HEAT MAP SAMPLE

This heat map example is focused on tray performance of one brand.

Tray $ Sales

Legend:
- 40 or above
- 37.5
- 35
- 32.5
- 30
- 27.5
- 25
- 22.5
- 20
- 17.5
- 15
- 12.5
- 10
- 7.5
- 5
- 2.5 or below

SIGN

1 - LIP
2 - LIP
3 - LIP
4 - LIP
5 - LIP
6 - LIP
7 - LIP
8 - LIP

9 - LINER PENCIL
10 - EYE SHADOW
11 - EYE SHADOW
12 - EYE SHADOW
13 - EYE SHADOW
14 - EYE SHADOW
15 - EYE SHADOW
16 - EYE SHADOW
17 - LIP
18 - LIP

19 - LINER PENCIL
20 - LINER PENCIL
21 - LINER PENCIL
22 - LINER PENCIL
23 - LINER PENCIL
24 - LINER PENCIL
25 - LINER PENCIL

26 - MASCARA
27 - MASCARA
28 - MASCARA
29 - MASCARA
30 - MASCARA
31 - MASCARA
32 - MASCARA

33 - MASCARA
34 - MASCARA
35 - MASCARA
36 - MASCARA
37 - MASCARA
38 - MASCARA
39 - MASCARA

40 - FOUNDATION
41 - FOUNDATION
42 - BLUSH
43 - BLUSH
44 - MAKEUP
45 - MAKEUP
46 - MAKEUP
47 - MAKEUP

48 - POWDER
49 - POWDER/CONCEALER
50 - FOUNDATION
51 - FOUNDATION
52 - POWDER
53 - POWDER
54 - POWDER
55 - BLUSH
56 - COVER

57 - MAKEUP
58 - MAKEUP
59 - FOUNDATION
60 - FOUNDATION
61 - MAKEUP
62 - FOUNDATION
63 - FOUNDATION
64 - COVER
65 - POWDER

HAMACHER RESOURCE GROUP