

NOTATION RULES APPLIED TO BUSINESS INTELLIGENCE SYSTEMS

We think that even leading BI tools could improve their user interface if they would apply our SUCCESS rules and the visualization concept of hi-notation – see www.success.hichert.com and www.hi-notation.hichert.com.

Here I try to apply the concept to a screenshot of QlikView.

Regards
Rolf Hichert

rh@hichert.com





Wichtig

Wenn Ihr Browser diese pdf-Datei nicht im Vollbild-Modus anzeigen kann, so müssen Sie sie zunächst auf Ihrem Computer **speichern**.

Nach dem Öffnen der Datei können Sie den **Vollbild-Modus** mit **Ctrl+L** (Windows) oder **Ctrl+Cmd+F** (Mac) starten.

Der Vollbild-Modus ist wichtig, um die vielen kleinen Schritte in dieser Präsentation zu erkennen.



Important

If your browser does not allow to view this pdf file in full screen mode you must **save** the file on your computer first.

After opening the file you turn on **full screen mode** by clicking **Ctrl+L** (Windows) or **Ctrl+Cmd+F** (Mac).

Full screen mode is important to see and understand the many small steps in this presentation.

2009 2008 2007 2006 Jan Feb Mrz Apr Mai Jun Jul Aug Sep Okt Nov Dez Week

Customer ?

- Modehuset Abel
- TTT-The Ticky Tie
- Jazz Style Fashion& Art
- Da Santho Cosmethia

Salesrep 🔍

- Rock Roll
- Elvis Presley
- Rob Carsson
- Joan Callins

Product ?

- Mehmet-Napp
- Mehmet-Skor
- Sumi Underwear
- Shagall Socks

product development

seasonal revenue YTD

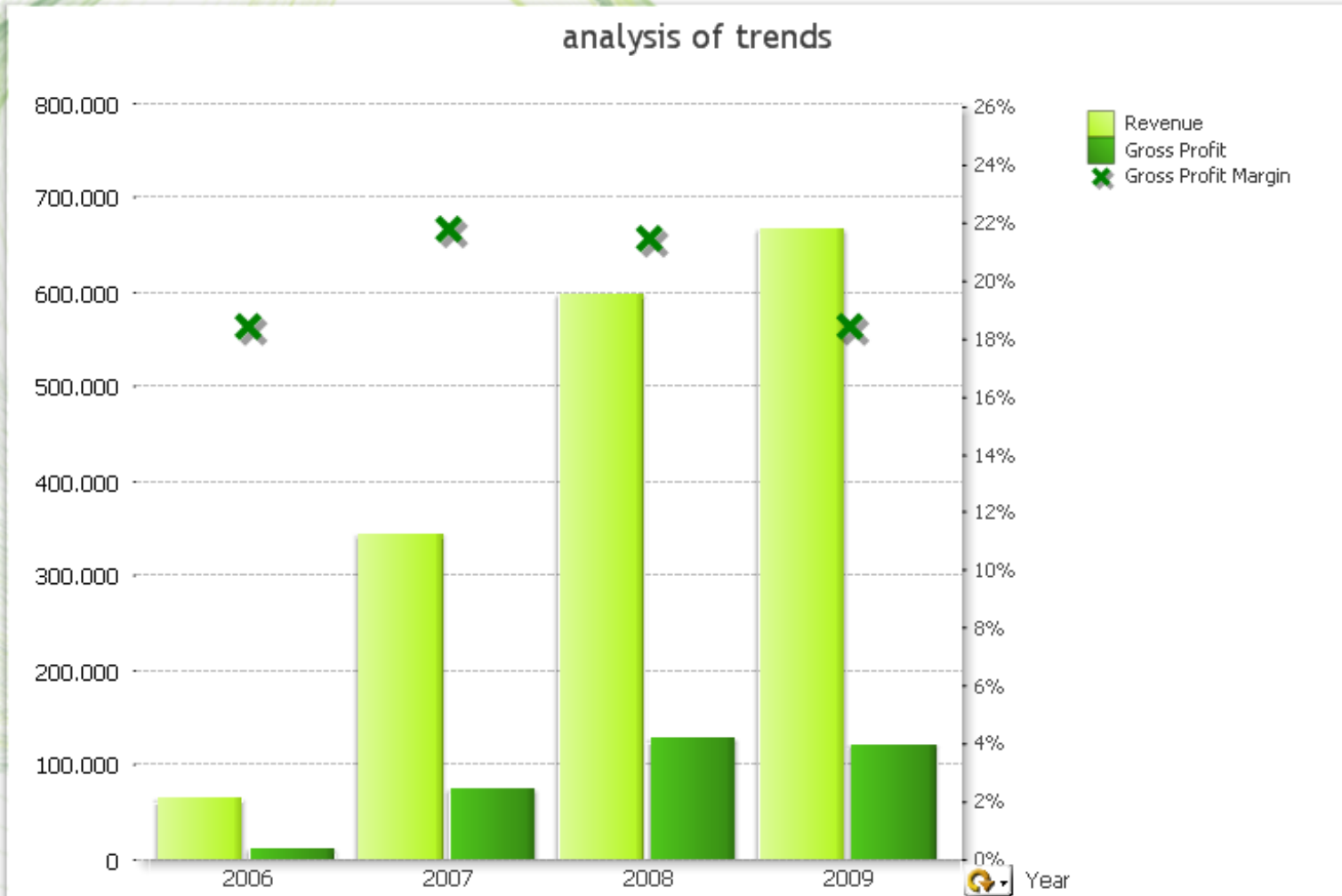
rolling 3 6 9

analysis of salestrends

customer revenue YTD

Feld Filter

Verteilun. smethode proportional



2009 2008 2007 2006 Jan Feb Mrz Apr Mai Jun Jul Aug Sep Okt Nov Dez Week

Customer ?
Modehuset Abel
TTT-The Ticky Tie
Jazz Style Fashion& Art
Da Santho Cosmethia

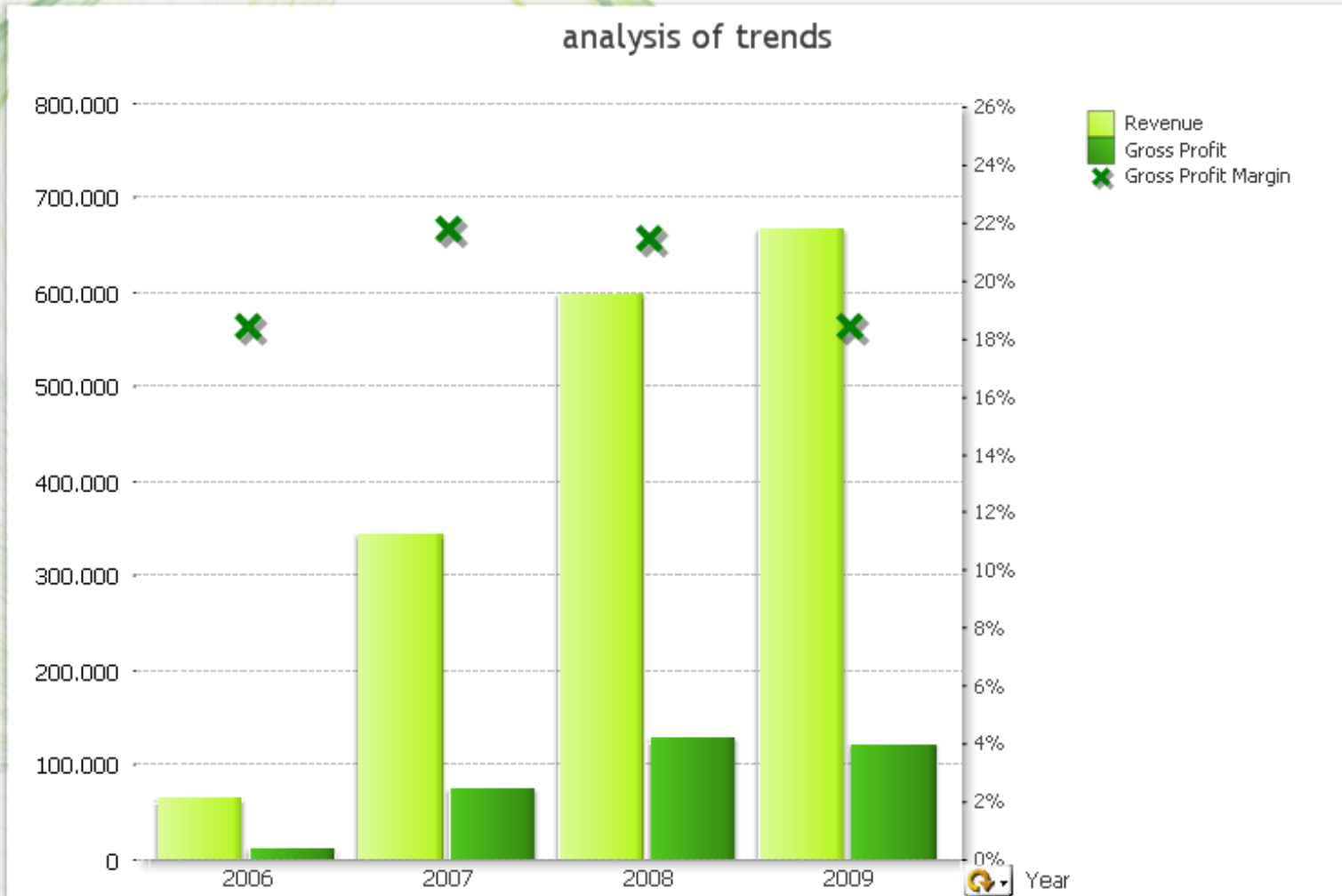
Salesrep 🔍
Rock Roll
Elvis Presley
Rob Carsson
Joan Callins

Product ?
Mehmet-Napp
Mehmet-Skor
Sumi Underwear
Shagall Socks

product development
seasonal revenue YTD

rolling 3 6 9
analysis of salestrends
customer revenue YTD

Feld Filter
Verteilun. 2 proportional smethode



2009 2008 2007 2006 Jan Feb Mrz Apr Mai Jun Jul Aug Sep Okt Nov Dez Week

Customer ?

- Modehuset Abel
- TTT-The Ticky Tie
- Jazz Style Fashion& Art
- Da Santho Cosmethia

Salesrep 🔍

- Rock Roll
- Elvis Presley
- Rob Carsson
- Joan Callins

Product ?

- Mehmet-Napp
- Mehmet-Skor
- Sumi Underwear
- Shagall Socks

product development

seasonal revenue YTD

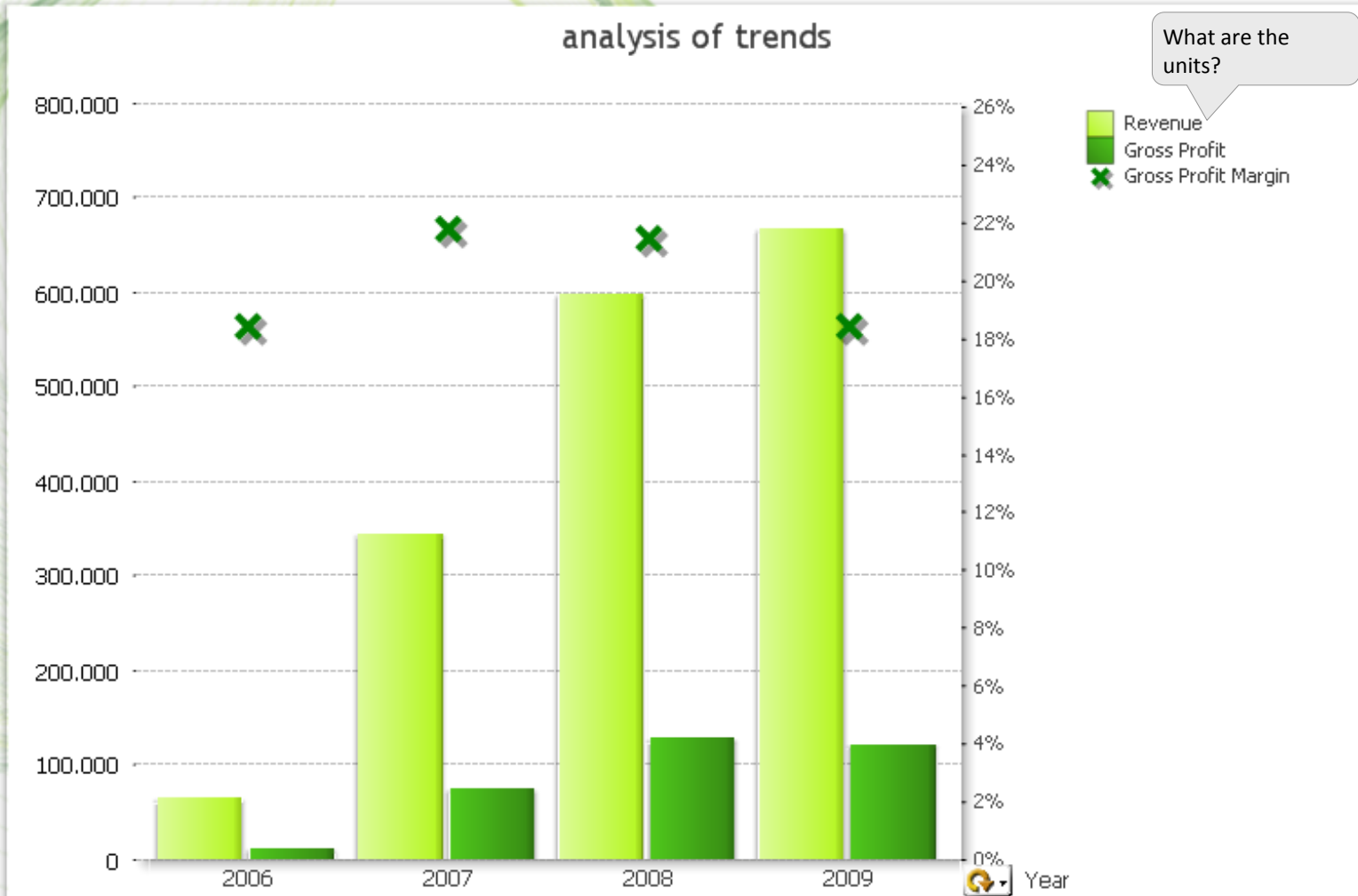
rolling 3 6 9

analysis of salestrends

customer revenue YTD

Feld Filter

Verteilun? proportional smethode



2009 2008 2007 2006 Jan Feb Mrz Apr Mai Jun Jul Aug Sep Okt Nov Dez Week

Customer ?

- Modehuset Abel
- TTT-The Ticky Tie
- Jazz Style Fashion& Art
- Da Santho Cosmethia

Salesrep 🔍

- Rock Roll
- Elvis Presley
- Rob Carsson
- Joan Callins

Product ?

- Mehmet-Napp
- Mehmet-Skor
- Sumi Underwear
- Shagall Socks

product development

seasonal revenue YTD

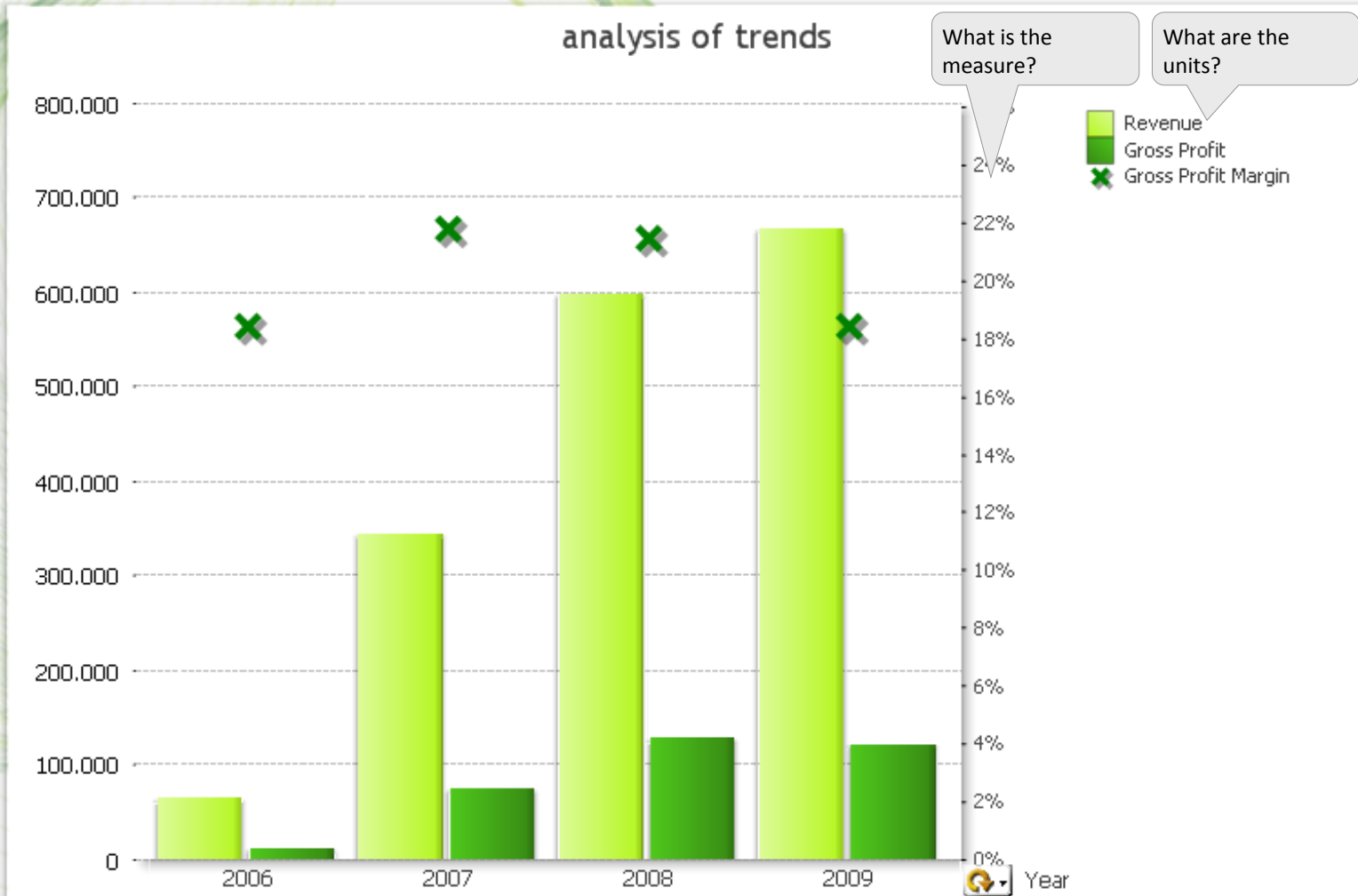
rolling 3 6 9

analysis of salestrends

customer revenue YTD

Feld Filter

Verteilun? proportional smethode



2009 2008 2007 2006 Jan Feb Mrz Apr Mai Jun Jul Aug Sep Okt Nov Dez Week

Customer ?

- Modehuset Abel
- TTT-The Ticky Tie
- Jazz Style Fashion& Art
- Da Santho Cosmethia

Salesrep ?

- Rock Roll
- Elvis Presley
- Rob Carsson
- Joan Callins

Product ?

- Mehmet-Napp
- Mehmet-Skor
- Sumi Underwear
- Shagall Socks

product development

seasonal revenue YTD

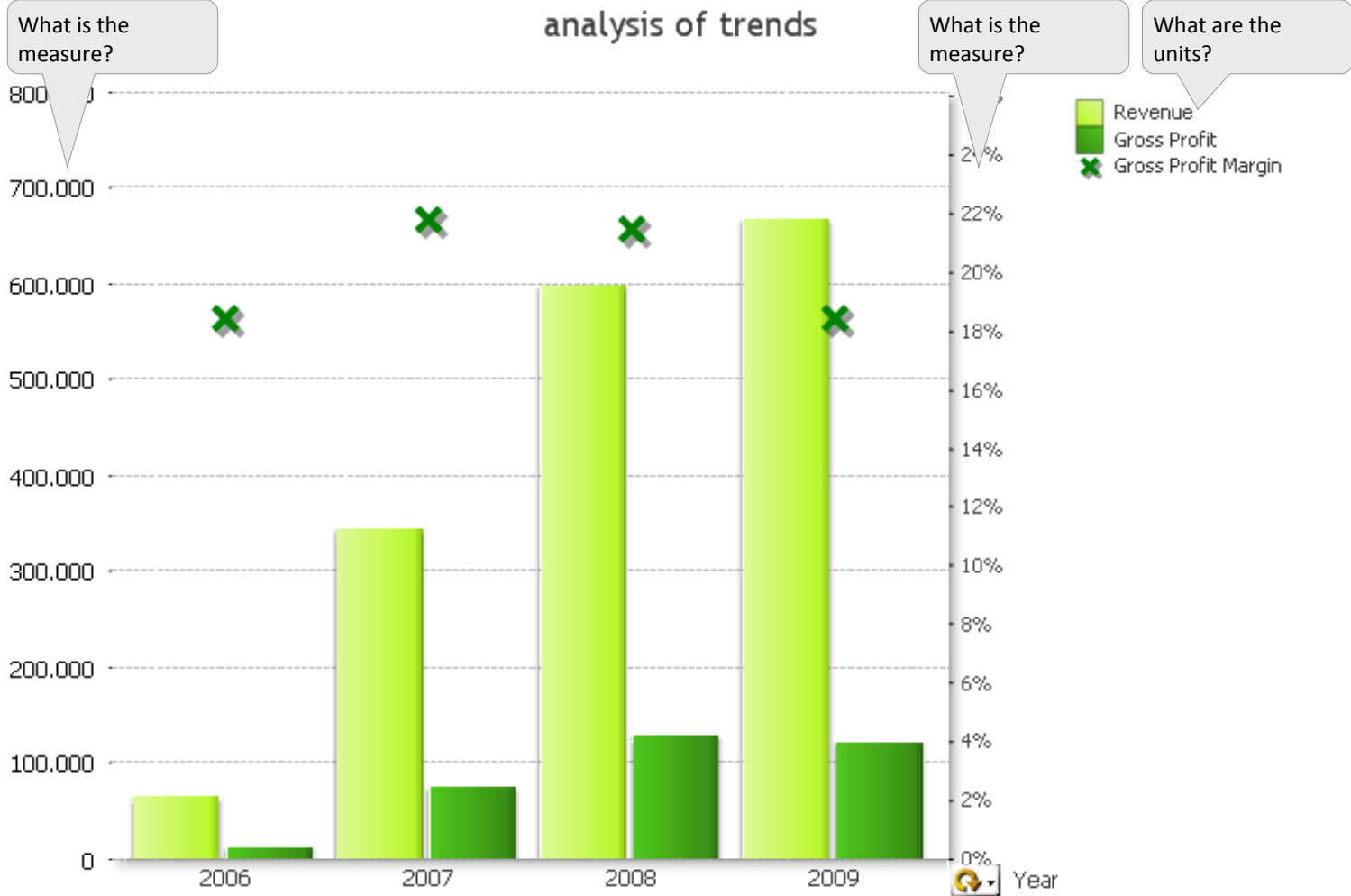
rolling 3 6 9

analysis of salestrends

customer revenue YTD

Feld Filter

Verteilun? proportional smethode



2009 2008 2007 2006 Jan Feb Mrz Apr Mai Jun Jul Aug Sep Okt Nov Dez Week

Customer ?

- Modehuset Abel
- TTT-The Ticky Tie
- Jazz Style Fashion& Art
- Da Santho Cosmethia

Salesrep 🔍

- Rock Roll
- Elvis Presley
- Rob Carsson
- Joan Callins

Product ?

- Mehmet-Napp
- Mehmet-Skor
- Sumi Underwear
- Shagall Socks

product development

seasonal revenue YTD

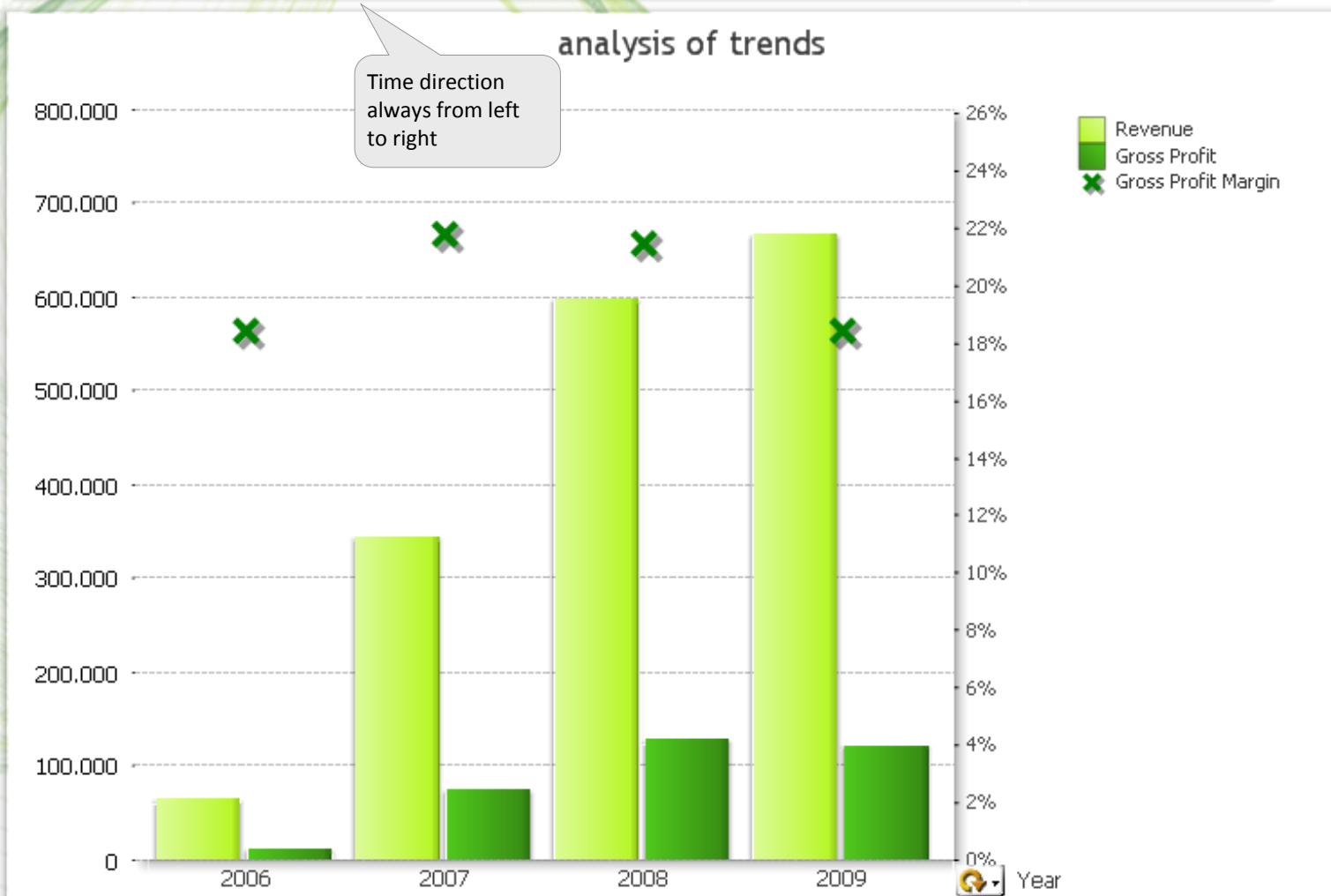
rolling 3 6 9

analysis of salestrends

customer revenue YTD

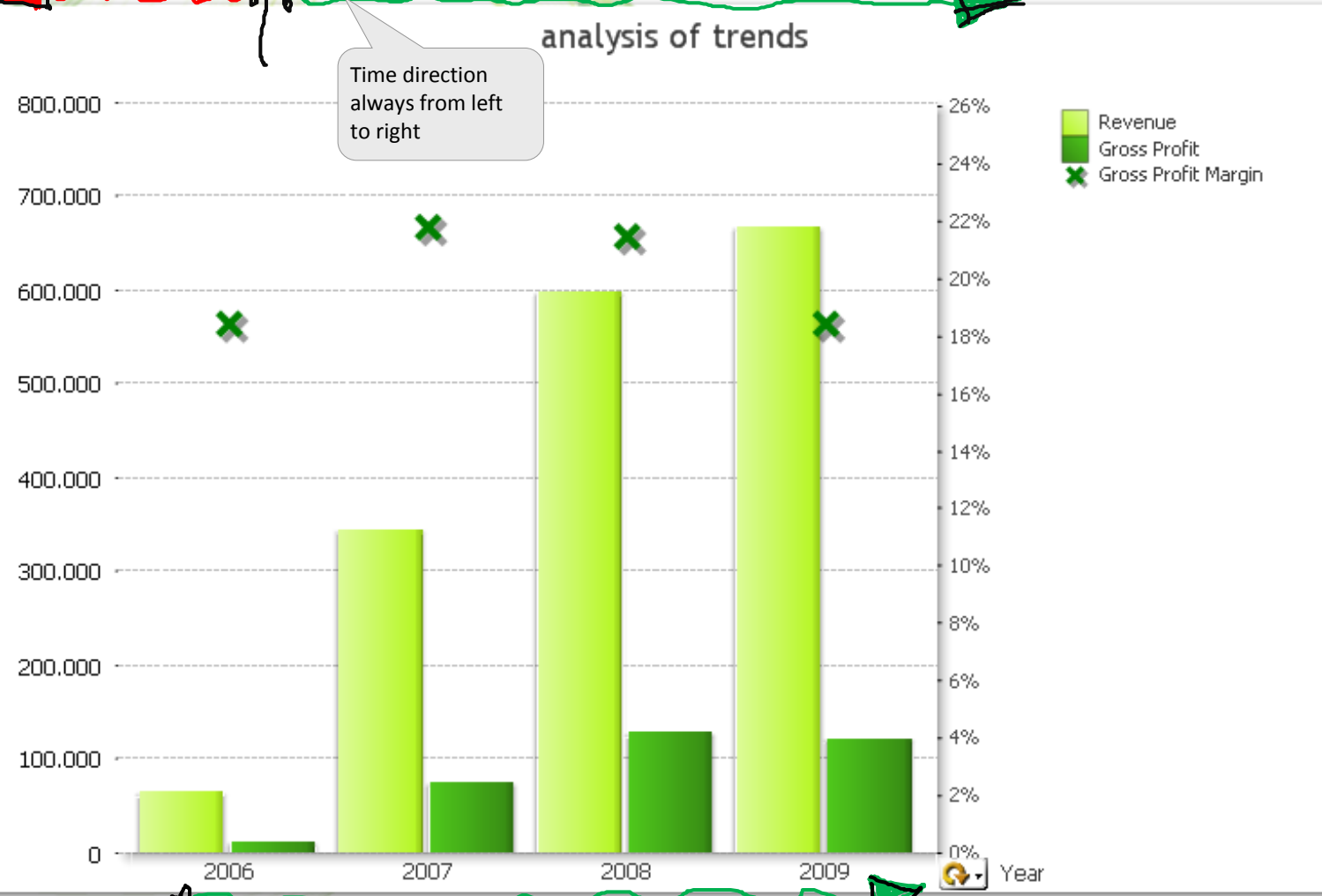
Feld Filter

Verteilun. proportional smethode



2009 2008 2007 2006 Jan Feb Mrz Apr Mai Jun Jul Aug Sep Okt Nov Dez Week

- Customer** ?
 - Modehuset Abel
 - TTT-The Ticky Tie
 - Jazz Style Fashion& Art
 - Da Santho Cosmethia
- Salesrep**
 - Rock Roll
 - Elvis Presley
 - Rob Carsson
 - Joan Callins
- Product** ?
 - Mehmet-Napp
 - Mehmet-Skor
 - Sumi Underwear
 - Shagall Socks
- product development
- seasonal revenue YTD
- rolling 3 6 9
- analysis of salestrends
- customer revenue YTD
- Feld Filter
 - Verteilun? proportional
 - smethode



2009 2008 2007 2006 Jan Feb Mrz Apr Mai Jun Jul Aug Sep Okt Nov Dez Week

Customer ?

