,015	554	1,307	3.16
Age 40-49	139	8.72%	412,590	1,154	330	1,250	3.01
Age 50-59	53	3.32%	147,760	419	131	1,128	2.42
Age 60-69	11	0.69%	38,905	108	28	1,389	3.25
Age 70 + Over	2	0.13%	2,280	9	2	1,140	2.00
Unknown	616	38.64%	1,437,880	3,992	1,152	1,248	2.94
Total	1,594	100.00%	3,928,380	11,204	3,151	1,247	3.05

Definitions

- # of Consumers** The number of consumers who purchased Product Launch SKU(s) during Product Launch Period or Tracking Period.
- % of Consumers** The number of consumers over the total consumers.
- Net Revenue - Consumer (Local)** Net revenue (in local currency) consumers spent in the period.
- Avg. Purchase** The number of purchases over the number of consumers in the period.
- Number of Product Items** Quantity consumers purchased in the period.
- Number of Purchases** Number of transactions with the sales type of Sales, Exchange, and Return (each calendar date is counted as one purchase).

Top Common Queries

AUS*	Average Unit Sales sum of all invoice amounts over total number of purchases. Zero amount invoices are excluded.
IPT*	Item Per Transaction sum of all item quantities over total number of purchases. Zero amount invoices are excluded and zero amount line transactions are also excluded.
Non Brand-Repeat Consumers	Number of Brand-Repeat purchases made during the Tracking Period following purchase of Product Launch SKU(s) during Product Launch Period.
Brand-Repeat Consumer	Number of Brand-Repeat purchases made during the Tracking Period following purchase of Product Launch SKU(s) in Product Launch Period.
Product-Repeat Consumers	Number of Product-Repeat purchases made on Product Launch SKU(s) during the Tracking Period following purchase of Product Launch SKU(s) in Product Launch Period.
Avg # of Days btwn 1st and 2nd purchase	The average number of days between first and second purchase of the Brand-Repeat or Product-Repeat buyers.
SKU Number (4-digit)	The product listing of Initial Purchase or 2nd Purchase in SKU format.
Product Name	The product listing of Initial Purchase or 2nd Purchase in Product Name format.
Age Groups (19 and under, 20-29, 30-39, 40-49, 50-59, 60-69, 70 and over)	Age Groups are categorized by decade and defined by date-of-birth.

*Due to technical constraints and usage of custom-defined "Transaction" measure, AUS and IPT are calculated as follows: For each customer, all transactions within a calendar date are counted as one transaction. "Transaction" measure is used instead for this template. For each consumer, all transactions within a calendar date are counted as one transaction.

Product Mix Overview by Brand by Store by FY / CY

The Product Mix Overview by Brand by Store by FY/CY report tracks movement in cross-product lists and single-product lists. It adds the flexibility to customize product mixing by defining list of products (instead of product category only).

Business Questions Supported


- What is the business mix of a brand?
- What is the business mix contribution by store level?

Filter Criteria

- Consumer Affiliate
- Consumer Brand
- Nationality (optional)
- Product List SKU Number (First 4-Digit) 1
- Product List SKU Number (First 4-Digit) 2
- Product List SKU Number (First 4-Digit) 3 (if not needed, enter ‘%’)
- Last Month

Note:

- Transaction lines with Transaction Type Redeem or Advise Only are excluded
- Includes regular consumers only



Product Mix Overview by Brand by Store by FY / CY
Consumer > CMS Analysis > Templates > Top Common Queries

Report ID: CF_OMS_TMP_20
Last Data Refresh Time: May 29, 2013 5:57:03 AM

Affiliate: HONG KONG
Brand: Bobbi Brown

Nationality:

HONG KONG Bobbi Brown - Product Mix Overview by Brand by Store by FY / CY

Product List SKU(s) 1: [EZLE]
Product List SKU(s) 2: [ESXT]
Product List SKU(s) 3: [E736]

