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REPORT



NAVIGATION



**PERFORMANCE
INSIGHTS**



**COHORT
ANALYSIS**



**SCENARIO
EVENTS**



**CROSS SELLING
DEEP DIVE**



**PATTERN
RECOGNITION**



**DEMO
WORKINGS**

To move back to report
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report, click the world globe





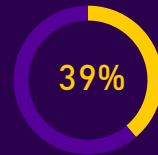
PERFORMANCE INSIGHTS

Review how regional performance is trending

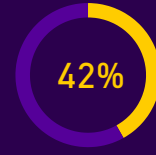
SALES OF TOP 20%

Where does the bulk of sales come from

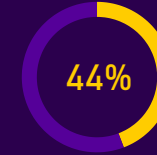
Cities



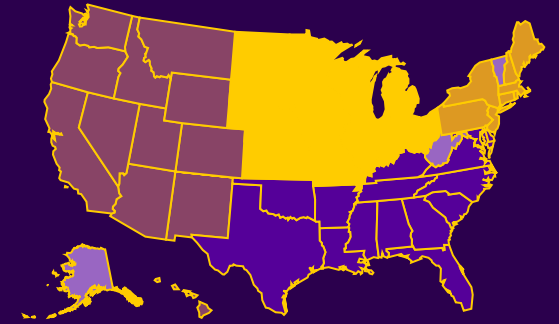
Products



Customers



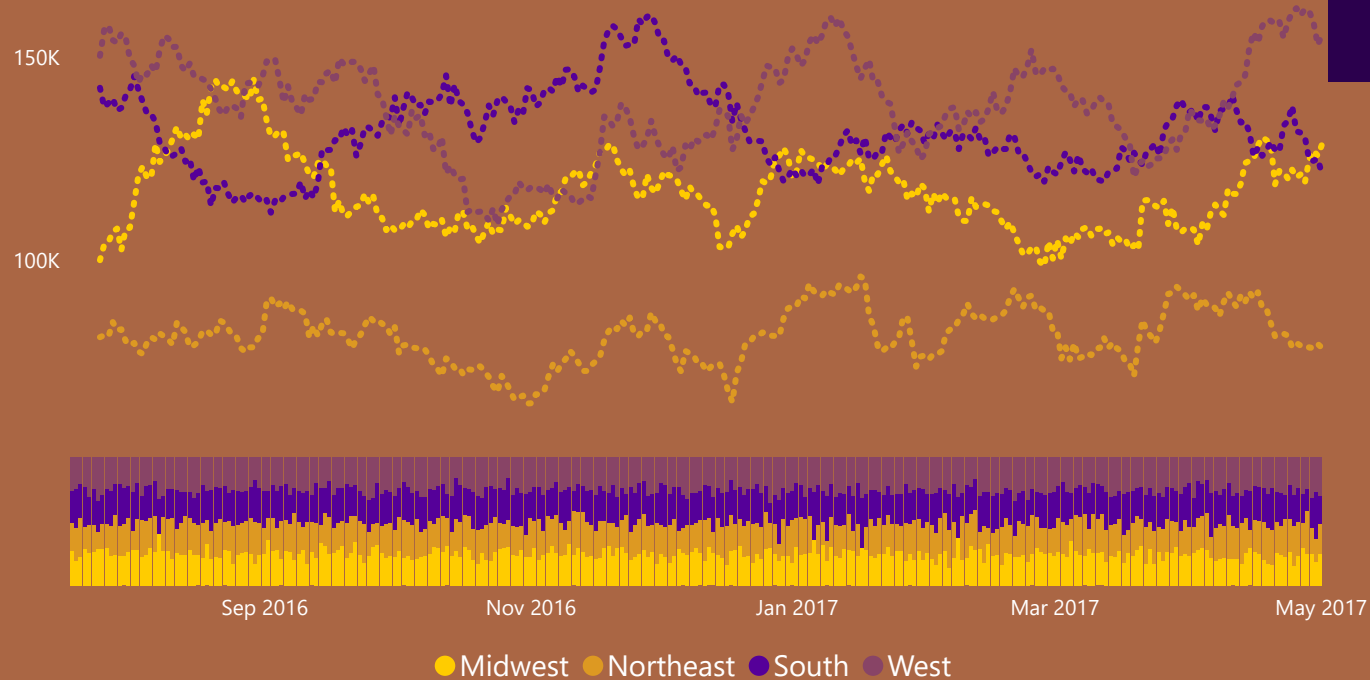
CURRENT REGIONAL PERFORMANCE



7/19/2016

5/1/2017

DAILY SALES PERFORMANCE



Midwest

Northeast

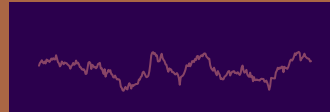
South

West

● Distributor ● Export ● Wholesale

Sales

Should be trending higher?



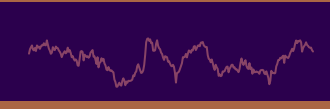
Profits

Looking for trends higher?



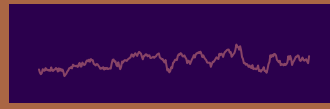
Costs

Experience flat costs?

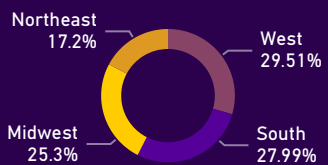


Net Profit

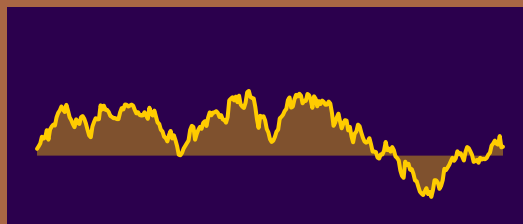
Are gross margins higher?



