



2018 Cloud Rambler Shoes Sales Report

Company Confidential

Notes About This Report

This is a report demonstrating several techniques for creating accessible PDF files from SAS 9.4M6. The company, Cloud Rambler Shoes, is fictitious and the data comes from the 'Shoes' Sashelp dataset.

The accessibility techniques demonstrated are the following:

- Creating a tagged PDF - using the ACCESSIBLE argument on the ODS PDF statement
- Document accessibility metadata - including a document TITLE and indicating the document has been manually checked for accessibility with the ACCESSIBLE_IDENTIFIER argument
- Image descriptions - providing descriptions for images inserted with POSTIMAGE and RWI
- Descriptions for graphs - providing descriptions of the graphed data using the SGPLOT DESCRIPTION argument
- Accessible fillpatterns for grouped data in graphs - using patterns in addition to color alone to differentiate grouped data in a graph
- Document headings - marking section headings as either heading levels 1 or 2
- Custom bookmarks - giving each section a descriptive name to appear in the bookmarks panel in Adobe Acrobat, allowing users to easily jump to each section
- Image watermarks - making decorative images background images so they will be ignored by screen reader users
- Repeated page headers - creating a header which appears at the top of every page, but making it an artifact so it is ignored by screen reader users so it does not interfere with the natural reading flow
- PROC REPORT with accessible trafficlighting - using PROC FORMAT to create trafficlighting that contains both color and image indicators, and including text descriptions for the trafficlighting images
- RWI with accessible trafficlighting - using the DATA step to define trafficlighting that uses both color and images to denote levels, and including text descriptions for the trafficlighting images
- Controlling page/column breaks for long tables - adding a hidden pagination variable to control how extremely long tables are split between columns and pages, in order to help with readability
- Creating visible table captions - providing visible labels before tables so that the contents can be better understood by all users
- Accessible row and column headers in PROC REPORT - defining which columns denote row headers, including spanned row headers, and providing accessible row header information for summation rows
- Accessible row and column headers for RWI - defining which columns denote row headers

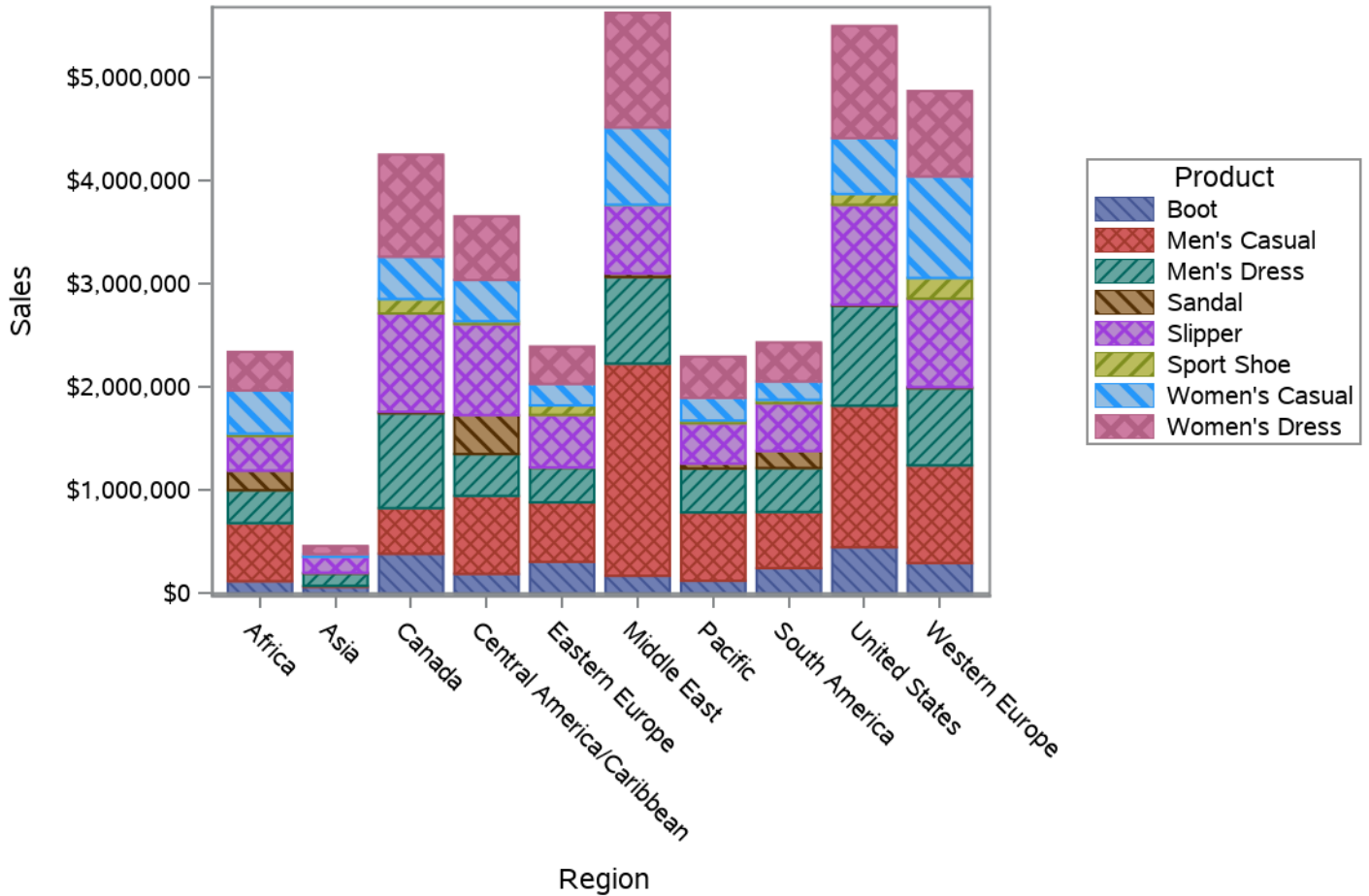
The list of accessibility features used in this report is not exhaustive of what is possible. These techniques showcase some of the common tasks which report writers perform.

If you run the Adobe Acrobat Accessibility 'Full Check' on this file, it will report an error with 'Nested Alternate Text'. This is a false positive from their testing tool. The failure says that images with alternative text inside of table cells will not be read by screen readers. This has been tested with all major screen readers, and they can all handle this situation.

