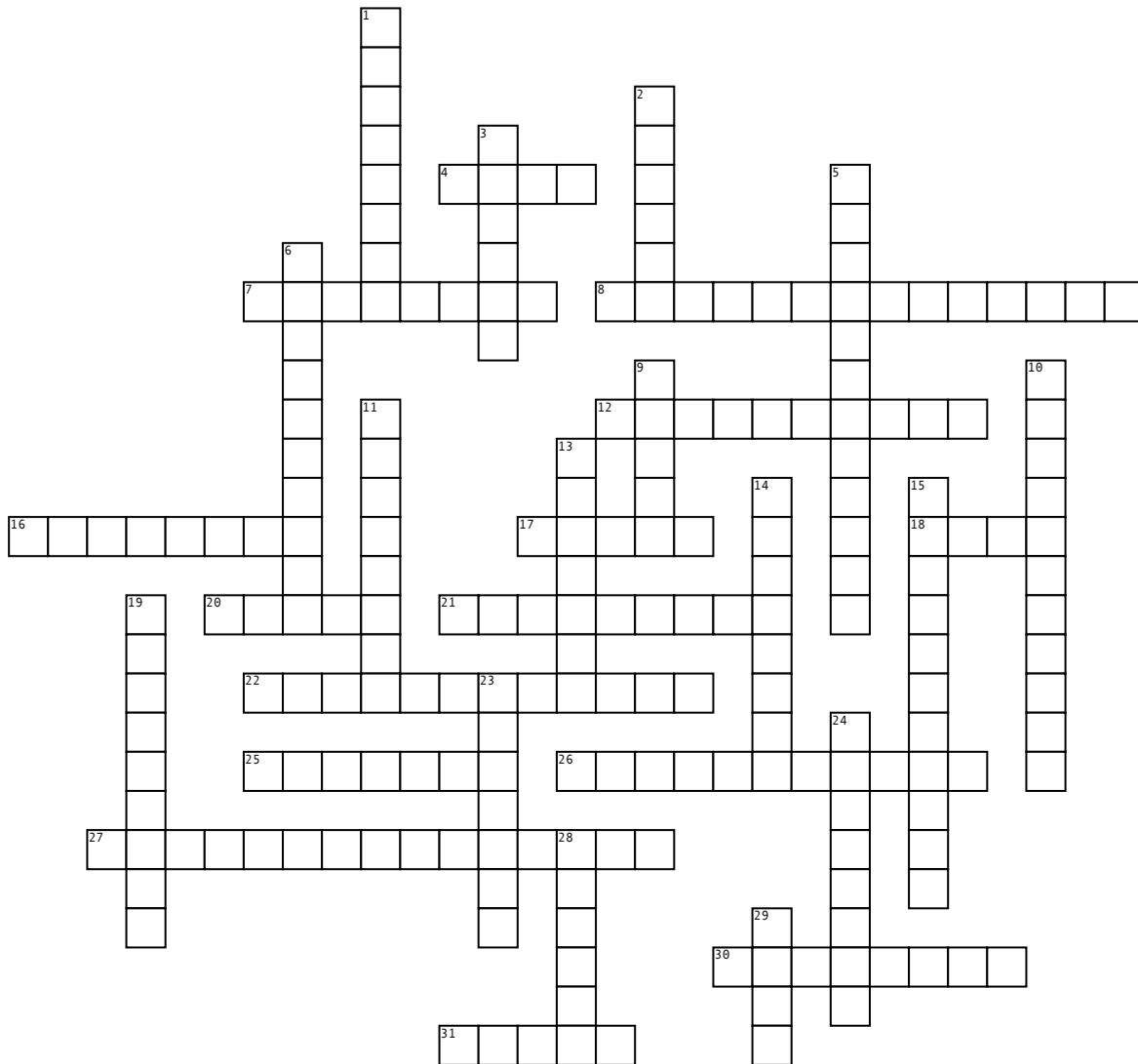


Humans of E&B^2 - Brain Busterz



Across

4. Unilever is ranked #___ in top company vendor unit sales YTD
7. State that is home to the Target store seeing the largest DD lift post-remodel
8. Company class with the highest GM\$ YTD
12. Department with #2 largest presmin \$ as of 4wk3 (behind prepaid cards)
16. New Target summer brand
17. E&B^2 Department with the lowest A MD rate YTD (number, spelled out)
18. Pyramid with highest spend/transaction on Target.com
20. Brand of E&B^2 #2 Owned (not DVS) item on Target.com (\$) YTD
21. Department (name) with #1 "walker item"
22. Class in Home with highest return units YTD
25. Type of item that is E&B^2's top unit-driver on Target.com YTD
26. E&B^2's #1 mobile app search in March
27. E&B^2 class with the highest ASP
30. Company class with the highest guest count (last 3 months)
31. E&B^2 brand with highest brand loyalty (last 3 months)

Down

1. Grocery National Brand with highest brand loyalty
2. Company item with highest repeat purchases
3. E&B^2 National Brand with highest EOH Units
5. D11 - Mens College/Pro has a 73% guest overlap with this E&B^2 Department
6. Best selling (\$) Adult Beverage sku in City Targets
9. Top E&B^2 unit-driver (brand name) on July 4th 2018
10. Biggest class (\$) in the company YTD
11. Company class with the highest transactions/guest (last 3 months)
13. This HP brand is associated with the #1 \$ driver for restock
14. Pet Care item with highest repeat guests
15. National Brand in F&B with the highest EOH \$ behind Starbucks
19. E&B^2 class with highest promo sales units YTD
23. Brand name of #1 "walker item" in OTC
24. This E&B^2 Class has the highest \$ in returns YTD

28. #2 unit-driving Department at T1375 YTD (behind Candy)
29. Snack item with highest repeat purchases