- Modehuset Abel
- TTT-The Ticky Tie
- Jazz Style Fashion& Art
- Da Santho Cosmethia

Salesrep 🔍

- Rock Roll
- Elvis Presley
- Rob Carsson
- Joan Callins

Product ?

- Mehmet-Napp
- Mehmet-Skor
- Sumi Underwear
- Shagall Socks

product development

seasonal revenue YTD

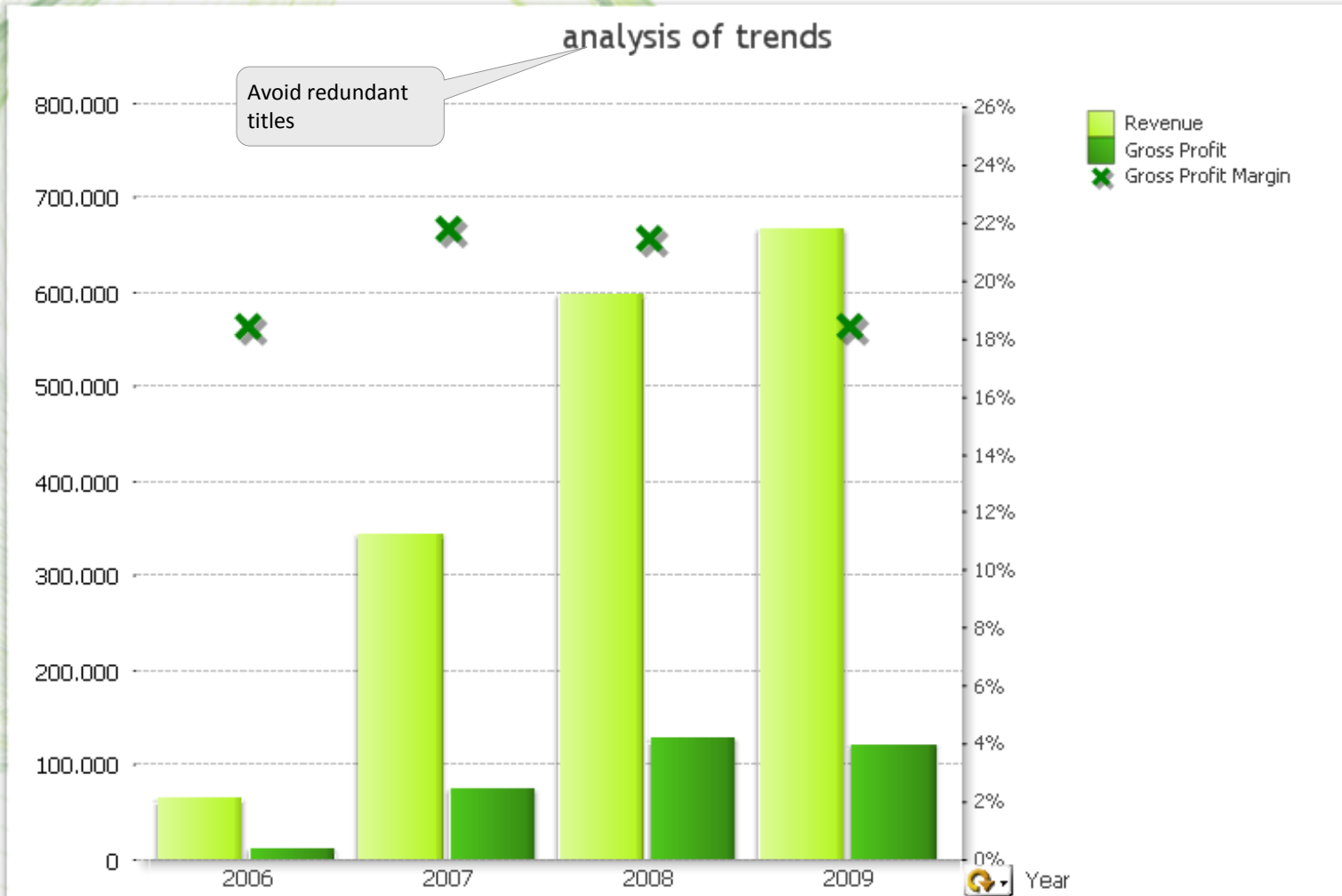
rolling 3 6 9

analysis of salestrends

customer revenue YTD

Feld Filter

Verteilun. proportional smethode



Avoid redundant titles

Revenue
Gross Profit
Gross Profit Margin

2009 2008 2007 2006 Jan Feb Mrz Apr Mai Jun Jul Aug Sep Okt Nov Dez Week

Customer ?

- Modehuset Abel
- TTT-The Ticky Tie
- Jazz Style Fashion& Art
- Da Santho Cosmethia

Salesrep 🔍

- Rock Roll
- Elvis Presley
- Rob Carsson
- Joan Callins

Product ?

- Mehmet-Napp
- Mehmet-Skor
- Sumi Underwear
- Shagall Socks

product development

seasonal revenue YTD

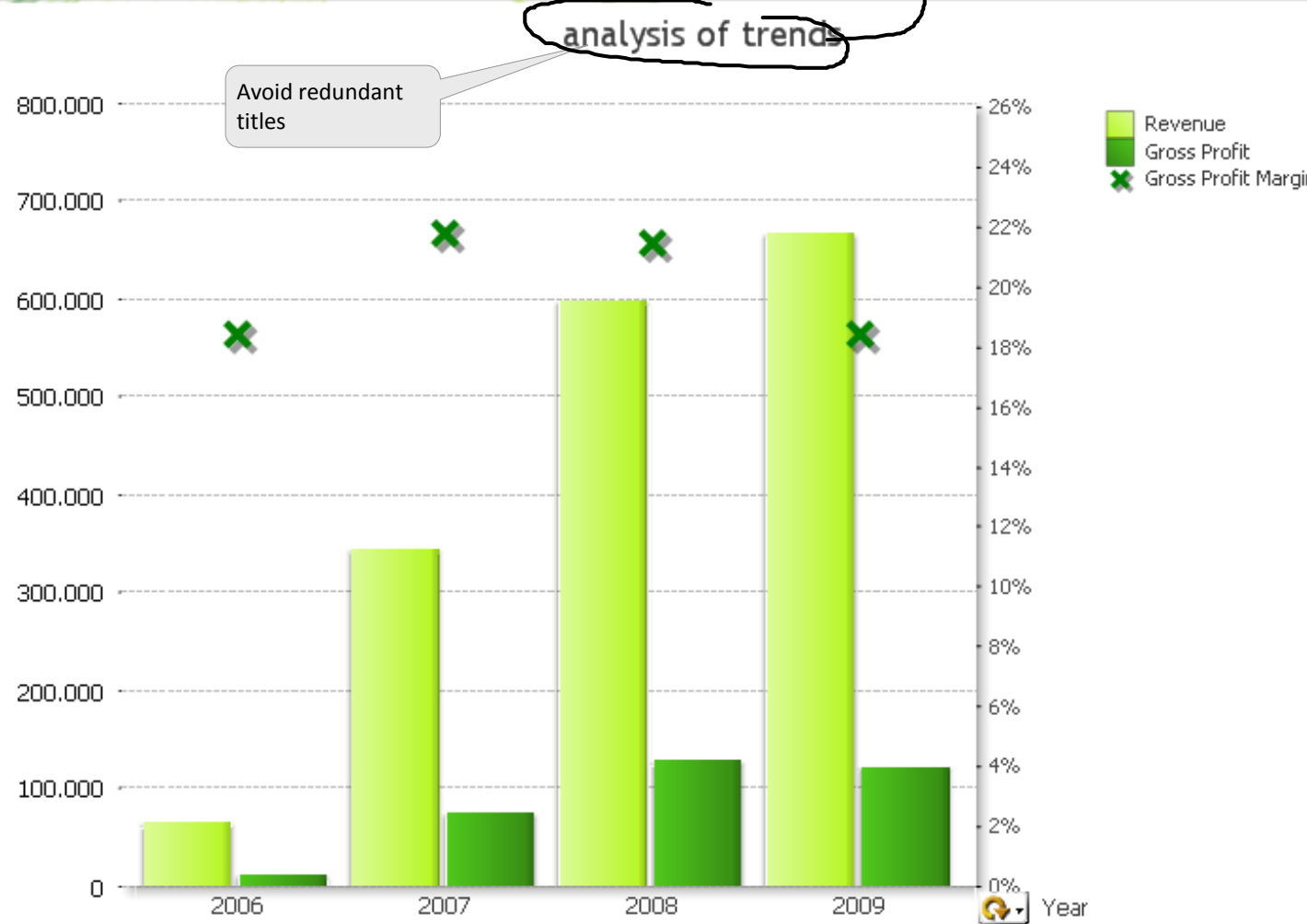
rolling 3 6 9

analysis of salestrends

customer revenue YTD

Feld Filter

Verteilun. proportional smethode



2009 2008 2007 2006 Jan Feb Mrz Apr Mai Jun Jul Aug Sep Okt Nov Dez Week

Customer ?

- Modehuset Abel
- TTT-The Ticky Tie
- Jazz Style Fashion& Art
- Da Santho Cosmethia

Salesrep 🔍

- Rock Roll
- Elvis Presley
- Rob Carsson
- Joan Callins

Product ?

- Mehmet-Napp
- Mehmet-Skor
- Sumi Underwear
- Shagall Socks

product development

seasonal revenue YTD

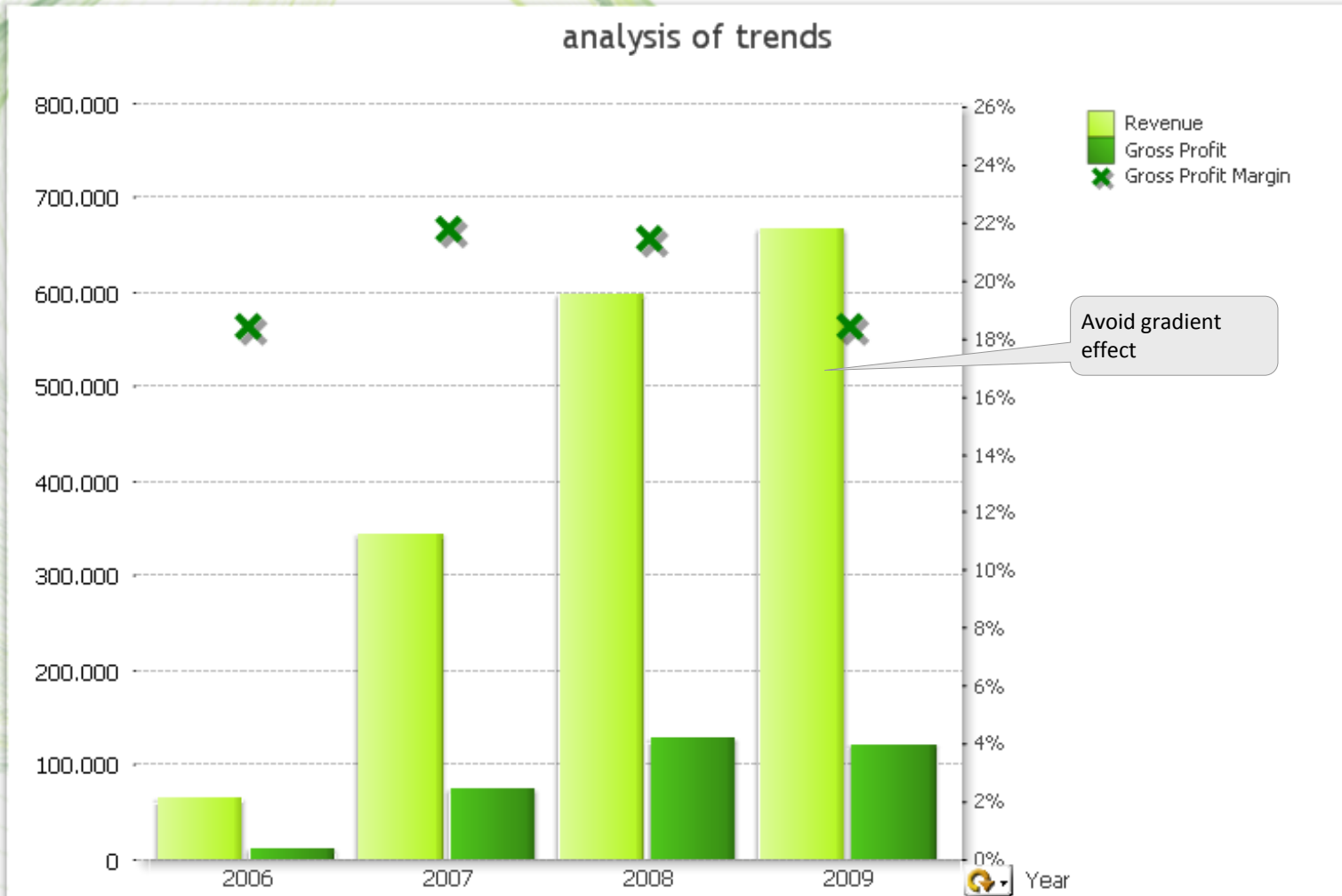
rolling 3 6 9

analysis of salestrends

customer revenue YTD

Feld Filter

Verteilun? proportional smethode



2009 2008 2007 2006 Jan Feb Mrz Apr Mai Jun Jul Aug Sep Okt Nov Dez Week

Customer ?

- Modehuset Abel
- TTT-The Ticky Tie
- Jazz Style Fashion& Art
- Da Santho Cosmethia

Salesrep 🔍

- Rock Roll
- Elvis Presley
- Rob Carsson
- Joan Callins

Product ?

- Mehmet-Napp
- Mehmet-Skor
- Sumi Underwear
- Shagall Socks

product development

seasonal revenue YTD

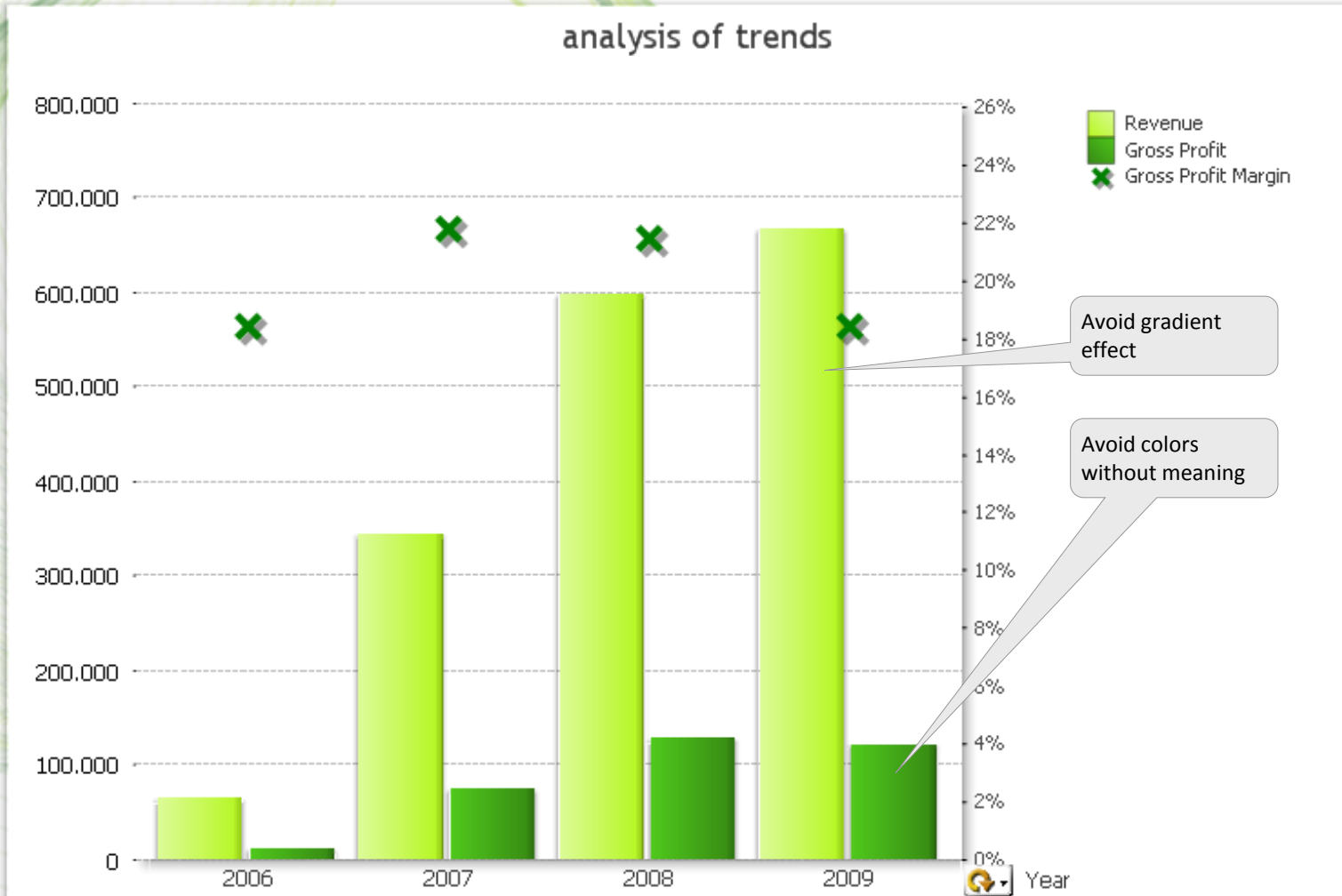
rolling 3 6 9

analysis of salestrends

customer revenue YTD

Feld Filter

Verteilun? proportional smethode



2009 2008 2007 2006 Jan Feb Mrz Apr Mai Jun Jul Aug Sep Okt Nov Dez Week

Customer ?

- Modehuset Abel
- TTT-The Ticky Tie
- Jazz Style Fashion& Art
- Da Santho Cosmethia

Salesrep 🔍

- Rock Roll
- Elvis Presley
- Rob Carsson
- Joan Callins

Product ?

- Mehmet-Napp
- Mehmet-Skor
- Sumi Underwear
- Shagall Socks

product development

seasonal revenue YTD

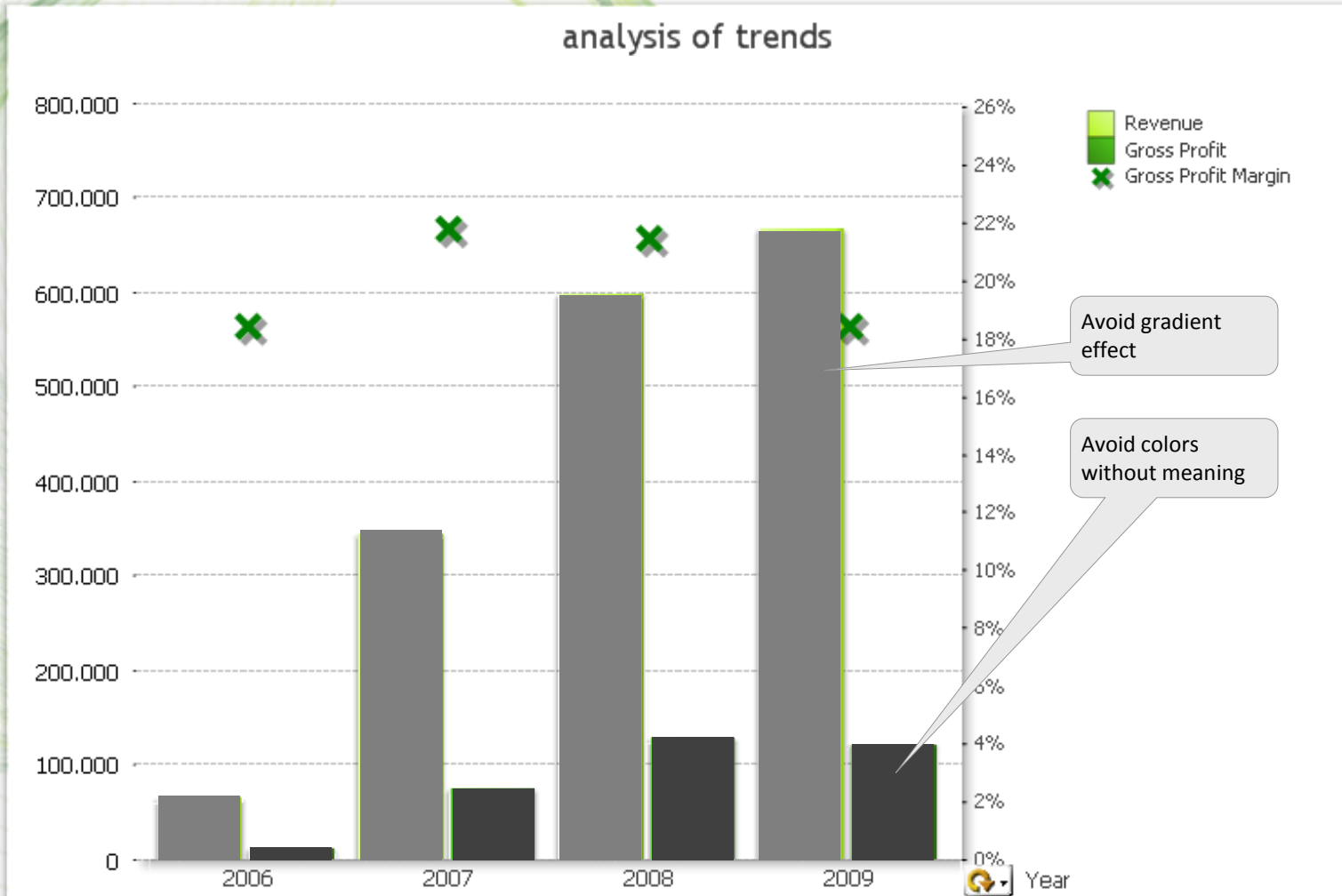
rolling 3 6 9

analysis of salestrends

customer revenue YTD

Feld Filter

Verteilun? proportional smethode



2009 2008 2007 2006 Jan Feb Mrz Apr Mai Jun Jul Aug Sep Okt Nov Dez Week

Customer ?

- Modehuset Abel
- TTT-The Ticky Tie
- Jazz Style Fashion& Art
- Da Santho Cosmethia

Salesrep 🔍

- Rock Roll
- Elvis Presley
- Rob Carsson
- Joan Callins

Product ?

- Mehmet-Napp
- Mehmet-Skor
- Sumi Underwear
- Shagall Socks

product development

seasonal revenue YTD

rolling 3 6 9

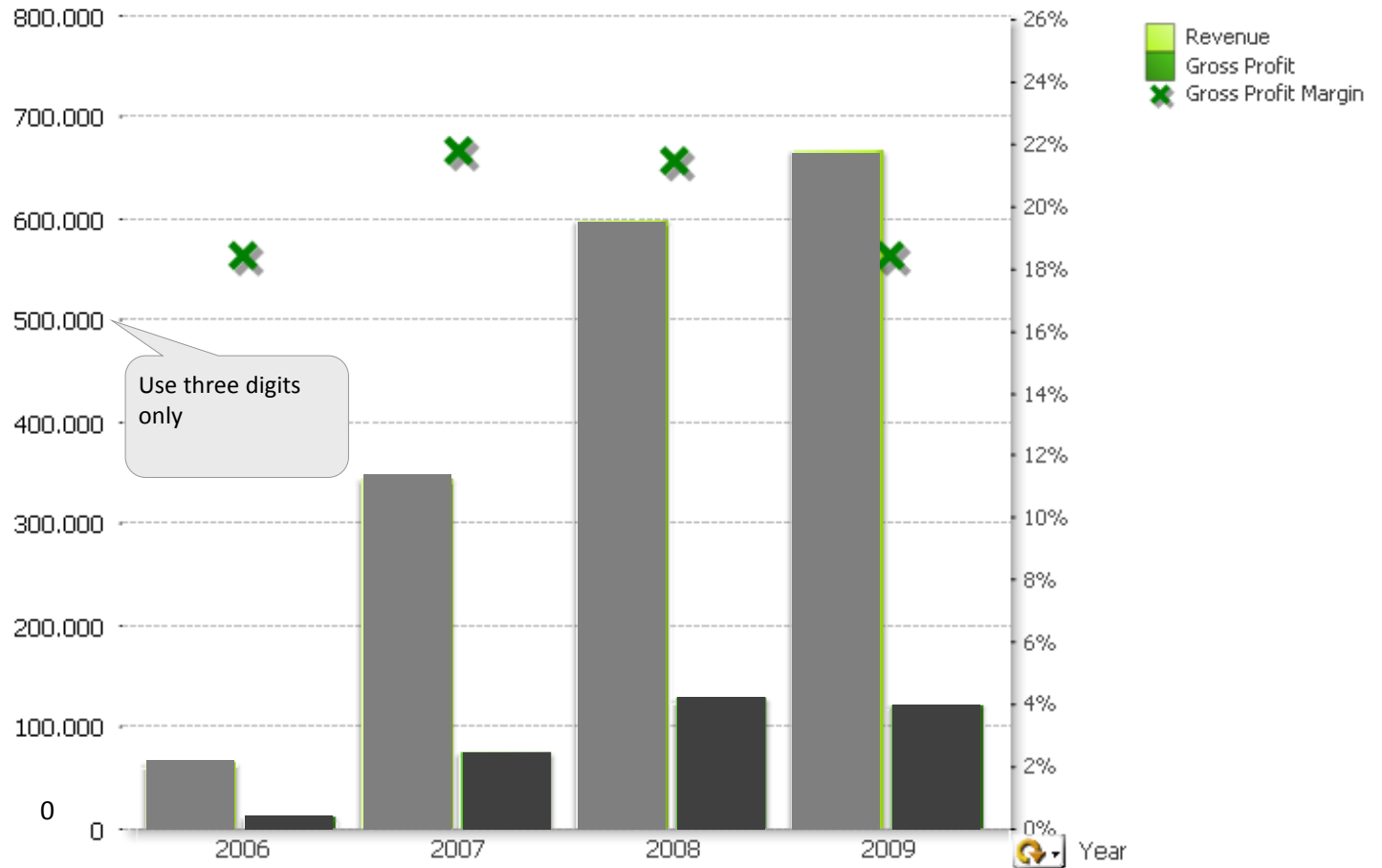
analysis of salestrends

customer revenue YTD

Feld Filter

Verteilun. smethode proportional

analysis of trends



2009 2008 2007 2006 Jan Feb Mrz Apr Mai Jun Jul Aug Sep Okt Nov Dez Week

Customer ?

- Modehuset Abel
- TTT-The Ticky Tie
- Jazz Style Fashion& Art
- Da Santho Cosmethia

Salesrep 🔍

- Rock Roll
- Elvis Presley
- Rob Carsson
- Joan Callins

Product ?

- Mehmet-Napp
- Mehmet-Skor
- Sumi Underwear
- Shagall Socks

product development

seasonal revenue YTD

rolling 3 6 9

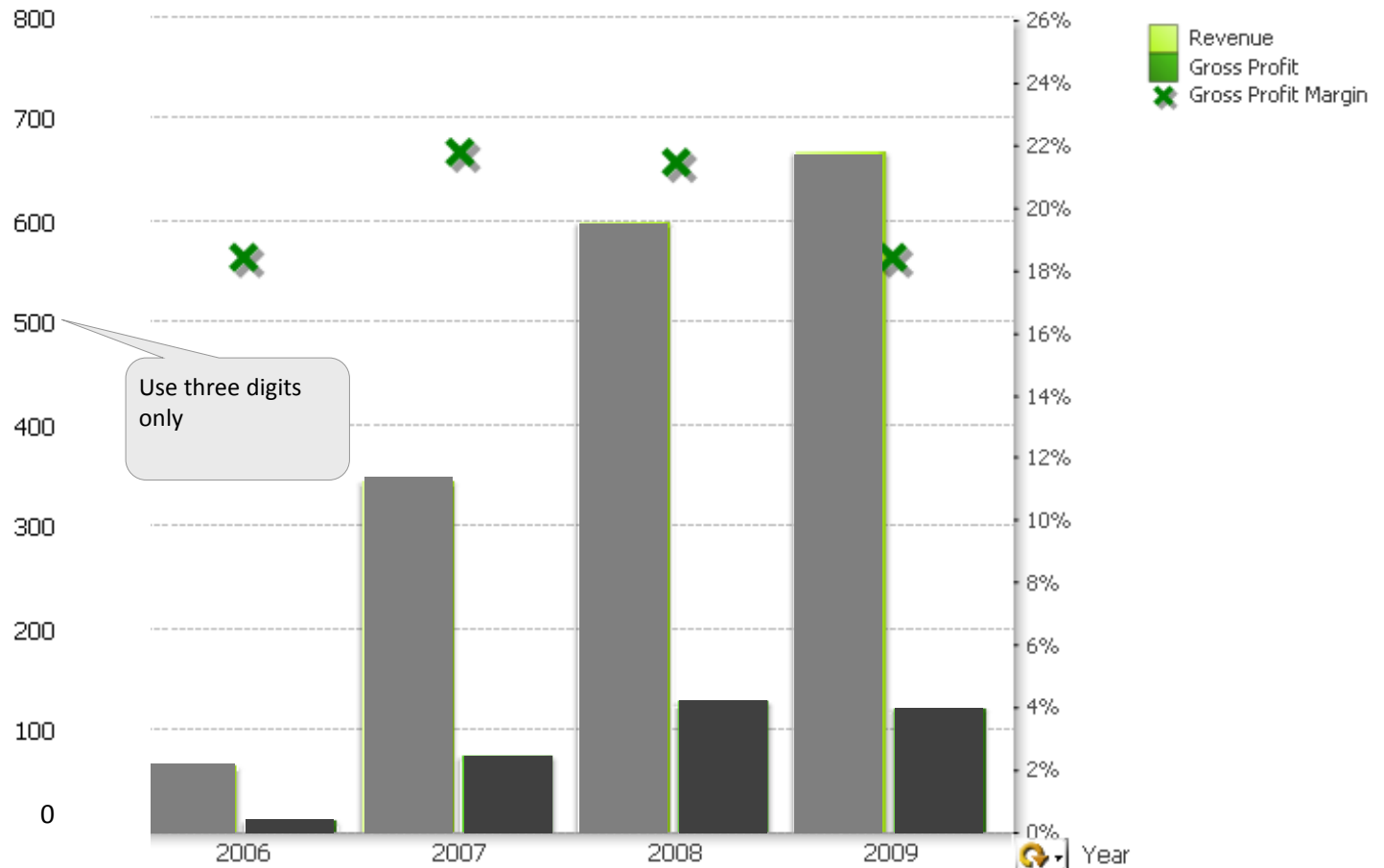
analysis of salestrends

customer revenue YTD

Feld Filter

Verteilun. proportional smethode

analysis of trends



2009 2008 2007 2006 Jan Feb Mrz Apr Mai Jun Jul Aug Sep Okt Nov Dez Week

Customer ?

- Modehuset Abel
- TTT-The Ticky Tie
- Jazz Style Fashion& Art
- Da Santho Cosmethia

Salesrep 🔍

- Rock Roll
- Elvis Presley
- Rob Carsson
- Joan Callins

Product ?

