

SALES OVERVIEW

Year

2014	2015	2016	2017	2018
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Month

Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
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Segment

\$2,000	\$4,000	\$6,000	\$8,000	\$10,000
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\$110M

Total Sales

\$101M

Total Gross Profit

AVERAGE ORDER VALUE

\$5,025



Last month

\$+2.22 | +0.04%

CONVERSION RATE

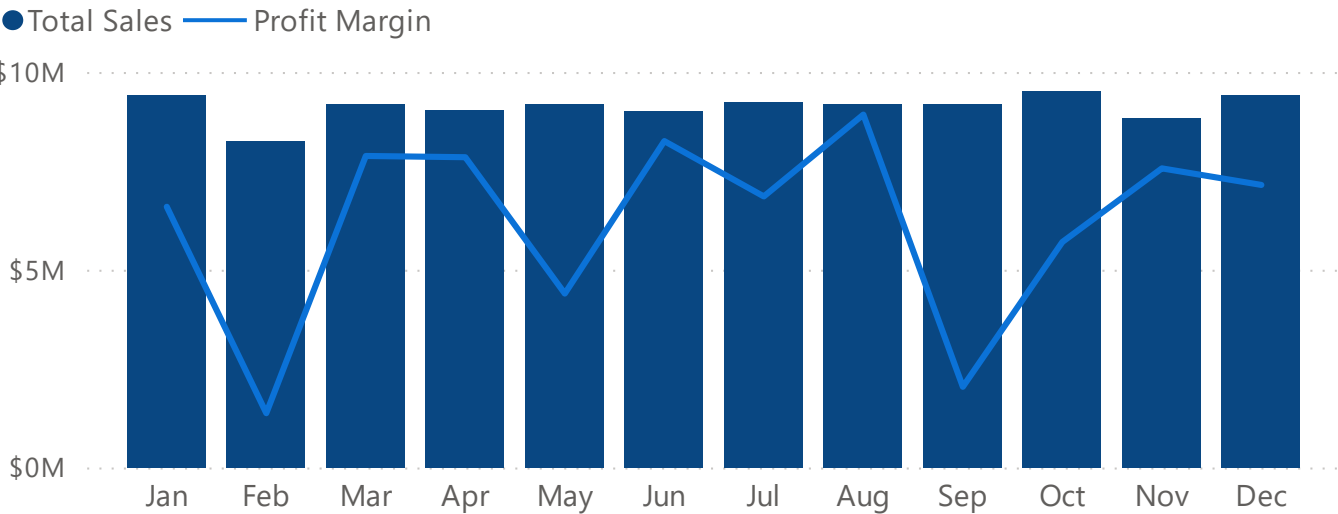
21.80%



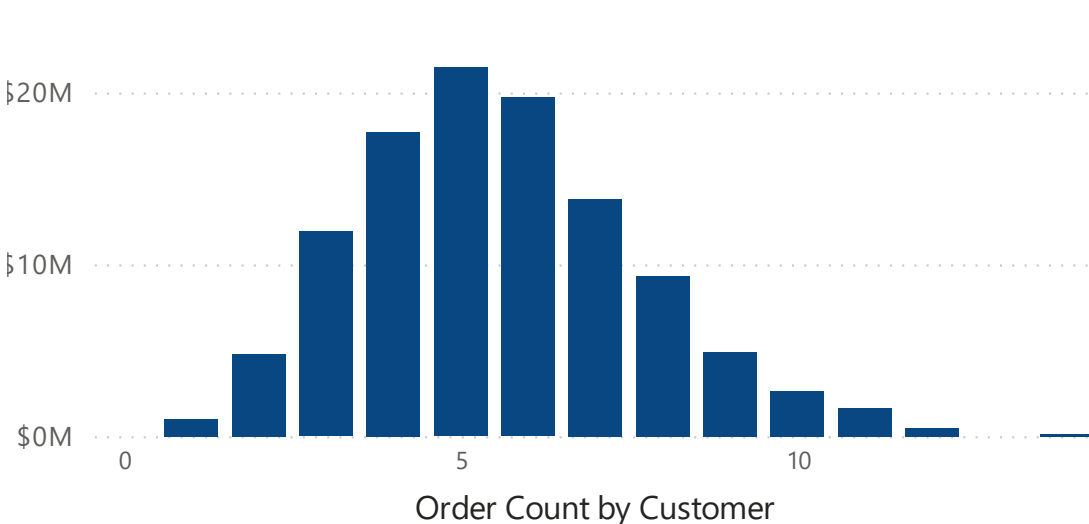
Last month

+0.01pp | +0.03%

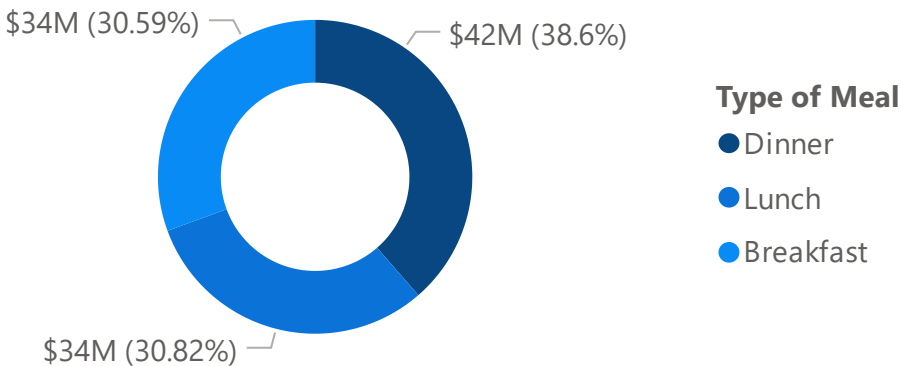
TOTAL SALES AND MARGIN MONTHLY



TOTAL SALES BY CUSTOMER ORDERS



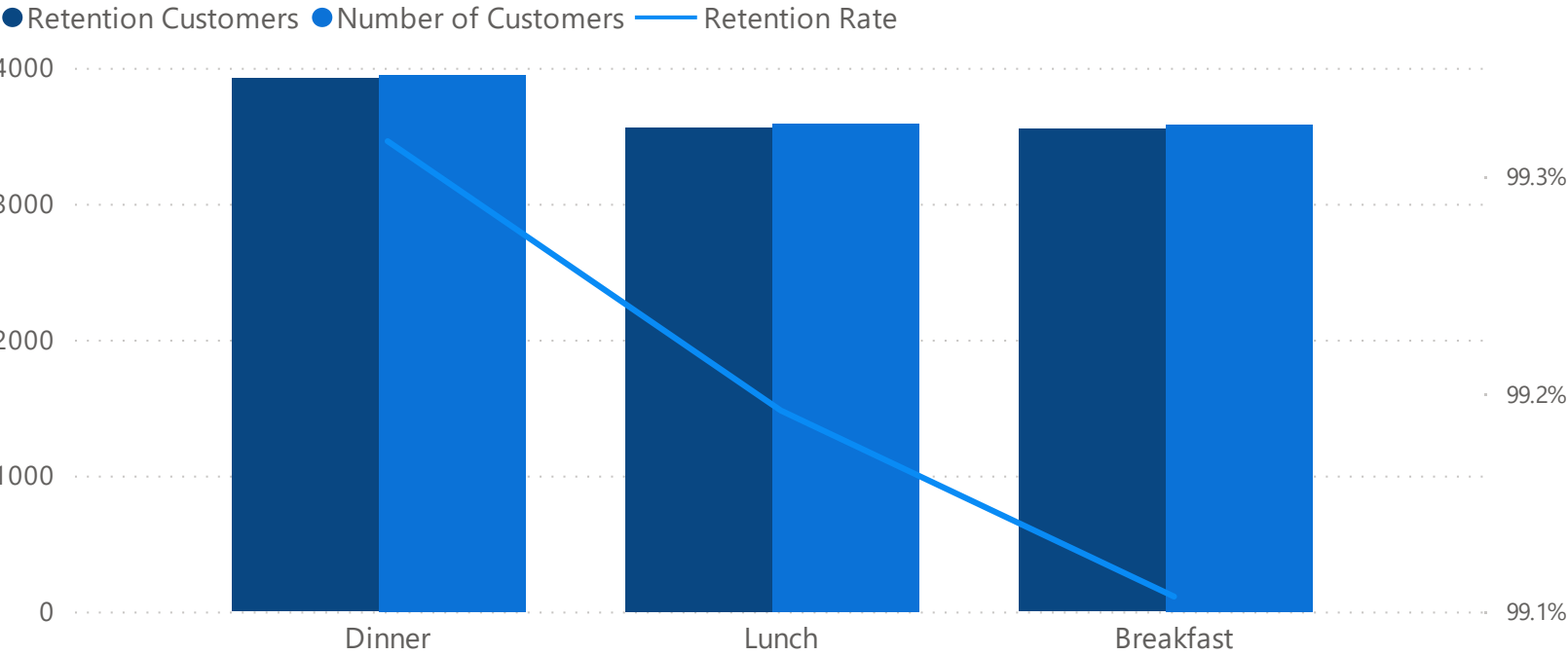
SALES BY MEAL



CONVERSION RATE MONTHLY



RETENTION CUSTOMERS & NUMBER OF CUSTOMERS & RETENTION RATE



RETENTION RATE

Month	2014	2015	2016	2017	2018
January	0.00%	60.80%	84.89%	92.86%	96.88%
February	5.06%	66.06%	85.80%	94.30%	96.39%
March	10.92%	64.75%	86.56%	97.18%	97.36%
April	18.62%	64.55%	85.29%	93.47%	98.87%
May	26.80%	68.78%	89.91%	95.87%	98.31%
June	32.80%	75.15%	91.85%	94.94%	98.04%
July	33.99%	74.72%	90.91%	97.20%	98.57%
August	42.30%	80.21%	87.57%	96.37%	99.40%
September	50.40%	79.24%	91.43%	95.71%	98.32%
October	49.13%	82.04%	92.11%	96.83%	98.71%
November	54.71%	81.99%	94.69%	97.73%	98.27%
December	58.82%	82.76%	93.54%	97.57%	98.44%

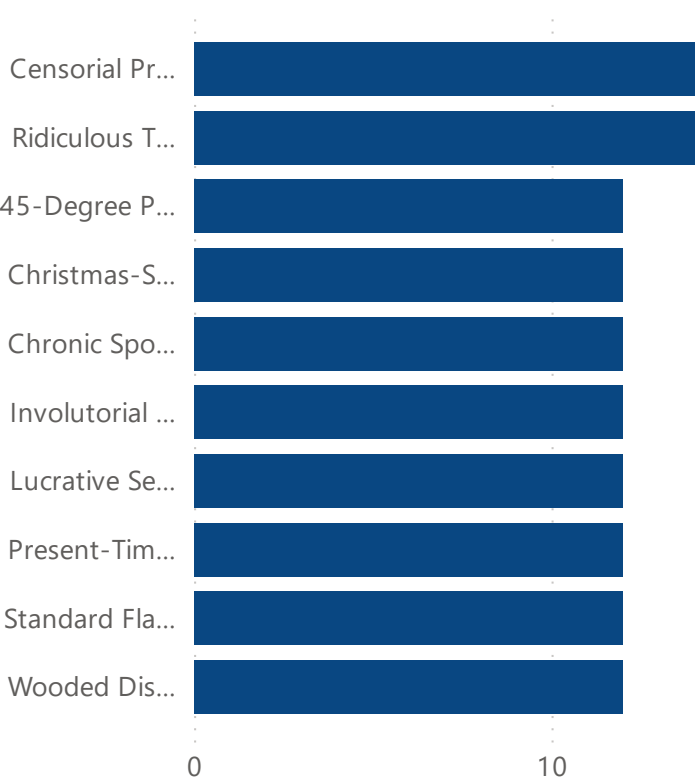
SALES BY SEGMENT AND MEAL

Segmen	Breakfast	Dinner	Lunch	Total
\$2,000	\$1,432,263	\$1,694,455	\$1,353,017	\$4,479,735
\$4,000	\$3,688,732	\$5,368,325	\$4,072,788	\$13,129,845
\$6,000	\$6,809,653	\$8,596,252	\$6,639,717	\$22,045,622
\$8,000	\$9,444,346	\$11,233,243	\$9,864,371	\$30,541,960
\$10,000	\$12,137,482	\$15,390,247	\$11,829,248	\$39,356,977
Total	\$33,512,47	\$42,282,52	\$33,759,14	\$109,554,13

NUMBER OF ORDERS

Participants	\$2,000	\$4,000	\$6,000	\$8,000	\$10,000	Total
1	2755	2843	2894	2808	2792	1409
2	704	718	654	732	702	3510
3	436	453	481	425	470	2265
4	256	249	255	262	277	1299
5	120	131	121	133	130	635
Total	4271	4394	4405	4360	4371	2180

TOP 10 NUMBER OF ORDERS



TOP 10 CUSTOMERS BY SALES