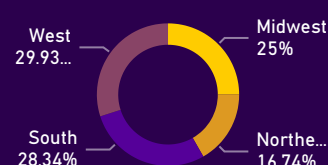
REGIONAL SALES



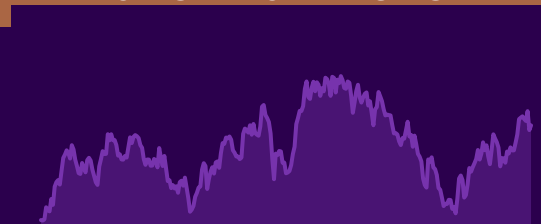
SALES PERFORMANCE VS LY



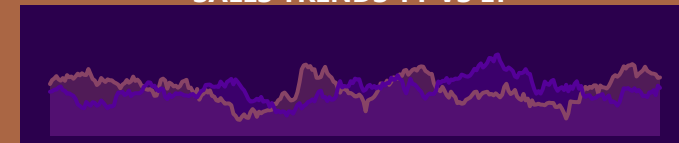
REGIONAL PROFITS



PROFITS PERFORMANCE VS LY



SALES TRENDS TY VS LY



SALES

\$134.14M

PROFITS

\$50.97M

MARGINS

38.0%

Jul 2016

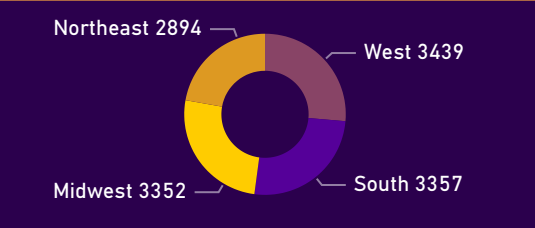
May 2017

COHORT ANALYSIS

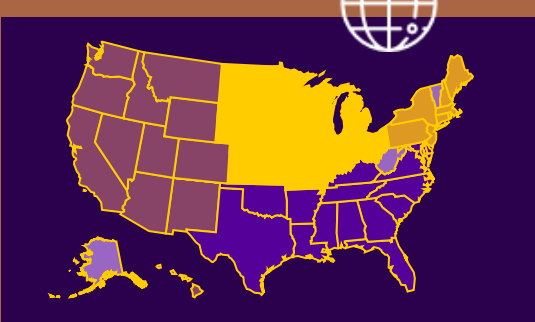
Select Year To Analyze

All

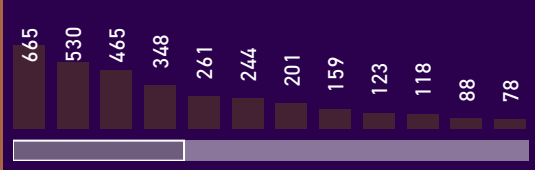
Regional Customers



State Customers



Cohort Customers Per Join Month



Retention Rates Per Join Month Cohort

Month & Year	1	2	3	4	5	6	7	8	9	10	11	12
Jan 2014	19.4%	14.0%	13.1%	8.0%	7.8%	8.6%	4.8%	3.2%	3.8%	3.8%	2.7%	2.1%
Feb 2014	17.2%	16.4%	13.8%	9.1%	7.0%	5.7%	6.2%	5.8%	2.3%	2.8%	1.5%	2.1%
Mar 2014	19.1%	14.6%	12.3%	10.3%	6.9%	7.1%	5.2%	6.0%	5.6%	3.2%	1.3%	1.3%
Apr 2014	19.3%	13.8%	10.1%	9.5%	9.5%	6.3%	6.9%	5.2%	3.2%	3.7%	0.9%	1.4%
May 2014	13.4%	13.0%	13.8%	11.1%	10.7%	5.0%	6.1%	7.3%	3.4%	2.7%	3.4%	1.5%
Jun 2014	16.8%	13.9%	11.5%	12.3%	8.6%	5.7%	6.1%	5.3%	4.5%	3.7%	0.4%	2.0%
Jul 2014	19.9%	16.9%	9.5%	10.0%	5.5%	7.0%	5.5%	2.5%	3.0%	2.5%	1.5%	2.5%
Aug 2014	18.2%	14.5%	10.1%	9.4%	8.8%	4.4%	3.8%	5.7%	4.4%	3.1%	3.8%	4.4%
Sep 2014	17.9%	11.4%	10.6%	9.8%	10.6%	7.3%	4.1%	4.1%	5.7%	3.3%	2.4%	
Oct 2014	19.5%	14.4%	13.6%	5.1%	8.5%	6.8%	4.2%	4.2%	2.5%	2.5%	3.4%	2.5%
Nov 2014	19.3%	18.2%	13.6%	12.5%	4.5%	5.7%	3.4%	2.3%	3.4%	1.1%	2.3%	3.4%
Dec 2014	14.1%	20.5%	9.0%	9.0%	6.4%	7.7%	3.8%	12.8%	1.3%	2.6%		3.8%
Jan 2015	21.4%	11.4%	7.1%	11.4%	7.1%	10.0%	2.9%	4.3%	4.3%	7.1%	4.3%	
Feb 2015	24.5%	11.3%	13.2%	7.5%	9.4%		9.4%	7.5%		3.8%	3.8%	
Mar 2015	11.6%	18.6%	16.3%	11.6%	7.0%	2.3%	4.7%		4.7%		2.3%	
Total	18.3%	14.8%	12.2%	9.4%	7.8%	6.7%	5.3%	4.9%	3.7%	3.2%	2.1%	1.9%

