

Monthly Super Store Customer Report

Cohort		New Customers	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24
Cohort Performance	December 2009	955	337	319	406	363	343	360	327	321	346	403	473	359	270	233	289	251	289	270	248	244	301	291	389	188
	January 2010	383	79	119	117	101	115	99	88	107	122	116	66	85	68	72	58	90	76	71	75	93	74	94	22	
	February 2010	374	89	84	109	92	75	72	107	95	103	43	47	57	65	46	75	60	61	54	86	86	61	22		
Retention Rate	March 2010	443	84	102	107	103	90	109	134	122	48	51	63	89	72	89	75	77	69	78	89	94	35			
	April 2010	294	57	57	48	54	66	81	77	31	32	22	41	41	46	46	46	41	44	53	66	17				
	May 2010	254	40	43	44	45	65	54	32	15	21	29	34	39	39	25	32	35	42	39	12					
Churn Customers	June 2010	270	47	51	55	62	77	34	24	22	32	29	37	40	33	30	33	36	55	14						
	July 2010	186	29	34	55	54	26	21	27	27	21	25	27	25	25	36	32	44	15							
	August 2010	162	33	48	52	28	19	16	20	22	21	21	20	25	30	29	32	11								
Churn Rate	September 2010	243	55	57	30	22	25	33	24	31	32	28	24	53	40	39	13									
	October 2010	377	97	55	47	33	31	49	52	40	35	40	49	72	87	26										
	November 2010	325	57	30	31	25	28	42	32	28	29	36	47	83	20											
	December 2010	76	7	4	7	9	5	4	7	4	2	7	15	2												
	January 2011	71	12	15	14	15	11	11	9	8	15	18	8													
	February 2011	124	20	19	23	27	19	19	18	18	22	7														
	March 2011	179	33	39	36	40	27	37	36	43	17															
	April 2011	106	27	21	21	19	25	19	27	12																
	May 2011	111	26	27	18	24	23	29	13																	
	June 2011	108	25	23	29	22	31	9																		
	July 2011	102	22	31	28	35	16																			
	August 2011	106	29	33	28	18																				
September 2011	189	51	71	28																						
October 2011	221	71	35																							
November 2011	191	27																								
December 2011	28																									
Total		5878																								

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[illegible]

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Cohort		New Customers	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24
Cohort Performance	December 2009	955	618	636	549	592	612	595	628	634	609	552	482	596	685	722	666	704	666	685	707	711	654	664	566	767
	January 2010	383	304	264	266	282	268	284	295	276	261	267	317	298	315	311	325	293	307	312	308	290	309	289	361	
	February 2010	374	285	290	265	282	299	302	267	279	271	331	327	317	309	328	299	314	313	320	288	288	313	352		
Retention Rate	March 2010	443	359	341	336	340	353	334	309	321	395	392	380	354	371	354	368	366	374	365	354	349	408			
	April 2010	294	237	237	246	240	228	213	217	263	262	272	253	253	248	248	248	253	250	241	228	277				
	May 2010	254	214	211	210	209	189	200	222	239	233	225	220	215	215	229	222	219	212	215	242					
Churn Customers	June 2010	270	223	219	215	208	193	236	246	248	238	241	233	230	237	240	237	234	215	256						
	July 2010	186	157	152	131	132	160	165	159	159	165	161	159	161	161	150	154	142	171							
	August 2010	162	129	114	110	134	143	146	142	140	141	141	142	137	132	133	130	151								
Churn Rate	September 2010	243	188	186	213	221	218	210	219	212	211	215	219	190	203	204	230									
	October 2010	377	280	322	330	344	346	328	325	337	342	337	328	305	290	351										
	November 2010	325	268	295	294	300	297	283	293	297	296	289	278	242	305											
	December 2010	76	69	72	69	67	71	72	69	72	74	69	61	74												
	January 2011	71	59	56	57	56	60	60	62	63	56	53	63													
	February 2011	124	104	105	101	97	105	105	106	106	102	117														
	March 2011	179	146	140	143	139	152	142	143	136	162															
	April 2011	106	79	85	85	87	81	87	79	94																
	May 2011	111	85	84	93	87	88	82	98																	
	June 2011	108	83	85	79	86	77	99																		
	July 2011	102	80	71	74	67	86																			
	August 2011	106	77	73	78	88																				
	September 2011	189	138	118	161																					
	October 2011	221	150	186																						
	November 2011	191	164																							
	December 2011	28																								
	Total	5878																								