Product List SKU(s) Combinations by Brand	No. of Consumers			% of Total Consumers			Total Unit Purchased			Total Revenue			% of Revenue		
	CY	PY	Variance	CY	PY	Variance	CY	PY	Variance	CY	PY	Variance	CY	PY	Variance
Product List SKU(s) 1 Only	5,441	5,677	-4.16%	17.63%	17.04%	+0.60%	6,387	6,675	-4.31%	2,788,240	2,762,740	+0.92%	17.37%	16.54%	+0.82%
Product List SKU(s) 2 Only	13,088	13,995	-6.50%	42.41%	42.00%	+0.41%	14,765	15,831	-6.73%	4,540,930	4,749,300	-4.39%	28.28%	28.44%	-0.16%
Product List SKU(s) 3 Only	6,169	6,315	-2.47%	19.98%	18.95%	+1.01%	7,682	7,102	+7.46%	2,881,530	2,556,540	+11.93%	17.82%	15.31%	+2.51%
Product List SKU(s) 1 & 2 Only	1,444	1,977	-26.96%	4.88%	5.93%	-1.25%	3,447	4,728	-27.09%	1,281,710	1,689,530	-24.16%	7.98%	10.12%	-2.14%
Product List SKU(s) 1 & 3 Only	1,945	1,871	+3.96%	6.30%	5.61%	+0.69%	4,706	4,503	+4.51%	1,912,200	1,752,780	+9.10%	11.91%	10.50%	+1.41%
Product List SKU(s) 2 & 3 Only	1,766	2,181	-18.03%	5.72%	6.54%	-0.82%	4,394	5,123	-14.23%	1,502,080	1,669,120	-11.07%	9.38%	10.12%	-0.76%
All 3 Product List SKU(s)	824	1,115	-26.10%	2.67%	3.35%	-0.68%	3,137	4,189	-25.11%	1,172,890	1,503,020	-21.96%	7.31%	9.00%	-1.70%

		Product Mix Overview by Brand by Store by FY / CY														
		No. of Consumers			% of Total Consumers			Total Unit Purchased			Total Revenue			% of Revenue		
Brand	Product List SKU(s) Combinations by Store	CY	PY	Variance	CY	PY	Variance	CY	PY	Variance	CY	PY	Variance	CY	PY	Variance
			Product List SKU(s) 1 Only	779	808	-3.65%	22.91%	21.40%	+1.50%	835	888	-5.97%	304,640	307,540	-0.79%	22.80%
	Product List SKU(s) 2 Only	1,304	1,524	-14.44%	38.34%	40.37%	-2.03%	1,448	1,615	-10.46%	444,840	484,500	-8.19%	27.82%	28.31%	-0.49%
	Product List SKU(s) 3 Only	773	764	+1.18%	22.73%	20.24%	+2.48%	870	831	+4.85%	328,160	298,160	+8.03%	20.40%	17.48%	+2.92%
	Product List SKU(s) 1 & 2 Only	146	204	-28.43%	4.29%	5.40%	-1.11%	324	460	-29.67%	120,070	164,000	-26.65%	7.55%	9.59%	-2.04%
	Product List SKU(s) 1 & 3 Only	175	203	-13.79%	5.16%	5.38%	-0.23%	396	432	-8.33%	161,440	188,300	-4.08%	10.10%	9.83%	+0.26%
	Product List SKU(s) 2 & 3 Only	143	174	-17.82%	4.20%	4.61%	-0.40%	321	411	-21.50%	109,910	155,000	-16.59%	6.87%	7.69%	-1.01%
	All 3 Product List SKU(s)	56	72	-22.22%	1.65%	1.91%	-0.26%	192	259	-26.67%	71,840	92,520	-22.89%	4.49%	5.43%	-0.94%
	Product List SKU(s) 1 Only	1,101	1,458	-24.49%	17.78%	20.53%	-2.75%	1,231	1,625	-24.25%	538,080	672,020	-20.21%	17.97%	21.72%	-3.74%
	Product List SKU(s) 2 Only	2,886	3,397	-14.88%	48.29%	47.42%	-1.12%	3,160	3,875	-14.29%	967,430	1,102,500	-12.25%	32.40%	36.00%	-3.20%
	Product List SKU(s) 3 Only	1,177	1,295	-8.98%	19.01%	17.81%	+1.20%	1,372	1,357	+1.11%	514,760	488,520	+5.37%	17.24%	15.77%	+1.47%
	Product List SKU(s) 1 & 2 Only	190	309	-38.51%	3.07%	4.35%	-1.28%	437	689	-36.97%	162,890	245,280	-33.67%	5.45%	7.92%	-2.47%
	Product List SKU(s) 1 & 3 Only	527	315	+67.30%	8.51%	4.44%	+4.08%	1,180	727	+62.31%	481,000	383,360	+25.75%	16.11%	9.15%	+6.96%
	Product List SKU(s) 2 & 3 Only	159	233	-31.76%	2.57%	3.28%	-0.71%	401	518	-22.89%	137,250	170,940	-19.69%	4.60%	5.62%	-0.92%
	All 3 Product List SKU(s)	135	105	+28.57%	2.18%	1.48%	+0.70%	502	378	+33.51%	187,420	154,960	+38.87%	6.28%	4.38%	+1.92%

