

## **Introduction:**

Hello Vendors,

You've asked and we heard! We are excited to announce our **first milestone** in building an **Analytics experience** on the Vendor Portal. This experience gives you access to sales performance reports over a period of Time and also pivoted by Brand, Age Group, Gender, Styles, Category and Events. You will be able to see a visual representation and a grid view containing more details. You will also be able to Export details from the grid view.

In future, we will continue to iterate in this space and add more reports and provide more insights. Please use the below How-to Guide to navigate the tool and then send your feedback to [NewFeatureFeedback@zulily.com](mailto:NewFeatureFeedback@zulily.com). We'll use your feedback to make this product better for our entire community of vendors.

Looking forward to our continued partnership!

Zulily Vendor Analytics Team

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## **简介:**

供应商您好,

我们有求必应! 我们很高兴地宣布我们在供应商系统里建立了一个**数据分析体验板块**, 这将是**我们重要的一个里程碑**。这个体验板块使您可以访问某一段时间内的销售业绩报告, 并且可以根据品牌, 年龄段, 性别, 样式, 类别和活动来进行筛选。您将能够看到包含更多详细信息的可视化呈现和网格视图。

我们将继续发展这个领域, 添加更多报告并提供更多信息。请使用下面的操作指南来帮助您浏览该工具, 并将您的反馈意见发送给 [NewFeatureFeedback@zulily.com](mailto:NewFeatureFeedback@zulily.com)。我们期待您的反馈, 以使得该产品更好更适合所有供应商社区。

期待我们持续的合作伙伴关系!

Zulily 供应商分析团队

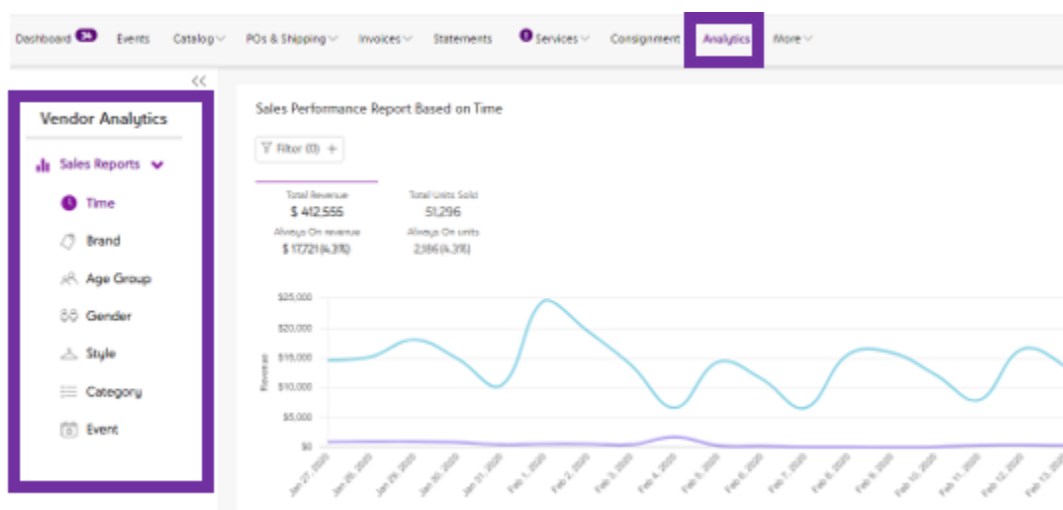
## How-to Guide

1. You can access your reports from the 'Analytics' menu in the Global Masthead and then choose the reports you want to go to. If you would like to view your Sales Performance over a Period of time, please access the Time Report. If you want to view the data by Brands, choose the 'Brand' sales report.

您可以从总标题栏中的“分析”（“Analytics”）菜单访问报告，然后选择要转到的报告。如果您想查看一段时间内的销售业绩，请访问“时间报告”。如果您想按品牌查看数据，请选择“品牌”销售报告。

- You can toggle between the Total Revenue view and the Total Units Sold view.

