

SALES ANALYTIC

MTD : Revenue

9.41K

Target: 10.18K
(-7.55%)

Revenue



MTD : NUMBER OF CUSTOMERS

520.00

Target: 526
(-1.14%)

NUMBER OF CUSTOMERS

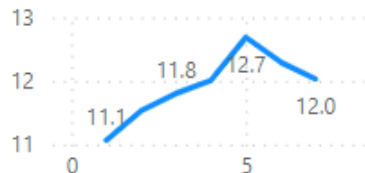


MTD : TICKET SIZE

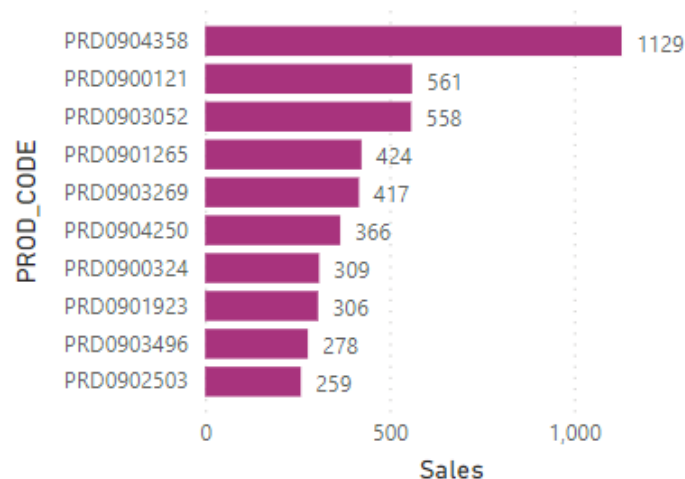
12.03

Target: 13.27
(-9.32%)