- Mehmet-Napp
- Mehmet-Skor
- Sumi Underwear
- Shagall Socks

product development

seasonal revenue YTD

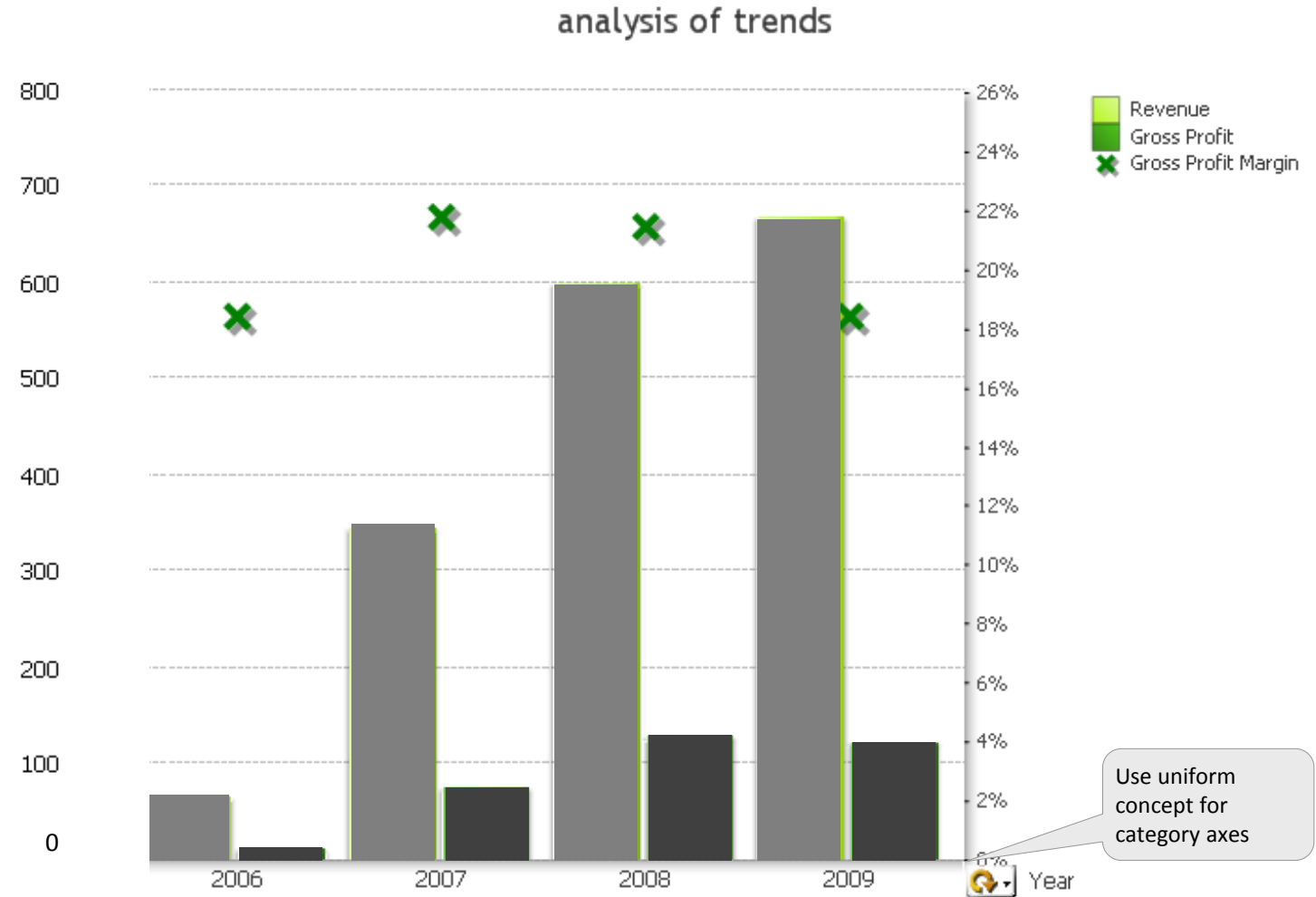
rolling 3 6 9

analysis of salestrends

customer revenue YTD

Feld Filter

Verteilun? smethode proportional



2009 2008 2007 2006 Jan Feb Mrz Apr Mai Jun Jul Aug Sep Okt Nov Dez Week

Customer ?

- Modehuset Abel
- TTT-The Ticky Tie
- Jazz Style Fashion& Art
- Da Santho Cosmethia

Salesrep 🔍

- Rock Roll
- Elvis Presley
- Rob Carsson
- Joan Callins

Product ?

- Mehmet-Napp
- Mehmet-Skor
- Sumi Underwear
- Shagall Socks

product development

seasonal revenue YTD

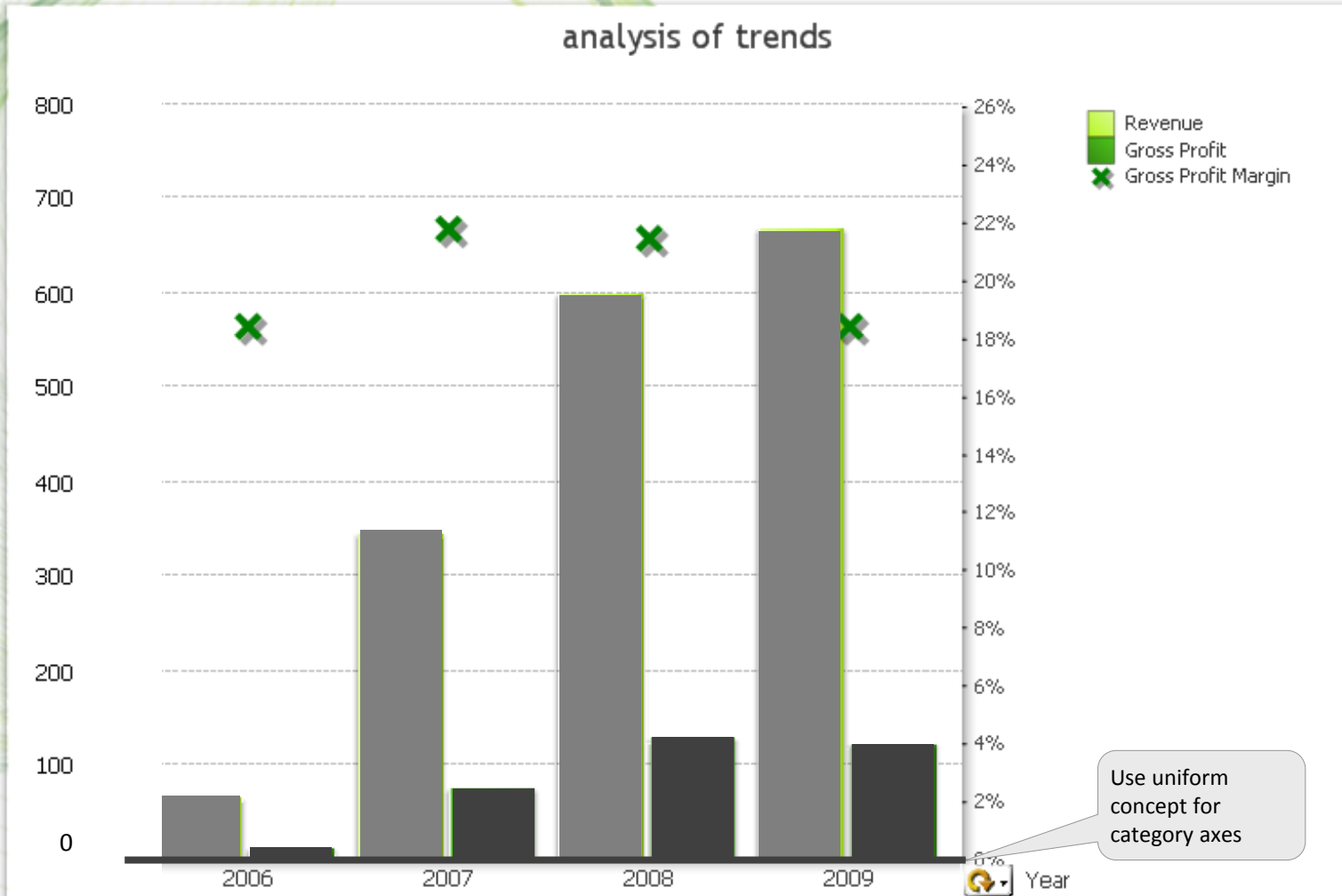
rolling 3 6 9

analysis of salestrends

customer revenue YTD

Feld Filter

Verteilun? smethode proportional



2009 2008 2007 2006 Jan Feb Mrz Apr Mai Jun Jul Aug Sep Okt Nov Dez Week

Customer ?

- Modehuset Abel
- TTT-The Ticky Tie
- Jazz Style Fashion& Art
- Da Santho Cosmethia

Salesrep 🔍

- Rock Roll
- Elvis Presley
- Rob Carsson
- Joan Callins

Product ?

- Mehmet-Napp
- Mehmet-Skor
- Sumi Underwear
- Shagall Socks

product development

seasonal revenue YTD

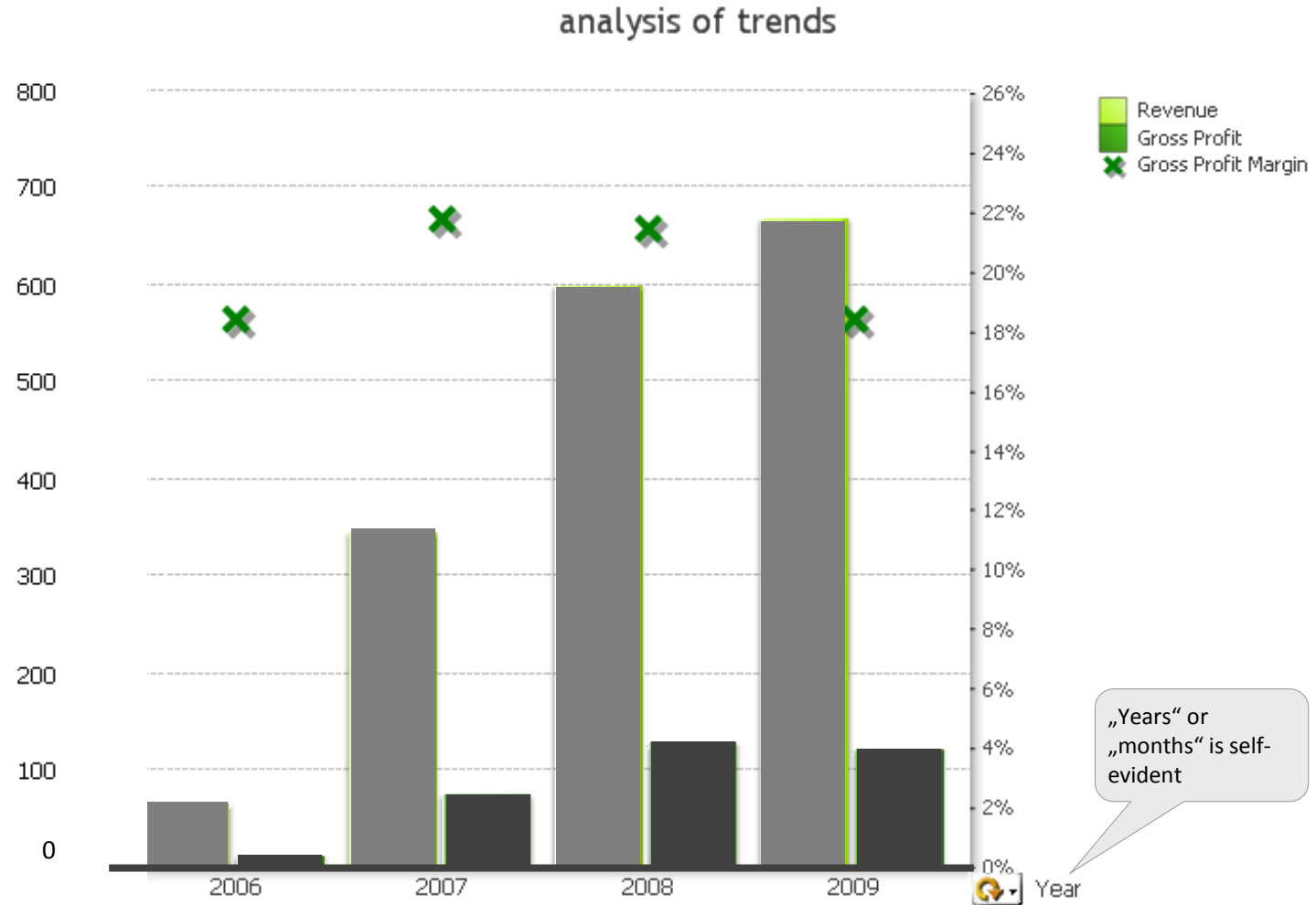
rolling 3 6 9

analysis of salestrends

customer revenue YTD

Feld Filter

Verteilun? proportional smethode



2009 2008 2007 2006 Jan Feb Mrz Apr Mai Jun Jul Aug Sep Okt Nov Dez Week

Customer ?

- Modehuset Abel
- TTT-The Ticky Tie
- Jazz Style Fashion& Art
- Da Santho Cosmethia

Salesrep 🔍

- Rock Roll
- Elvis Presley
- Rob Carsson
- Joan Callins

Product ?

- Mehmet-Napp
- Mehmet-Skor
- Sumi Underwear
- Shagall Socks

product development

seasonal revenue YTD

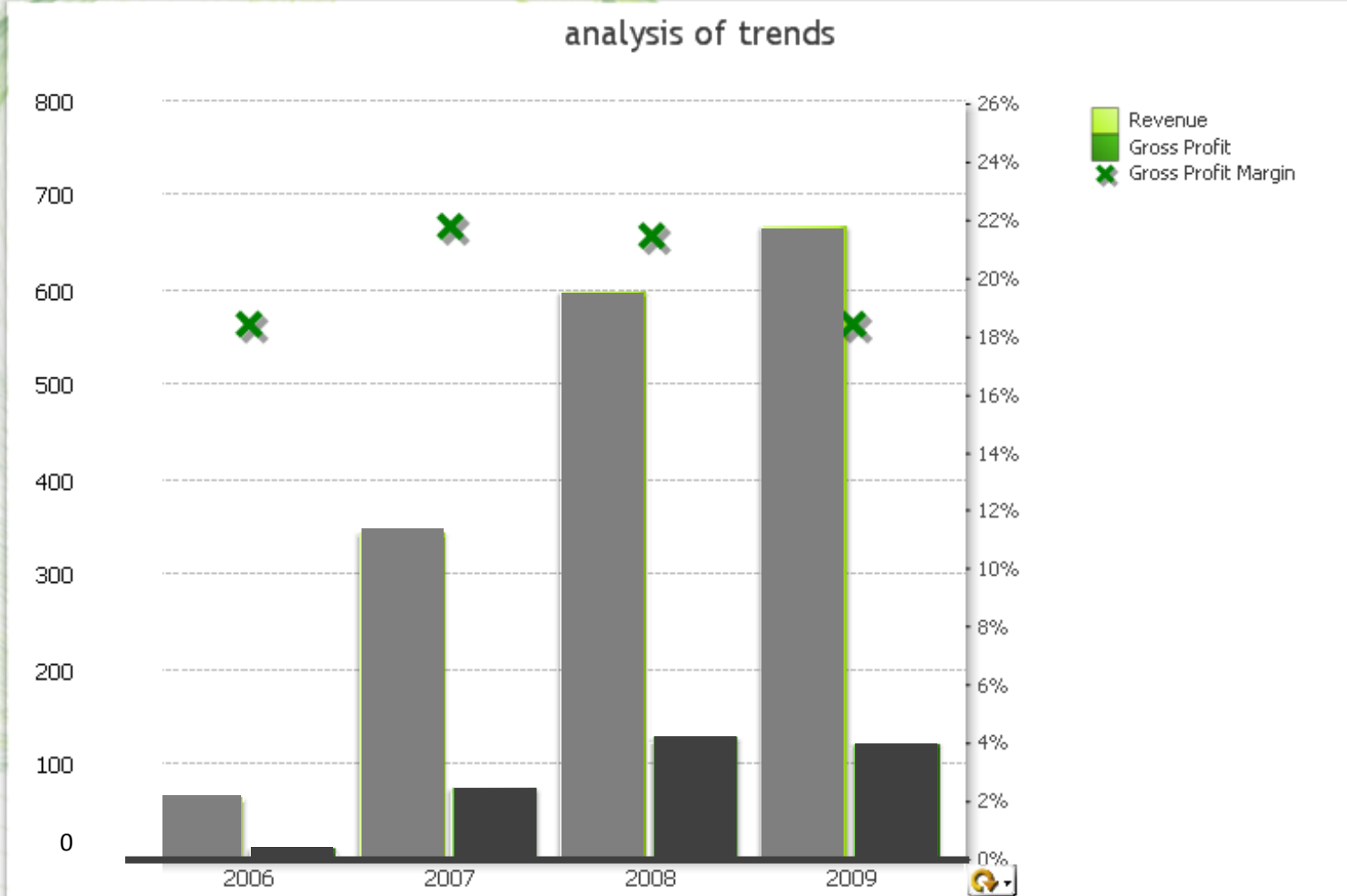
rolling 3 6 9

analysis of salestrends

customer revenue YTD

Feld Filter

Verteilun. proportional smethode



2009 2008 2007 2006 Jan Feb Mrz Apr Mai Jun Jul Aug Sep Okt Nov Dez Week

Customer ?

- Modehuset Abel
- TTT-The Ticky Tie
- Jazz Style Fashion& Art
- Da Santho Cosmethia

Salesrep 🔍

- Rock Roll
- Elvis Presley
- Rob Carsson
- Joan Collins

Product ?

- Mehmet-Napp
- Mehmet-Skor
- Sumi Underwear
- Shagall Socks

product development

seasonal revenue YTD

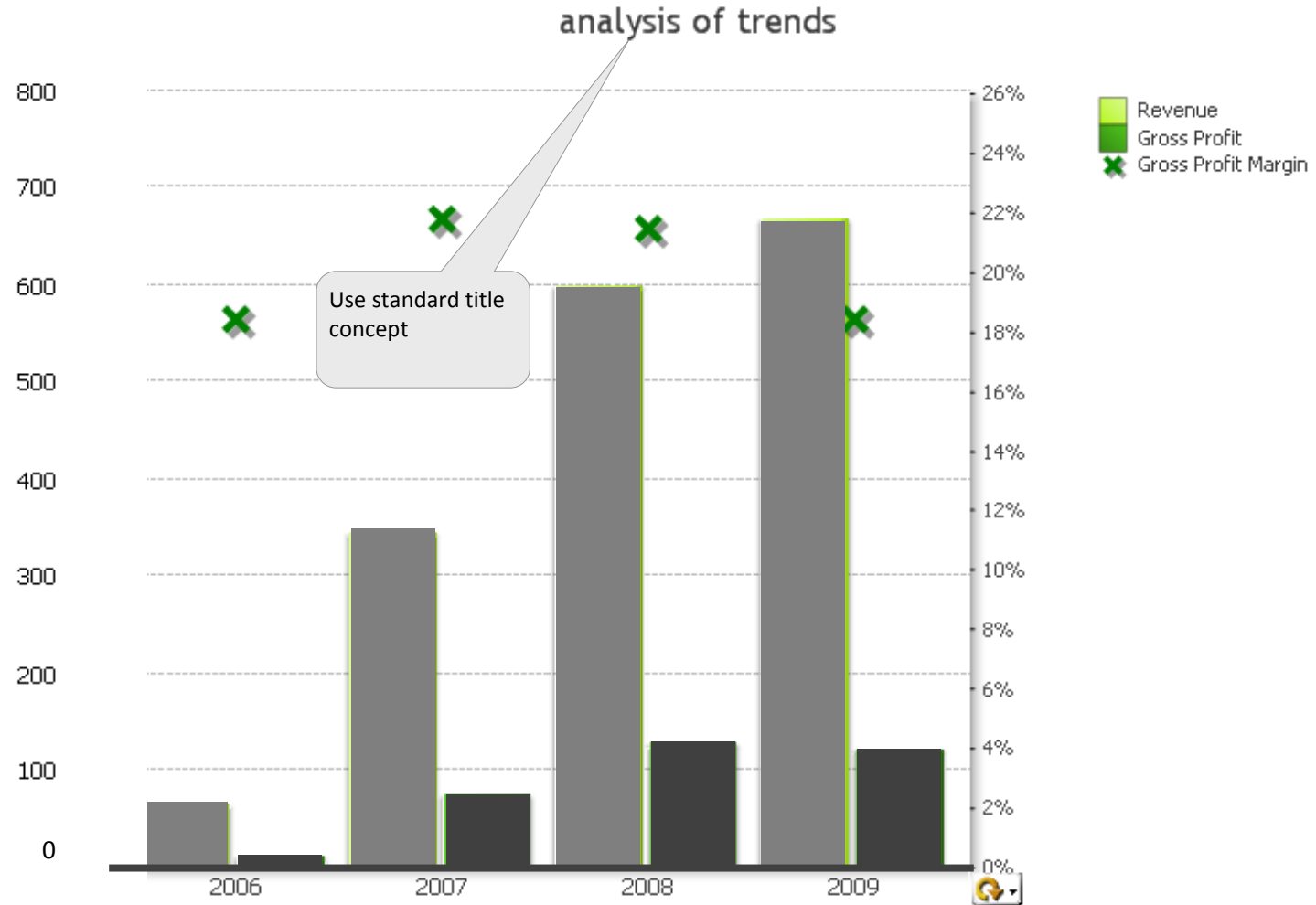
rolling 3 6 9

analysis of salestrends

customer revenue YTD

Feld Filter

Verteilun. proportional smethode



2009 2008 2007 2006 Jan Feb Mrz Apr Mai Jun Jul Aug Sep Okt Nov Dez Week

Customer ?

- Modehuset Abel
- TTT-The Ticky Tie
- Jazz Style Fashion& Art
- Da Santho Cosmethia

Salesrep ?

- Rock Roll
- Elvis Presley
- Rob Carsson
- Joan Collins

Product ?

- Mehmet-Napp
- Mehmet-Skor
- Sumi Underwear
- Shagall Socks

product development

seasonal revenue YTD

rolling 3 6 9

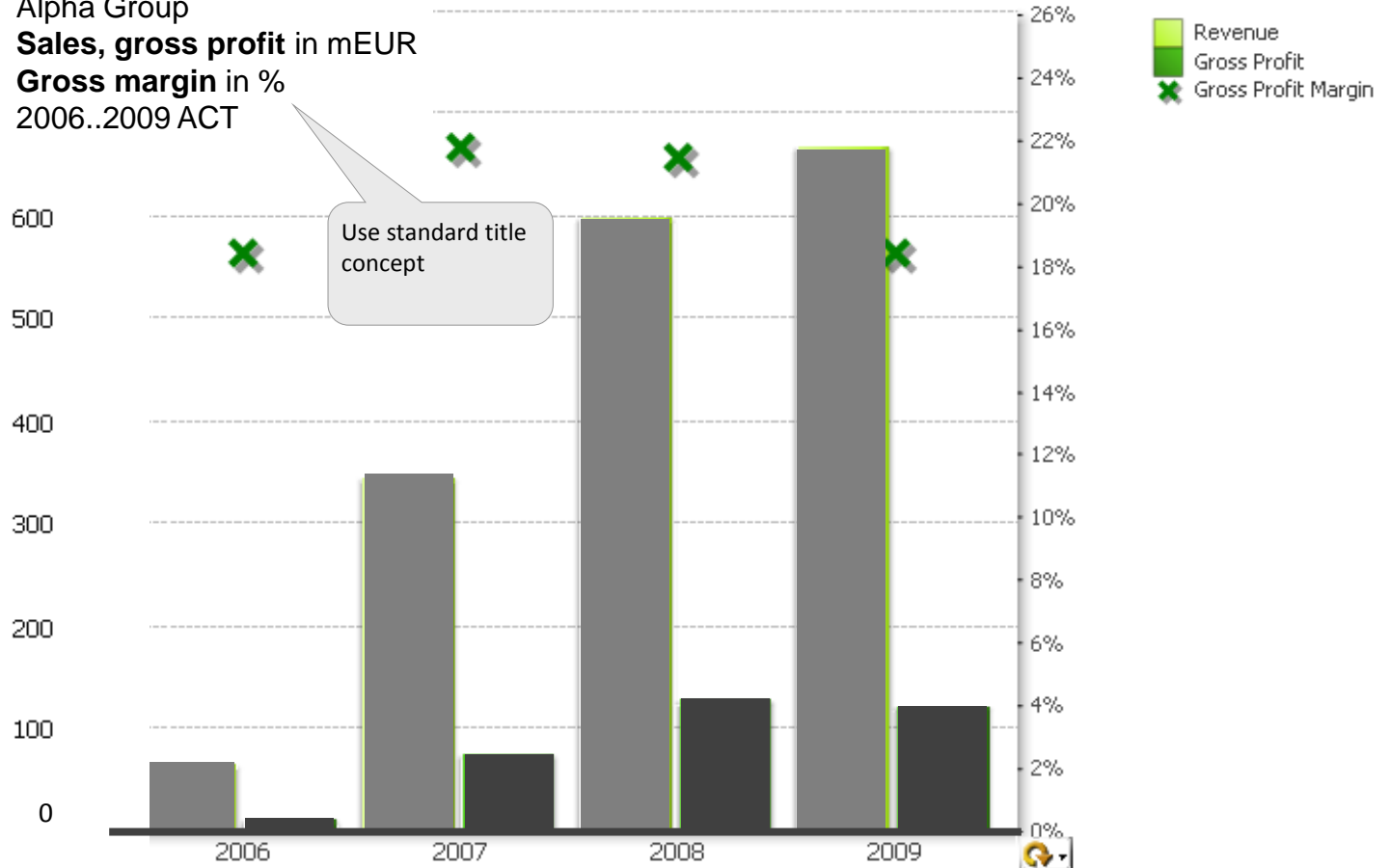
analysis of salestrends

customer revenue YTD

Feld Filter

Verteilun? proportional smethode

Alpha Group
Sales, gross profit in mEUR
Gross margin in %
 2006..2009 ACT



2009 2008 2007 2006 Jan Feb Mrz Apr Mai Jun Jul Aug Sep Okt Nov Dez Week

Customer ?

- Modehuset Abel
- TTT-The Ticky Tie
- Jazz Style Fashion& Art
- Da Santho Cosmethia

Salesrep ?

- Rock Roll
- Elvis Presley
- Rob Carsson
- Joan Callins

Product ?

- Mehmet-Napp
- Mehmet-Skor
- Sumi Underwear
- Shagall Socks

product development

seasonal revenue YTD

rolling 3 6 9

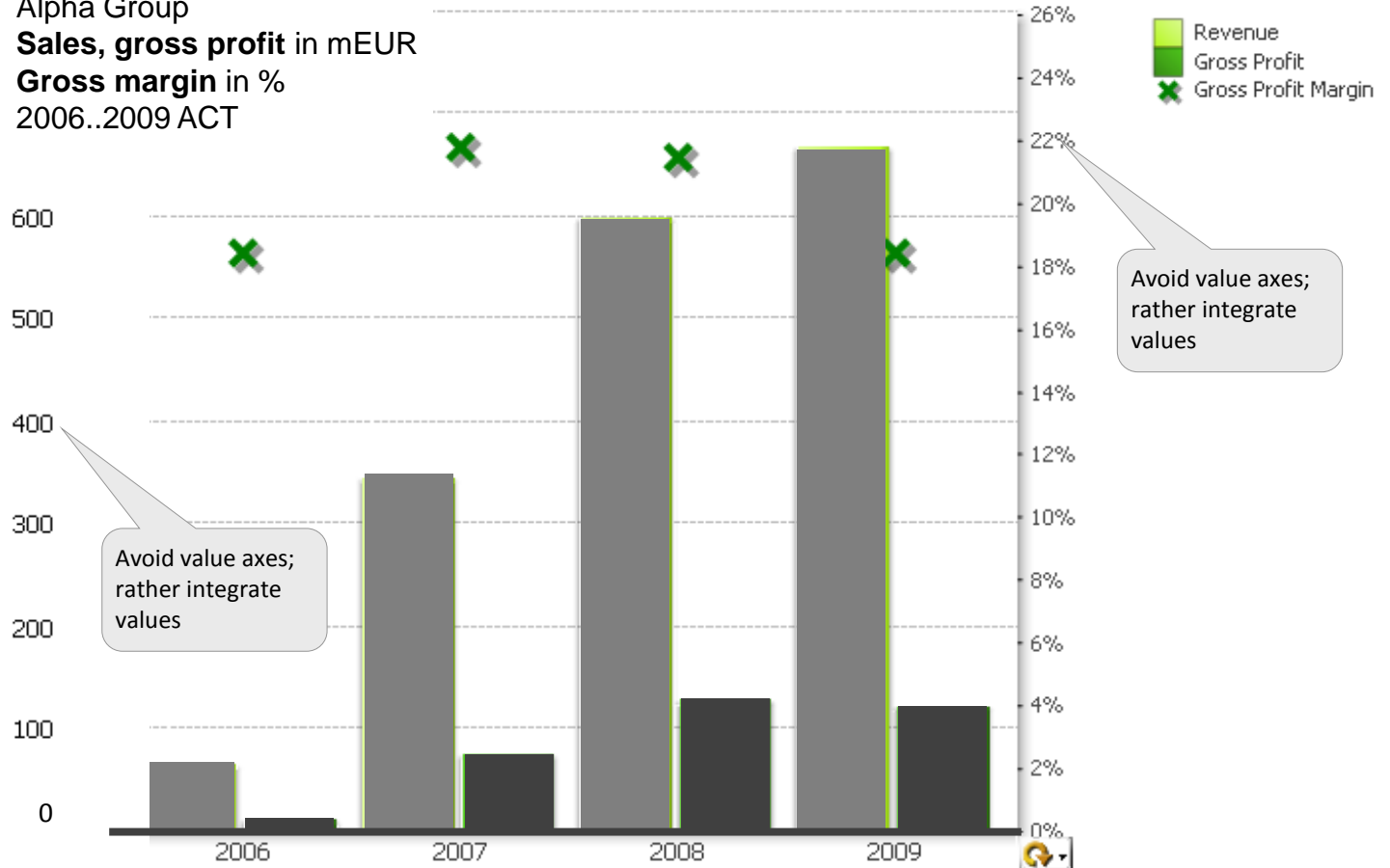
analysis of salestrends

customer revenue YTD

Feld Filter

Verteilun? proportional smethode

Alpha Group
Sales, gross profit in mEUR
Gross margin in %
 2006..2009 ACT



2009 2008 2007 2006 Jan Feb Mrz Apr Mai Jun Jul Aug Sep Okt Nov Dez Week

Customer ?

- Modehuset Abel
- TTT-The Ticky Tie
- Jazz Style Fashion& Art
- Da Santho Cosmethia

Salesrep ?

- Rock Roll
- Elvis Presley
- Rob Carsson
- Joan Collins

Product ?

