

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.

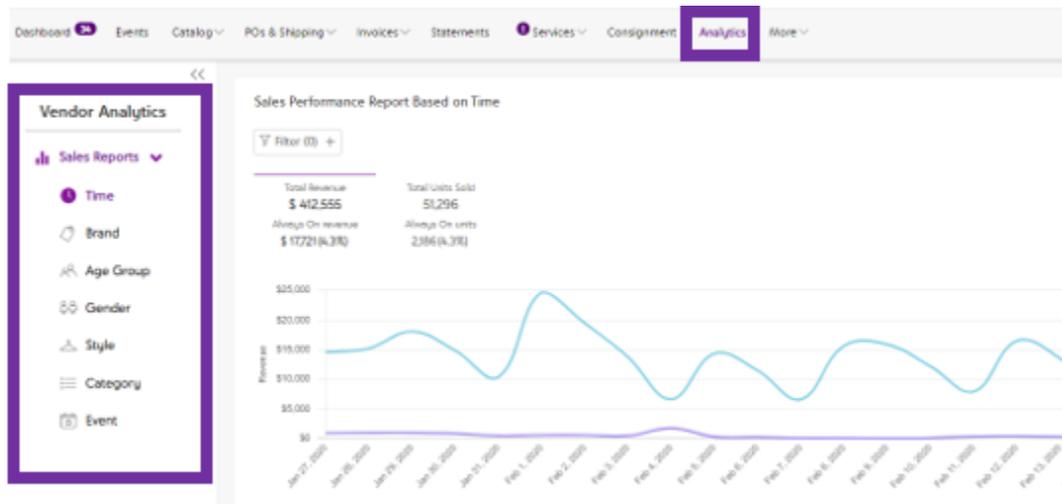
In future, we will continue to iterate in this space and add more reports and provide more insights. Please use the below How-to Guide to navigate the tool and then send your feedback to NewFeatureFeedback@zulily.com. We'll use your feedback to make this product better for our entire community of vendors.

Looking forward to our continued partnership!