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Cohort
Performance

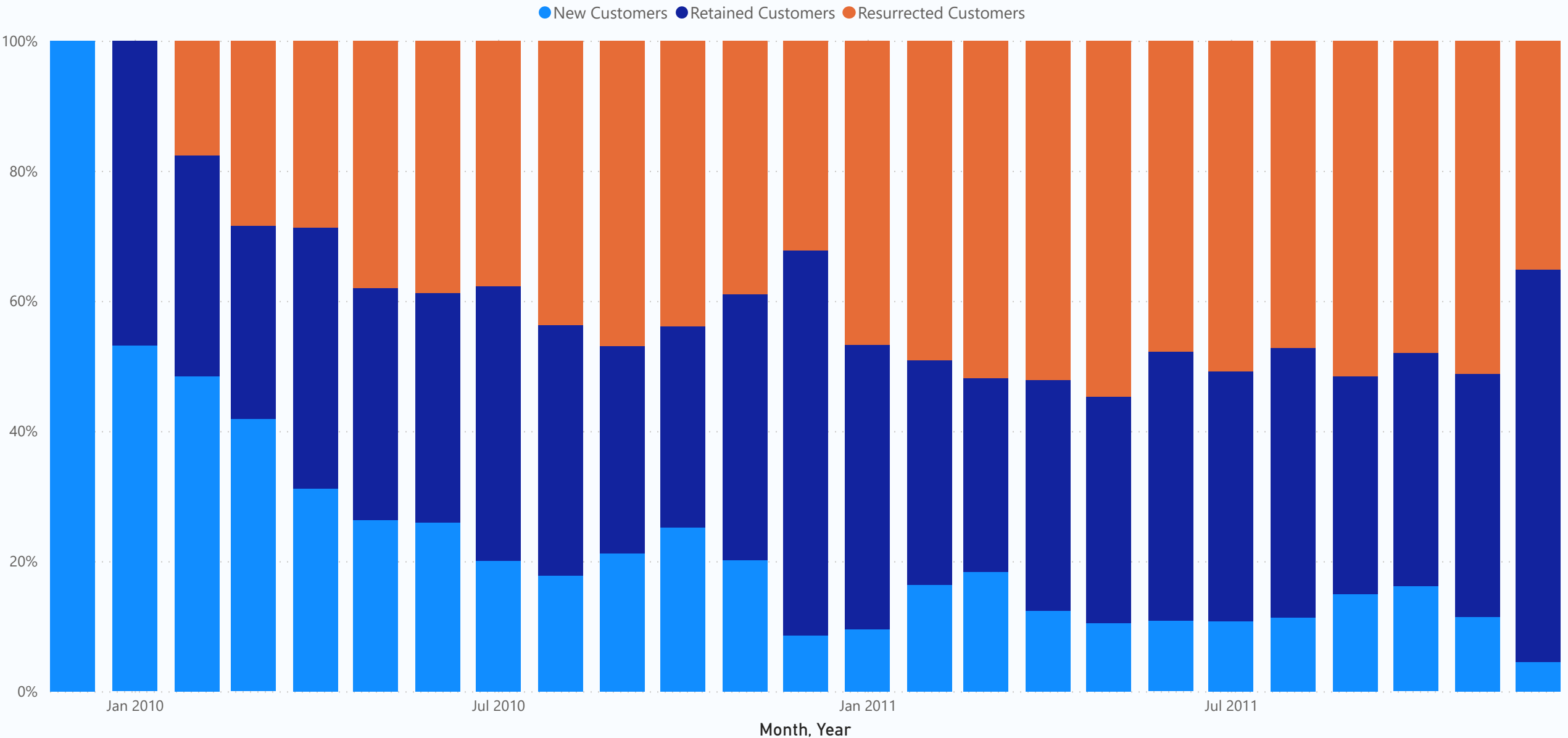
Retention Rate

Churn Customers

Churn Rate

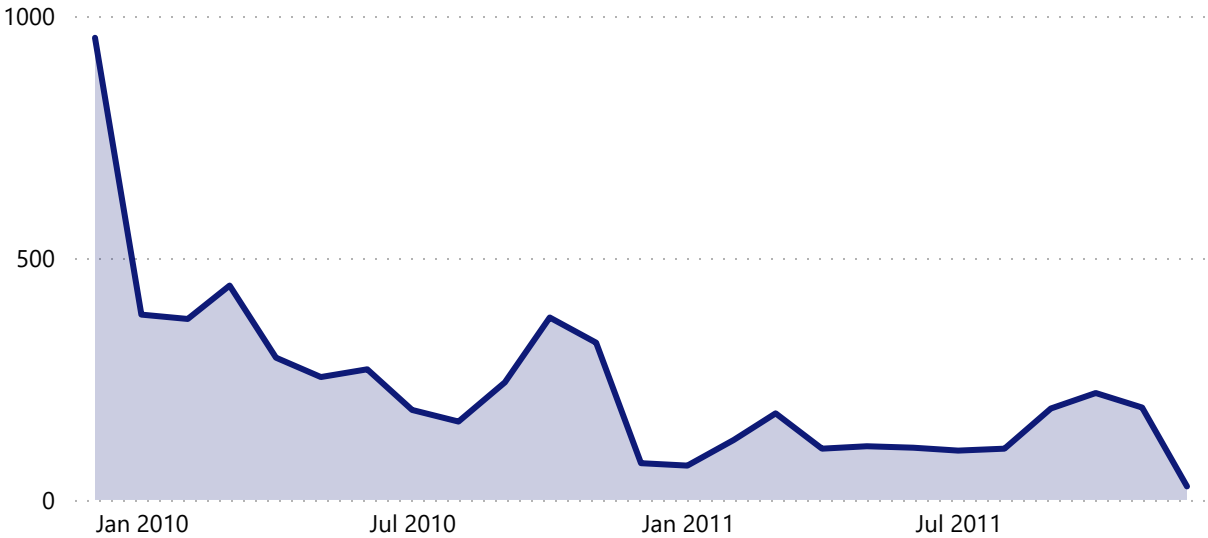
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New Customers, Retained Customers and Resurrected Customers by Month, Year

