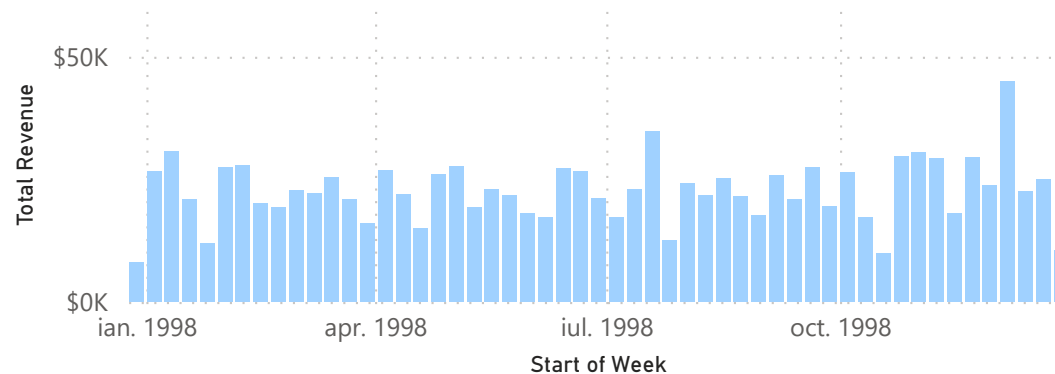


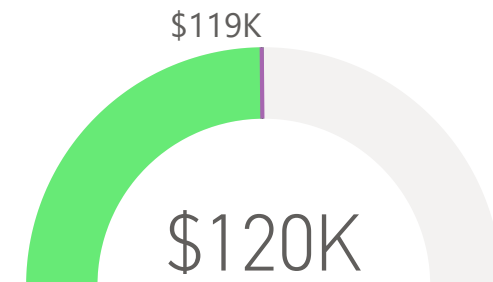


| product_brand | Total Transactions | Total Profit | Profit Margin | Return Rate |
|---------------|--------------------|--------------|---------------|-------------|
| Hermanos      | 5342               | \$21.753     | 58,64 %       | 0,95 %      |
| Ebony         | 5238               | \$20.354     | 59,81 %       | 0,96 %      |
| Tell Tale     | 5112               | \$19.982     | 58,05 %       | 0,99 %      |
| Tri-State     | 5099               | \$19.980     | 58,91 %       | 1,10 %      |
| High Top      | 4940               | \$19.810     | 60,42 %       | 1,01 %      |
| Nationeel     | 4408               | \$18.617     | 60,44 %       | 1,18 %      |
| Best Choice   | 4218               | \$18.355     | 60,64 %       | 0,81 %      |
| Horatio       | 4195               | \$17.737     | 58,42 %       | 1,26 %      |
| Fort West     | 4108               | \$15.834     | 59,80 %       | 0,97 %      |
| Fast          | 4097               | \$16.469     | 61,03 %       | 1,07 %      |
| Sunset        | 3953               | \$14.018     | 60,45 %       | 1,03 %      |
| Carrington    | 3891               | \$14.883     | 59,52 %       | 0,78 %      |
| Red Wing      | 3870               | \$15.870     | 59,36 %       | 1,06 %      |
| Big Time      | 3816               | \$15.560     | 60,20 %       | 1,05 %      |
| Cormorant     | 3744               | \$15.749     | 61,60 %       | 0,87 %      |
| Imagine       | 3634               | \$15.102     | 61,40 %       | 1,06 %      |
| Super         | 3618               | \$13.868     | 60,59 %       | 0,96 %      |
| Denny         | 3584               | \$16.015     | 58,02 %       | 0,99 %      |
| High Quality  | 3577               | \$16.139     | 59,98 %       | 1,13 %      |
| Golden        | 3550               | \$13.256     | 58,72 %       | 0,88 %      |
| BBB Best      | 3514               | \$12.991     | 62,12 %       | 0,80 %      |
| PigTail       | 3467               | \$11.617     | 60,68 %       | 1,04 %      |
| Plato         | 3352               | \$12.748     | 63,55 %       | 1,06 %      |
| Landslide     | 3270               | \$10.647     | 58,65 %       | 0,98 %      |
| CDR           | 3078               | \$12.062     | 58,98 %       | 1,11 %      |
| Better        | 2823               | \$9.179      | 61,15 %       | 1,07 %      |
| Carlson       | 2564               | \$10.534     | 61,20 %       | 0,97 %      |
| Bluesport     | 2564               | \$10.187     | 60,18 %       | 0,93 %      |
| Total         | 113668             | \$449.627    | 59,94 %       | 1,00 %      |

