

DATA MATTERS

Accelerated Analytics Customer Newsletter

AUGUST 2018

Accelerated Analytics Announces Dillard's Reporting Upgrades

	SALES					
	UNITS SOLD			DOLLARS SOLD		
	TY	LY	YOY % CHG	TY	LY	YOY % CHG
LW	2,166	2,185	-0.87 %	\$283,288	\$282,563	0.26 %
PTD	7,244	7,352	-1.47 %	\$917,512	\$931,244	-1.47 %
STD	76,612	73,778	3.84 %	\$9,947,597	\$9,875,529	0.73 %
YTD	76,612	73,778	3.84 %	\$9,947,597	\$9,875,529	0.73 %

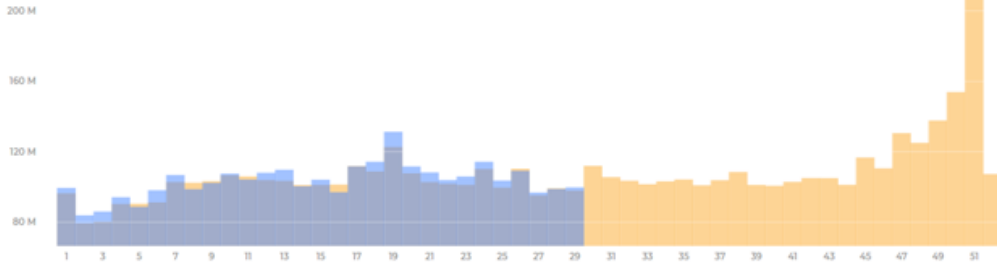


TOP 10 DOORS PTD					
DIVISION	STATE	CITY	DOOR	DLSR SOLD	YOY % CHG
06	AR	MAUMELLE	0698	\$16,260	-37.21 %
07	TX	CORPUS CHRISTI	0738	\$10,024	-20.47 %
07	TX	THE WOODLANDS	0770	\$9,680	-2.84 %
07	TX	AMARILLO	0740	\$8,485	2.81 %
04	LA	MONROE	0435	\$8,465	55.05 %
07	TX	LUBBOCK	0743	\$8,092	-28.53 %
07	TX	FORT WORTH	0704	\$7,716	23.74 %
09	NM	ALBUQUERQUE	0921	\$7,370	-7.03 %
07	TX	MCALLEN	0727	\$6,987	-1.15 %
07	TX	FRISCO	0719	\$6,809	-27.03 %
TOTAL				\$119,977	-21.06 %

TOP 10 DOORS YTD					
DIVISION	STATE	CITY	DOOR	DLSR SOLD	YOY % CHG
06	AR	MAUMELLE	0698	\$56,463	-24.23 %
07	TX	CORPUS CHRISTI	0738	\$100,002	-9.44 %
07	TX	LUBBOCK	0743	\$91,873	0.82 %
07	TX	FORT WORTH	0704	\$82,414	21.98 %
07	TX	AMARILLO	0740	\$80,394	3.18 %
04	LA	MONROE	0435	\$77,702	3.09 %
07	TX	ARLINGTON	0714	\$75,525	-17.05 %
07	TX	BEAUMONT	0786	\$74,914	22.51 %
07	TX	MCALLEN	0727	\$74,802	16.17 %
07	TX	THE WOODLANDS	0770	\$74,716	6.88 %
TOTAL				\$1,300,805	-10.54 %

For customers using Accelerated Analytics for daily Dillard's reporting exclusively, we have report upgrades coming soon! These upgrades include updated source descriptions of style, color, and size from our daily Dillard's data feed instead of from a third party catalog, saving our customers money. New reports like KPI and Weekly Trend reports will be added.

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In September, Accelerated Analytics will be releasing an update to the web portal with an updated look, feel, and improved usability of the interface. Detailed release notes will be available upon go-live and your Accelerated Analytics account manager will be following up with you to schedule a demo and answer any questions. As always, you can contact us with any concerns at 941-746-2073 or support@acceleratedanalytics.com.

Facebook Likes Can Win!



