

2006 - 2008

1.50M
SPEND

1M
QUANTITY

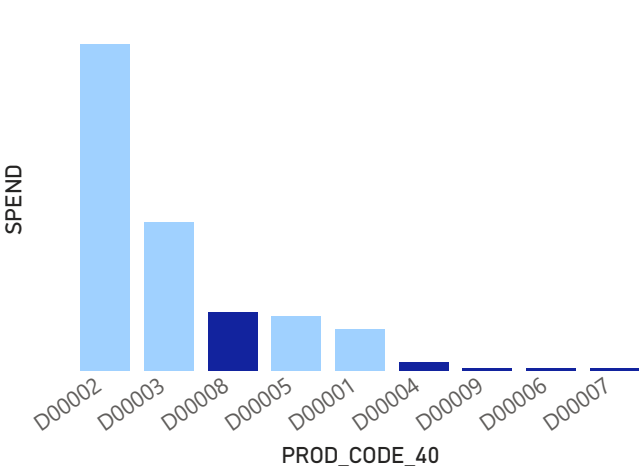
802.89K
Customers

9690
Impected Customers

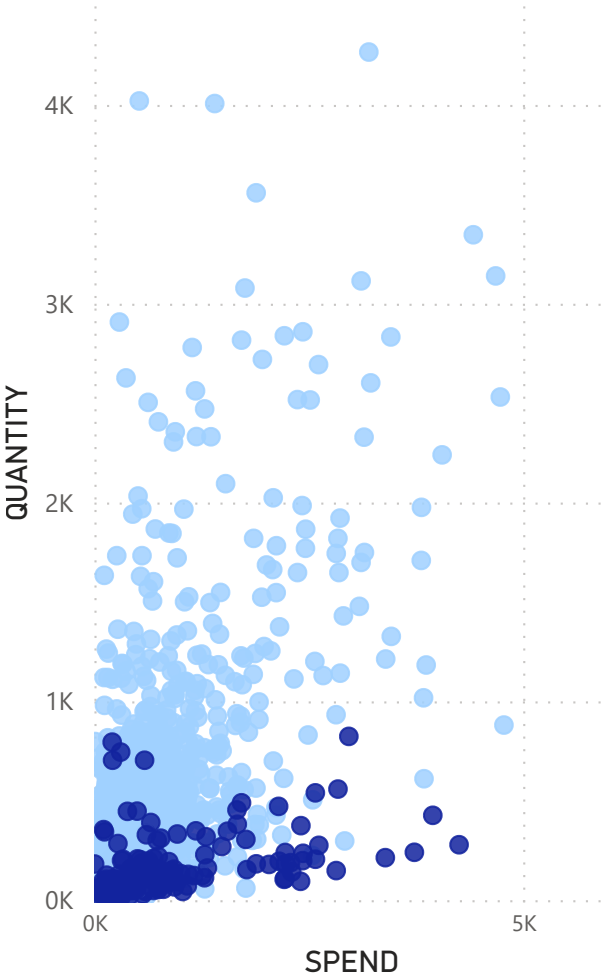
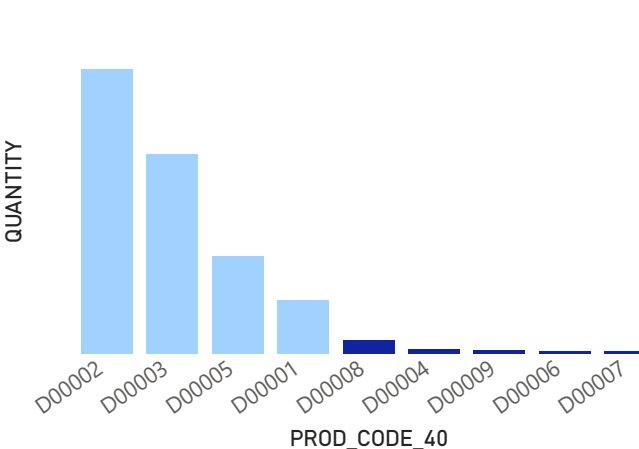
PROD_CODE_40	QUANTITY	SPEND
D00001	98074	96,327.93
D00002	525560	762,944.74
D00003	367776	346,171.27
D00004	8006	20,747.66
D00005	179527	128,323.01
D00006	905	3,058.28
D00007	124	1,160.64
D00008	24026	135,997.78
D00009	5548	6,102.38
Total	1209546	1,500,833.69