Top Common Queries

Consumers who purchased any products in the list of SKU 1 only but without any of those in SKU 2

Consumers who purchased any products in the list of SKU 2 only but without any of those in SKU 1

Consumers who purchased products from both list of SKU 1 and list of SKU 2

Product List SKU(s) Combinations by Brand	No. of Consumers		
	CY	PY	Variance
Product List SKU(s) 1 Only	5,441	5,677	-4.16%
Product List SKU(s) 2 Only	13,086	13,995	-6.50%
Product List SKU(s) 3 Only	6,159	6,315	-2.47%
Product List SKU(s) 1 & 2 Only	1,444	1,977	-26.96%
Product List SKU(s) 1 & 3 Only	1,945	1,871	+3.96%
Product List SKU(s) 2 & 3 Only	1,766	2,181	-19.03%
All 3 Product List SKU(s)	824	1,115	-26.10%

Definitions

No. of Consumers Number of consumers who purchased SKU in each product list.

% of Total Consumers Number of consumers over total consumers among all combinations.

Total Unit Purchased Total quantity of SKU purchased by consumers in each product list combination.

Total Revenue Net revenue (in local currency) consumers spent in each product list combination.

% of Revenue Net revenue (in local currency) consumers spent in each product list combination over total revenue (in local currency) among all combinations.

Product Penetration Analysis

The Product Penetration Analysis report provides a quick holistic view on product penetration among the full active consumer base.

Business Questions Supported

- What is the current penetration of products in the portfolio?
- What is the best product to drive brand repeat?
- What is the average purchase interval of products?

Filter Criteria

- Consumer Affiliate
- Consumer Brand
- Start Date
- End Date
- Nationality (optional)

Sorting

- Product is sorted by penetration in descending order

ESTÉE LAUDER COMPANIES		Product Penetration Analysis										Report ID: CF_CMS
Consumer > CMS Analysis > Templates > Top Common Queries		Consumer > CMS Analysis > Templates > Top Common Queries										Last Data Refresh Time: Jun 7, 2012
Affiliate: HONG KONG		Period: Mar 01, 2011 - Feb 29, 2012										
Brand: Clinique		Nationality:										
HONG KONG Clinique All Purchases [Mar 01, 2011 - Feb 29, 2012] (No. of Consumers = 126,266)												
Ranking	SKU Number (4-digit)	Product Name	Brand Repeat			Product Repeat						
			No. of Consumers	% of Consumers	Repeat Rate (%)	Average Purchase Interval (days)	No. of Consumers	Repeat Rate (%)	Average Purchase Interval (days)			
1	6F37	LIQUID FACIAL SOAP MILD	24,139	19.12%	25.1%	57	5,534	33.33%	103			
2	6LKH	MOISTURE SURGE EXTENDED THIRST	22,730	18.00%	69.43%	58	5,472	24.07%	104			
3	6EM6	DRAM DIFF MOIST GEL BOTTLE W/PU	18,589	14.72%	63.20%	57	3,170	17.05%	115			
4	68LE	DRAM DIFF ML WITH PUMP	17,412	13.79%	62.03%	57	2,838	16.30%	110			
5	791W	EVEN BETTER CLINICAL DARK SPOT	12,898	10.21%	67.86%	56	2,039	15.81%	75			
6	69FE	CLARIFYING MOISTURE 2	12,277	9.72%	68.37%	56	2,538	20.67%	101			
7	6KK9	TAD CLARIFYING LOTION2	10,236	8.11%	70.41%	56	1,792	17.51%	120			
8	71PN	REPAIRWEAR LASER FOCUS	10,080	7.98%	73.34%	55	1,716	17.02%	74			
9	76GF	DERMA WHITE CITY BLOCK ANTI-POL	8,894	7.04%	70.24%	55	1,242	13.96%	122			
10	61EP	ALL ABOUT EYES	8,667	6.86%	69.41%	56	1,283	14.80%	103			

All Purchases

HONG KONG Clinique All Purchases [Mar 01, 2011 - Feb 29, 2012] (No. of Consumers = 126,266)

