1/1/2007 📅   1/6/2008 📅

Total Spend (7d)
1.20K ✓
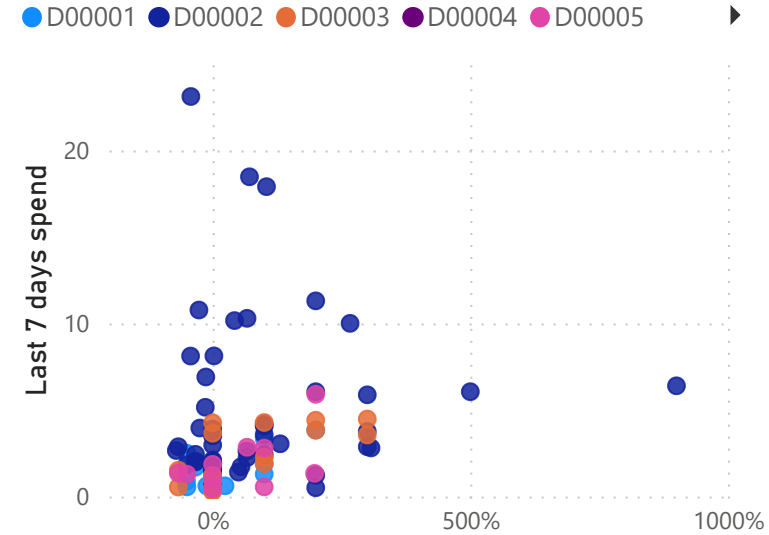(+51.57%)

Total Baskets (7d)
121 ✓
(+44.05%)

Avg Basket Size (7d)
9.91 ✓
(+5.22%)

Total Spend by YearMonth

% Spend Difference (7d)
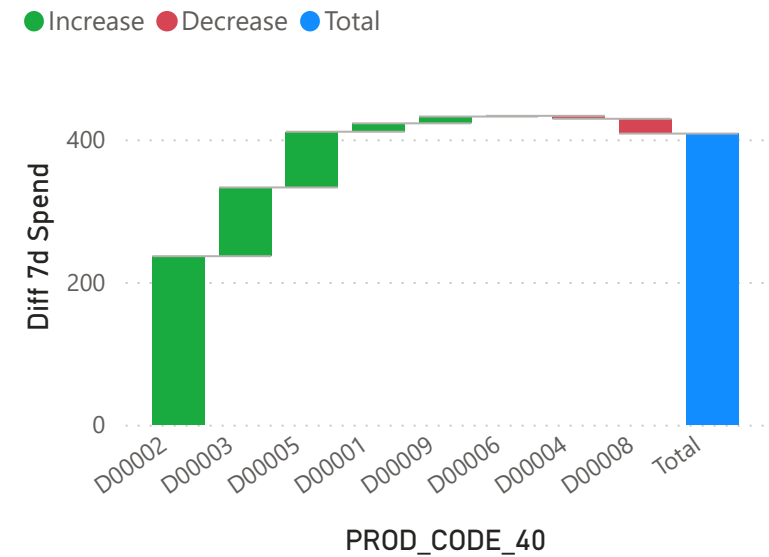
● D00001 ● D00002 ● D00003 ● D00004 ● D00005 ▶
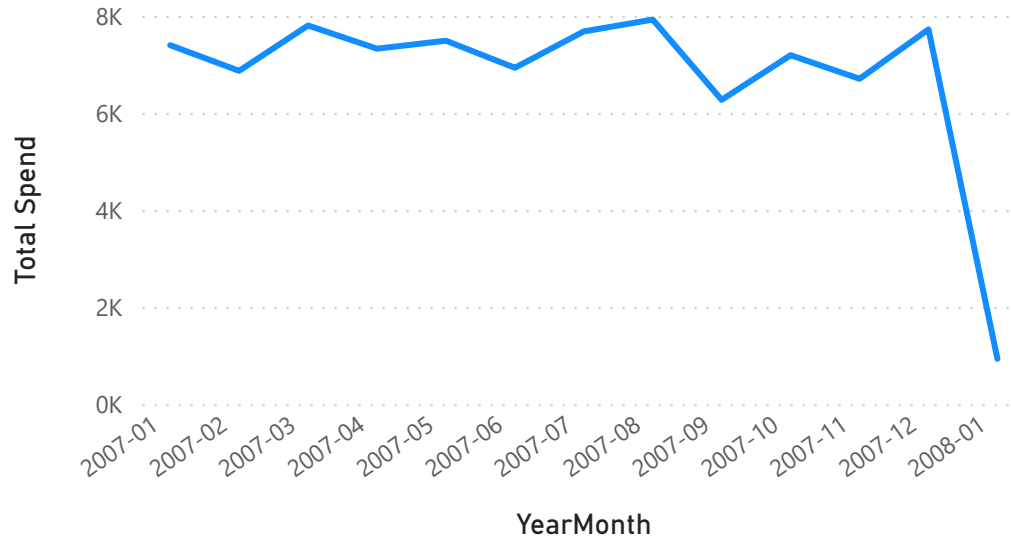
Period-over-Period Spend (7d)