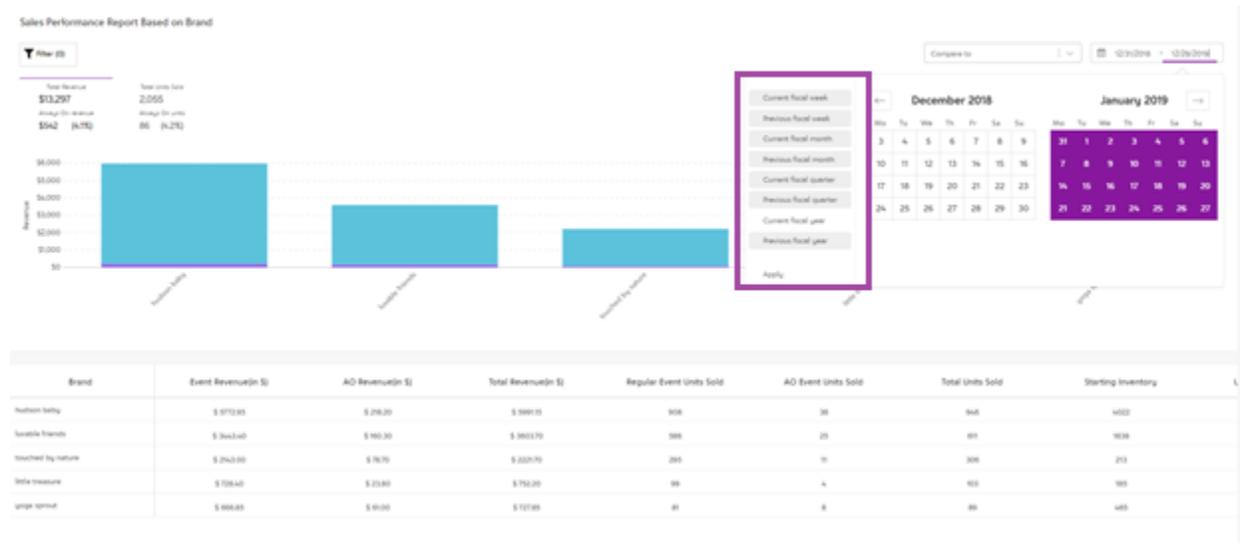
Zulily Vendor Analytics Team

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



2. You can choose a time range by for viewing the data:
 - Preset time ranges are available.



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

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

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

Brand	Time	Event Revenue(in \$)	AO Revenue(in \$)	Total Revenue(in \$)	YOY difference	Regular Event Units Sold	AO Event Units Sold
Inusion baby	Selected Range	\$ 5772.95	\$ 218.20	\$ 5991.15	60.95%	908	38
	Previous Year	\$ 9680.50	\$ 32.20	\$ 10012.70		1804	7
lovable friends	Selected Range	\$ 3643.60	\$ 160.30	\$ 3803.90	27.90%	586	25
	Previous Year	\$ 4823.80	\$ 81.15	\$ 5004.95		1027	10
touched by nature	Selected Range	\$ 2163.00	\$ 78.70	\$ 2241.70	15.84%	290	11
	Previous Year	\$ 2058.90	\$ 30.00	\$ 2088.90		423	5
tulle treasure	Selected Range	\$ 728.60	\$ 23.80	\$ 752.40	24.88%	99	4
	Previous Year	\$ 603.60	\$ 0.00	\$ 603.60		78	0

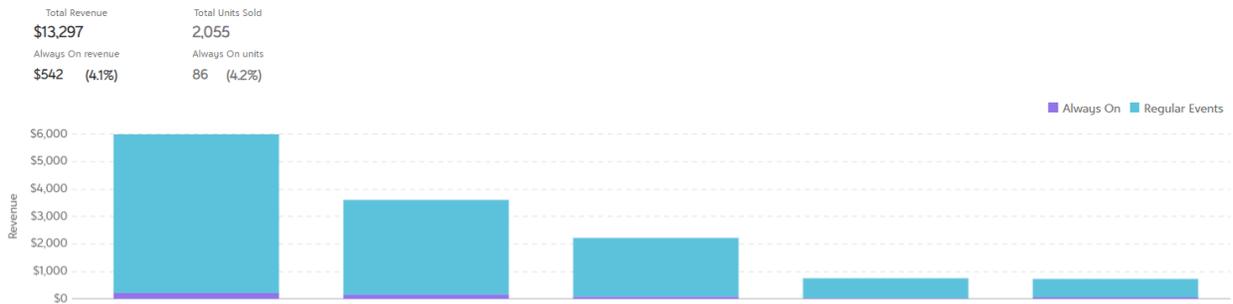
4. Date Aggregator (appears only in the 'Time' sales report).

- 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.

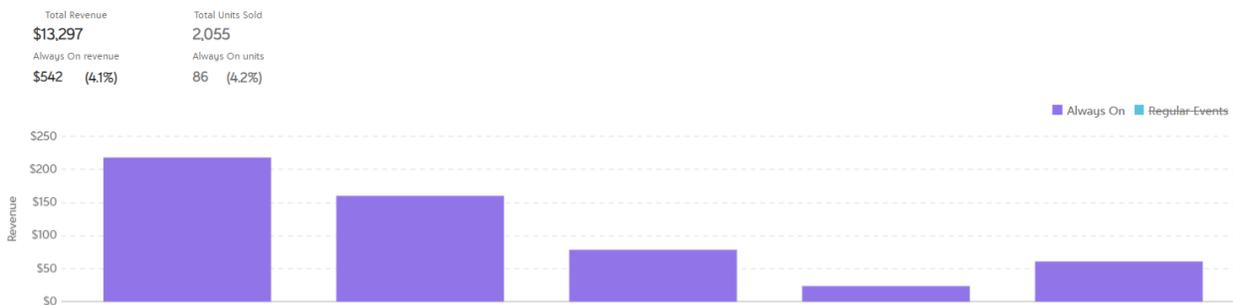
- 5. Total Revenue/Total Units Sold: You can toggle to view the data by Total Revenue or Total Units Sold.