- Mehmet-Napp
- Mehmet-Skor
- Sumi Underwear
- Shagall Socks

product development

seasonal revenue YTD

rolling 3 6 9

analysis of salestrends

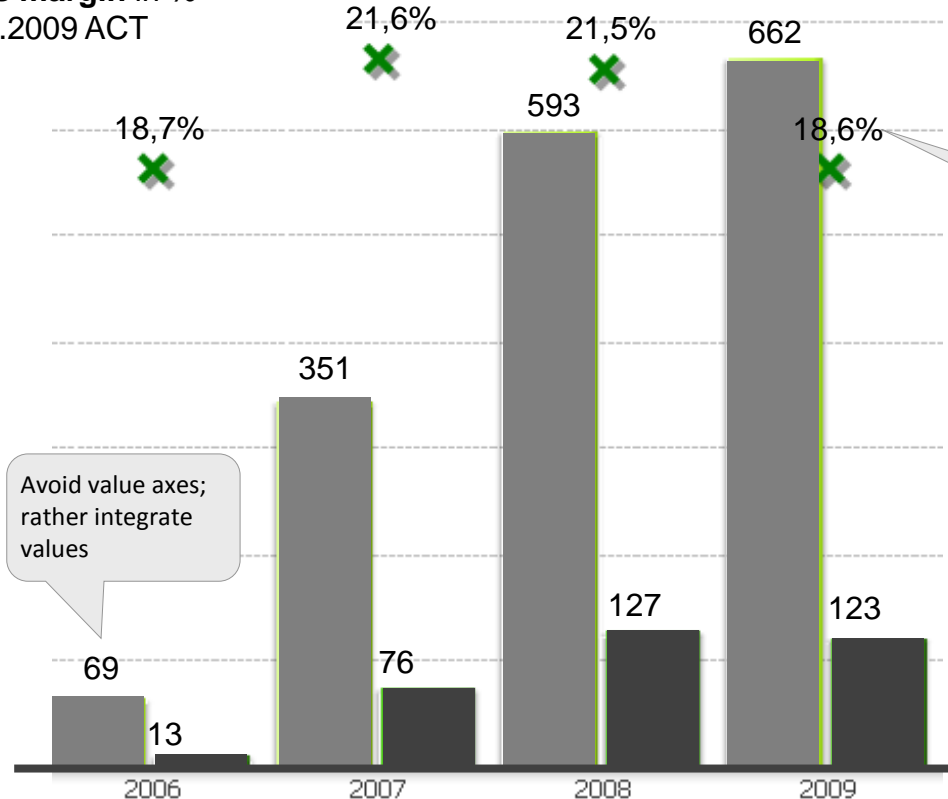
customer revenue YTD

Feld Filter

Verteilun? proportional smethode

Alpha Group
Sales, gross profit in mEUR
Gross margin in %
 2006..2009 ACT

Revenue
 Gross Profit
 Gross Profit Margin



Avoid value axes; rather integrate values

Avoid value axes; rather integrate values

2009 2008 2007 2006 Jan Feb Mrz Apr Mai Jun Jul Aug Sep Okt Nov Dez Week

Customer ?

- Modehuset Abel
- TTT-The Ticky Tie
- Jazz Style Fashion& Art
- Da Santho Cosmethia

Salesrep ?

- Rock Roll
- Elvis Presley
- Rob Carsson
- Joan Callins

Product ?

- Mehmet-Napp
- Mehmet-Skor
- Sumi Underwear
- Shagall Socks

product development

seasonal revenue YTD

rolling 3 6 9

analysis of salestrends

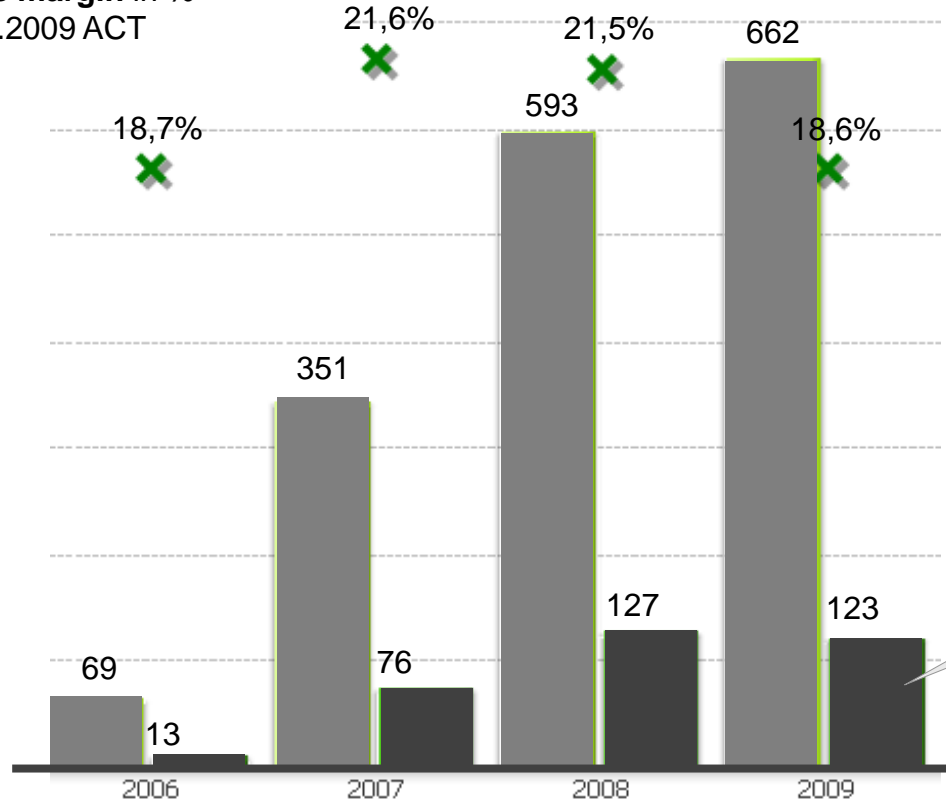
customer revenue YTD

Feld Filter

Verteilun? proportional
smethode

Alpha Group
Sales, gross profit in mEUR
Gross margin in %
2006..2009 ACT

Revenue
Gross Profit
Gross Profit Margin



Better: Show gross profit as part of sales

2009 2008 2007 2006 Jan Feb Mrz Apr Mai Jun Jul Aug Sep Okt Nov Dez Week

Customer ?

- Modehuset Abel
- TTT-The Ticky Tie
- Jazz Style Fashion& Art
- Da Santho Cosmethia

Salesrep ?

- Rock Roll
- Elvis Presley
- Rob Carsson
- Joan Callins

Product ?

- Mehmet-Napp
- Mehmet-Skor
- Sumi Underwear
- Shagall Socks

product development

seasonal revenue YTD

rolling 3 6 9

analysis of salestrends

customer revenue YTD

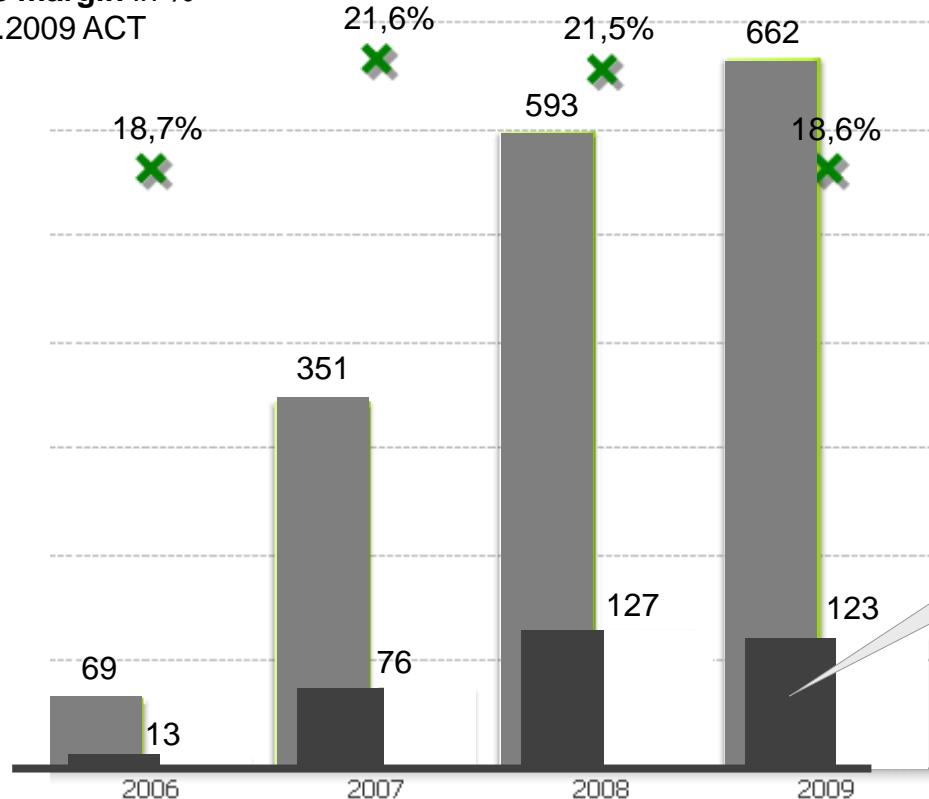
customer revenue YTD

Feld Filter

Verteilun? proportional
smethode

Alpha Group
Sales, gross profit in mEUR
Gross margin in %
2006..2009 ACT

Revenue
Gross Profit
Gross Profit Margin



Better: Show gross profit as part of sales

2009 2008 2007 2006 Jan Feb Mrz Apr Mai Jun Jul Aug Sep Okt Nov Dez Week

Customer ?

- Modehuset Abel
- TTT-The Ticky Tie
- Jazz Style Fashion& Art
- Da Santho Cosmethia

Salesrep ?

- Rock Roll
- Elvis Presley
- Rob Carsson
- Joan Callins

Product ?

- Mehmet-Napp
- Mehmet-Skor
- Sumi Underwear
- Shagall Socks

product development

seasonal revenue YTD

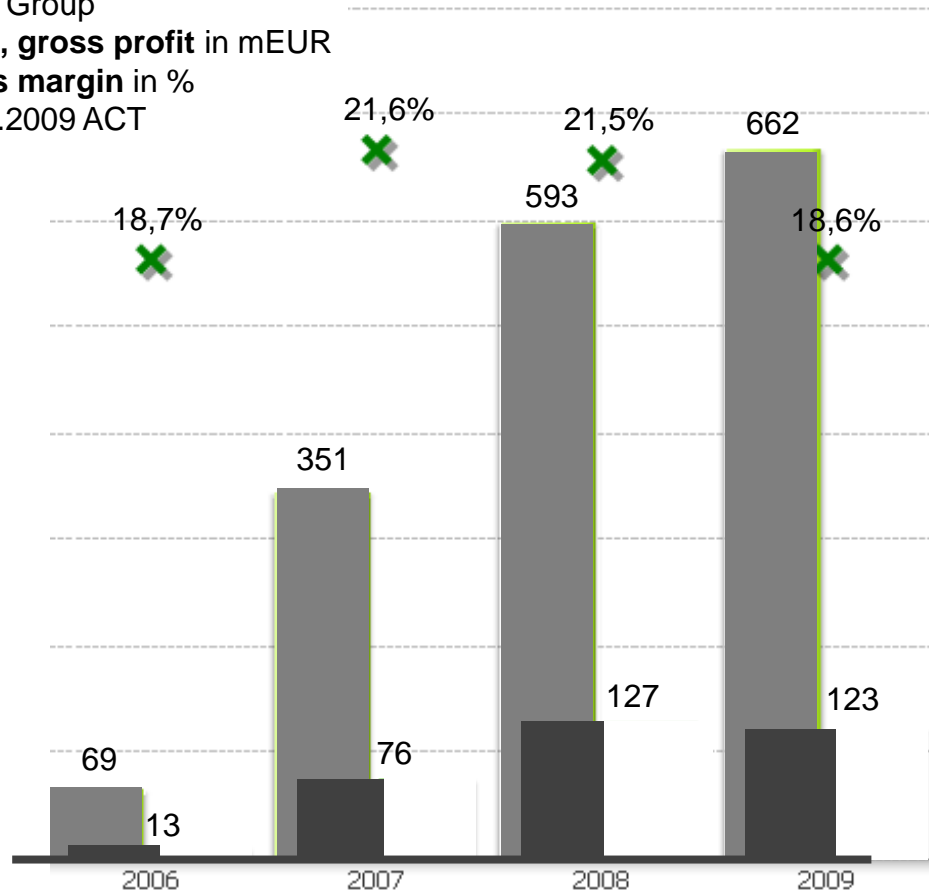
rolling 3 6 9

analysis of salestrends

customer revenue YTD

Feld Filter
Verteilun? proportional
smethode

Alpha Group
Sales, gross profit in mEUR
Gross margin in %
2006..2009 ACT



- Revenue
- Gross Profit
- Gross Profit Margin

Integrate legends

2009 2008 2007 2006 Jan Feb Mrz Apr Mai Jun Jul Aug Sep Okt Nov Dez Week

Customer ?

- Modehuset Abel
- TTT-The Ticky Tie
- Jazz Style Fashion& Art
- Da Santho Cosmethia

Salesrep 🔍

- Rock Roll
- Elvis Presley
- Rob Carsson
- Joan Callins

Product ?

- Mehmet-Napp
- Mehmet-Skor
- Sumi Underwear
- Shagall Socks

product development

seasonal revenue YTD

rolling 3 6 9

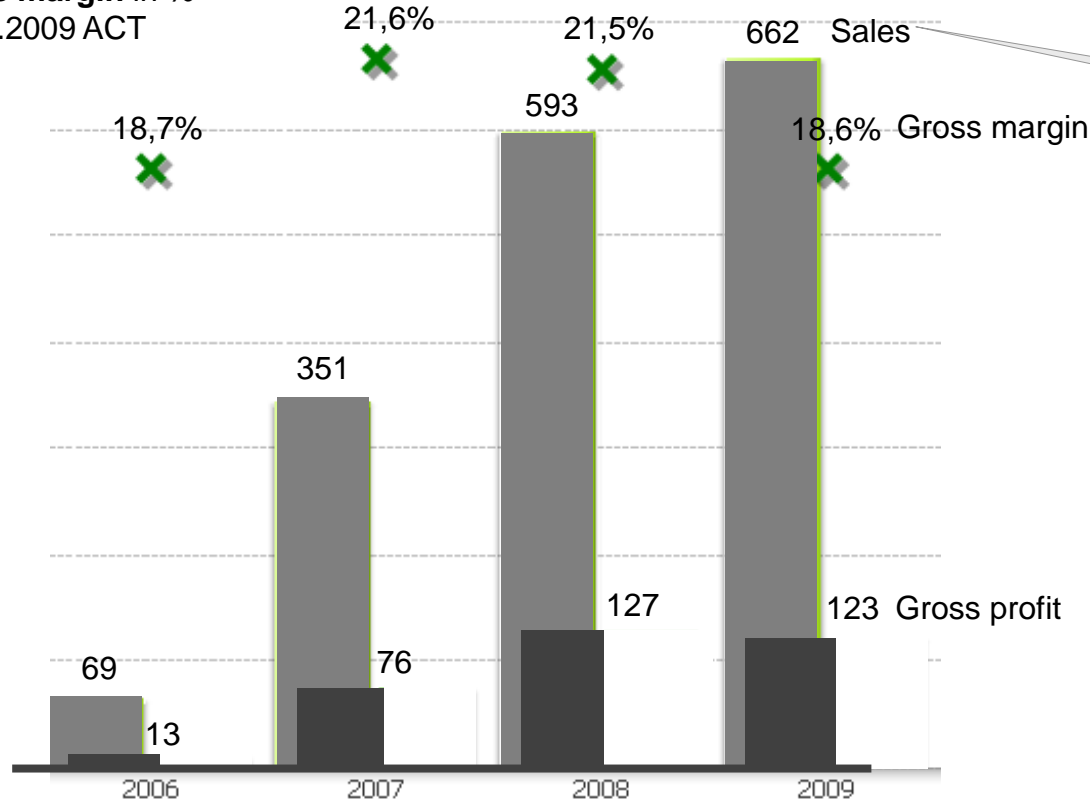
analysis of salestrends

customer revenue YTD

Feld Filter

Verteilun? proportional smethode

Alpha Group
Sales, gross profit in mEUR
Gross margin in %
 2006..2009 ACT



Integrate legends

2009 2008 2007 2006 Jan Feb Mrz Apr Mai Jun Jul Aug Sep Okt Nov Dez Week

Customer ?

- Modehuset Abel
- TTT-The Ticky Tie
- Jazz Style Fashion& Art
- Da Santho Cosmethia

Salesrep ?

- Rock Roll
- Elvis Presley
- Rob Carsson
- Joan Callins

Product ?

- Mehmet-Napp
- Mehmet-Skor
- Sumi Underwear
- Shagall Socks

product development

seasonal revenue YTD

rolling 3 6 9

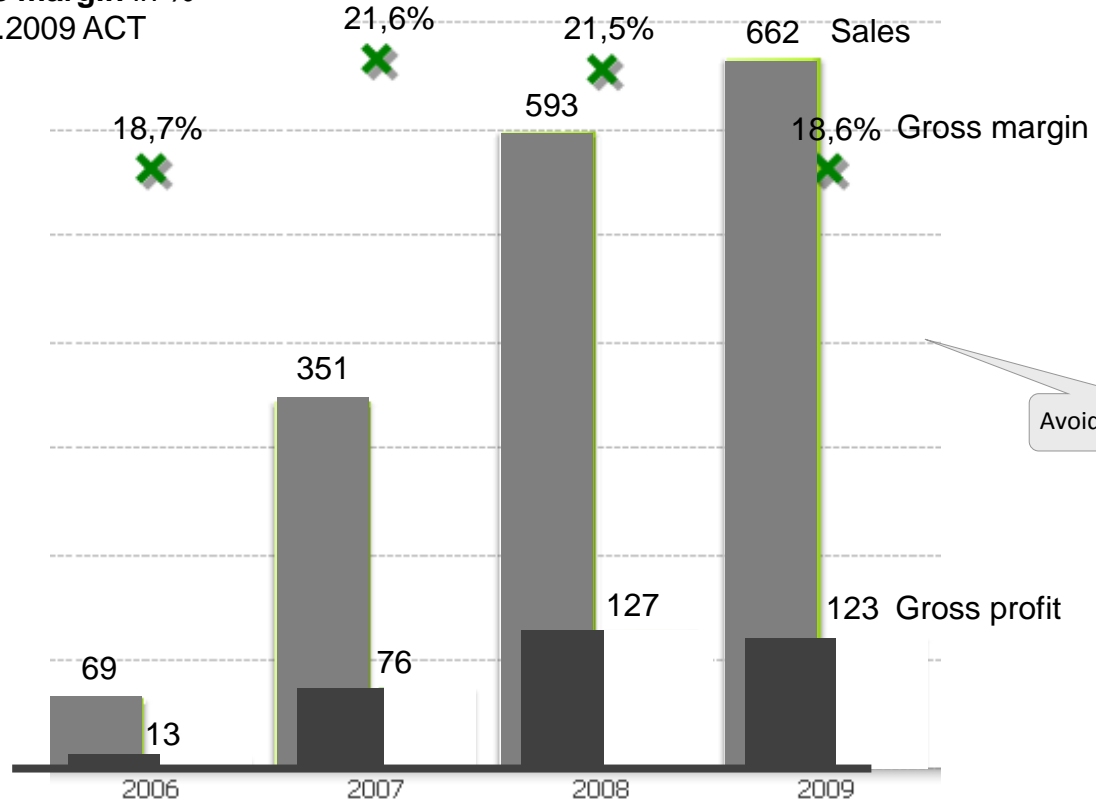
analysis of salestrends

customer revenue YTD

Feld Filter

Verteilun? proportional
smethode

Alpha Group
Sales, gross profit in mEUR
Gross margin in %
2006..2009 ACT

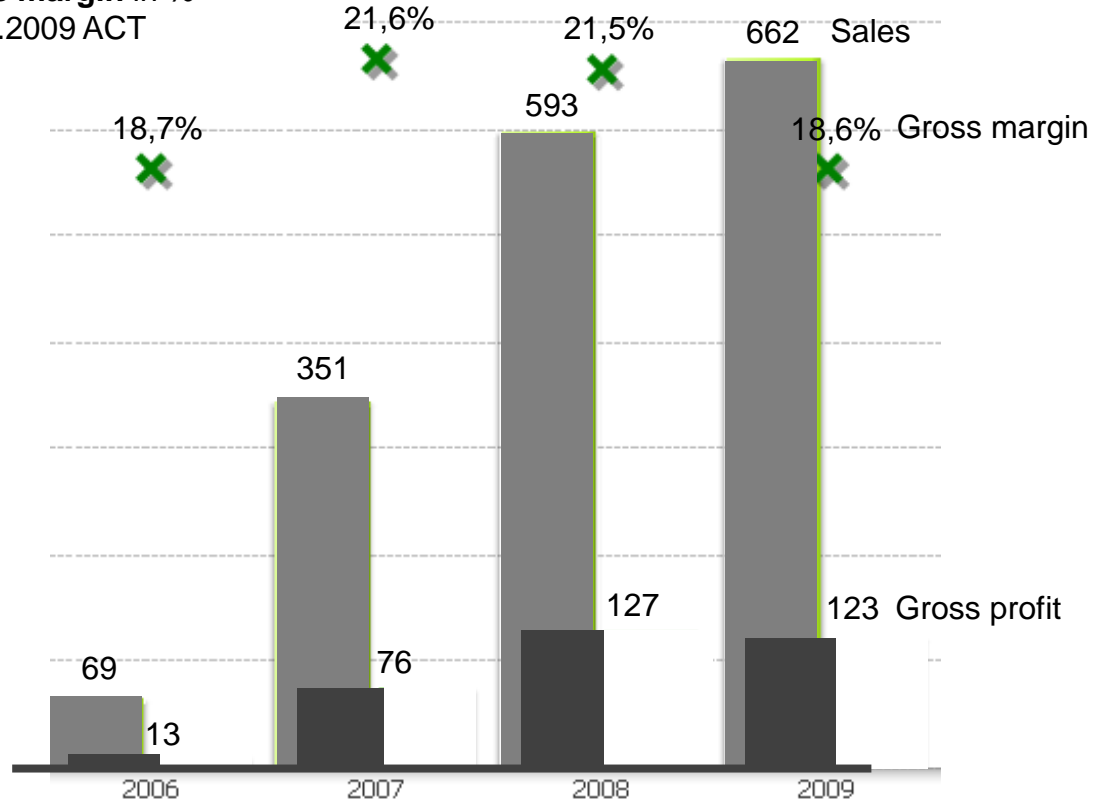


Avoid grid lines

2009 2008 2007 2006 Jan Feb Mrz Apr Mai Jun Jul Aug Sep Okt Nov Dez Week

Reduce noise:
click away
buttons

Alpha Group
Sales, gross profit in mEUR
Gross margin in %
2006..2009 ACT



Customer ?

- Modehuset Abel
- TTT-The Ticky Tie
- Jazz Style Fashion& Art
- Da Santho Cosmethia

Salesrep 🔍

- Rock Roll
- Elvis Presley
- Rob Carsson
- Joan Callins

Product ?

