



▼ Total Spend (7d)

1.20K✓  
(+51.57%)

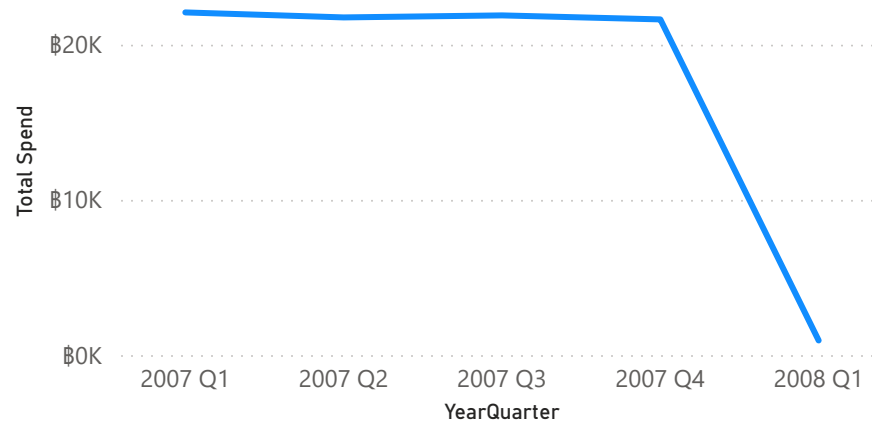
Total Basket (7d)

121✓  
(+44.05%)

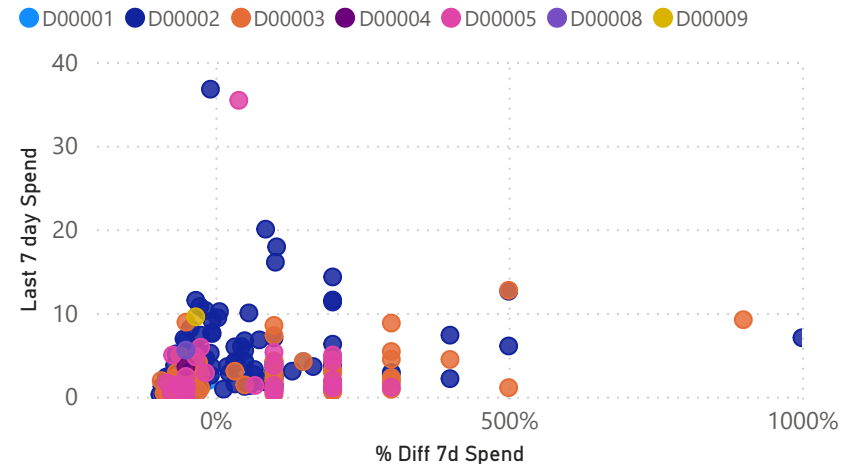
Avg Basket Size (7d)

9.91✓  
(+5.22%)

