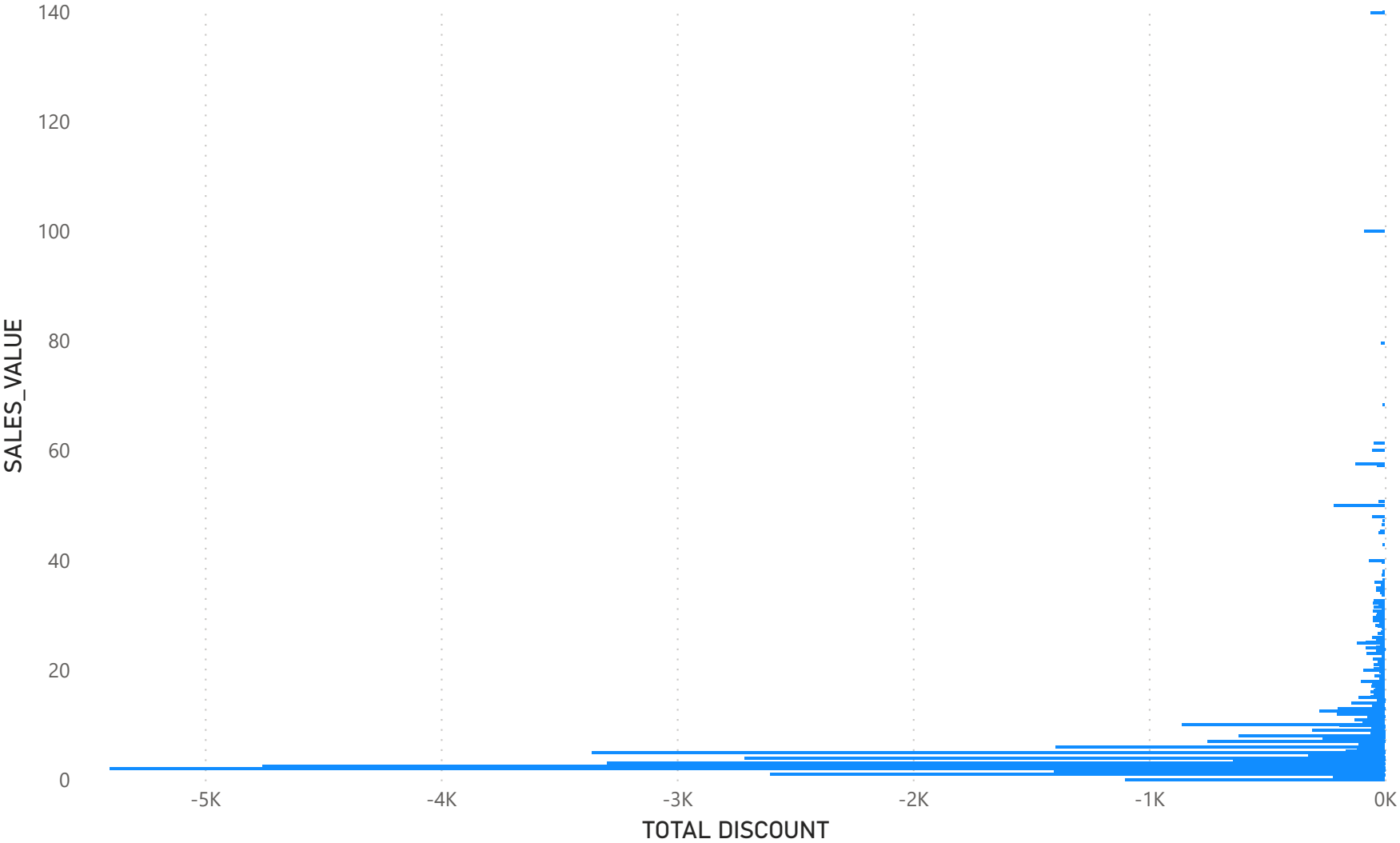


PRODUCT\_ID

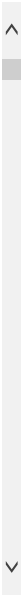
All

TOTAL DISCOUNT by SALES\_VALUE

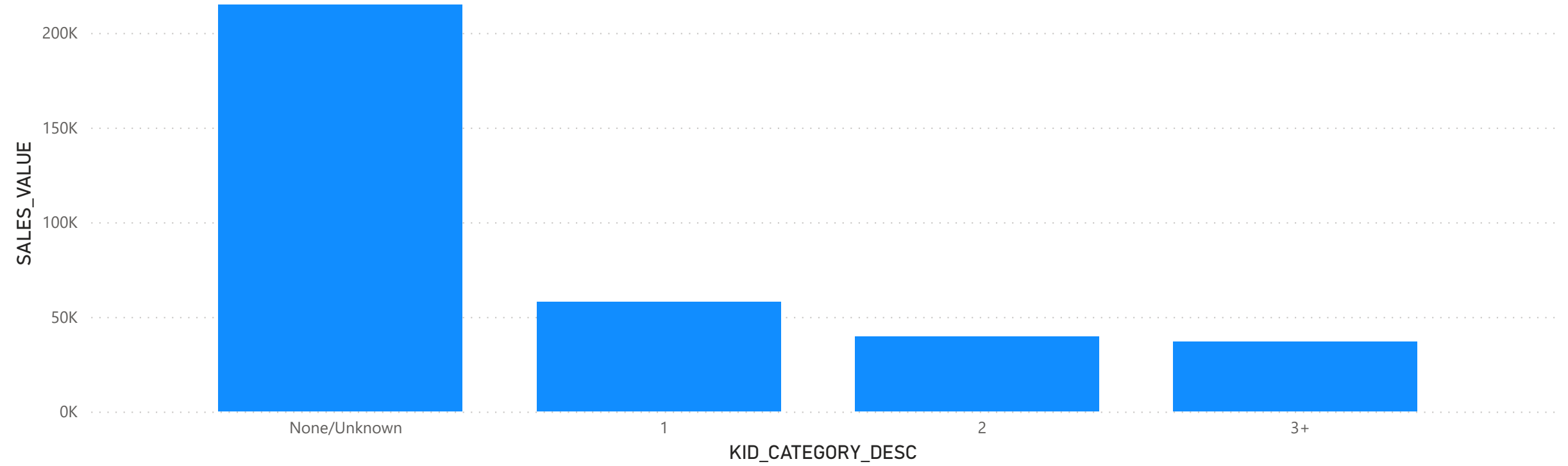


AGE_DESC	NUMBER OF HOUSEHOLDS	SALES PER HOUSEHOLD	ORIGINAL PRICE	DISCOUNT PCT	TOTAL DISCOUNT	SALES_VALUE
45-54	122	1,261.11	190,403.83	-19.20%	-36,548.96	153,854.87
35-44	77	1,171.04	114,649.96	-21.35%	-24,479.73	90,170.23
25-34	50	1,184.97	72,618.57	-18.41%	-13,370.03	59,248.54
55-64	24	1,126.23	33,830.07	-20.10%	-6,800.59	27,029.48
65+	24	589.22	16,917.00	-16.41%	-2,775.74	14,141.26
19-24	9	518.75	5,890.05	-20.74%	-1,221.31	4,668.74
Total	306	1,140.89	434,309.48	-19.62%	-85,196.36	349,113.12

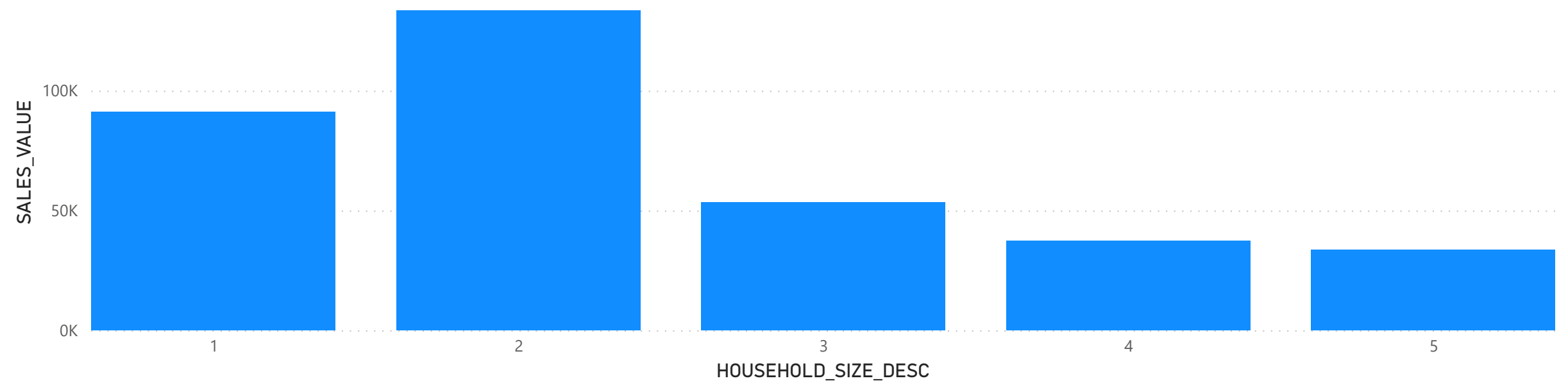
household_key	NUMBER OF HOUSEHOLDS
1	1
8	1
13	1
18	1
19	1
22	1
31	1
Total	306



