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Qlik Updates for March 2025

1 ○ Beauty Coach Productivity (Department Stores)

2 ○ Elite Store Pictures

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Elite

1 o Beauty Coach Productivity (Department Stores)

Goal: track Beauty Coach productivity and spend
by Territory and Door.

How to access:

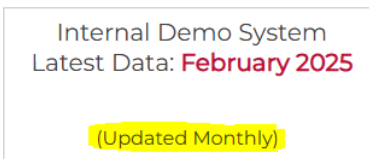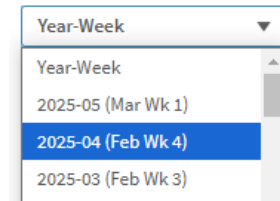a. Go to sheet "PT Models, Beauty Coaches, SPA".

PT Models, Beauty
Coaches, SPA ...

b. Select "BC" (Beauty Coaches) in the top right toggle.

PTM **BC** SPA

c. The dashboard will highlight the latest available data.

Internal Demo System
Latest Data: **February 2025**

(Updated Monthly)

Year-Week ▼
Year-Week
2025-05 (Mar Wk 1)
2025-04 (Feb Wk 4)
2025-03 (Feb Wk 3)

Use the "Year-Week" filter to select the
appropriate month-end period.

d. The Beauty Coaches charts track...

Beauty Coaches

Territory, Door

Territory Name	# Coaches	Hours YTD	Contribution YTD	Retail Sales YTD	SPH YTD	Sales Contribution Ratio	Contribution / Retail Sales
Totals	483	60,309	$ 635,526.2	$ 2,980,962.5	$ 1,164.3	4.7	21%
Coleen Sinisi	18	2,098	$ 58,661.9	$ 233,294.0	$ 111.2	4.0	25%
Adeline Rouzeau	36	3,999	$ 58,555.0	$ 295,514.0	$ 73.9	5.0	20%
Claribel Perez	32	4,030	$ 53,367.4	$ 283,139.0	$ 70.3	5.3	19%
Agnes Pawlowski	33	4,106	$ 44,113.9	$ 199,956.0	$ 48.7	4.5	22%
Jean Bertone	25	3,359	$ 41,607.5	$ 182,227.5	$ 54.3	4.4	23%
Annabel Ramirez	19	2,420	$ 38,305.1	$ 133,735.0	$ 55.3	3.5	29%

Beauty Coaches

Territory, Door

Door Name	# Coaches	Hours YTD	Contribution YTD	Retail Sales YTD	SPH YTD	Sales Contribution Ratio	Contribution / Retail Sales
Totals	18	2,098	$ 58,661.9	$ 233,294.0	$ 383.4	4.0	25%
Bloomingdales-#01 New York	8	986	$ 33,244.4	$ 112,147.0	$ 113.7	3.4	30%
Saks Fifth Ave-#0601 Ny	2	300	$ 11,734.5	$ 9,851.0	$ 32.8	0.8	119%
Bloomingdales-#53 Soho	3	252	$ 5,774.2	$ 17,589.0	$ 69.8	3.0	33%
Macys - #07 Staten Island	2	208	$ 3,067.4	$ 13,536.0	$ 65.1	4.4	23%
Macys - #06 Kings Plaza	2	208	$ 2,556.7	$ 13,082.0	$ 62.9	5.1	20%

- **Contribution** = Clarins $ spend according to retailer agreement (full and part time positions).
- **SPH** (Sales Per Hour) = Retail Sales / Hours. Displayed in red if under $70, green if $70 or above.
- **Sales Contribution Ratio** = Retail Sales / Contribution. Shows how many times the spend we're generating in sales.
- **Contribution / Retail Sales**: Shows the proportion of spend as it relates to sales.

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e. Data is based on our internal "Demo" platform.
❗ It must be maintained to ensure accuracy.

D   Demo Agreement

Select Account: BLOOMINGDALES-#01 NEW YORK ▾

DEMONSTRATION AGREEMENT

BLOOMINGDALES-#01 NEW YORK

FULL TIME POSITIONS   **APPROVED STAFFING: 10**

Skin Care Specialist	Status	Rate	Hire Date	Term Date	Hours
HABAYATOU JALLOW (CM)	ACTIVE	39.52	01/30/2017	--	40.0
CAROL REID	ACTIVE	38.00	10/01/2024	--	40.0
CRISTINA QUINTANILLA HERNANDE	ACTIVE	33.99	08/13/2023	--	40.0
RUTH YANCOVITCH	ACTIVE	41.77	01/27/2013	--	40.0
STEPHANIE ARBELAEZ	ACTIVE	27.86	01/01/2000	--	40.0
YARA ELGHARABAWY	ACTIVE	31.00	01/28/2024	--	40.0

f. Important notes:
- **Contribution $** is based on contracted hours (not actual spend). For example, if a BC is contracted to work 40 hours a week but only works 25 hours a given week, Contribution $ still reflects 40 hours as a standard.
- **Unstaffed doors** for which there are approved positions will show Hours and Contribution $ based on average hours worked and salaries within the chain.
- ❗ Remember: **data is updated once a month** around the first week of the new month.

Goal: view all photos uploaded to Clarins Elite.

How to access:

a. Go to sheet "Sell Out Map".

b. In the "Door" tab, doors which have pictures uploaded to Elite are hyperlinked.

Market	Chain	Door

Door Name		YTD
Totals		**$ 233.3**
Bloomingdales-#01 New Y...		$ 112.1
Macys - #03 Herald Square		$ 61.5
Bloomingdales-#53 Soho		$ 17.6
Macys - #07 Staten Island		$ 13.5
Macys - #06 Kings Plaza		$ 13.1
Saks Fifth Ave-#0601 Ny		$ 9.9
Macys - #174 Jerseycty-Ne...		$ 5.6

c. Click the hyperlinked door name to open a new webpage containing all pictures associated with that door.