Ranking	SKU Number (4-digit)	Product Name	No. of Consumers	% of Consumers
1	6F37	LIQUID FACIAL SOAP MILD	24,139	19.12%
2	6LKH	MOISTURE SURGE EXTENDED THIRST	22,730	18.00%
3	6EM6	DRAM DIFF MOIST GEL BOTTLE W/PU	18,589	14.72%
4	68LE	DRAM DIFF M/L WITH PUMP	17,412	13.79%
5	791W	EVEN BETTER CLINICAL DARK SPOT	12,898	10.21%
6	69FE	CLARIFYING MOISTURE 2	12,277	9.72%
7	6KK9	TAD CLARIFYING LOTION2	10,236	8.11%
8	71PN	REPAIRWEAR LASER FOCUS	10,080	7.98%
9	76GF	DERMA WHITE CITY BLOCK ANTI-POL	8,894	7.04%
10	61EP	ALL ABOUT EYES	8,667	6.86%

Penetration in Active Base

Top Common Queries

Brand Repeat			Product Repeat		
No. of Consumers	Repeat Rate (%)	Average Purchase Interval (days)	No. of Consumers	Repeat Rate (%)	Average Purchase Interval (days)
15,813	69.51%	57	5,534	20.93%	103
15,782	69.43%	58	5,472	24.07%	104
11,748	63.20%	57	3,170	17.05%	115
10,800	62.03%	57	2,838	16.30%	110
8,752	67.86%	56	2,039	15.81%	75
8,394	68.37%	56	2,538	20.67%	101
7,207	70.41%	56	1,792	17.51%	120
7,393	73.34%	55	1,716	17.02%	74
6,247	70.24%	55	1,242	13.96%	122
6,016	69.41%	56	1,283	14.80%	103

Brand Repeat Rate of the Product

Product Repeat Rate of the Product

Definitions

No. of consumers	Number of consumers with first purchase in the period.
% of Consumers	Number of consumers for each first purchased product over the total number of new purchasers in the period.
First Purchase	The first purchase in the period of new purchasers.
First Purchase Product	The product(s) purchased in first purchase.
Average Purchase Interval (Brand)	Average number of days for consumers to repeat their purchase with the brand (between first purchase and 10th purchase).
Repeat Rate (Brand)	Number of consumers who purchased any products of the same brand in the period after first purchase over the number of first-purchase consumers for each first-purchase product.
Same Product Repeat	Consumers who purchased the same product in the period after the first purchase.
Average Purchase Interval (Product)	Average number of days for consumers to repeat their purchase on the same product (between first purchase and 10 th purchase).
Repeat Rate (Product)	Number of repeat-purchase consumers over number of first-purchase consumers for each first-purchase product.

Recruitment Products Report

The Recruitment Products Report identifies recruitment and retention products for campaign planning. It includes the first purchase only of new-to-file consumers.

Business Questions Supported

- What are the key recruitment products?
- What is the repeat rate for the key recruitment products?

Filter Criteria

- Consumer Affiliate
- Consumer Brand
- Start Date
- End Date
- Nationality (optional)

Note:

- Transaction lines with Transaction Type Redeem or Advise Only are excluded
- Includes regular consumers only

Sorting


- Number of first-purchase consumers

Report ID: CF_

Last Data Refresh Time: Jan 6, 2011

Recruitment Products Report

Consumer > CMS Analysis > Templates > Top Common Queries



Affiliate: JAPAN
Brand: Estee Lauder

Period: Jul 01, 2010 - Jun 30, 2011
Nationality:

Ranking	SKU Number (4-digit)	Product Name	1			2			
			No. of Consumers	% of Consumers	Repeat Rate (%)	Average Purchase Interval (days)	No. of Consumers	Repeat Rate (%)	Average Purchase Interval (days)
1	1G5Y	DOUBLE WEAR	26,937	13.10%	24.77%	76	2,686	9.97%	143
2	1KRE	PURE COLOR CRYSTAL LIPSTICK	19,374	9.42%	23.26%	71	1,283	6.62%	69
3	WL5M	FA 10 HOLIDAY DECEMBER PWP ASIA-WN	15,566	7.57%	15.43%	57	221	1.42%	7
4	1PHH	Undefined product 1PHH010000	13,440	6.54%	28.39%	70	629	4.68%	132
5	WF8C	PURE COLOR CRYSTAL LIPSTICK	11,115	5.41%	9.27%	25	396	3.56%	27
6	WEFT	PURE COLOR LIP GLOSS	10,992	5.35%	23.79%	69	1,165	10.60%	83
7	WH76	BLOCKBUSTER 2010 ASIA-WN	10,315	5.02%	14.40%	59	165	1.60%	10
8	95YG	IDEAL LIGHT BRUSH-ON ILLUMINATOR	8,890	4.32%	24.98%	62	443	4.98%	110
9	9L0J	EL SIGN HYDRA LUSTRE LIPSTICK	7,239	3.52%	19.13%	65	349	4.82%	91
10	W02X	PURE COLOR GLOSS STICK	6,781	3.30%	22.45%	67	442	6.52%	88