PROD_CODE_40 Spend (7d)

● Last 7 days spend ● % Cummulative Spend by PROD_CODE_40
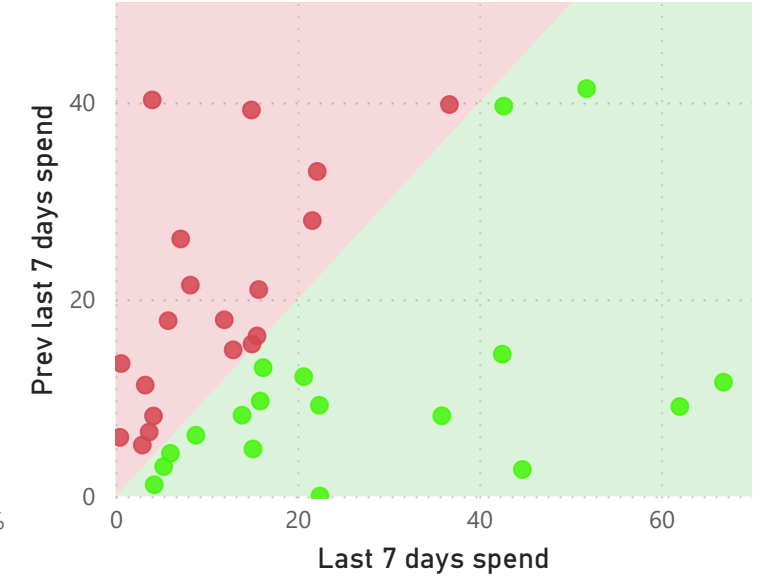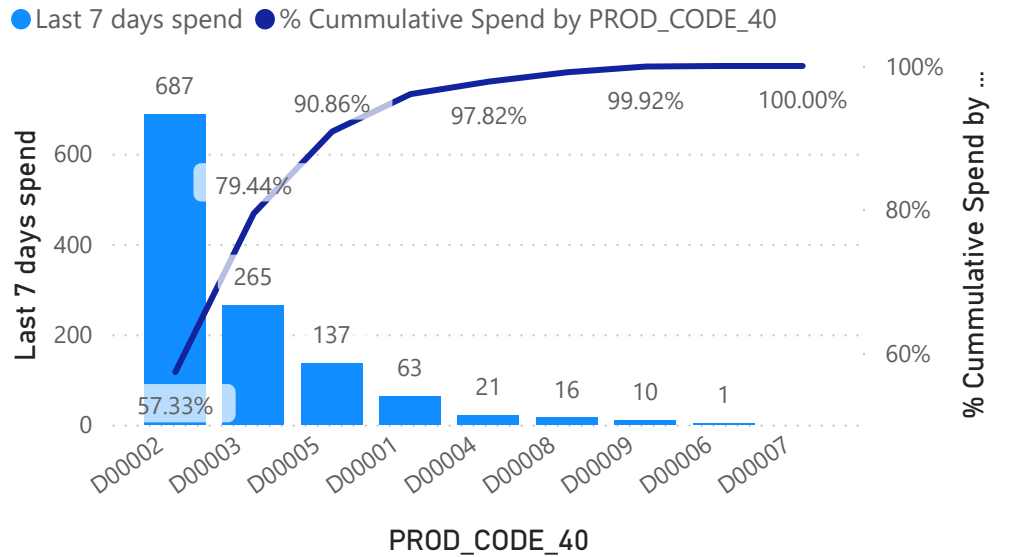
Total Spend Difference (7d)