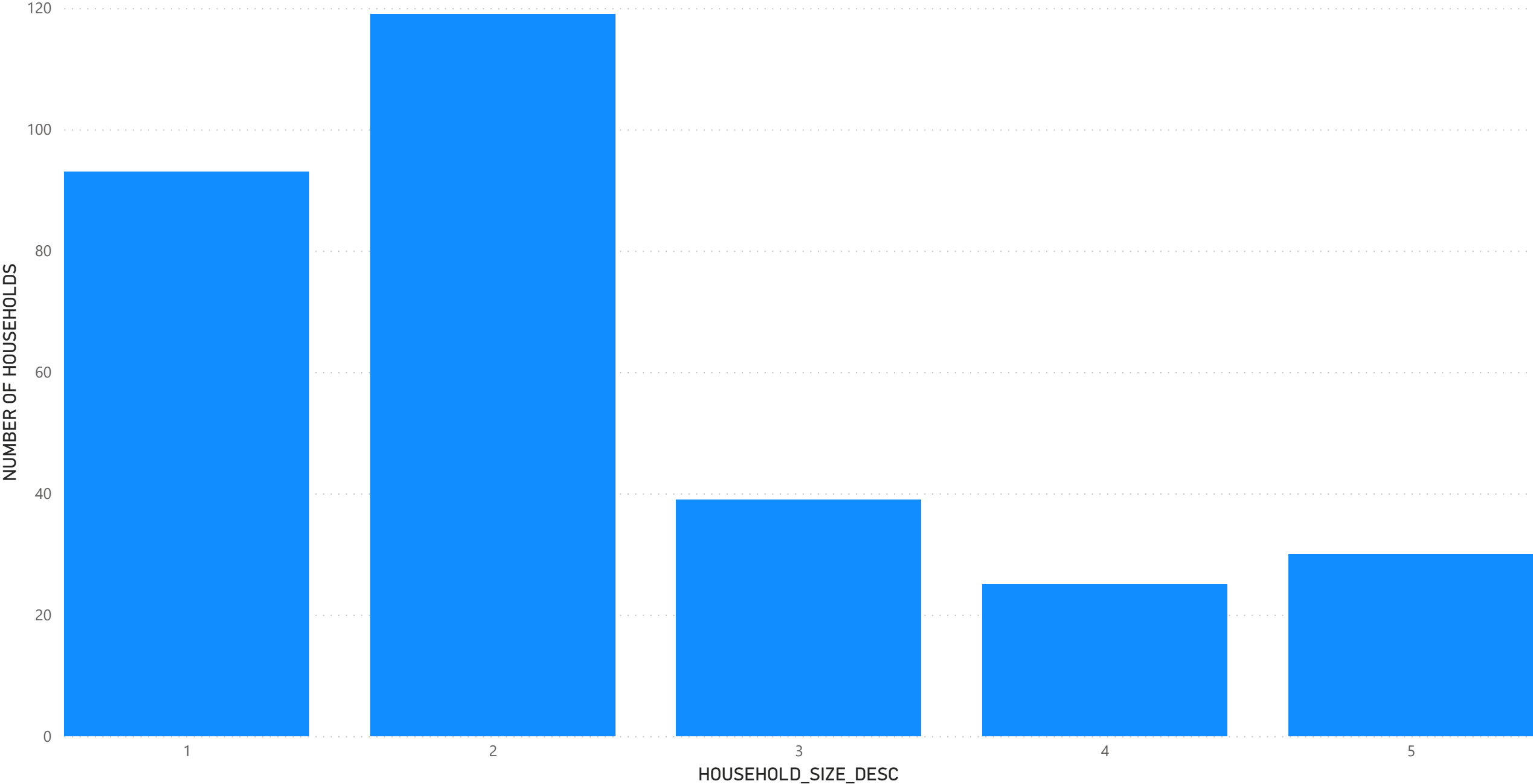
SALES\_VALUE by KID\_CATEGORY\_DESC



SALES\_VALUE by HOUSEHOLD\_SIZE\_DESC

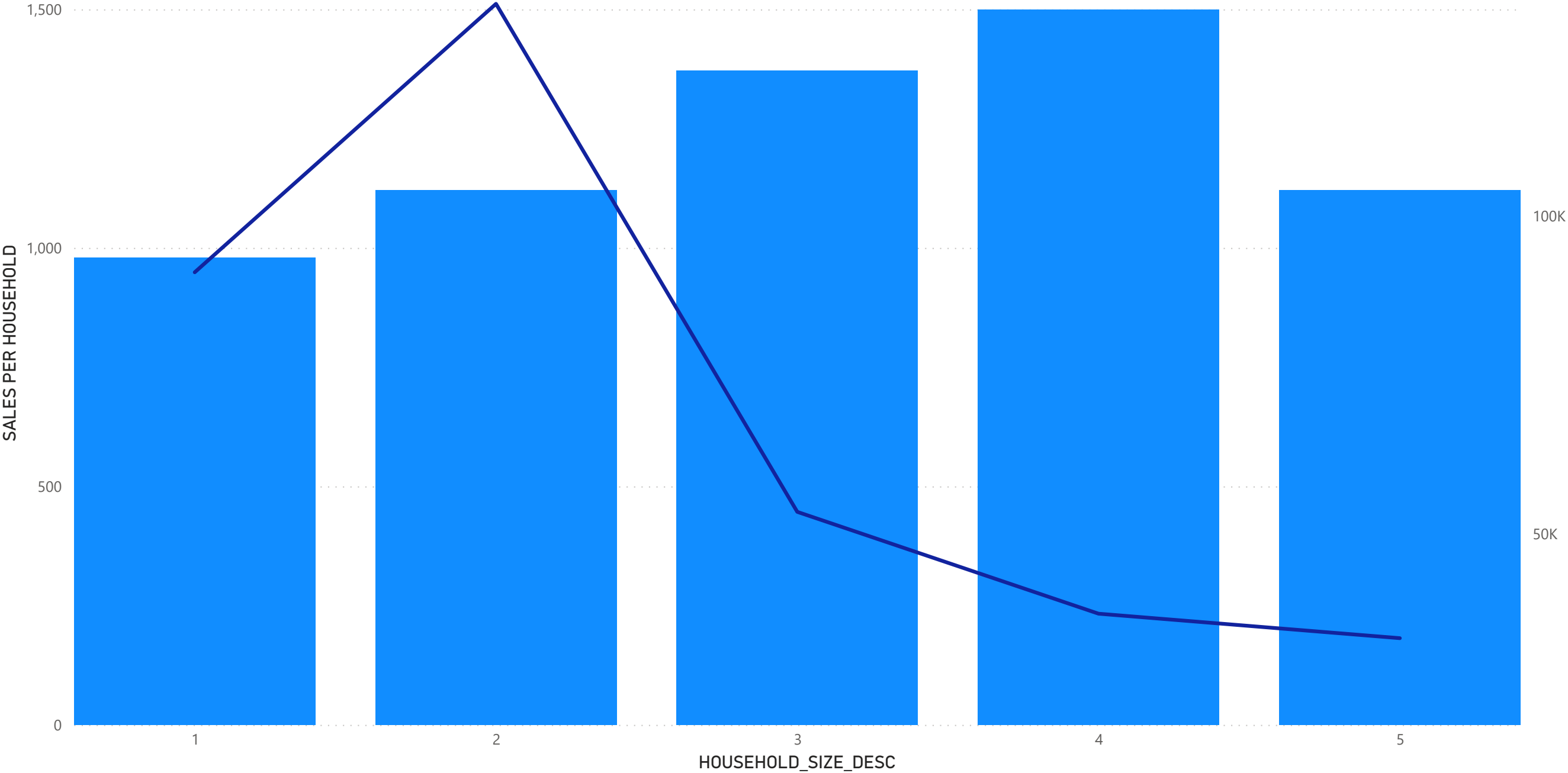


NUMBER OF HOUSEHOLDS by HOUSEHOLD\_SIZE\_DESC

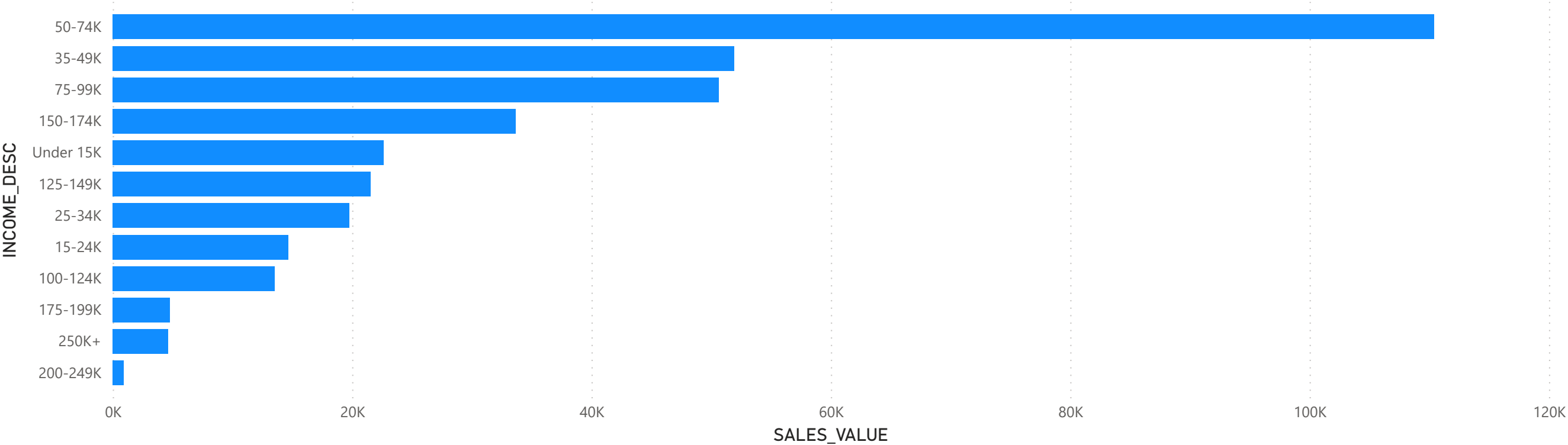


SALES PER HOUSEHOLD and SALES\_VALUE by HOUSEHOLD\_SIZE\_DESC

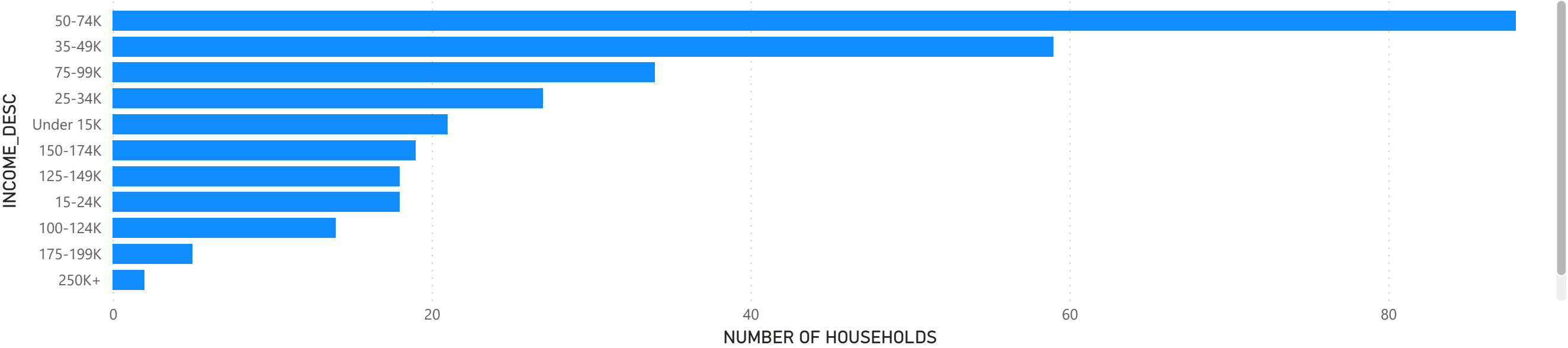