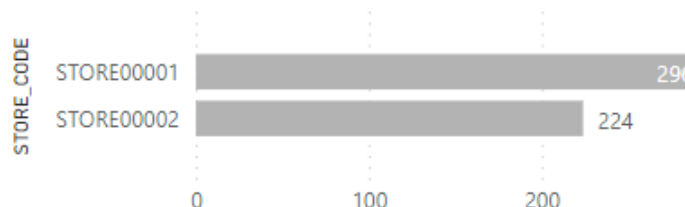
TICKET SIZE



SALES BY PRODUCT CATEGORY

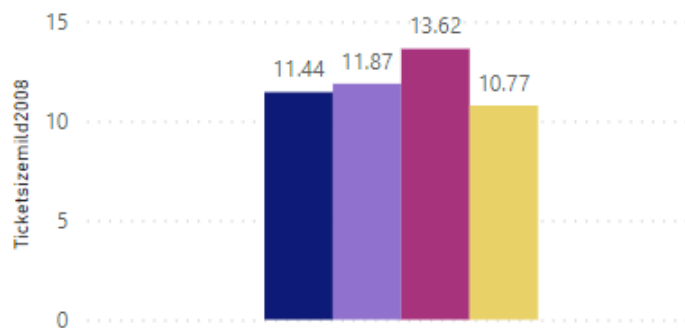


NUMBER OF CUSTOMER BY STORES

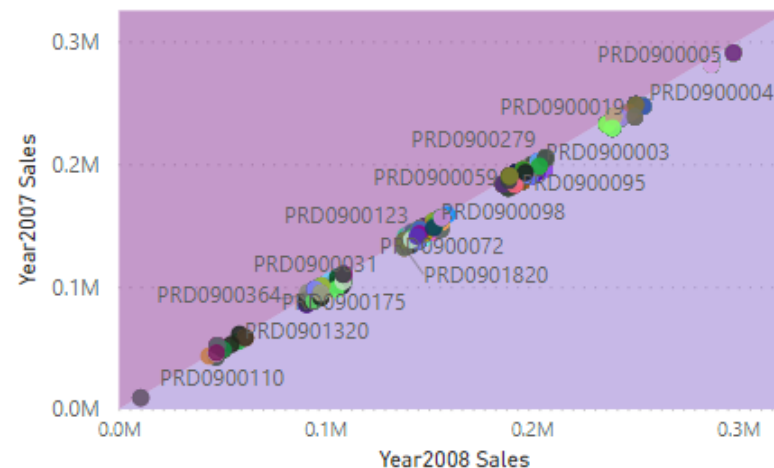


TICKET SIZE MTD BY CUSTOMER PRICE SENSITIVITY

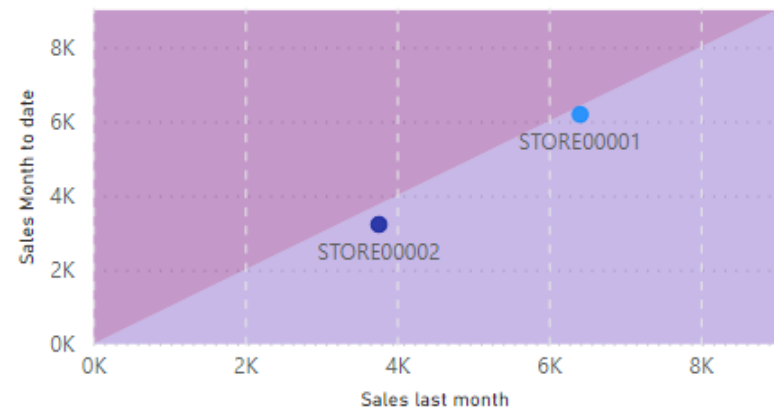
● LA ● MM ● UM ● XX



COMPARE YEAR 2007 VS 2008 : SALES EACH PRODUCT



COMPARE MTD : SALES EACH STORES



BASKET_DOMINANT_MISSION	Ticketsize____	SPEND
Fresh	11.48	27,385.22
Grocery	8.08	7,419.28
Mixed	19.10	22,440.28
Nonfood	4.16	915.01
XX	1.93	110.26
Total	12.25	58,270.05