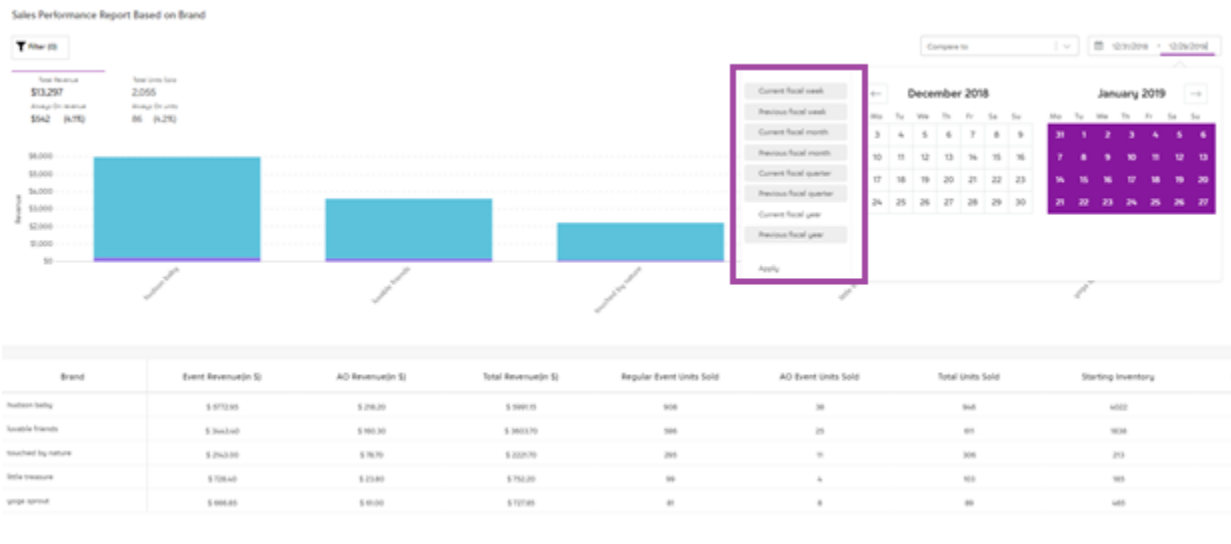
您可以在“总收入”视图和“售出总件数”视图之间切换



2. You can choose a time range by for viewing the data:

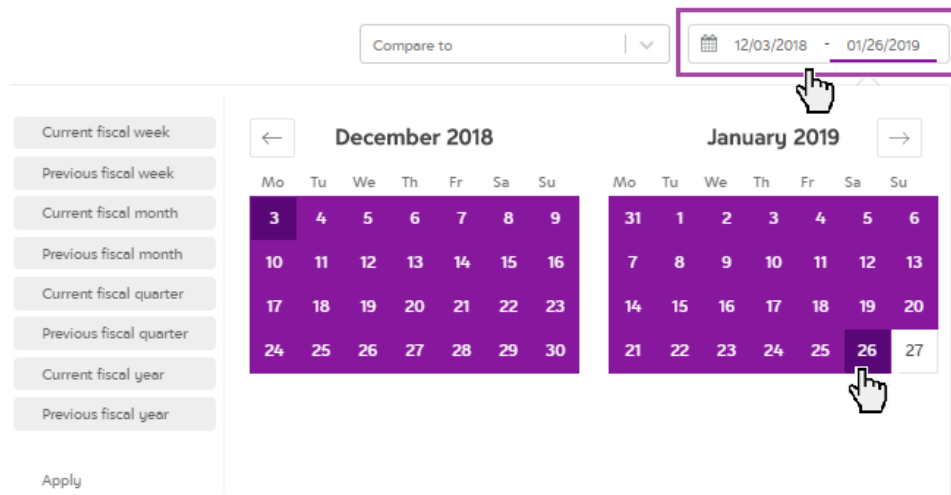
您可以选择要查看数据的时间范围:

- Preset time ranges are available.  
预设时间范围可用于查看数据



• You can also view the data over a custom time range.

