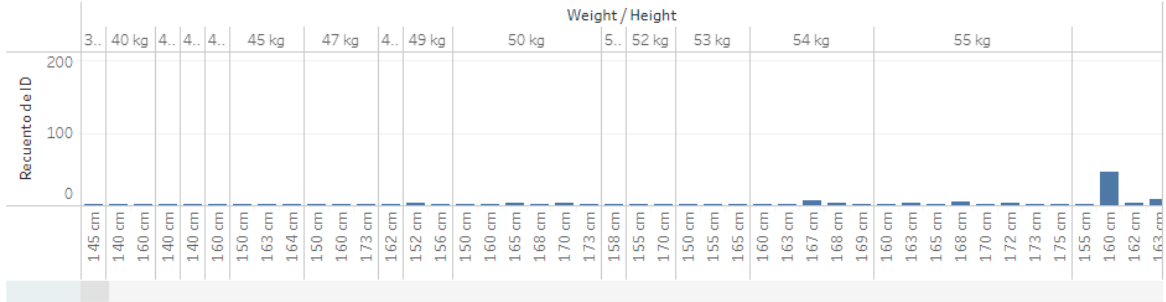


## Anexo 2. Visualizaciones del tablero de control



TOTAL REGISTROS 12.424 **PERFILAMIENTO USUARIOS**

### FOR MEN



### FOR WOMEN

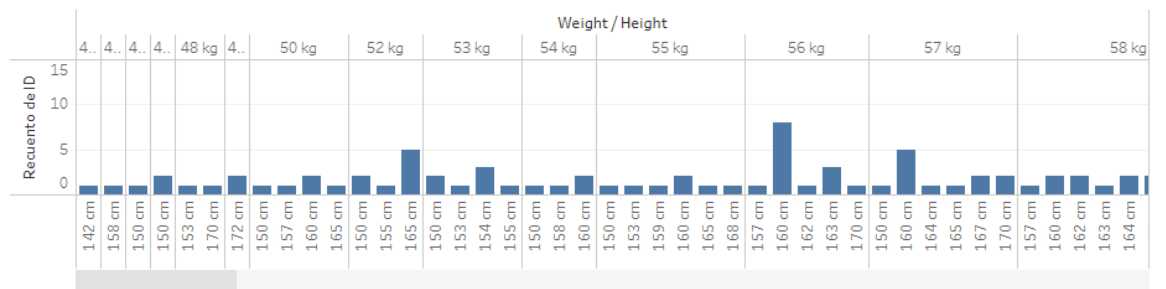


Gráfico 1. Perfilamiento Usuarios por estatura y peso

TOTAL REGISTROS 12.424

## CLASIFICACIÓN USUARIOS

### CATEGORY PER BODY TYPE

Category	Very tight	Fit					Very loose
		1	2	3	4	5	
HOMBRE	675	941	3.923	2.612	990	628	1.031
HOMBRE FREED..	63	95	360	246	71	37	69
MUJER	21	22	196	165	65	56	65
MUJER FREEDOM	3	5	23	26	9	9	18

### CATEGORY PER FIT

Category	Body Type	Category			
		HOMBRE	HOMBRE FREEDOM	MUJER	MUJER FREEDOM
<input checked="" type="checkbox"/> (Todo)					
<input checked="" type="checkbox"/> HOMBRE					
<input checked="" type="checkbox"/> HOMBRE FREEDOM	1	7.907	737	389	55
<input checked="" type="checkbox"/> MUJER	2	1.823	158	137	21
<input checked="" type="checkbox"/> MUJER FREEDOM	3	1.070	46	64	17

### BODY TYPE PER GENDER

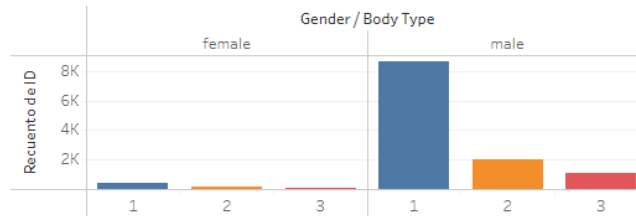
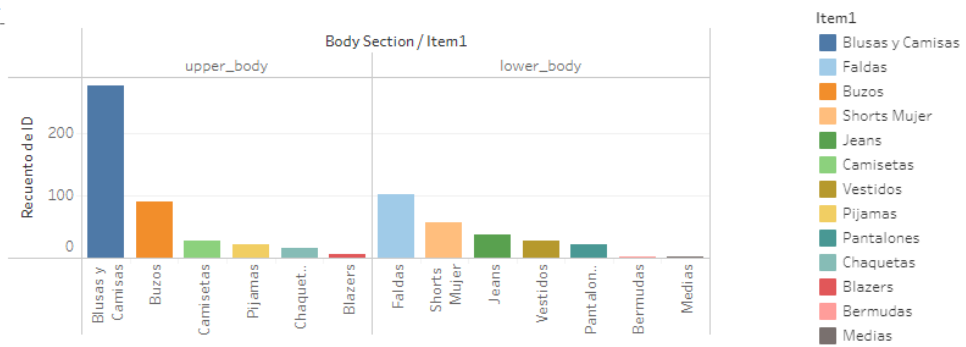