Shopping hour & Conversion

Year

All

Month

All

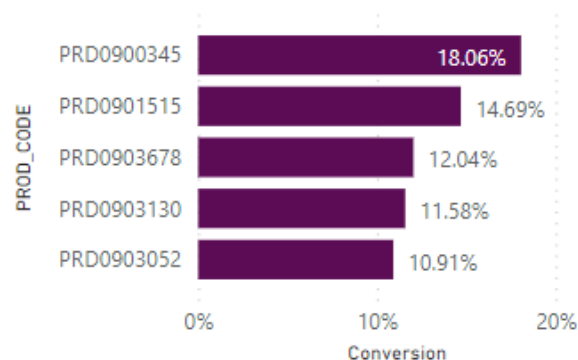
Day

All

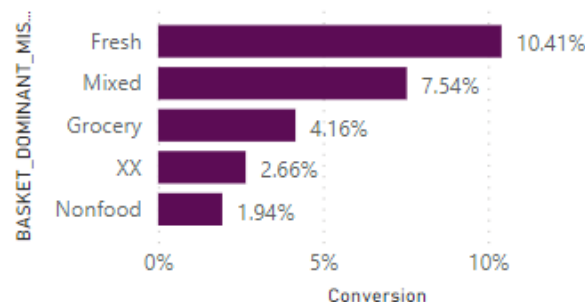
STORE_CODE

☐ STORE00001☐ STORE00002

CONVERSION BY PRODUCT

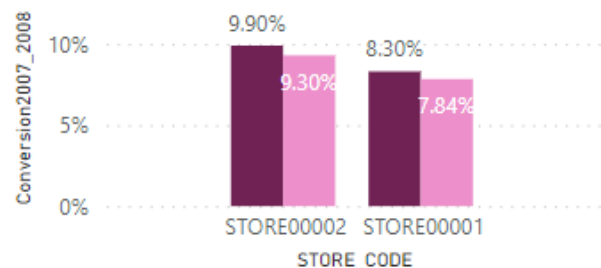


CONVERSION BY PRODUCT CATEGORY



CONVERSION RATE BY REGION

Shop_Year ● 2007 ● 2008



TICKET SIZE BY HOURS

WEEKDAY	8	9	10	11	12	13	14	15	16	17	18	19	20	21	Total
Sunday	9.24	10.48	10.69	12.03	11.99	12.71	12.54	12.77	12.60	13.08	13.53	12.47	12.55	13.65	12.25
Monday	9.50	9.68	10.19	11.29	12.32	12.80	12.25	12.58	12.95	12.20	12.34	13.41	13.77	15.11	12.25
Tuesday	9.50	10.90	10.65	10.48	12.12	12.63	12.28	13.22	12.90	12.96	12.16	13.02	14.02	14.73	12.31
Wednesday	9.24	10.05	10.31	11.61	11.69	12.58	12.50	12.37	13.52	12.34	13.34	13.15	13.01	14.33	12.25
Thursday	8.50	9.69	10.64	10.45	11.85	12.77	12.74	11.18	12.90	13.05	13.06	13.26	13.99	14.70	12.13
Friday	8.45	9.96	10.55	10.79	12.78	12.74	13.36	12.65	12.48	13.04	12.58	13.14	14.12	14.64	12.34
Saturday	9.00	9.33	10.71	11.52	11.70	13.07	12.99	12.27	12.51	12.44	12.79	13.50	13.28	13.82	12.18
Total	9.06	10.03	10.54	11.17	12.07	12.76	12.67	12.44	12.84	12.73	12.83	13.14	13.54	14.42	12.24

TRANSACTION BY HOURS

WEEKDAY	8	9	10	11	12	13	14	15	16	17	18	19	20	21	Total
Sunday	6.03%	4.90%	6.45%	7.37%	9.28%	9.78%	9.63%	9.27%	7.75%	7.16%	6.21%	5.04%	3.89%	7.23%	100.00%
Monday	5.65%	4.72%	5.90%	7.68%	9.45%	9.86%	9.26%	9.24%	7.91%	7.40%	6.58%	5.12%	4.07%	7.15%	100.00%
Tuesday	5.69%	4.72%	6.14%	7.54%	8.74%	9.79%	9.57%	9.27%	8.36%	7.39%	6.50%	5.09%	4.07%	7.15%	100.00%
Wednesday	5.66%	4.37%	5.94%	7.53%	9.33%	9.87%	9.63%	9.02%	8.21%	7.40%	6.73%	5.15%	3.88%	7.28%	100.00%
Thursday	6.00%	4.33%	5.99%	7.04%	9.23%	9.74%	9.70%	8.75%	8.07%	8.04%	6.31%	5.44%	4.15%	7.22%	100.00%
Friday	5.81%	4.17%	6.08%	7.40%	9.45%	10.07%	9.65%	9.16%	8.63%	7.51%	6.36%	5.02%	4.12%	6.58%	100.00%
Saturday	5.76%	4.47%	6.03%	7.81%	9.00%	9.85%	9.55%	9.18%	8.09%	7.48%	6.17%	5.15%	4.31%	7.15%	100.00%
Total	5.80%	4.53%	6.07%	7.48%	9.21%	9.85%	9.57%	9.13%	8.15%	7.48%	6.41%	5.14%	4.07%	7.11%	100.00%



CUSTOMERS

Year



All



Month



All



Quarter



All



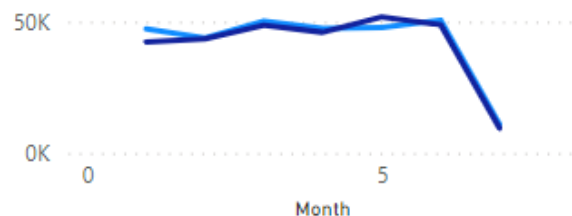
YOY : SALES

290.51K!

