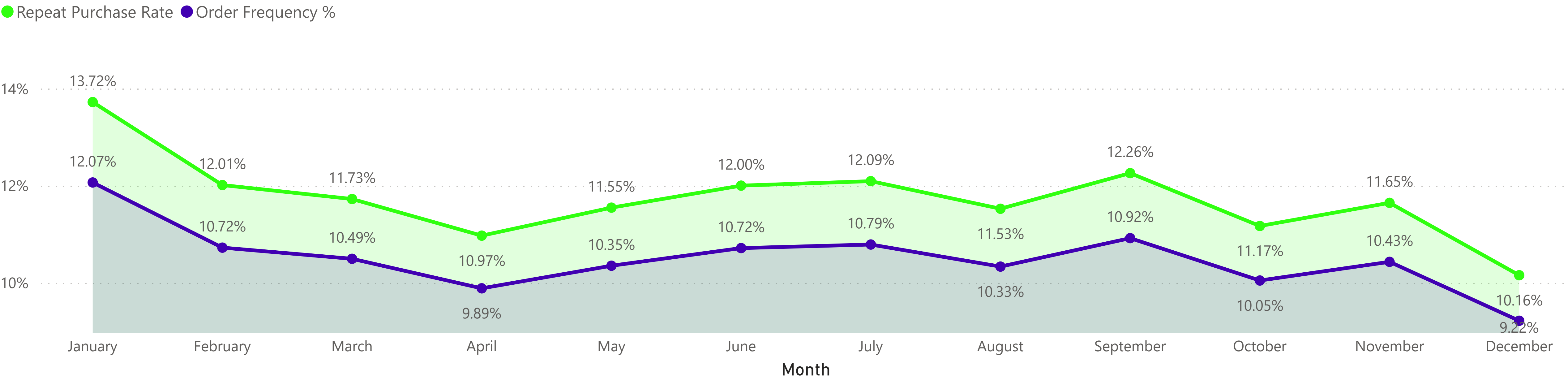
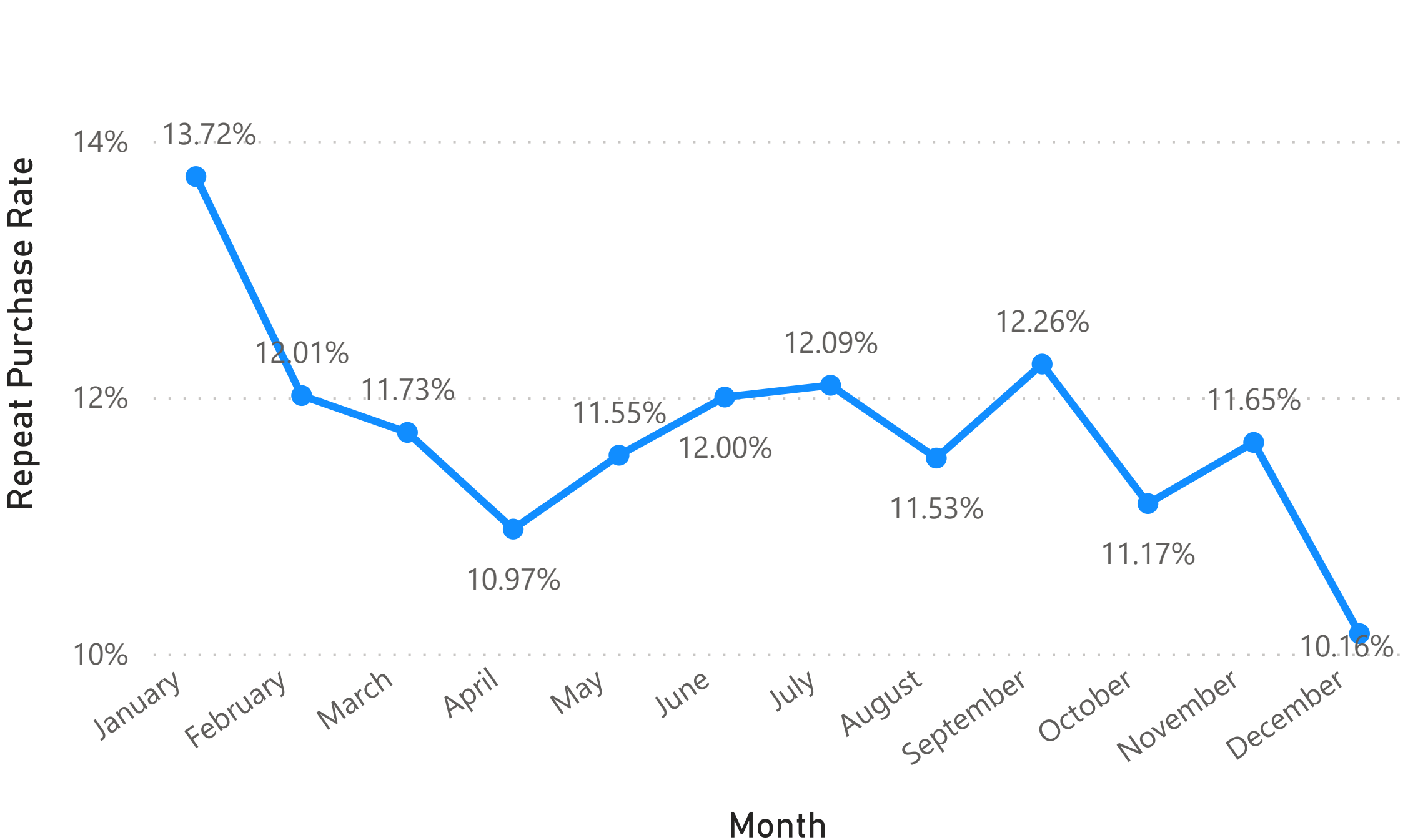


Comparison: Repeate Purchase Rate Vs Order Frequency %



Repeat Purchase Rate by Month



Month	Count of Customer	Total Orders in Month	Number of Customers Having >1 Orders	Repeat Purchase Rate
January	20537	23355	2818	13.72%
February	19870	22257	2387	12.01%
March	24664	27556	2892	11.73%
April	27389	30394	3005	10.97%
May	39799	44395	4596	11.55%
June	45695	51179	5484	12.00%
July	53657	60146	6489	12.09%
August	50999	56877	5878	11.53%
September	42191	47363	5172	12.26%
October	45477	50557	5080	11.17%
November	69499	77594	8095	11.65%
December	57157	62962	5805	10.16%
Total	405357	552651	147294	36.34%