● Increase ● Decrease ● Total

PROD_CODE	PROD_CODE_40	STORE_CODE	STORE_REGIC
PRD0900006	D00003	STORE00622	E02
PRD0900006	D00003	STORE02531	W03
PRD0900020	D00005	STORE00868	N01
PRD0900022	D00005	STORE01984	E01
PRD0900022	D00005	STORE02792	E03
PRD0900026	D00003	STORE02476	N03
PRD0900034	D00003	STORE01037	N01
PRD0900051	D00002	STORE01193	E02
PRD0900051	D00002	STORE02128	W03
PRD0900051	D00002	STORE02683	S01
PRD0900058	D00001	STORE01348	N02
Total			

D00002
PROD_CODE_40

Total YTD Spend (YoY)

0.00   537.80   756.41
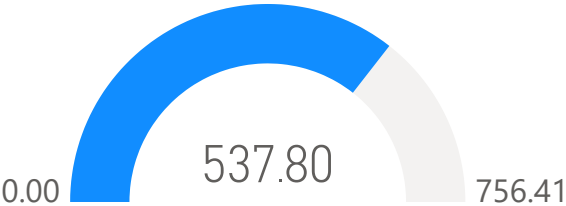
Product Penetration

0.00%   100.00%   100.00%

Total Spend by PROD_CODE_30 and PROD_CODE_20

G00007
DEP00019   DEP00022
DEP00020
DEP00021   DEP00024   DE...

