heyconnect

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DATA PACKAGE

With only one connection to the best marketplaces

INTRODUCTION – **hey**connect Data Package

WHAT DOES heyconnect **DO**?

heyconnect is a full-service provider for platforms that brings your brands to all well-known German and European marketplaces in an uncomplicated and fast way.

With just one connection to us, we offer you access to 17 platforms in 10 countries.

These are our USPs:

- We look for the best solution for you - from modular services to standardized full service.
- As platform pioneers, we bring a high level of industry expertise, especially in the fashion sector.
- Your turnover is close to our heart: Through active sales management, we increase your turnover, in which we participate through a turnover commission.
- We are a strategic partner of many platforms and accompany their developments from the very beginning.
- And most importantly: we are your partner in the platform business.

DATA PACKAGE

The following will explain our 3-tier data package, which is being made available to every partner as part of the partner development.

Depending on your analysis needs, the data package helps you to:

- Manage your day-to-day business
- Make data-based strategic decisions
- Identify merchandise management optimization potential

Note: The data is prepared for all partners with the help of our partner's flexible analytics database, updated and sent to you automatically called minubo .

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INTRODUCTION – **hey**connect Data Package

The 3 Tiers of the Data Package

DASHBOARDS

Weekly

Via E-Mail

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FEEDS

Daily

Via download
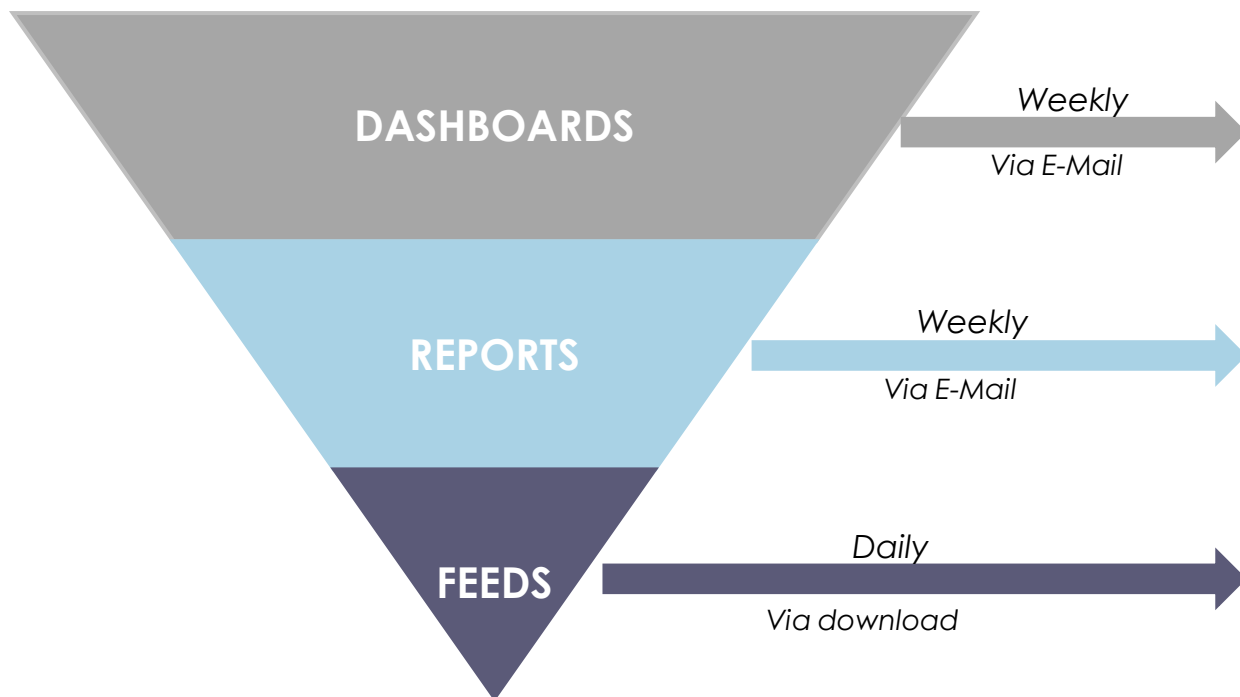
- Clear and well-arranged KPI visualizations for a quick overview (**overall**):
The dashboard provides you with an overall view of your brand and comparisons to previous time periods with the help of relevant key figures, so that you can see where action is needed at just one glance.

- More detailed data tables for analysis (**product groups**):
The reports offer an insightful transparency of a deeper dimension of the product levels and enable early identification of anomalies at product level.

- Downloadable raw data for the individual "data deep dive" (**EAN basis**):
The feeds essentially comprise all information that has been visualized more coarsely in the dashboard and reports. This means that the key figures of a dashboard are usually calculated from many detailed data sets. With the feeds, which correspond to detailed Excel lists, you can access the information you need through the application of various filter functions.

-From the big picture into the detail-
Use the data package depending on your individual analysis needs!

DASHBOARDS

DASHBOARDS - INTRODUCTION

Generelles:

- You will receive the dashboards and reports as part of the mailing plan once a week as a PDF attachment via e-mail. ("Open in Minubo" as function not available)

- For an independent deep dive are the **feeds** downloadable on a daily basis via the link provided or embedded in your own analysis tools via the interface.

- The data is included up to the day before the last update. For the exact observation period, however, consider the information in the figure below.

- A dashboard consists of relevant basic key figures that are displayed as KPIs or graphical visualizations.

- Please see our glossary for an explanation of KPIs.

- At the top of the first page, you will find the information of the periods under consideration and the creation date of the report:

DASHBOARDS – BD / FD,RD Representation

The key dates are often being displayed with the so-called „BD" oder „FD,RD" reference:

- FD = "Forwarding Date" = Date on which the goods were dispatched to the customer from our warehouse.

- RD = "Return Date" = Date on which the return was booked into our warehouse

- BD = "Booking Date" = Date on which the order was placed.

The abbreviations have a meaning for the interpretation of the numbers:

A FD/RD analysis shows how many items were sent out (FD) and how many were returned (RD) in the period under consideration.

Example:

Customer orders 1x jeggings ANGELIE 238 , 1x fabric trousers KYLIE CROP in July. Now the following picture emerges in July:

	Sum of Sales Quanitity(FD)	Sum of Quantity Returned (RD)	Sum of Net Sales Quanitiy (FD,RD)	Sum of Net Sales Quanitiy (BD)
June	2	0	2	2

Thus, when looking at FD/RD, 2 pairs of trousers were ordered (FD), none were returned (RD) and thus FD/RD net also sold +2 in this period. BD also outputs 2 net sales at this point in time, as no returns have been recorded for this yet.

If he now returns, for example, one of the two trousers in the following month, the table changes as follows:

	Sum of Sales Quanitiy (FD)	Sum of Quanitiy Returned (RD)	Sum of Net Sales Quantity (FD,RD)	Sum of Net Sales Quantity (BD)
June	2	0	2	1
July	0	1	-1	0

Nothing changes in the FD/RD figures for July. Since this only shows what has happened here in terms of quantity. However, the return made in July is reassigned to the order from July at BD and thus reduced by 1. As a result, there is now only 1 net BD sale in July.

However, FD/ RD only received one return (RD) in July, which is not offset against any sale/shipment (FD) in our example. This results in a net total for FD/RD of -1.

If you look at the data feed, there will usually be one BD row per order that "summarizes" all movements and several (but usually 2) FD/RD rows that show when items were shipped and when they were returned.

It is also important to know that BD dates often fall on weekends, as the actual order date is shown. FD/RD data will mostly always fall on weekdays, as these are the dates on which the warehouse dispatches or collects the goods.

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Dashboard: Performance KPIs

Gross sales vs. net sales per month (figure 1)