Top Common Queries

Recruitment Rate

JAPAN Estee Lauder First Purchase [Jul 01, 2010 - Jun 30, 2011] (No. of Consumers = 205,)

Ranking	SKU Number (4-digit)	Product Name	No. of Consumers	% of Consumers
1	1G5Y	DOUBLE WEAR	26,937	13.10%
2	1KRE	PURE COLOR CRYSTAL LIPSTICK	19,374	9.42%
3	WL5M	FA 10 HOLIDAY DECEMBER PWP ASIA-WN	15,566	7.57%
4	1PHH	Undefined product 1PHH010000	13,440	6.54%
5	WF8C	PURE COLOR CRYSTAL LIPSTICK	11,115	5.41%
6	WEFT	PURE COLOR LIP GLOSS	10,992	5.35%
7	WH76	BLOCKBUSTER 2010 ASIA-WN	10,315	5.02%
8	95YG	IDEAL LIGHT BRUSH-ON ILLUMINATOR	8,890	4.32%
9	9L0J	EL SIGN HYDRA LUSTRE LIPSTICK	7,239	3.52%
10	W02X	PURE COLOR GLOSS STICK	6,781	3.30%

Repurchase % and Interval

Brand Repeat (Any Product)			Same Product Repeat		
No. of Consumers	Repeat Rate (%)	Average Purchase Interval (days)	No. of Consumers	Repeat Rate (%)	Average Purchase Interval (days)
6,673	24.77%	76	2,686	9.97%	143
4,506	23.26%	71	1,283	6.62%	69
2,402	15.43%	57	221	1.42%	7
3,815	28.39%	70	629	4.68%	132
1,030	9.27%	25	396	3.56%	27
2,615	23.79%	69	1,165	10.60%	83
1,485	14.40%	59	165	1.60%	10
2,221	24.98%	62	443	4.98%	110
1,385	19.13%	65	349	4.82%	91
1,522	22.45%	67	442	6.52%	88

Definitions

No. of consumers	Number of consumers with first purchase in the period.
% of Consumers	Number of consumers for each first-purchased products over total number of new purchasers in the period.
First Purchase	The first purchase in the period of new purchasers.
First Purchase Product	The product(s) purchased in first purchase.
Average Purchase Interval (Brand)	Average number of days for consumers to repeat their purchase with the brand.
Repeat Rate (Brand)	Number of consumers who purchased any products of the same brand in the period after first purchase over the number of first-purchase consumers for each first-purchase product.
Same Product Repeat	Consumers who purchased the same product in the period after first purchase
Average Purchase Interval (Product)	Average number of days for consumers to repeat their purchase on the same product.
Repeat Rate (Product)	Number of repeat-purchase consumers over the number of first-purchase consumers for each first purchase product.

Recruitment Products Report (Next Purchase)

The Recruitment Products Report (Next Purchase) identifies the next product purchased.

Business Questions Supported

- If customers come back to purchase different products, what are the next products that they purchase?

Filter Criteria

- Consumer Affiliate
- Consumer Brand
- Start Date
- End Date
- Nationality (optional)
- First Purchase SKU (first 4-digits)

Note:

- Transaction lines with Transaction Type Redeem or Advise Only are excluded
- Includes regular consumers only

Sorting

- Number of consumers

List of products that were purchased next

JAPAN Estee Lauder First Purchase SKU (4-digit): 1G5Y [Jul 01, 2010 - Jun 30, 2011] (No. of Consumers = 26,864)				
Ranking	Next Purchase SKU Number (4-digit)	Next Purchase Product Name	No. of Consumers	% of Consumers
1	1G5Y	DOUBLE WEAR	1,916	7.13%
2	1PHH	Undefined product 1PHH010000	613	2.28%
3	9XMX	DOUBLE WEAR SUPERPOWDER- ASIA	438	1.63%
4	94E5	94E5-01 CW EX EXTRA INT. UV PROTECTOR S	421	1.57%
5	9XN4	DOUBLE WEAR POWDER EMPTY COMPAC	406	1.51%
6	WHYY	CW BC BRIGHT UV PROTECTOR SPF50	347	1.29%
7	95YG	IDEAL LIGHT BRUSH-ON ILLUMINATOR	289	1.08%
8	WH0K	WH0K-01 DW MOISTURE POWDER EMPTY COMPAC-WI	256	0.95%
9	9T4C	SO INGENIOUS LOOSE POWDER REPAC-WN	253	0.94%
10	W5J5	ANR SYNC RECOVERY COMPLX 1.7 OZ	246	0.92%

Definitions

Next Purchase SKU Number SKU# of the product bought by the new consumers in their second (next) purchase.

