

# SALE OVERVIEW

Date

1/1/2006

4/20/2008

Total Spend (7d)

15.51K✓  
(+1.16%)

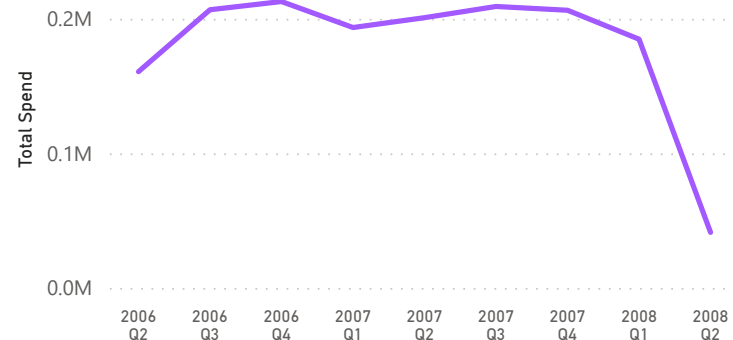
Total Baskets (7d)

1269✓  
(+2.92%)

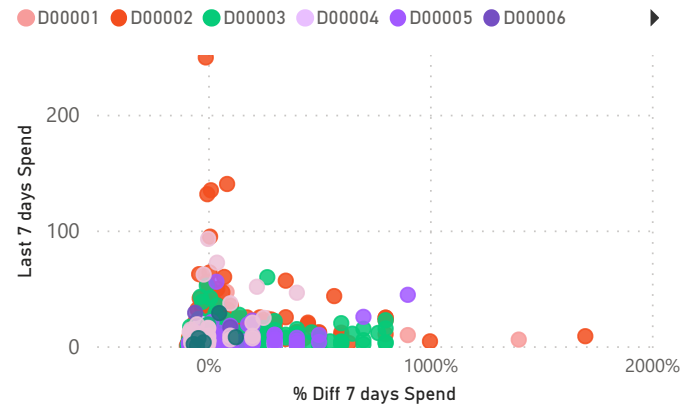
Avg Basket Size (7d)

12.22!  
(-1.71%)

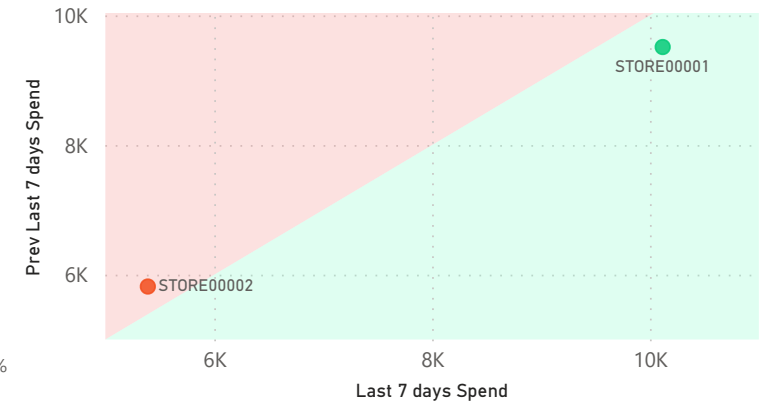
Total Spend by YearQuarter



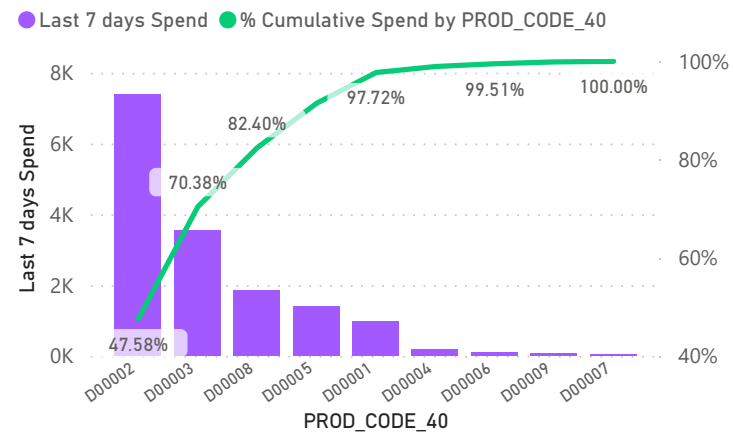
% Difference Spend (7d)



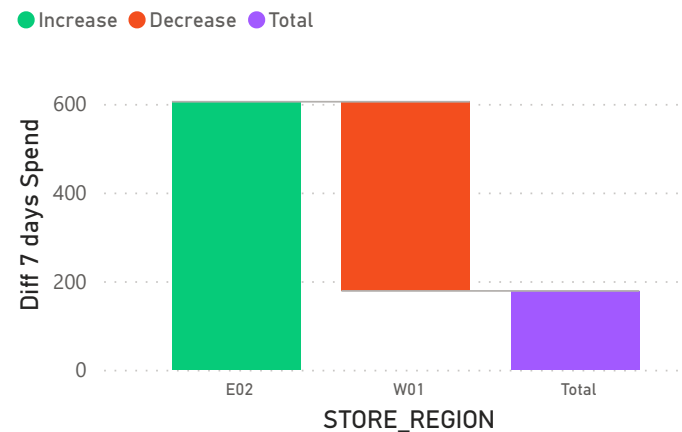
Period-over-Period Spend (7d) by STORE\_CODE



PROD\_CODE\_40 Spend (7d)



Total Spend Difference (7d)



Basket Price Sensitivity