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

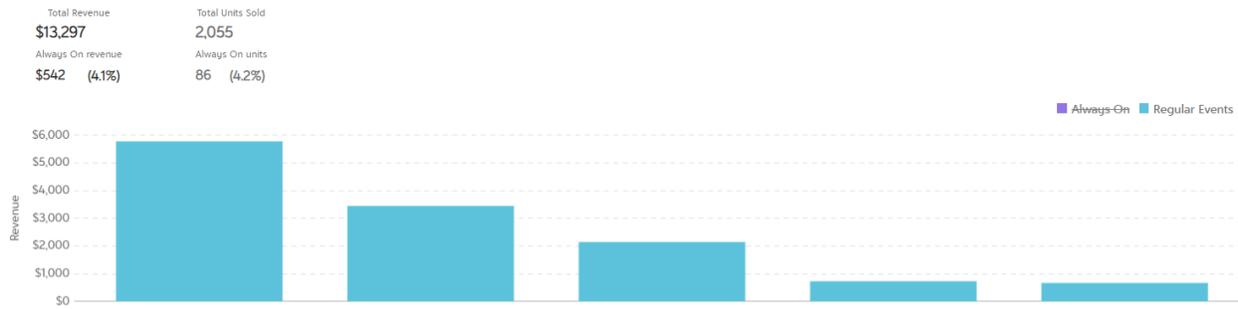
- 6. Chart Visualization: This shows sales through regular events and through Always ON events. Always ON is a channel used to sell Triple Z inventory. To know more about our Always ON events, please contact your Buyer or Account Manager.



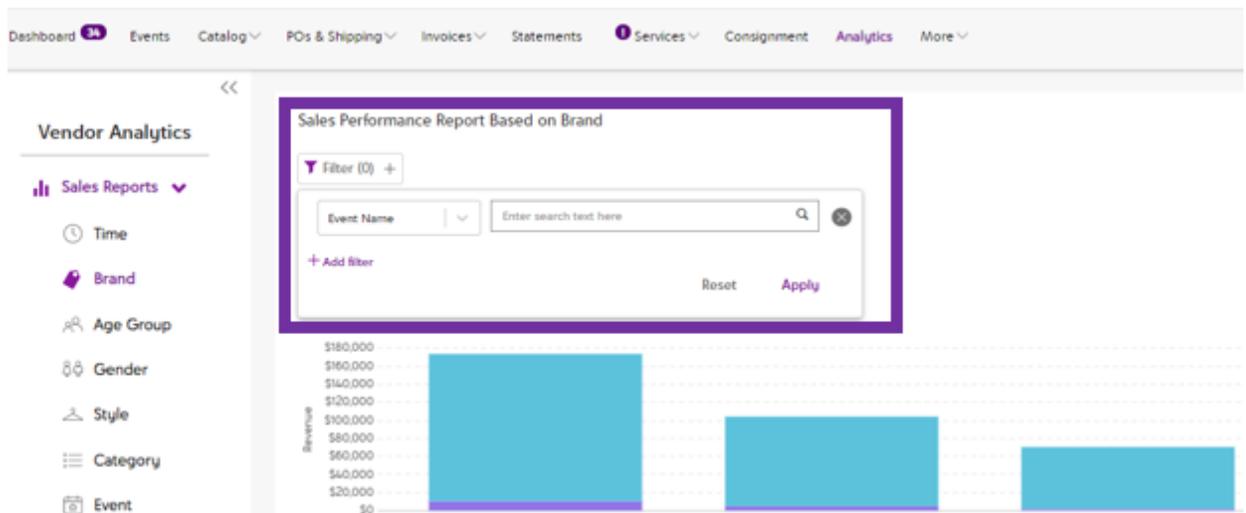
- 7. Always On/Regular Event Toggle: Clicking the Legend on the right-hand side of the screen provides a consolidated view specific to your selection. In the below screenshot, only the Always On sale data is reported.