Retention Numbers Per Join Month Cohort

Month & Year	0	1	2	3	4	5	6	7	8	9	10	11
Jan 2014	665	129	93	87	53	52	57	32	21	25	25	18
Feb 2014	653	163	138	73	48	37	30	33	31	12	15	8
Mar 2014	686	168	169	98	48	32	33	24	28	26	15	6
Apr 2014	656	164	142	126	59	33	22	24	18	11	13	3
May 2014	633	137	128	127	88	54	13	16	19	9	7	9
Jun 2014	662	133	134	105	97	71	46	15	13	11	9	1
Jul 2014	629	130	120	100	83	60	55	29	5	6	5	3
Aug 2014	663	139	110	107	72	69	57	46	23	7	5	6
Sep 2014	650	140	109	76	80	72	49	46	31	24	4	3
Oct 2014	678	135	121	84	71	68	49	45	45	21	17	4
Nov 2014	659	136	104	93	71	45	45	40	38	34	27	14
Dec 2014	658	112	116	81	76	52	46	47	48	24	23	13
Jan 2015	677	135	104	86	76	60	46	37	41	30	26	11
Feb 2015	597	126	91	85	61	50	43	33	24	20	25	9
Total	3603	658	532	439	339	282	243	192	178	133	114	74

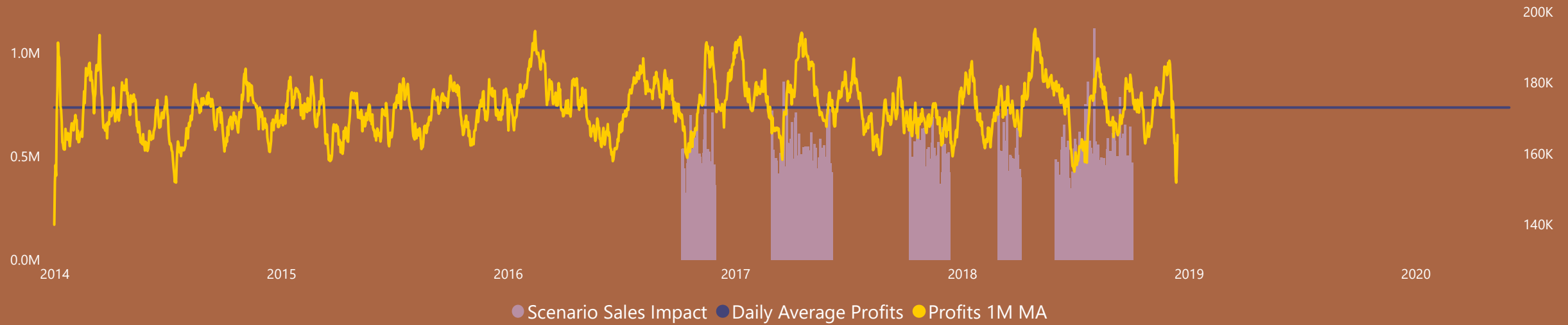


SCENARIO EVENTS

1/1/2014

5/31/2020

Profitability Performance vs Historical Scenarios. Was it worth it?



Start Date	End Date	Scenario Event	Scenario Change	Description	Daily Average Profits	Daily Scenario Profits	Scenarios vs Daily
10/8/2016	11/30/2016	Demand	5.0%	Foot traffic increase to stores during this period	172,948.52	176,648.20	2.1%
3/1/2017	6/6/2017	Costs	-8.0%	Commodity costs reduced due to low oil price	172,948.52	178,454.92	3.2%
10/10/2017	12/12/2017	Pricing	-8.0%	Ran storewide discounting to clear excess inventory	172,948.52	169,778.74	-1.8%
3/1/2018	4/5/2018	Pricing	-20.0%	Significant storewide promotions across all brands	172,948.52	169,619.42	-1.9%
6/1/2018	7/15/2018	Costs	3.0%	Raw materials price increases from suppliers	172,948.52	160,923.22	-7.0%
7/18/2018	10/2/2018	Demand	25.0%	Leading up to Christmas sales	172,948.52	174,788.61	1.1%



CROSS SELLING DEEP DIVE

2/2/2014

5/31/2020

Product Name	1	2	3	4	5	6	7	8	9	10	11	12	13	14
Product 1		42%	43%	42%	44%	33%	16%	15%	12%	15%	19%	17%	51%	52%
Product 2	39%		39%	40%	45%	31%	16%	17%	13%	15%	17%	19%	50%	50%
Product 3	44%	43%		42%	47%	31%	15%	16%	13%	14%	18%	19%	51%	51%
Product 4	42%	44%	41%		47%	32%	16%	16%	14%	14%	16%	18%	51%	51%
Product 5	39%	43%	42%	42%		33%	16%	17%	14%	14%	18%	17%	49%	51%
Product 6	42%	43%	38%	40%	47%		16%	18%	13%	15%	16%	20%	51%	51%
Product 7	41%	43%	38%	39%	45%	31%		17%	13%	15%	16%	18%	52%	51%
Product 8	37%	46%	40%	39%	47%	36%	17%		16%	14%	15%	17%	48%	52%
Product 9	37%	43%	37%	42%	47%	31%	15%	19%		14%	19%	19%	56%	49%
Product 10	44%	44%	38%	39%	45%	33%	16%	15%	13%		19%	19%	52%	48%
Product 11	45%	44%	42%	39%	49%	30%	15%	14%	15%	16%		18%	50%	52%
Product 12	39%	46%	43%	40%	43%	36%	16%	15%	14%	16%	17%		50%	50%
Product 13	41%	44%	41%	41%	44%	33%	17%	16%	15%	15%	17%	18%		50%
Product 14	42%	44%	40%	41%	45%	33%	16%	17%	13%	14%	18%	18%	49%	
Product 15	41%	44%	41%	40%	44%	33%	16%	17%	13%	15%	17%	18%	50%	49%
Product 16	41%	43%	39%	41%	45%	30%	15%	16%	14%	14%	18%	17%	51%	51%
Product 17	39%	44%	40%	40%	45%	34%	16%	17%	14%	14%	16%	19%	52%	52%
Product 18	43%	45%	41%	42%	47%	31%	15%	17%	13%	13%	18%	19%	49%	51%
Product 19	39%	44%	41%	42%	46%	33%	18%	15%	14%	14%	16%	17%	49%	54%

