

April 23, 2008 Enhancements to Publisher Alley®

Sales Period Comparison

Those attending the Pub Alley sessions at the Baker & Taylor vendor summit were introduced to a new feature in advance of its recent rollout. This is the sales period comparison, which allows the comparison of three user-defined sales periods (a week, a month, a day, etc.) for individual ISBNs, with the sales in each period shown next to one another for analysis. This is useful for comparing sales of known seasonal titles over several years, sales of event-driven material (movie tie-ins), or for pinpointing sales trends on titles with seemingly erratic peaks and valleys.



This is how the comparison works:



1. Search for titles that you would like to compare over the same periods of time. Each comparison report can hold up to 100 ISBNs. Once you have selected the desired titles, click “Comparison” at the top right:





2. When you click the button, you’ll be prompted to name the report and enter comparison periods:

Choose Comparison Periods:
(#1 and #2 required; enter earliest date range here)

Sales Period #1
Range  to 

Sales Period #2
Range  to 

Sales Period #3
Range  to 

- Use the Sales Comparisons link in the left-hand navigation to find and view your comparison, as you would a Watchlist.
- Results display as below; the option to email exists.

Eating for Life: Your Guide to Great Health, Fat Loss and Increased Energy

By: Phillips, Bill
 US List: \$35.00 USD

Pub Date: 11/01/2003
 Binding: Cloth
[9780972018418](#)

Hay House, Inc.
 Health & Fitness / Nutrition

1st Receipt: 06/28/2004
 Adult

Pages: 405
 Trim: 9.75 H x 7.75 W

Sales Periods	Units Sold	List Sales	Net Sales	Returns	30-day Demand	Current Backorders	O/H	O/O
					127	0	571	0
01/01/2006-01/31/2006	246	\$8,610.00		0				
01/01/2007-01/31/2007	469	\$16,415.00		0				
10/01/2006-10/31/2006	169	\$5,915.00		0				

In the sample above, we wanted to test the sales of a backlist “weight-loss” title in January, when we would expect strong sales, as well as in another random month. Though this title had strong January sales over three years after publication, it didn’t fare as well in the previous October.

Increased Efficiency in the Buy Report

Also at the vendor summit, we received feedback on the Buy Report. A larger upgrade is still on the agenda, but we were pleased to roll out one fix that will save users time in the interim. Now, as you work your way down a report, adding quantities and saving, the report will hold its position after each save. Time spent scrolling down to the next title in sequence has been eliminated.

Additionally, when you add comparable titles to a new title(s) in a Buy Report, the report will automatically reopen to the position of the new title you selected (if you select two new titles at once, the report will open to the position of the *first* new title in sequence). To take advantage of this feature, be sure to click the report link that appears just after you add comparable titles:

