Sales Overview

Date: 1/1/2007 – 1/5/2008

Total Spend (7d)

1.17K ✓

(+3.65%)

Total Basket (7d)

116 ✓

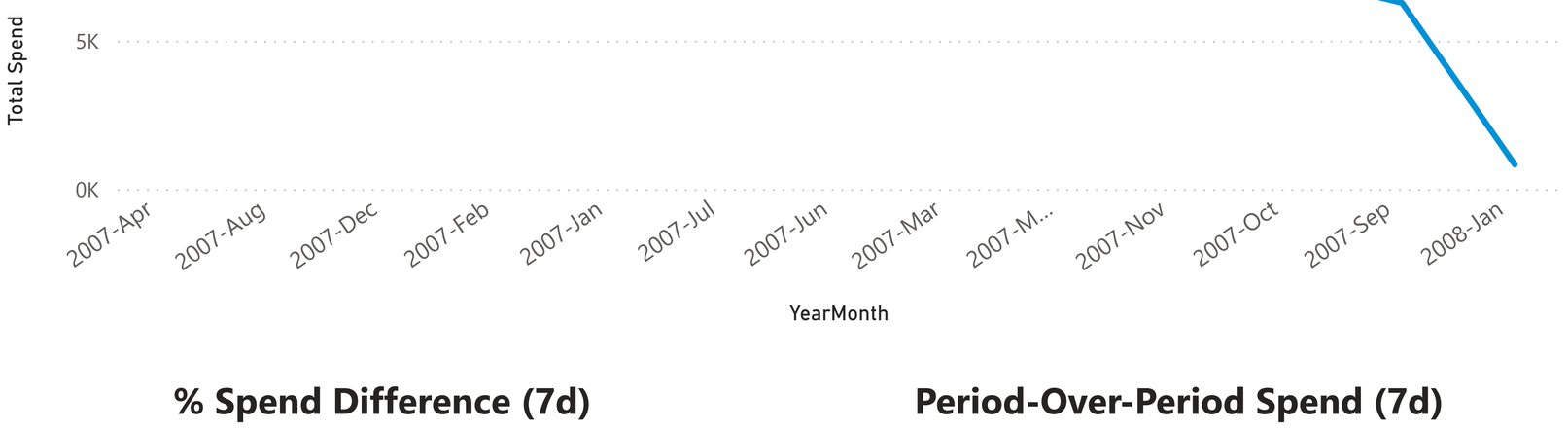
(+16%)

Avg Basket Size (7d)

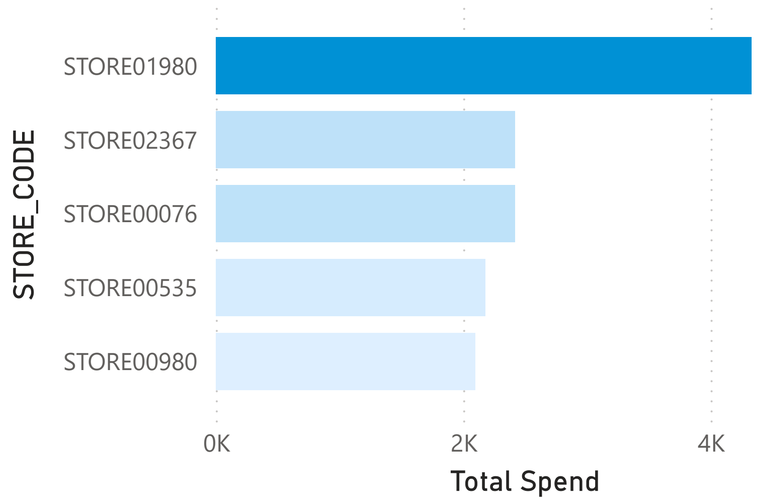
10.12 !