SALES PER HOUSEHOLD SALES\_VALUE



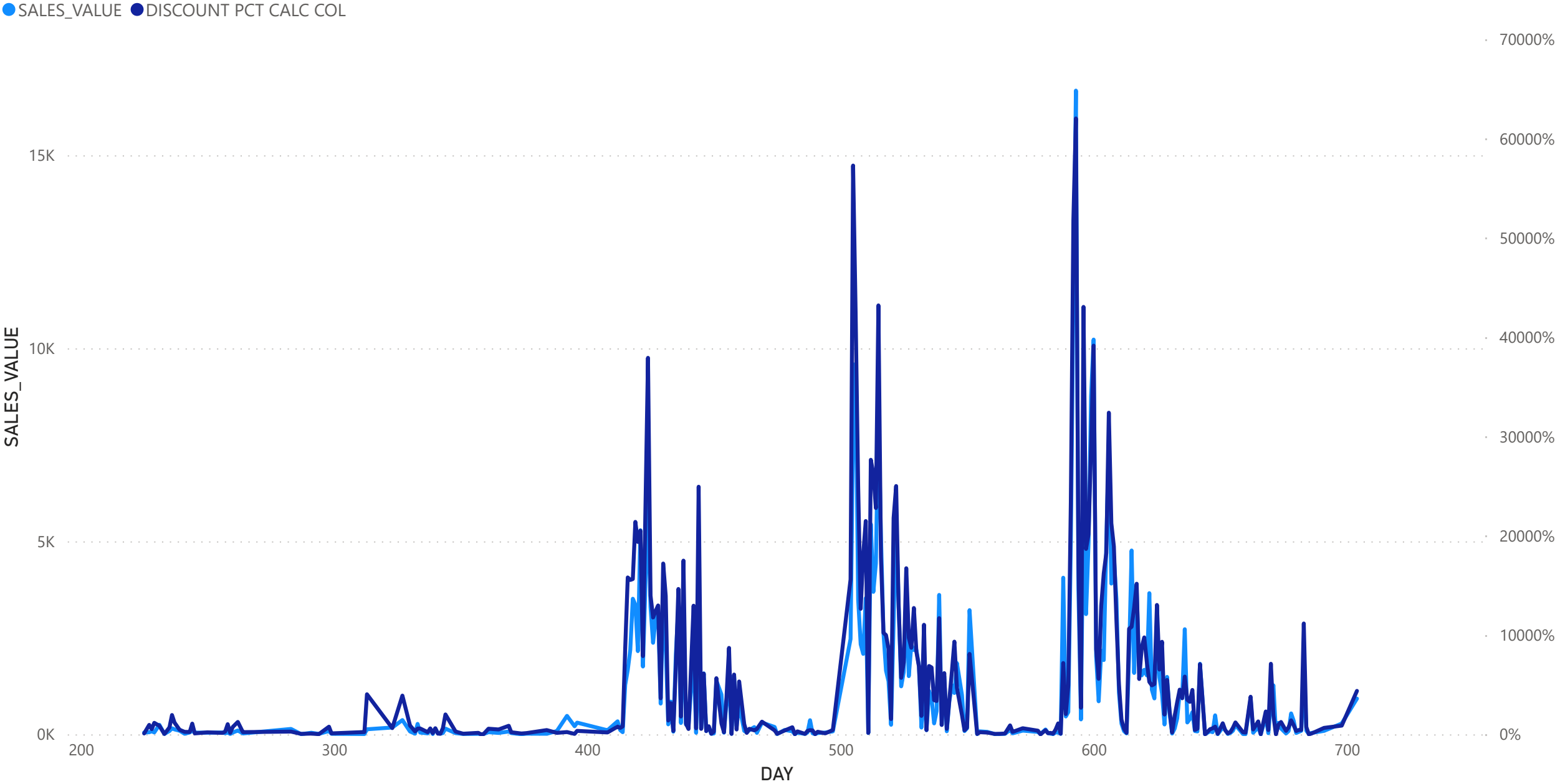
SALES\_VALUE by INCOME\_DESC



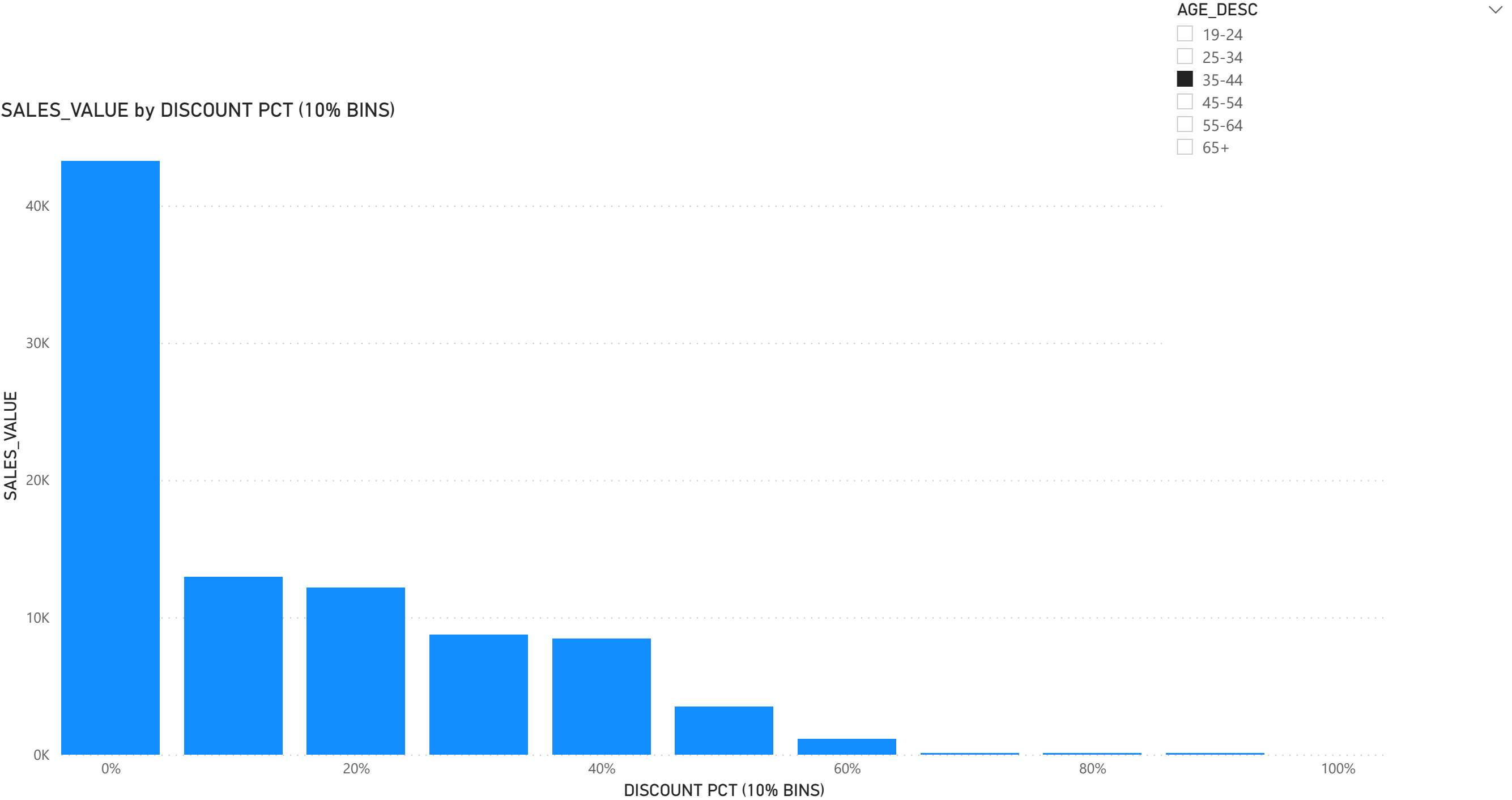
NUMBER OF HOUSEHOLDS by INCOME\_DESC



SALES\_VALUE and DISCOUNT PCT CALC COL by DAY

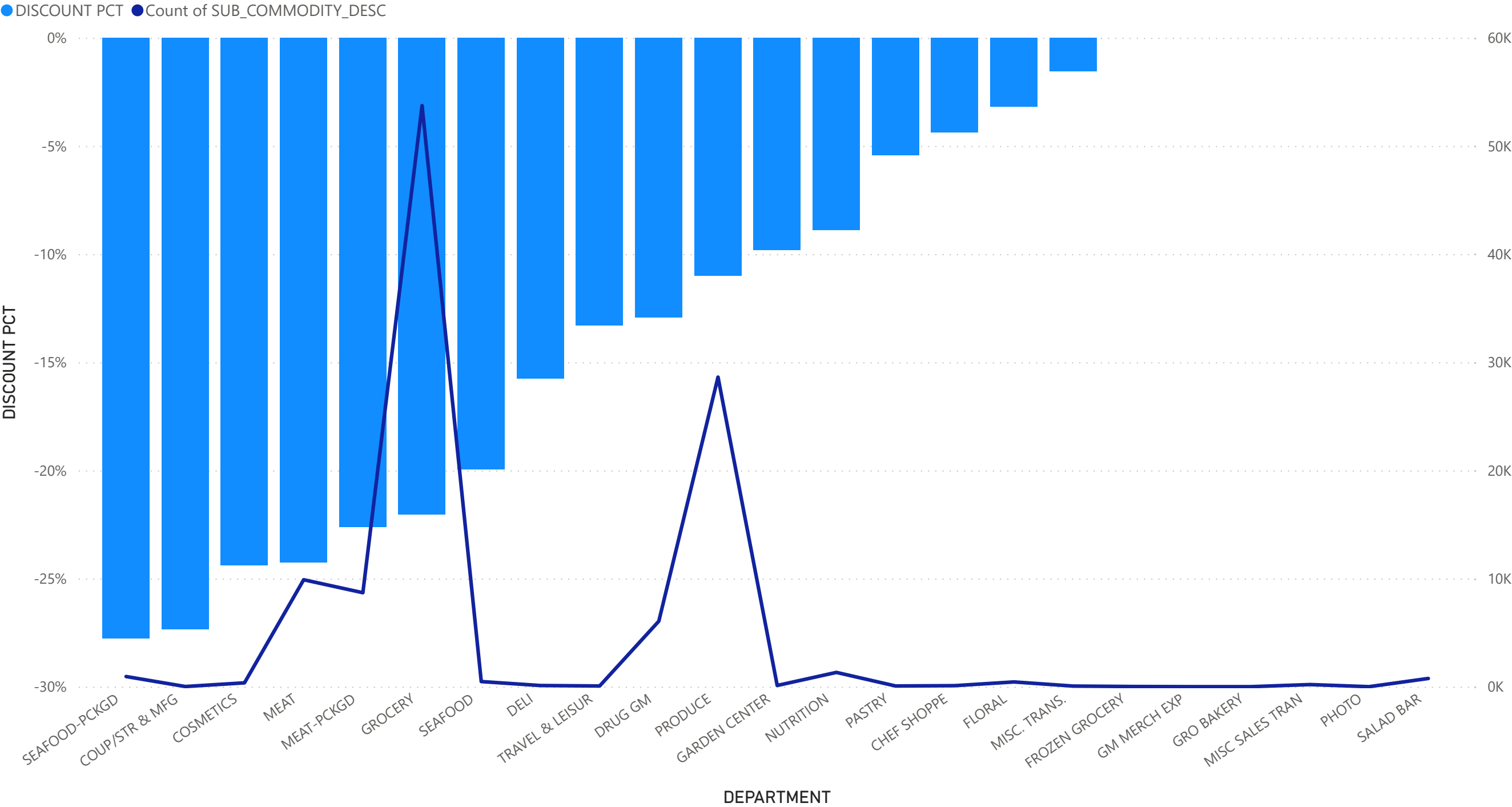


SALES\_VALUE by DISCOUNT PCT (10% BINS)