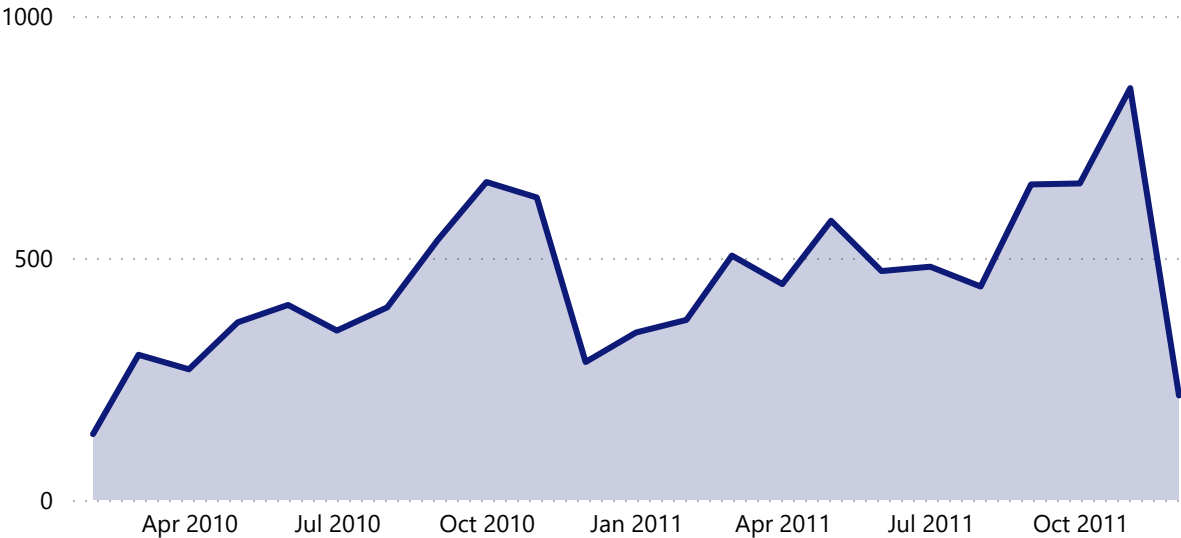


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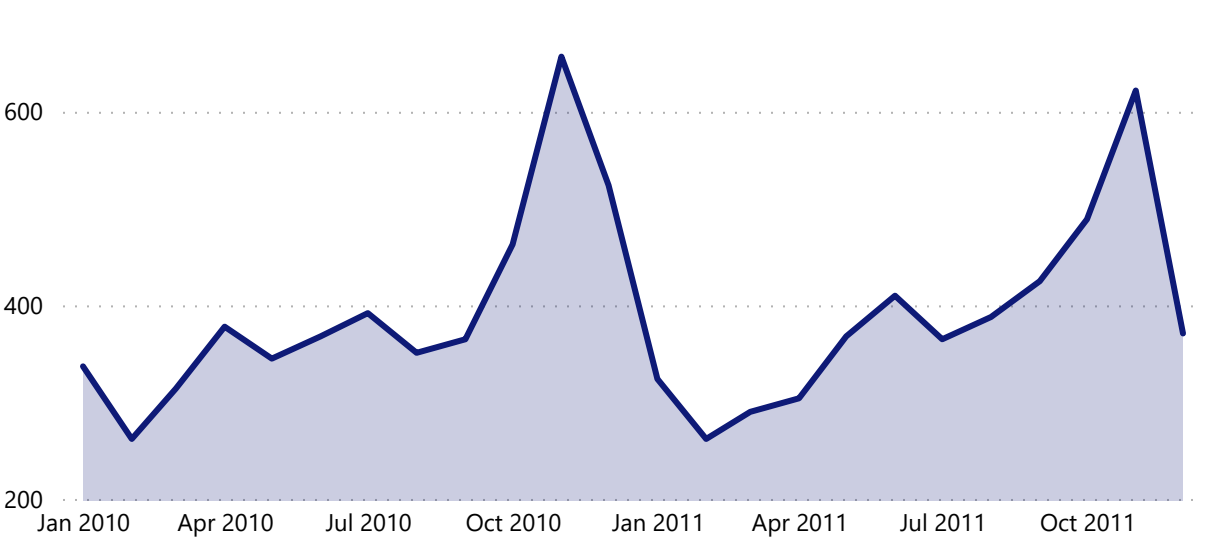
New Customers



Resurrected Customers



Retained Customers



Lost Customers