您还可以查看自定义时间范围内的数据。

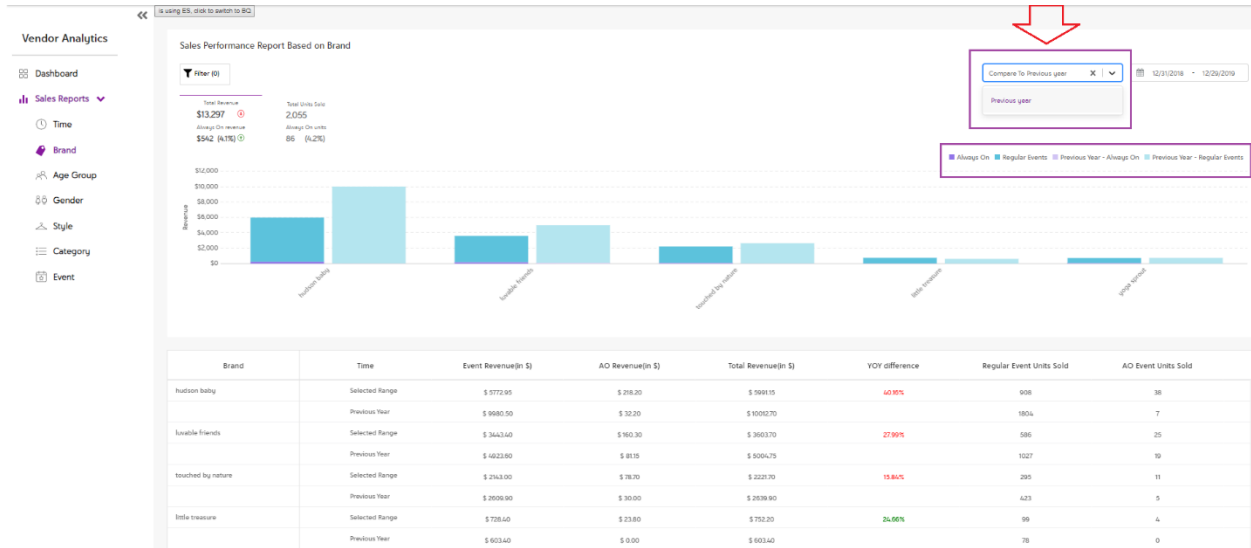


3. Compare data over the previous year to see trends.

比较上一年的数据以查看趋势

- You have the option to compare performance with the current and previous year.

您可以选择比较本年度和上一年的绩效。

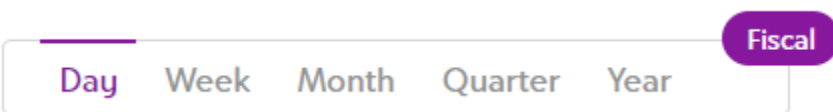


4. Date Aggregator (appears only in the 'Time' sales report).

日期汇总器（仅显示在“时间”销售报告中）

- Choosing a specific date aggregator below will help you group the time range chosen by that value. For instance: If you want to see sales data from the previous quarter, you can view the data by week, month etc.

在下面选择一个特定的日期汇总器将帮助您对由该值选择的时间范围进行分组。例如：如果您想查看上一季度的销售数据，则可以按每周或每月等查看数据。



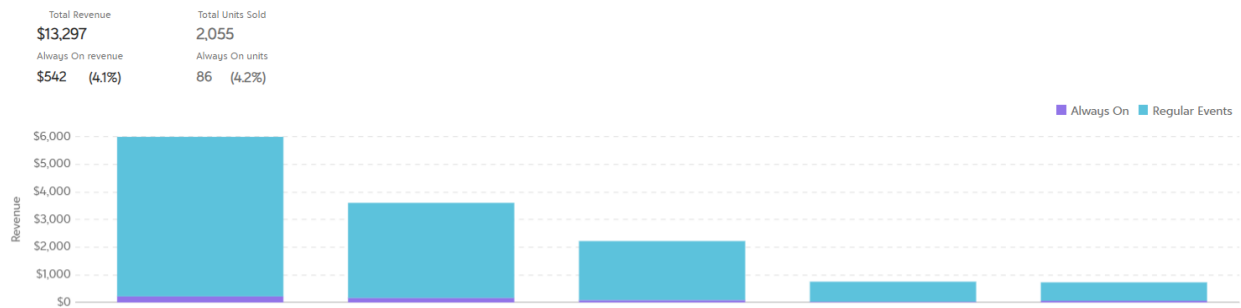
- Total Revenue/Total Units Sold: You can toggle to view the data by Total Revenue or Total Units Sold.