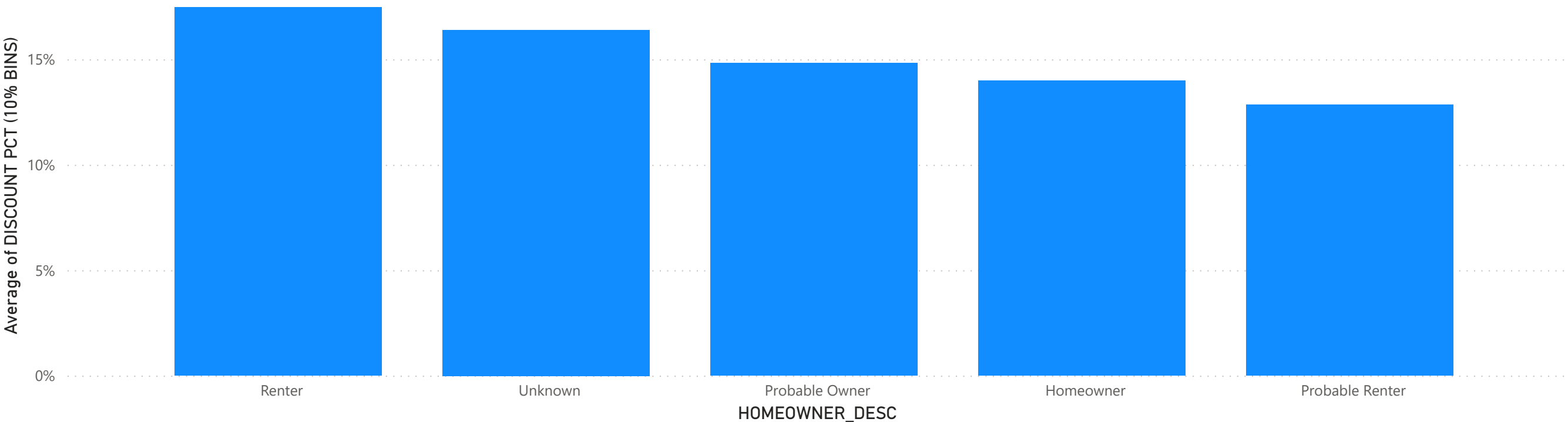




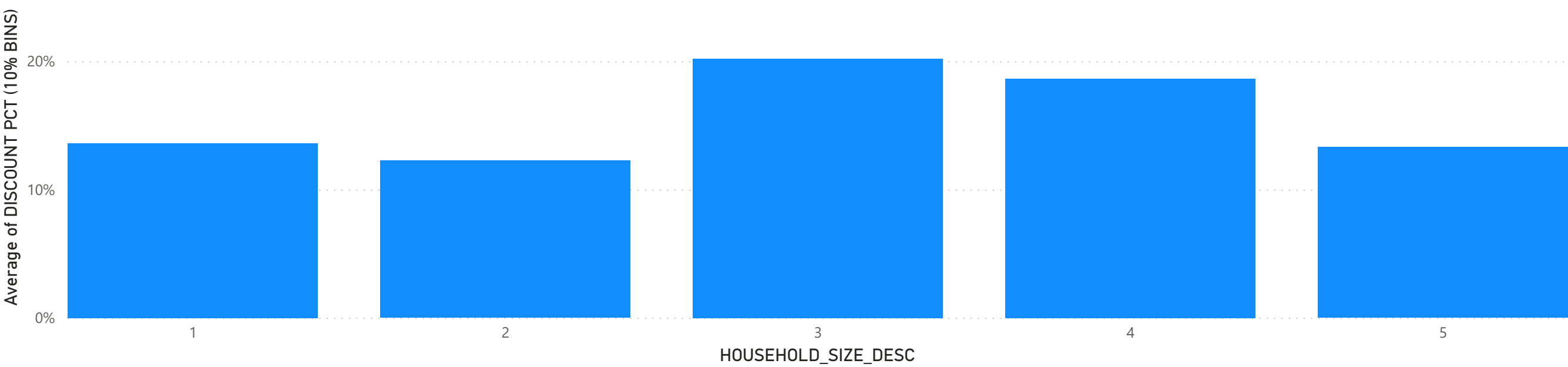
DISCOUNT PCT and Count of SUB\_COMMODITY\_DESC by DEPARTMENT



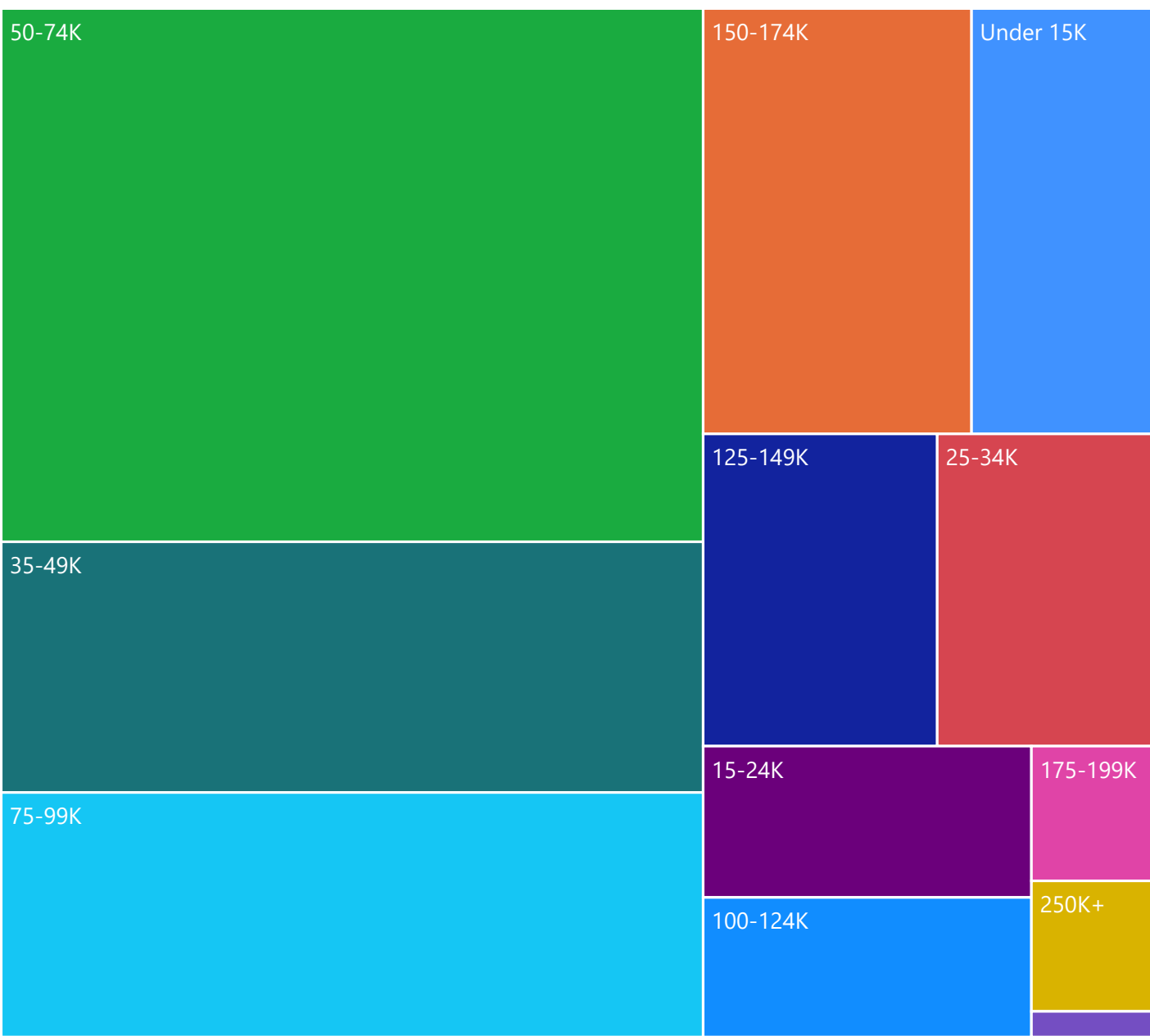
Average of DISCOUNT PCT (10% BINS) by HOMEOWNER\_DESC



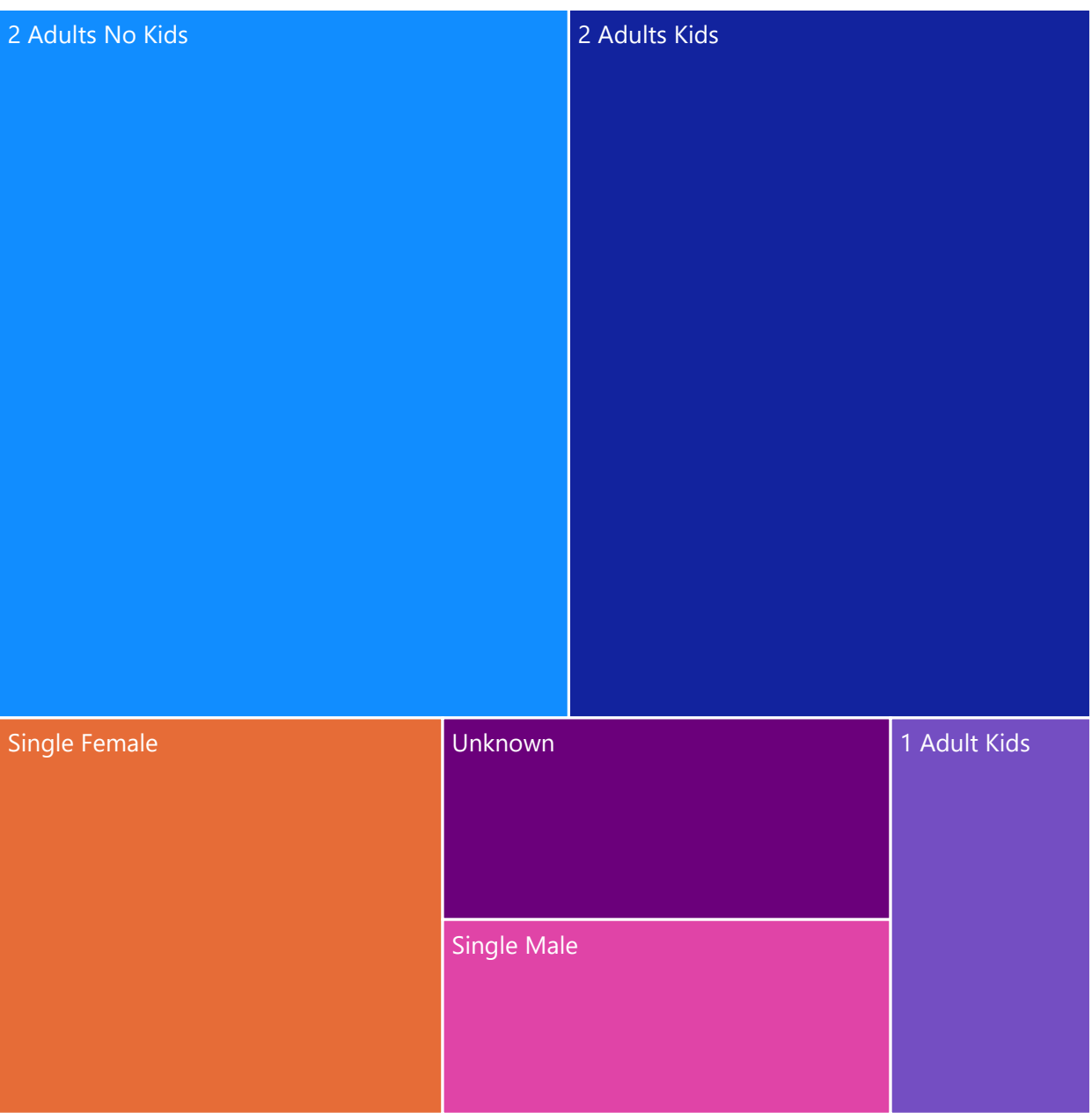
Average of DISCOUNT PCT (10% BINS) by HOUSEHOLD\_SIZE\_DESC