The source code for this report documents the technical implementations of these techniques.

Worldwide Sales Summary

In 2018 we had \$33,851,566 in sales and at the end of the year had \$99,105,051 in inventory. Once again the Middle East, United States, Western Europe, and Canada were a step ahead of everyone else in sales while we still struggle to get a foothold in Asia.



The full details of product sales for each Region can be found in the 'Worldwide Region Sales By Product Details' section at the end of the report

Product Sales Performance By Region

Region	Product	Stores	Total Sales	Sales Per Store
Africa	Boot	140	\$119,835	\$823 \$
	Men's Casual	37	\$562,794	\$14,775 \$\$
	Men's Dress	36	\$318,500	\$8,567 \$
	Sandal	113	\$190,409	\$1,610 \$
	Slipper	91	\$337,076	\$3,579 \$
	Sport Shoe	53	\$22,150	\$401 \$
	Women's Casual	18	\$417,516	\$22,537 \$\$\$
	Women's Dress	44	\$374,308	\$8,266 \$
Asia	Boot	18	\$62,708	\$3,407 \$
	Men's Casual	1	\$11,754	\$10,921 \$\$
	Men's Dress	8	\$119,366	\$14,609 \$\$
	Sandal	4	\$8,208	\$1,996 \$
	Slipper	22	\$152,032	\$6,771 \$
	Sport Shoe	2	\$2,092	\$1,030 \$
	Women's Casual	3	\$25,837	\$8,287 \$
	Women's Dress	7	\$78,234	\$10,906 \$\$
Canada	Boot	85	\$385,613	\$4,390 \$
	Men's Casual	31	\$441,903	\$13,458 \$\$
	Men's Dress	42	\$920,101	\$21,390 \$\$\$
	Sandal	33	\$14,798	\$429 \$
	Slipper	77	\$952,751	\$12,007 \$\$
	Sport Shoe	101	\$140,389	\$1,342 \$
	Women's Casual	27	\$410,807	\$14,799 \$\$
	Women's Dress	46	\$989,350	\$20,950 \$\$\$
Central America/Caribbean	Boot	102	\$190,743	\$1,786 \$
	Men's Casual	36	\$756,513	\$20,308 \$\$\$
	Men's Dress	38	\$404,895	\$10,322 \$\$
	Sandal	112	\$378,382	\$3,233 \$

Region	Product	Stores	Total Sales	Sales Per Store
	Slipper	100	\$883,181	\$8,538 \$
	Sport Shoe	44	\$26,964	\$582 \$
	Women's Casual	33	\$399,357	\$11,681 \$\$
	Women's Dress	74	\$617,718	\$8,086 \$
Eastern Europe	Boot	82	\$306,785	\$3,579 \$
	Men's Casual	36	\$576,396	\$15,382 \$\$
	Men's Dress	33	\$335,761	\$9,863 \$
	Sandal	10	\$3,716	\$352 \$
	Slipper	73	\$509,698	\$6,712 \$
	Sport Shoe	83	\$91,202	\$1,059 \$
	Women's Casual	13	\$209,256	\$15,663 \$\$
	Women's Dress	49	\$362,126	\$7,154 \$
Middle East	Boot	45	\$171,282	\$3,648 \$
	Men's Casual	64	\$2,058,254	\$30,783 \$\$\$
	Men's Dress	71	\$839,571	\$11,489 \$\$
	Sandal	43	\$35,186	\$786 \$
	Slipper	64	\$662,480	\$9,983 \$
	Sport Shoe	11	\$4,007	\$350 \$
	Women's Casual	51	\$748,792	\$14,171 \$\$
	Women's Dress	48	\$1,112,207	\$22,409 \$\$\$
Pacific	Boot	77	\$123,575	\$1,535 \$
	Men's Casual	27	\$662,368	\$23,731 \$\$\$
	Men's Dress	48	\$426,191	\$8,567 \$
	Sandal	59	\$48,424	\$787 \$
	Slipper	65	\$390,740	\$5,821 \$
	Sport Shoe	29	\$26,169	\$871 \$
	Women's Casual	14	\$219,886	\$15,239 \$\$
	Women's Dress	37	\$399,441	\$10,437 \$\$
South America	Boot	110	\$245,675	\$2,101 \$
	Men's Casual	31	\$544,950	\$16,981 \$\$

Region	Product	Stores	Total Sales	Sales Per Store
	Men's Dress	47	\$425,669	\$8,724 \$
	Sandal	149	\$165,925	\$1,059 \$
	Slipper	118	\$462,651	\$3,739 \$
	Sport Shoe	87	\$33,061	\$363 \$
	Women's Casual	17	\$179,227	\$10,086 \$\$
	Women's Dress	73	\$377,625	\$4,964 \$
United States	Boot	79	\$448,296	\$5,440 \$
	Men's Casual	77	\$1,372,527	\$17,162 \$\$
	Men's Dress	93	\$969,271	\$10,102 \$\$
	Sandal	23	\$12,039	\$504 \$
	Slipper	74	\$967,927	\$12,638 \$\$
	Sport Shoe	117	\$104,403	\$857 \$
	Women's Casual	36	\$541,536	\$14,592 \$\$
	Women's Dress	118	\$1,087,987	\$8,927 \$
Western Europe	Boot	126	\$296,031	\$2,249 \$
	Men's Casual	59	\$946,248	\$15,328 \$\$
	Men's Dress	64	\$747,918	\$11,333 \$\$
	Sandal	18	\$11,349	\$613 \$
	Slipper	110	\$857,298	\$7,538 \$
	Sport Shoe	89	\$201,030	\$2,168 \$
	Women's Casual	58	\$985,647	\$16,456 \$\$
	Women's Dress	118	\$827,479	\$6,801 \$