YOY: 297.84K (-2.46%)
2008

SALES TREND

YEAR ● Sum of SPEND2007 ● Sum of SPEND2008



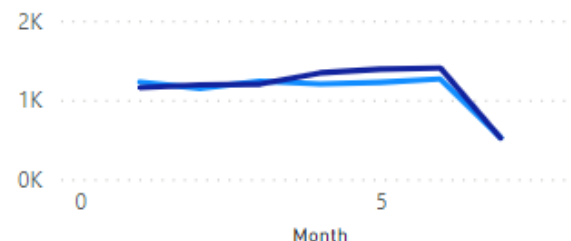
YOY : ACTIVE CUSTOMER

2.89K✓

YOY: 2.71K (+6.45%)
2008

ACTIVE CUSTOMER TREND

YEAR ● activeCut2007 ● activeCut2008



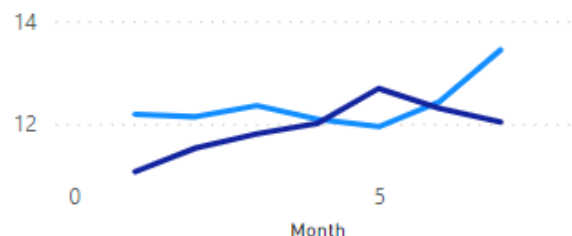
YOY : TICKET SIZE

11.91!

YOY: 12.23 (-2.59%)
2008

TICKET SIZE TREND

YEAR ● Ticketsize_Y2007 ● Ticketsize_Y2008



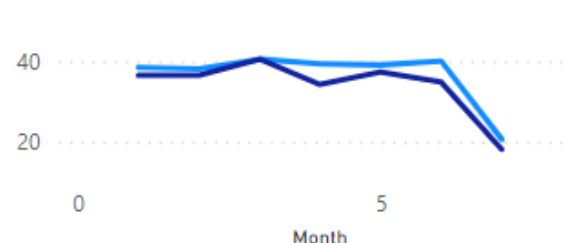
YOY : ARPU

100.59!

YOY: 109.78 (-8.37%)
2008

ARPU TREND

YEAR ● ARPU2007 ● ARPU2008



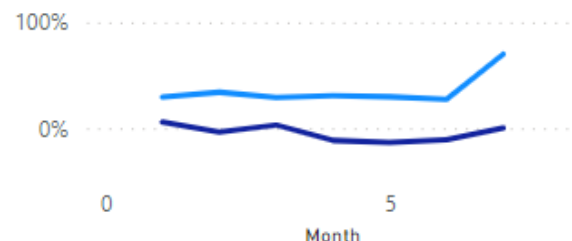
YOY : CHURN RATE

-6.45%✓

YOY: -56.19% (+88.52%)
2008

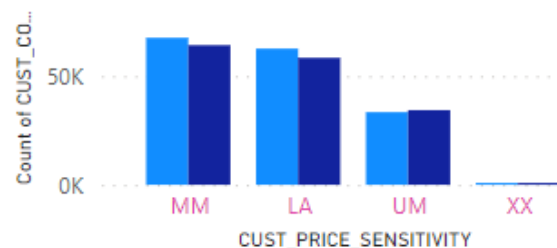
CHURN RATE TREND

YEAR ● CHURN_RATE2007 ● CHURN_RATE2008



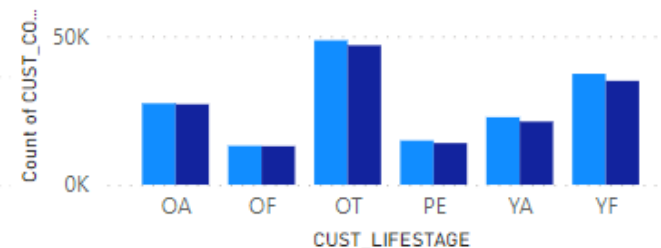
PRICE SENSITIVITY

Shop_Year ● 2007 ● 2008



LIFESTAGE

Year ● 2007 ● 2008



Problems

MTD : Revenue

9.41K

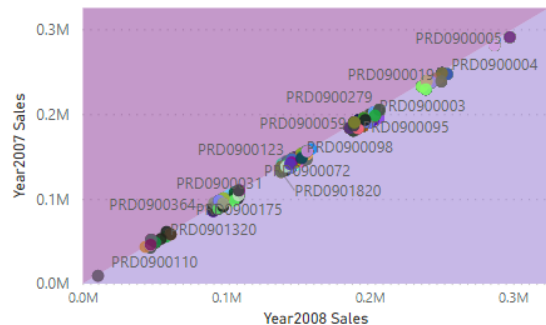
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(-7.55%)