Weekly Revenue Trending



Revenue vs. Target



Current Month Transactions

18325✓

Goal: 17339 (+5.69%)

Current Month Profit

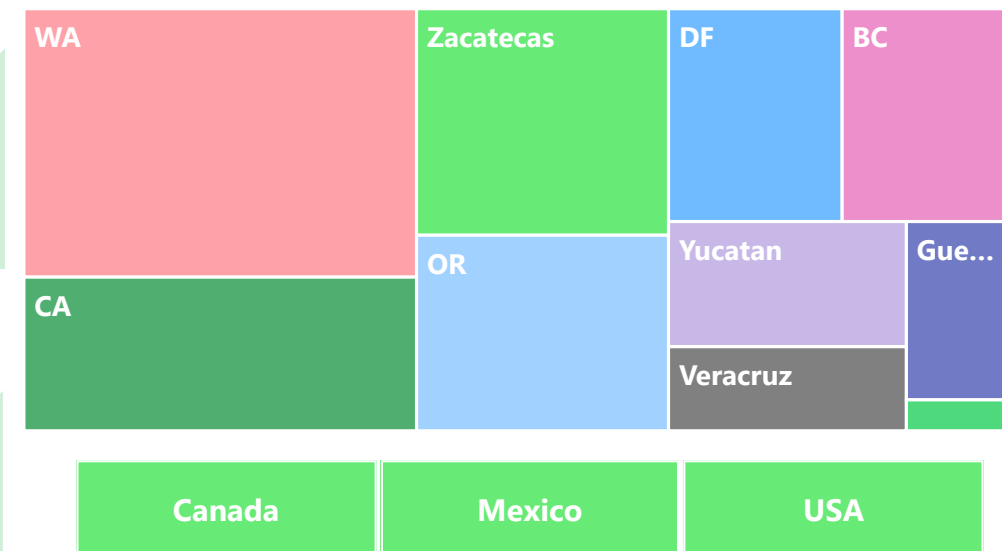
\$71.682✓

Goal: \$67.872 (+5.61%)

Current Month Returns

496!

Goal: 482 (-2.9%)