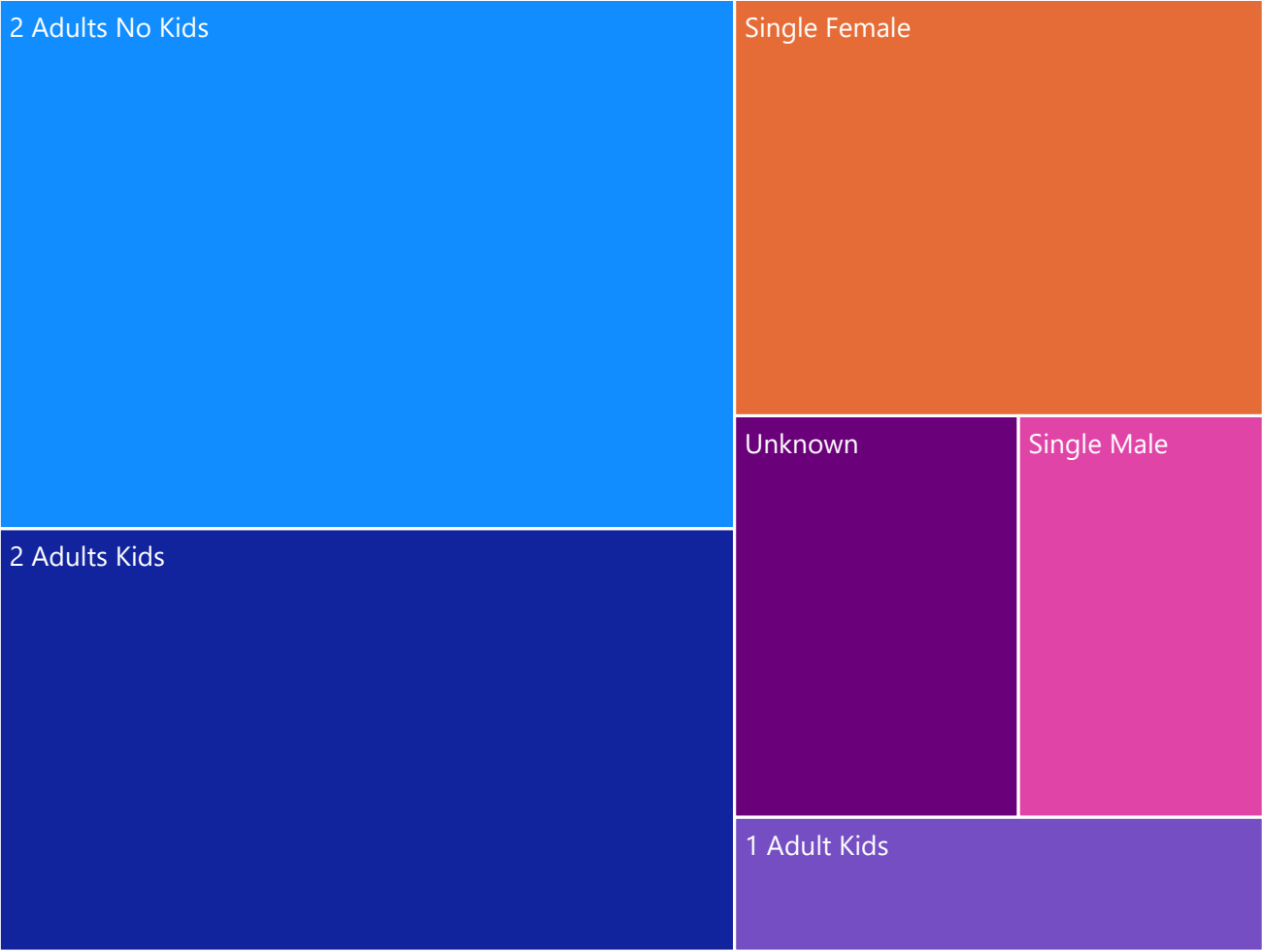
SALES\_VALUE by INCOME\_DESC



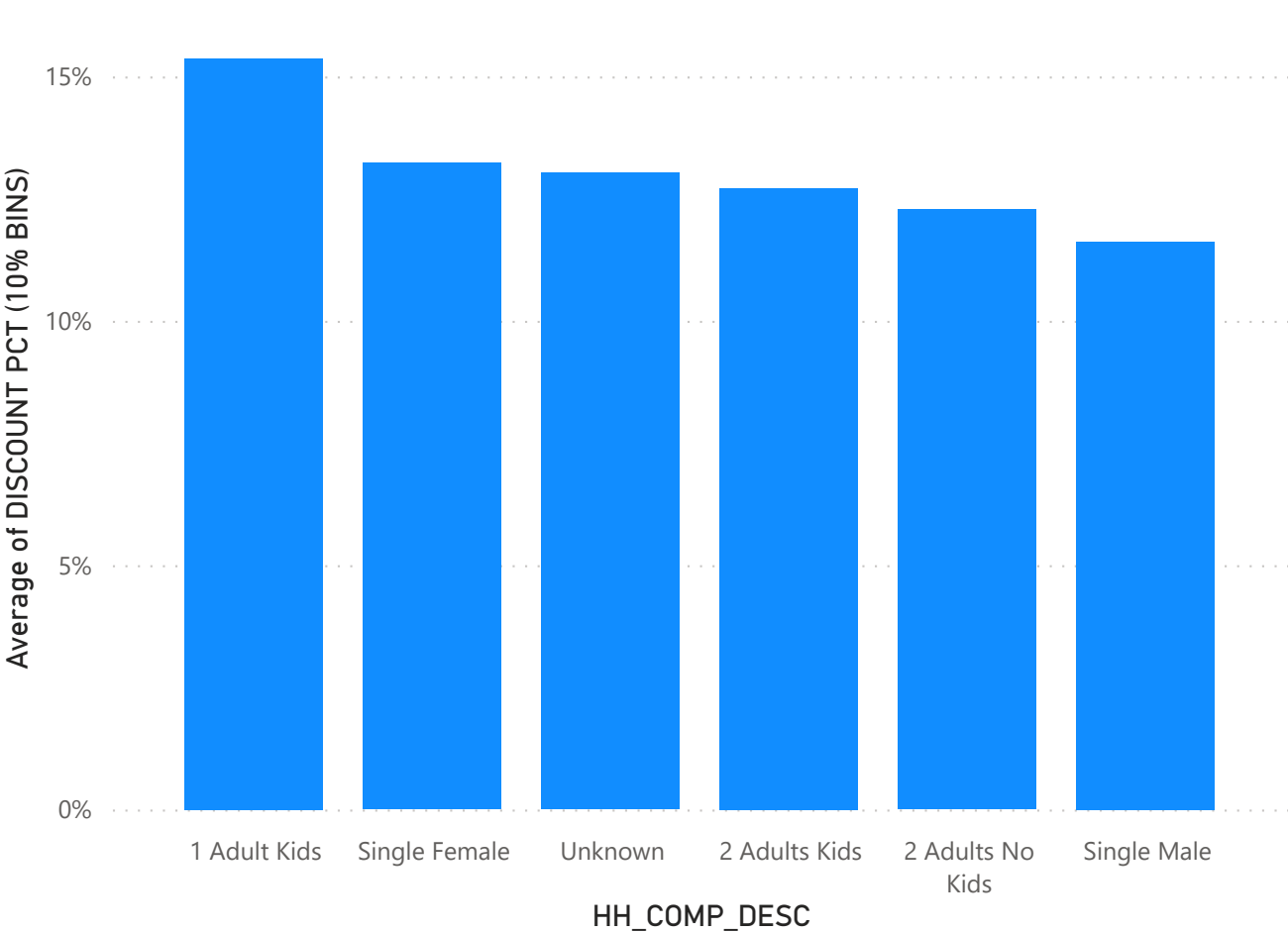
SALES\_VALUE by HH\_COMP\_DESC



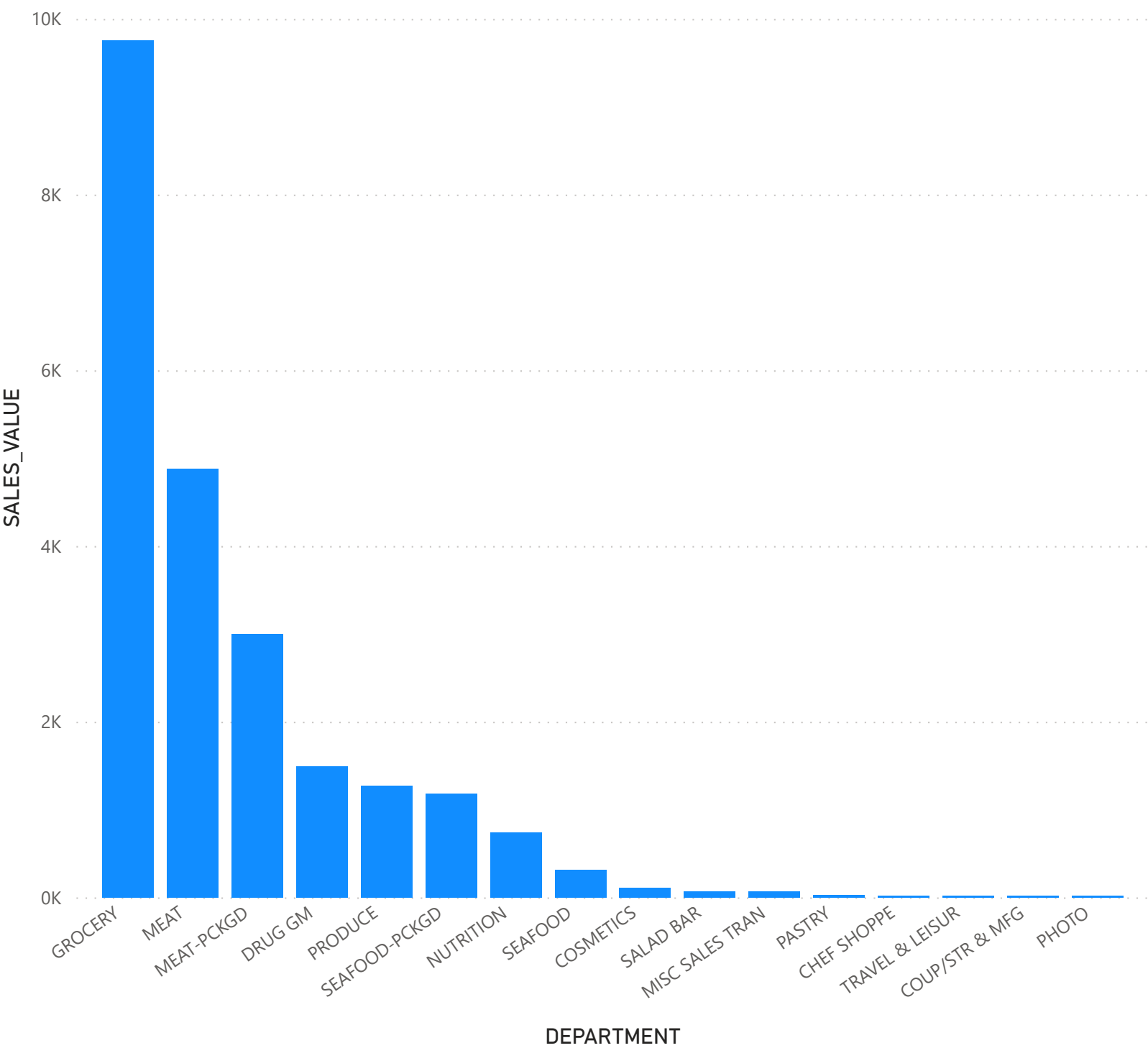
NUMBER OF HOUSEHOLDS by HH\_COMP\_DESC



Average of DISCOUNT PCT (10% BINS) by HH\_COMP\_DESC



SALES\_VALUE by DEPARTMENT



HH\_COMP\_DESC

- 1 Adult Kids
- 2 Adults Kids
- 2 Adults No Kids
- Single Female
- Single Male
- Unknown