Product Name	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
Product 1		626	631	625	646	491	239	217	181	229	276	253	751	765	711
Product 2	626		621	643	708	498	253	274	209	232	271	301	798	801	771
Product 3	631	621		603	682	444	223	234	182	197	258	279	744	736	721
Product 4	625	643	603		689	470	231	233	204	204	239	264	751	751	701
Product 5	646	708	682	689		549	264	278	231	237	300	283	808	830	771
Product 6	491	498	444	470	549		184	210	153	174	185	232	597	600	561
Product 7	239	253	223	231	264	184		101	76	86	93	103	306	296	281
Product 8	217	274	234	233	278	210	101		93	80	89	99	285	307	291
Product 9	181	209	182	204	231	153	76	93		68	91	94	274	243	231
Product 10	229	232	197	204	237	174	86	80	68		98	102	270	254	261
Product 11	276	271	258	239	300	185	93	89	91	98		108	306	321	291
Product 12	253	301	279	264	283	232	103	99	94	102	108		323	325	301
Product 13	751	798	744	751	808	597	306	285	274	270	306	323		904	871
Product 14	765	801	736	751	830	600	296	307	243	254	321	325	904		861
Product 15	710	774	721	703	777	569	287	296	233	269	296	309	871	862	
Product 16	430	455	409	431	469	319	154	172	145	147	193	181	538	535	511
Product 17	441	496	446	453	508	378	175	194	156	161	179	215	587	583	561
Product 18	498	521	468	478	542	362	168	190	155	153	207	218	564	583	551
Product 19	396	444	419	422	463	337	182	153	137	146	159	173	498	542	481

Customer Names	Total Sales	Total Product Purchases
Timothy Barnes	\$615,837.20	14
Roger Griffin	\$576,628.80	17
Phillip Wells	\$529,983.40	13
Keith James	\$526,157.70	13
Roger Morrison	\$522,338.70	18
Kevin Johnson	\$519,712.30	14
Frank Larson	\$513,615.30	13
Paul Coleman	\$512,442.80	12
Martin Montgomery	\$506,801.40	16
Louis Kim	\$502,908.70	16
Total	\$809,538,836.40	30

TOTAL SALES BY PRODUCT

Product 26	\$77M
Product 25	\$72M
Product 13	\$51M
Product 14	\$49M
Product 5	\$47M
Product 15	\$44M
Product 2	\$38M

TOTAL POTENTIAL CROSS SELL (>20%)

Product 7	16
Product 8	16
Product 9	16
Product 10	16
Product 11	16
Product 12	16
Product 20	16
Product 21	16