Total Transactions by Store Cities





Top 1 Product by Revenue

Great Pumpernickel Bread

The Most Bought Product

Moms Roasted Chicken

Select all

ADJ

Akron

American

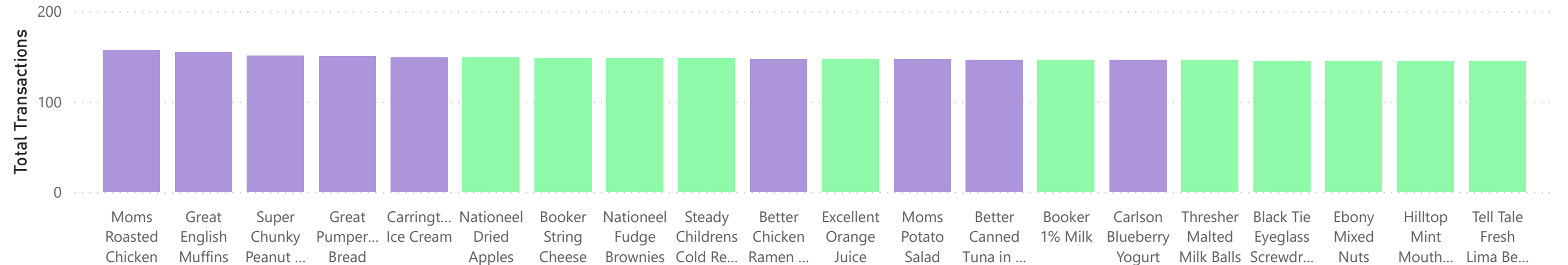
Amigo

Applause



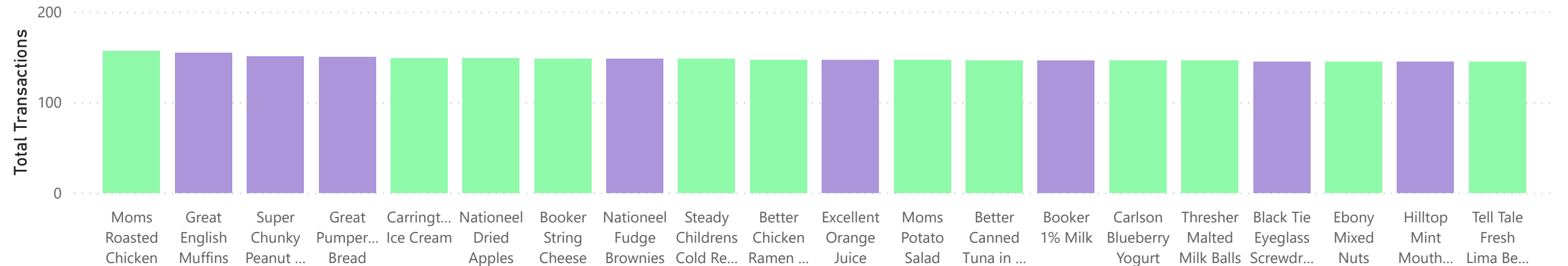
Top 20 Most Bought Products Categorized Into Low-Fat and Not Low-Fat Groups

low-fat not low-fat



Top 20 Most Bought Products Categorized Into Recyclable and Non-Recyclable Groups