SALES\_VALUE by COMMODITY\_DESC



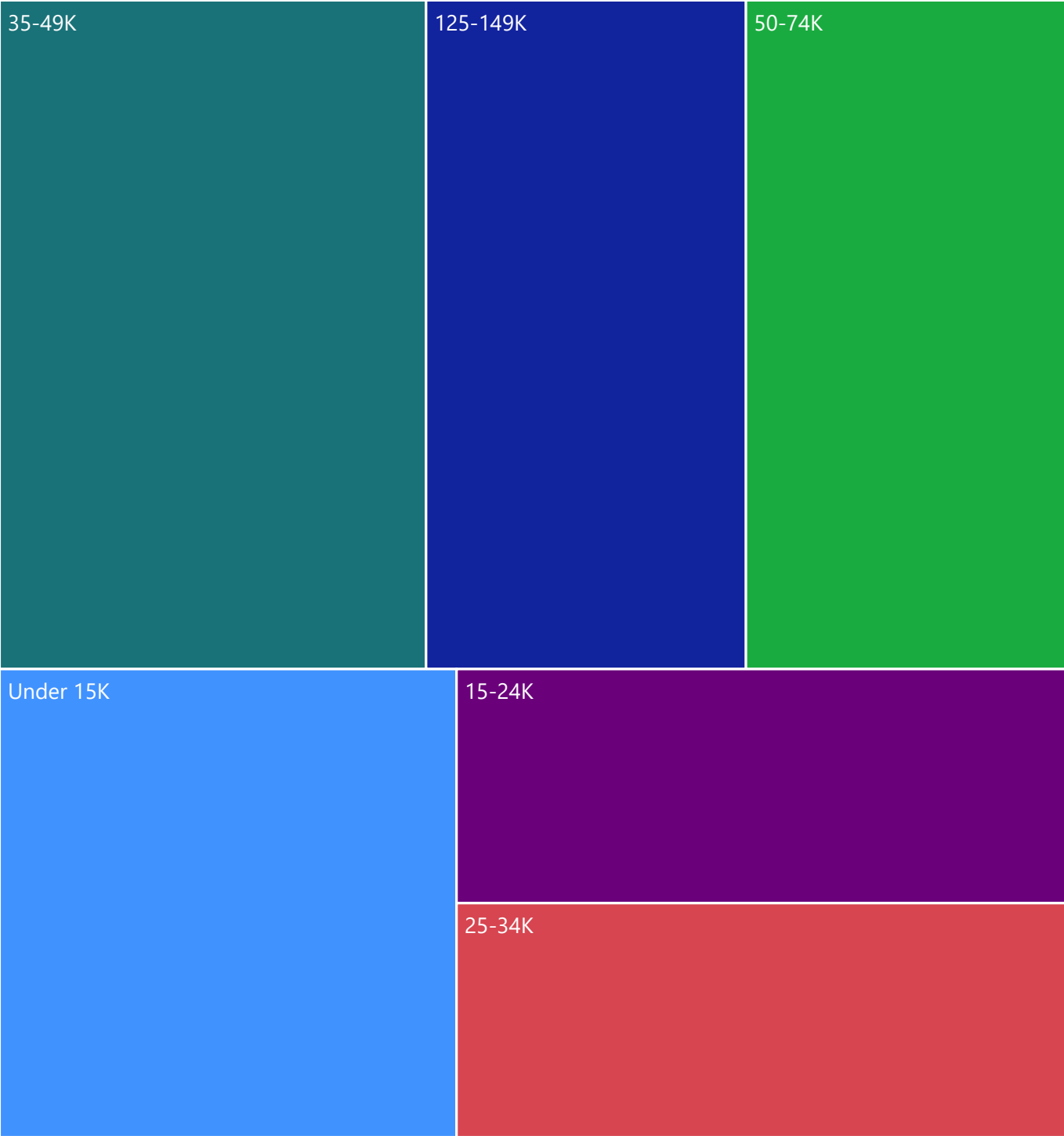
DEPARTMENT

- ☐ CHEF SHOPPE
- ☐ COSMETICS
- ☐ COUP/STR & MFG
- ☐ DRUG GM
- ☐ GROCERY
- ☐ MEAT
- ☐ MEAT-PCKGD
- ☐ MISC SALES TRAN
- ☐ NUTRITION
- ☐ PASTRY
- ☐ PHOTO
- ☒ PRODUCE
- ☐ SALAD BAR
- ☐ SEAFOOD
- ☐ SEAFOOD-PCKGD
- ☐ TRAVEL & LEISUR

HH\_COMP\_DESC

- ☒ 1 Adult Kids
- ☐ 2 Adults Kids
- ☐ 2 Adults No Kids
- ☐ Single Female
- ☐ Single Male
- ☐ Unknown

NUMBER OF HOUSEHOLDS by INCOME\_DESC



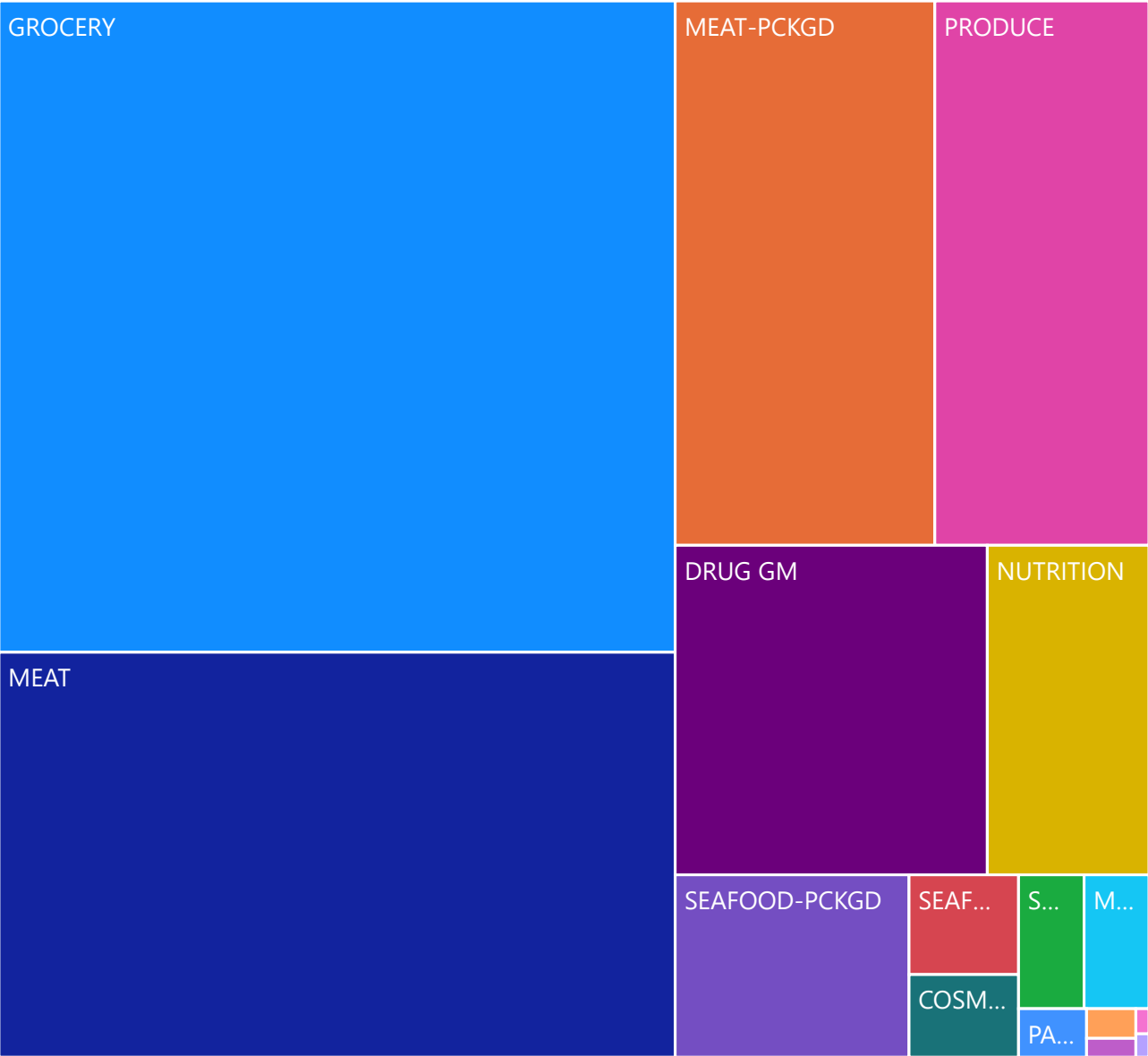
HH\_COMP\_DESC

- 1 Adult Kids
- 2 Adults Kids
- 2 Adults No Kids
- Single Female
- Single Male

DISCOUNT PCT (10% BINS)