G00004
DEP00008   DEP00011
DEP00012   DEP00010   DEP00...
G00008
DEP00025   DEP00027   DEP00031

G00006
DEP00016
DEP00018
G00005
DEP00013
G00009
DEP00033

Total baskets and Total Spend by STORE_CODE

Store Performance
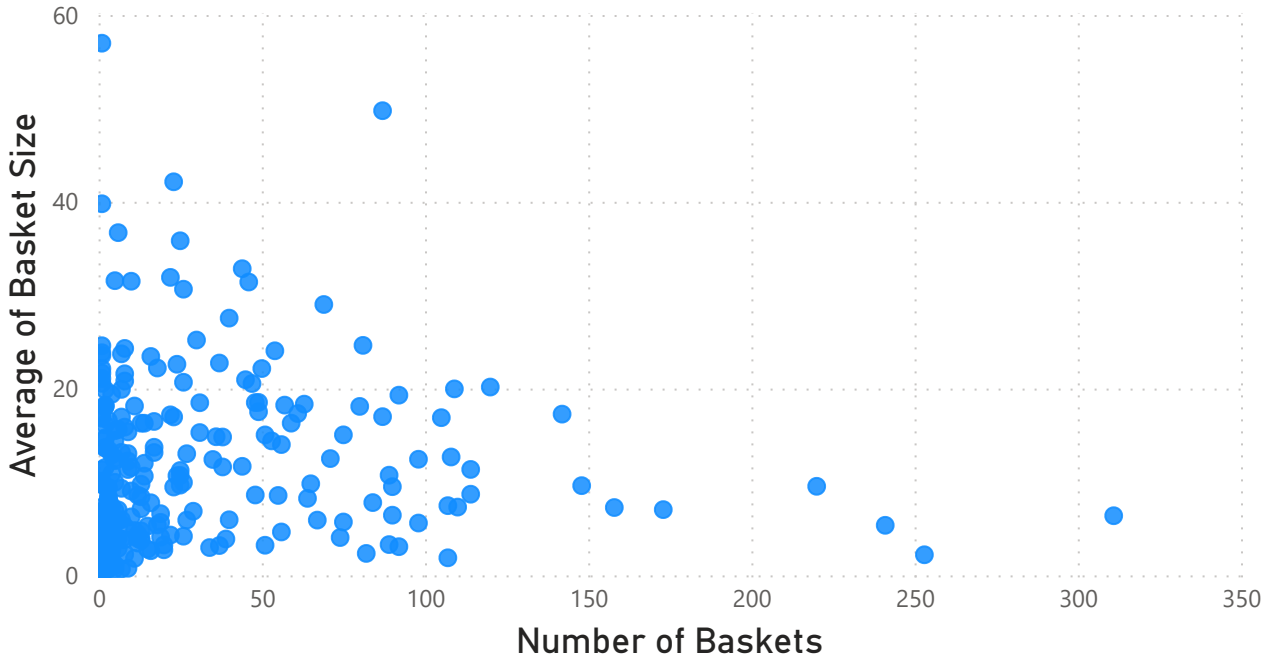
DayOfWeekName ▲	8	9	10	11	12	13	14	15	16	17	18	19	20	21	Total
Sun	54	49	64	90	92	105	95	95	105	76	68	74	52	77	**1096**
Mon	59	51	55	96	101	90	93	86	91	71	78	62	38	92	**1063**
Tue	62	53	72	85	98	104	77	103	82	88	68	62	49	98	**1101**
Wed	64	45	70	70	96	114	104	91	82	73	75	60	60	78	**1082**
Thu	54	49	65	95	92	96	97	85	73	75	71	54	42	84	**1032**
Fri	82	51	55	85	102	112	78	69	74	73	73	54	37	82	**1027**
Sat	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**

Customer Life Cycle Stage (Last Month)