总收入/总销售件数 - 您可以切换以按总收入或总销售件数查看数据

Total Revenue	Total Units Sold
<b>\$13,297</b>	<b>2,055</b>
Always On revenue	Always On units
<b>\$542 (4.1%)</b>	<b>86 (4.2%)</b>

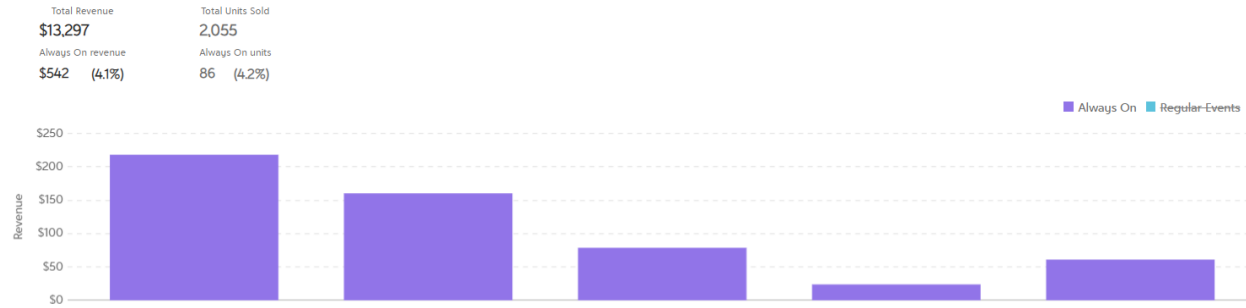
- Chart Visualization: This shows sales through regular events and through Always ON events. Always ON is a channel used to sell Triple Z inventory. To know more about our Always ON events, please contact your Buyer or Account Manager.

图表可视化：通过常规活动和始终在线（“Always ON”）活动显示销售情况。Always ON 是用于销售 Triple Z 库存的渠道。要了解有关我们的始终在线（“Always ON”）的更多信息，请联系您的买手或客户经理/。



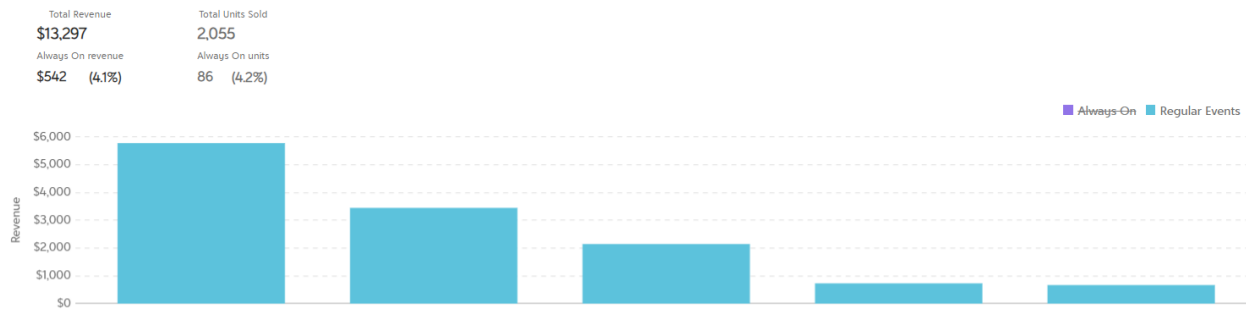
- Always On/Regular Event Toggle: Clicking the Legend on the right-hand side of the screen provides a consolidated view specific to your selection. In the below screenshot, only the Always On sale data is reported.

始终在线/常规活动切换：单击屏幕右侧的图例可提供特定于您的选择的合并视图。在以下截图中，仅报告了“始终在线销售”数据



Likewise, in the below screenshot, only the Regular Event sales and units data is reported.