In this figure, you can observe both the demand-side turnover and the turnover of net sales per month compared to the previous year.
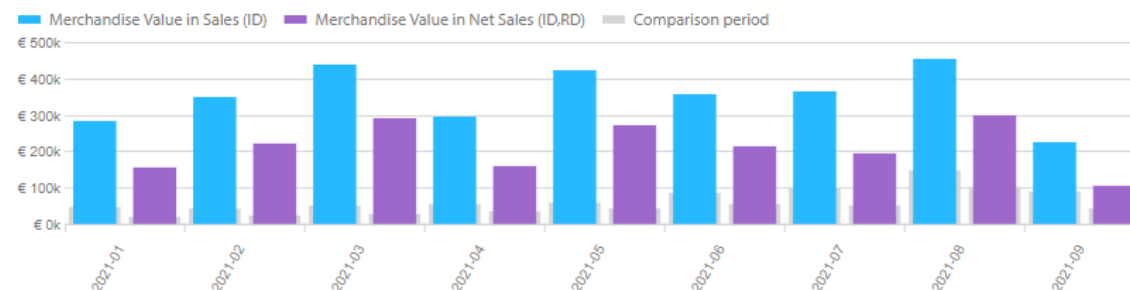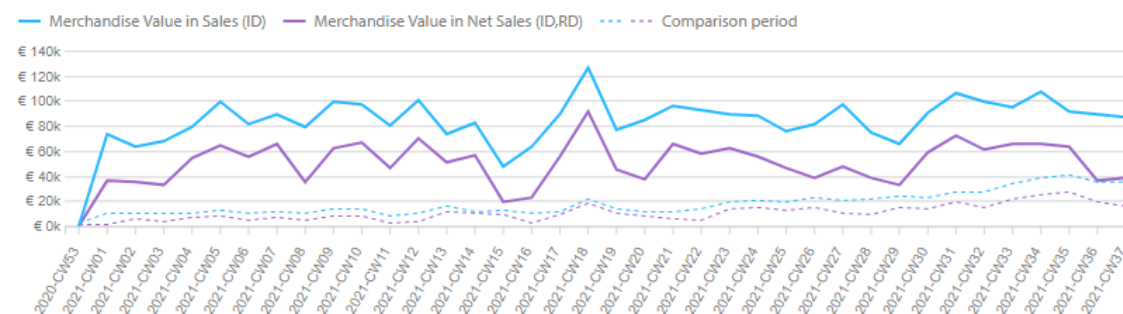
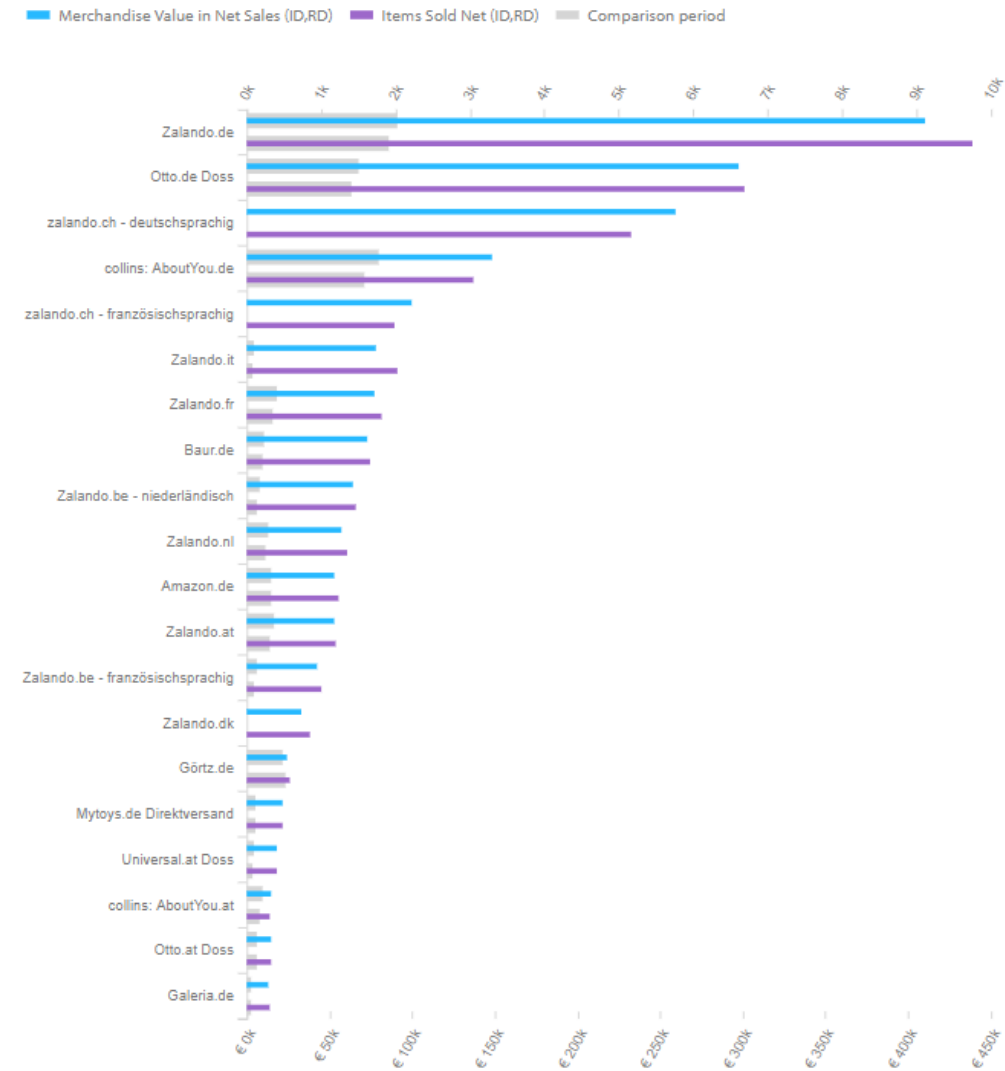For a more detailed figure, please refer to the feed " Data feed 1: SALES".

Gross sales vs. net sales per month
(excl. VAT.) YTD vs. LY

Legend: Merchandise Value in Sales (ID) — Merchandise Value in Net Sales (ID,RD) — Comparison period

Gross turnover vs. net turnover per calendar week (figure 6)

In this figure, you can observe both the demand-side turnover and the turnover of net sales per week compared to the previous year.

For a more detailed figure, please refer to the feed " Data feed 1: SALES".

Gross sales vs. net sales per CW
(excl. VAT.) YTD vs. LY

Legend: Merchandise Value in Sales (ID) — Merchandise Value in Net Sales (ID,RD) — Comparison period

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Dashboard: Performance KPIs

Relevant KPI's (figure 2,3,4,7,8)

These key figures are intended to show you your turnover and developments in relation to the respective comparison period at just one glance.

The first two key figures show both the demand-side turnover and the turnover of the net sales of the current year up to and including yesterday compared to the same period of the previous year. **(figure 2 & 3)**

The next two key figures show both the demand-side turnover and the turnover of the net sales of the current month up to and including yesterday compared to the same period of the previous month. **(figure 4 & 7)**

The following two key figures show both the demand-side turnover and the turnover of net sales for the current week up to and including yesterday compared to the previous week. **(figure 7 & 8)**

In this figure, you can observe both the demand-side turnover and the turnover of net sales per month compared to the previous year.

For a more detailed figure, please refer to the feed "Data feed 1: SALES".
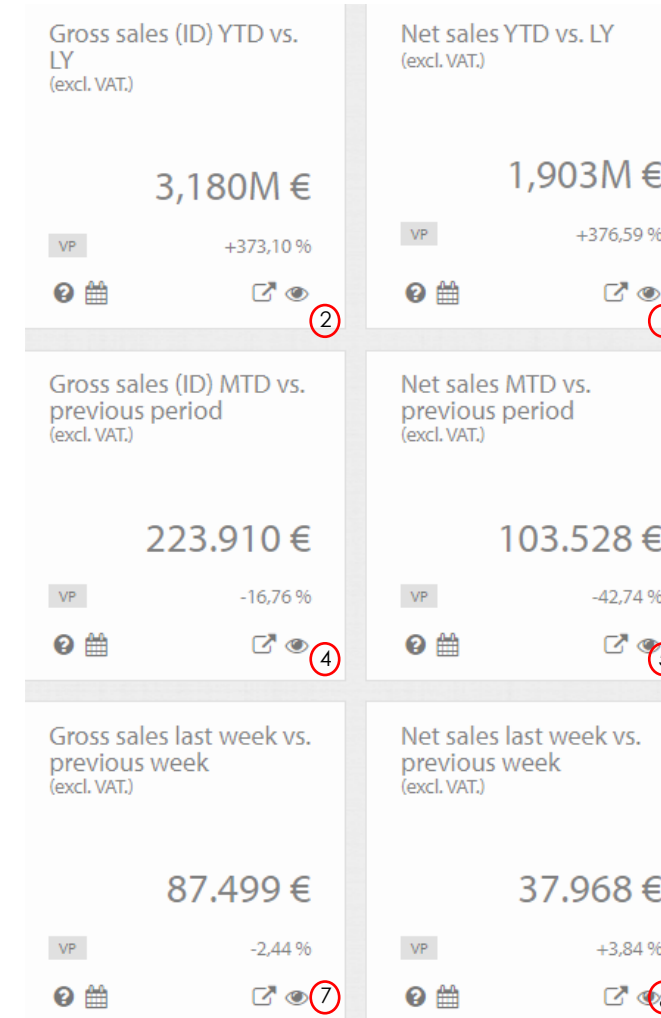
Dashboard: Performance KPIs

Net Sales & Net Sales Volume per Channel YTD vs. LY (figure 9)

In this figure you can see the turnover of net sales and demand at unit level per platform (top 20) for the current year up to yesterday compared to the same period last year.

This illustrates which platform accounts for the largest share of your sales and how demand has developed compared to the previous year.

For a more detailed figure, please refer to the feed "Data feed 1: SALES".

Net sales & net sales volume per channel (TOP 20)
(excl. VAT.) YTD vs. LY

- Merchandise Value in Net Sales (ID,RD)
- Items Sold Net (ID,RD)
- Comparison period

Zalando.de
Otto.de Doss
zalando.ch - deutschsprachig
collins: AboutYou.de
zalando.ch - französischsprachig
Zalando.it
Zalando.fr
Baur.de
Zalando.be - niederländisch
Zalando.nl
Amazon.de
Zalando.at
Zalando.be - französischsprachig
Zalando.dk
Görtz.de
Mytoys.de Direktversand
Universal.at Doss
collins: AboutYou.at
Otto.at Doss
Galeria.de

Dashboard: Performance KPIs

ø achieved sales price incl. VAT by channel YTD vs. LY (view 10)

This graph illustrates the average selling price including VAT you achieved with your products per platform this year up to and including yesterday compared to the same period last year.