PATTERN RECOGNITION

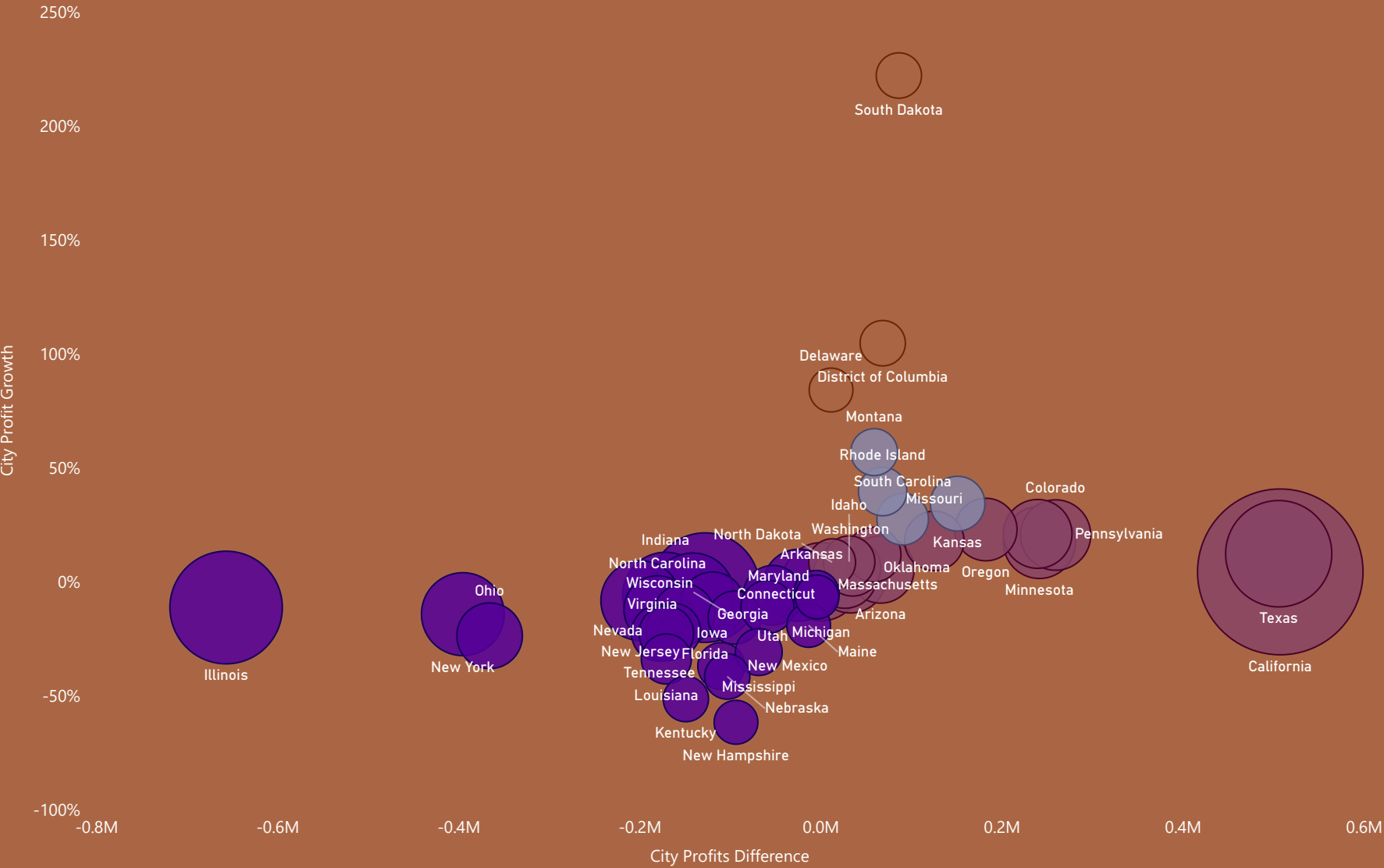
2014 2015 2016 2017 2018

Q1 Q2 Q3 Q4

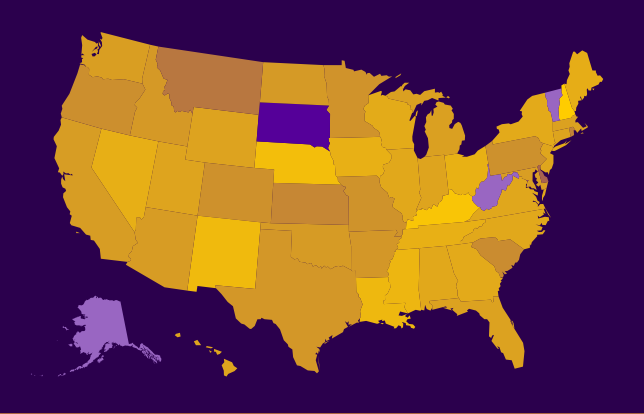
Total Profits by US Region

West	South	Midwest	North...
\$19.84M	\$17.42M	\$15.70M	\$10.33...

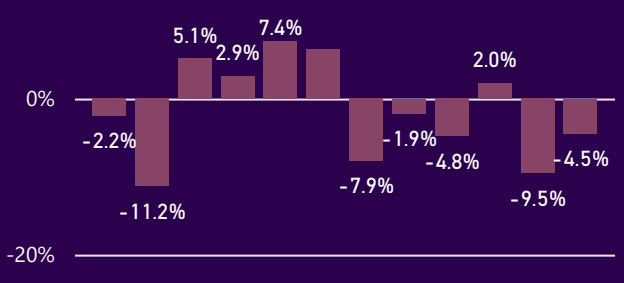
Performance Group ● Average Growth ● High Growth ● Low Growth ● No Growth



Profit Growth vs LY by State Name



Profit Growth vs LY by Month & Year





1/27/2016

10/22/2017

Product Name Customer Purchases

Product 1	636
Product 2	688
Product 3	590
Product 4	645
Product 5	687
Product 6	465
Product 7	240
Product 8	229
Product 9	188
Product 10	225
Product 11	239
Product 12	253
Product 13	822
Product 14	832
Product 15	779
Product 16	434
Product 17	451
Product 18	470
Product 19	407
Total	3558

Product Name	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21
Product 1		109	124	113	117	76	33	34	32	52	47	44	132	145	143	90	83	80	67	71	
Product 2	109		116	133	130	84	36	51	28	47	39	52	135	173	149	85	85	100	85	88	
Product 3	124	116		118	111	74	37	37	30	29	43	48	145	135	125	73	71	82	75	77	
Product 4	113	133	118		127	69	36	43	30	44	44	50	136	144	134	74	79	102	70	87	
Product 5	117	130	111	127		94	44	50	37	43	55	51	157	164	147	83	80	98	68	77	
Product 6	76	84	74	69	94		28	35	23	20	30	34	106	123	100	56	68	72	49	69	
Product 7	33	36	37	36	44	28		16	13	13	12	13	53	51	45	22	34	24	37	23	
Product 8	34	51	37	43	50	35	16		11	10	10	11	46	58	44	19	28	31	23	31	
Product 9	32	28	30	30	37	23	13	11		16	12	17	46	31	39	28	22	31	21	28	
Product 10	52	47	29	44	43	20	13	10	16		12	18	48	41	52	37	26	34	21	31	
Product 11	47	39	43	44	55	30	12	10	12	12		20	51	54	55	35	28	28	18	29	
Product 12	44	52	48	50	51	34	13	11	17	18	20		61	57	54	30	20	28	26	31	
Total	636	688	590	645	687	465	240	229	188	225	239	253	822	832	779	434	451	470	407	459	253

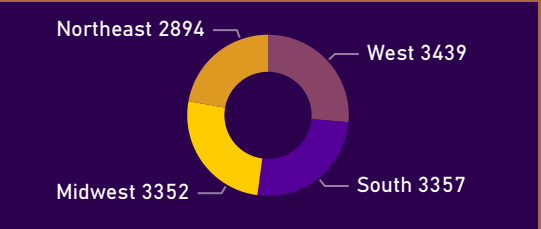
Product Name	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20
Product 1		17%	19%	18%	18%	12%	5%	5%	5%	8%	7%	7%	21%	23%	22%	14%	13%	13%	11%	
Product 2	16%		17%	19%	19%	12%	5%	7%	4%	7%	6%	8%	20%	25%	22%	12%	12%	15%	12%	
Product 3	21%	20%		20%	19%	13%	6%	6%	5%	5%	7%	8%	25%	23%	21%	12%	12%	14%	13%	
Product 4	18%	21%	18%		20%	11%	6%	7%	5%	7%	7%	8%	21%	22%	21%	11%	12%	16%	11%	
Product 5	17%	19%	16%	18%		14%	6%	7%	5%	6%	8%	7%	23%	24%	21%	12%	12%	14%	10%	
Product 6	16%	18%	16%	15%	20%		6%	8%	5%	4%	6%	7%	23%	26%	22%	12%	15%	15%	11%	
Product 7	14%	15%	15%	15%	18%	12%		7%	5%	5%	5%	5%	22%	21%	19%	9%	14%	10%	15%	
Product 8	15%	22%	16%	19%	22%	15%	7%		5%	4%	4%	5%	20%	25%	19%	8%	12%	14%	10%	
Product 9	17%	15%	16%	16%	20%	12%	7%	6%		9%	6%	9%	24%	16%	21%	15%	12%	16%	11%	
Product 10	23%	21%	13%	20%	19%	9%	6%	4%	7%		5%	8%	21%	18%	23%	16%	12%	15%	9%	
Product 11	20%	16%	18%	18%	23%	13%	5%	4%	5%	5%		8%	21%	23%	23%	15%	12%	12%	8%	
Product 12	17%	21%	19%	20%	20%	13%	5%	4%	7%	7%	8%		24%	23%	21%	12%	8%	11%	10%	
Total	18%	19%	17%	18%	19%	13%	7%	6%	5%	6%	7%	7%	23%	23%	22%	12%	13%	13%	11%	