同样，在以下截图中，仅报告了“常规活动的销售和件数”数据



8. Filters: You can further analyze the data by applying various filters from the 'Filter' menu.

过滤器：您可以通过在“过滤器”菜单中应用各种过滤器来进一步分析数据

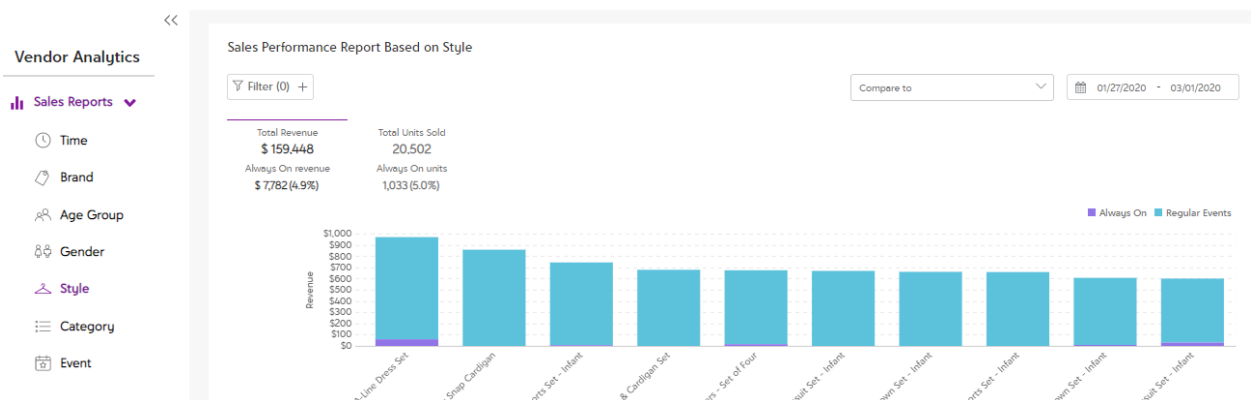
9. Grid view: Shows additional information for more data analysis. Scroll to see more information. We will add the ability to export the Grid in next iteration.

网格视图：显示更多信息以进行更多数据分析。滚动查看更多信息。我们将在下一次迭代中添加导出网格的功能。

Brand	Event Revenue(in \$)	AO Revenue(in \$)	Total Revenue
Hudson Baby	\$ 27891.23	\$ 643.40	\$ 28534.63
Luvable Friends	\$ 8186.13	\$ 117.55	\$ 8303.68
Touched by Nature	\$ 7968.00	\$ 138.70	\$ 8106.70
Little Treasure			





10. Style view: The visualization shows the top 10 styles.

样式视图：可视化显示了前 10 种样式：



The Grid view gives a detailed view of all your styles.