The average selling price is a term that refers to the price at which your goods are sold on the platform. As the name suggests, it is an average price. Here you can see on which platform, for example, your high-priced items are bought more.

For a more detailed figure, please refer to the feed "Data feed 1: SALES".

ø achieved sales price by channel (TOP 20)
(excl. VAT.) YTD vs. LY

■ 01.01. - 19.09.21   ■ 01.01. - 19.09.20

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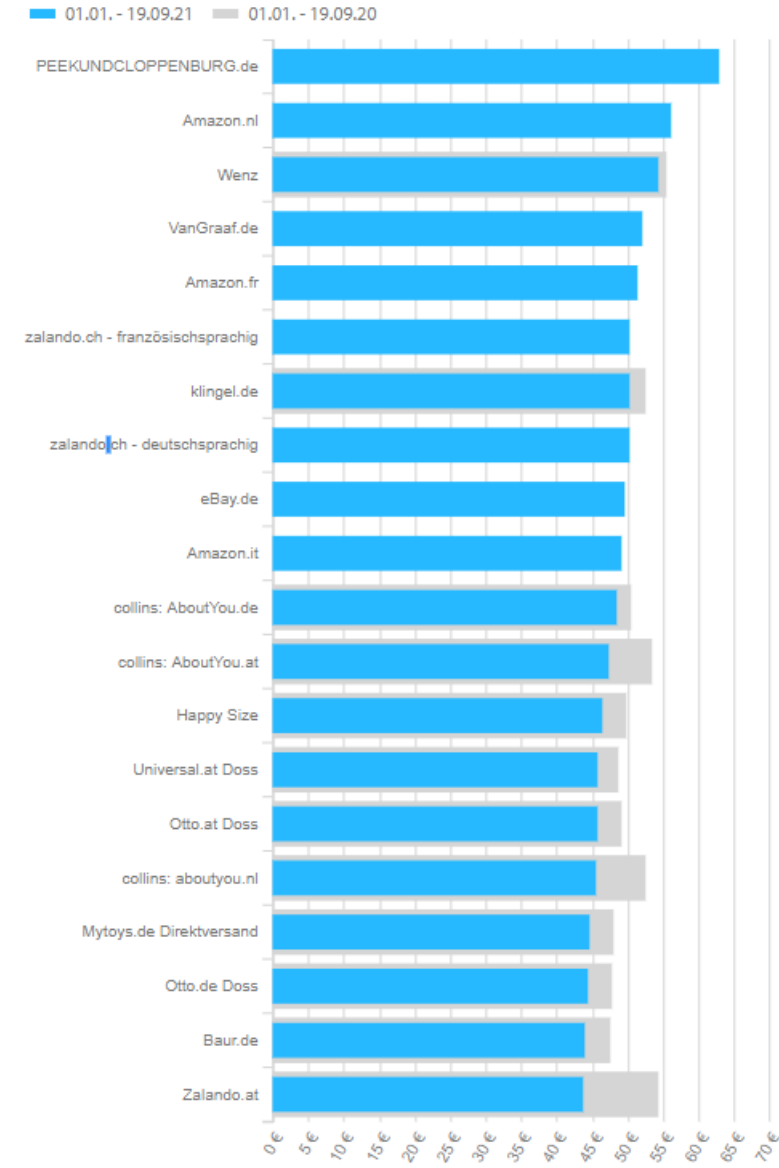
Dashboard: Performance KPIs

Value of goods in net sales (FD,RD) by product > category > level 2 per week (Figure 11)

In this graph you can see what share the respective product groups have in the turnover of their net sales per week. This is only a general overview. For a more detailed view, please refer to the feed "Data feed 2: ARTICLE STATUS per EAN".

Net sales by product group per CW
(excl. VAT.) YTD

⑪
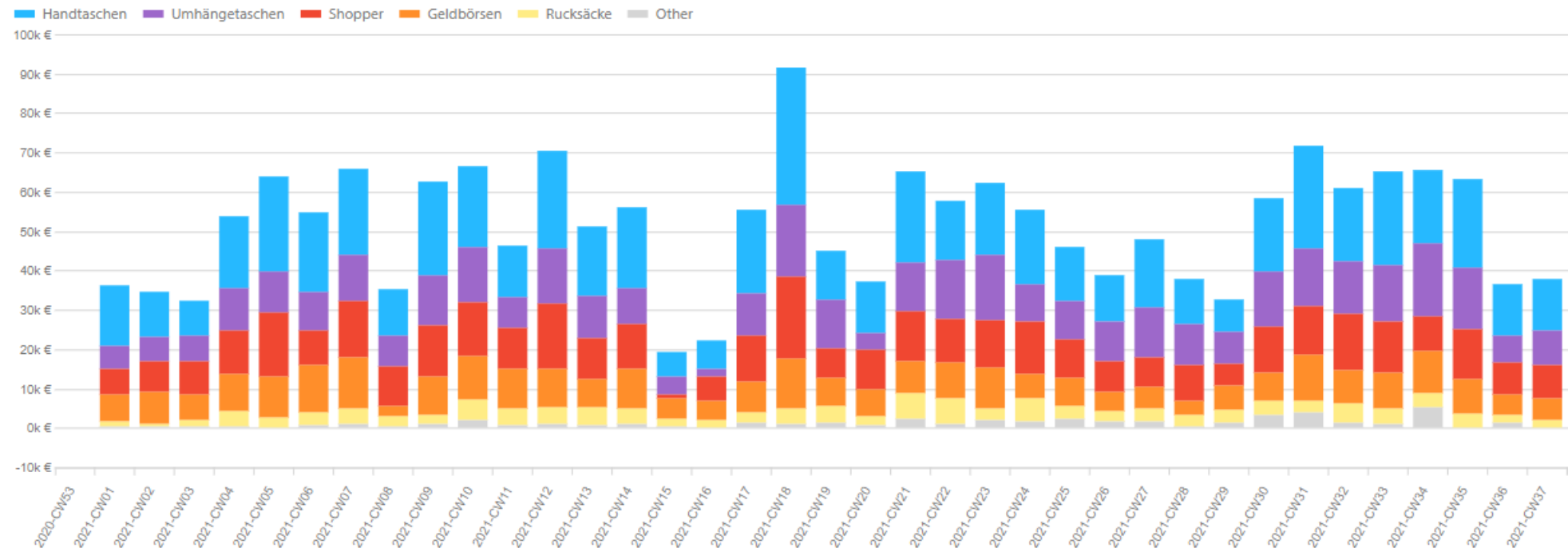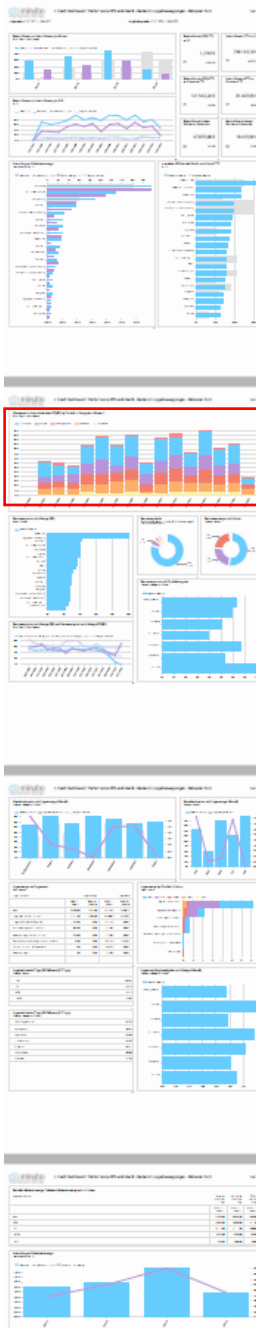
Dashboard: Performance KPIs

Reasons for returns (figure 13,14,17)

We also evaluate the reasons for returns indicated by the end customers for you. Please bear in mind that not every customer gives a reasons for why they have returned a product and that this may lead to distorted opinions.

Reasons for returns by season & product category (figure 14 & 17)

To give you a comparison between your product groups and the respective season, figure 14 shows the return quantity/share by season and figure 17 the ROR by product category.

Please consider here the respective sales per season or product category. If only one item of a product category or season was ordered and this item was subsequently returned, this gives a result of 100%. For a more detailed analysis, we recommend that you consult the key figures of the feeds.

Return rate by quantity (BD) and Return rate by quantity (FD,RD) (figure 16)

Figure 16 shows you the ROR on quantity level per calendar week in relation to the comparison period. Basically, the ROR (BD) is compared to the ROR (FD,RD).

Please note that the return rate according to BD is assigned to the respective date of the order (BD = "Booking Date"), while the return rate according to FD,RD is assigned to the date on which the return was booked into our warehouse, see example "Basic note on key figures".