Gráfico 2. Clasificación usuarios por tipo de cuerpo y categoría

TOTAL REGISTROS 683

## CLASIFICACIÓN PRENDAS MUJER

### WOMEN PER BODY



### UPPER BODY

Item1	F	Size				
		XS	S	M	L	XL
Blusas y Cam..		59	92	80	32	13
Buzos		7	38	24	8	2
Pijamas		4	10	4	2	2

Item1	F	Size				
		XS[34-35]	S[36-37]	M[38-39]	L[40-41]	XL[42-43]
Camisetas		13	5	7	3	
Buzos		6	4		1	1
Blazers		3	1		1	

Item1	F	Size			
		28[28-29]	30[30-31]	32[32-34]	34[35-36]
Chaquetas		6	4	3	2

### LOWER BODY

Item1	F	Size					
		4	6	8	10	12	14
Faldas		24	29	22	11	2	
Shorts Muj..		14	11	11	8	1	1
Vestidos		2	9	8	1	1	
Medias			1				

Item1	F	Size		
		2/XXS	4/XS	6/S
Faldas		6	1	6
Shorts Muj..		5	4	2
Vestidos			1	5

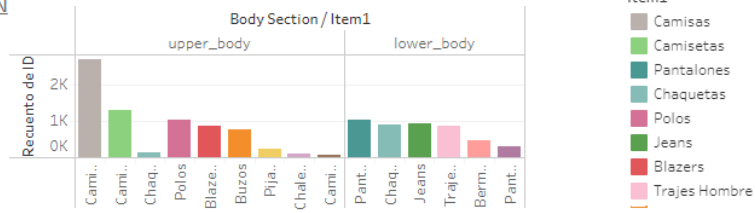
Item1	F	Size				
		28[28-29]	30[30-31]	32[32-34]	34[35-36]	36[37-38]
Jeans		15	14	3	5	1
Pantalones		10	3	6	1	1
Bermudas		1				

Gráfico 3. Comportamiento compra mujer

TOTAL REGISTROS 11.741

## CLASIFICACIÓN PRENDAS HOMBRE

### MEN PER BODY SECTION



### UPPER BODY

Item1	XXS	XS	S	M	L	XL
Camisas	18	32	45	30	8	
Camisetas	30	32	43	14	11	
Buzos	18	32	18	7	2	
Blazers	19	15	18	12	7	
Polos	16	13	16	4	4	
Pijamas		6	5	7	9	5
Chalecos		2	4	1	1	

### LOWER BODY

Item1	28[28-29]	30[30-31]	32[32-34]	34[35-36]	36[37-38]	38[39-40]
Pantalones	121	212	235	169	101	36
Trajes Hom..	146	184	223	161	79	44
Jeans	123	196	202	123	97	51
Chaquetas	113	177	183	133	91	43
Bermudas	52	66	100	90	43	37
Pantalonet..	35	66	61	42	33	20

Item1	XS[34-35]	S[36-37]	M[38-39]	L[40-41]	XL[42-43]	XXL[44-4..]
Camisas	366	533	599	499	276	161
Camisetas	227	243	286	166	130	61
Polos	150	163	237	191	134	49
Blazers	129	166	222	150	83	45
Buzos	118	197	178	105	54	28

Item1	26/XXS	28/XS	30/S	32/M	34/L
Pantalones	21	49	42	23	5
Chaquetas	29	44	30	17	4
Jeans	20	13	35	14	4
Bermudas	13	9	12	11	8
Pantalonet..	5	24	3	2	7
Trajes Hom..					1

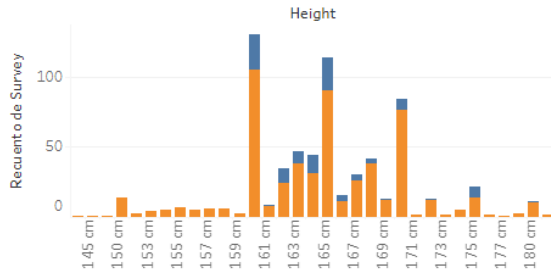
Item1	28[28-29]	30[30-31]	32[32-34]	34[35-36]	36[37-38]	38[39-4..]
Chaquetas	32	21	27	23	10	