COHORT ANALYSIS

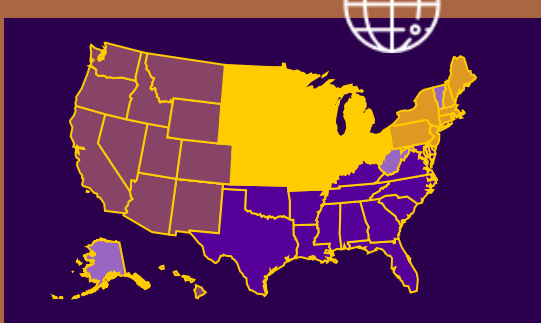
Select Year To Analyze

All

Regional Customers



State Customers



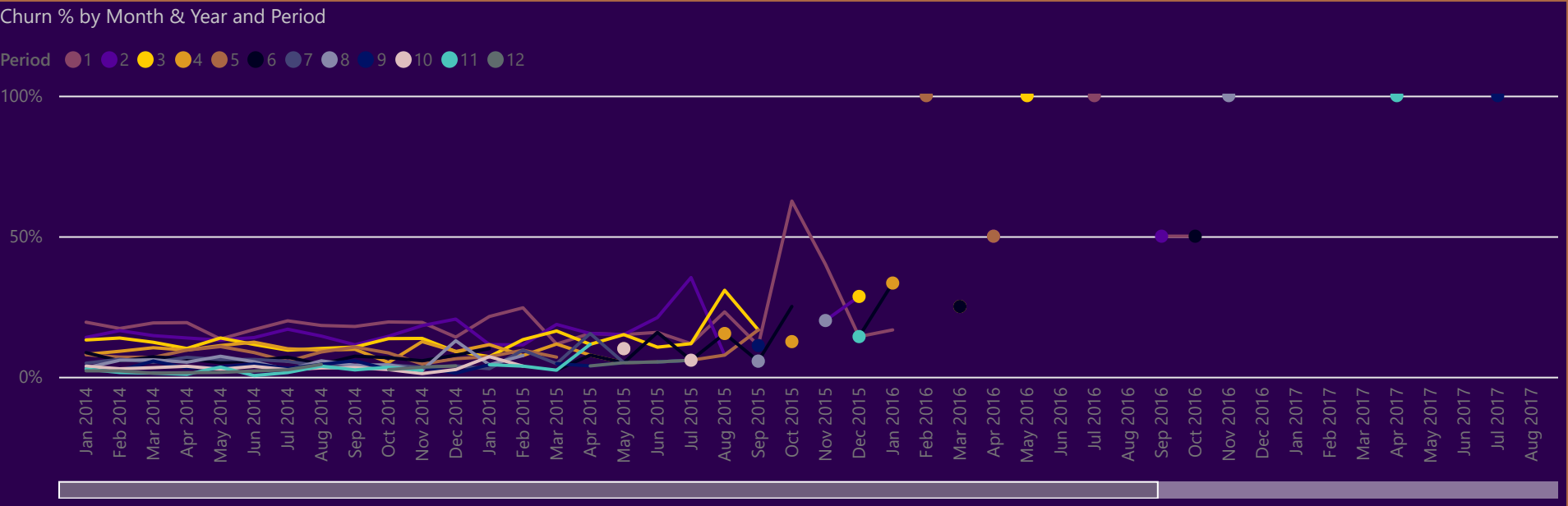
Cohort Customers Per Join Month



Retention Rates Per Join Month Cohort

Month & Year	1	2	3	4	5	6	7	8	9	10	11	12
Jan 2014	19.4%	14.0%	13.1%	8.0%	7.8%	8.6%	4.8%	3.2%	3.8%	3.8%	2.7%	2.1%
Feb 2014	17.2%	16.4%	13.8%	9.1%	7.0%	5.7%	6.2%	5.8%	2.3%	2.8%	1.5%	2.1%
Mar 2014	19.1%	14.6%	12.3%	10.3%	6.9%	7.1%	5.2%	6.0%	5.6%	3.2%	1.3%	1.3%
Apr 2014	19.3%	13.8%	10.1%	9.5%	9.5%	6.3%	6.9%	5.2%	3.2%	3.7%	0.9%	1.4%
May 2014	13.4%	13.0%	13.8%	11.1%	10.7%	5.0%	6.1%	7.3%	3.4%	2.7%	3.4%	1.5%
Jun 2014	16.8%	13.9%	11.5%	12.3%	8.6%	5.7%	6.1%	5.3%	4.5%	3.7%	0.4%	2.0%
Jul 2014	19.9%	16.9%	9.5%	10.0%	5.5%	7.0%	5.5%	2.5%	3.0%	2.5%	1.5%	2.5%
Aug 2014	18.2%	14.5%	10.1%	9.4%	8.8%	4.4%	3.8%	5.7%	4.4%	3.1%	3.8%	4.4%
Sep 2014	17.9%	11.4%	10.6%	9.8%	10.6%	7.3%	4.1%	4.1%	5.7%	3.3%	2.4%	
Oct 2014	19.5%	14.4%	13.6%	5.1%	8.5%	6.8%	4.2%	4.2%	2.5%	2.5%	3.4%	2.5%
Nov 2014	19.3%	18.2%	13.6%	12.5%	4.5%	5.7%	3.4%	2.3%	3.4%	1.1%	2.3%	3.4%
Dec 2014	14.1%	20.5%	9.0%	9.0%	6.4%	7.7%	3.8%	12.8%	1.3%	2.6%		3.8%
Jan 2015	21.4%	11.4%	7.1%	11.4%	7.1%	10.0%	2.9%	4.3%	4.3%	7.1%	4.3%	
Feb 2015	24.5%	11.3%	13.2%	7.5%	9.4%		9.4%	7.5%		3.8%	3.8%	
Mar 2015	11.6%	18.6%	16.3%	11.6%	7.0%	2.3%	4.7%		4.7%		2.3%	
Apr 2015	15.4%	15.4%	11.5%	7.7%		7.7%	15.4%		3.8%		11.5%	3.8%