% Active Customers

94.00%

0.00%   100.00%

LifeTime Total Spend by R Score

R Score ● 1 ● 2 ● 3 ● 4 ● 5

| 9.84% | 10.56% | 16.79% | 17.99% | 44.82% |

0%   20%   40%   60%   80%   100%
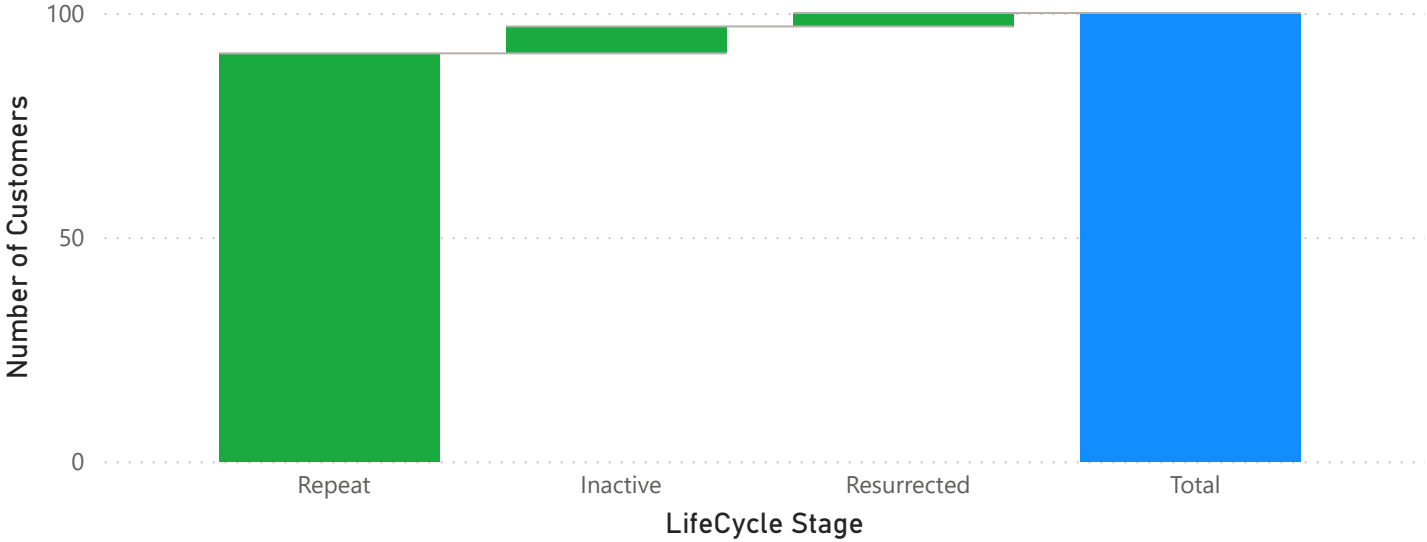
LifeTime Total Spend
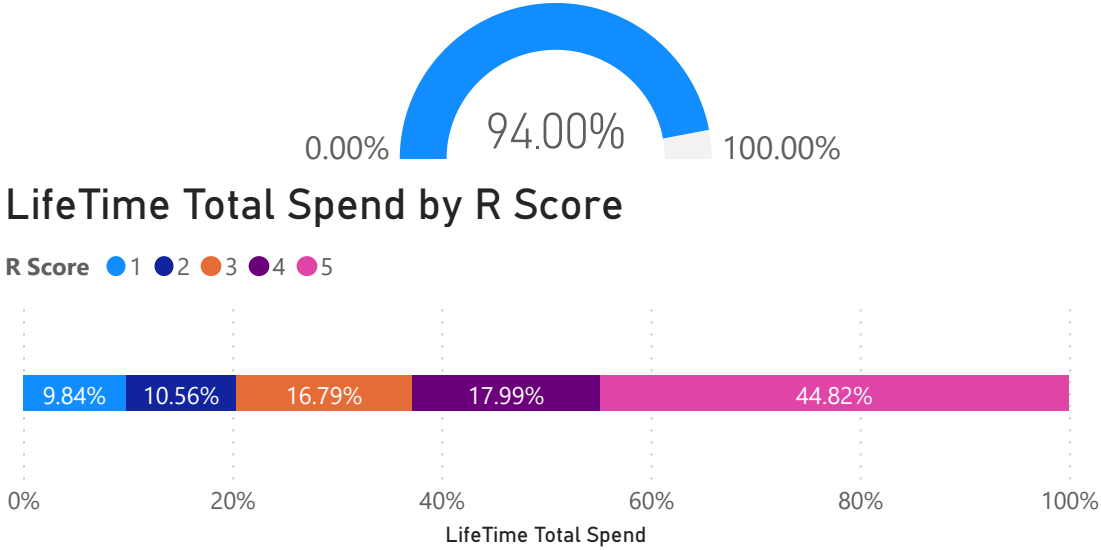
RFM Analysis
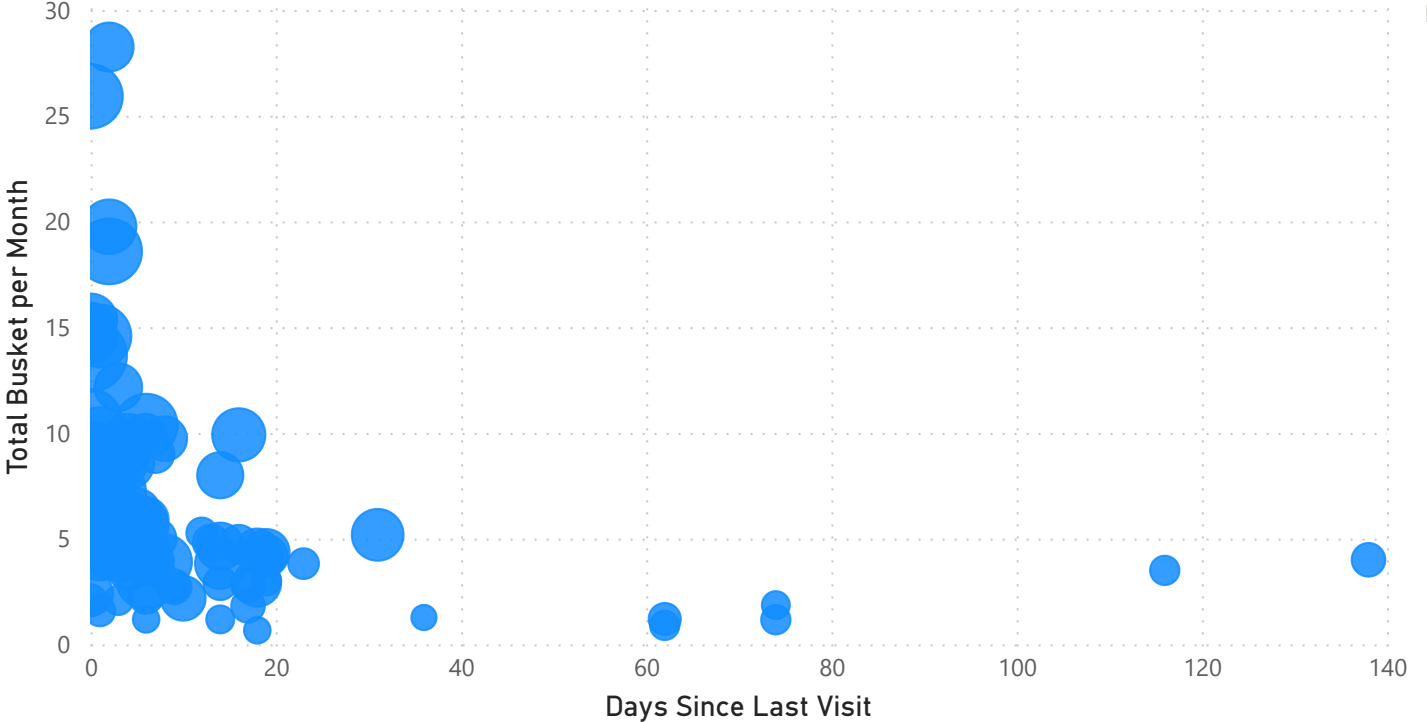
LifeTime Total Spend by F Score