Revenue

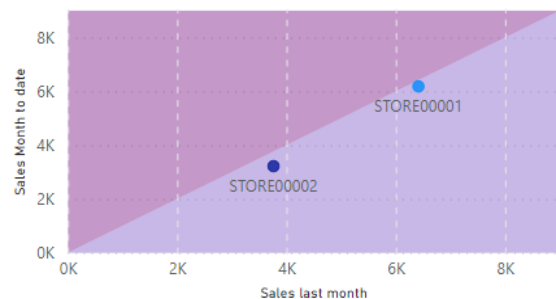


Actions

COMPARE YEAR 2007 VS 2008 : SALES EACH PRODUCT



COMPARE MTD : SALES EACH STORES



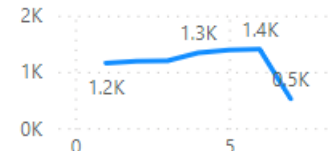
Reasons

MTD : NUMBER OF CUSTOMERS

520.00!

Target: 526
(-1.14%)

NUMBER OF CUSTOMERS



MTD : TICKET SIZE

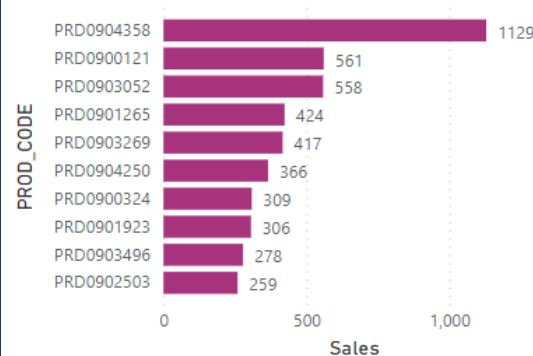
12.03!

Target: 13.27
(-9.32%)

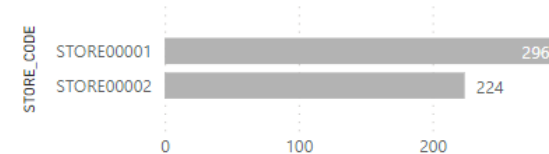
TICKET SIZE



SALES BY PRODUCT CATEGORY

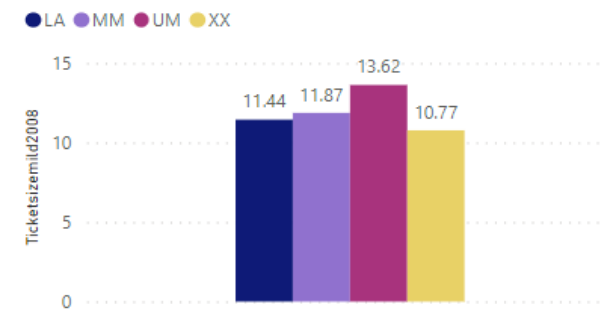


NUMBER OF CUSTOMER BY STORES



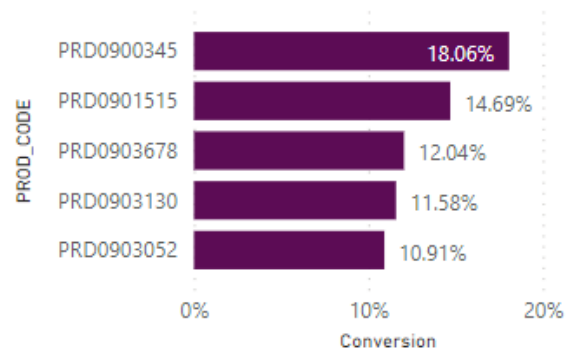
BASKET_DOMINANT_MISSION	Ticketsize____	SPEND
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Nonfood	4.16	915.01
XX	1.93	110.26
Total	12.25	58,270.05

