## Winnermetrics Algorithm Factors March 9, 2017

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### Table Notes
- **SA** represents the number of sales attributed to the factor.
- **ML** represents the market share.
- **RSR** represents the return on investment.
- **MM** represents the margin.
- **SP** represents the sales performance.
- **TE** represents the total expenses.
- **%M** represents the percentage of market share.
- **RW** represents the return on weight.
- **P1** represents the first period of performance.
- **P2** represents the second period of performance.
- **P3** represents the third period of performance.
- **P4** represents the fourth period of performance.
- **P5** represents the fifth period of performance.
- **P6** represents the sixth period of performance.
- **P7** represents the seventh period of performance.
- **P8** represents the eighth period of performance.
- **P9** represents the ninth period of performance.
- **P10** represents the tenth period of performance.
- **P11** represents the eleventh period of performance.
- **P12** represents the twelfth period of performance.
- **P13** represents the thirteenth period of performance.
- **P14** represents the fourteenth period of performance.
- **P15** represents the fifteenth period of performance.
- **P16** represents the sixteenth period of performance.
- **P17** represents the seventeenth period of performance.
- **P18** represents the eighteenth period of performance.
- **P19** represents the nineteenth period of performance.
- **P20** represents the twentieth period of performance.
- **P21** represents the twenty-first period of performance.
- **P22** represents the twenty-second period of performance.
- **P23** represents the twenty-third period of performance.
- **P24** represents the twenty-fourth period of performance.
- **P25** represents the twenty-fifth period of performance.
- **P26** represents the twenty-sixth period of performance.
- **P27** represents the twenty-seventh period of performance.
- **P28** represents the twenty-eighth period of performance.
- **P29** represents the twenty-ninth period of performance.
- **P30** represents the thirtieth period of performance.