(-10.65%)

Total Spend by YearMonth



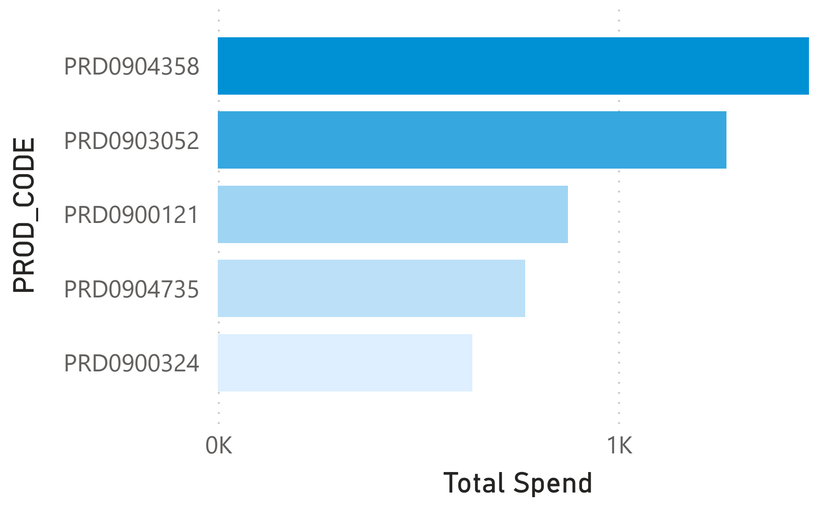
Top 5 Spend by Store



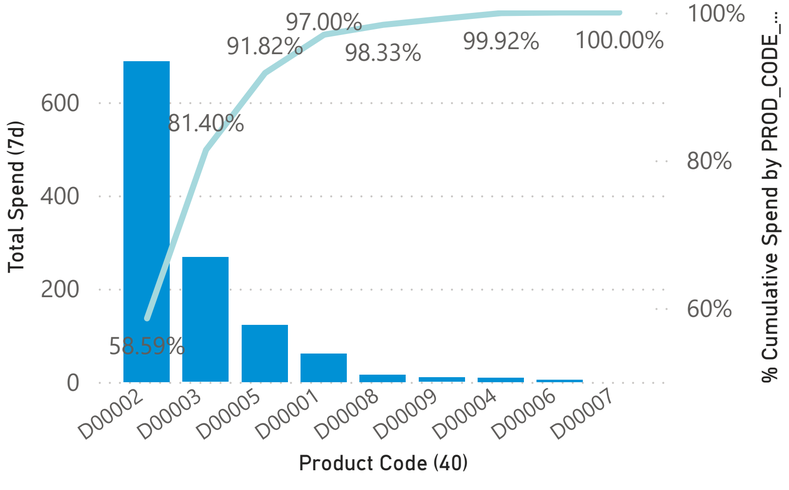
% Spend Difference (7d)

Period-Over-Period Spend (7d)

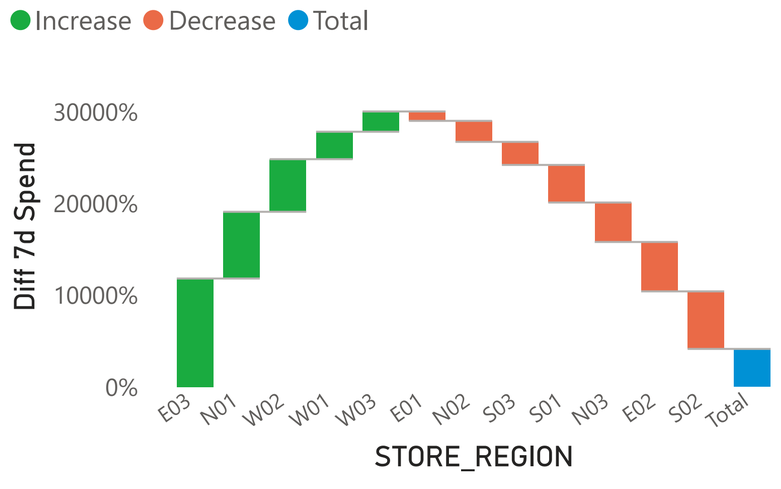
Top 5 Spend by Prod (7d)



PROD_CODE_40 Spend (7d)



Total Spend Difference (7d)