TICKET SIZE MTD BY CUSTOMER PRICE SENSITIVITY

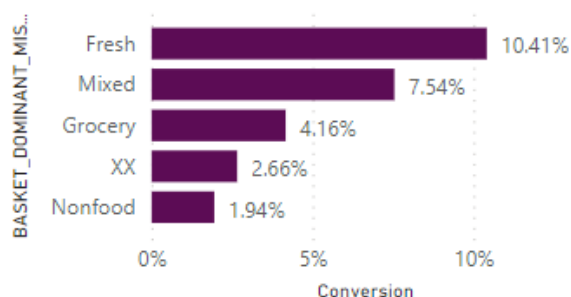


Reasons

CONVERSION BY PRODUCT

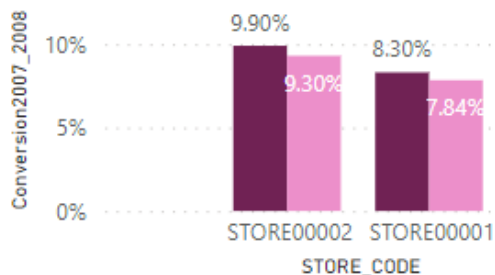


CONVERSION BY PRODUCT CATEGORY



CONVERSION RATE BY REGION

Shop_Year ● 2007 ● 2008



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Thursday	8.50	9.69	10.64	10.45	11.85	12.77	12.74	11.18	12.90	13.05	13.06	13.26	13.99	14.70	12.13
Friday	8.45	9.96	10.55	10.79	12.78	12.74	13.36	12.65	12.48	13.04	12.58	13.14	14.12	14.64	12.34
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Problems

YOY : SALES

290.51K!

YOY: 297.84K (-2.46%)
2008

SALES TREND

YEAR ● Sum of SPEND2007 ● Sum of SPEND2008



YOY : TICKET SIZE

11.91!

YOY: 12.23 (-2.59%)
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TICKET SIZE TREND

YEAR ● Ticketsize_Y2007 ● Ticketsize_Y2008



YOY : ACTIVE CUSTOMER

2.89K✓

YOY: 2.71K (+6.45%)
2008

ACTIVE CUSTOMER TREND

YEAR ● activeCut2007 ● activeCut2008



YOY : CHURN RATE

-6.45%✓

YOY: -56.19% (+88.52%)
2008

CHURN RATE TREND

YEAR ● CHURN_RATE2007 ● CHURN_RATE2008



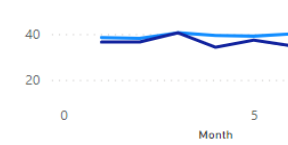
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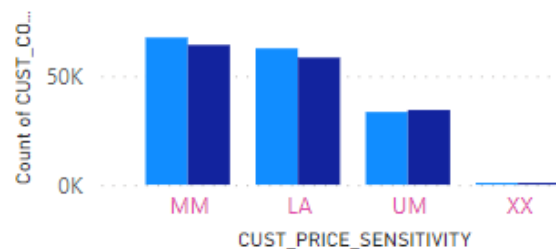
ARPU TREND

YEAR ● ARPU2007 ● ARPU2008



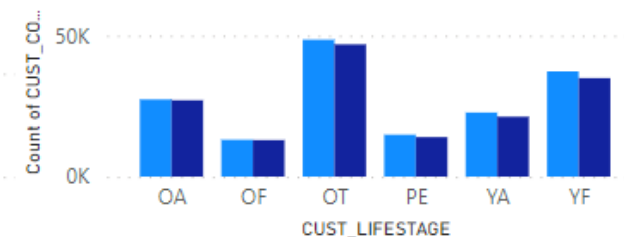
PRICE SENSITIVITY

Shop_Year ● 2007 ● 2008



LIFESTAGE

Year ● 2007 ● 2008



Reasons