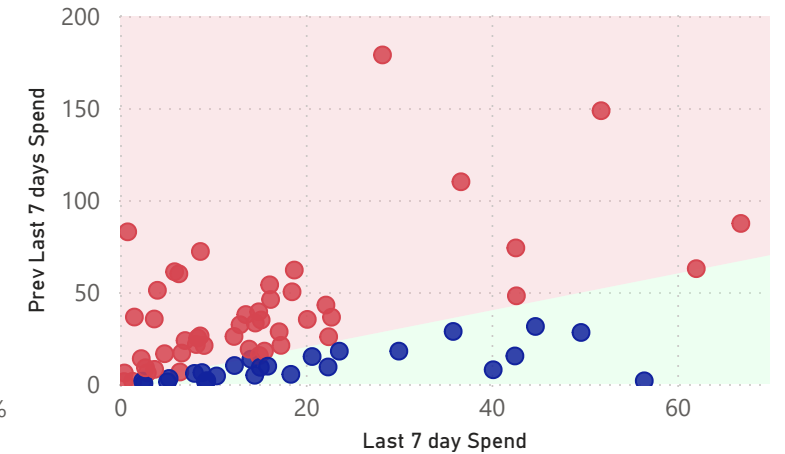
Total Spend by YearQuarter



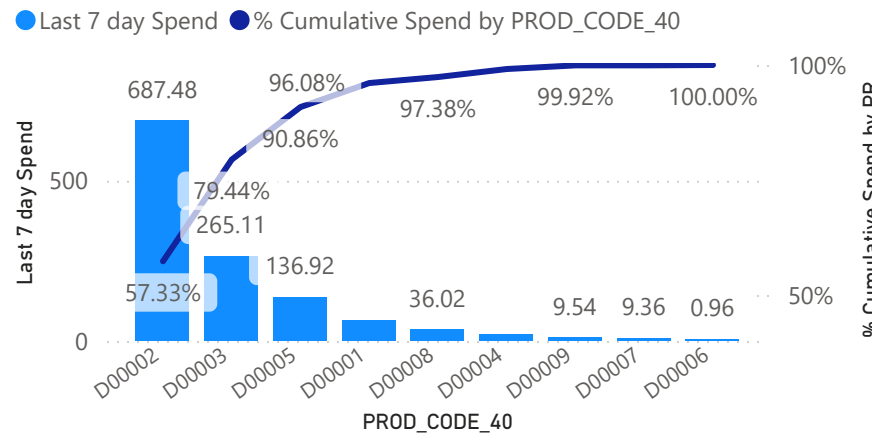
% Spend Difference (7d)



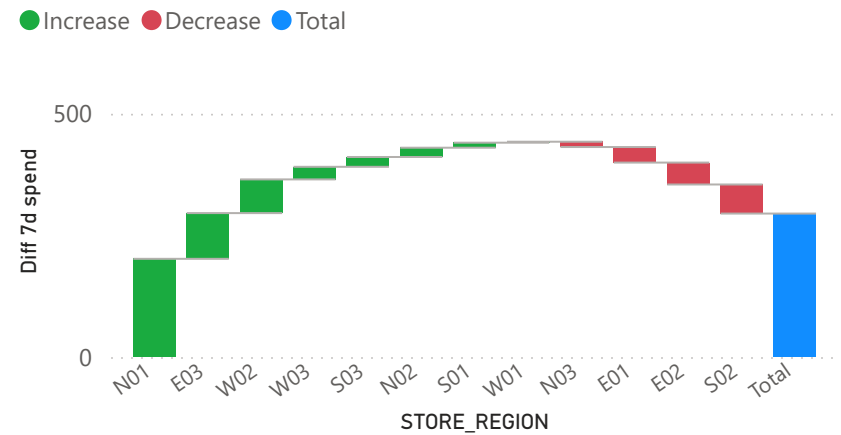
Period-over-Period Spend (7d)



PROD\_CODE\_40 Spend (7d)



Total Spend Difference (7d)



PROD_CODE	PROD_CODE_40	STORE_CODE	STORE_REC
PRD0902144	D00003	STORE01338	N02
PRD0903496	D00005	STORE00916	N03
PRD0903052	D00002	STORE00648	E02
PRD0901821	D00003	STORE00278	S02
PRD0903317	D00001	STORE02472	S01
PRD0904358	D00002	STORE01287	N01
PRD0900121	D00002	STORE00202	W03
PRD0900234	D00002	STORE00107	N01
PRD0900299	D00002	STORE02035	W02