- Mehmet-Napp
- Mehmet-Skor
- Sumi Underwear
- Shagall Socks

product development

seasonal revenue YTD

rolling 3 6 9

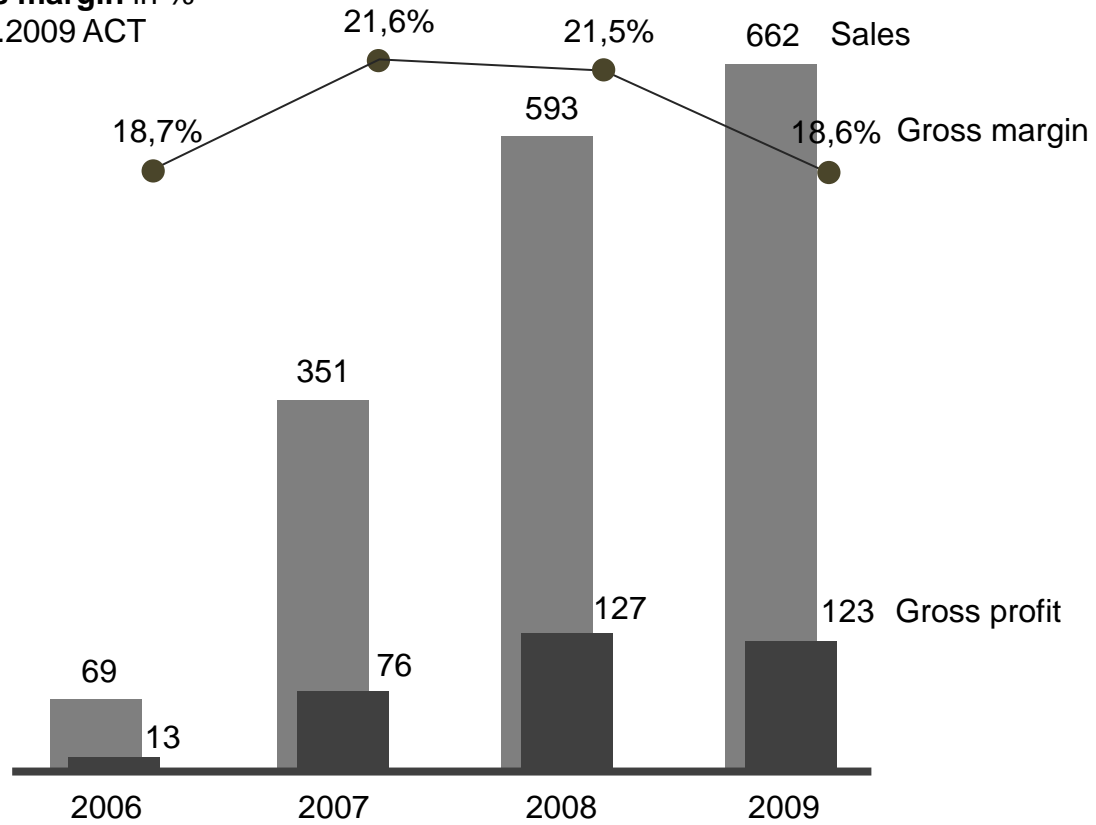
analysis of salestrends

customer revenue YTD

Feld Filter

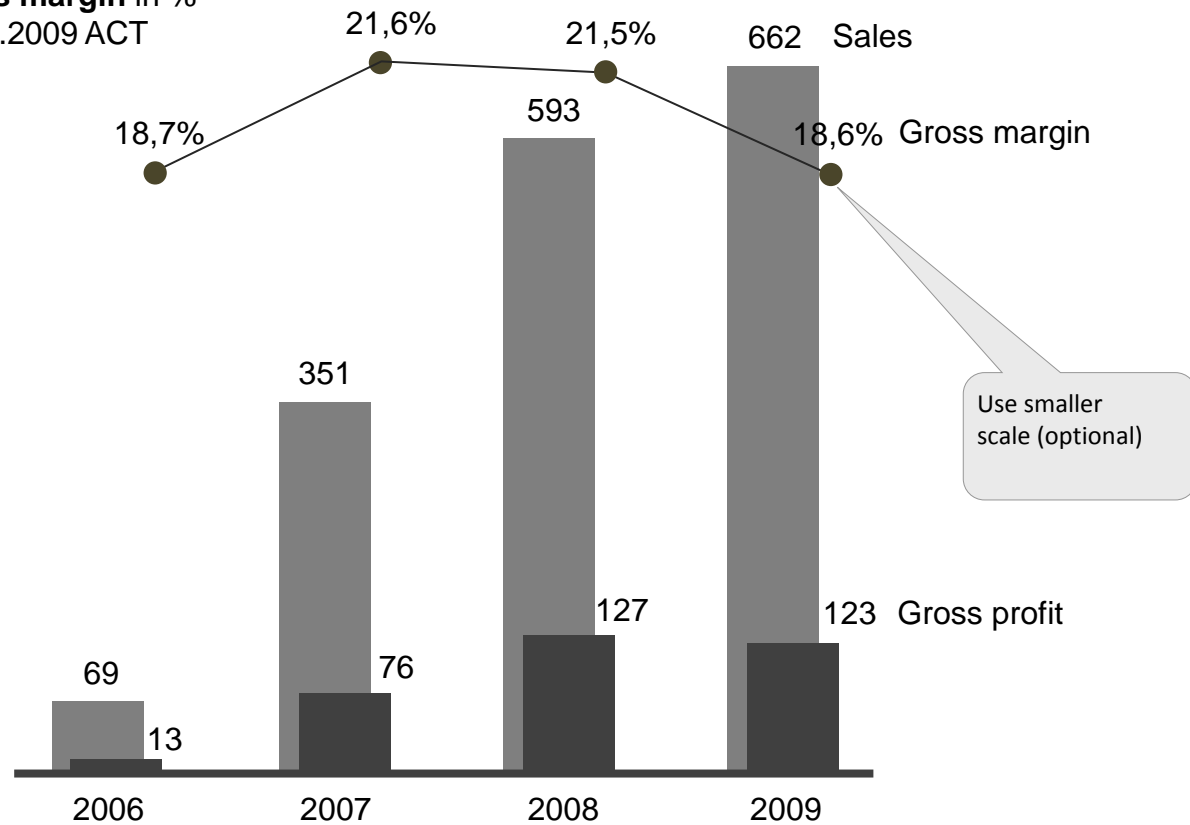
Verteilun? proportional smethode

Alpha Group
Sales, gross profit in mEUR
Gross margin in %
2006..2009 ACT

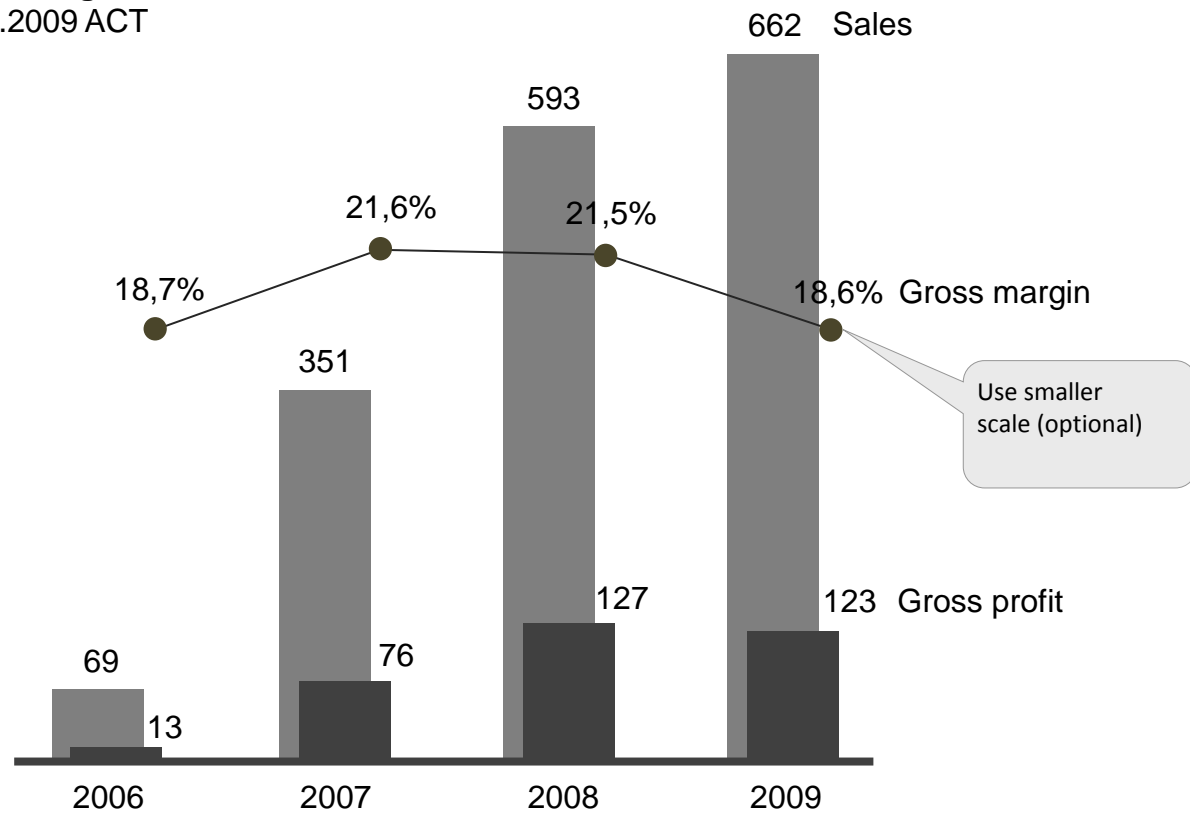


Reduce noise:
click away
buttons

Alpha Group
Sales, gross profit in mEUR
Gross margin in %
2006..2009 ACT

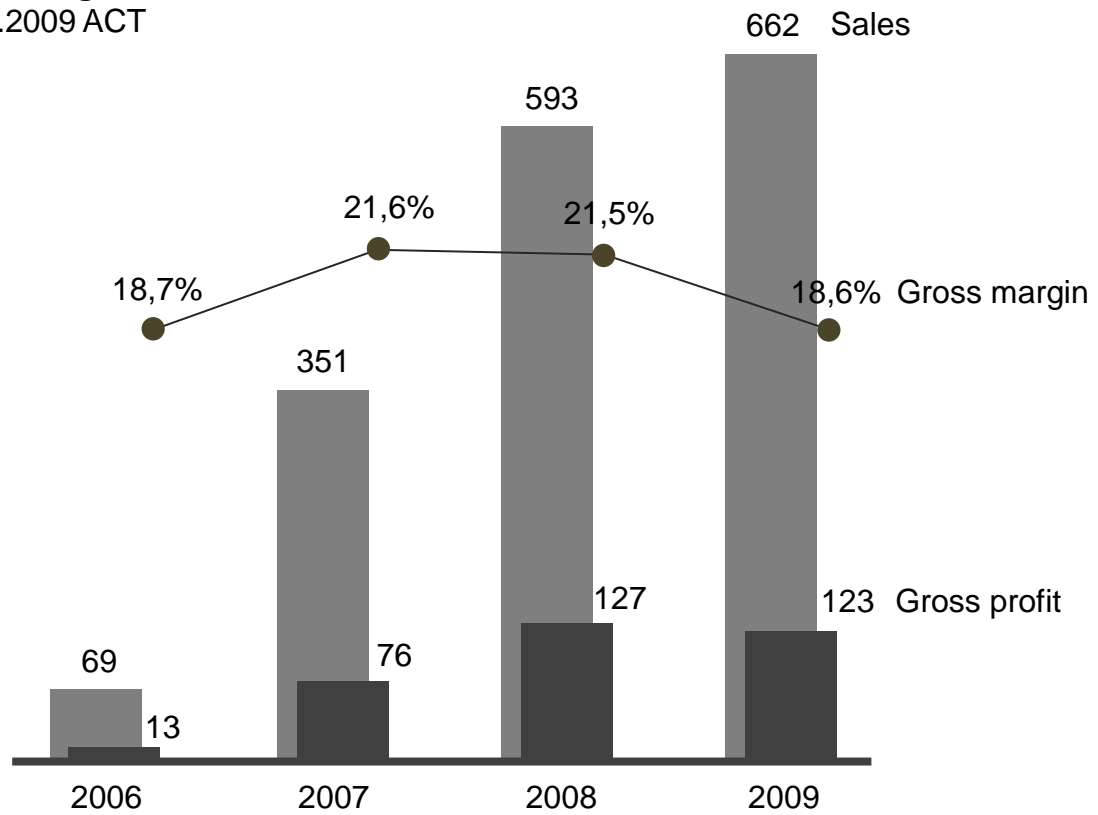


Alpha Group
Sales, gross profit in mEUR
Gross margin in %
2006..2009 ACT



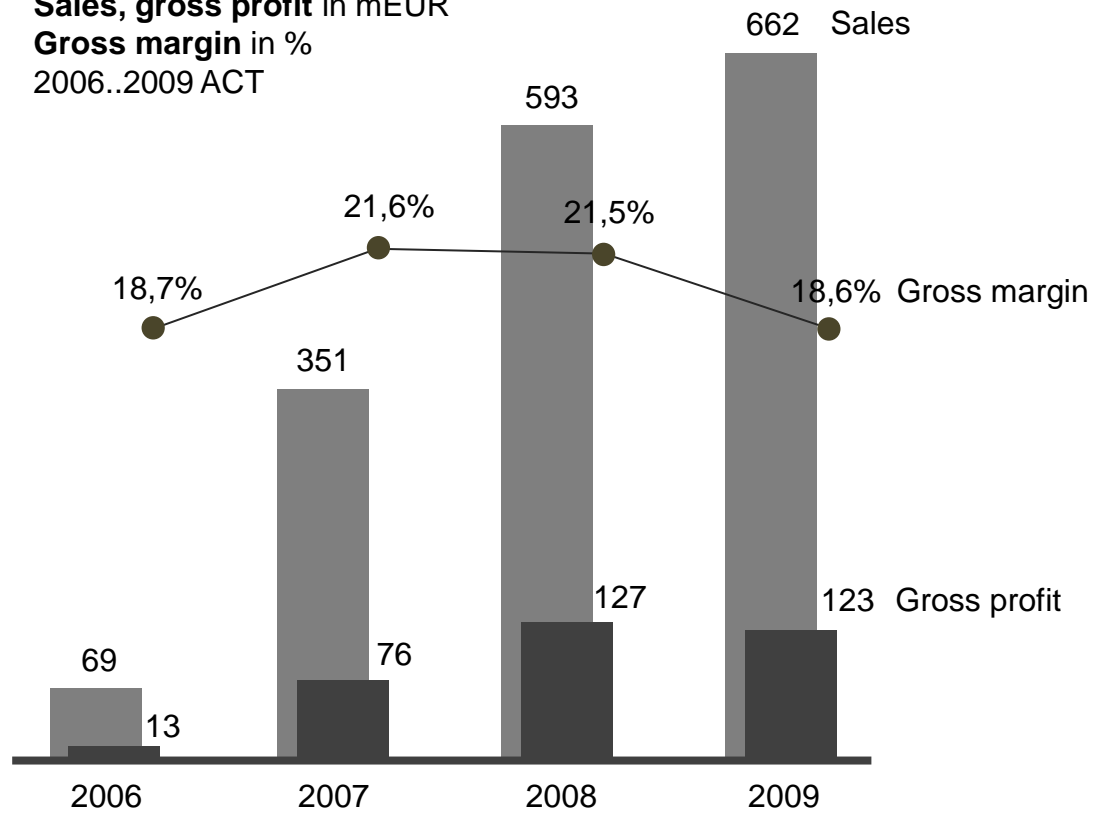
Use standard title position

Alpha Group
Sales, gross profit in mEUR
Gross margin in %
2006..2009 ACT

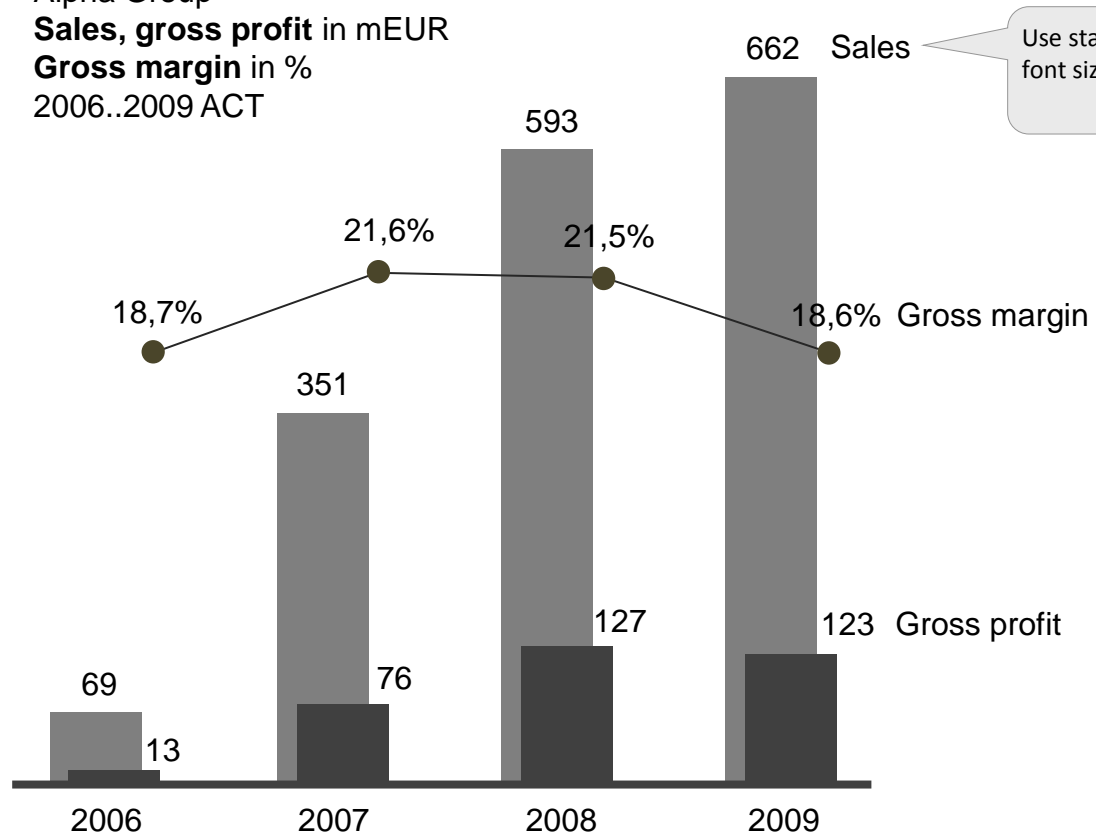


Use standard title position

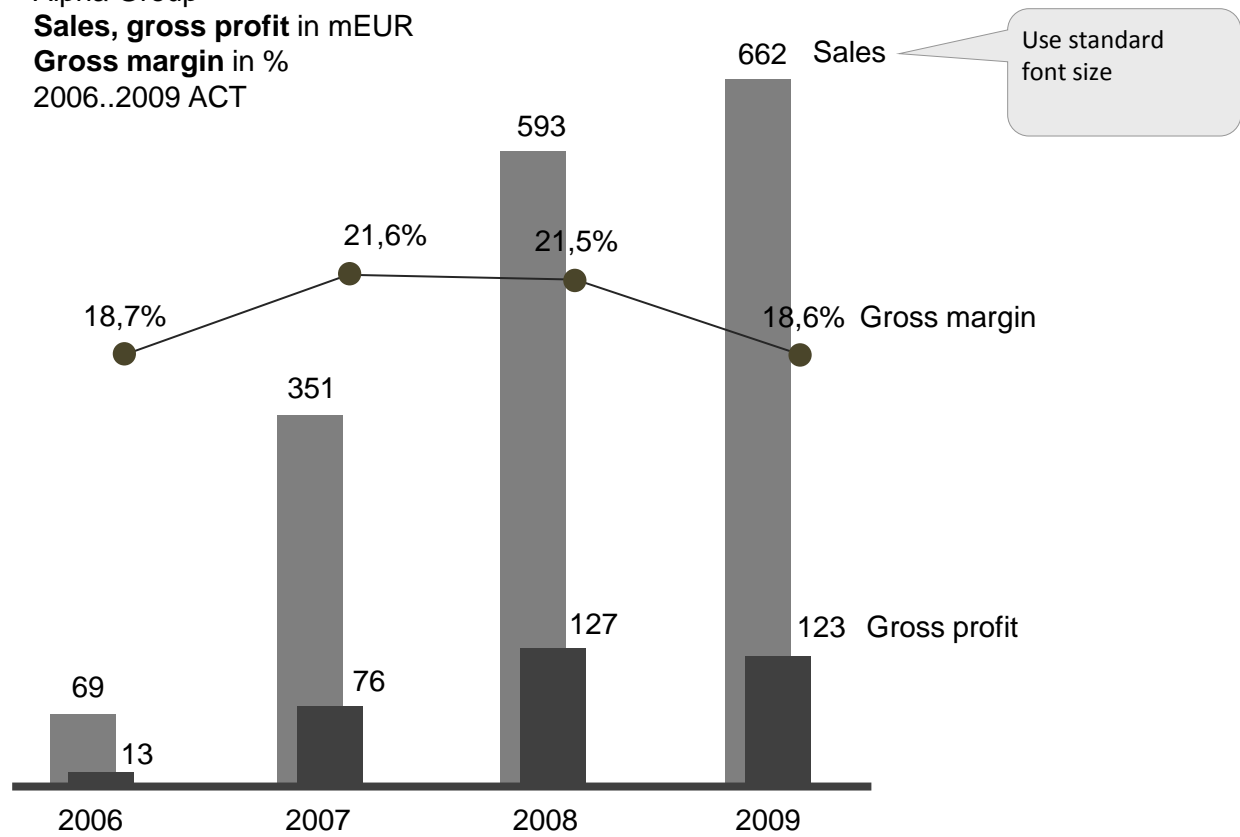
Alpha Group
Sales, gross profit in mEUR
Gross margin in %
2006..2009 ACT



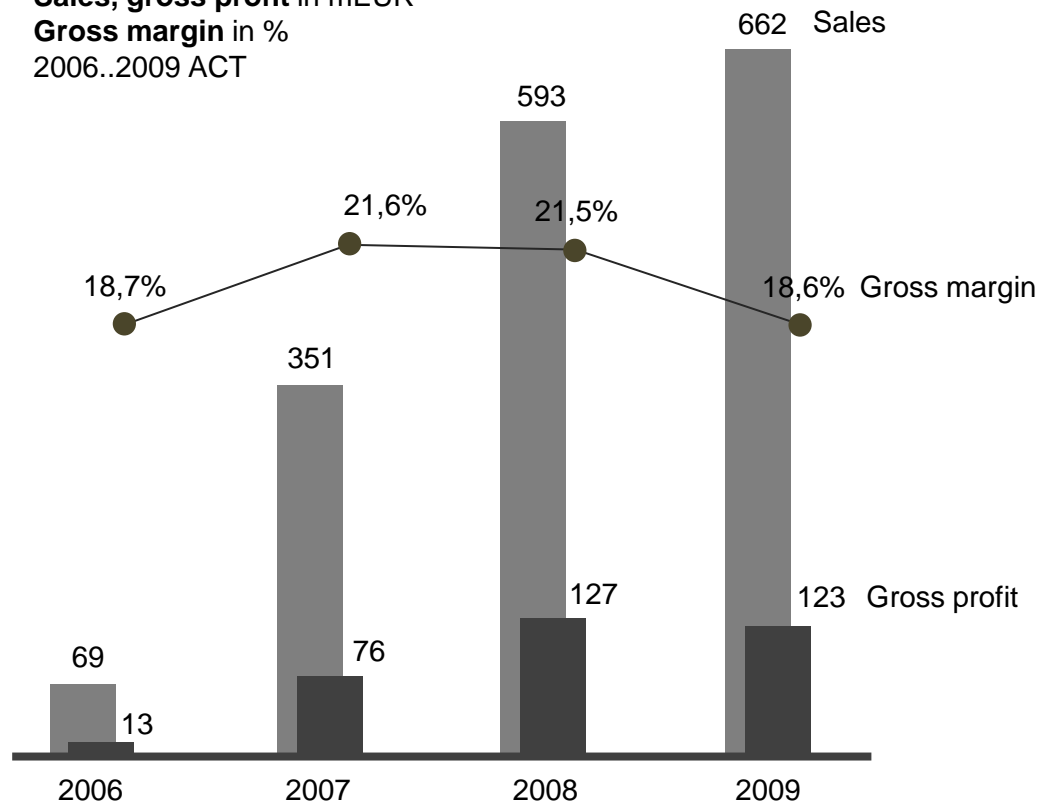
Alpha Group
Sales, gross profit in mEUR
Gross margin in %
2006..2009 ACT



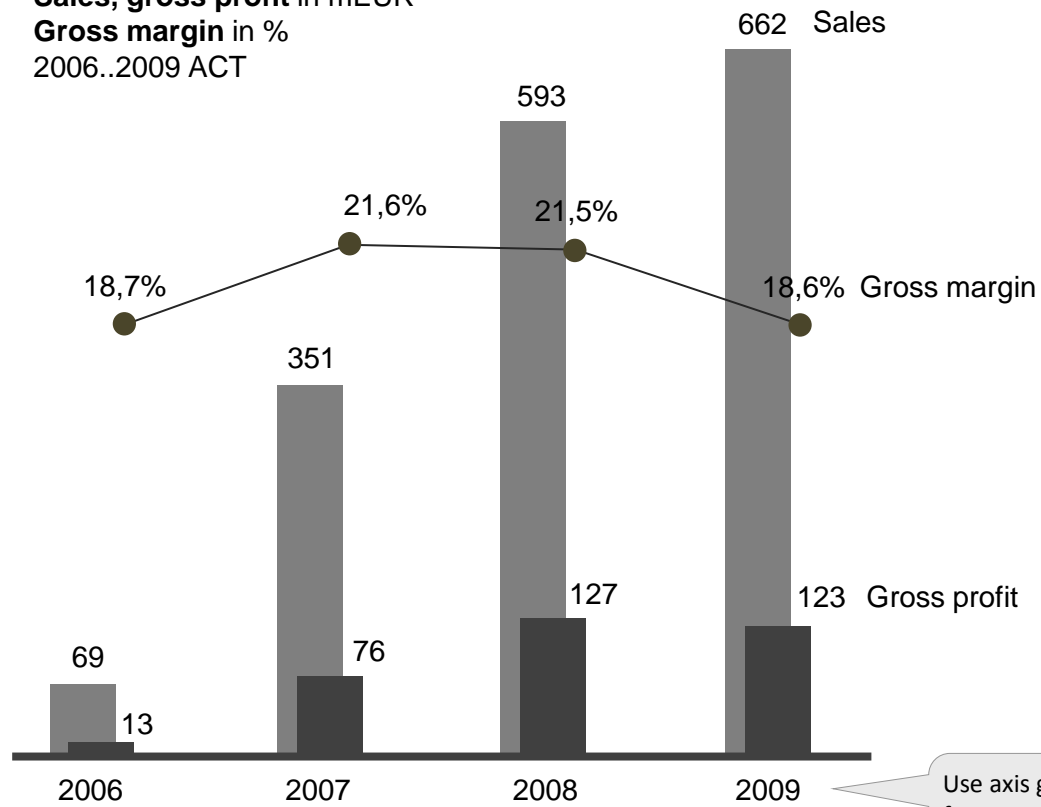
Alpha Group
Sales, gross profit in mEUR
Gross margin in %
2006..2009 ACT



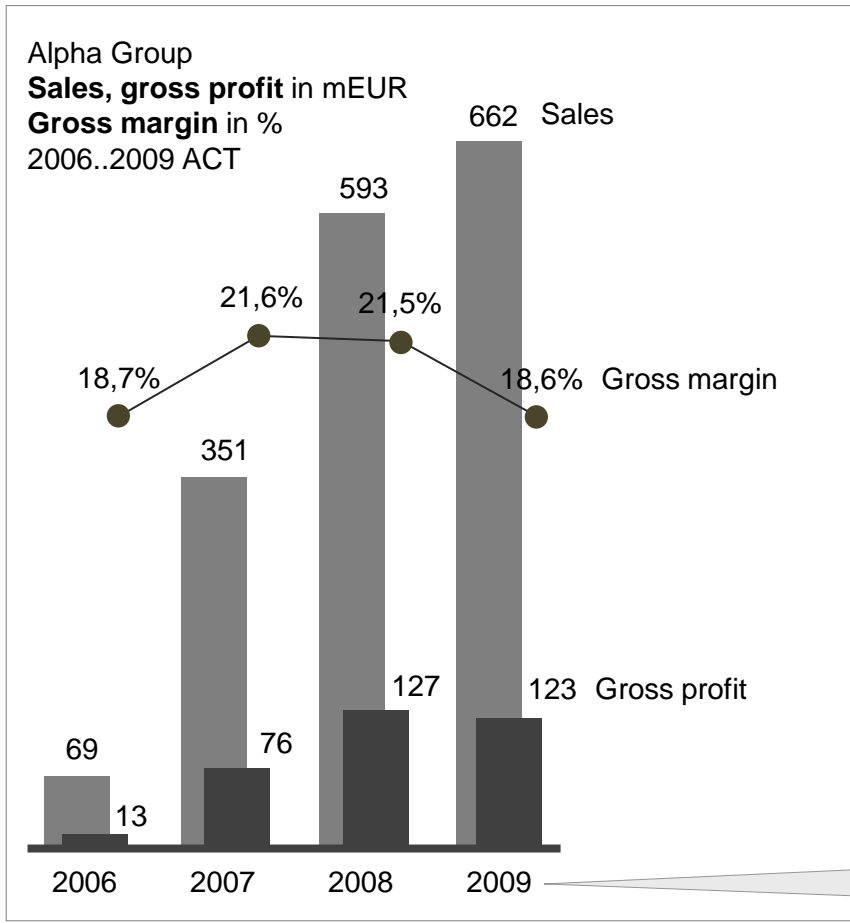
Alpha Group
Sales, gross profit in mEUR
Gross margin in %
2006..2009 ACT



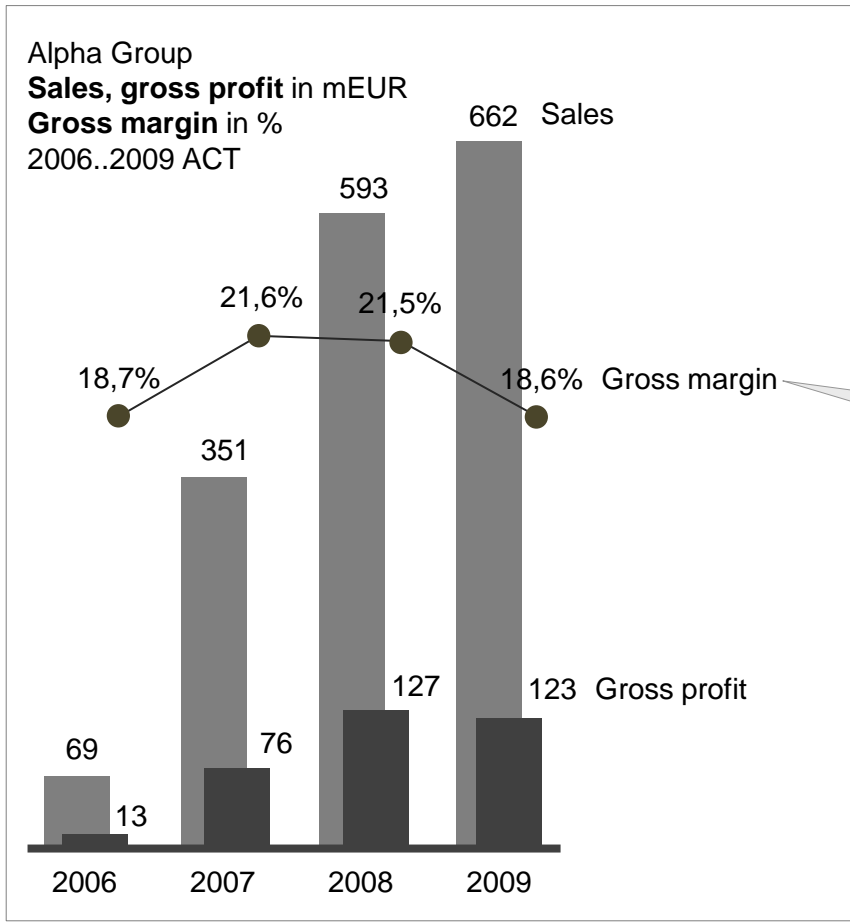
Alpha Group
Sales, gross profit in mEUR
Gross margin in %
2006..2009 ACT



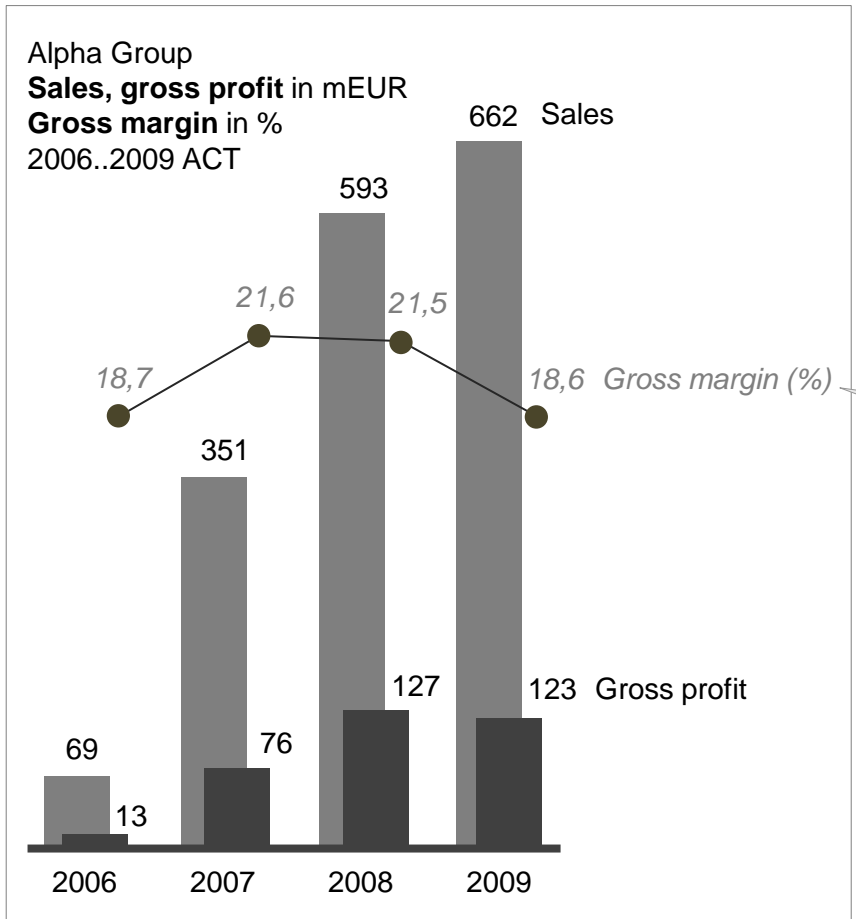
Use axis grid size
for years



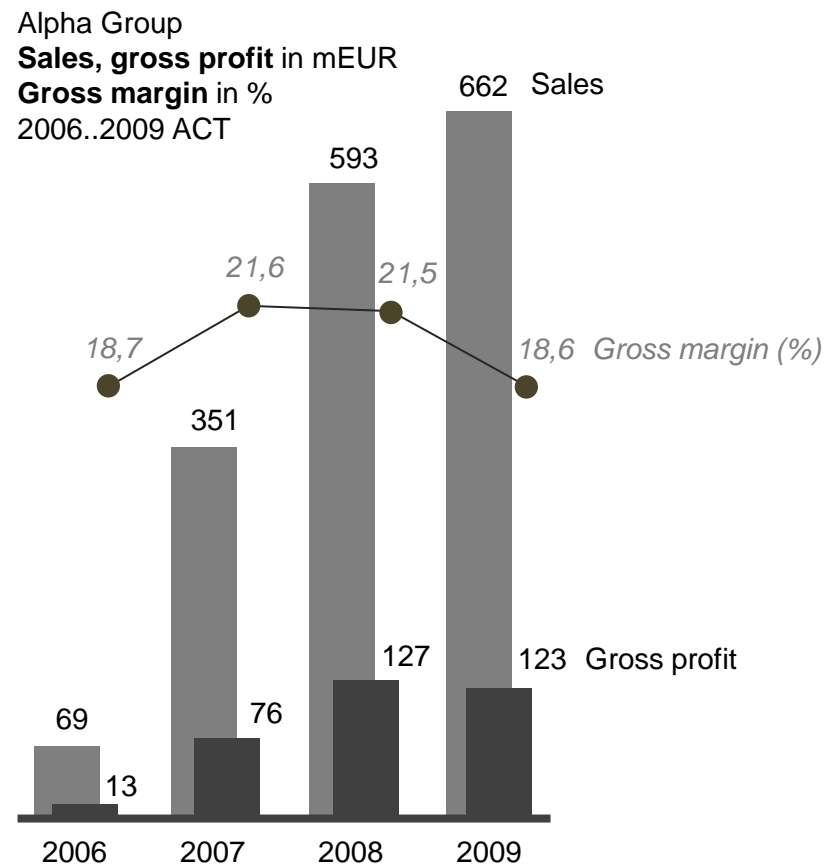
Use axis grid size for years



Use different notation for percent values



Use different notation for percent values



Compare to original layout

2009 2008 2007 2006 Jan Feb Mrz Apr Mai Jun Jul Aug Sep Okt Nov Dez Week

Customer ?

- Modehuset Abel
- TTT-The Ticky Tie
- Jazz Style Fashion& Art
- Da Santho Cosmethia

Salesrep 🔍

- Rock Roll
- Elvis Presley
- Rob Carsson
- Joan Callins

Product ?

- Mehmet-Napp
- Mehmet-Skor
- Sumi Underwear
- Shagall Socks

product development

seasonal revenue YTD

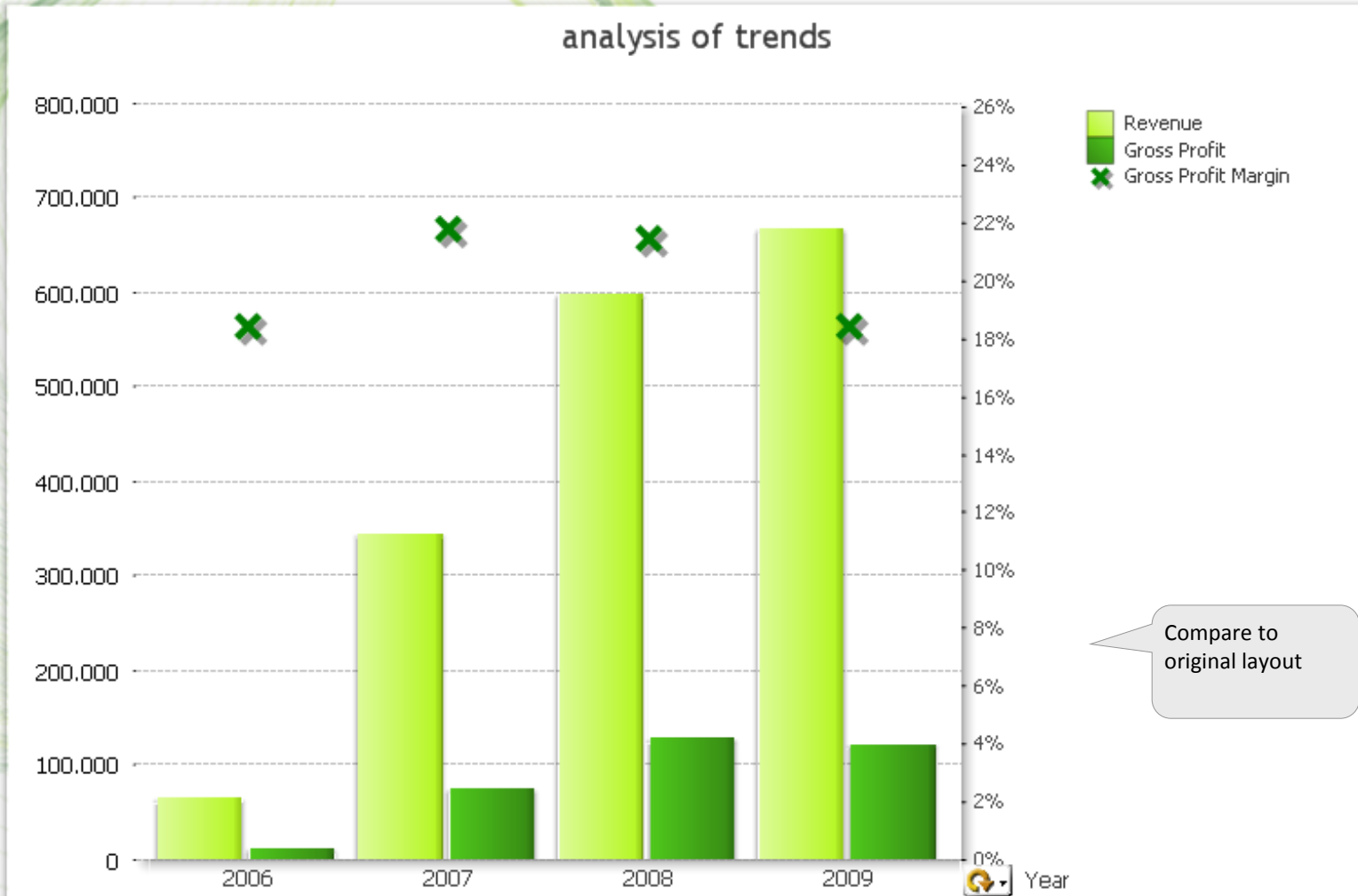
rolling 3 6 9

analysis of salestrends

customer revenue YTD

Feld Filter

Verteilun. proportional smethode



2009 2008 2007 2006 Jan Feb Mrz Apr Mai Jun Jul Aug Sep Okt Nov Dez Week

Customer ?