- 0.00%
- 10.00%
- 20.00%
- 30.00%
- 40.00%

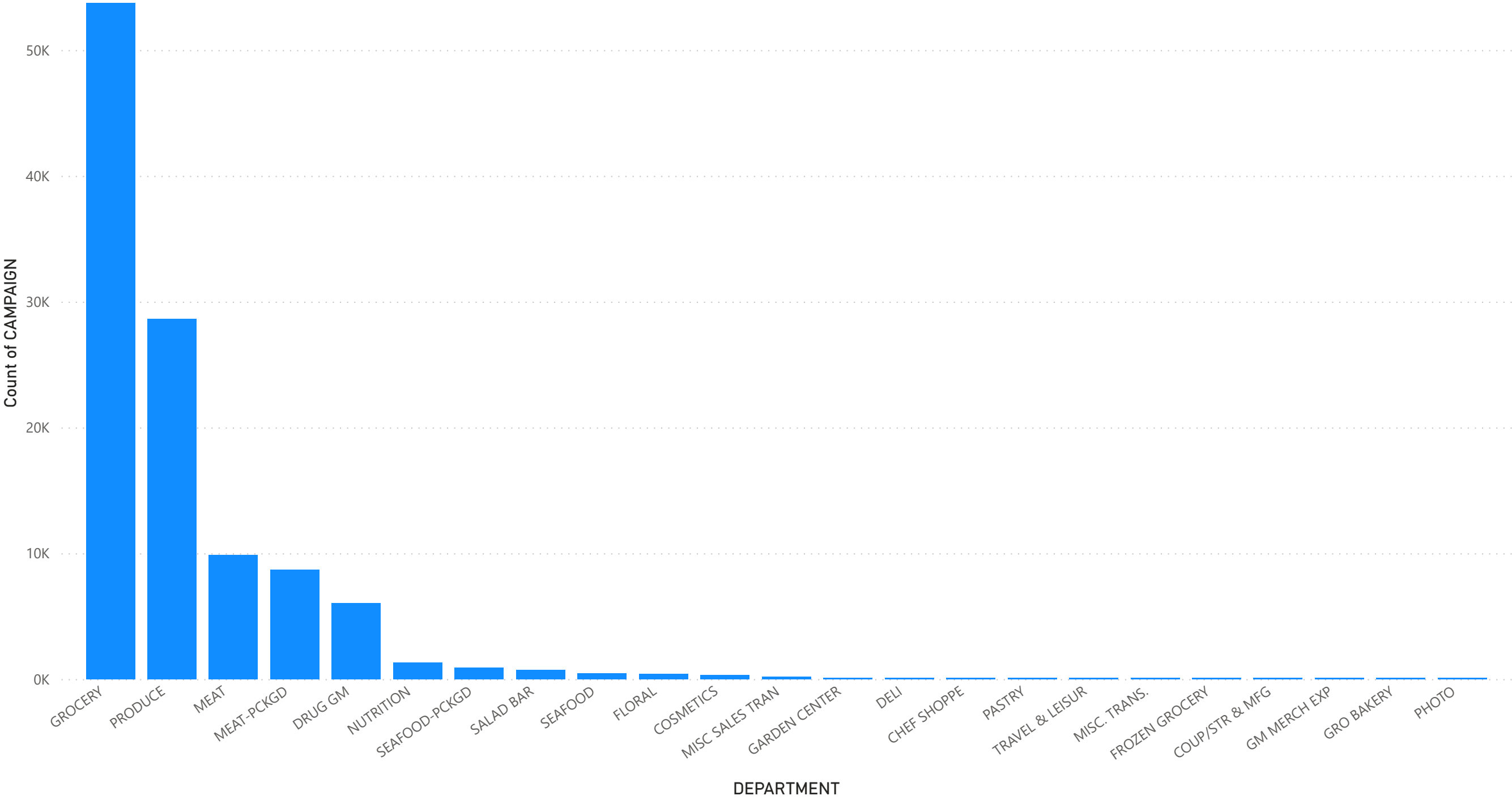
SALES\_VALUE by DEPARTMENT



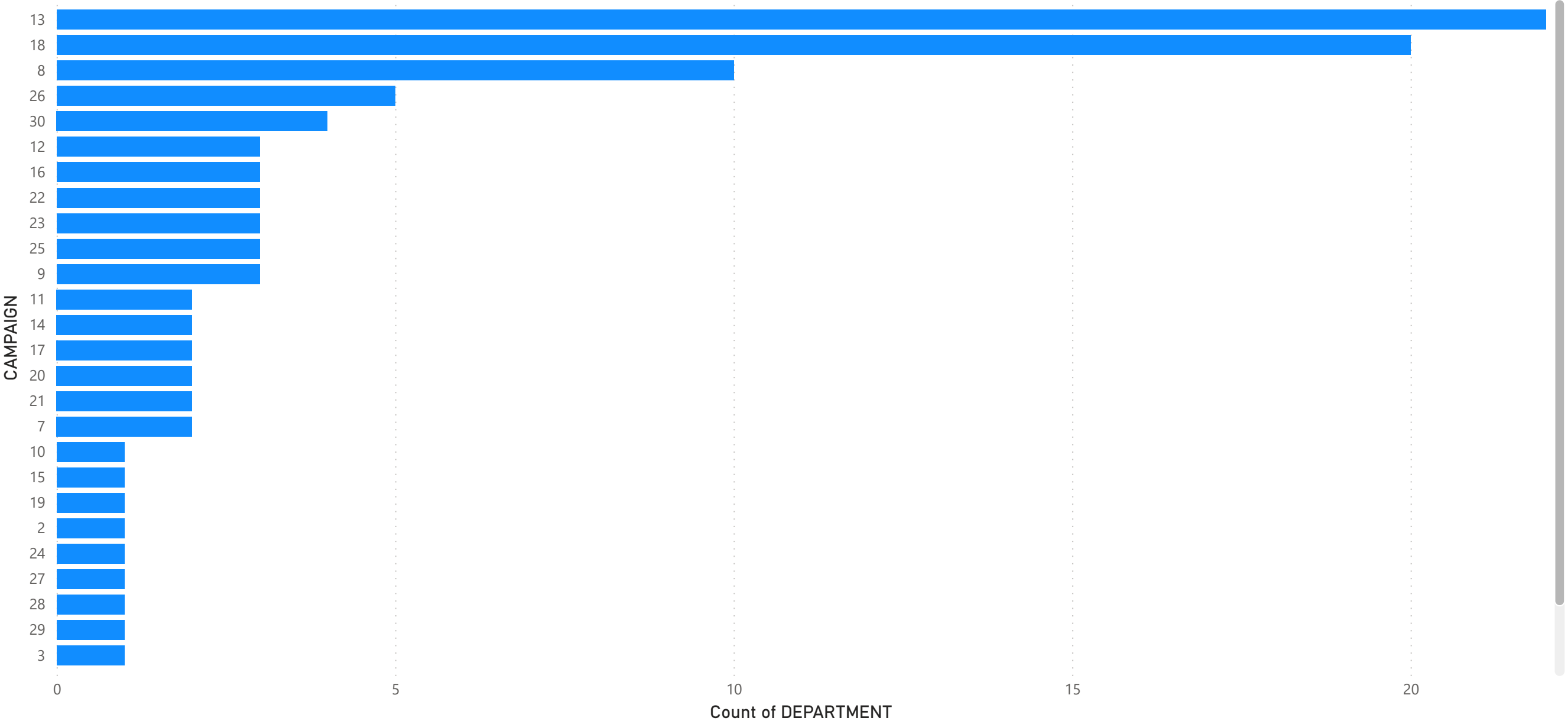




Count of CAMPAIGN by DEPARTMENT

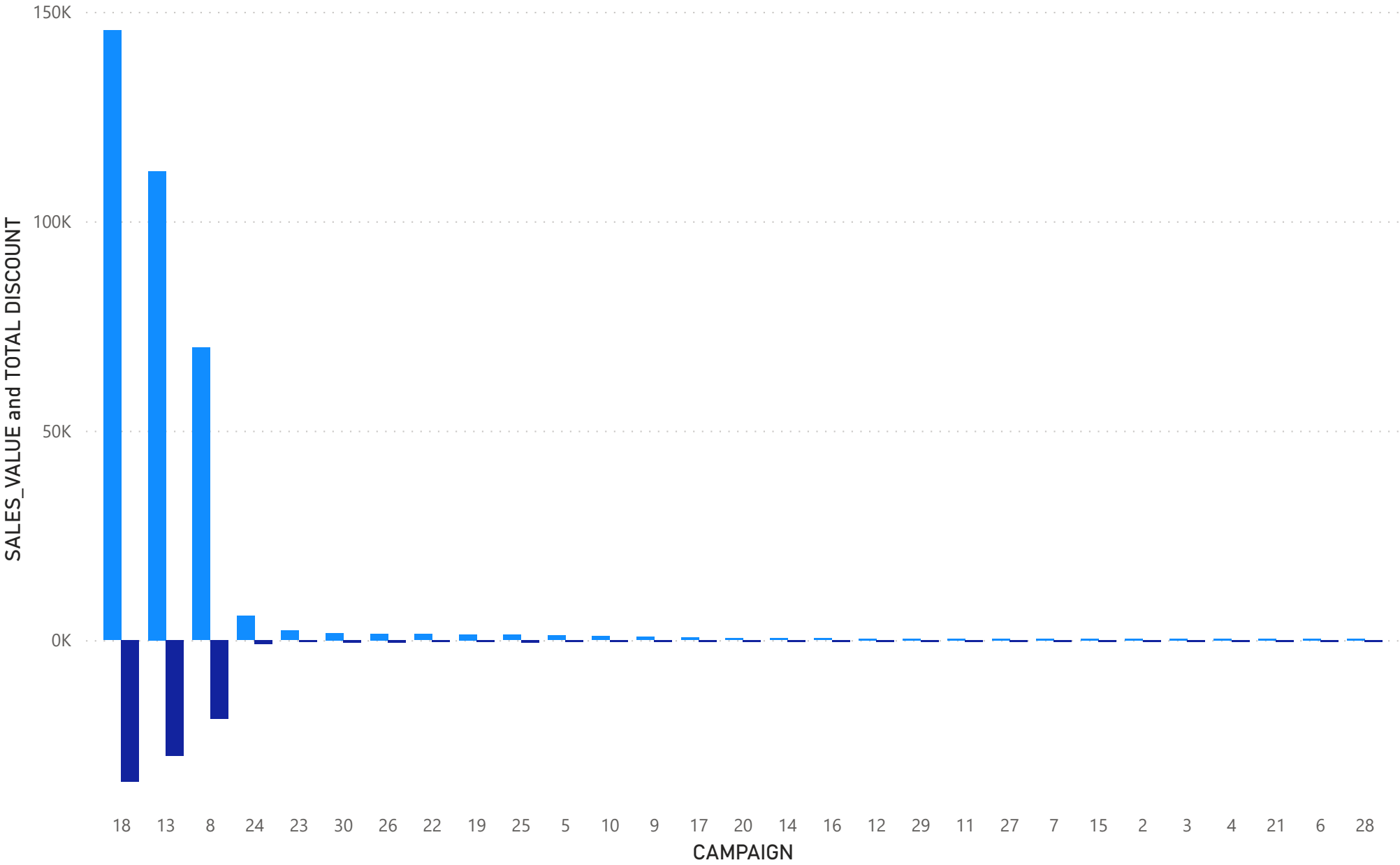


Count of DEPARTMENT by CAMPAIGN



SALES\_VALUE and TOTAL DISCOUNT by CAMPAIGN

SALES\_VALUE TOTAL DISCOUNT

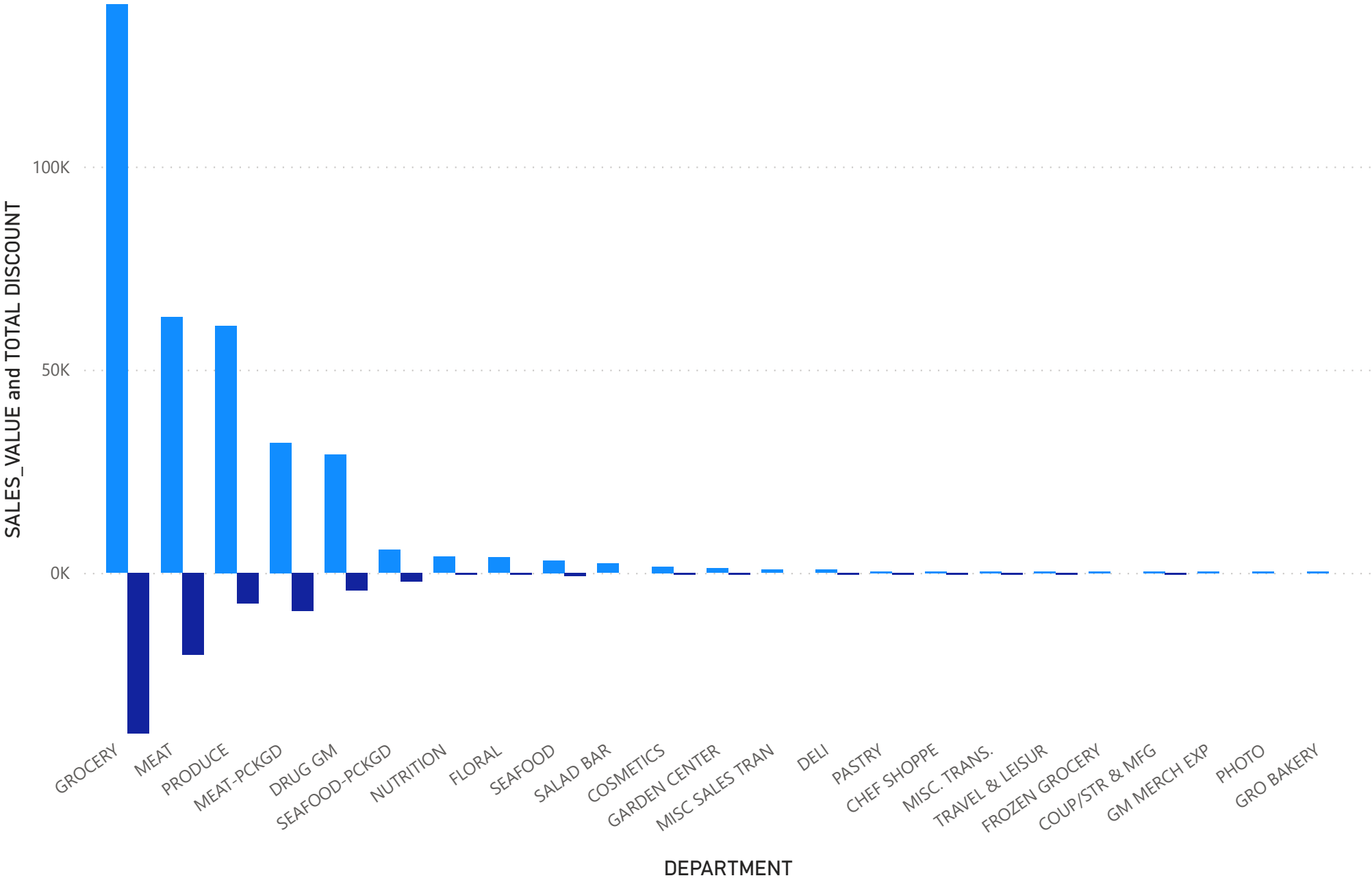


CAMPAIGN

- Select all
- 10
- 11
- 12
- 13
- 14
- 15
- 16
- 17
- 18
- 19
- 2
- 20
- 21
- 22
- 23
- 24
- 25
- 26
- 27
- 28
- 29
- 3
- 30
- 4
- 5
- 6
- 7
- 8
- 9

