



Did you know...

you can access IMU & FOB insights in Qlik?

The Tradestone – IMU & FOB Analysis app gives users insights to the IMU and FOB, including visuals and reports...



Update cadence = 15min to an hour
All metrics shown in USD \$
For KPI information and more exclusions, please see the KPI – Index screen

On the **Homepage**, graphs and charts give an overview of the current situation for your given selections...



The app defaults on Cancel Period = **Cancel Current FY**, but users can select from a few different date selections.

Either **Cancel** or **Ship Period** are recommended, because this allows the versus previous (TY v LY) analysis to work.

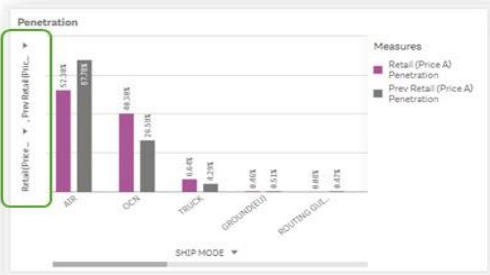
Users can even interact with a visual to select a date.



The KPIs at the header are consistent throughout the application – and allow users to see how the measures change given their selections.

Each KPI includes a versus previous period KPI, and a line chart to show trend.

Users can view TY vs LY analysis through multiple perspectives – **Penetration, Breakdown, and Growth...**

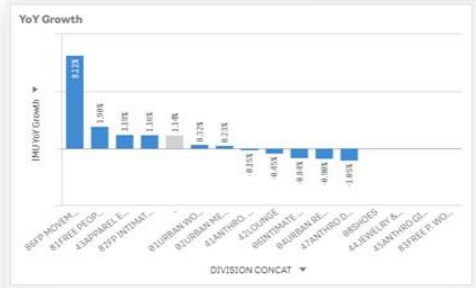
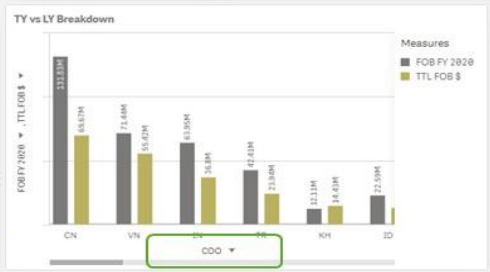


Penetration shows the % of total for that measure. This would be read "Air Ship Mode makes up 53% of TTL Retail (Price A) \$, down from 67% LY"

Users can change the measures by selecting the arrow on the Y axis. Be sure to change both TY and LY.

TY vs LY Breakdown shows your selected measure TY vs LY, it should be read "TTL FOB \$ spent in CN for TY is 69M, down from 131M LY"

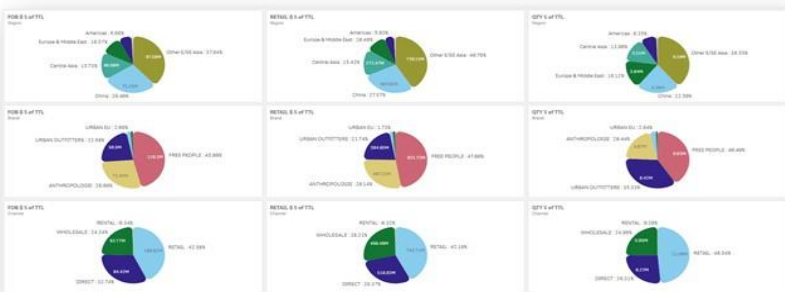
Users can change the dimensions by selecting the arrow on the X axis.



YoY growth shows growth for your selected measure YoY, it should be read "FP Movement IMU grew 8.13% YoY"

Users can drill into view detail by selecting one of the columns in the visual.

The pie chart matrix shows **FOB \$, Retail \$, and QTY** by Region, Brand, and Channel...



Users can export any visual as a PDF or image to use on a presentation.

Right click on the visual, select either the "...", or Export, then select "Export PDF" or "Export Image".