- Modehuset Abel
- TTT-The Ticky Tie
- Jazz Style Fashion& Art
- Da Santho Cosmethia

Salesrep 🔍

- Rock Roll
- Elvis Presley
- Rob Carsson
- Joan Callins

Product ?

- Mehmet-Napp
- Mehmet-Skor
- Sumi Underwear
- Shagall Socks

product development

seasonal revenue YTD

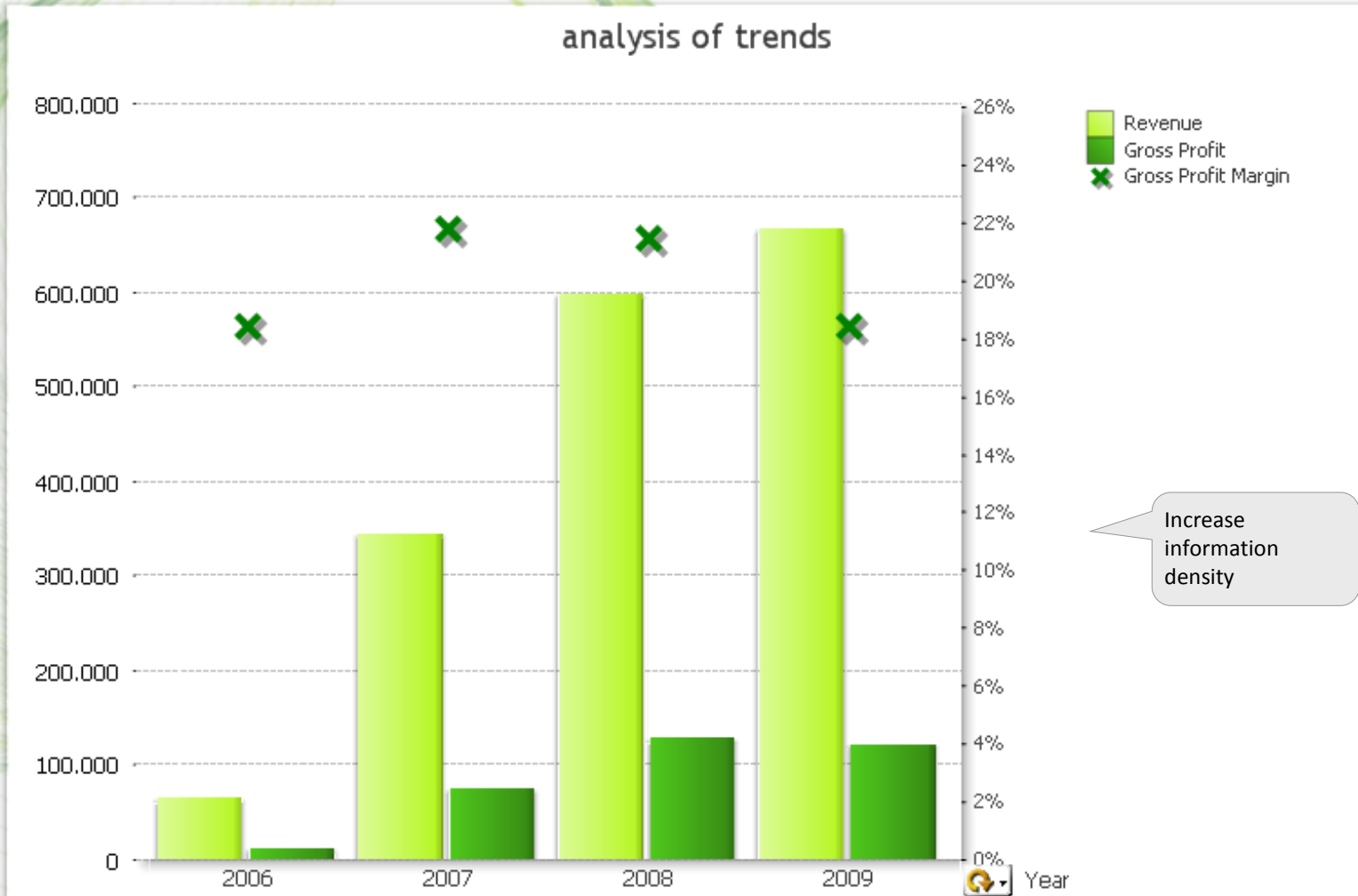
rolling 3 6 9

analysis of salestrends

customer revenue YTD

Feld Filter

Verteilun. smethode proportional



2009 2008 2007 2006 Jan Feb Mrz Apr Mai Jun Jul Aug Sep Okt Nov Dez Week

Customer ?

- Modehuset Abel
- TTT-The Ticky Tie
- Jazz Style Fashion& Art
- Da Santho Cosmethia

Salesrep 🔍

- Rock Roll
- Elvis Presley
- Rob Carsson
- Joan Callins

Product ?

- Mehmet-Napp
- Mehmet-Skor
- Sumi Underwear
- Shagall Socks

●● product development

📊 seasonal revenue YTD

📈 rolling 3 6 9

📈 analysis of salestrends

📊 costumer revenue YTD

Feld	Filter
Verteilun?	proportional
smethode	

Increase information density

2009 2008 2007 2006 Jan Feb Mrz Apr Mai Jun Jul Aug Sep Okt Nov Dez Week

Customer ?

- Modehuset Abel
- TTT-The Ticky Tie
- Jazz Style Fashion& Art
- Da Santho Cosmethia

Salesrep 🔍

- Rock Roll
- Elvis Presley
- Rob Carsson
- Joan Callins

Product ?

- Mehmet-Napp
- Mehmet-Skor
- Sumi Underwear
- Shagall Socks

product development

seasonal revenue YTD

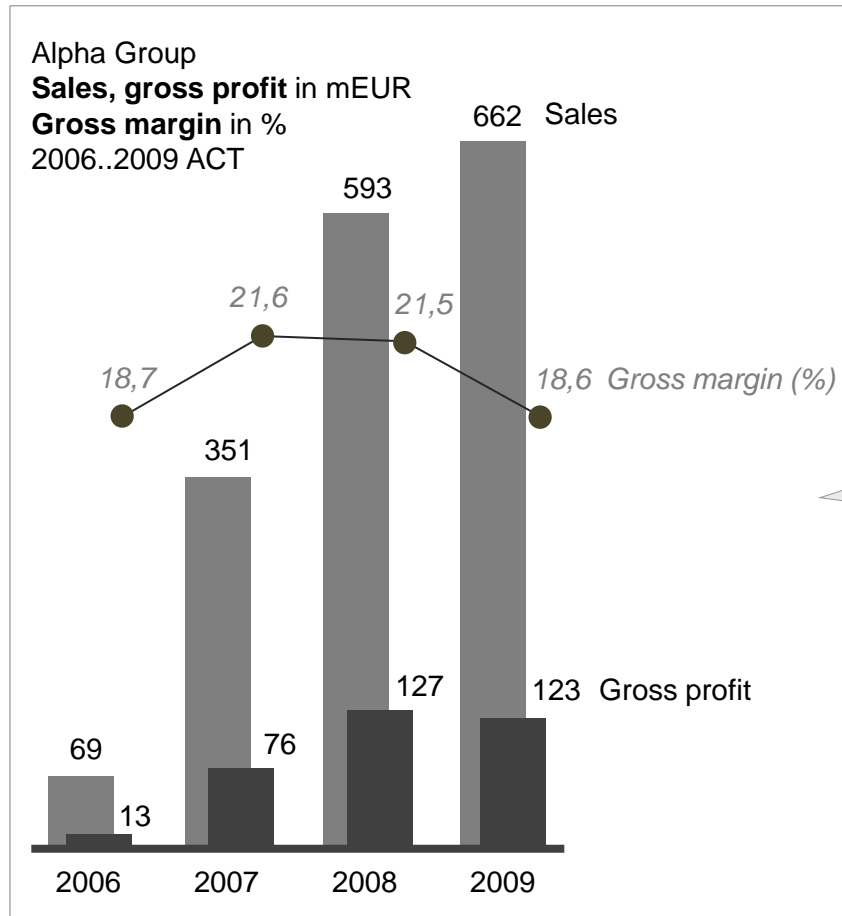
rolling 3 6 9

analysis of salestrends

customer revenue YTD

Feld Filter

Verteilun? proportional smethode



Increase information density

2009 2008 2007 2006 Jan Feb Mrz Apr Mai Jun Jul Aug Sep Okt Nov Dez Week

Customer ?

- Modehuset Abel
- TTT-The Ticky Tie
- Jazz Style Fashion& Art
- Da Santho Cosmethia

Salesrep ?

- Rock Roll
- Elvis Presley
- Rob Carsson
- Joan Callins

Product ?

- Mehmet-Napp
- Mehmet-Skor
- Sumi Underwear
- Shagall Socks

product development

seasonal revenue YTD

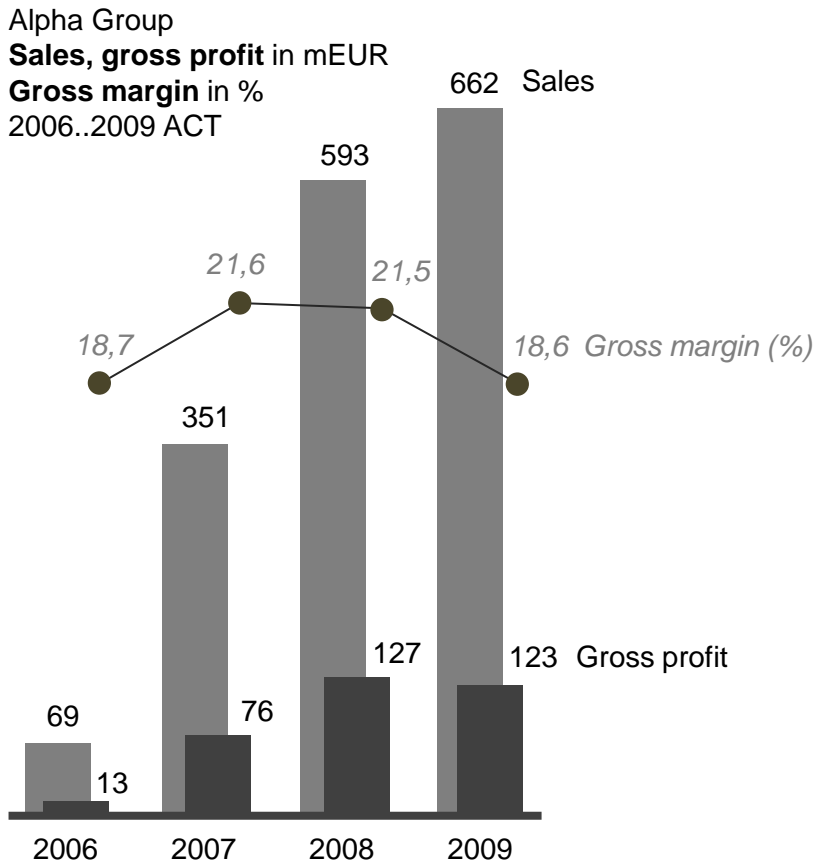
rolling 3 6 9

analysis of salestrends

customer revenue YTD

Feld Filter

Verteilun? proportional smethode



Increase information density

2009 2008 2007 2006 Jan Feb Mrz Apr Mai Jun Jul Aug Sep Okt Nov Dez Week

Customer ?

- Modehuset Abel
- TTT-The Ticky Tie
- Jazz Style Fashion& Art
- Da Santho Cosmethia

Salesrep ?

- Rock Roll
- Elvis Presley
- Rob Carsson
- Joan Callins

Product ?

- Mehmet-Napp
- Mehmet-Skor
- Sumi Underwear
- Shagall Socks

product development

seasonal revenue YTD

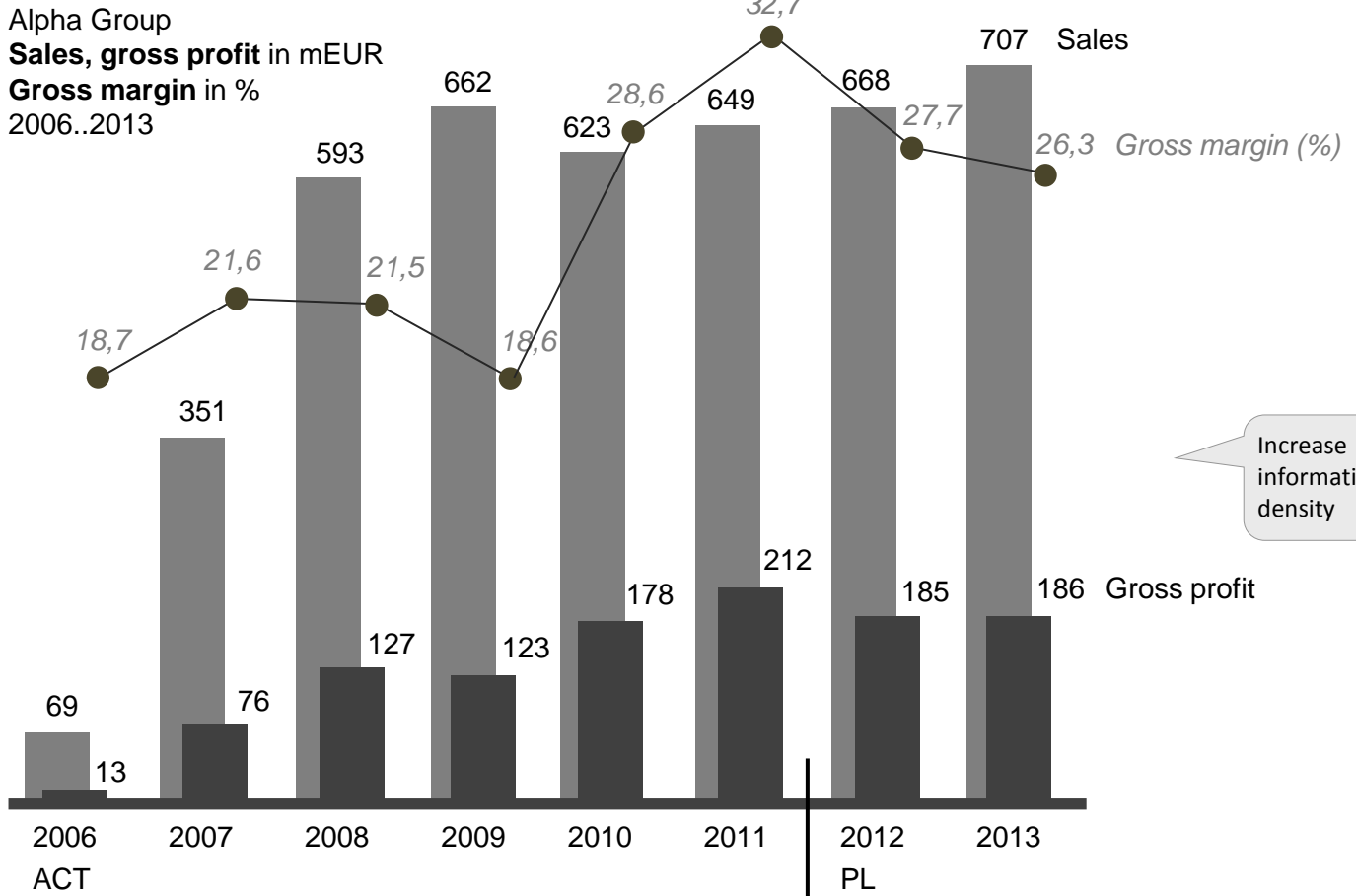
rolling 3 6 9

analysis of salestrends

customer revenue YTD

Feld Filter

Verteilun? proportional smethode



2009 2008 2007 2006 Jan Feb Mrz Apr Mai Jun Jul Aug Sep Okt Nov Dez Week

Customer ?

- Modehuset Abel
- TTT-The Ticky Tie
- Jazz Style Fashion& Art
- Da Santho Cosmethia

Salesrep 🔍

- Rock Roll
- Elvis Presley
- Rob Carsson
- Joan Callins

Product ?

- Mehmet-Napp
- Mehmet-Skor
- Sumi Underwear
- Shagall Socks

product development

seasonal revenue YTD

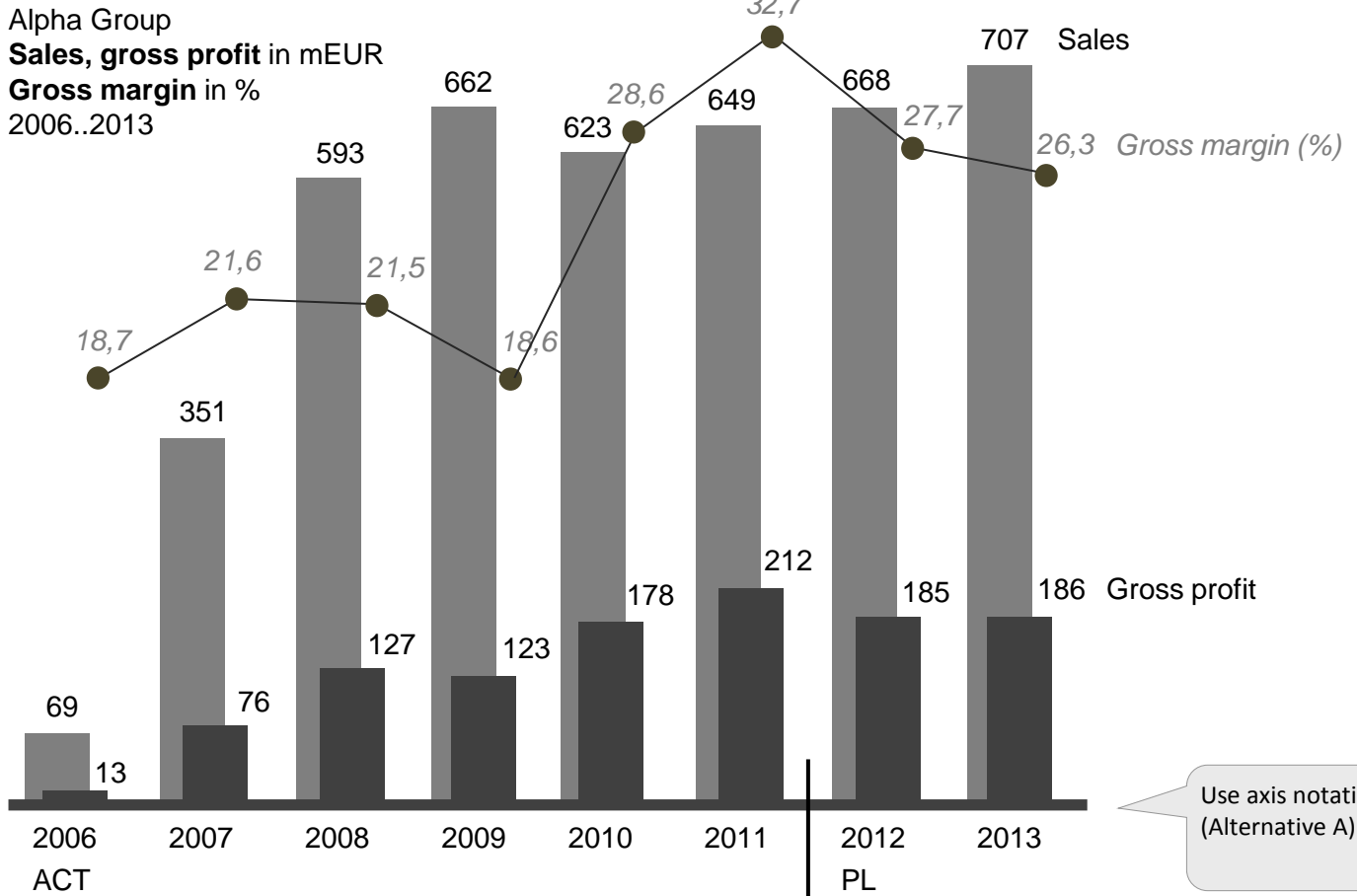
rolling 3 6 9

analysis of salestrends

customer revenue YTD

Feld Filter

Verteilun? smethode proportional



2009 2008 2007 2006 Jan Feb Mrz Apr Mai Jun Jul Aug Sep Okt Nov Dez Week

Customer ?

- Modehuset Abel
- TTT-The Ticky Tie
- Jazz Style Fashion& Art
- Da Santho Cosmethia

Salesrep 🔍

- Rock Roll
- Elvis Presley
- Rob Carsson
- Joan Callins

Product ?

- Mehmet-Napp
- Mehmet-Skor
- Sumi Underwear
- Shagall Socks

product development

seasonal revenue YTD

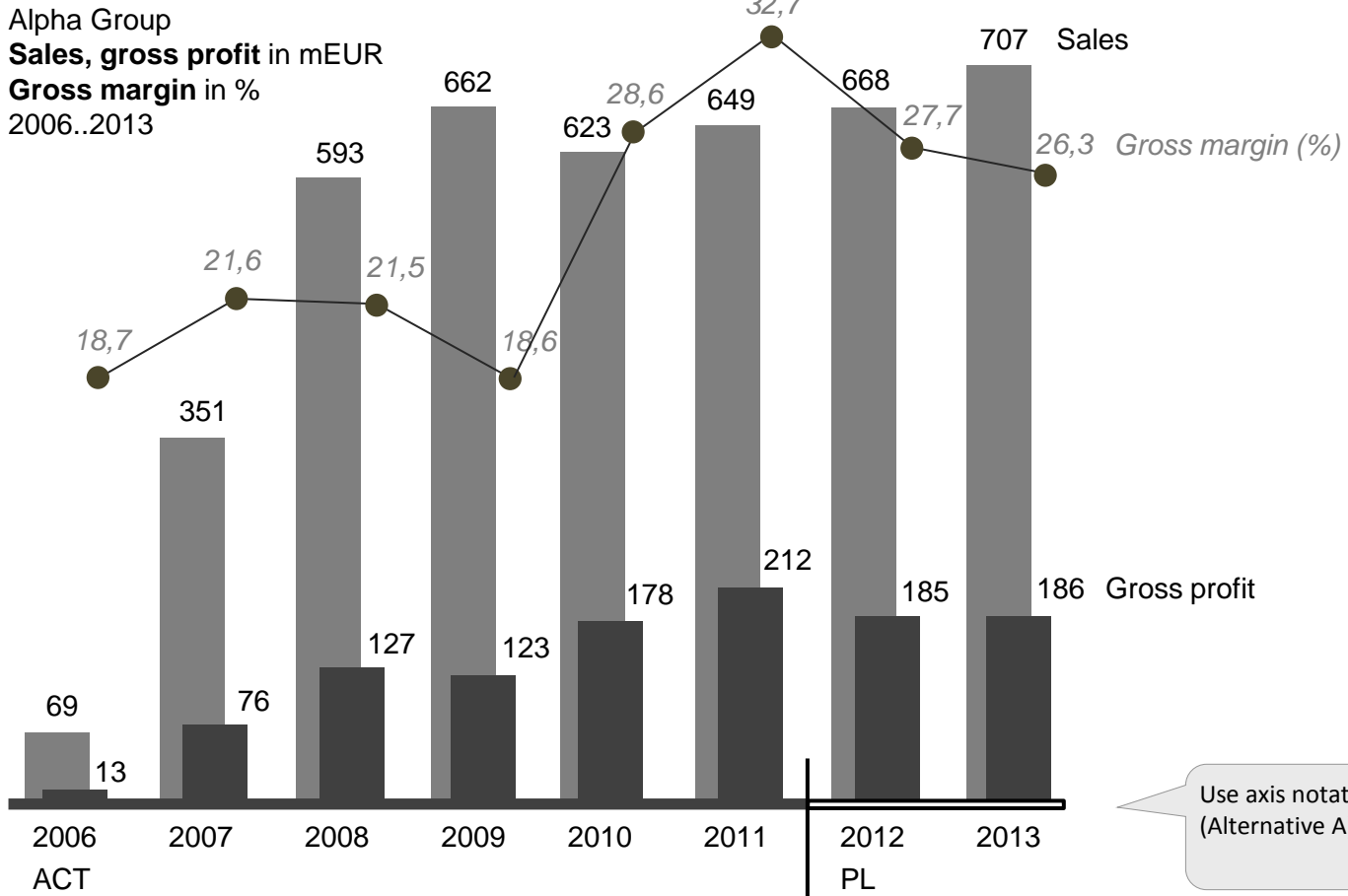
rolling 3 6 9

analysis of salestrends

customer revenue YTD

Feld Filter

Verteilun? smethode proportional



2009 2008 2007 2006 Jan Feb Mrz Apr Mai Jun Jul Aug Sep Okt Nov Dez Week

Customer ?

- Modehuset Abel
- TTT-The Ticky Tie
- Jazz Style Fashion& Art
- Da Santho Cosmethia

Salesrep 🔍

- Rock Roll
- Elvis Presley
- Rob Carsson
- Joan Callins

Product ?

- Mehmet-Napp
- Mehmet-Skor
- Sumi Underwear
- Shagall Socks

product development

seasonal revenue YTD

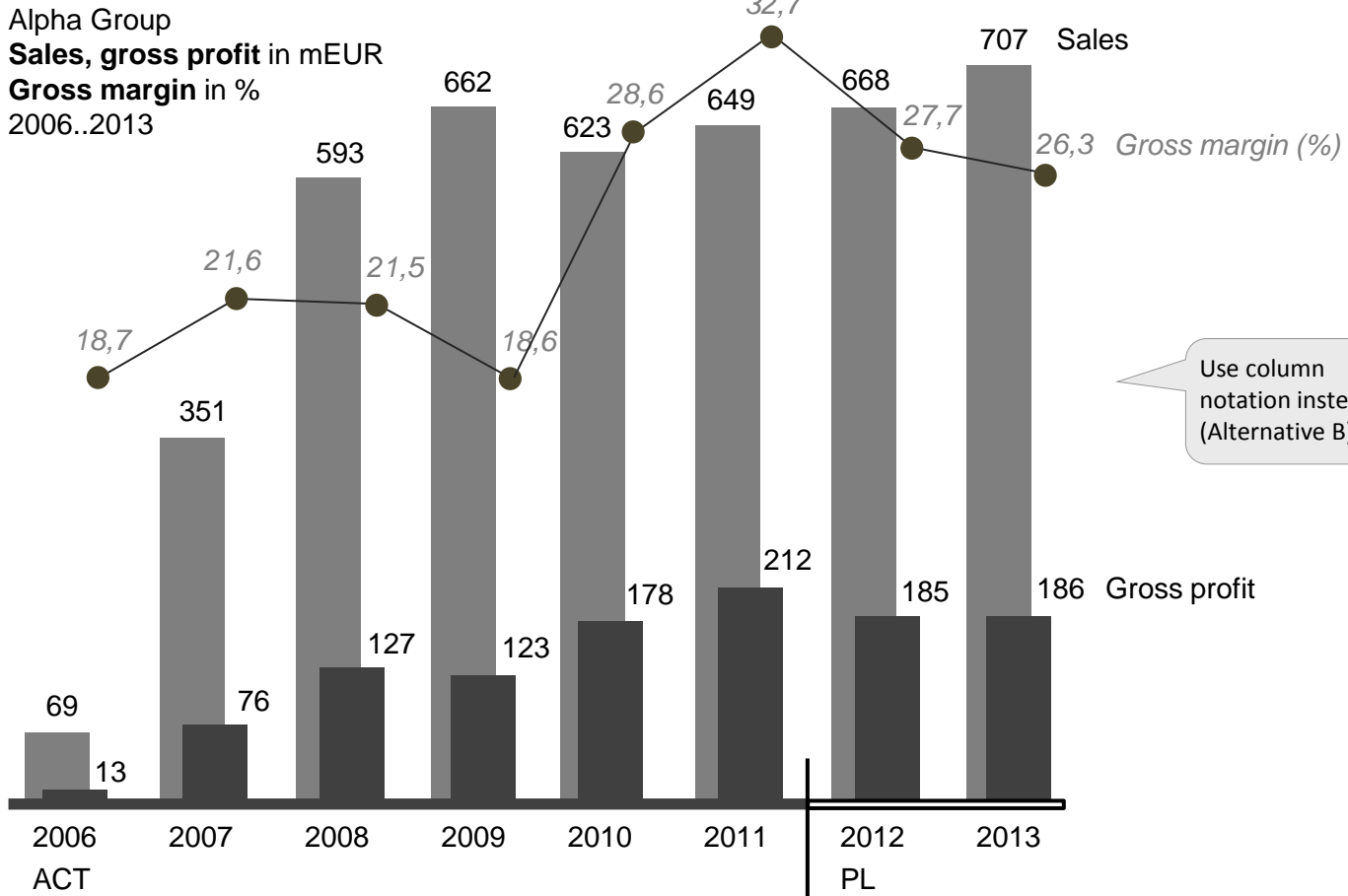
rolling 3 6 9

analysis of salestrends

customer revenue YTD

Feld Filter

Verteilun? proportional smethode



2009 2008 2007 2006 Jan Feb Mrz Apr Mai Jun Jul Aug Sep Okt Nov Dez Week

Customer ?

- Modehuset Abel
- TTT-The Ticky Tie
- Jazz Style Fashion& Art
- Da Santho Cosmethia

Salesrep ?

- Rock Roll
- Elvis Presley
- Rob Carsson
- Joan Callins

Product ?