PROD_CODE	PROD_CODE_40	STORE_CODE	STORE_REGION	Last 7 days Spend	Prev L Spend
PRD0904994	D00002	STORE00001	E02		
PRD0904994	D00002	STORE00980	S01		
PRD0904988	D00005	STORE01980	N02	0.84	
PRD0904987	D00002	STORE01193	E02	1.96	
PRD0904976	D00002	STORE00535	E03	1.49	
PRD0904976	D00002	STORE01041	S01		
PRD0904976	D00002	STORE01469	N01		
PRD0904976	D00002	STORE02291	N01		
PRD0904962	D00002	STORE01458	N03	2.09	
PRD0904962	D00002	STORE01526	S03	2.09	
PRD0904962	D00002	STORE01980	N02	2.09	
PRD0904957	D00006	STORE02481	W02	0.96	
PRD0904948	D00005	STORE01458	N03	1.98	
Total				**1,173.52**	

Product Detail

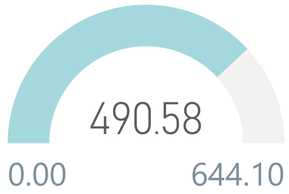
Date

1/1/2007 — 1/5/2008

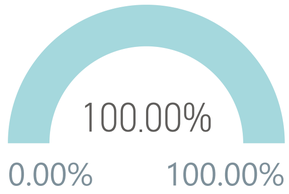
PROD_CODE_40

D00002

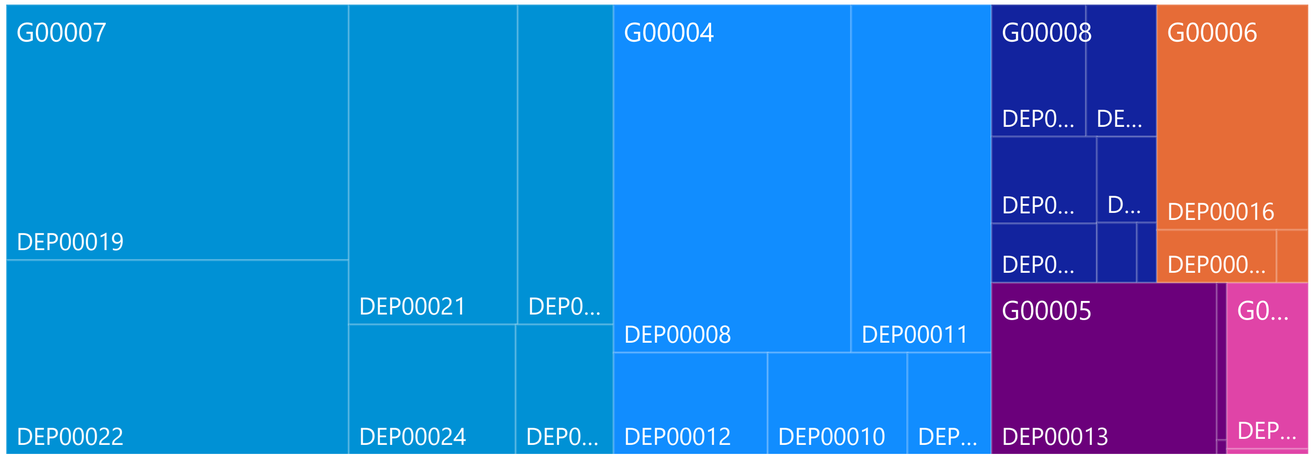
Total YTD Spend (YoY)