Total



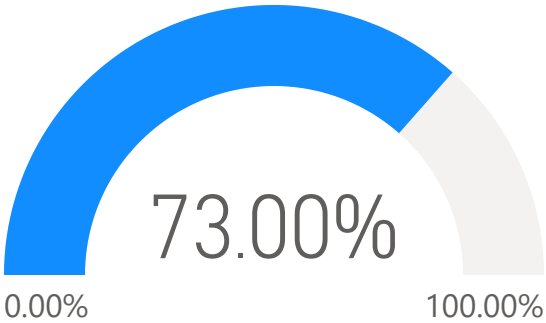
D000008

PROD\_CODE\_40

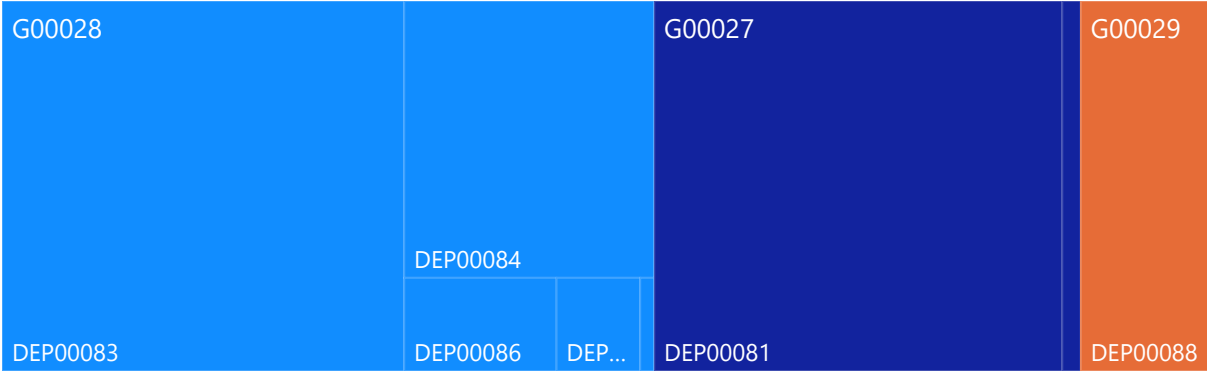
Total YTD Spend (YoY)



