Sales Performance

Weekly Business Summary - High level overview of business, including demand and verified sales and LY data. Drill down to subclass view.

Style Summary - Overview of demand sales and inventory data at the style level and below, including a best sellers recap. Drill down to SKU/size level.

Sales and Inventory reports are pulled from Kohl's Data Warehouse, providing vendors with key metrics specific to each vendor's product.

Below are the available reports to vendors. A description of each report is available in the *appendix*.

- Weekly Business Summary
- Style Summary
- Vendor SKU Data Export
- All Store Vendor Style Summary – Non Clearance
- All Store Vendor Style Summary –Clearance
- Brick & Mortar Vendor Style Summary – Non Clearance
- Brick & Mortar Vendor Style Summary –Clearance
- E-Commerce Vendor Style Summary – Non Clearance
- E-Commerce Vendor Style Summary –Clearance
- Direct Ship Vendor Style Summary – Non Clearance
- Vendor Market Cluster Style Summary
- Vendor Totals by Dept.
- Year End Archive LY Vendor Totals by Dept.
- Vendor Totals by Market Cluster

Logins and security questions contact: EOC at 262-703-1515. Request access to the MSI Vendor Portal application from the Identity Management Team.
General reporting questions reach out to your merchant partners.

Unit Projections

The Unit Projection report is a tool that allows the user to forecast sales, receipts, inventory, and markdowns. In addition to forecasting, it also tracks the actual sales, receipts, and inventory during the season.

Once in K-Link, there are two views:

1. **View Saved PA Recap** – saved rollups
2. **View PA Recap** – individual PAs

Your merchant partners will need to enable your PAs on the portal for vendor users to have access and visibility. Contact your merchant partners for additional assistance.

Coming Soon

Upcoming enhancements will be made to KP2 regarding vendor view and access. Improved functionality regarding printing, channel views, missing content will be addressed in this update.

Vendor Performance Summary (VPS)

The Vendor Performance Summary (VPS) is designed to provide vendors visibility to financial plans and projections in an effort to drive business in a more collaborative fashion. The intention is to utilize the VPS to profitably drive business and to provide fiscal clarity at the vendor level. Vendors should be actively participating in conversations pre-season and in-season to maximize sales and profitability.

VPS Overview Report – financial overview tool

To View: Select Vendor Name to retrieve your VPS that has been uploaded by your merchant partners. For assistance in accessing your VPS, reach out to your merchant partners.

Appendix

Sales Reports

Below is the list of current reports that are available for vendor partners. All reports can be accessed through K-Link via the Dashboard. URL Link: https://link.kohls.com
Please see below high level description of each report:

Weekly Business Summary - High level overview of business, including demand and verified sales and LY data. Drill down to subclass view.
*This new report can be found within the "Enhanced Reporting" folder within Sales Reports.

Style Summary - Overview of demand sales and inventory data at the style level and below, including a best sellers recap. Drill down to SKU/size level.
*This new report can be found within the "Enhanced Reporting" folder within Sales Reports.

Vendor SKU Data Export: Overview of demand sales and inventory data at the style level and below. Drill down to SKU/size level. Exports to Excel.
*This new report can be found within the "Enhanced Reporting" folder within Sales Reports.

All Store Vendor Style Summary - Non Clearance and Clearance: Provides Total Kohl's Sales, Inventory and Receipt information for Active and Discontinued status styles. Sales data is also provided for Month to Date (MTD) and Season to Date (STD).

Brick & Mortar Vendor Style Summary – Non Clearance and Clearance: Provides Store Sales, Inventory and Receipt information for Active and Discontinued status styles. Sales data is also provided for MTD and STD.

E-Commerce Vendor Style Summary – Non Clearance and Clearance: Provides E-Commerce Sales, Inventory and Receipt information for Active and Discontinued status styles. Sales data is also provided for MTD and STD.

Direct Ship Vendor Style Summary – Non Clearance: Provides Direct Ship Sales, Inventory and Receipt information for Active status styles. Sales data is also provided for MTD and STD.

Market Cluster Style Summary - Provides last week Sales and Inventory by Market Cluster.

Vendor Totals by Dept. - Provides a weekly snapshot of Sales, Inventory, Weeks On Hand, Receipt and Sell Thru. You are able to compare a year at a time.

Year End Archive LY Vendor Totals by Dept. - Provides year's weekly snapshot of Sales, Inventory, Weeks On Hand, Receipt and Sell Thru. You are able to compare a year at a time.

Vendor Totals by Market Cluster - Provides Year to Date Sales and Inventory by Market Cluster.

