Table A

Aldo		In-store	On-Line	Total	Notes
Aldo	Total # of stores in operation				
	Total annual sales volume				
	Total transaction count				
	$ per transaction				
	Estimated # of customers				
	Annual purchases per (identified) customer				
	Annual frequency/identified customer				
	Average gross margins in %				
	Average gross margins in $				
	Gross margins in $ per customer				
	% of customers with email + opt-in				
	# of customers with email + opt-in				

		Statistics	Notes
Loyalty Program	Total # of stores using the program		
	Total annual loyalty sales volume		
	Total loyalty transaction count		
	$ per transaction		
	# of enrolled members		
	% of active members (extrapolation)		
	# of active members_v1		
	Annual purchases per member_v1		
	Annual frequency/member_v1		
	# of active members (1+ transaction)		
	% of active members (1+ transaction)		
	Annual purchases per member (customers)		
	Annual frequency/customer member		
	Gross margins in %		
	Gross margins in $		
	Gross margins in $ per member		
	% of members with email + opt-in		

		Statistics	Notes
Other Key Information	% of inactive members after 3 months		
	% of inactive members after 6 months		
	% of inactive members after 9 months		
	Number of subscribers to your Newsletter		
	% of subscribers, member of the program		
	POS system in operations		
	CRM software being used		
	CRM data fields used for loyalty (list)		
	Reporting engine used		
	Rewards program software used		

Members distribution			
Members distribution	% Crew		
	% Plus		
	% VIP		

Legend	All cells in blue are calculations = no need to enter data
Data needed	Please complete only white cells