For a more detailed figure, please refer to the feed " Data feed 2: ARTICLE STATUS per EAN".
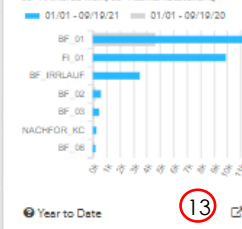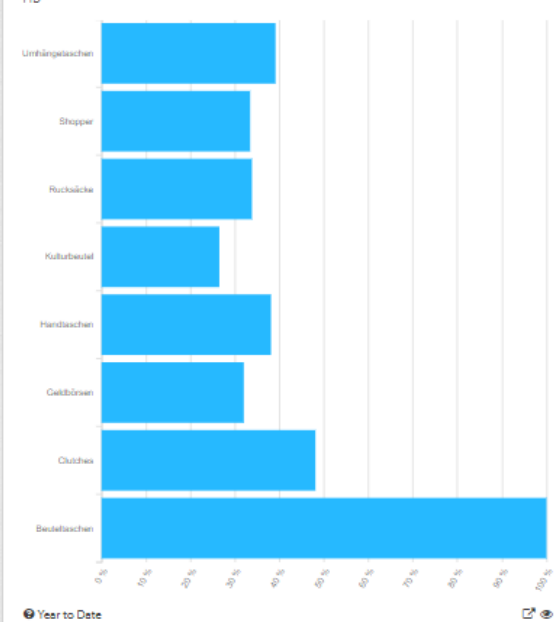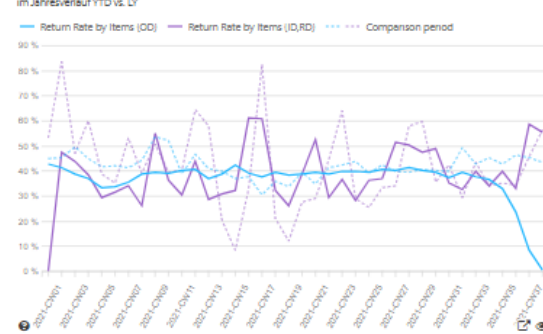
Dashboard: Performance KPIs

Sales quota and stock quantity (current) (figure 17)

The sales quota indicates what proportion of the goods on a unit basis was actually sold on the market (net sales).

Figure 17 gives you an overview of the sales quota of your product groups in relation to the current stock. Here the current stock is compared to the comparison period in order to make possible stock developments visible.

Note: The sales quota does not include a time component. You must therefore use other key figures for your analyses.

For a more detailed analysis, please refer to the feed "Data feed 2: ARTICLE STATUS per EAN".

Sales quota vs. stock quantity (previous day) per product category
YTD

Legend: Sell-Through-Rate — Items in Stock (Current)

Categories: Umhänget..., Shopper, Rucksäcke, Kulturbeutel, Handtasch..., Geldbörsen, Clutches, Beuteltasc...
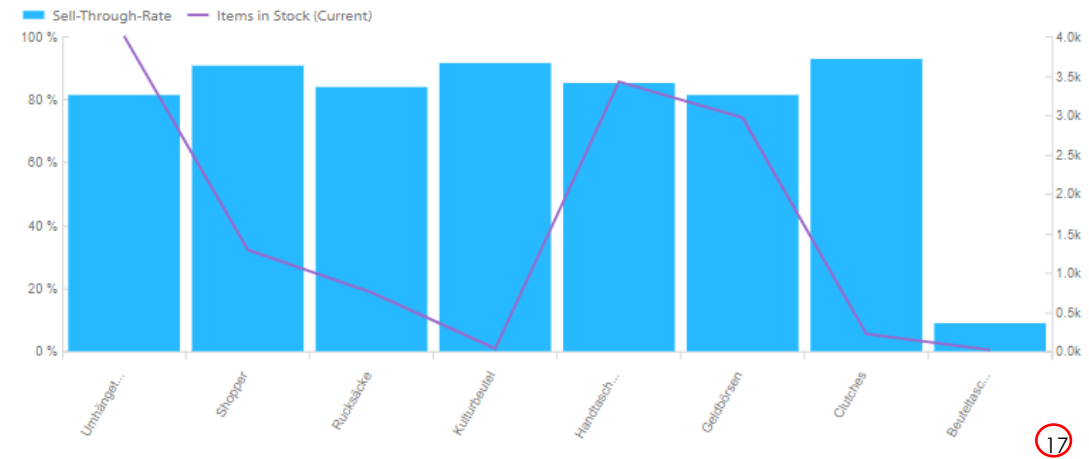
Dashboard: Performance KPIs

Sales quota and stock quantity(current) (figure 18)

Figure 18 gives you an overview of the sales quota of your seasonal collections in relation to the current stock quantity.

Stock quantity and stock value by stock location (figure 19)

Figure 19 illustrates your total stocks, which are available to us in the respective warehouses. In addition, a comparison with the previous year is shown.

For a more detailed figure, please refer to the feeds "Data feed 2: ARTICLE STATUS per EAN" and "Data feed 3: Deliveries per EK-BE_YTD".

Sales quota vs. stock quantity (previous day) per season
YTD

Legend: Sell-Through-Rate, Items in Stock (Current)

(18)

Stock quantity and stock value (previous day)
per storage location

Warehouse > Name	Items in Stock		Stock Value	
	09/19/21	09/19/20	09/19/21	09/19/20
Total	**12,692**	**11,749**	**€ 236,487**	**€ 275,512**
Fiege Apfelstädt A-Qualität	7,238	0	€ 119,650	€ 0.00
Lager von Brands Fashion	2,637	11,846	€ 58,756	€ 277,899
Fiege Apfelstädt Sperrlager	1,429	0	€ 28,082	€ 0.00
Transportlagerort BF-Umfuhr	1,112	0	€ 24,283	€ 0.00
Irrläufer und Nachforschungsaufträge	125	1	€ 2,590	€ 34.75
Retourenlager Brands Fashion Buchholz	64	-103	€ 1,402	€ -2,556
Fiege Apfelstädt C-Qualität	57	0	€ 1,086	€ 0.00
Reklamationssendungen an die Hersteller	12	15	€ 278.50	€ 377.00

(19)

Dashboard: Performance KPIs

Stock Quantity by Product > Season Stock > Name (figure 20)

Like figure 19, figure 20 also serves to illustrate your total stocks, which are available to us in the respective warehouses. The stock quantities are subdivided here into the respective season, so that you reveive an impression of what proportions make up the respective collections.

You will find an overview of the saleable warehouses in the glossary.

For a more detailed figure, please refer to the feed " Data feed 2: ARTICLE STATUS per EAN".

Storage quantity (previous day)
per storage location

NOS   HW21   FS21   HW20   FS20

Fiege Apfelstädt A-Qualität
Lager von Brands Fashion
Fiege Apfelstädt Sperrlager
Transportlagerort BF-Umfuhr
Irrläufer und Nachforschungsaufträge
Retourenlager Brands Fashion Buchholz
Fiege Apfelstädt C-Qualität
Reklamationssendungen an die Hersteller
Defekte Ware BrandsFashion Buchholz
Entsorgung / Schrott / Zur Prüfung
Retourenlager
Fiege About You D

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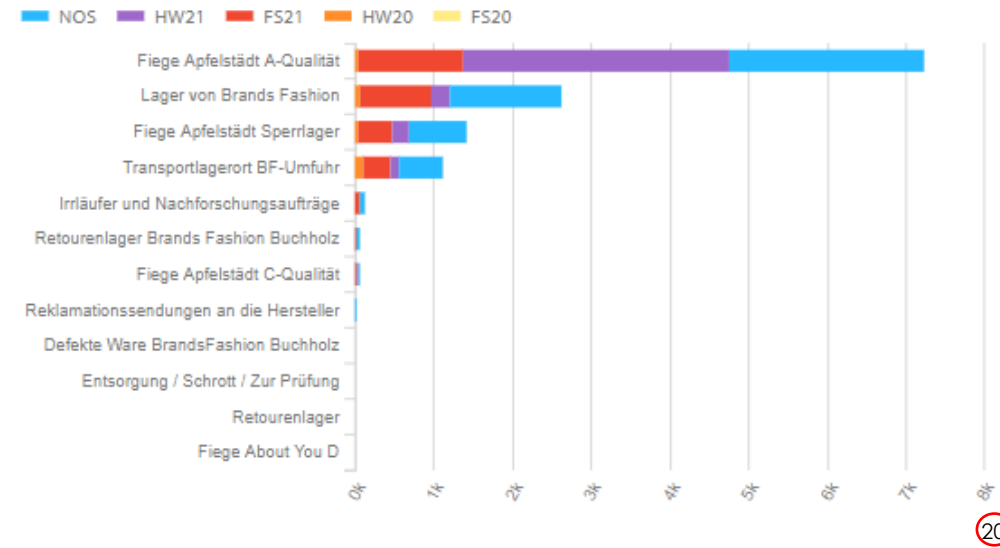
Dashboard: Performance KPIs

Stock range (figure 21 & 23)

The stock range allows you to see how long a stock will last based on item movements over the last 30 days. The stock range indicates the time at which an average stock level has been completely reduced. The stock range indicator used here is based on the following calculation: stock range = (average stock / average consumption).

In the figures you can see the stock range for your products of the respective season and the respective product group.

For a more detailed view, please refer to the feed " Data feed 2: ARTICLE STATUS per EAN".