Legend

\$ Low performing subsidiary

\$\$ Medium performing subsidiary

\$\$\$ High performing subsidiary

Product Sales Performance By Subsidiary, Ranked

Region	Product	Stores	Total Sales	Sales Per Store
Middle East	Sport Shoe	11	\$4,007	\$350 \$
Eastern Europe	Sandal	10	\$3,716	\$352 \$
South America	Sport Shoe	87	\$33,061	\$363 \$
Africa	Sport Shoe	53	\$22,150	\$401 \$
Canada	Sandal	33	\$14,798	\$429 \$
United States	Sandal	23	\$12,039	\$504 \$
Central America/Caribbean	Sport Shoe	44	\$26,964	\$582 \$
Western Europe	Sandal	18	\$11,349	\$613 \$
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Middle East	Boot	45	\$171,282	\$3,648 \$
South America	Slipper	118	\$462,651	\$3,739 \$
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Africa	Women's Casual	18	\$417,516	\$22,537 \$\$\$
Pacific	Men's Casual	27	\$662,368	\$23,731 \$\$\$
Middle East	Men's Casual	64	\$2,058,254	\$30,783 \$\$\$

Legend

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Boot Sales

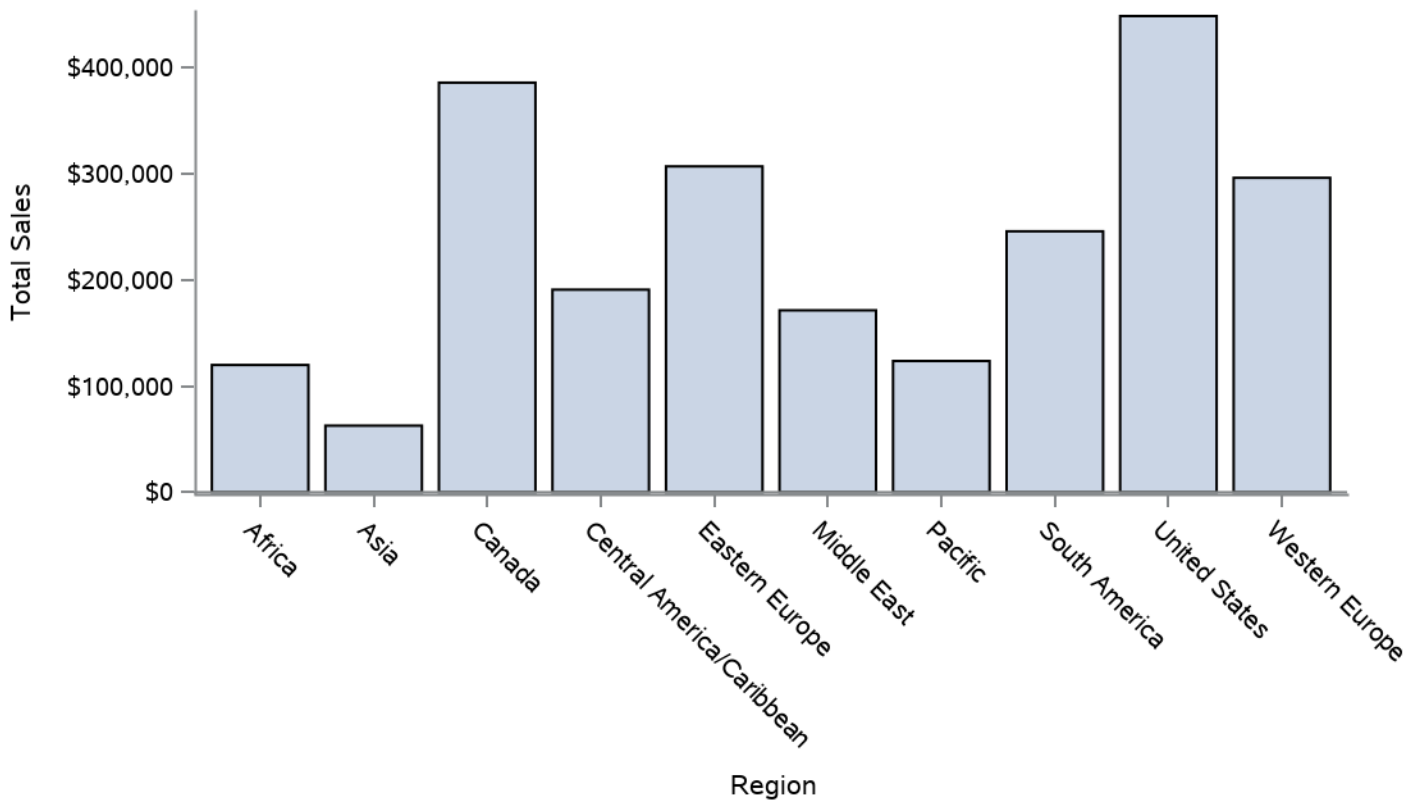
Region	Sales
Africa	\$119,835
Asia	\$62,708
Canada	\$385,613
Central America/Caribbean	\$190,743
Eastern Europe	\$306,785
Middle East	\$171,282
Pacific	\$123,575
South America	\$245,675
United States	\$448,296
Western Europe	\$296,031



This past year we introduced our retro 1970's snow boots. They received a chilly reception.