F Score ● 1 ● 2 ● 3 ● 4 ● 5

| 6.76% | 15.16% | 18.56% | 29.00% | 30.52% |

0%   20%   40%   60%   80%   100%

LifeTime Total Spend
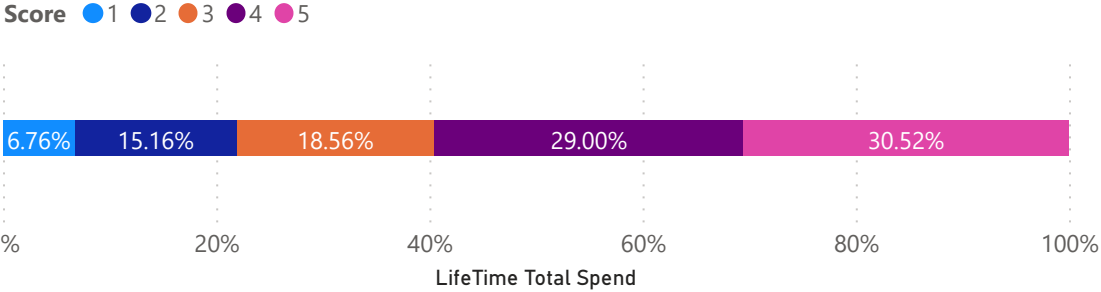
LifeTime Total Spend by M Score

M Score ● 1 ● 2 ● 3 ● 4 ● 5

| 9.57% | 17.68% | 25.54% | 43.17% |

0%   20%   40%   60%   80%   100%

LifeTime Total Spend