Stock range based on sales of the last 30 days
Indicates the period in days in which the stock is completely used up

HW21	115
HW20	75
FS21	74

Stock range based on sales of the last 30 days
Indicates the period in days in which the stock is completely used up

Beuteltaschen	330
Geldbörsen	90
Rucksäcke	85
Umhängetaschen	80
Handtaschen	73
Shopper	57
Kulturbeutel	51
Clutches	41
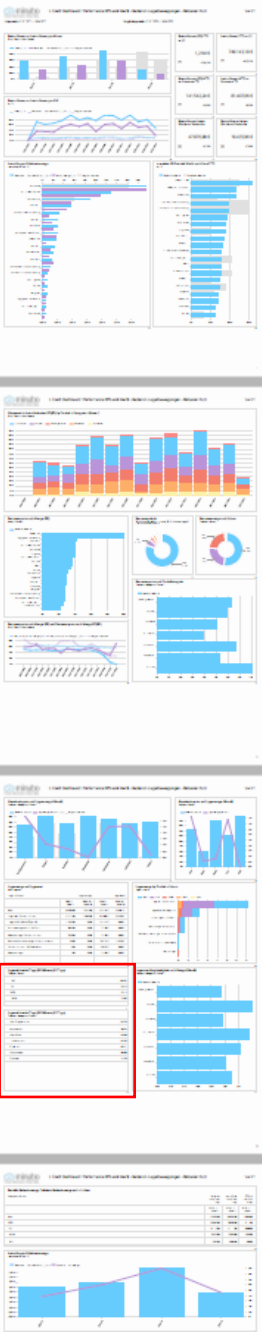
Dashboard: Performance KPIs

Stock Turnover Rate by Quantity (Current) (figure 22)

The stock turnover rate indicates how often an article/product group has completely withdrawn the stock on average during a given period of time and replaced it with new deliveries/re-deliveries. This key figure plays a decisive role for your reorder management and for logistics.

For a more detailed view, please refer to the feed " Data feed 2: ARTICLE STATUS per EAN".

Stock turnover rate by quantity is the quotient of sales quantity (ID) and ø stock quantity
shows how often the ø stock has been sold since the beginning of the year
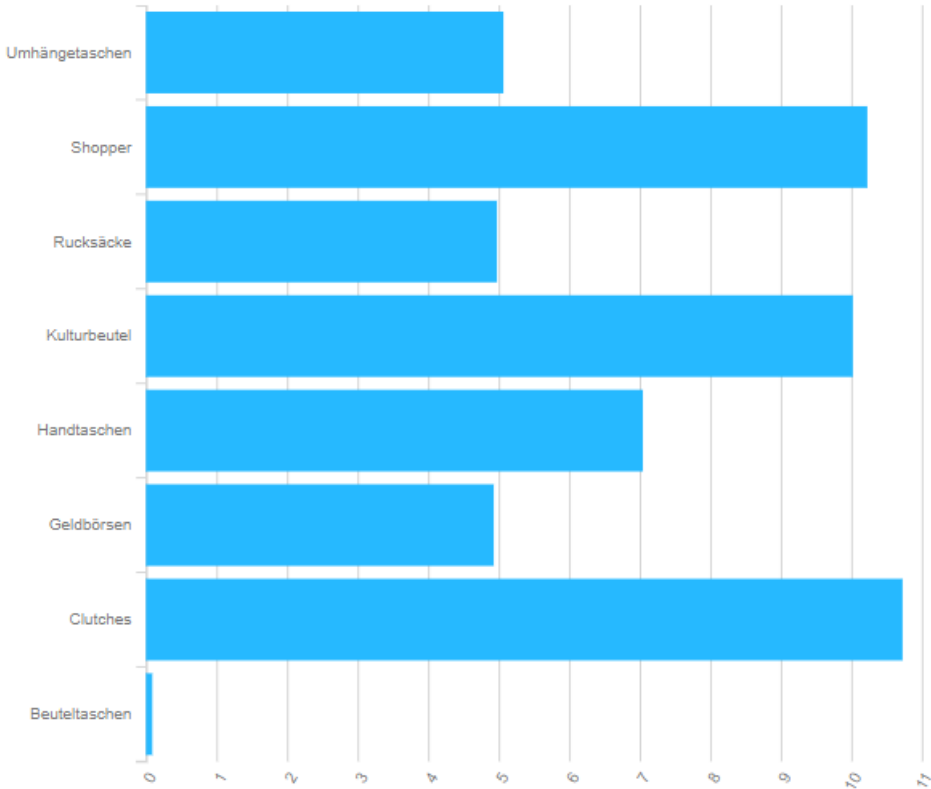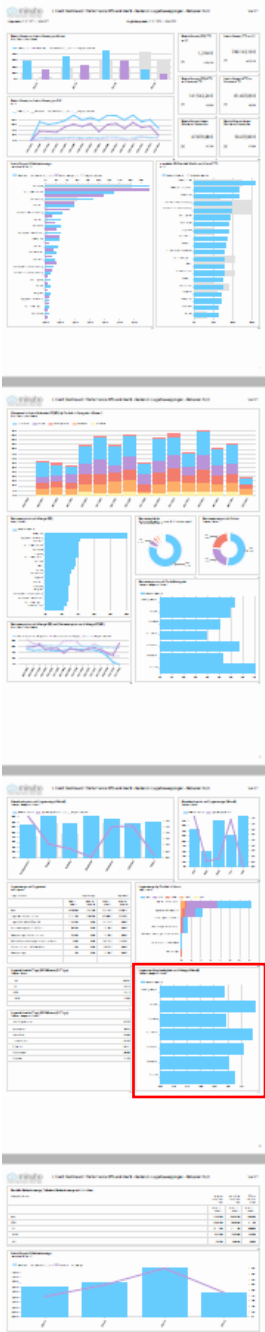
Dashboard: Performance KPIs

Ordered, Delivered and Open supply quantities (figure 24)

This figure includes an overview of the delivery monitoring based on the season. The key figure "Ordered purchase quantity" shows the delivery quantities notified by you. The "delivered purchase quantity" represents the quantity actually delivered by you and the quantities posted by us in the goods receipt. The "open purchase quantity" corresponds to the difference between both key figures and would therefore be the outstanding remaining quantity that has not yet been delivered.

For a more detailed view, please refer to the feed "Data feed 3: Deliveries per EK-BE_YTD".

Ordered, delivered and open supply quantities per season
YTD

Product > Season	Items in Purchase Orders	Items Delivered from Purchases	Items in Open Purchase Orders
	01/01 - 09/19/21	01/01 - 09/19/21	01/01 - 09/19/21
Total	**49,477**	**46,971**	**2,511**
NOS	23,454	21,938	1,521
FS21	13,190	12,901	289
HW21	8,692	8,025	667
HW20	4,141	4,107	34

24
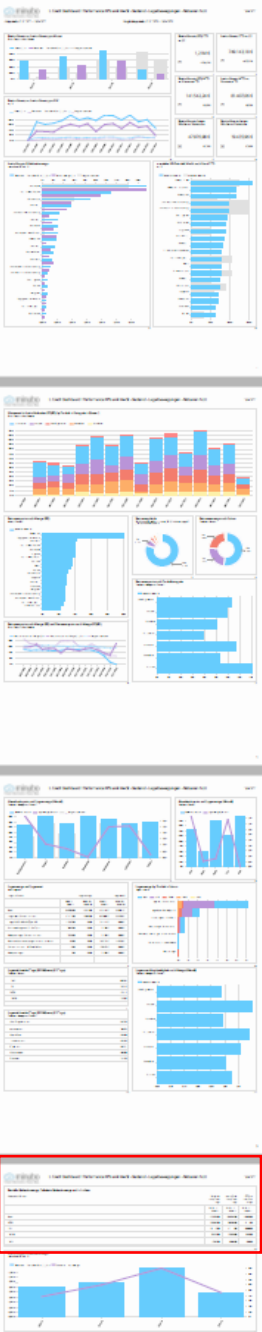
Dashboard: Performance KPIs

Sales Quanitiy vs. delivered quantity per month (figure 25)

In this figure you can see the sum of the monthly net sales and the delivered purchase quantity. An increase in the quantity delivered is usually accompanied by an increase in net sales in the case of well-chosen subsequent deliveries of best sellers.

For a more detailed figure, please refer to the feeds "Data feed 1: SALES" and "Data feed 3: Deliveries per EK-BE_YTD".