- Mehmet-Napp
- Mehmet-Skor
- Sumi Underwear
- Shagall Socks

product development

seasonal revenue YTD

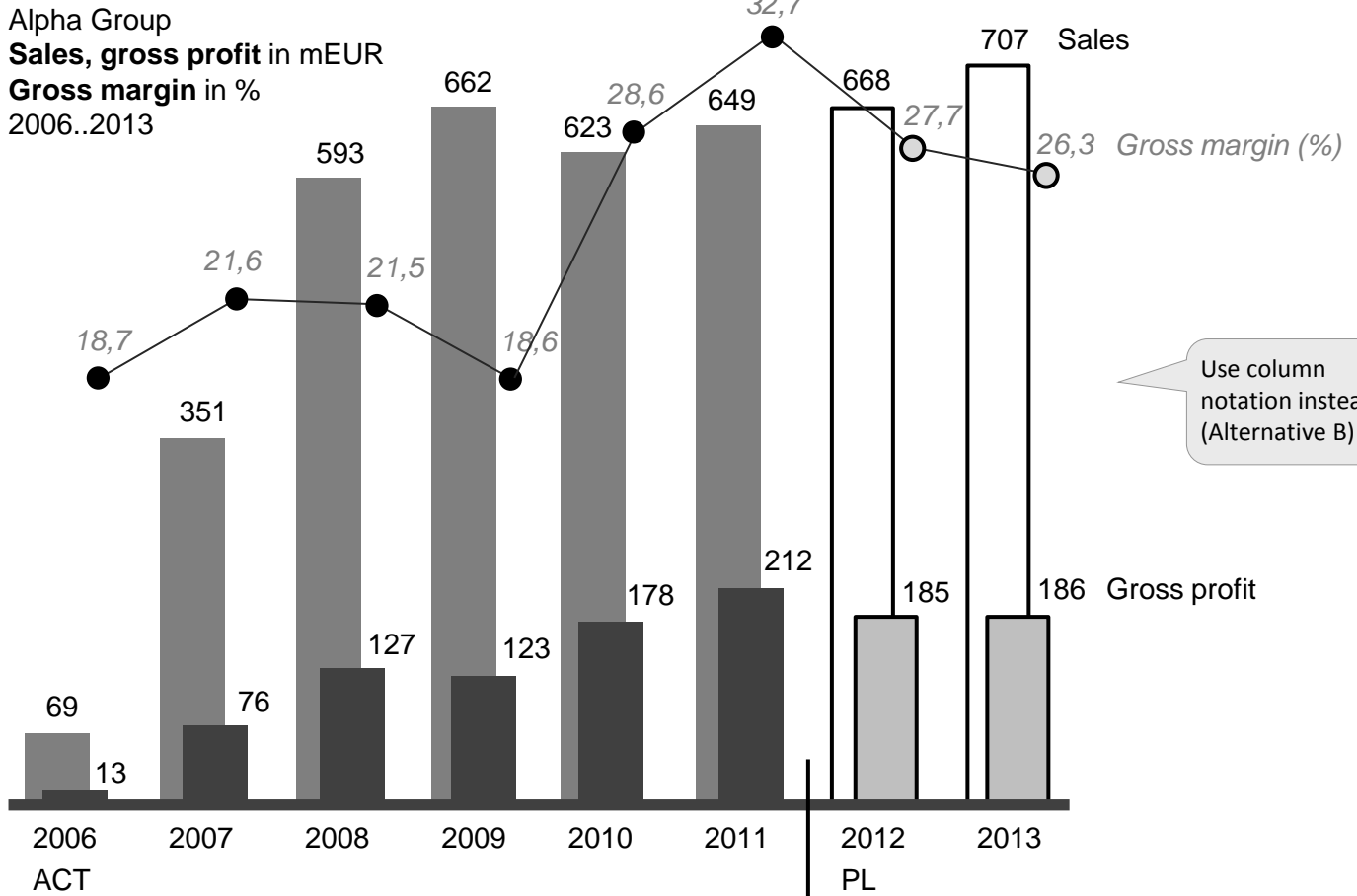
rolling 3 6 9

analysis of salestrends

customer revenue YTD

Feld Filter

Verteilun? proportional smethode



Use standard concept for **presentation exhibits**

2009 2008 2007 2006 Jan Feb Mrz Apr Mai Jun Jul Aug Sep Okt Nov Dez Week

Customer ?

- Modehuset Abel
- TTT-The Ticky Tie
- Jazz Style Fashion& Art
- Da Santho Cosmethia

Salesrep ?

- Rock Roll
- Elvis Presley
- Rob Carsson
- Joan Callins

Product ?

- Mehmet-Napp
- Mehmet-Skor
- Sumi Underwear
- Shagall Socks

product development

seasonal revenue YTD

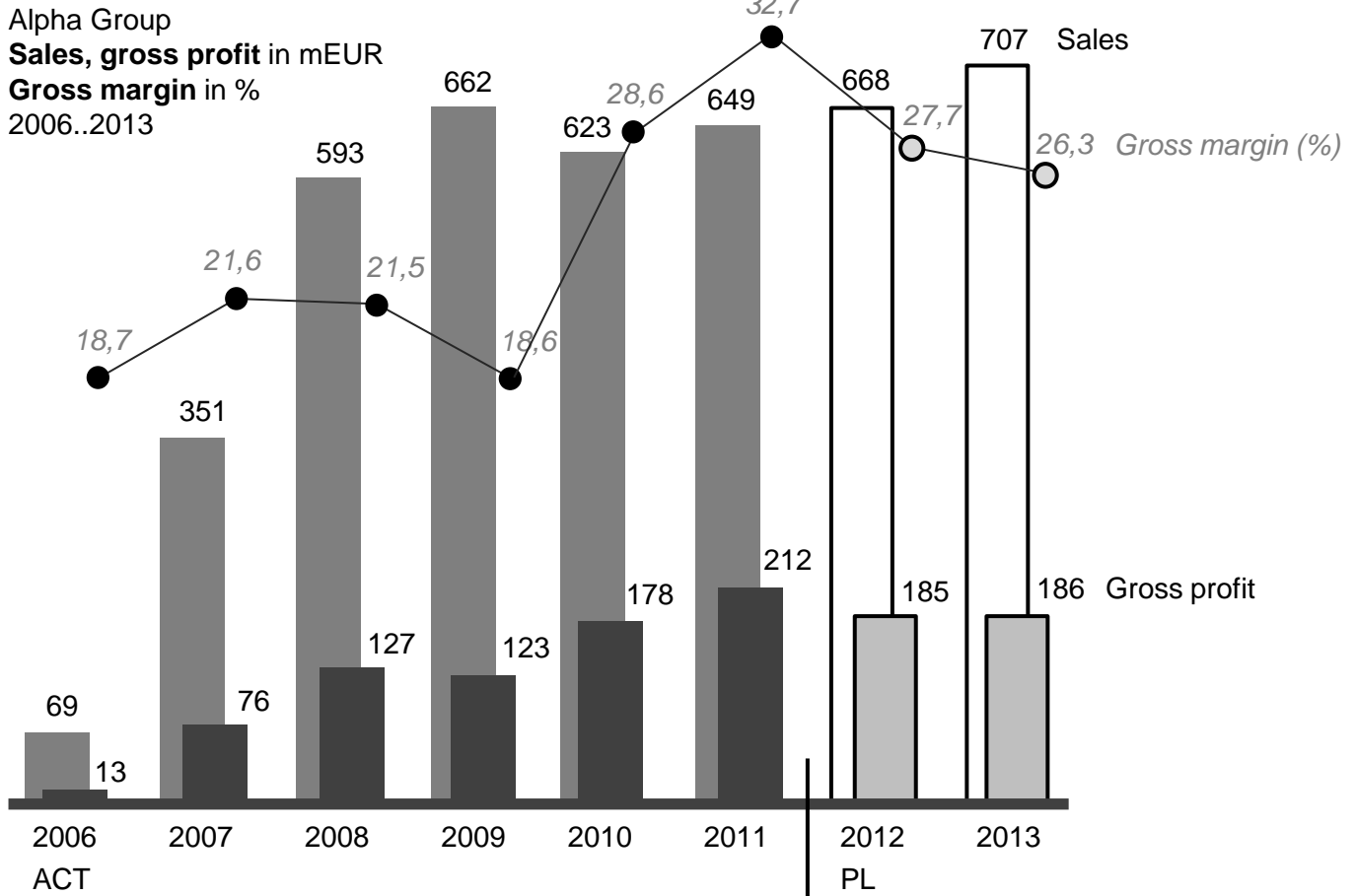
rolling 3 6 9

analysis of salestrends

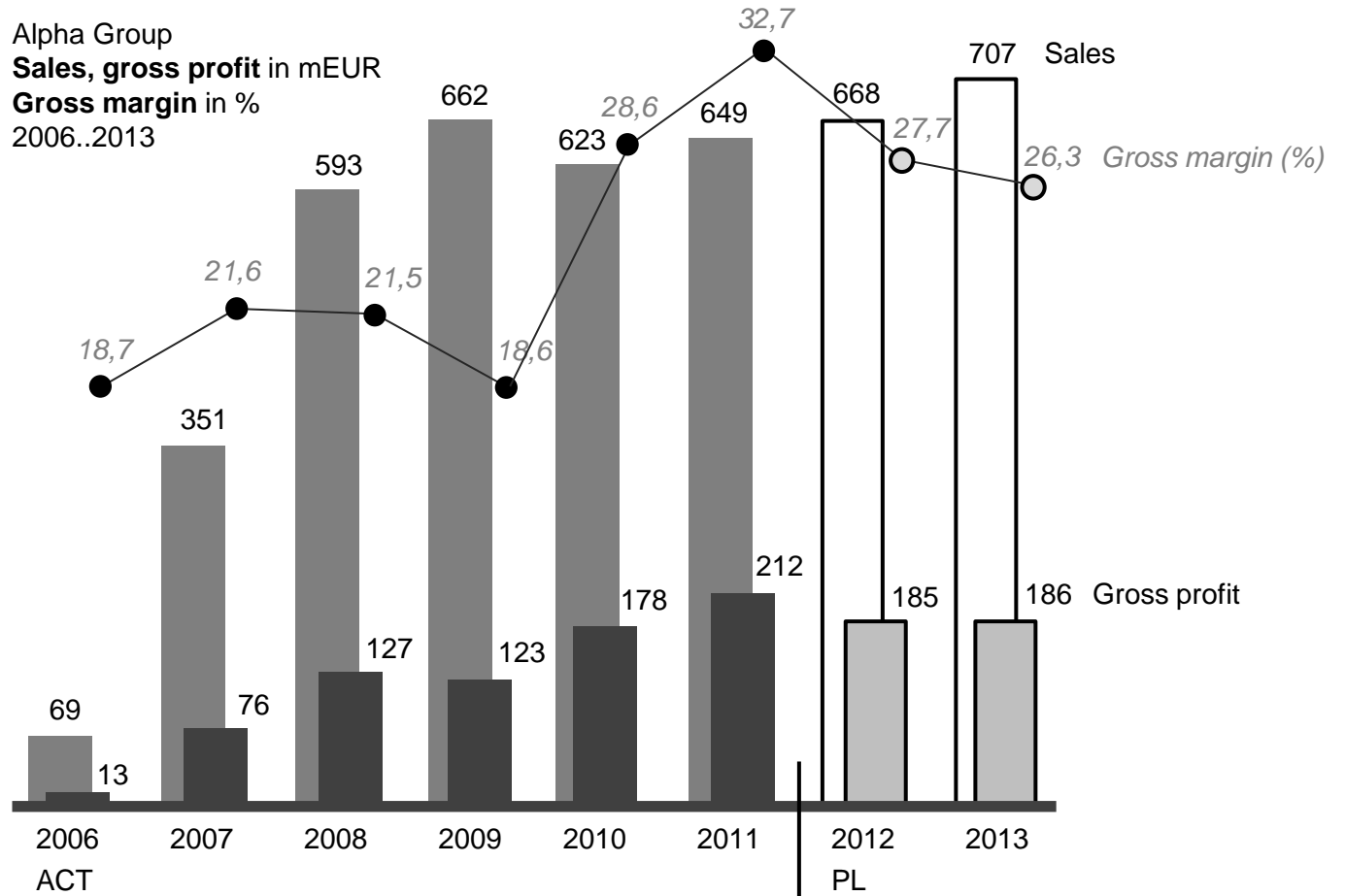
customer revenue YTD

Feld Filter

Verteilun? proportional smethode

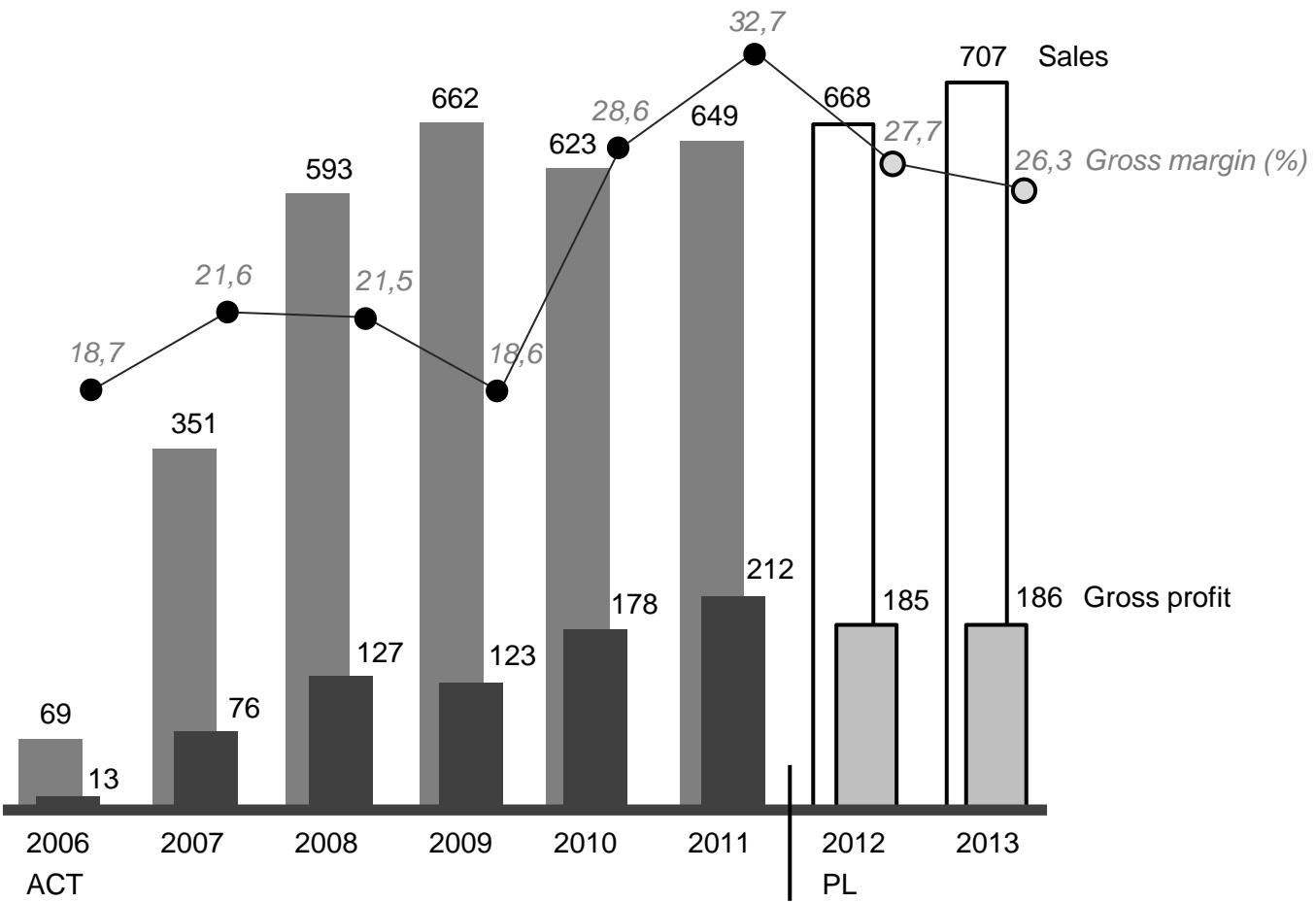


Use standard concept for **presentation exhibits**



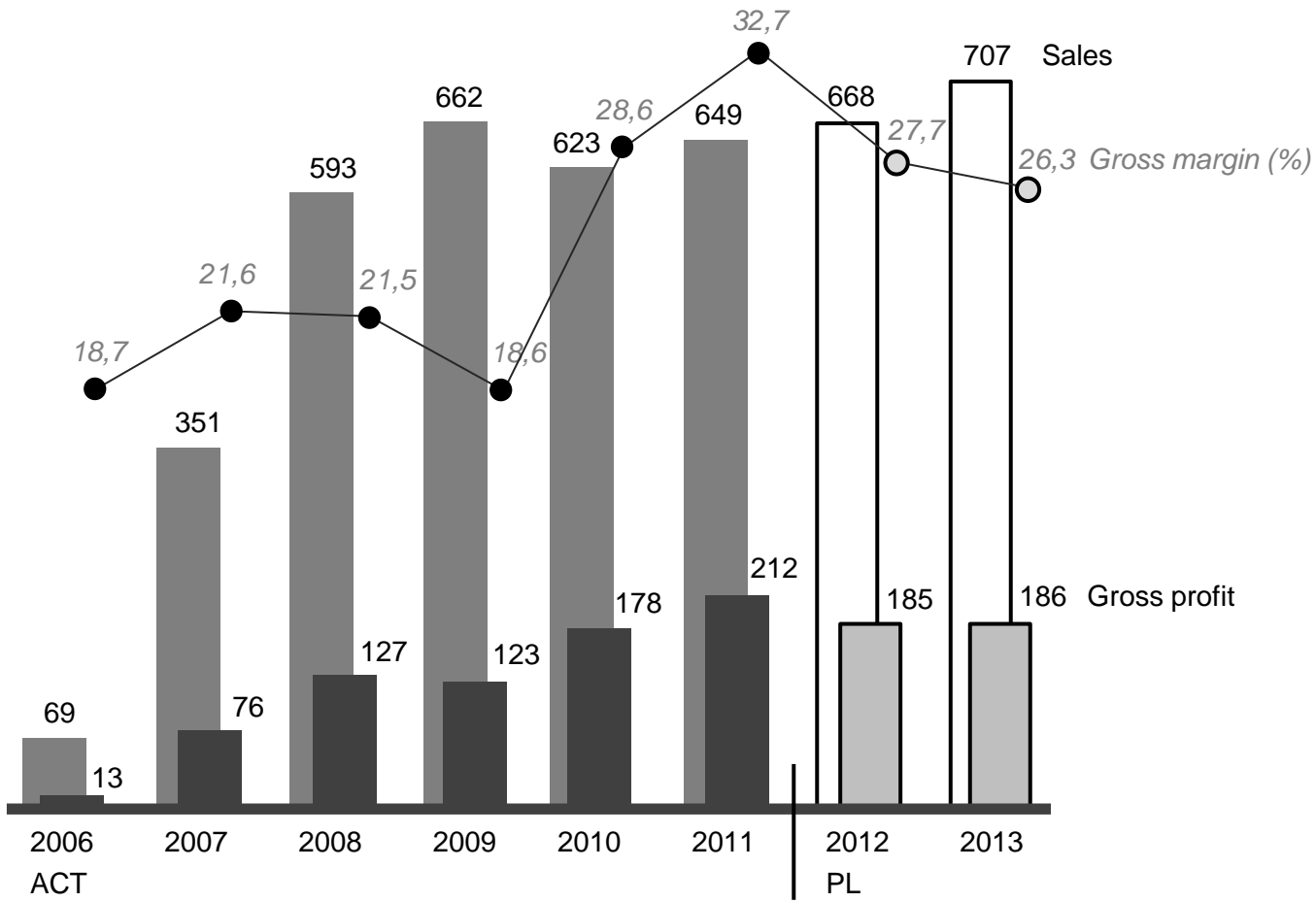
Alpha Group
Sales, gross profit in mEUR
Gross margin in %
 2006..2013

Use standard concept for **presentation exhibits**



Add message

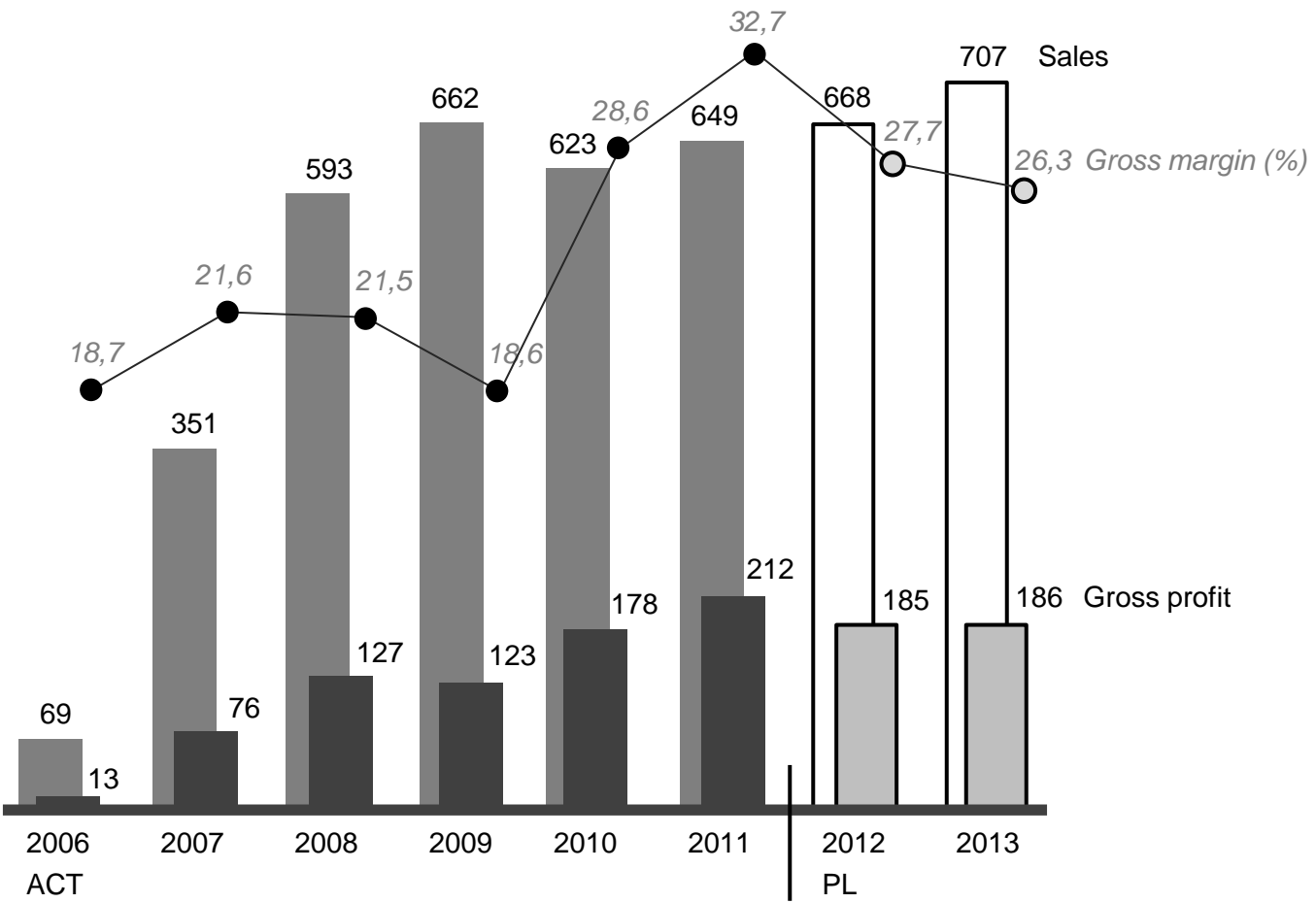
Alpha Group
Sales, gross profit in mEUR
Gross margin in %
2006..2013



Compared to 2009 gross margin will increase by 7,7pp (from 18,6% to 26,3%)

Add message

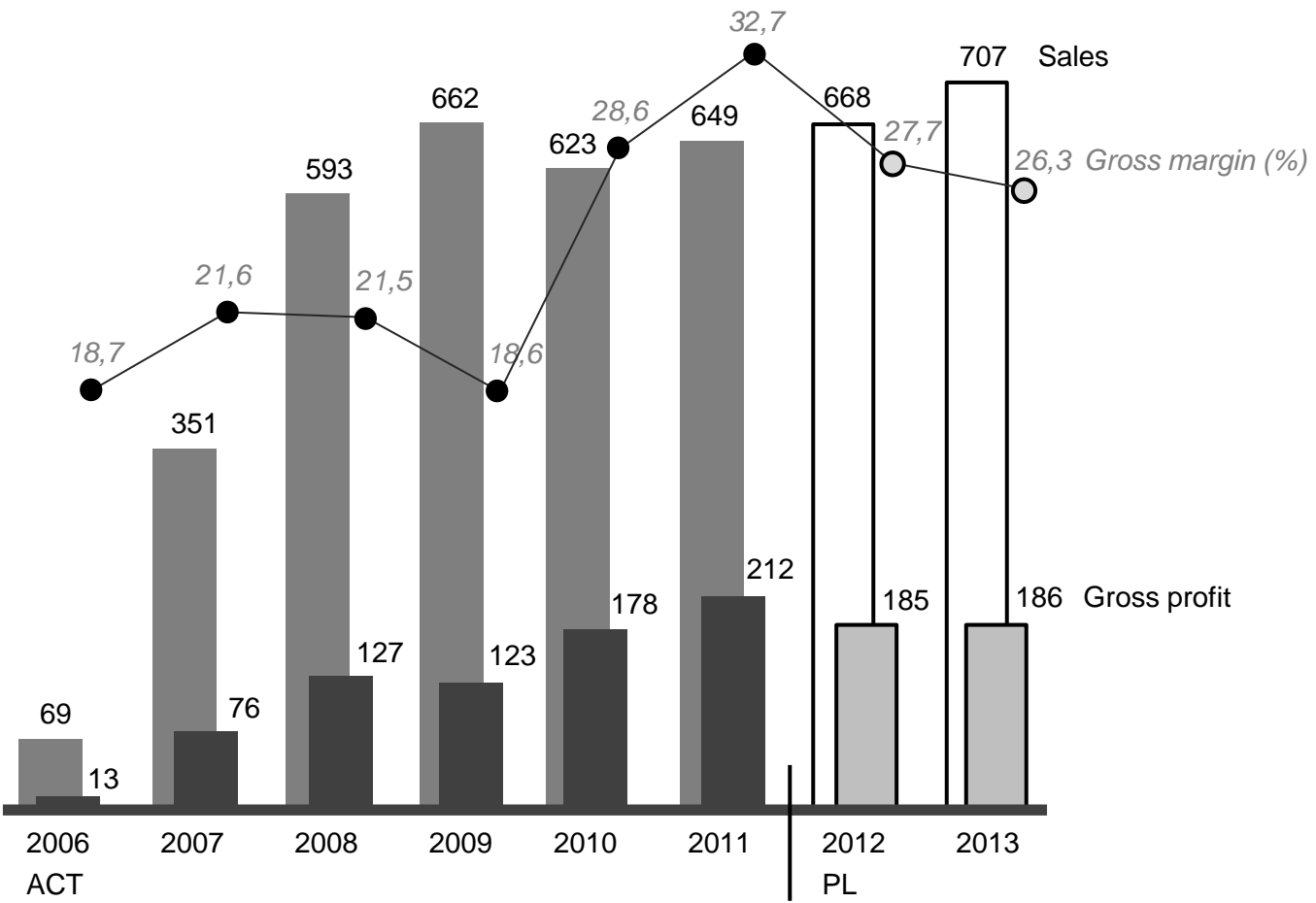
Alpha Group
Sales, gross profit in mEUR
Gross margin in %
2006..2013



Compared to 2009 gross margin will increase by 7,7pp (from 18,6% to 26,3%)

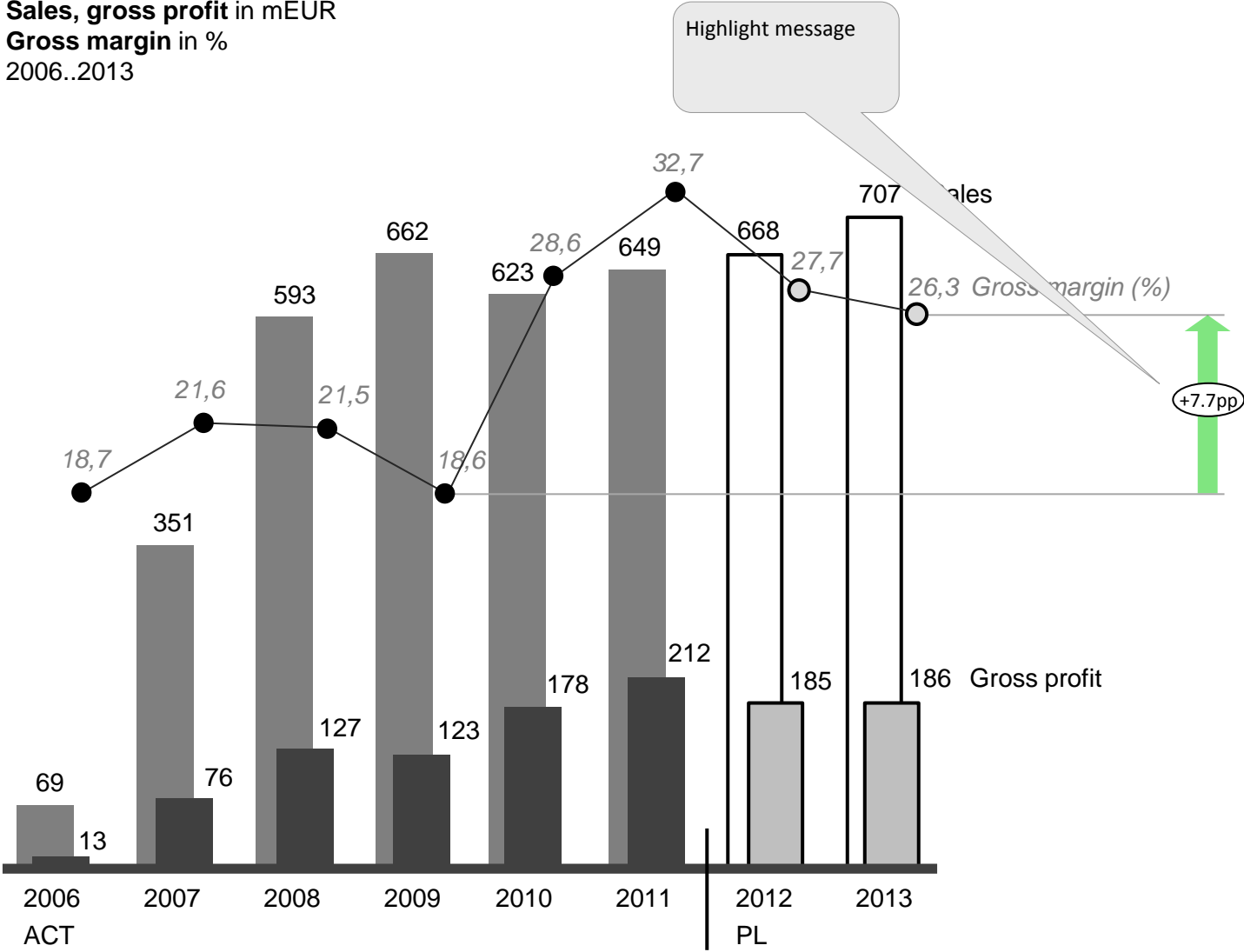
Alpha Group
Sales, gross profit in mEUR
Gross margin in %
 2006..2013

Highlight message



Compared to 2009 gross margin will increase by 7,7pp (from 18,6% to 26,3%)