Top 3 Sales Subsidiaries

Subsidiary	Net Sales
Vancouver	\$277,337
Minneapolis	\$107,465
Kingston	\$97,918



Men's Casual Sales

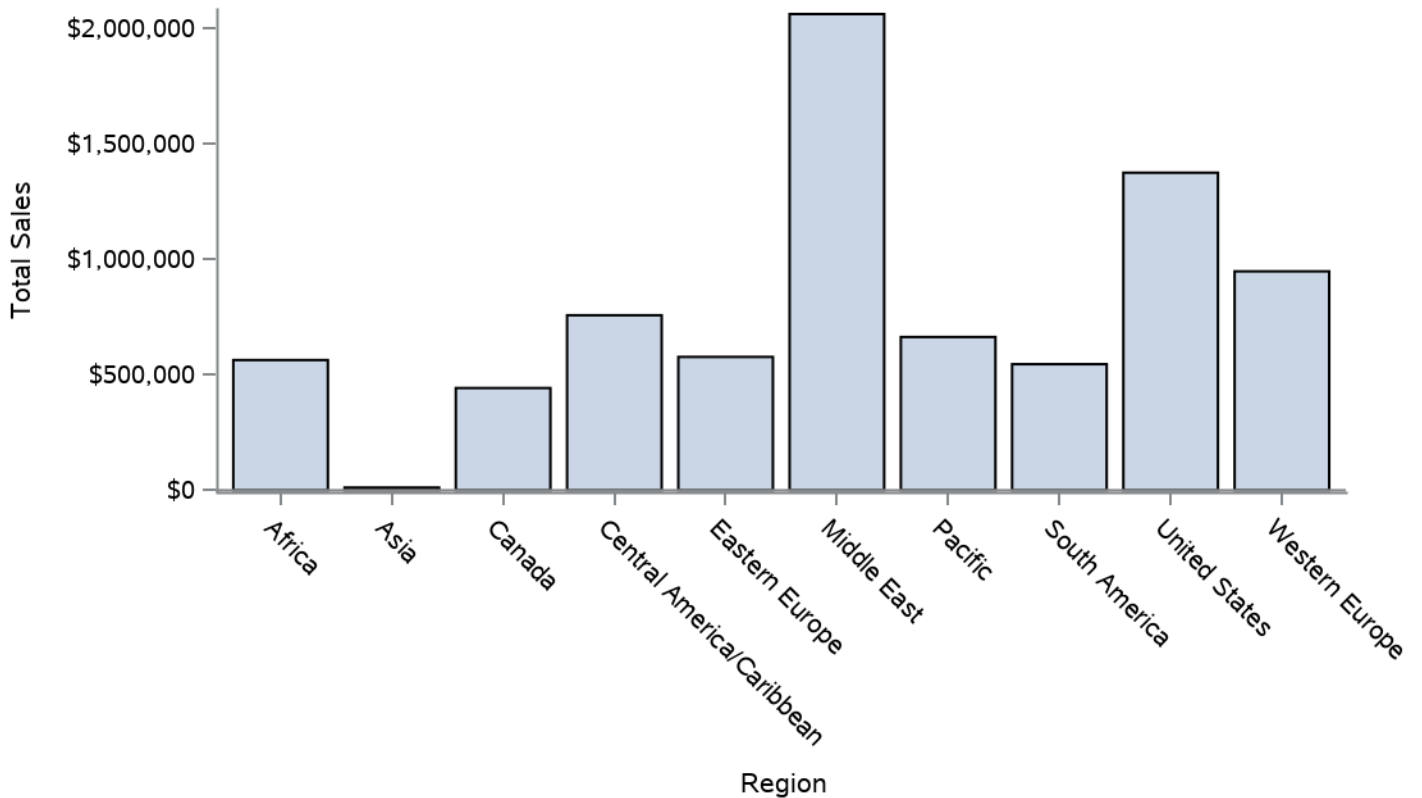
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Eastern Europe	\$576,396
Middle East	\$2,058,254
Pacific	\$662,368
South America	\$544,950
United States	\$1,372,527
Western Europe	\$946,248



Our customers demanded a more casual shoe, and with this year's hottest selling casual shoe, we weren't clowning around.

Top 3 Sales Subsidiaries

Subsidiary	Net Sales
Tel Aviv	\$1,241,355
Kingston	\$556,107
New York	\$443,532



Men's Dress Sales

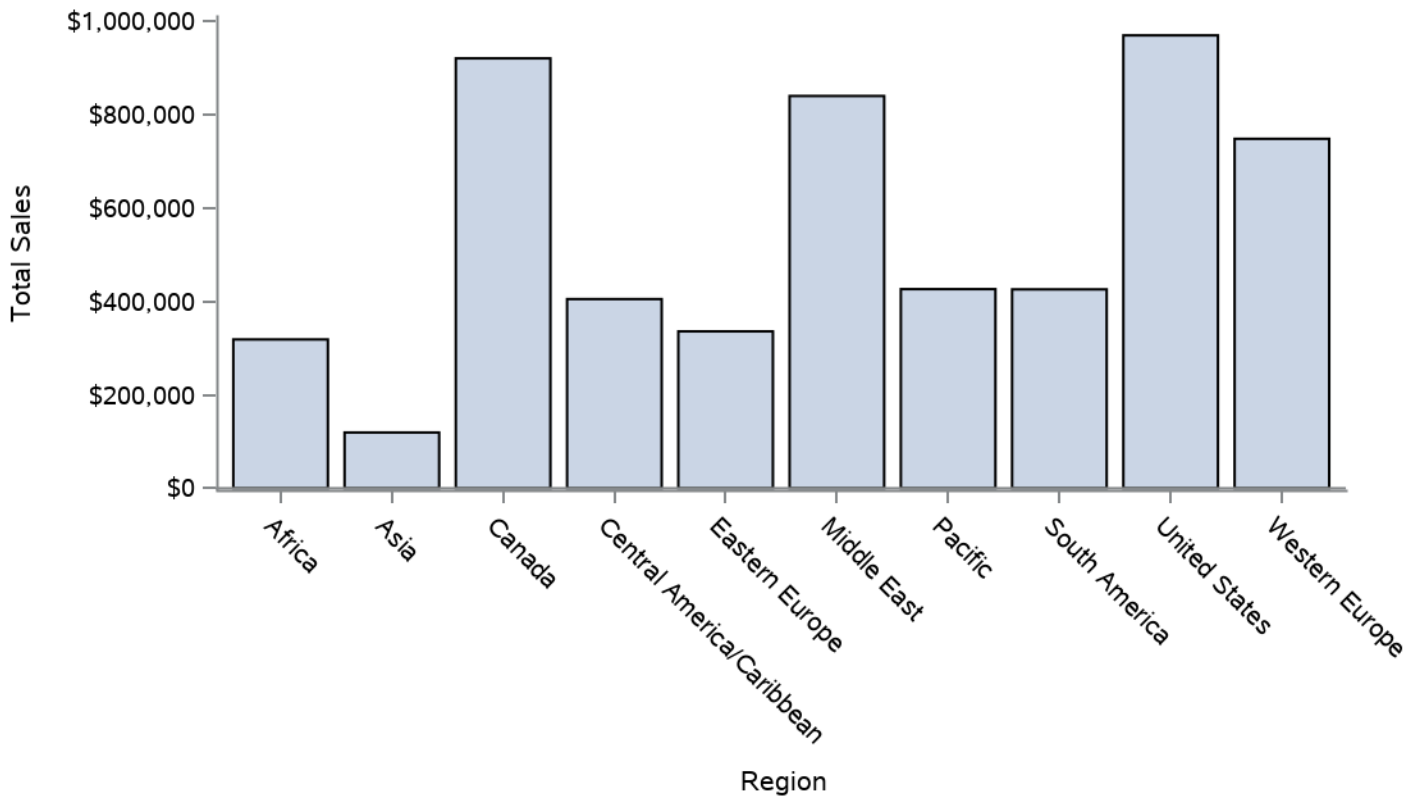
Region	Sales
Africa	\$318,500
Asia	\$119,366
Canada	\$920,101
Central America/Caribbean	\$404,895
Eastern Europe	\$335,761
Middle East	\$839,571
Pacific	\$426,191
South America	\$425,669
United States	\$969,271
Western Europe	\$747,918



They are simple, stylish, and always a great seller.