Retention Numbers Per Join Month Cohort

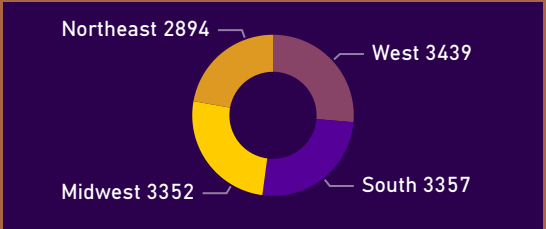


COHORT ANALYSIS

Select Year To Analyze

All

Regional Customers



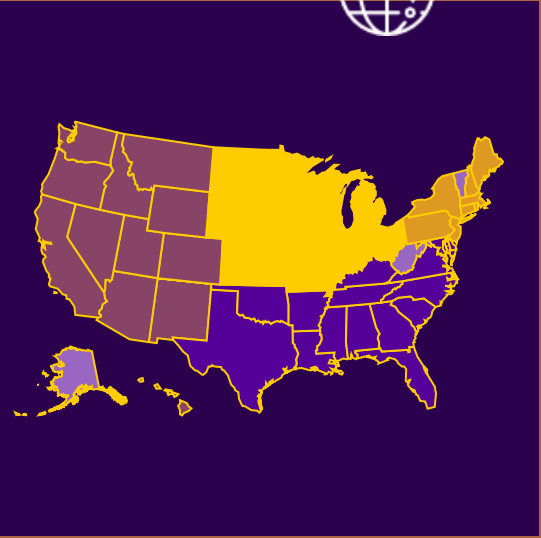
Retention Rates Per Join Month Cohort

Month & Year	1	2	3	4	5	6	7	8	9	10	11	12
Jan 2014	19.4%	14.0%	13.1%	8.0%	7.8%	8.6%	4.8%	3.2%	3.8%	3.8%	2.7%	2.1%
Feb 2014	17.2%	16.4%	13.8%	9.1%	7.0%	5.7%	6.2%	5.8%	2.3%	2.8%	1.5%	2.1%
Mar 2014	19.1%	14.6%	12.3%	10.3%	6.9%	7.1%	5.2%	6.0%	5.6%	3.2%	1.3%	1.3%
Apr 2014	19.3%	13.8%	10.1%	9.5%	9.5%	6.3%	6.9%	5.2%	3.2%	3.7%	0.9%	1.4%
May 2014	13.4%	13.0%	13.8%	11.1%	10.7%	5.0%	6.1%	7.3%	3.4%	2.7%	3.4%	1.5%
Jun 2014	16.8%	13.9%	11.5%	12.3%	8.6%	5.7%	6.1%	5.3%	4.5%	3.7%	0.4%	2.0%
Jul 2014	19.9%	16.9%	9.5%	10.0%	5.5%	7.0%	5.5%	2.5%	3.0%	2.5%	1.5%	2.5%
Aug 2014	18.2%	14.5%	10.1%	9.4%	8.8%	4.4%	3.8%	5.7%	4.4%	3.1%	3.8%	4.4%
Sep 2014	17.9%	11.4%	10.6%	9.8%	10.6%	7.3%	4.1%	4.1%	5.7%	3.3%	2.4%	
Oct 2014	19.5%	14.4%	13.6%	5.1%	8.5%	6.8%	4.2%	4.2%	2.5%	2.5%	3.4%	2.5%
Nov 2014	19.3%	18.2%	13.6%	12.5%	4.5%	5.7%	3.4%	2.3%	3.4%	1.1%	2.3%	3.4%
Dec 2014	14.1%	20.5%	9.0%	9.0%	6.4%	7.7%	3.8%	12.8%	1.3%	2.6%		3.8%
Jan 2015	21.4%	11.4%	7.1%	11.4%	7.1%	10.0%	2.9%	4.3%	4.3%	7.1%	4.3%	
Feb 2015	24.5%	11.3%	13.2%	7.5%	9.4%		9.4%	7.5%		3.8%	3.8%	
Mar 2015	11.6%	18.6%	16.3%	11.6%	7.0%	2.3%	4.7%		4.7%		2.3%	
Total	18.3%	14.8%	12.2%	9.4%	7.8%	6.7%	5.3%	4.9%	3.7%	3.2%	2.1%	1.9%