Like to keep your fingers on the pulse of retail? Is Facebook your go-to site for staying up to date? If you don't want to wait for the monthly newsletter to find out what's new and exciting at Accelerated Analytics, you can Like us on Facebook and get the news as it happens.

Everyone new who likes the [Accelerated Analytics Facebook page](#) now through August 31st, 2018, will be entered in a drawing to win a \$100 gift card for the retailer or restaurant of choice. The winner will be announced on our Facebook page the first week of September.

Home Depot Expanding their Home Decor Business



Candles & Candleholders



Decorative Storage



Home Accents



Tabletop & Bar



Our Latest Catalog

SAVOR THE SEASON

From the flooring to the summer-inspired shades of paint on the walls, and every beautiful detail in between, we make it easy to turn your house into a home.

[Shop The Catalog](#)



In an email to customers and on their web site, Home Depot announced, “Your favorite home improvement retailer is about to become your favorite décor destination.” The retailer strives to be a one-stop home shopping experience by adding furniture, bedding, bath, wall décor, tabletop and home accents.

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Lowe's and Sherwin-Williams Paint Partnership Expansion

Introducing Valspar Exterior Stain, Now Exclusively at Lowe's

Get exceptional, one-coat coverage and all-weather defense for your exterior wood surfaces.

SHOP NOW



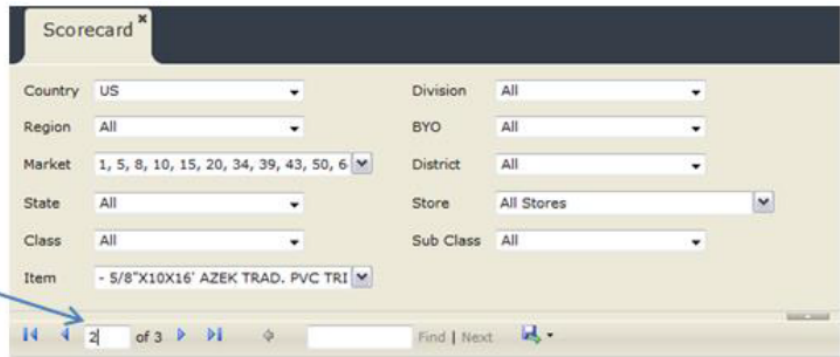
Following the February 2018 announcement that the Sherwin-Williams Company, Consumer Brands Group would become the sole nationwide supplier to Lowe's US stores, the DIY retailer announced a new line of Valspar exterior stain products. The Valspar stain will come in 50 colors and is offered exclusively at Lowe's stores and on Lowes.com

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Tips & Tricks from Scott Garber

Report notes are displayed on the second to last page of your report. To view report notes use the page controls.

Report notes are displayed on a tab in the exported Excel report.



REPORT NOTES:

Filter on dropdowns to only include options with current on hand or Activity (Units in last 104 weeks.

Additional filters, by table:

- TOP 10 STORES ROLL 8 WKS - Filter to only include Stores with ROLL 8 WKS sales
- TOP 10 STORES YTD - Filter to only include Stores with YTD sales.
- BOTTOM 10 STORES ROLL 8 WKS - Filter to only include Stores with ROLL 8 WKS sales
- BOTTOM 10 STORES YTD - Filter to only include Stores with YTD sales > \$1.
- TOP 5 ITEMS IN SALES PWPS - Filter to only include Items with Sales in last 12 months
- TOP 5 ITEMS IN UNIT SALES PWPS - Filter to only include Items with Units Sold in last 12 months
- BOTTOM 5 ITEMS IN SALES PWPS - Filter to only include Items with Sales in last 12 months > \$1.
- BOTTOM 5 ITEMS IN UNIT SALES PWPS - Filter to only include Items with Units Sold in last 12 months > 1.

Report Notes are created by the Accelerated Analytics team. Report Notes document important information about the data displayed on your report.

When exporting your reports, you'll find helpful report tips on the REPORT NOTES page. These report notes were created by the Accelerated Analytics team to document important information about the data displayed on your report.

To view REPORT NOTES, use the page controls to go to the second to last page in your report. If you have questions about your reports, contact your Account Manager or email support@acceleratedanalytics.com.

Follow us...

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