Kohl's Qlik Reporting Webinar Q&A

- How can I pull Sales & Inventory data by SKU as well as week and channel over a period of time?
  - The easiest way to do this is through the Style Summary report. This report goes to SKU level. Within the Style Summary, the vendor SKU data export sheet is one of the multiple ways in seeing this in Qlik. You can select the analysis button that will get you to different levels such as SKU level and will show metrics for Total Kohls, stores and digital. Currently, there is no report by week individually, but it is something our team can explore in the future.

- Can I click both clearance and non-clearance to get Total Sale?
  - Before you filter on clearance and non-clearance, it should automatically show the total of both. You have the ability to filter to either clearance or non-clearance where a green box will show at the top, indicating what you have filtered and can always remove the filter to show the total again.

- Do all stores include Ecom?
  - By default, yes all stores include Ecom in the reports themselves but you also have the option to filter to Brick & Mortar only or Ecom only.

- Can I choose the columns of the reports?
  - You have the capability to move them around in the report itself, however, there is not an option to remove any columns. In the Weekly Business Summary report, you do have the option to select specific time frame columns. Each report will also have a TY and LY.

- How far back can I go for historical sales?
  - You can pull historical sales to get data prior to 2022.

- When does the Style Summary report flip to the new year?
  - The fiscal year ends the first week of February. The reporting available on that Sunday (YTD metrics) will recap the entire fiscal year. The following Sunday, once the data refreshes, will then show the first week of the new fiscal year.

- Which report shows Sales and Inventory by SKU and Store?

- ○ At this time, we do not have a report that shows SKUs at the store level as this is a tremendous amount of data to successfully pull on our end for each vendor.

- Is there a Sales Report that shows YTD data at the SKU level?
  - ○ In the Style Summary report, it allows you to filter down to the SKU level for any YTD metrics. Looking at your SKUs would show the entire fiscal year performance so far.

- What is the difference between demand and verified data?
  - ○ There are two main differences between demand and verified data. The first difference is around timing. Demand sales will count a sale on the day the purchase is made. Verified sales are sales being made at the point of fulfillment when Kohl's fulfills that sale. The other difference is the channel it's purchased in. For demand sales, it cares about where the purchase was made. For example, if a customer purchases using a digital platform (from the app or desktop), that counts as digital demand regardless of where it was fulfilled. Verified metrics depend on where it was fulfilled. For example, if a customer buys online and it ships to store, fulfillment happens at stores which is then classified as a store fulfillment and a store verified number.
  - ○ If you need further elaboration on these metrics and which ones are relevant to use, please work with your merchant partners.

- Am I able to build my own report in Qlik?
  - ○ You do have the ability to create your own report in Qlik, however, this is more of an advanced feature that our team does not provide support with. We recommend using the already existing reports and utilizing the different filters to customize your desired metrics as this option is more user friendly.

- What does Shifted WTD mean?
  - ○ At Kohl's, we look back historically and compare the same fiscal week we are currently looking at and fiscal week of the previous year showing the percent change to last year. During certain times of the year, when dates of holidays shift, Kohl's leadership confirms it makes more sense from a shifted standpoint to match up the weeks to accommodate the holiday sales. Using the shifted metrics allows you to be aligned with your merchant partners. If you have additional questions on shifted WTD, please work with your merchant partners.

- Is there any plan information that can be shown in Qlik?
    - We don't currently have any plan information available to vendors in Qlik. If this is something you are interested in, please work with your merchant partners on this request.

- Is there a 53rd week this January to end the year and will last year's data be a week off?
    - Yes, this year has a 53rd week. This will result in more shifting than usual next year, as it relates to LY comparisons. We ask that you work with your merchant partners if you have questions on the shifted calendar for this coming fiscal year.

- When do SKUs start pulling into Qlik?
    - SKUs will not show once they are set up in K-Link. The SKUs will begin to show in Qlik once the SKU is either on order, has inventory or a sale.

- How often do reports refresh in Qlik?
    - Reports will automatically update on a weekly basis on Sundays around noon. You can also check to ensure the data is refreshed for that week by checking the refreshed timestamp within Qlik.

- What report is the best way to check style setup accuracy?
    - The Style Summary report enables you to see how the style was set up and shows the style hierarchy information such as the different colors, SKUs, etc.

- How can I see web penetration?
    - The WBS application would be your best option as it breaks out sales by total stores and digital to see digital performance as opposed to total.

- Can I find daily sales on the Style Summary report?
    - At this time, we do not provide sales at the daily level. The lowest level we currently have available is weekly.

- How can I add subtotals, percent totals, etc. in Qlik?
    - Users cannot add their own subtotals or percent totals. The pivot tables in Qlik inherently provide subtotals for the metrics available. Users can manage the totals they see by adjusting the order of the fields used as rows in the pivot tables.

- Can you export to excel outside of the Qlik application?
    - Yes, you have the option to export as an excel file. You can right click on the pivot table and select download and data. A step by step guide on how to export data to an Excel file can be found in the Qlik Basics PDF (pgs. 7-8) under the Guides & How To's section in K-Link.

Accessing Reporting via Qlik

- Logging into K-Link and Opening Qlik (Last Updated: 05/27/2022)
- Logging into K-Link and Opening Qlik - Video (Last Updated: 05/27/2022)
- Qlik Basics (Last Updated: 05/27/2022)
- Qlik Basics - Video (Last Updated: 05/27/2022)
- Microstrategy Report to Qlik App Mapping (Last Updated: 05/27/2022)
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- Qlik FAQ (Last Updated: 05/27/2022)

- Are you able to record these sessions?
    - Unfortunately, we are unable to record these sessions due to privacy reasons. However, we do have additional Qlik resources available in K-Link under the Guides & How To's sections located in the Support and Training widget.

K-Link Guides & How-To

(NEW) Law Label Tags

📄 How to Provide Law Label Tags (Last Updated: 12/07/2023)

Video Guides

▶️ K-Link Vendor Overview (Last Updated: 07/01/2018)

▶️ K-Link Vendor Attribution (Last Updated: 02/01/2021)

▶️ K-Link Vendor Image Upload (Last Updated: 02/01/2021)

▶️ K-Link Webinar Attribution and Images (Last Updated: 02/18/2022)

Guides

📄 K-Link User Guide - Vendor Role (Last Updated: 04/01/2021)

📄 Vendor Webinar FAQ (Last Updated: 04/01/2021)

📄 K-Link Attribute Definitions (Last Updated: 03/13/2019)

📄 How to Find CP ID (Last Updated: 11/01/2018)

📄 Business Reporting Sales Performance - Vendor View (Last Updated: 02/01/2021)

📄 Vendor Asset Maintenance (Last Updated: 01/30/2020)

📄 Style Level Dashboard (Last Updated: 10/10/2019)

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📄 Qlik FAQ (Last Updated: 05/27/2022)

- What is the best email to reach out to with any questions and/or issues?
  - If you have any questions on how to access Qlik reporting in K-Link, need guidance on how to create an account in K-Link or reset your password, please reach out to the K-Link team (k-link@kohls.com). **Please note that the K-Link team does not manage Qlik, KP2 or VPS reporting.**
  - If you have any questions specifically on the Qlik reporting application and specific reporting questions or issues, please reach out to mpa.reportingsupport@kohls.com and eda-bi@kohls.com