Top 3 Sales Subsidiaries

Subsidiary	Net Sales
Vancouver	\$740,965
Dubai	\$316,153
Kingston	\$263,416



Sandal Sales

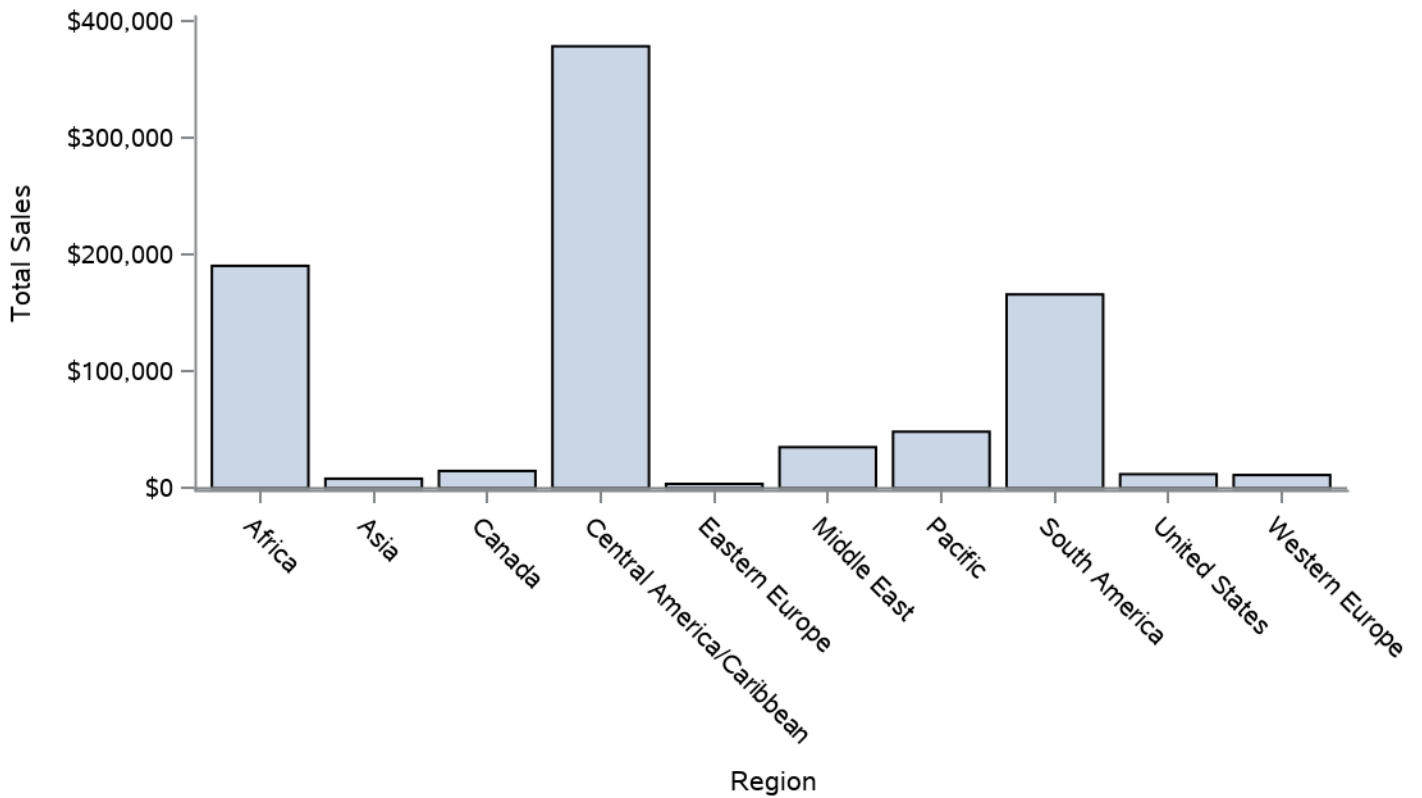
Region	Sales
Africa	\$190,409
Asia	\$8,208
Canada	\$14,798
Central America/Caribbean	\$378,382
Eastern Europe	\$3,716
Middle East	\$35,186
Pacific	\$48,424
South America	\$165,925
United States	\$12,039
Western Europe	\$11,349



This year we introduced our hot colors for the hottest season.