Next Purchase Product Name Name of the product bought by the new consumers in their second (next) purchase.

No. of consumers Number of consumers with first and second (next) purchase in the period.

% of Consumers Number of consumers for each second (next) purchased products over total number of new purchasers of the specific (first purchased) products in the period.

Value Group Migration Analysis

The Value Group Migration Analysis report provides a means to understand the dynamics of consumer portfolio value segment movement. In particular, it quantifies the risk of high-value consumers who recently migrated downward to mid/low-value, serving as a warning sign of attrition.

Business Questions Supported

- Where in the portfolio are we gaining / losing revenue?
- What is the size of consumers who are at risk of attrition?

Filter Criteria

- Consumer Affiliate
- Consumer Brand
- Nationality (optional)
- Period 2 As of Month
- Period 1 As of Month

Note:

- Transaction lines with Transaction Type Redeem or Advise Only are excluded
- Include regular consumers only

Report ID: CF_CMS_TMP_05
Non BI Team Certified Report
Last Data Refresh Time: Nov 6, 2012 4:24:23 PM

Value Group Migration Analysis
Consumer > CMS Analysis > Templates > Top Common Queries

Nationality(Optional):

	P1 - Past 12 Months as of 201108, Value Group as of 201108				P2 - Past 12 Months as of 201208, Value Group as of 201208				Migration Summary			P2	
	No purchase in P2 (Lapsed consumer in P2)	Have purchases in P2 (Retained consumers in P2)	Total		High Value	Medium Value	Low Value	No Value Segment	Total	Moved Up	Same	Moved Down	Active NTF consumers in P2 (past 12 months)
KOREA Creme de la Mer													
# of Consumers	1,287	2,578	3,875	558	1,736	384	1,287	3,975	N/A	1,736	2,239	1,831	3
% of Period	2.66%	37.89%	7.20%	14.04%	43.87%	9.86%	32.63%	100%	N/A	43.87%	56.33%	22.55%	
Net Revenue (Local)	2,022,021,000	6,848,411,000	8,870,432,000	338,726,000	5,451,191,000	88,703,000	5,659,620,000	5,451,191,000	N/A	5,451,191,000	407,429,000	3,422,649,000	
Net Revenue (USD)	1,722,023	5,846,757	7,568,380	286,218	4,786,648	60,103	5,122,868	4,786,648	N/A	4,786,648	359,320	2,987,520	
# of Transactions	3,469	14,040	17,539	548	8,978	1,120	10,862	8,978	N/A	8,978	1,674	5,726	
# of Items Sold	7,219	26,757	33,976	489	17,713	1,437	19,830	17,713	N/A	17,713	1,626	11,808	
Avg Net Revenue Per Consumers (Local)	1,569,998.46	2,557,285.66	2,231,555.22	607,035.94	3,140,995.98	179,914.08	2,157,864.84	3,140,995.98	N/A	3,140,995.98	191,989.15	1,869,275.54	
# of Consumers	2,587	1,582	4,149	482	463	482	2,587	4,149	483	617	3,065	2,934	
% of Period	5.37%	22.10%	7.61%	11.05%	11.16%	11.05%	62.35%	100%	11.16%	14.87%	73.97%	38.13%	
Net Revenue (Local)	1,316,378,000	849,466,000	2,185,844,000	104,062,000	852,427,000	363,116,000	1,319,696,000	852,427,000	852,427,000	363,116,000	104,062,000	1,593,493,000	
Net Revenue (USD)	1,123,121	726,344	1,849,465	317,377	745,300	91,089	1,153,763	745,300	745,300	317,377	91,089	1,389,991	
# of Transactions	3,764	3,447	7,241	604	1,640	604	3,366	1,640	1,640	1,122	604	4,241	
# of Items Sold	5,311	4,341	9,652	590	2,794	1,406	4,798	2,794	2,794	1,406	596	5,971	
Avg Net Revenue Per Consumers (Local)	508,843.45	543,832.27	522,015.91	215,875.52	1,841,095.03	588,518.84	215,875.52	1,841,095.03	1,841,095.03	588,518.84	339,04.20	543,112.82	
# of Consumers	3,961	1,181	5,142	581	219	581	3,961	5,142	600	581	3,961	3,353	
% of Period	8.23%	16.71%	9.31%	11.30%	4.26%	7.41%	77.03%	100%	11.67%	11.30%	77.03%	41.29%	
Net Revenue (Local)	696,996,000	231,172,000	928,170,000	107,701,000	424,699,000	213,124,000	745,824,000	424,699,000	424,699,000	107,701,000	107,701,000	637,898,000	
Net Revenue (USD)	593,763	197,394	791,147	188,217	371,461	64,299	651,977	371,461	371,461	188,217	64,299	557,648	
# of Transactions	4,649	1,848	6,497	874	874	717	2,284	1,567	1,567	717	717	4,023	
# of Items Sold	4,269	1,907	6,203	890	1,544	705	3,130	1,544	2,434	705	3,130	3,604	

