

Sell Thru By Category

Overview

The Sell Thru By Category insight panel is one of a suite of insight panels we have that specifically assist you with analyzing your sell thru data. Please refer to the related links in the right-hand column to find a list of the rest of the panels that tackle the data reporting for sell thru, as building a view that is optimized for sell thru data may be extremely valuable to you and is as simple as dragging all of these panels to a single view and saving it for continued analysis.

This particular panel is simple - it gives you a table-style panel that reports sell thru percentage by item category and tallies the retail ships and retail scans as a dollar amount to help you track how the sell thru percentage for each item category was calculated. This panel is identical to the [Sell Thru Cost \\$ By Category](#) panel in every way except that this panel reports the ships and scans as retail dollars and the [Sell Thru Cost \\$ By Category](#) reports the ships and scans as wholesale dollars.

Anatomy of the Insight Panel

The diagram illustrates the components of an insight panel. It features a table titled "Top 10 Shipped By Sub-Class - Home Depot" with columns for Sub-Class, Retail Ships, Retail Scans, and % Sell Thru. To the right of the table are four control icons: a refresh icon labeled "REFRESH PANEL", a gear icon labeled "SETTINGS GEAR", an information icon labeled "HELP/INFO", and a close icon labeled "CLOSE PANEL".

Sub-Class	Retail Ships	Retail Scans	% Sell Thru
Annual	\$2,012	\$0	0%
Crape Myrtle	\$121,451	\$0	0%
Flowering Tree	\$5,847	\$0	0%
Groundcover	\$179,500	\$0	0%
Perennial	\$879,170	\$0	0%
Rose	\$496,941	\$0	0%
Shrub	\$14,275,349	\$0	0%
Small Fruit	\$5,622	\$0	0%
West Coast Shrub	\$9,161	\$0	0%
Total	\$15,975,052	\$0	0%

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Learn About

Popular Use

Cases

- This is an upcoming feature. Stay tuned!

Related Links

- [Sell Thru Trend](#)
- [Sell Thru Cost \\$ By Category](#)
- [Sell Thru Units by Market](#)
- [Sell Thru by Retail Region](#)
- [Sell Thru Retail \\$ Heat Map](#)
- [Sell Thru Retail \\$ by Category](#)
- [Sell Thru Custom Region](#)

Did you know?

If your insight panel loads like the image below, the panel isn't broken! Simply go into the Settings Gear and choose the category or categories you want the panel to display!

The screenshot shows an insight panel titled "Top 10 Shipped By Category - Prior Week". The table has columns for Category, Retail Ships, Retail Scans, and % Sell Thru. The data row shows a dash in the Category column and "No shipment data available." in the Retail Ships column. The Total row shows \$0 for Retail Ships and Retail Scans, and 0% for % Sell Thru.

Category	Retail Ships	Retail Scans	% Sell Thru
-	No shipment data available.	-	-
Total	\$0	\$0	0%