non-recyclable recyclable

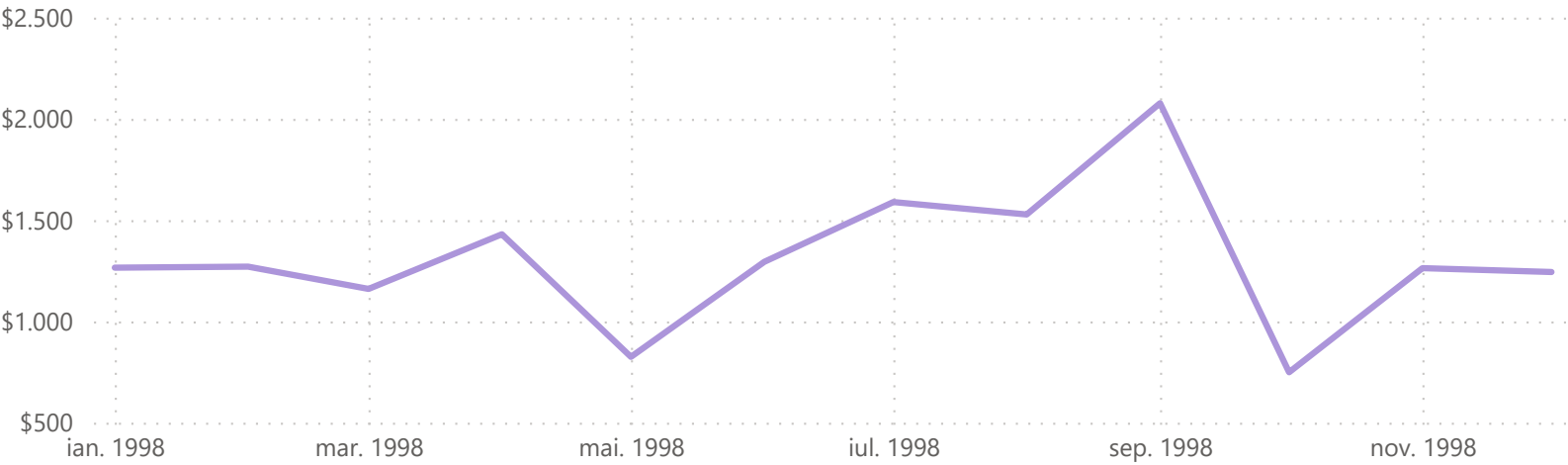




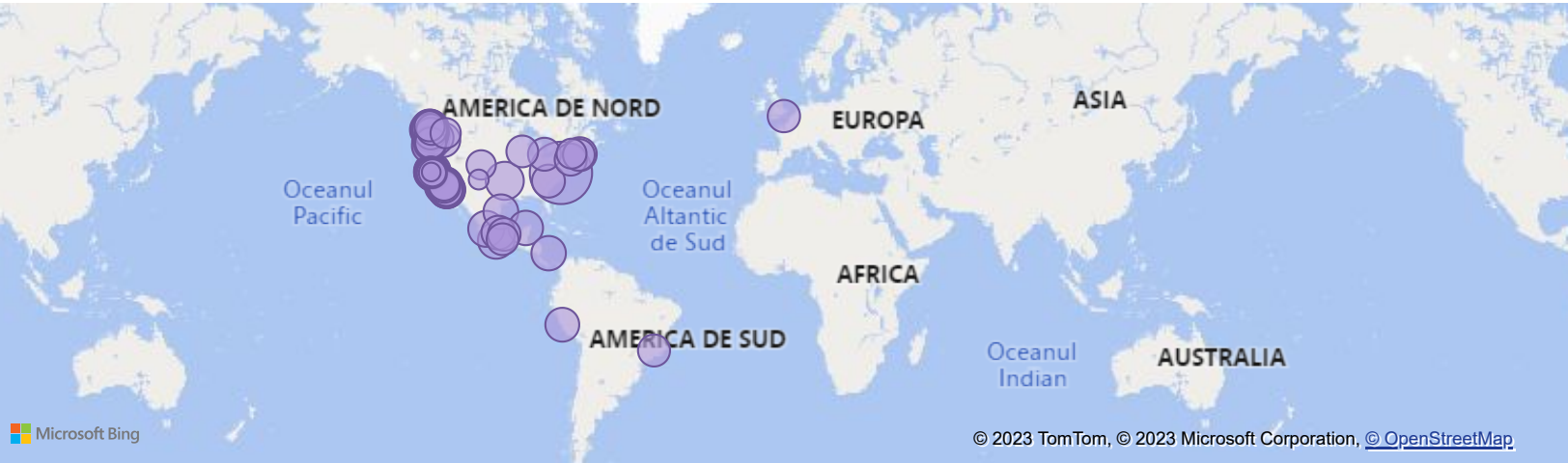
Top 1 Customer by Generated Revenue

Merridee Archuleta

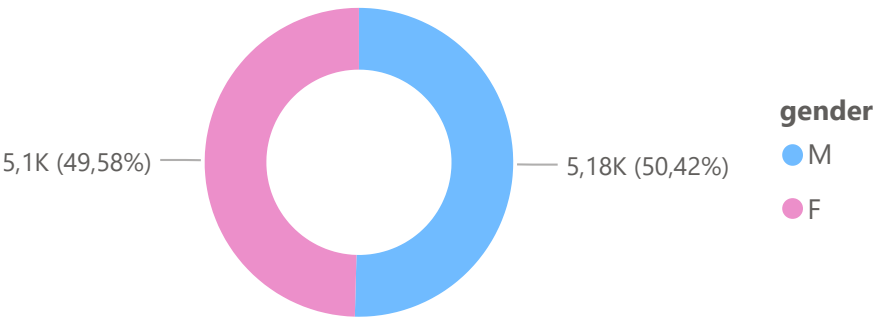
Monthly Revenue Generated by Top 10 Customers



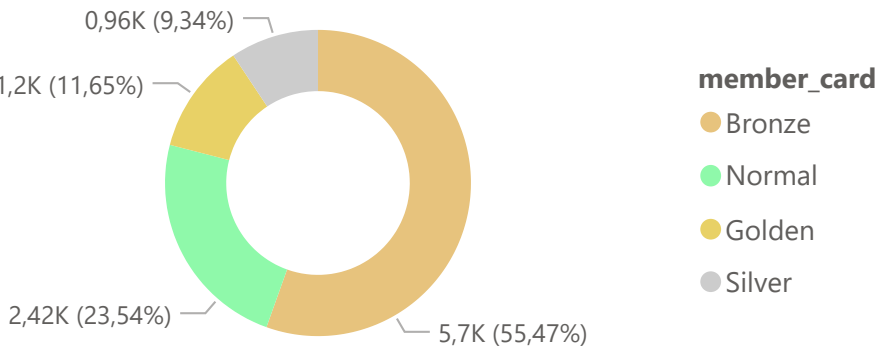
|        |        |     |
|--------|--------|-----|
| Canada | Mexico | USA |
|--------|--------|-----|



Customer Gender Ratio



Customer Distribution by Member Card Type



Customer Distribution by Education Level