Top Common Queries

KOREA Creme de la Mer		No purchase in P2 (Lapsed consumer in P2)	Have purchases in P2 (Retained consumers in P2)	Total	High Value	Medium Value	Low Value	No Value Segment	Total	Moved Up	Same	Moved Down	Active NIF consumers in P2 (past 12 months)
Avg Net Revenue Per Consumers (Local)		175,965.16	195,742.59	180,507.56	1,940,634.70	559,380.58	185,371.77	0	631,519.05	106,353.33	185,371.77	0	190,220.10
# of Consumers		40,307	1,648	41,955	329	578	741	40,307	41,955	1,648	40,307	N/A	3
% of Period		83.71%	23.31%	75.96%	0.78%	1.38%	1.77%	96.07%	100%	3.93%	96.07%	N/A	0.04%
Net Revenue (Local)		0	0	0	598,451,000	319,551,000	139,263,000	0	1,057,265,000	1,057,265,000	0	0	0
Net Revenue (USD)		0	0	0	523,033	279,028	121,805	0	923,866	923,866	0	0	0
# of Transactions		0	0	0	972	846	895	0	2,713	2,713	0	0	0
# of Items Sold		0	0	0	1,873	1,172	852	0	3,897	3,897	0	0	0
Avg Net Revenue Per Consumers (Local)		0	0	0	1,819,000.00	552,856.40	187,939.27	0	641,544.30	641,544.30	0	0	0
# of Consumers		48,152	7,069	55,221	2,747	2,134	2,188	48,152	55,221	2,711	43,241	9,268	8,121
% of Period		100%	100%	100%	4.97%	3.86%	3.96%	87.20%	100%	4.91%	78.31%	16.79%	100%
Net Revenue (Local)		4,035,397,000	7,929,049,000	11,964,446,000	7,327,068,000	1,234,517,000	419,719,000	0	8,981,304,000	2,547,815,000	5,922,008,000	511,481,000	5,657,565,000
Net Revenue (USD)		3,439,497	6,769,495	10,208,992	6,406,442	1,078,640	367,293	0	7,652,574	2,226,645	5,178,323	447,406	4,938,637
# of Transactions		11,942	19,335	31,277	12,464	3,787	2,764	0	19,015	5,920	10,817	2,278	14,002
# of Items Sold		16,826	33,005	49,831	23,924	4,905	2,642	0	31,471	9,125	19,824	2,522	21,397
Avg Net Revenue Per Consumers (Local)		83,805.39	1,121,664.87	216,664.78	2,667,298.14	578,499.06	191,827.70	0	1,270,519.73	939,806.34	136,353.54	96,360.40	696,706.68