Description of Key Metrics

Kohl's Demand Sales = Stores Demand Sales + Digital Demand Sales
Stores Demand Sales = Stores Walk in (not inclusive of SFS/BOPUS)

Digital Demand Sales = EFC/DS ordered + SFS ordered + BOPUS/BOSS ordered
Kohl's Verified Sales = Stores Verified Sales + Digital Verified Sales

Stores Verified Sales = Stores Walk In + SFS completed orders + BOPUS/BOSS picked/packed
Digital Verified Sales =EFC/Direct Ship completed orders
SFS - Ship From Store

BOPUS - Buy online pickup in stores **EFC** - Ecom Fulfillment Center **BOSS** – Buy online ship to store

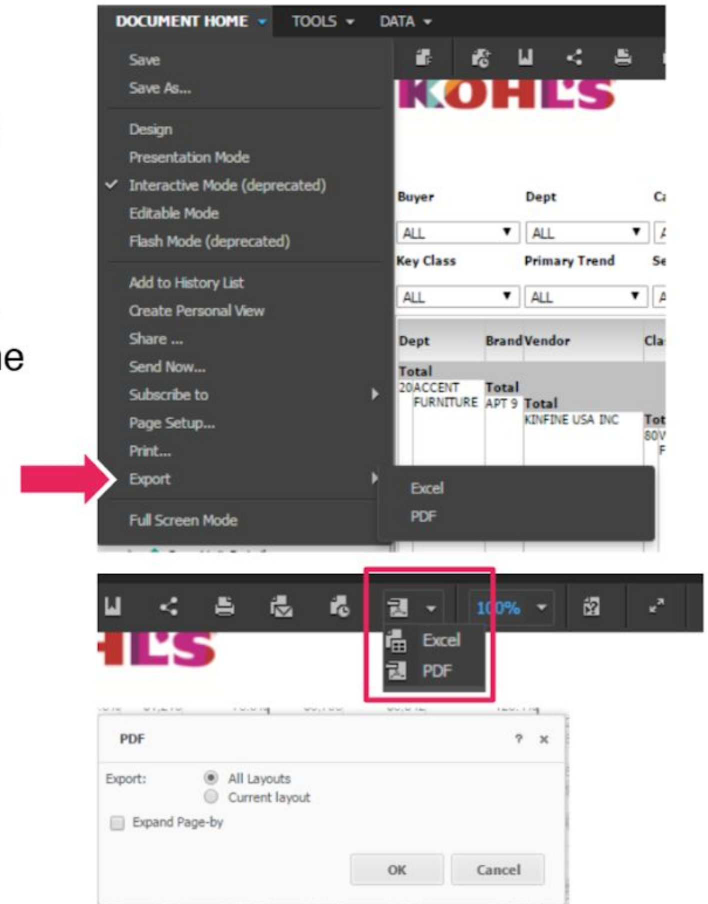
Reports: Exporting

To export a report, you can either select Export in the dropdown menu of Document Home, or select the export icon in the document home toolbar.

You will often have the option to export to either an Excel file or a PDF. Some reports, such as the WBS, can only be exported as a PDF.

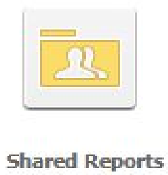
When exporting to a PDF, you will often receive the prompt on the bottom right. Selecting All Layouts will export all tabs. Current Layout will export the current tab. Select Expand Page-by when printing a report with multiple pages, or if your report has grouping on it and you wish to export all groups.

You may change your default export options within Preferences.



Unit Projections Rollup Reporting

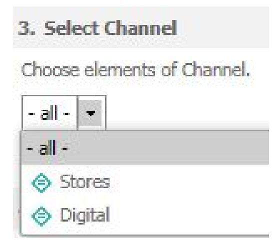
1. Open the "Vendor – Projection Analysis" file in the MSI reporting tool.
2. Click on the "Shared Report" icon.



3. Select the "Vendor – Projection Analysis" folder
4. Click on the "Saved PA Recap" icon
5. Choose the Vendor(s) that you wish to view. Use the arrows to move to the selection side or double click on the Vendor.

6. Click on the Run Document at the bottom of the page.

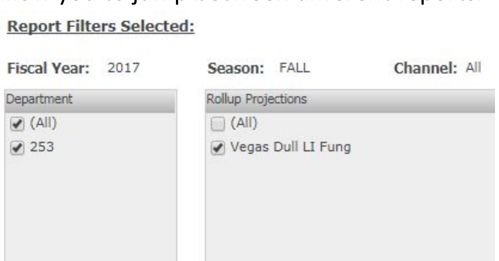
7. Select the Year, Season, and Departments. All have to be selected to see a report. For selection #3, you have the option to see Stores, digital, or the default "all" is Omni.



8. Click on the Run Document at the bottom of the page.
9. Select the rollups that you want to open.
10. Click on the Run Document at the bottom of the page.

Report Tabs

Once in a report there will be a few filter selections to choose from. This will allow you to jump between different reports.



There are 4 tabs at the top of the report that match closely to what the old PA rollups looked like.

- The Summary tab is a hybrid of the total box from the units and dollars tab of the PA.
- Some metrics have been eliminated as to make the viewing easier on each tab.