

QVC

Digital & TV

Can Jointly Increase Sales

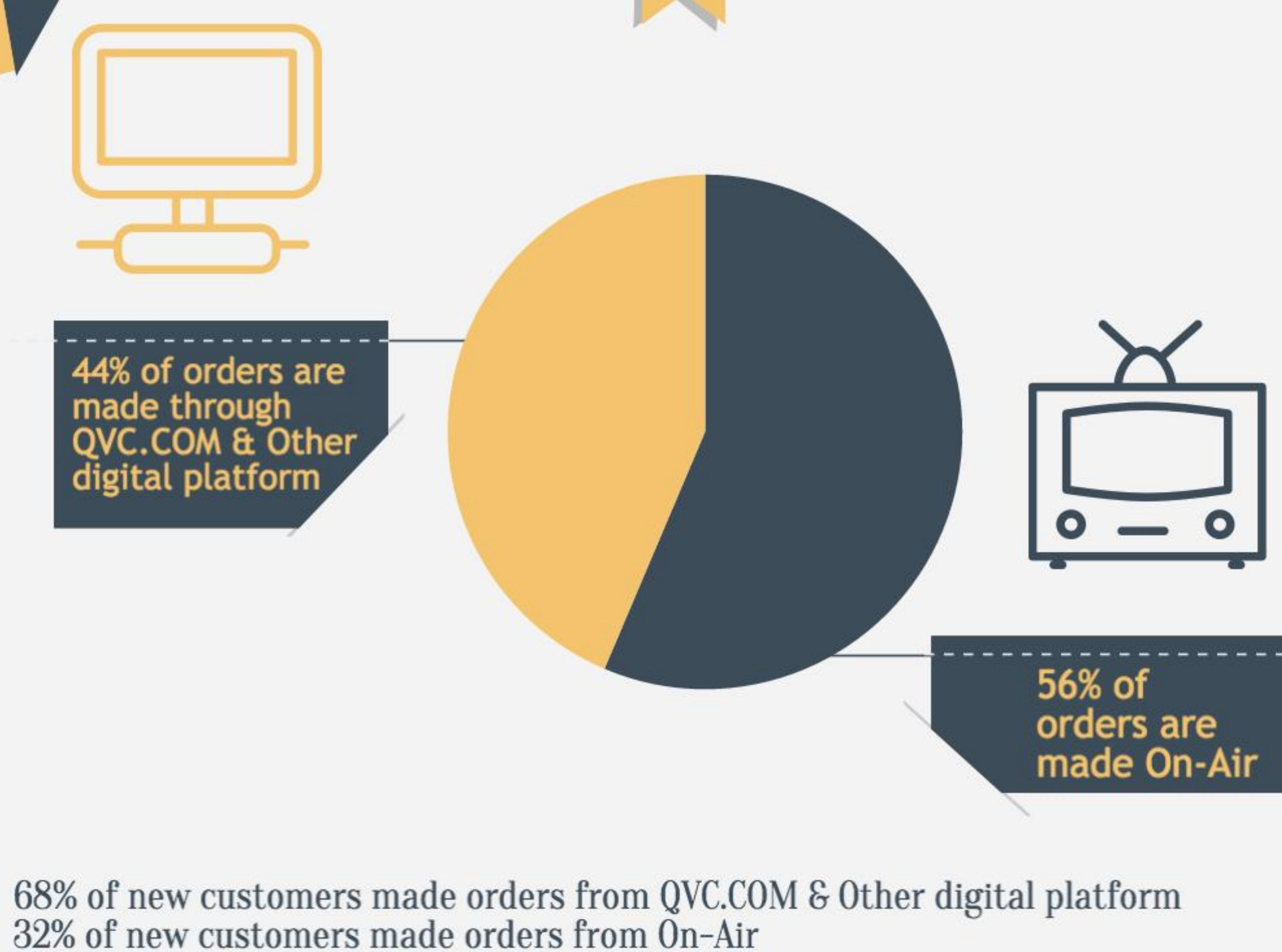
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 Matt Oberst tuf45145 Fox School of Business
 Liwei Yi tuf21118 Fox School of Business

Top Selling Product Categories



Revenues generated by top selling product categories from January to March 2015

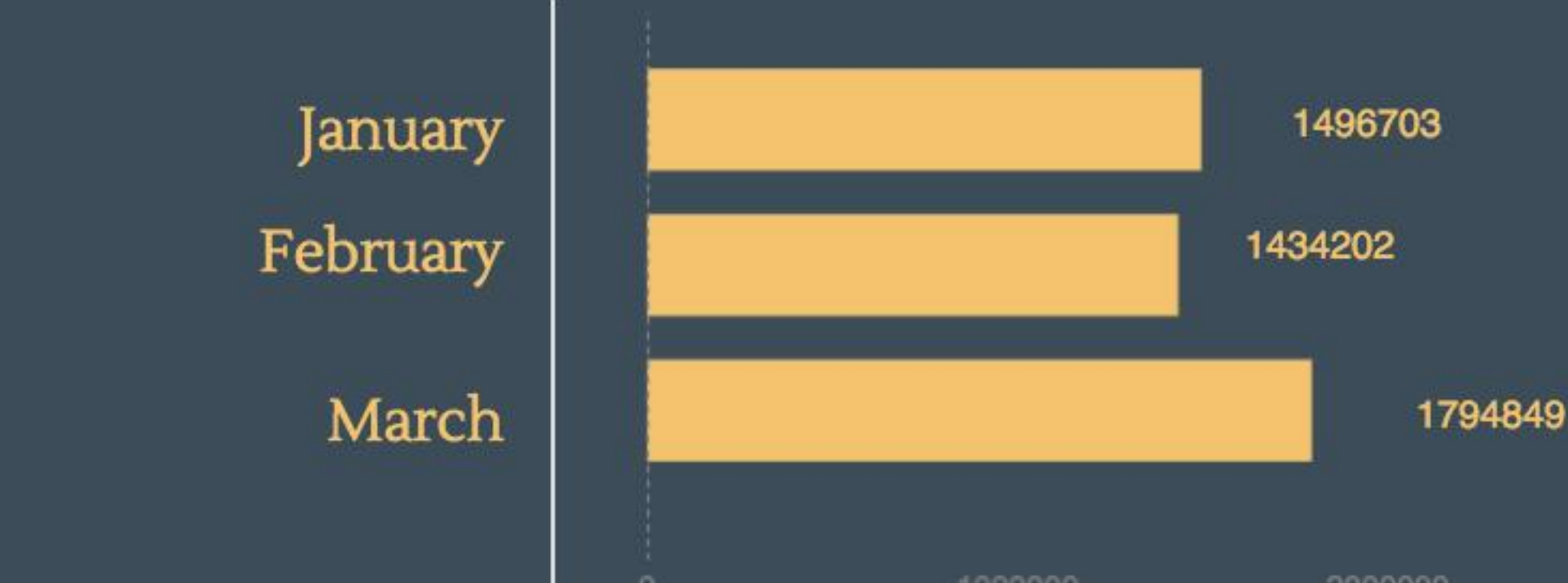
Order Platforms



Percentage of Positive and Negative Comments on Social Media in March 2015



Number of Sales In Different Month



Sales increased by 25% from February to March!