SALES\_VALUE and TOTAL DISCOUNT by DEPARTMENT

SALES\_VALUE TOTAL DISCOUNT



CAMPAIGN

☐ Select all

☐ 10

☐ 11

☐ 12

☐ 13

☐ 14

☐ 15

☐ 16

☐ 17

☐ 18

☐ 19

☐ 2

☐ 20

☐ 21

☐ 22

☐ 23

☐ 24

☐ 25

☐ 26

☐ 27

☐ 28

☐ 29

☐ 3

☐ 30

☐ 4

☐ 5

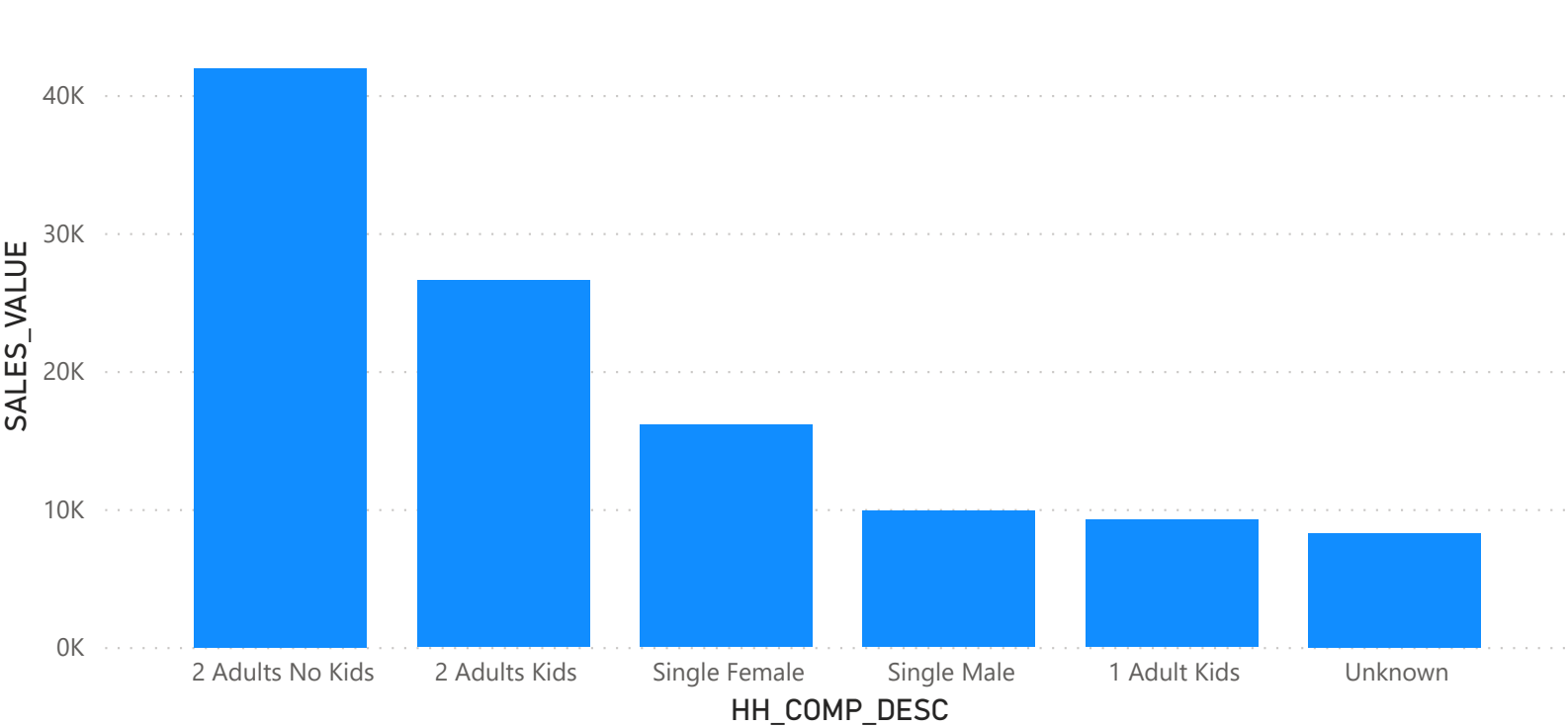
☐ 6

☐ 7

☐ 8

☐ 9

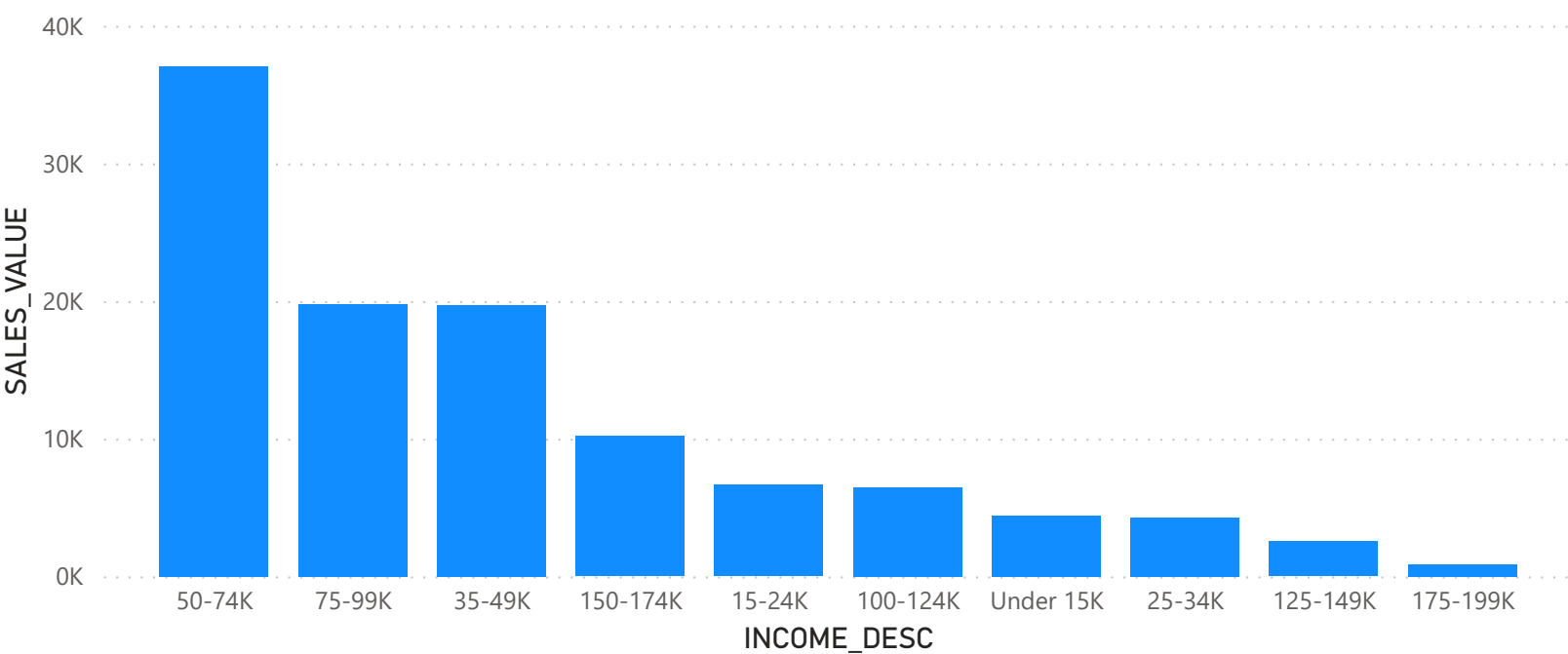
SALES\_VALUE by HH\_COMP\_DESC



CAMPAIGN

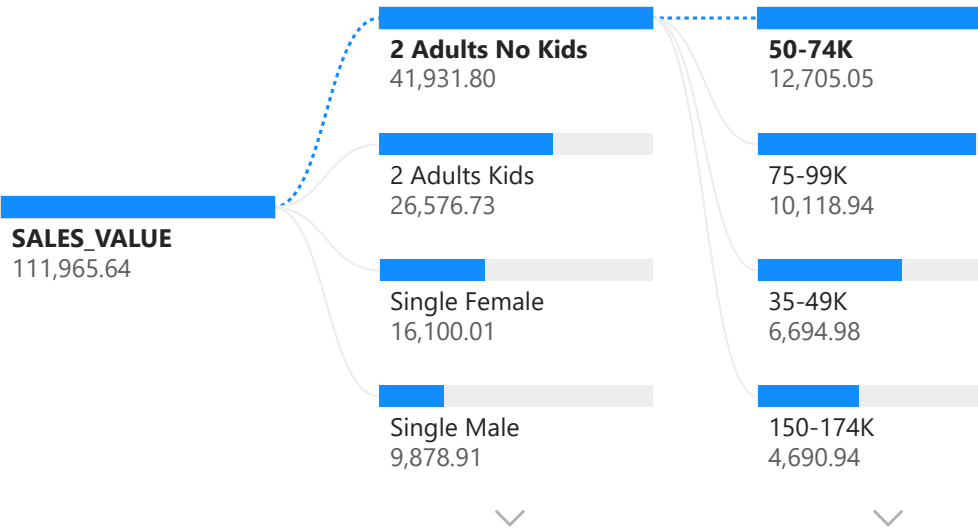
- 10
- 11
- 12
- 13
- 14
- 15
- 16
- 17
- 18
- 19
- 2
- 20
- 21
- 22
- 23
- 24

SALES\_VALUE by INCOME\_DESC



HH\_COMP\_DESC x

INCOME\_DESC



CAMPAIGN

- ☐ 10
- ☐ 11
- ☐ 12
- ☐ 13
- ☐ 14
- ☐ 15
- ☐ 16
- ☐ 17
- ☐ 18
- ☐ 19
- ☐ 2
- ☐ 20
- ☐ 21

DEPARTMENT

- ☐ CHEF SHOPPE
- ☐ COSMETICS
- ☐ COUP/STR & MFG
- ☐ DELI
- ☐ DRUG GM
- ☐ FLORAL
- ☐ FROZEN GROCERY
- ☐ GARDEN CENTER
- ☐ GM MERCH EXP
- ☐ GRO BAKERY
- ☐ GROCERY
- ☐ MEAT
- ☐ MEAT-PCKGD
- ☐ MISC SALES TRAN
- ☐ MISC. TRANS.
- ☐ NUTRITION
- ☐ PASTRY
- ☐ PHOTO
- ☐ PRODUCE
- ☐ SALAD BAR
- ☐ SEAFOOD
- ☐ SEAFOOD-PCKGD

SALES\_VALUE and TOTAL DISCOUNT by COMMODITY\_DESC

SALES\_VALUE TOTAL DISCOUNT