Sales quantity vs. delivered purchase quantity per month
YTD

REPORTS

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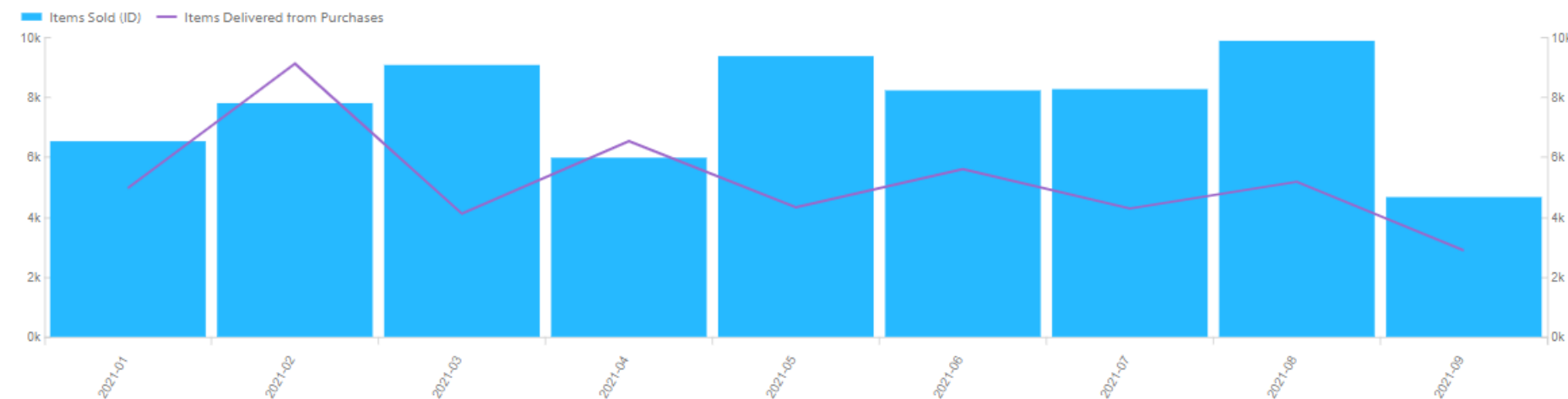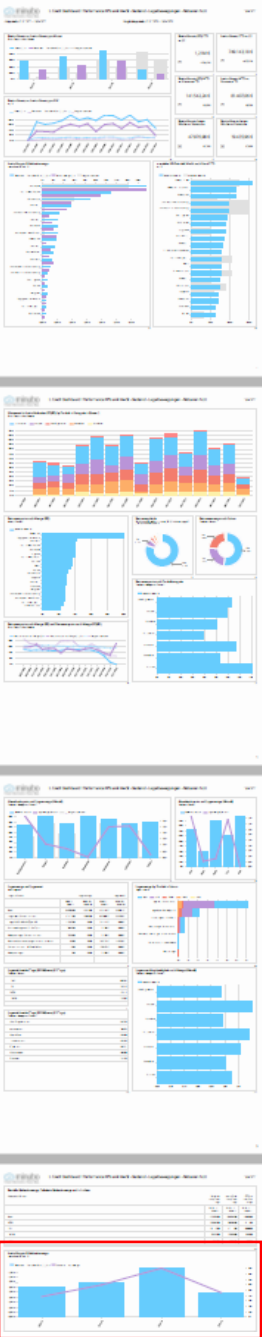
Reports - INTRODUCTION

General Information:

- You will receive the **dashboards** and **reports** as part of the mailing plan **once a week as a PDF attachment via e-mail.** ("Open in Minubo" as a function is not available).

- You can download the **feeds** for a stand-alone deep dive on a **daily** basis using the link provided or embed them in your own analysis tools via an interface.

- The **reports** represent an intermediate stage between the summary dashboards and the very detailed data feeds and thus offer you a further possibility to gain deeper insights without having to prepare the data yourself.

- Please see our **glossary** for an explanation of the KPIs.

- In the upper part of the first page, you will find the information of the periods under consideration and the creation date of the **report**.

- Please pay attention to the observation groups. All **reports** start with an "**Overview**" and are then displayed again according to TOP values of various attributes.

Report 1: TOP 25 EANs_SALES

Content:
- View of the top 25 EANs by net sales.

Values:
- Net sales volume
- Sales ratio
- ø- value of goods per net article sold (= average achieved sales price)
- Value of goods in net sales
- Sales quantity (SKU level),
- Return rate by quantity (30 days)

Level:
- General
- per top 10 product groups by net sales

Periods:
- Last two full calendar weeks

Season: Overall

Analysis Objective:
- Identify current top sellers regardless of season

Deep-Dive Feed:
- Data feed1: SALES

Report 1: TOP 27 EANs_SALES

(1) How many items were sold net in the respective period and in the period of comparison? (Delta Comp. = Delta comparison period)

(2) What proportion of the stock of the article variant (EAN) was sold in the specified period?

(3) At what average net sales price was the article variant (EAN) sold? In the respective period and in comparison.

(4) How much net turnover was achieved with the article variant (EAN) in the respective period and in the period comparison? (Delta Comp. = Delta comparison period)

(5) How many units of the article variant (EAN) were demanded gross in the last 30 days?

(6) How high was the returns rate for the article variant (EAN) in the specified period?

➔ **The same values for the TOP 10 product groups (according to net turnover) are shown below in the report.**

Report 2: TOP 10 PRODUCTGROUPS_SALES

Content:
- View of the top 10 product groups by net sales.

Values:
- Turnover, returns, stock ratios in period comparison.

Level:
- General
- per Top 10 product groups by net turnover

Periods:
- Last week vs. previous week
- This month until yesterday vs. two weeks before
- This year until yesterday vs. last year until each previous year's date

Season: Overall

Analysis Objective:
- To understand the percentage change in each KPI compared to the previous period.
- Identify relevant performance factors

Deep-Dive Feed:
- Data feed1: SALES

Report 2: TOP 10 PRODUCTGROUPS_SALES

(1) Has the net demand quantity/turnover increased or decreased compared to the previous period X?/By how much?

(2) Has the gross demand quantity/sales increased or decreased compared to the previous period X?/By how much?

(3) Were the articles sold on average at a higher or lower net sales price?

(4) Were more or fewer items (number) returned from the orders placed in the respective period than from the orders placed in the comparison period?

(5) Is the return rate of the orders placed in the respective period higher or lower than that of the orders placed in the comparison period? (Only returns of orders placed in this period)

(6) Is the rate of returns in the given period higher or lower than for the orders placed in the comparison period? (= "Total returned items/total shipped items" No reference to the original order)

(7) What proportion of the product group's stock in storage was sold in the period indicated compared to the comparison period?

(8) How often was the average stock of the product group fully sold in the specified period compared to the reference period?

→ **The same values for the TOP 10 product groups (according to net turnover) are shown below in the report.**

Frage	KPI	Last week			This month until yesterday			This year until yesterday		
		Actual	vs. Spec. Per.	Δ	Actual	vs. Spec. Per.	Δ	Actual	vs. Previous year (Date)	Δ
(1)	Net sales quantity (FD,RD)	377	1.071	-66,87%	1.892	3.747	-49,48%	16.973	1.831	826,98%
(1)	Value of goods in net sales (FD,RD)	19.436 €	76.169 €	-67,40%	98.694 €	182.987 €	-46,06%	766.430 €	97.816 €	683,74%
(1)	Value of goods in net sales (incl. VAT) (FD,RD)	22.377 €	66.101 €	-66,17%	116.767 €	213.149 €	-47,22%	903.171 €	116.796 €	674,61%
(2)	Sales quantity (FD)	916	1.779	-41,99%	3.770	7.728	-34,73%	27.114	3.274	728,16%
(2)	Value of goods in sales (FD)	47.977 €	82.062 €	-41,74%	193.980 €	280.913 €	-30,97%	1,264M €	179.712 €	603,78%
(2)	Value of goods in sales (incl. VAT) (FD)	76.421 €	96.247 €	-41,38%	228.020 €	329.946 €	-30,89%	1,487M €	214.104 €	794,60%
(3)	ø Value of goods per net item sold (FD,RD)	74,77 €	72,47 €	4,39%	72,16 €	48,86 €	6,76%	47,16 €	73,42 €	-17,47%
(4)	Return quantity (BD)	63	297	-78,64%	769	1.784	-68,11%	8.637	1.423	706,96%
(5)	Return rate by quantity (BD)	6,70%	21,87%	-69,38%	17,79%	31,44%	-49,76%	31,87%	43,29%	-26,42%
(6)	Return rate by quantity (FD,RD)	61,24%	32,17%	90,36%	49,77%	34,62%	43,12%	37,40%	44,07%	-17,14%
(7)	Sales rate	8,07%	17,76%	-48,77%	23,73%	37,96%	-38,03%	68,99%	78,42%	18,08%
(8)	Inventory turnover according to quantity	0,1	0,18	-44,73%	0,39	0,79	-33,24%	2,84	1,77	81,38%

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Report 3: TOP 10 SEASON_STYLES_SALES

Content:
- View of the top 10 styles of the current season by net sales.

Values:
- Turnover, returns, stock key figures in period comparison.

Level:
- General per Top 10 styles according to net turnover

Periods:
- Last week vs. previous week
- This month until yesterday vs. two weeks before
- This year up to yesterday vs. last year up to date of previous year

Season: Overall

Analysis Objective:
- To understand the percentage change in each KPI compared to the previous period.
- Identify relevant performance factors

Deep-Dive Feed:
- Data feed1: SALES

Report 3: TOP 10 SEASON_STYLES_SALES

(1) Has the net demand quantity/turnover increased or decreased compared to the previous period X?/By how much?

(2) Has the gross demand quantity/sales increased or decreased compared to the previous period X?/By how much?

(3) Were the articles sold on average at a higher or lower net sales price?

(4) Were more or fewer items (number) returned from the orders placed in the respective period than from the orders placed in the comparison period?