PROD_CODE_40	QUANTITY	SPEND
D00007	124	1,160.64
D00006	905	3,058.28
D00009	5548	6,102.38
D00004	8006	20,747.66
D00008	24026	135,997.78
Total	38609	167,066.74

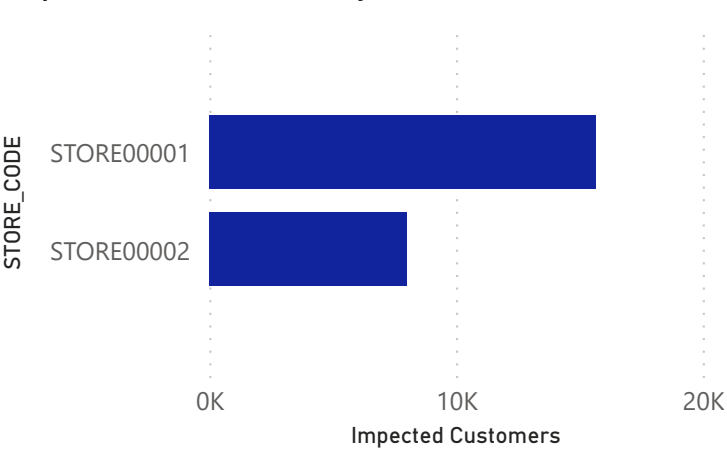
SPEND by PROD_CODE_40



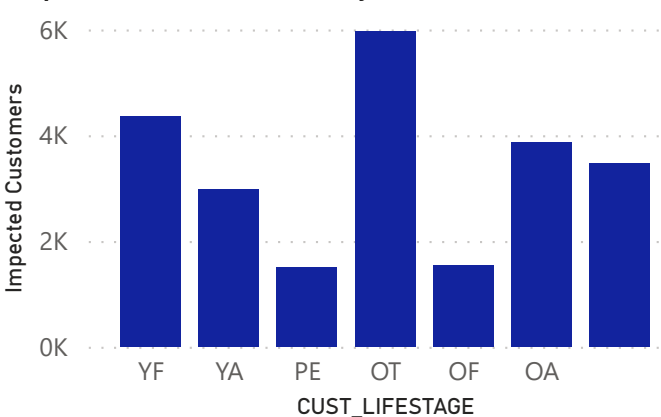
QUANTITY by PROD_CODE_40



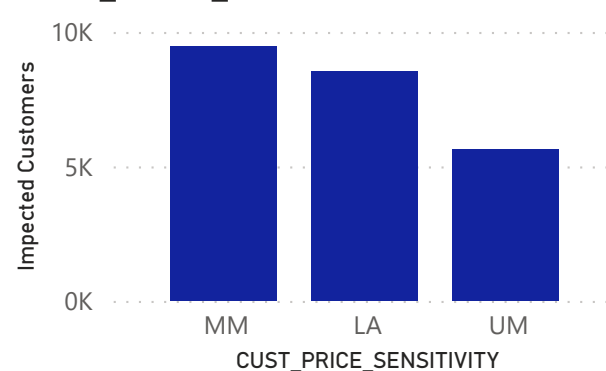
Impected Customers by STORE_CODE



Impected Customers by CUST_LIFESTAGE



Impected Customers by CUST_PRICE_SENSITIVITY



2008

Last Year

333.51K

SPEND

278K

QUANTITY

179.82K

Customers

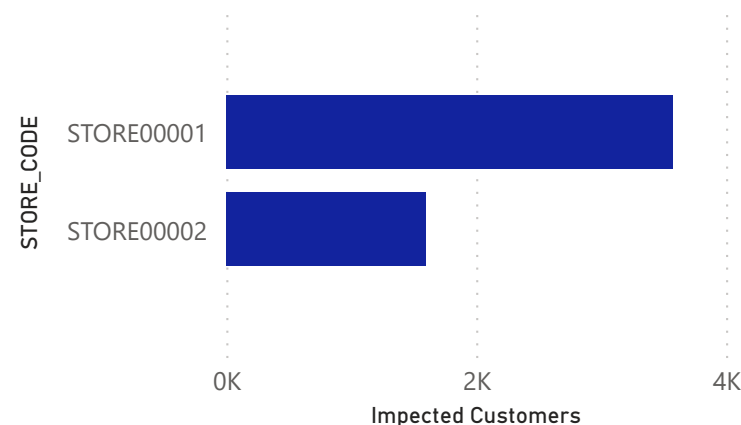
2296

Impected Customers

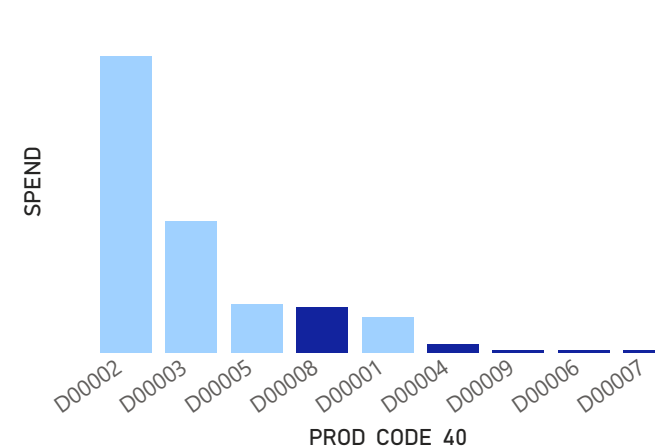