网格视图提供了所有样式的详细视图。

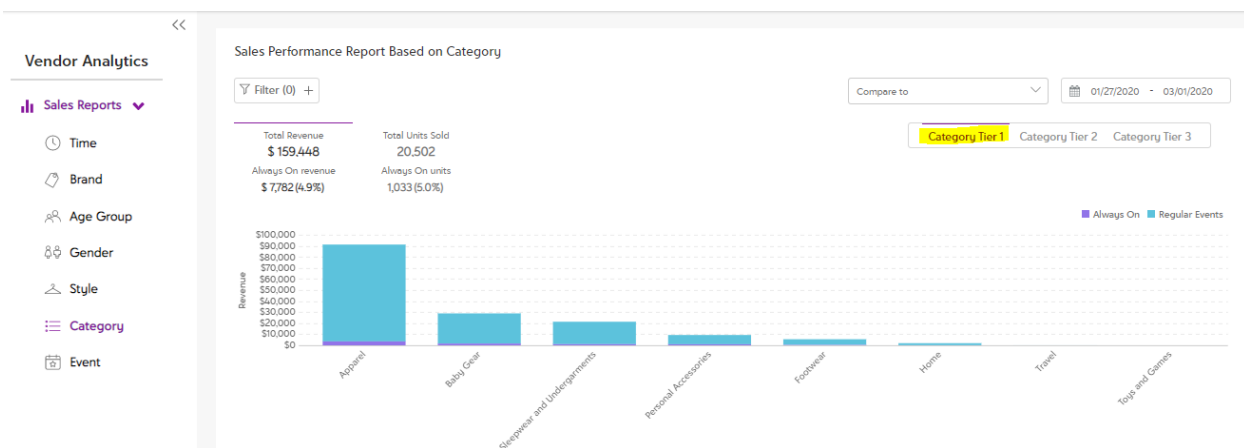
Style Name	Style image	Vendor SKU	Brand	Product size	Event F
Blue & Yellow Stripe Lemon Short-Sleeve A-Line Dress Set		10153698_Lemons_0-3, 10153698_Lemons_4T, 10153698_Lemons_12-18, 10153698_Lemons_18-24, 10153698_Lemons_9-12, 10153698_Lemons_3T, 10153698_Lemons_6-9, 10153698_Lemons_5T	Hudson Baby	3-6 months, 0-3 months, 4T, 12-18 months, 18-24 months, 9-12 months, 3T, 6-9 months, 5T, 2T	
Purple Floral A-Line Dress & Lavender Snap Cardigan		10161311_PurpleGarden_9-12, 10161311_PurpleGarden_5T, 10161311_PurpleGarden_6-9, 10161311_PurpleGarden_12-18, 10161311_PurpleGarden_2T, 10161311_PurpleGarden_18-24, 10161311_PurpleGarden_4T, 10161311_PurpleGarden_3-6	Touched by Nature	0-3M (S), 9-12M (XL), 5T (-5), 6-9M (L), 12-18M (-18), 2T (-2), 18-24M (-24), 4T (-4), 3-6M (M), 3T (-3)	
Navy Whale Bodysuit & Stripe Shorts Set - Infant		10155196_Whale_12-18, 10155196_Whale_9-12, 10155196_Whale_6-9, 10155196_Whale_0-3, 10155196_Whale_3-6	Hudson Baby	18 months, One-Size	
White & Yellow Tulip Dress & Cardigan Set		10137132_Tulips_3T, 10137132_Tulips_3T, 10137132_Tulips_6-9, 10137132_Tulips_9-12, 10137132_Tulips_18-24, 10137132_Tulips_12-18, 10137132_Tulips_3-5	Lovable Friends	4T (-4), 5T (-5), 3T (-3), 2T (-2), 6-9 months, 9-12 months, 24 months, 18 months, 3-6 months, 0-3 months	