Top Common Queries

P1 - Past 12 Months as of 2011/08, Value Group as of 2011/08				P2 - Past 12 Months as of 2012/08, Value Group as of 2012/08					
KOREA Creme de la Mer		No purchase in P2 (Lapsed consumer in P2)	Have purchases in P2 (Retained consumers in P2)	Total	High Value	Medium Value	Low Value	No Value Segment	Total
High Value	# of Consumers	1,297	2,878	3,975	1,738	558	284	1,207	2,078
	% of Period	2.69%	37.88%	7.20%	43.67%	14.87%	4.42%	25.94%	53.90%
	Net Revenue (Local)	2,022,021,000	8,848,411,000	8,870,432,000	5,451,191,000	338,728,000	1,000,000	0	6,451,191,000
	Net Revenue (USD)	1,722,823	5,846,767	7,568,380	4,786,848	298,218	0	0	5,085,066
	# of Transactions	3,499	14,040	17,539	8,978	1,126	0	0	10,104
	# of Items Sold	7,219	26,767	33,976	17,713	1,437	0	0	19,150
	Avg Net Revenue Per Consumers (Local)	1,568,998.48	2,557,285.68	2,231,555.22	3,140,086.98	607,036.84	178,914.08	0	2,187,884.84
Medium Value	# of Consumers	2,587	1,582	4,169	463	817	482	2,587	4,149
	% of Period	5.37%	22.10%	7.51%	2.83%	14.87%	14.87%	77.03%	100%
	Net Revenue (Local)	1,316,378,000	849,466,000	2,165,844,000	852,427,000	0	0	0	1,316,378,000
	Net Revenue (USD)	1,123,121	726,344	1,849,465	745,300	0	0	0	1,849,465
	# of Transactions	3,794	3,447	7,241	1,640	0	0	0	3,300
	# of Items Sold	5,311	4,341	9,652	2,794	0	0	0	4,798
Avg Net Revenue Per Consumers (Local)	508,843.45	543,832.27	522,015.91	1,841,095.03	598,500.00	0	0	1,841,095.03	
Low Value	# of Consumers	3,961	1,181	5,142	219	381	581	3,961	5,142
	% of Period	8.23%	18.71%	9.31%	4.26%	7.41%	11.30%	77.03%	100%
	Net Revenue (Local)	898,998,000	231,172,000	1,130,170,000	424,999,000	213,124,000	107,701,000	0	745,824,000
	Net Revenue (USD)	593,753	197,384	791,147	371,461	188,217	94,299	0	651,977
	# of Transactions	4,649	1,848	6,497	874	693	717	0	2,284
# of Items Sold	4,298	1,907	6,203	1,544	890	705	0	3,139	

You can define any two periods for comparison

Lapsed / Retained consumer

Top Common Queries

Migration Summary			P2
Moved Up	Same	Moved Down	Active NTF consumers in P2 (past 12 months)
N/A	1,736	2,239	1,831
N/A	43.67%	56.33%	22.55%
N/A	5,451,191,000	407,429,000	3,422,849,000
N/A	4,766,648	366,320	2,987,520
N/A	8,978	1,674	5,726
N/A	17,713	1,926	11,808
N/A	3140086.98	181989.18	1,869,278.54
463	617	3,069	2,934
11.16%	14.87%	73.97%	36.13%
852,427,000	363,116,000	104,062,000	1,593,493,000
745,300	317,377	91,086	1,389,991
1,640	1,122	604	4,241
2,794	1,406	596	5,971
1841095.03	588518.64	33904.20	543,112.82
600	581	3,961	3,353
11.67%	11.30%	77.03%	41.29%
638,123,000	107,701,000	0	637,808,000
557,678	94,299	0	557,648
1,567	717	0	4,029
2,434	705	0	3,604

New purchasers

Reactivated consumers

KOREA Creme de la Mer		No purchase in P2 (Lapsed consumer in P2)	Have purchases in P2 (Retained consumers in P2)	Total	High Value	Medium Value	Low Value	No Value Segment
	Avg Net Revenue Per Consumers (Local)	175,965.16	195,742.59	180,507.58	1,940,634.70	559,380.58	185,371.77	0
No Value Segment	# of Consumers	40,307	1,648	41,955	329	578	741	40,307
	% of Period	83.71%	23.31%	75.96%	0.78%	1.38%	1.77%	96.07%
	Net Revenue (Local)	0	0	0	598,451,000	319,551,000	139,263,000	0
	Net Revenue (USD)	0	0	0	523,033	279,028	121,805	0
	# of Transactions	0	0	0	972	846	895	0
	# of Items Sold	0	0	0	1,873	1,172	852	0
	Avg Net Revenue Per Consumers (Local)	0	0	0	1,819,000.00	552,856.40	187,939.27	0

Definitions

# of Consumers	Number of de-duplicated purchasers in different value groups in period 1 or period 2.
% of Period	Percentage of the number of purchasers in different value groups over total number of purchasers.
Net Revenue (Local)	Total net revenue (in local currency) of the consumers in period 1 or period 2.
Net Revenue (USD)	Total net revenue (in USD currency) of the consumers in period 1 or period 2.
# of Transactions	Total number of transactions in period 1 or period 2.
# of Items Sold	Total number of items sold in period 1 or period 2.
Avg Net Revenue Per Consumers (Local)	Net Revenue / # of Consumers (in local currency) .
Moved Up	Total value migrated from lower value group in period 2.
Same	Total value remained in same value group in period 2.
Moved Down	Total value migrated from higher value group in period 2.
Value Group	High Value - Top 30% Consumers (Decile: 1-3); Medium Value - Top 40% - 60% Consumers (Decile: 4-6); Low Value - Top 70%-100% Consumers (Decile: 7-10); No Segment - Consumers did not spend in past 12 months.