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



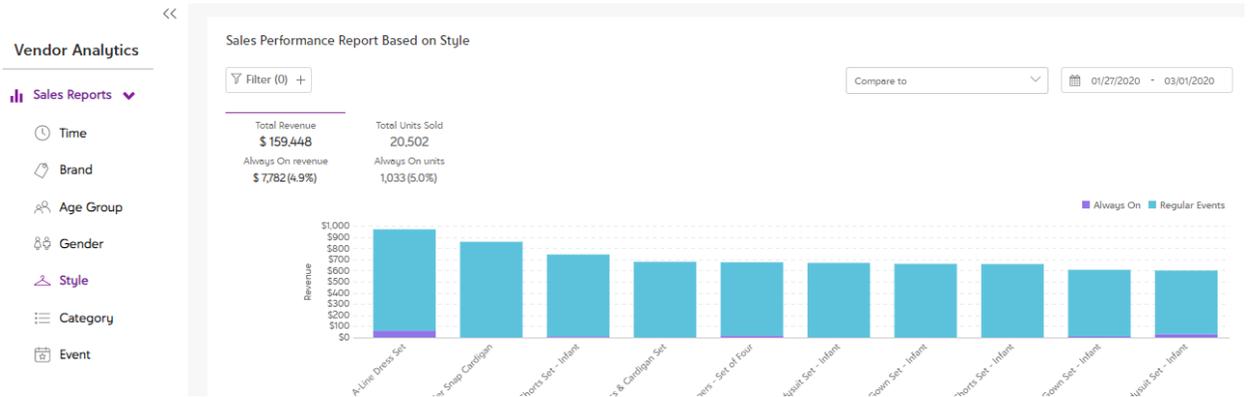
8. Filters: You can further analyze the data by applying various filters from the 'Filter' menu.



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.

Brand	Event Revenue(in \$)	AO Revenue(in \$)	Total Revenue
Hudson Baby	\$ 27891.23	\$ 643.40	\$ 28534.63
Lovable 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.

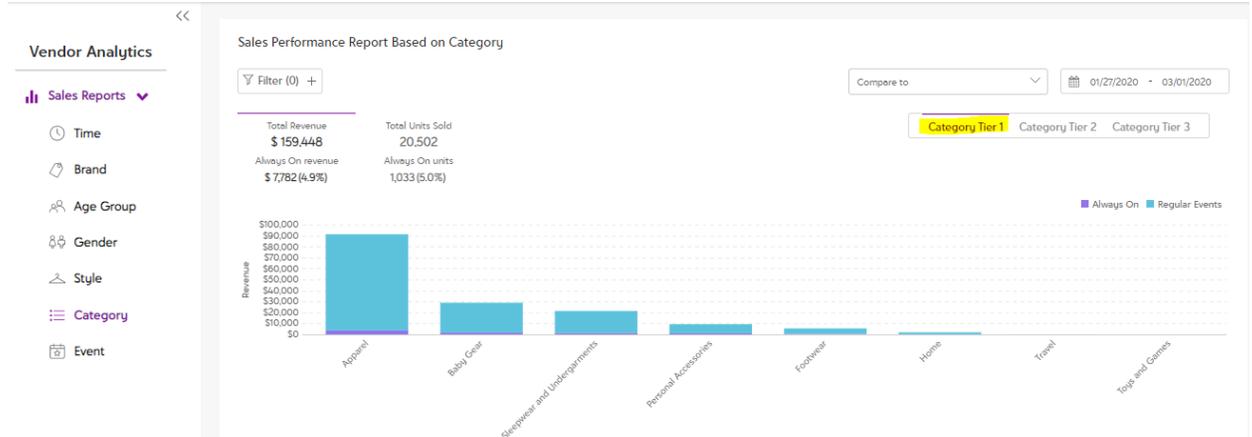


The Grid view gives a detailed view of all your styles.