(5) Is the return rate of the orders placed in the respective period higher or lower than that of the orders placed in the comparison period?(Only returns of orders placed in this period)

(6) Is the rate of returns in the given period higher or lower than for the orders placed in the comparison period? (= "Total returned items/total shipped items" No reference to the original order)

(7) What proportion of the style's stock in storage was sold in the specified period compared to the comparison period?

(8) How often was the average stock of the style completely sold off in the specified period compared to the comparison period?

→ **The same values for the TOP 10 styles (according to net sales) are shown below in the report.**

Frage	KPI	Last week			This month until yesterday			This year until yesterday		
		Actual	vs. Spec. Per.	Δ	Actual	vs. Spec. Per.	Δ	Actual	vs. Previous year (Date)	Δ
(1)	Net sales quantity (FD,RD)	377	1.071	-66,87%	1.892	3.747	-49,48%	16.973	1.831	826,98%
(1)	Value of goods in net sales (FD,RD)	19.436 €	76.169 €	-67,40%	98.694 €	182.987 €	-46,06%	766.430 €	97.816 €	683,74%
(1)	Value of goods in net sales (incl. VAT) (FD,RD)	22.377 €	66.101 €	-66,17%	116.767 €	213.149 €	-47,22%	903.171 €	116.796 €	674,61%
(2)	Sales quantity (FD)	916	1.779	-41,99%	3.770	7.728	-34,73%	27.114	3.274	728,16%
(2)	Value of goods in sales (FD)	47.977 €	82.062 €	-41,74%	193.980 €	280.913 €	-30,97%	1,264M €	179.712 €	603,78%
(2)	Value of goods in sales (incl. VAT) (FD)	76.421 €	96.247 €	-41,38%	228.020 €	329.946 €	-30,89%	1,487M €	214.104 €	794,60%
(3)	ø Value of goods per net item sold (FD,RD)	74,77 €	72,47 €	4,39%	72,16 €	48,86 €	6,76%	47,16 €	73,42 €	-17,47%
(4)	Return quantity (BD)	63	297	-78,64%	769	1.784	-68,11%	8.637	1.423	706,96%
(5)	Return rate by quantity (BD)	6,70%	21,87%	-69,38%	17,79%	31,44%	-49,76%	31,87%	43,29%	-26,42%
(6)	Return rate by quantity (FD,RD)	61,24%	32,17%	90,36%	49,77%	34,62%	43,12%	37,40%	44,07%	-17,14%
(7)	Sales rate	8,07%	17,76%	-48,77%	23,73%	37,96%	-38,03%	68,99%	78,42%	18,08%
(8)	Inventory turnover according to quantity	0,1	0,18	-44,73%	0,39	0,79	-33,24%	2,84	1,77	81,38%

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Report 4: TOP 25 EANs_LOGISTIC

Content:
- Top 25 EANs by stock turnover rate

Values:
- Stock quantity
- Stock range
- Stock turnover rate
- Order/delivery quantity

Level:
- General
- per top 10 styles by stock turnover rate

Periods: Past week

Season: Overall

Analysis Objective:
- Control of subsequent deliveries on the basis of stock turnover frequency.

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_Report4: TOP 25 Styles_LOGISTIC

Sep 20, 2021

Time period: Sep 13, 2021 - Sep 19, 2021
Product > Brand > Name equals
Supplier > Name equals
Channel > Level 1 not equal (Otto.de Integrationsmodell)

(empty)

Rank	Product > Name	Product > Season	Product > SKU > Attribute 2	Product > SKU > Barcode	Items in Stock (Current)	Stock Value (Current)	Inventory Range (Days) (SKU Level) (30 Days)	Inventory Turnover by Items	Items in Purchase Orders	Items Delivered from Purchases
					Sep 13, 2021 - Sep 19, 2021	Sep 13, 2021 - Sep 19, 2021	Sep 13, 2021 - Sep 19, 2021	Sep 13, 2021 - Sep 19, 2021	Sep 13, 2021 - Sep 19, 2021	Sep 13, 2021 - Sep 19, 2021
1	Shopper Erpel Shopper	NOS	1001515	4062756029717	23.00	€ 534.75	23.30	1.22	25.00	0.00
2	Umhängetasche Feodora Umhängetasche	HW20	1001753	4062756033417	3.00	€ 85.00	18.46	1.03	0.00	0.00
3	Henkeltasche Ginger Henkeltasche	FS21	1002199	4062756047056	2.00	€ 58.00	60.00	1.00	0.00	0.00
4	Messenger Bag Ella Messenger Bag	NOS	1001871	4062756039471	14.00	€ 486.50	35.33	0.88	0.00	0.00
5	Umhängetasche Silke Umhängetasche	NOS	1000282	4016321706725	14.00	€ 434.00	22.22	0.82	0.00	0.00
6	Umhängetasche Belana Umhängetasche	NOS	1000069	4016321154229	13.00	€ 250.25	30.00	0.80	10.00	0.00
7	Henkeltasche Giula	FS21	1002229_COGNACWEISS	4062756047407	7.00	€ 112.00	20.27	0.73	0.00	0.00
8	Umhängetasche Ginger Umhängetasche	FS21	1002200	4062756047070	22.00	€ 511.50	30.00	0.70	0.00	0.00
9	Umhängetasche Sabrina Umhängetasche	NOS	1000281	4016321420621	9.00	€ 346.50	35.45	0.70	0.00	0.00
10	Brieftasche Ginger Geldbörse	FS21	1002117	4062756047094	3.00	€ 57.75	16.88	0.67	0.00	0.00
11	Henkeltasche Ember Henkeltasche	NOS	1000930	4062756015383	17.00	€ 527.00	22.62	0.62	0.00	0.00
12	Shopper Alena Shopper	NOS	1000079	4016321798720	22.00	€ 511.50	46.15	0.61	10.00	10.00
13	Brieftasche Gia	FS21	1002222_ORCHIDEE	4062756046462	6.00	€ 60.00	18.95	0.61	0.00	0.00
14	Hobo Genny Hobo	FS21	1002145	4062756043409	7.00	€ 217.00	63.75	0.60	0.00	0.00
15	Kulturbeutel Filiberta	NOS	1001955	4062756041351	33.00	€ 379.75	51.35	0.54	10.00	0.00
16	Beuteltasche Filiberta	NOS	1001638	4062756032946	71.00	€ 1,136	49.41	0.53	49.00	3.00
17	Clutch Macau	NOS	1001288	4062756025542	8.00	€ 124.00	42.63	0.50	10.00	0.00
18	Umhängetasche Clementina	NOS	1000302_SCHWARZ	4016321397725	2.00	€ 64.00	40.00	0.50	0.00	0.00
19	Umhängetasche Frankfurt	HW20	1001988	4062756042174	19.00	€ 441.75	54.00	0.49	0.00	0.00
20	Umhängetasche Filomena	HW20	1001803	4062756038757	4.00	€ 108.00	42.00	0.48	0.00	0.00
21	Umhängetasche Farhilde	NOS	1001564	4062756031499	55.00	€ 715.00	48.51	0.47	10.00	0.00
22	Henkeltasche Conny	NOS	101649_MARINE	4062756036715	46.00	€ 368.00	43.85	0.45	40.00	30.00
23	Umhängetasche Budapest Umhängetasche	NOS	1000060	4016321531822	40.00	€ 620.00	38.26	0.45	25.00	25.00

Report 4: TOP 25 EANs_LOGISTIC

(1) How many items are currently in stock?

(2) What is the current stock value (sales price)?

(3) How long does the average stock of the last 30 days last with the average sales of the last 30 days?

(4) How often was the average stock of the article variant (EAN) completely sold in the specified period?

(5) How many units of the article variant (EAN) were notified in the specified period?

(6) How many units of the article variant (EAN) were (subsequently) delivered in the specified period?

→ The same values for the TOP 10 product groups (according to Inventory turnover rate) are shown below in the report.