Retention Numbers Per Join Month Cohort

Month & Year	0	1	2	3	4	5	6	7	8	9	10	11
Jan 2014	665	129	93	87	53	52	57	32	21	25	25	18
Feb 2014	653	163	138	73	48	37	30	33	31	12	15	8
Mar 2014	686	168	169	98	48	32	33	24	28	26	15	6
Apr 2014	656	164	142	126	59	33	22	24	18	11	13	3
May 2014	633	137	128	127	88	54	13	16	19	9	7	9
Jun 2014	662	133	134	105	97	71	46	15	13	11	9	1
Jul 2014	629	130	120	100	83	60	55	29	5	6	5	3
Aug 2014	663	139	110	107	72	69	57	46	23	7	5	6
Sep 2014	650	140	109	76	80	72	49	46	31	24	4	3
Oct 2014	678	135	121	84	71	68	49	45	45	21	17	4
Nov 2014	659	136	104	93	71	45	45	40	38	34	27	14
Dec 2014	658	112	116	81	76	52	46	47	48	24	23	13
Jan 2015	677	135	104	86	76	60	46	37	41	30	26	11
Feb 2015	597	126	91	85	61	50	43	33	24	20	25	9
Total	3603	658	532	439	339	282	243	192	178	133	114	74

State Customers



All



43K

Total Transactions

\$19.28K

Average Order Size

1,625.52

Customer Value

1,799.86

CLTV

11.86

Purchase Frequency

349

Retained Custom...

4

Retention Days

1.11

Avg Customer Lifespan

3603

Churn Customers

Month & Year	0	1	2	3	4	5	6	7	8	9	10	11	12	
Jan 2014	665	536	443	356	303	251	194	162	141	116	91	73	59	
Feb 2014	653	490	352	279	231	194	164	131	100	88	73	65	54	
Mar 2014	686	518	349	251	203	171	138	114	86	60	45	39	33	
Apr 2014	656	492	350	224	165	132	110	86	68	57	44	41	36	
May 2014	633	496	368	241	153	99	86	70	51	42	35	26	22	
Jun 2014	662	529	395	290	193	122	76	61	48	37	28	27	22	
Jul 2014	629	499	379	279	196	136	81	52	47	41	36	33	28	
Aug 2014	663	524	414	307	235	166	109	63	40	33	28	22	15	
Sep 2014	650	510	401	325	245	173	124	78	47	23	19	16	16	
Oct 2014	678	543	422	338	267	199	150	105	60	39	22	18	15	
Nov 2014	659	523	419	326	255	210	165	125	87	53	26	12	9	
Dec 2014	658	546	430	349	273	221	175	128	80	56	33	20	7	
Jan 2015	677	542	438	352	276	216	170	133	92	62	36	25	12	
Feb 2015	597	471	380	295	234	184	141	108	84	64	39	30	22	
Mar 2015	661	518	416	332	269	222	171	140	105	82	63	45	33	
Apr 2015	642	526	424	346	285	235	189	156	118	94	66	52	38	
May 2015	668	540	442	357	278	223	183	143	104	70	52	44	36	
Jun 2015	629	524	431	351	285	234	184	147	121	98	74	62	46	
Jul 2015	643	532	430	344	290	246	199	162	128	104	87	67	42	
Aug 2015	676	548	443	357	298	253	205	167	130	106	87	72	61	
Total	3603	2945	2413	1974	1635	1353	1110	918	740	607	493	419	349	

Month & Year	0	1	2	3	4	5	6	7	8	9	10	11	12	
Jan 2014	100.0%	80.6%	66.6%	53.5%	45.6%	37.7%	29.2%	24.4%	21.2%	17.4%	13.7%	11.0%	8.9%	
Feb 2014	100.0%	82.8%	66.4%	52.6%	43.6%	36.6%	30.9%	24.7%	18.9%	16.6%	13.8%	12.3%	10.2%	
Mar 2014	100.0%	80.9%	66.2%	54.0%	43.7%	36.8%	29.7%	24.5%	18.5%	12.9%	9.7%	8.4%	7.1%	
Apr 2014	100.0%	80.7%	67.0%	56.9%	47.4%	37.9%	31.6%	24.7%	19.5%	16.4%	12.6%	11.8%	10.3%	
May 2014	100.0%	86.6%	73.6%	59.8%	48.7%	37.9%	33.0%	26.8%	19.5%	16.1%	13.4%	10.0%	8.4%	
Jun 2014	100.0%	83.2%	69.3%	57.8%	45.5%	36.9%	31.1%	25.0%	19.7%	15.2%	11.5%	11.1%	9.0%	
Jul 2014	100.0%	80.1%	63.2%	53.7%	43.8%	38.3%	31.3%	25.9%	23.4%	20.4%	17.9%	16.4%	13.9%	
Aug 2014	100.0%	81.8%	67.3%	57.2%	47.8%	39.0%	34.6%	30.8%	25.2%	20.8%	17.6%	13.8%	9.4%	
Sep 2014	100.0%	82.1%	70.7%	60.2%	50.4%	39.8%	32.5%	28.5%	24.4%	18.7%	15.4%	13.0%	13.0%	
Oct 2014	100.0%	80.5%	66.1%	52.5%	47.5%	39.0%	32.2%	28.0%	23.7%	21.2%	18.6%	15.3%	12.7%	
Nov 2014	100.0%	80.7%	62.5%	48.9%	36.4%	31.8%	26.1%	22.7%	20.5%	17.0%	15.9%	13.6%	10.2%	
Dec 2014	100.0%	85.9%	65.4%	56.4%	47.4%	41.0%	33.3%	29.5%	16.7%	15.4%	12.8%	12.8%	9.0%	
Jan 2015	100.0%	78.6%	67.1%	60.0%	48.6%	41.4%	31.4%	28.6%	24.3%	20.0%	12.9%	8.6%	8.6%	
Total	100.0%	81.7%	67.0%	54.8%	45.4%	37.6%	30.8%	25.5%	20.5%	16.8%	13.7%	11.6%	9.7%	