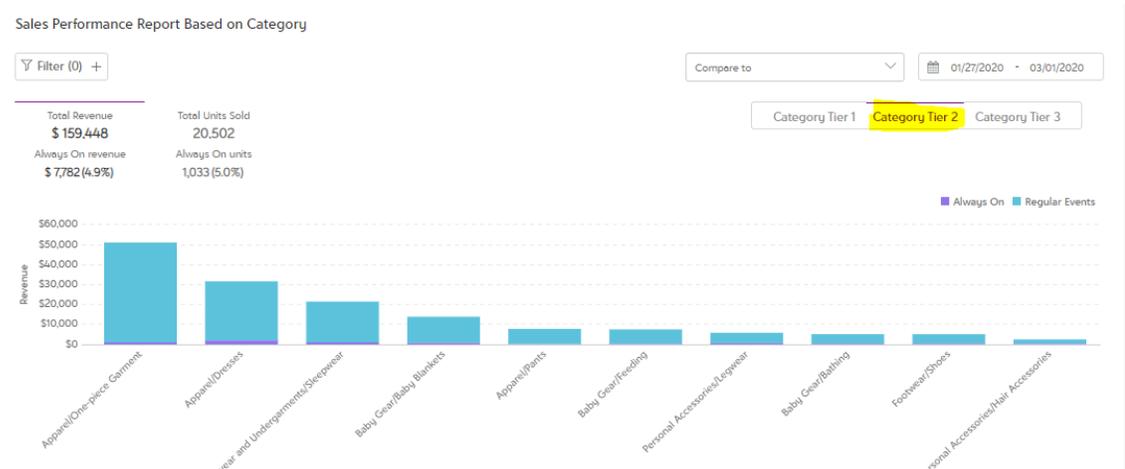
Style Name	Style image	Vendor SKU	Brand	Product size	Event F
Blue & Yellow Stripe Lemon Short-Sleeve A-Line Dress Set		10153698_Lemons_0-3 10153698_Lemons_4T 10153698_Lemons_12-18 10153698_Lemons_18-24 10153698_Lemons_9-12 10153698_Lemons_3T 10153698_Lemons_5-9 10153698_Lemons_6T	Hudson Baby	3-6 months, 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_4 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_5T 10137132_Tulips_3T 10137132_Tulips_2T, 10137132_Tulips_6-9, 10137132_Tulips_9-12, 10137132_Tulips_18-24, 10137132_Tulips_12-18, 10137132_Tulips_3-6	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.

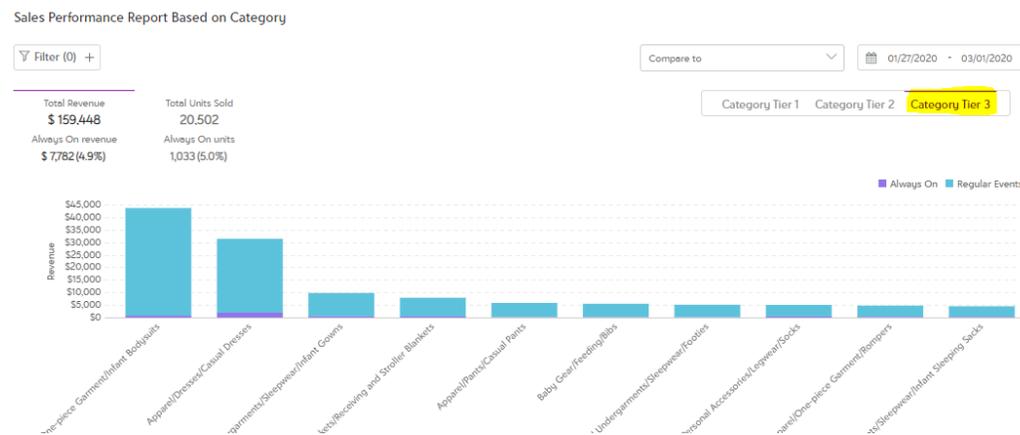
By Category Tier 1, the visualization is shown as below. The Grid view adapts to the aggregation view chosen.



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



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



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



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

- a. By Time
- b. By Brand
- c. By Gender
- d. By Age Group
- e. By Styles
- f. By Categories
- g. By Events
 - i. Time Based Event Report
 - ii. Event Based Event Report

14. Export the Grid view.

- a. Each report contains a Grid view that can be exported.

Vendor Analytics

Sales Reports

- Time
- Brand
- Age Group
- Gender
- Style
- Category
- Event

Sales Performance Report Based on Time

Filter (0) + Compare to 02/24/2020 - 03/01/2020

Total Revenue: \$0
 Always On revenue: \$0 (0.0%)

Total Units Sold: 0
 Always On units: 0 (0.0%)

Revenue

Legend: Always On (purple), Regular Events (blue)

Export

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

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Test Vendor Export

Show all