Rank	Product > Name	Product > Season	Product > SKU > Attribute 2	Product > SKU > Barcode	Items in Stock (Current) ①	Stock Value (Current) ②	Inventory Range (Days) (SKU Level) (30 Days) ③	Inventory Turnover by Items ④	Items in Purchase Orders ⑤	Items Delivered from Purchases ⑥
					Sep 13, 2021 - Sep 19, 2021	Sep 13, 2021 - Sep 19, 2021	Sep 13, 2021 - Sep 19, 2021	Sep 13, 2021 - Sep 19, 2021	Sep 13, 2021 - Sep 19, 2021	Sep 13, 2021 - Sep 19, 2021
1.	Shopper Erpel Shopper	NOS	1001515	4062756029717	23.00	€ 534.75	23.30	1.22	25.00	0.00
2.	Umhängetasche Feodora Umhängetasche	HW20	1001753	4062756033417	3.00	€ 85.00	18.46	1.03	0.00	0.00
3.	Henkeltasche Ginger Henkeltasche	FS21	1002199	4062756047056	2.00	€ 58.00	60.00	1.00	0.00	0.00

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Report 7: DELIVERIES

Contents:
- Overview of deliveries

Values:
- Ordered quantity = Notified quantity
- Delivered/stored quantity
- EK-BE (heyconnect delivery note number)

Level:
- General
- per Top 10 Styles according to stock turnover frequency

Period: Whole year until today

Analysis Objective:
- Feedback of open delivery stock

Deep-Dive Feed:
- Data feed 3: Deliveries per EK-BE_YTD

Report 4: TOP 27 EANs_LOGISTIC

(1) EK-BE = heyconnect delivery number

(2) Month and year of advice

(3) Advised quantity

(4) Value of goods of the advice (EK-Basis)

(5) Delivered quantity/delivered value of the delivery number

(6) Not delivered quantity of the delivery note see "Data feed 3: Deliveries per EK-BE_YTD" for the overview per EAN

(**Note**: Excess quantities are usually posted to a new EK-BE)

①	②	②		③	④	⑤	⑤	⑥
Purchase > Order > Number	Purchase > Order > Date > Month	Purchase > Order > Date > Year	Product > Brand > Name	Items in Purchase Orders	Value of Purchase Orders	Items Delivered from Purchases	Value of Delivered Purchases	Items in Open Purchase Orders
				01/01/21 - 09/19/21	01/01/21 - 09/19/21	01/01/21 - 09/19/21	01/01/21 - 09/19/21	01/01/21 - 09/19/21
Total				49,477.00	€ 1.045M	46,971.00	€ 992,972	2,511.00
EK-BE20102346	2	2021		3,160.00	€ 83,811	3,139.00	€ 83,514	21.00
EK-BE20103499	6	2021		2,512.00	€ 52,218	2,510.00	€ 52,158	2.00
EK-BE20103214	4	2021		2,022.00	€ 46,580	1,971.00	€ 45,370	51.00
EK-BE20104057	8	2021		1,513.00	€ 25,124	1,497.00	€ 24,706	16.00

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DATAFEEDS

Datafeeds - INTRODUCTION

General:

- The **feeds** for an **independent** deep dive can be downloaded **daily** via the link provided.

- We recommend that you use the raw data made to you in order to prepare your own analyses, for example in the form of Excel pivot tables. You can embed the links for daily updating via Excel instead of browser under the tab "Data" and by means of the "From the web" query: Here you will find a detailed tutorial.

- All feeds contain **previous day** data sets.

- Please see our **glossary** for an explanation of the KPIs.

- A detailed explanation per feed is not provided below due to the **flexible application options**. Please take the KPI meanings from the **glossary** here as well.

- The feeds provide raw data for the following areas:

✓ **Sales & Returns:**

       Datafeed 1: SALES

✓ **Article information incl. stock quantities:**

       Datafeed 2: ARTICLE STATUS per EAN

✓ **Deliveries:**

       Datafeed 3: DELIVERIES per EK-BE_YTD

Performance Factors

To conclude the manual, we would like to provide you with a few topics if you have encountered performance weaknesses through the data package:

✓ Were reductions made too early or too late?

✓ Was enough stock (re)supplied?

✓ Were poorly performing items deactivated/sourced out? (For example, if return rates were too high).

✓ Were items tagged for the new season? (Zalando specific requirement)

✓ Do you need to advertise to increase visibility?

If you have any questions, please feel free to contact us at any time!

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GLOSSAR - Attributes

Description	Attribute or KPI	Meaning
Order > Webshop Order > Number	Attribute	Ordernumber (Customer)
Purchase > Order > Date > Month	Attribute	Order Month
Purchase > Order > Number	Attribute	EK-BE-Number
Purchase > Order > Status	Attribute	Ordered
Purchase > Order > Date	Attribute	Delivery date
Channel > Level 1	Attribute	Sales Platform
Supplier > Name	Attribute	Supplier name
Product > Category > Level 1	Attribute	Top product category
Product > Category > Level 2	Attribute	Product category
Product > Brand > Name	Attribute	Brandname
Product > Name	Attribute	Style
Product > Number	Attribute	Heyconnect Articlenumber (ARTxxx)
Product > Season	Attribute	Saison
Product > SKU > Attribute 2	Attribute	Supplier Articlenumber
Product > SKU > Attribute 5	Attribute	Activation date at EAN level
Product > SKU > Barcode	Attribute	EAN
Product > SKU > Last Order Date	Attribute	Date of the last customer order
Product > SKU > Number	Attribute	Heyconnect Articlenumber (ARTxxx)
Product > SKU > Variation 1	Attribute	Colour
Product > SKU > Variation 2	Attribute	Size
Product > SKU > Variation 3	Attribute	Size (leg length)
Sale > Return > Reason Stock	Attribute	Return reason
Time > Date	Attribute	Date
Time > Date > Year-Month	Attribute	Month
Time > Date > Year-Week	Attribute	Calendarweek

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GLOSSAR - KPIs

Description	Attribute or KPI	Meaning	Explanation	Calculation formula
Ø Storage period by quantity (days) (SKU level) (30 days)	KPI	Average storage period	Indicates the period in days how long an EAN will be in stock in the case of a sale such as in the last 30 days.	*30 * ((Sales quantity (SKU level) (30 days)2 + Stock quantity (Current))/Sales quantity (SKU level) (30 days)*
Ø Value of goods per net item sold (FD,RD)	KPI	Ø achieved sales price	shows the quotient between net turnover and net sales volume	*Value of goods in net sales (FD,RD)/Net sales quantity (FD,RD)*
Ø Value of goods per net item sold (incl. VAT) (FD,RD)	KPI	Ø achieved sales price incl. VAT.	shows the quotient between net sales incl. VAT and net sales volume	*Value of goods in net sales incl. VAT. (FD,RD)/Net sales quantity (FD,RD)*
Ordered purchase quantity	KPI	Ordered purchase quantity	Sums up the number of SKU quantities ordered across the purchase order items	
Ordered purchase value	KPI	Ordered purchase value	Sums up the value of the ordered SKU quantities across the purchase order items	
Purchased quantity delivered	KPI	Purchased quantity delivered	sums up the number of SKU quantities delivered of the purchase order items.	
Delivered purchase value	KPI	Delivered purchase value	sums up the value of the delivered SKU quantities of the purchase order items.	
Stock quantity (Current)	KPI	Storage quantity (previous day)	Sums up the number of SKU quantities in the warehouse from the previous day	
Stock range (days) (SKU level) (30 days)	KPI	Storage range	Indicates the period in days in which the stock is completely used up if the sale runs like it did in the last 30 days.	
Inventory turnover according to quantity	KPI	ITO	shows how often the ø stock has been sold since the beginning of the year	*Sales quantity (FD)/ø Stock quantity*
Stock value (Current)	KPI	Stock value (previous day)	Sums up the value of SKU quantities in the warehouse from the previous day.	
Net sales quantity (FD,RD)	KPI	Net sales volume	Sums up the number of non-returned sales quantities	

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GLOSSAR - KPIs

Description	Attribute or KPI	Meaning	Explanation	Calculation Formular
Returned quantity (RD)	KPI	Return quantity	Sums up the number of returned SKU quantities in return items.	*Sales quantity (FD)*Returns rate by quantity (FD, RD)*
Return rate by quantity (BD)	KPI	Return rate (order-related)	Takes into account all orders that have been ordered/ triggered	
Return rate by quantity (FD, RD)	KPI	Return rate (invoice-related)	Takes into account all orders that have been returned and invoiced.	
Sales quantity (FD)	KPI	Sales volume	Sums up the number of SKU quantities invoiced in sales items	
Sales quantity (SKU level) (30 days)	KPI	Sales volume of the last 30 days	Sums up the number of SKU quantities invoiced in sales items in the last 30 days	
Cost of sales (SKU level)	KPI	Average purchase price	Indicates the average value of a SKU measured against the purchase price	
Use of goods in net sales (FD,RD)	KPI	Purchase value	Sums up the value of goods in net sales measured by their purchase price	*Value of goods in net sales (FD,RD) - Net gross profit on value of goods (FD,RD)*
Value of goods in net sales (FD,RD)	KPI	Net turnover	Sums up the value of goods in net sales	
Value of goods in net sales (incl. VAT) (FD,RD)	KPI	Net turnover incl. VAT	Sums up the value of goods in net sales incl. VAT.	
Value of goods in returns (RD)	KPI	Turnover from returns	Sums up the value of goods in returns	
Value of goods in sales (FD)	KPI	Gross turnover	Sums up the value of goods in sales before returns incl. VAT.	
Value of goods in sales (incl. VAT) (FD)	KPI	Brutto-Umsatz inkl. MwSt.	Sums up the value of goods in sales before returns	
Time since first order (days) (SKU level)	KPI	Time since first order in days	Indicates the period in days since the first order, on EAN level	

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GLOSSAR – Reasons for Return

Sale > Return > Basic Warehouse	Reason for return Description
1	I do not like this item
2	Item too large
3	Item too small
4	Value for money
5	Delivery too late
6	Item different than shown
7	Wrong item
8	Choice order
9	Damaged or wrong item
91	Reclamation (material defect/ processing defect)
101	Reconditioning/ Repair
102	Complaint clarification case
103	Item damaged - not the customer's fault
10	Defective item
01	I do not like the item
02	Item too large
03	Item too small
04	Value for money
05	Delivery too late
06	Item different than shown
07	Wrong item
08	Choice order
09	Damaged or wrong item

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Thank You!

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