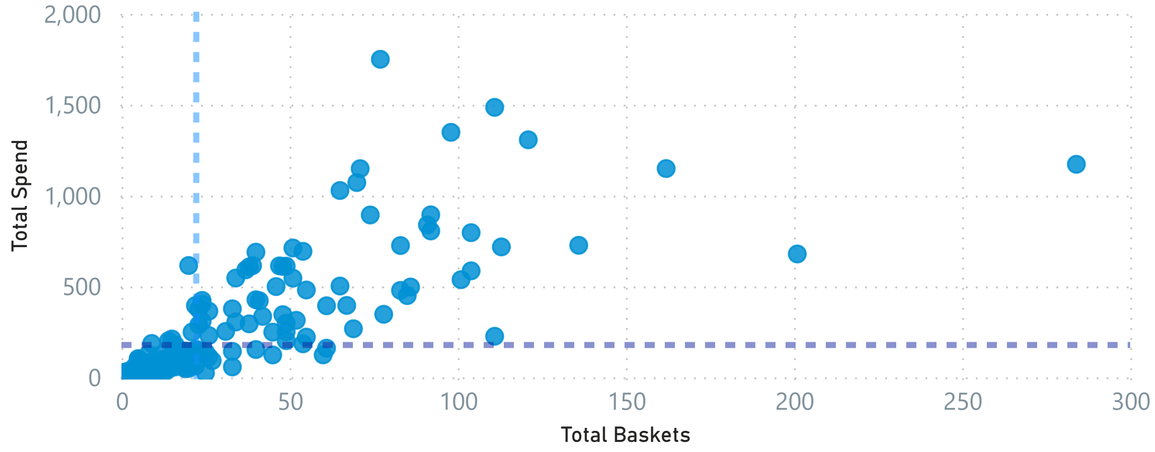
Product Penetration



Total Spend by PROD CODE 30 and PROD CODE 20



Total Baskets and Total Spend by STORE_CODE



PROD_CODE_40	Total YTD Spend	Prev Total YTD Spend
D00002	490.58	644.10
Total	**490.58**	**644.10**

PROD_CODE_40	Count of CUST_CODE
D00002	100
Total	**100**

STORE_REGION	Total Baskets	Total Spend
N01	888	7,257.02
N03	627	3,764.04
S01	622	3,981.88
N02	612	7,124.31
Total	**5789**	**46,162.12**

Store Overview

Date

1/1/2007 — 1/5/2008

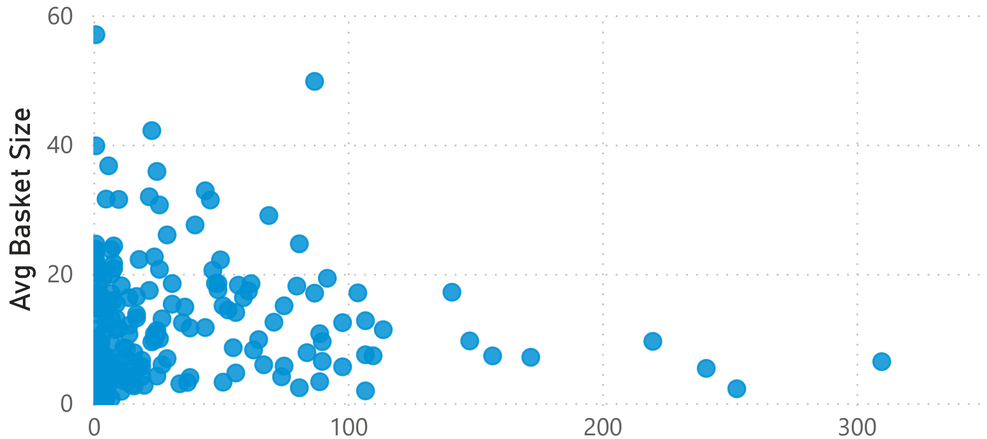
Store Size

- Select all
- LS
- MS
- SS
- XLS

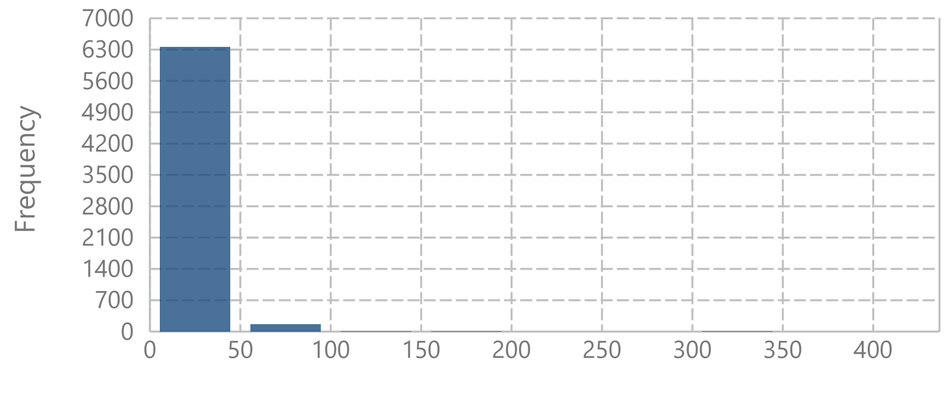
Store Region

- Select all
- E01
- E02
- E03
- N01
- N02
- N03
- S01
- S02
- S03
- W01
- W02
- W03