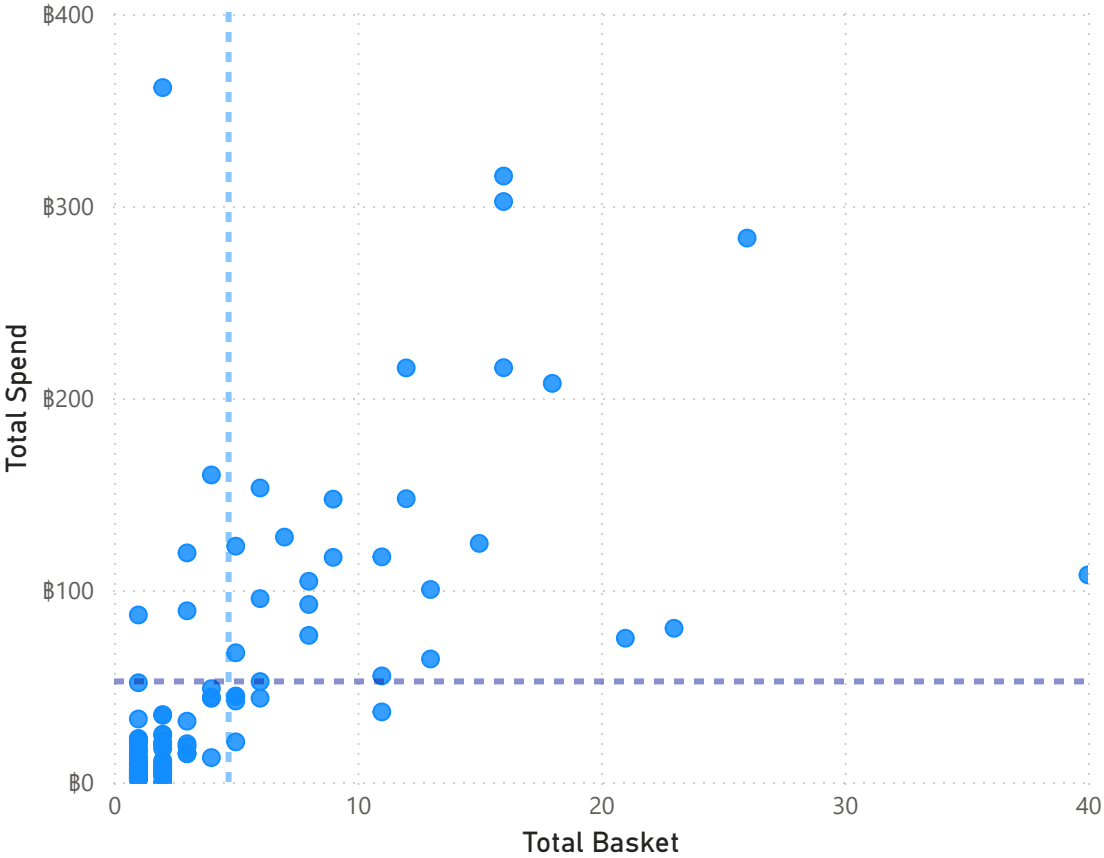
Product Penetration



Total Spend by PROD\_CODE\_30 and PROD\_CODE\_20



Total Basket and Total Spend by STORE\_CODE



STORE\_FORMAT

- Select all
- LS
- MS
- SS
- XLS

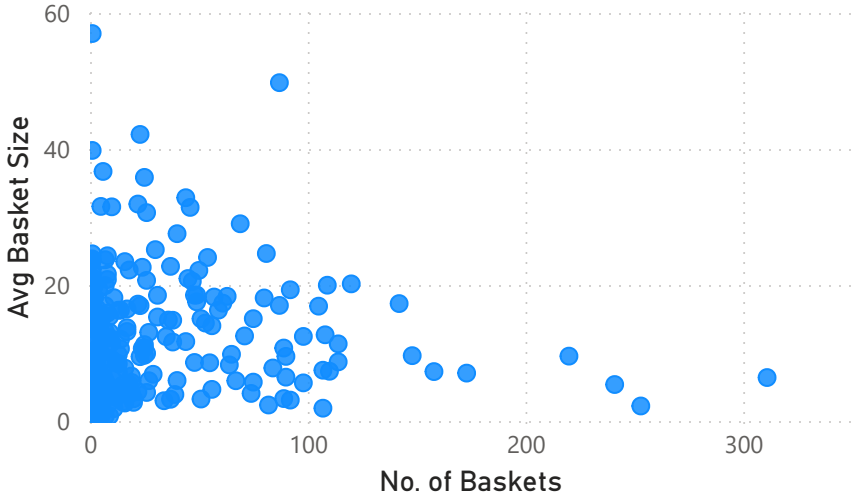


STORE\_REGION

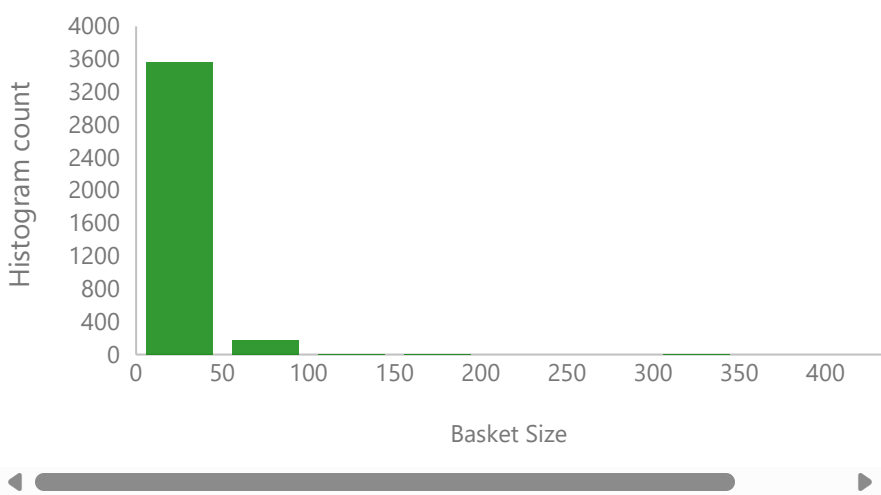
- Select all
- E01
- E02
- E03
- N01



Store Performance

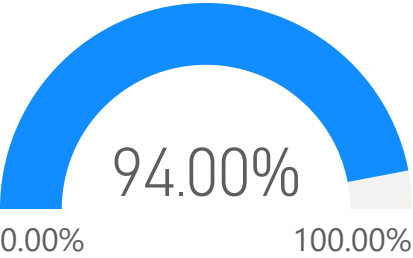


Basket Size Distribution

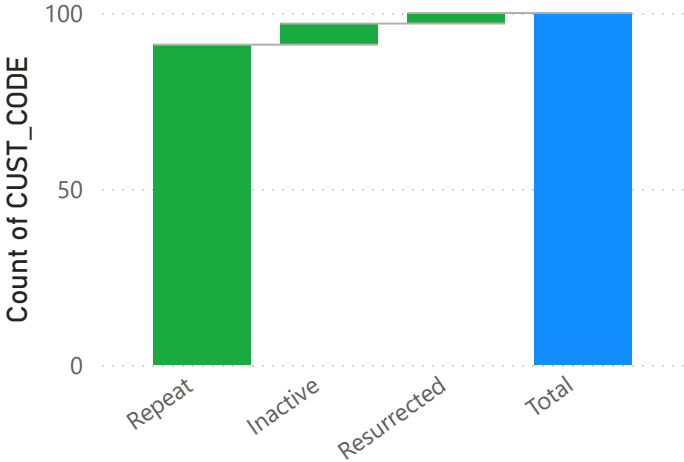


DayOfWeekName	8	9	10	11	12	13	14	15	16	17	18	19	20	21	Total
Sunday	54	49	64	90	92	105	95	95	105	76	68	74	52	77	1096
Monday	59	51	55	96	101	90	93	86	91	71	78	62	38	92	1063