Top 3 Sales Subsidiaries

Subsidiary	Net Sales
Kingston	\$191,791
Managua	\$62,954
Addis Ababa	\$60,958



Slipper Sales

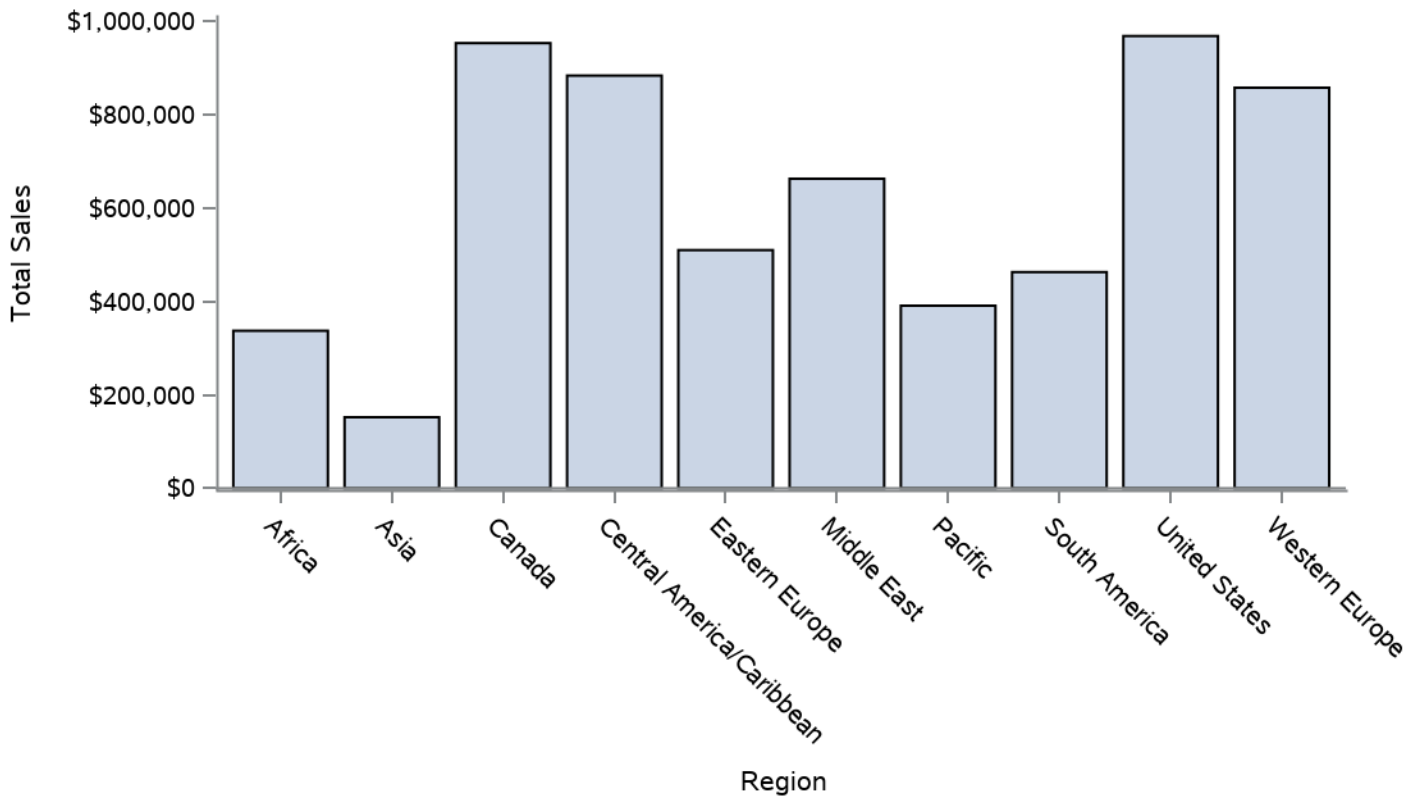
Region	Sales
Africa	\$337,076
Asia	\$152,032
Canada	\$952,751
Central America/Caribbean	\$883,181
Eastern Europe	\$509,698
Middle East	\$662,480
Pacific	\$390,740
South America	\$462,651
United States	\$967,927
Western Europe	\$857,298



This year's new slippers are multi-function. They keep your feet warm and they can be part of your Halloween costume.

Top 3 Sales Subsidiaries

Subsidiary	Net Sales
Vancouver	\$679,266
Kingston	\$460,925
Dubai	\$374,912



Sport Shoe Sales

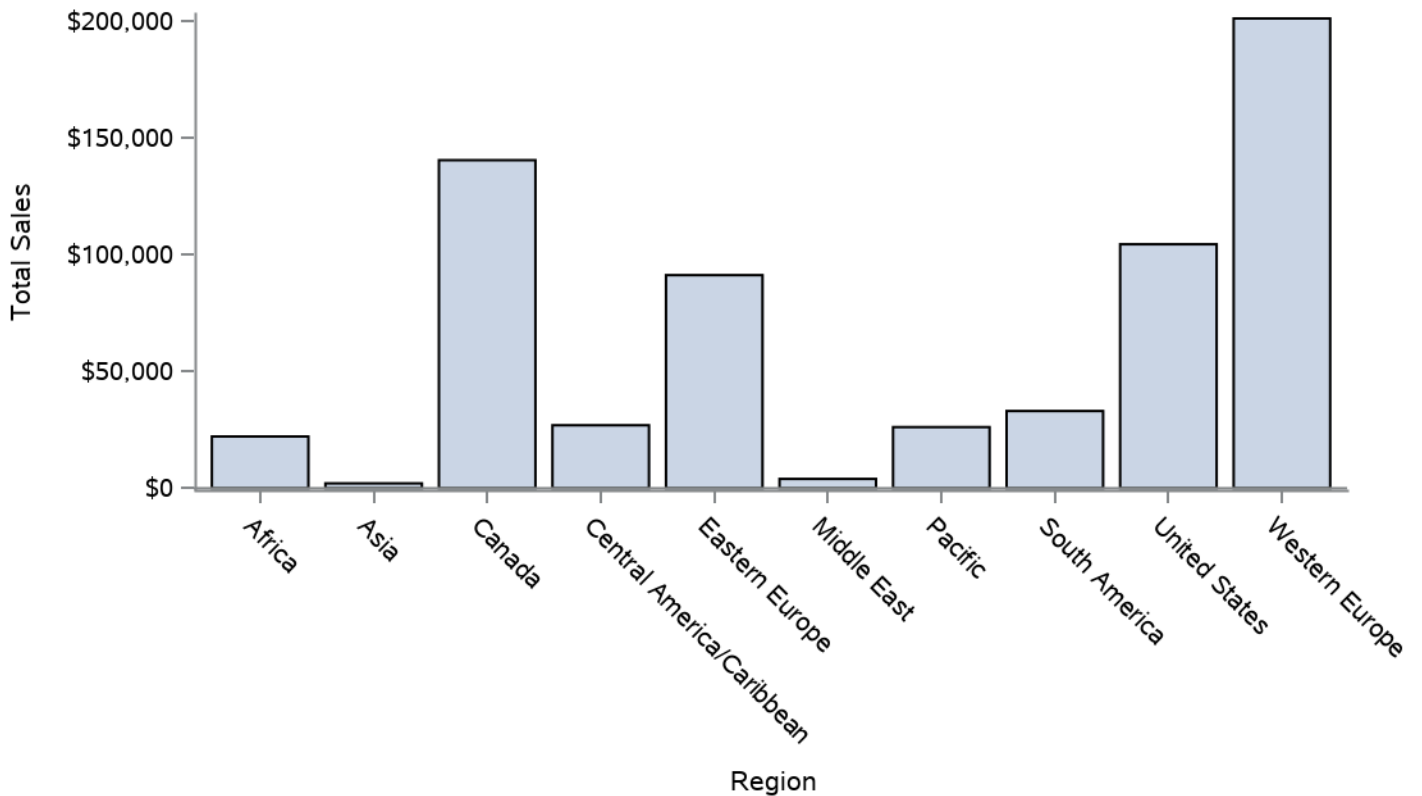
Region	Sales
Africa	\$22,150
Asia	\$2,092
Canada	\$140,389
Central America/Caribbean	\$26,964
Eastern Europe	\$91,202
Middle East	\$4,007
Pacific	\$26,169
South America	\$33,061
United States	\$104,403
Western Europe	\$201,030