PROD_CODE_40	QUANTITY	SPEND
D00002	117439	173,009.60
D00003	80893	77,032.13
D00005	50428	28,558.13
D00001	20591	20,961.26
D00008	4885	26,489.02
D00004	1722	4,779.32
D00009	1412	1,731.07
D00006	170	590.42
D00007	38	355.68
Total	277578	333,506.63

PROD_CODE_40	QUANTITY	SPEND
D00008	4885	26,489.02
D00004	1722	4,779.32
D00009	1412	1,731.07
D00006	170	590.42
D00007	38	355.68
Total	8227	33,945.51

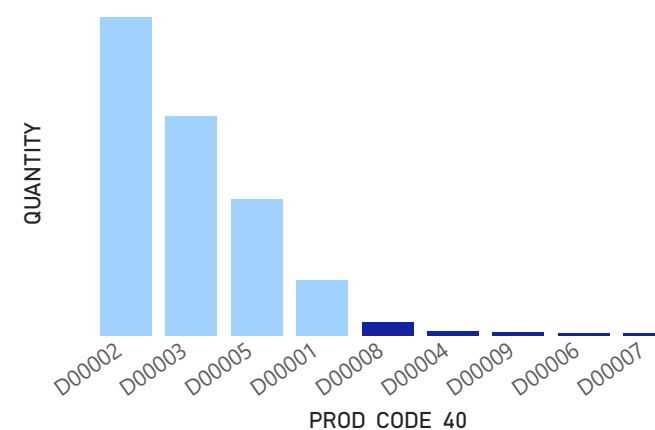
Impected Customers by STORE_CODE



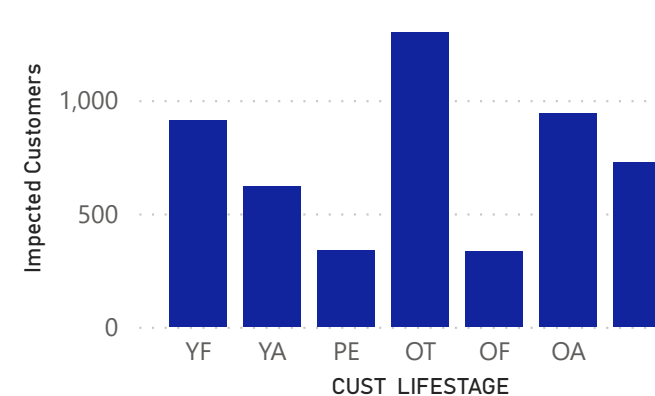
SPEND by PROD_CODE_40



QUANTITY by PROD_CODE_40



Impected Customers by CUST_LIFESTAGE



Impected Customers by CUST_PRICE_SENSITIVITY