Item1	26/XXS	28/XS	30/S	32/M	34/L
Chaquetas	6	7	4	5	2

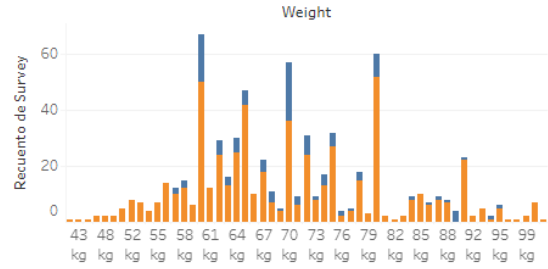
Gráfico 4. Comportamiento compra hombre

Survey  
 0  
 1

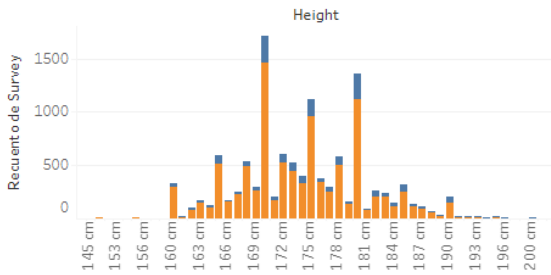
Height female by survey



Weight female by survey



Height male by survey



weight male by survey

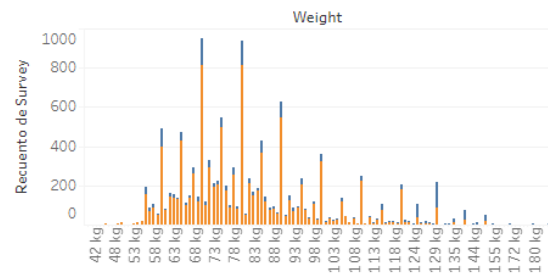


Gráfico 5. Análisis de la variable survey

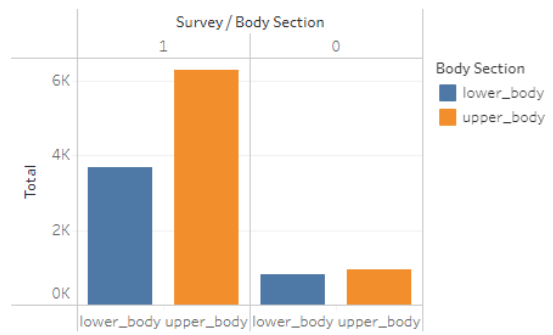
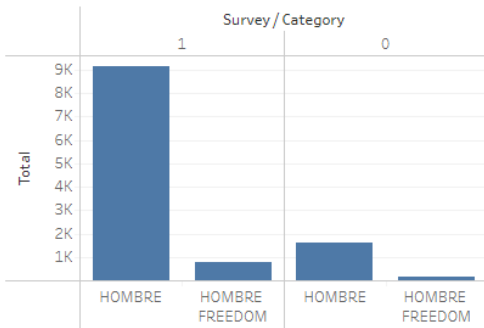
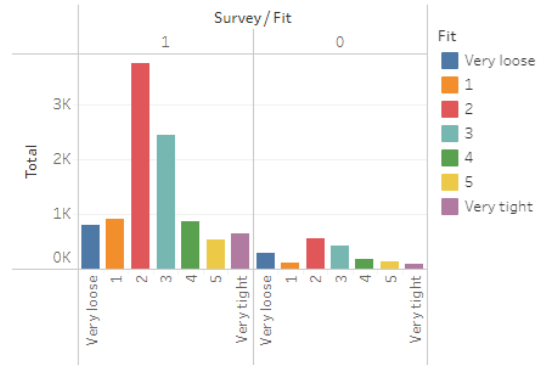
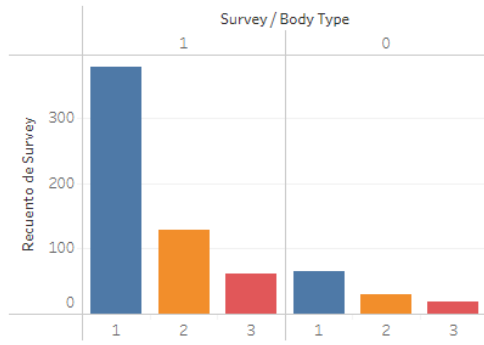


Gráfico 6. Análisis de la variable survey – Hombre



Gráfico 7. Análisis de la variable survey – Mujer