This year we thought why should bowling shoes be limited to the inside

Top 3 Sales Subsidiaries

Subsidiary	Net Sales
Copenhagen	\$97,718
Vancouver	\$61,729
Heidelberg	\$37,645



Women's Casual Sales

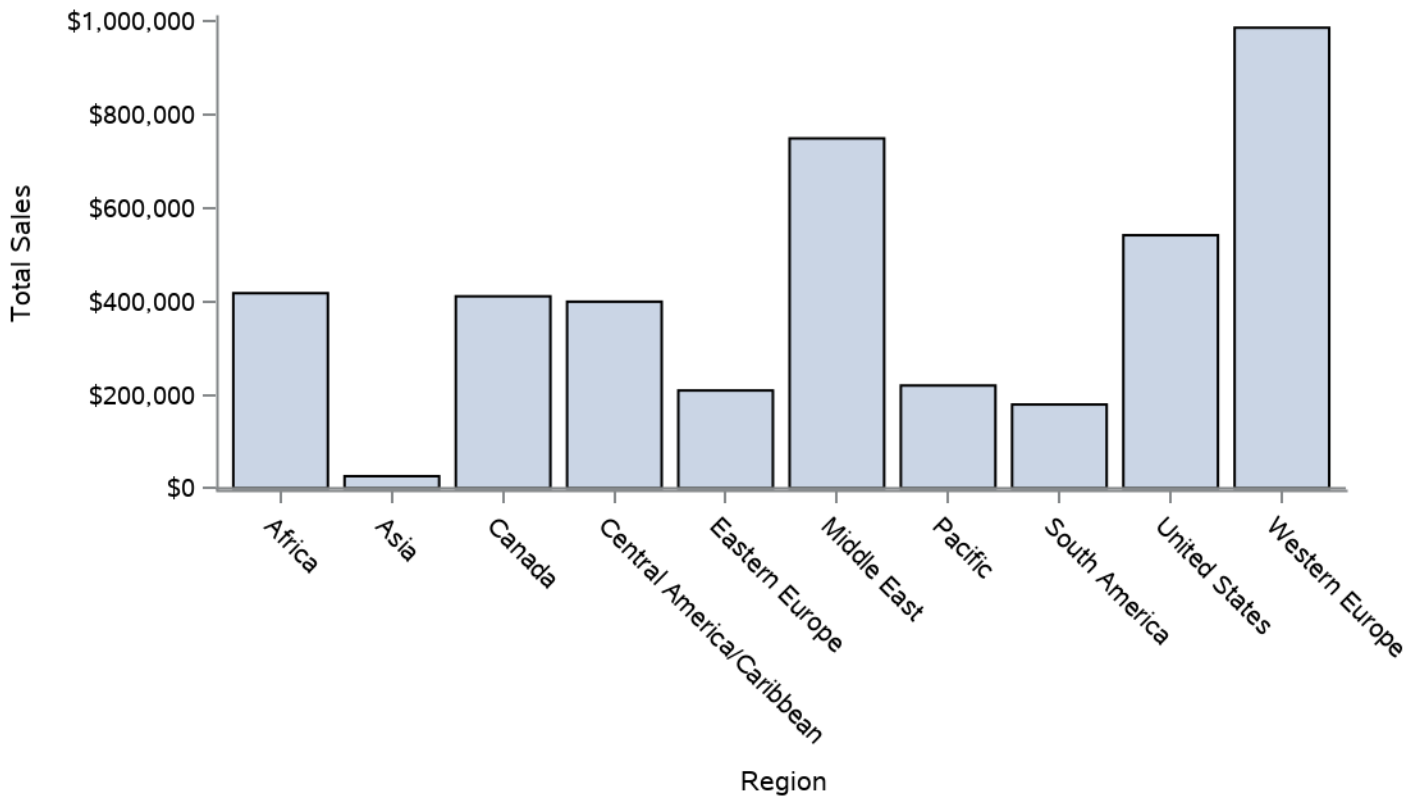
Region	Sales
Africa	\$417,516
Asia	\$25,837
Canada	\$410,807
Central America/Caribbean	\$399,357
Eastern Europe	\$209,256
Middle East	\$748,792
Pacific	\$219,886
South America	\$179,227
United States	\$541,536
Western Europe	\$985,647



They are comfortable, stylish, and are flying off the shelf this year.

Top 3 Sales Subsidiaries

Subsidiary	Net Sales
Copenhagen	\$485,188
Cairo	\$318,350
Vancouver	\$295,828



Women's Dress Sales

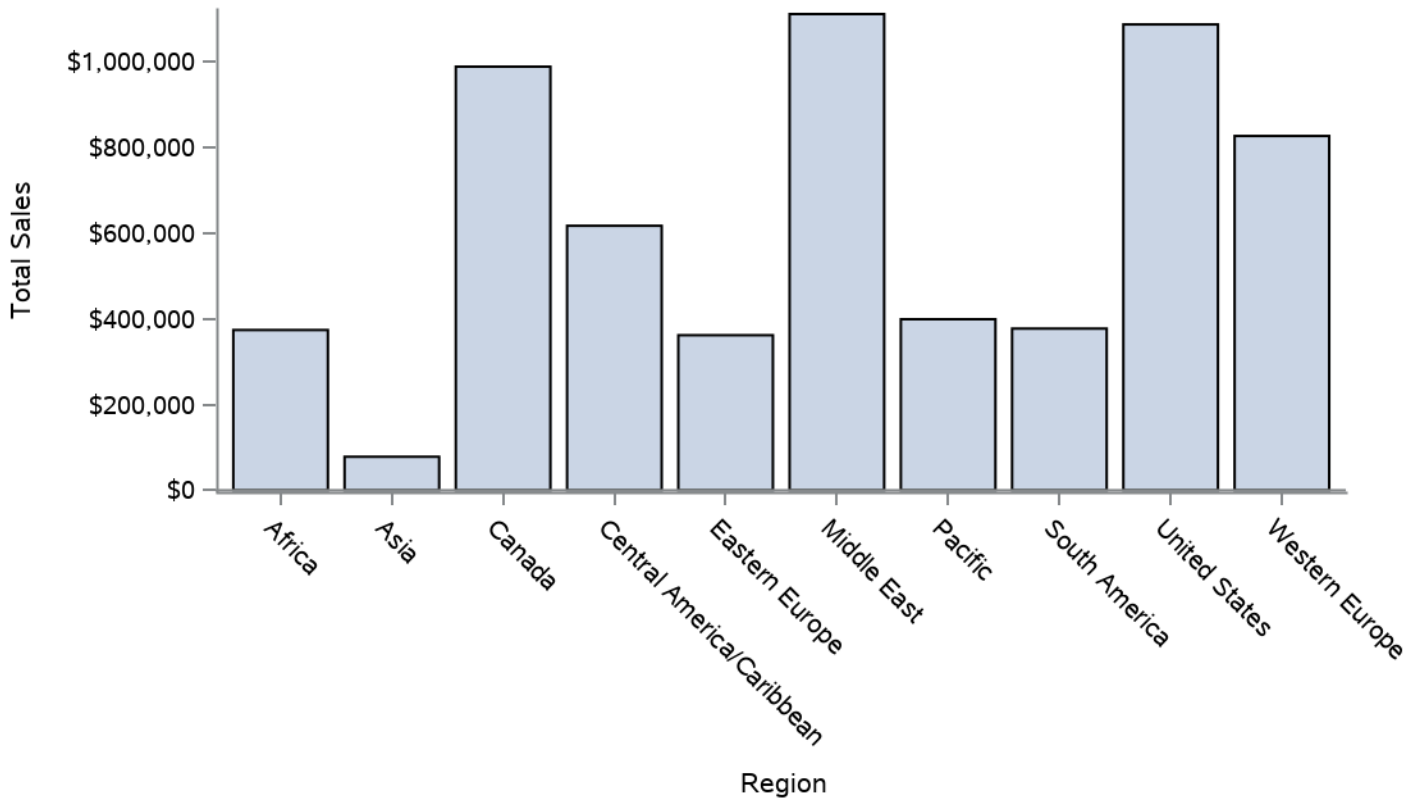
Region	Sales
Africa	\$374,308
Asia	\$78,234
Canada	\$989,350
Central America/Caribbean	\$617,718
Eastern Europe	\$362,126
Middle East	\$1,112,207
Pacific	\$399,441
South America	\$377,625
United States	\$1,087,987
Western Europe	\$827,479



They've always been a great seller, so we didn't change a thing this year.

Top 3 Sales Subsidiaries

Subsidiary	Net Sales
Vancouver	\$736,969
Dubai	\$422,892
Tel Aviv	\$417,102



Worldwide Region Sales By Product Details

Region	Product	Sales
Africa	Boot	\$119,835
	Men's Casual	\$562,794
	Men's Dress	\$318,500
	Sandal	\$190,409
	Slipper	\$337,076
	Sport Shoe	\$22,150
	Women's Casual	\$417,516
	Women's Dress	\$374,308
Total for Africa		\$2,342,588
Asia	Boot	\$62,708
	Men's Casual	\$11,754
	Men's Dress	\$119,366
	Sandal	\$8,208
	Slipper	\$152,032
	Sport Shoe	\$2,092
	Women's Casual	\$25,837
	Women's Dress	\$78,234
Total for Asia		\$460,231

Region	Product	Sales
Canada	Boot	\$385,613
	Men's Casual	\$441,903
	Men's Dress	\$920,101
	Sandal	\$14,798
	Slipper	\$952,751
	Sport Shoe	\$140,389
	Women's Casual	\$410,807
	Women's Dress	\$989,350
Total for Canada		\$4,255,712
Central America/Caribbean	Boot	\$190,743
	Men's Casual	\$756,513
	Men's Dress	\$404,895
	Sandal	\$378,382
	Slipper	\$883,181
	Sport Shoe	\$26,964
	Women's Casual	\$399,357
	Women's Dress	\$617,718
Total for Central America/Caribbean		\$3,657,753

Region	Product	Sales
Eastern Europe	Boot	\$306,785
	Men's Casual	\$576,396
	Men's Dress	\$335,761
	Sandal	\$3,716
	Slipper	\$509,698
	Sport Shoe	\$91,202
	Women's Casual	\$209,256
	Women's Dress	\$362,126
Total for Eastern Europe		\$2,394,940
Middle East	Boot	\$171,282
	Men's Casual	\$2,058,254
	Men's Dress	\$839,571
	Sandal	\$35,186
	Slipper	\$662,480
	Sport Shoe	\$4,007
	Women's Casual	\$748,792
	Women's Dress	\$1,112,207
Total for Middle East		\$5,631,779

Region	Product	Sales
Pacific	Boot	\$123,575
	Men's Casual	\$662,368
	Men's Dress	\$426,191
	Sandal	\$48,424
	Slipper	\$390,740
	Sport Shoe	\$26,169
	Women's Casual	\$219,886
	Women's Dress	\$399,441
Total for Pacific		\$2,296,794
South America	Boot	\$245,675
	Men's Casual	\$544,950
	Men's Dress	\$425,669
	Sandal	\$165,925
	Slipper	\$462,651
	Sport Shoe	\$33,061
	Women's Casual	\$179,227
	Women's Dress	\$377,625
Total for South America		\$2,434,783

Region	Product	Sales
United States	Boot	\$448,296
	Men's Casual	\$1,372,527
	Men's Dress	\$969,271
	Sandal	\$12,039
	Slipper	\$967,927
	Sport Shoe	\$104,403
	Women's Casual	\$541,536
	Women's Dress	\$1,087,987
Total for United States		\$5,503,986
Western Europe	Boot	\$296,031
	Men's Casual	\$946,248
	Men's Dress	\$747,918
	Sandal	\$11,349
	Slipper	\$857,298
	Sport Shoe	\$201,030
	Women's Casual	\$985,647
	Women's Dress	\$827,479
Total for Western Europe		\$4,873,000