11. By Categories: You can aggregate the data at a Tier 1, 2 or 3 level.

按类别：您可以在 1、2 或 3 级别汇总数据。

**By Category Tier 1**, the visualization is shown as below. The Grid view adapts to the aggregation view chosen.

通过类别 1，可视化效果如下所示。网格视图适应所选的聚合视图

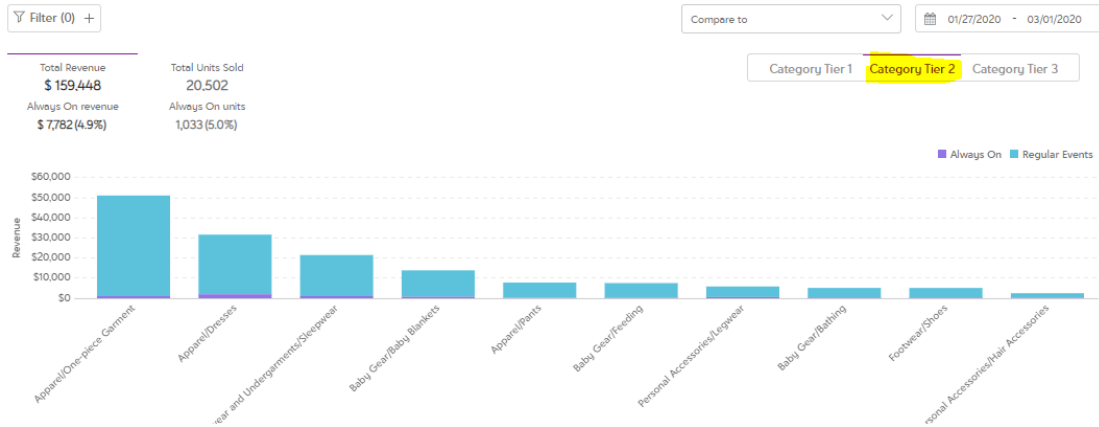


**By Category Tier 2**, the visualization is shown as below. The Grid view adapts to the aggregation view chosen.

通过类别 2，可视化效果如下所示。网格视图适应所选的聚合视图



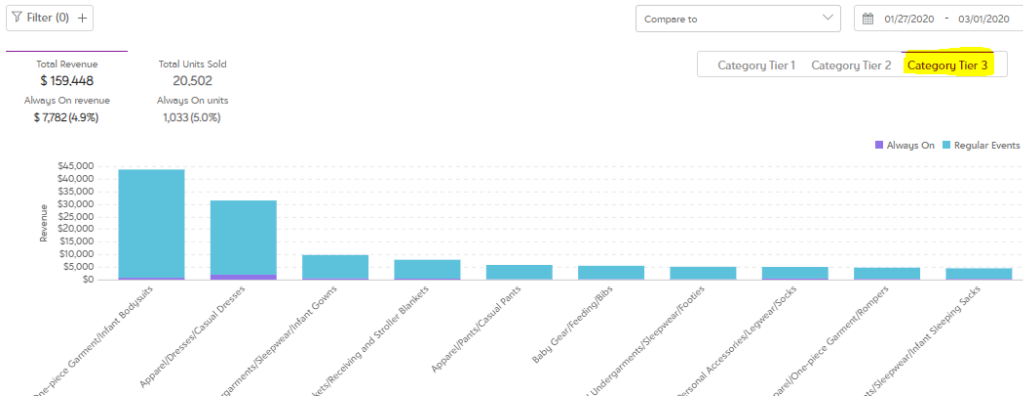
Sales Performance Report Based on Category



By Category Tier 3, the visualization is shown as below. The Grid view adapts to the aggregation view chosen.

通过类别方法 3，可视化效果如下所示。网格视图适应所选的聚合视图

Sales Performance Report Based on Category



12. By Events: Also see the number of events run.

按活动：也可参阅正在进行的活动总数



13. Overall, access the reports to visualize data by different pivots.

总体上，访问报告，以不同的角度分析可视化数据

- a. By Time 按时间
- b. By Brand 按品牌
- c. By Gender 按性别
- d. By Age Group 按年龄段
- e. By Styles 按款式
- f. By Categories 按类别
- g. By Events 按活动
  - i. Time Based Event Report 特定时间内的活动报告
  - ii. Event Based Event Report 特定活动报告

14. Export the Grid view.

导出网格视图

- Each report contains a Grid view that can be exported.  
每个报告包含一个可以导出的网格视图。

The screenshot displays a 'Sales Performance Report Based on Time' within a 'Vendor Analytics' dashboard. The interface includes a sidebar with navigation options like 'Time', 'Brand', 'Age Group', 'Gender', 'Style', 'Category', and 'Event'. The main content area features a chart with a y-axis labeled 'Revenue' ranging from \$-1 to \$1 and an x-axis with dates from Feb 14, 2020, to Mar 1, 2020. Below the chart is a data table with columns for Time, Event Revenue, AO Revenue, Total Revenue, Regular Event Units Sold, AO Event Units Sold, Total Units Sold, and ASC (Average selling cost). The table shows zero values for all metrics. An 'Export' button is highlighted in the top right of the table area. At the bottom left, a 'Test Vendor Export' button is also highlighted. The page footer includes '1-7 of 7', 'Rows per page: 10', 'On to page', and 'Help' and 'Show all' buttons.

Time	Event Revenue(in \$)	AO Revenue(in \$)	Total Revenue(in \$)	Regular Event Units Sold	AO Event Units Sold	Total Units Sold	ASC(Average selling cost)
Feb 24, 2020	\$ 0.00	\$ 0.00	\$ 0.00	0	0	0	\$ 0.00
Feb 25, 2020	\$ 0.00	\$ 0.00	\$ 0.00	0	0	0	\$ 0.00
Feb 26, 2020	\$ 0.00	\$ 0.00	\$ 0.00	0	0	0	\$ 0.00
Feb 27, 2020	\$ 0.00	\$ 0.00	\$ 0.00	0	0	0	\$ 0.00
Feb 28, 2020	\$ 0.00	\$ 0.00	\$ 0.00	0	0	0	\$ 0.00
Feb 29, 2020	\$ 0.00	\$ 0.00	\$ 0.00	0	0	0	\$ 0.00