Tuesday	62	53	72	85	98	104	77	103	82	88	68	62	49	98	1101
Wednesday	64	45	70	70	96	114	104	91	82	73	75	60	60	78	1082
Thursday	54	49	65	95	92	96	97	85	73	75	71	54	42	84	1032
Friday	82	51	55	85	102	112	78	69	74	73	73	54	37	82	1027
Saturday	72	51	66	80	97	103	106	100	74	70	83	55	42	76	1075
Total	447	349	447	601	678	724	650	629	581	526	516	421	320	587	7476

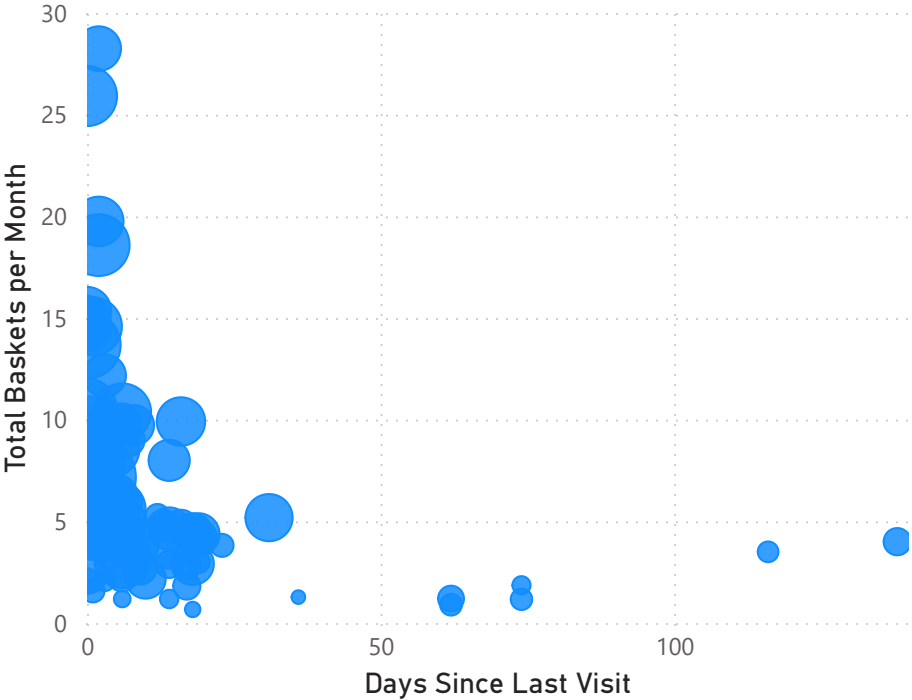
% Active Customers



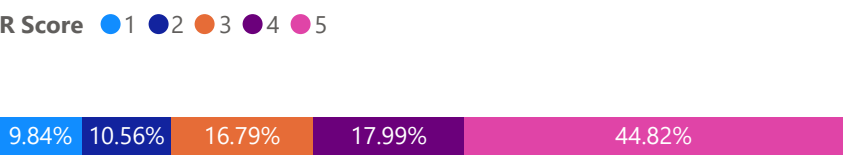
Customer Lifecycle Stage (Last Month)



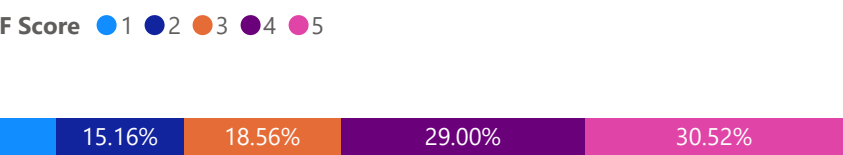
RFM Analysis



Lifetime Total Spend by R Score



Lifetime Total Spend by F Score



Lifetime Total Spend by M Score