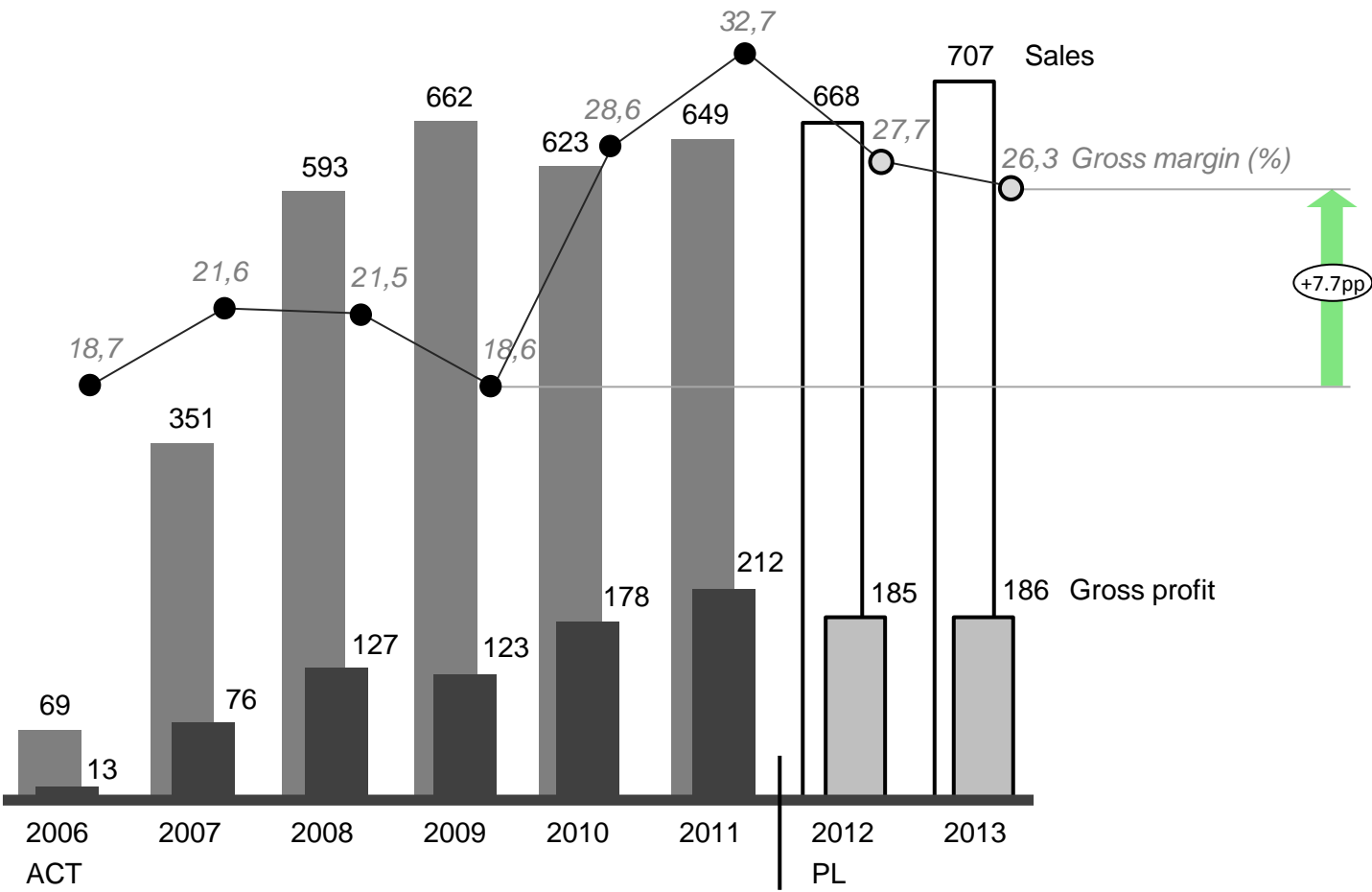
Alpha Group
Sales, gross profit in mEUR
Gross margin in %
 2006..2013



Compared to 2009 gross margin will increase by 7,7pp (from 18,6% to 26,3%)



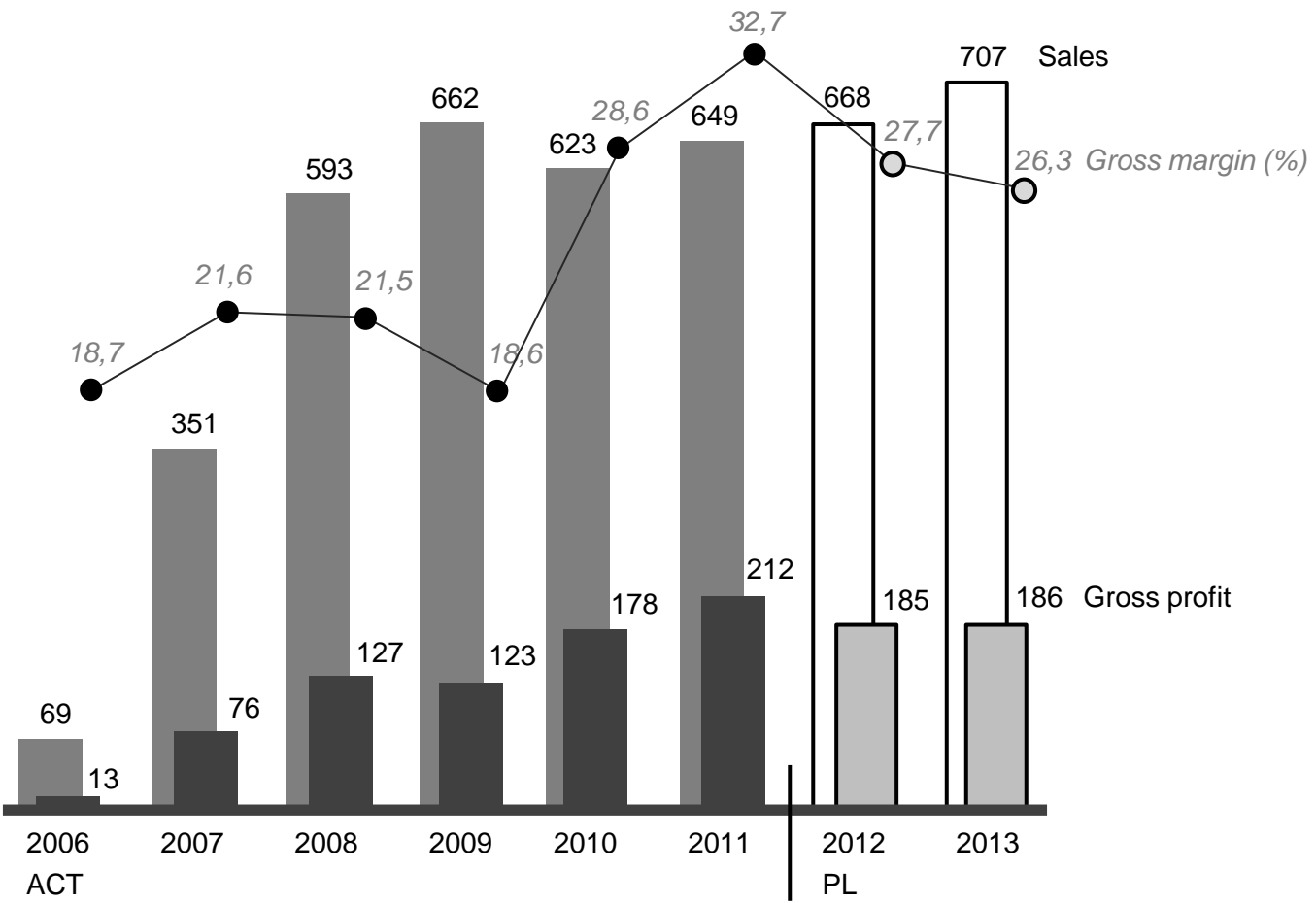
Alpha Group
Sales, gross profit in mEUR
Gross margin in %
 2006..2013



Compared to 2009 gross margin will increase by 7,7pp (from 18,6% to 26,3%)

Change message

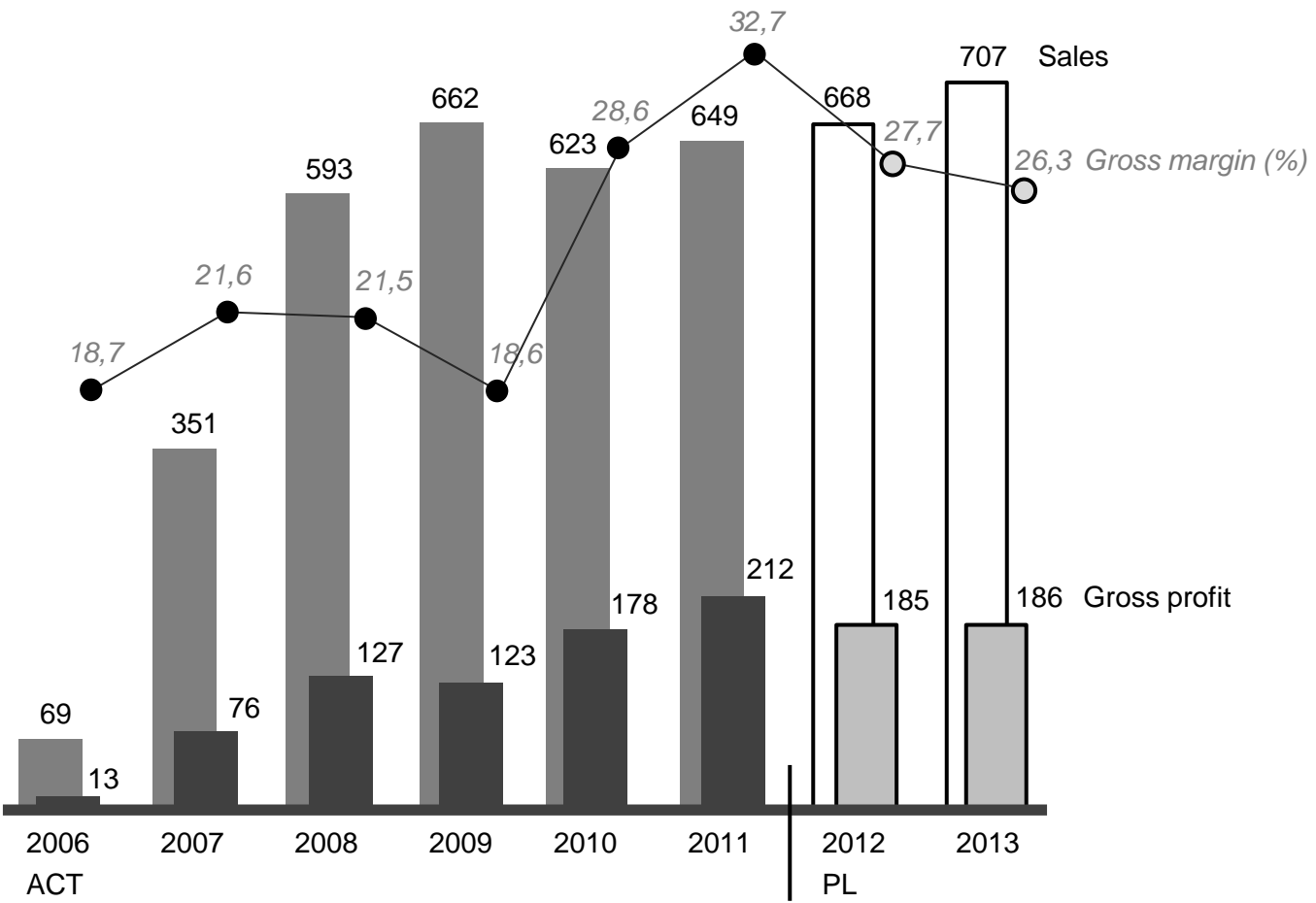
Alpha Group
Sales, gross profit in mEUR
Gross margin in %
2006..2013



Compared to 2011 gross margin will decrease by 6,4pp (from 32,7% to 26,3%)

Change message

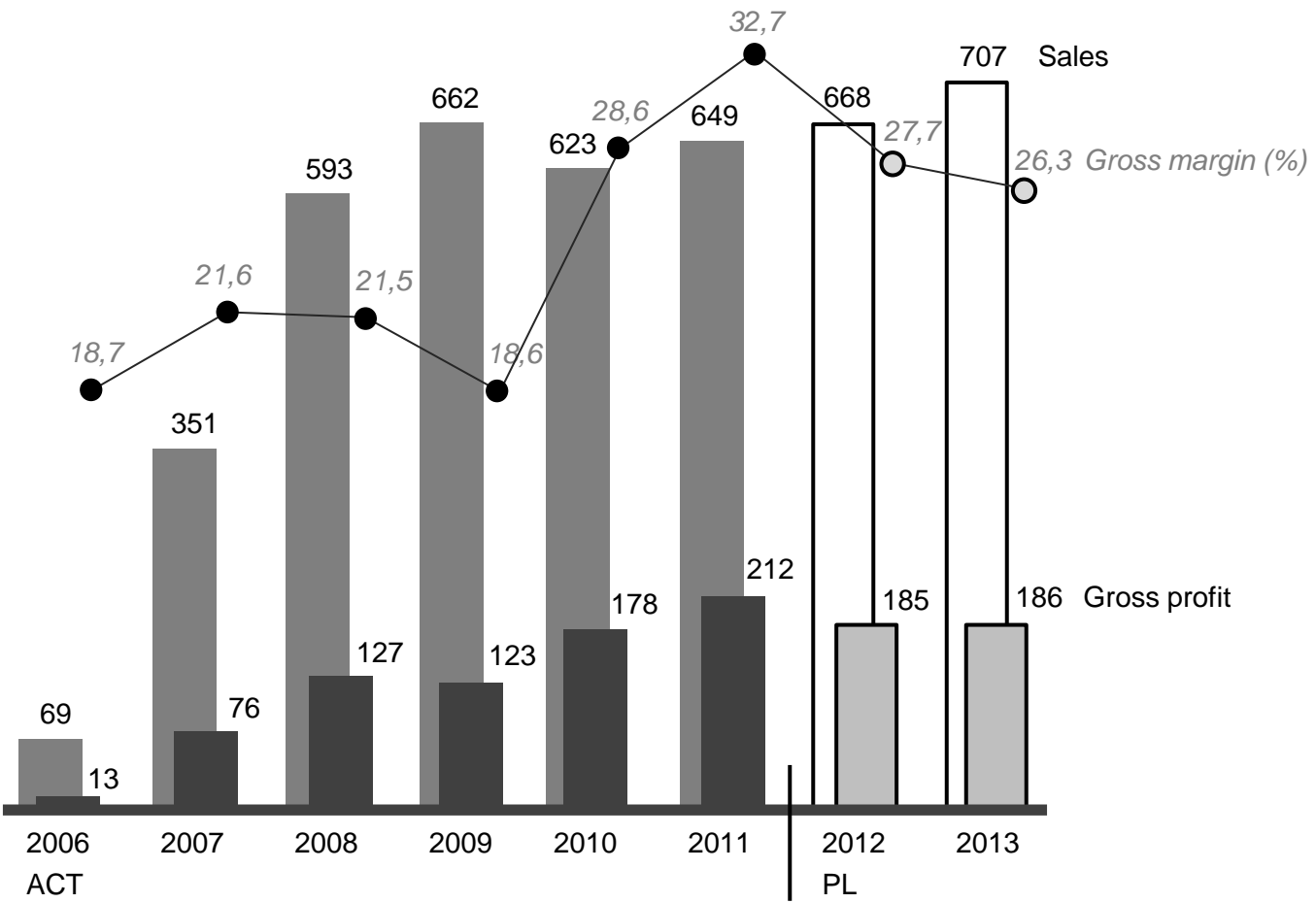
Alpha Group
Sales, gross profit in mEUR
Gross margin in %
2006..2013



Compared to 2011 gross margin will decrease by 6,4pp (from 32,7% to 26,3%)

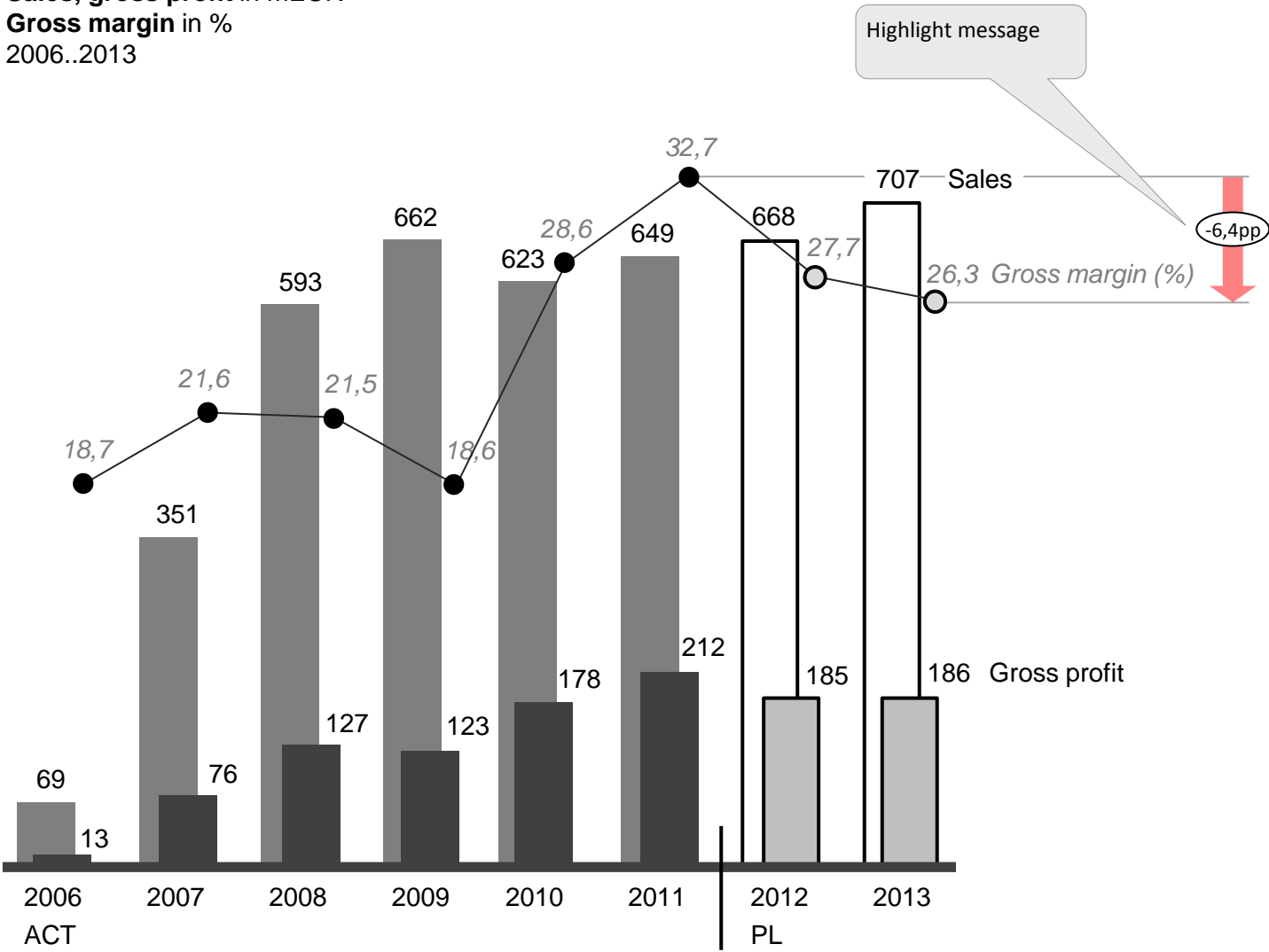
Alpha Group
Sales, gross profit in mEUR
Gross margin in %
2006..2013

Highlight message



Compared to 2011 gross margin will decrease by 6,4pp (from 32,7% to 26,3%)

Alpha Group
Sales, gross profit in mEUR
Gross margin in %
2006..2013



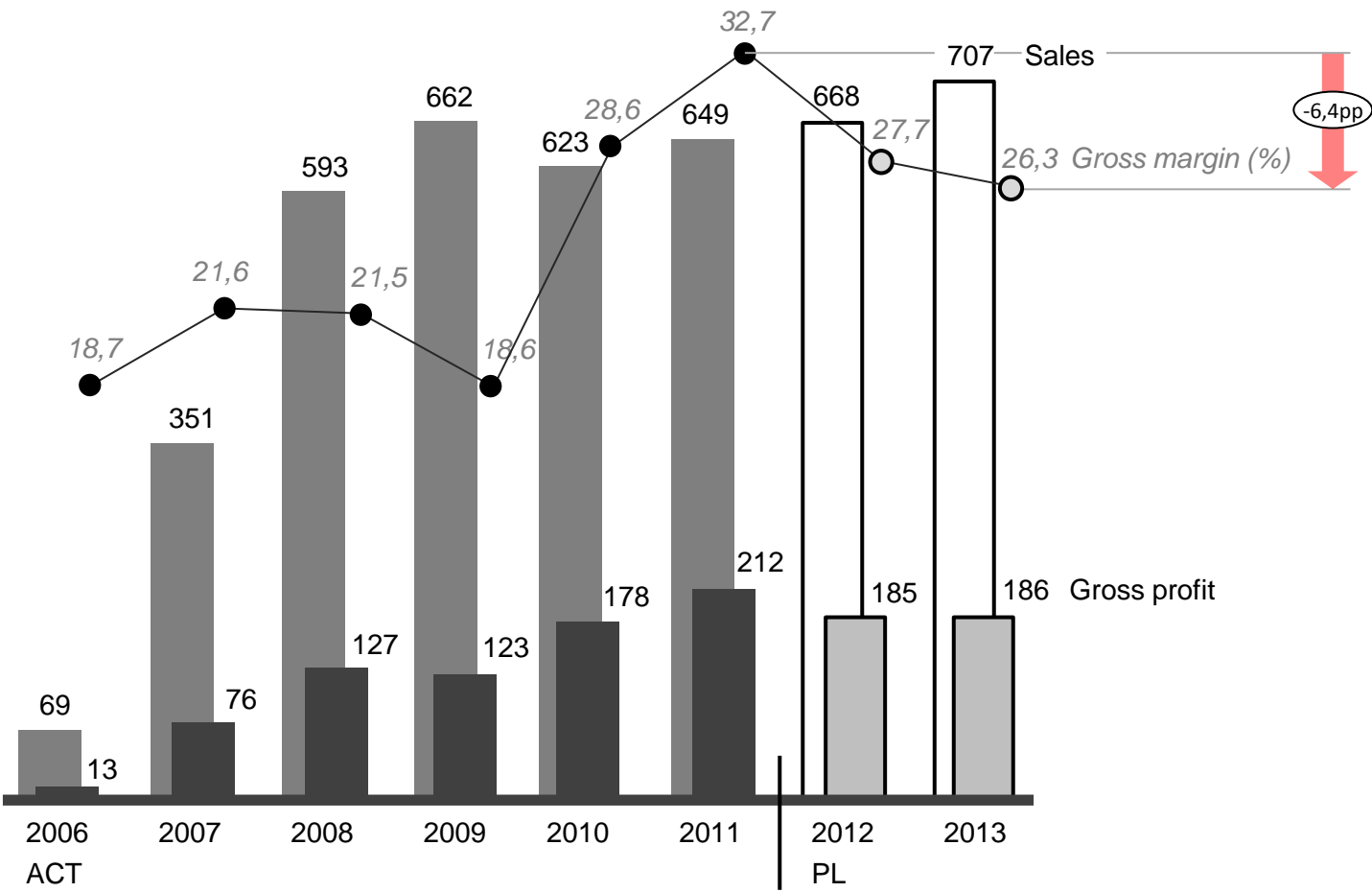
Highlight message

-6,4pp

Compared to 2011 gross margin will decrease by 6,4pp (from 32,7% to 26,3%)



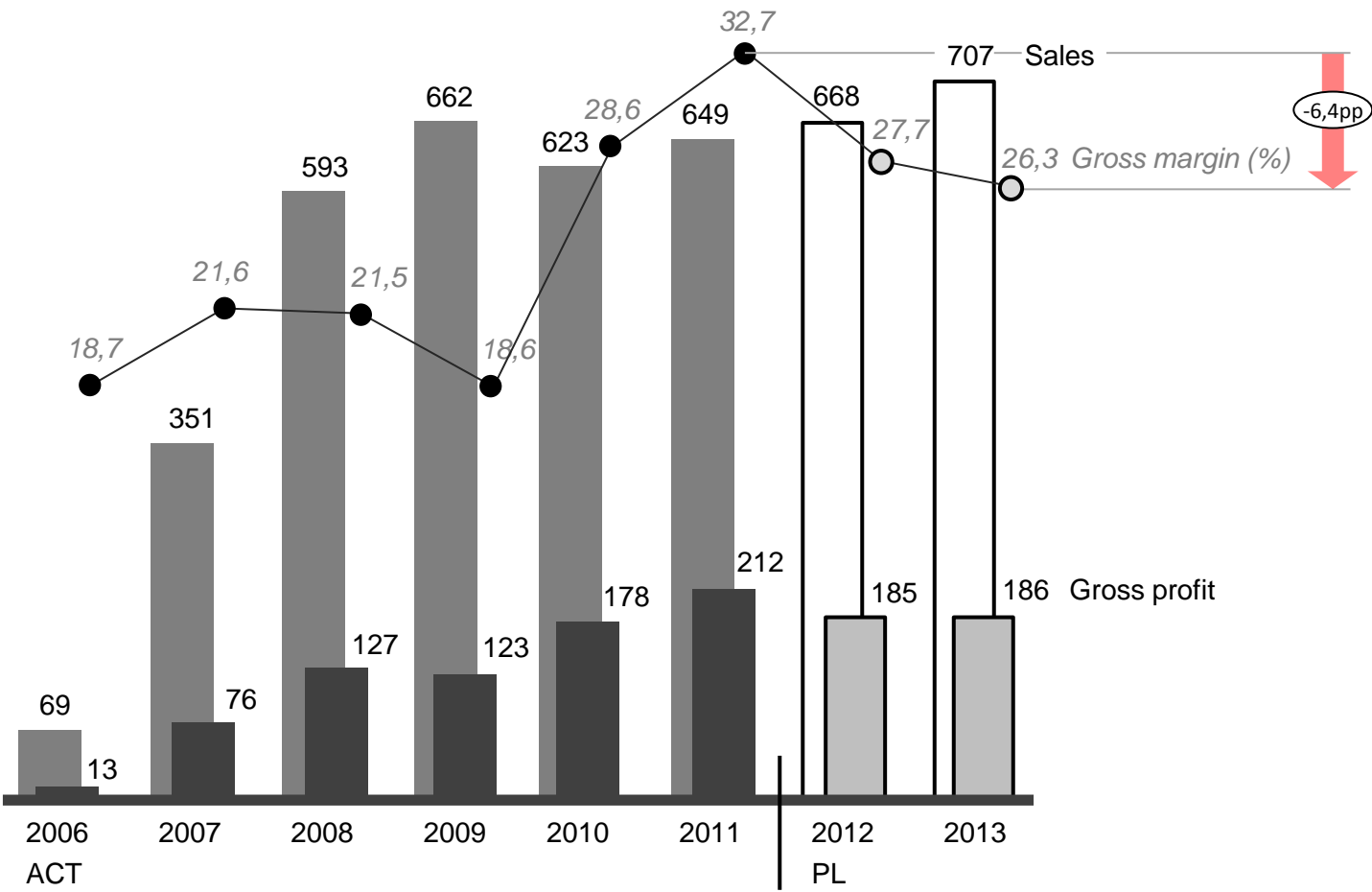
Alpha Group
Sales, gross profit in mEUR
Gross margin in %
 2006..2013



Compared to 2011 gross margin will decrease by 6,4pp (from 32,7% to 26,3%)



Alpha Group
Sales, gross profit in mEUR
Gross margin in %
 2006..2013



Compare to original layout

2009 2008 2007 2006 Jan Feb Mrz Apr Mai Jun Jul Aug Sep Okt Nov Dez Week

Customer ?

- Modehuset Abel
- TTT-The Ticky Tie
- Jazz Style Fashion& Art
- Da Santho Cosmethia

Salesrep 🔍

- Rock Roll
- Elvis Presley
- Rob Carsson
- Joan Callins

Product ?

- Mehmet-Napp
- Mehmet-Skor
- Sumi Underwear
- Shagall Socks

product development

seasonal revenue YTD

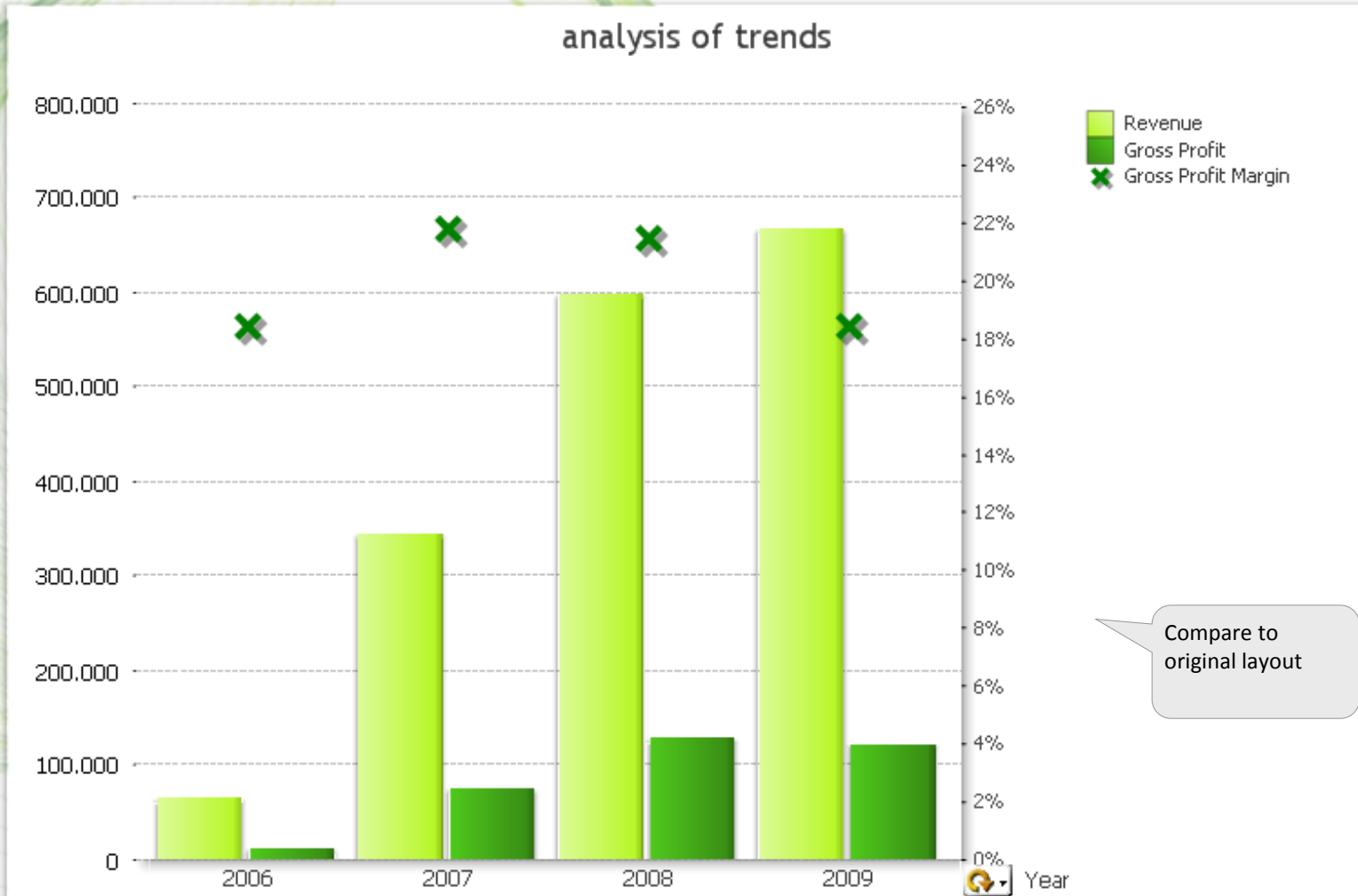
rolling 3 6 9

analysis of salestrends

customer revenue YTD

Feld Filter

Verteilun. smethode proportional



If you want to see more visit us at www.hichert.com –
or directly at www.vorher-nachher.hichert.com

Regards
Rolf Hichert
rh@hichert.com



info@hichert.com
www.hichert.com
© 2011 HICHERT+PARTNER AG