Store Performace



Basket Size Distribution



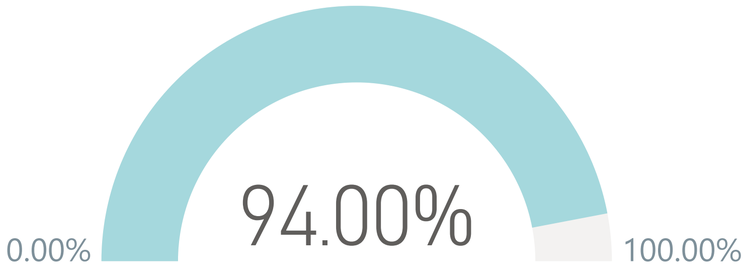
DayOfWeekName	8	9	10	11	12	13	14	15	16	17	18	19	20	21	Total
Sunday	47	45	58	81	78	94	83	83	94	66	60	63	45	70	**967**
Monday	54	47	51	84	84	79	84	83	78	62	67	52	32	73	**930**
Tuesday	54	46	68	80	84	86	67	92	72	77	59	55	38	83	**961**
Wednesday	55	40	65	62	83	96	88	81	69	64	65	55	52	65	**940**
Thursday	48	44	58	84	82	85	85	70	67	65	62	49	37	68	**904**
Friday	75	50	51	73	90	97	68	64	68	58	61	44	29	70	**898**
Saturday	66	48	55	72	85	97	93	90	63	56	68	47	36	58	**934**
Total	**399**	**320**	**406**	**536**	**586**	**634**	**568**	**563**	**511**	**448**	**442**	**365**	**269**	**487**	**6534**

DayOfWeekName	SHOP_HOUR	Count of BASKET_ID
Sunday	8	47
Sunday	9	45
Sunday	10	58
Sunday	11	81
Sunday	12	78
Sunday	13	94
Sunday	14	83
Sunday	15	83
Sunday	16	94
Sunday	17	66
Total		**6534**

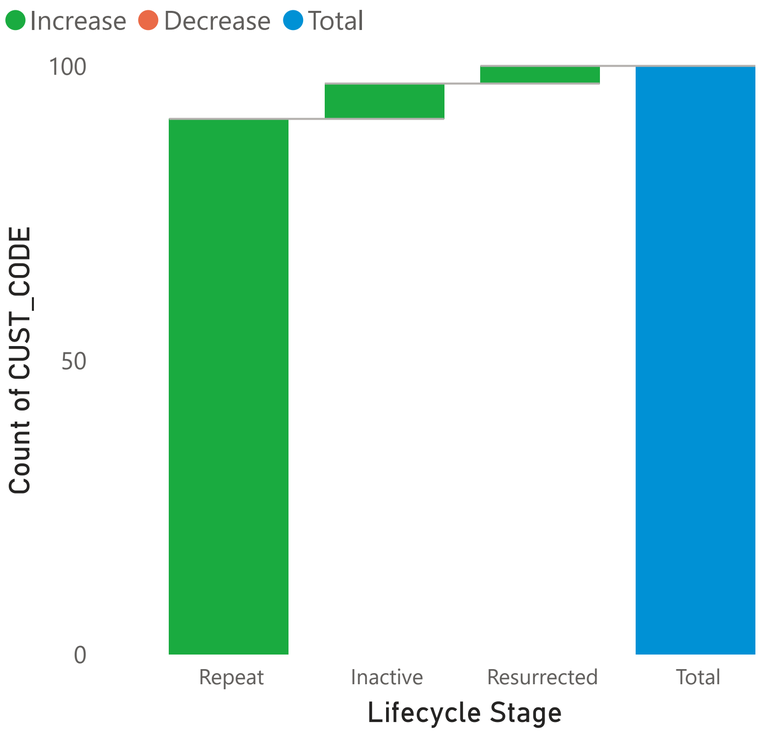
Customer Overview

Date
1/1/2007
1/5/2008

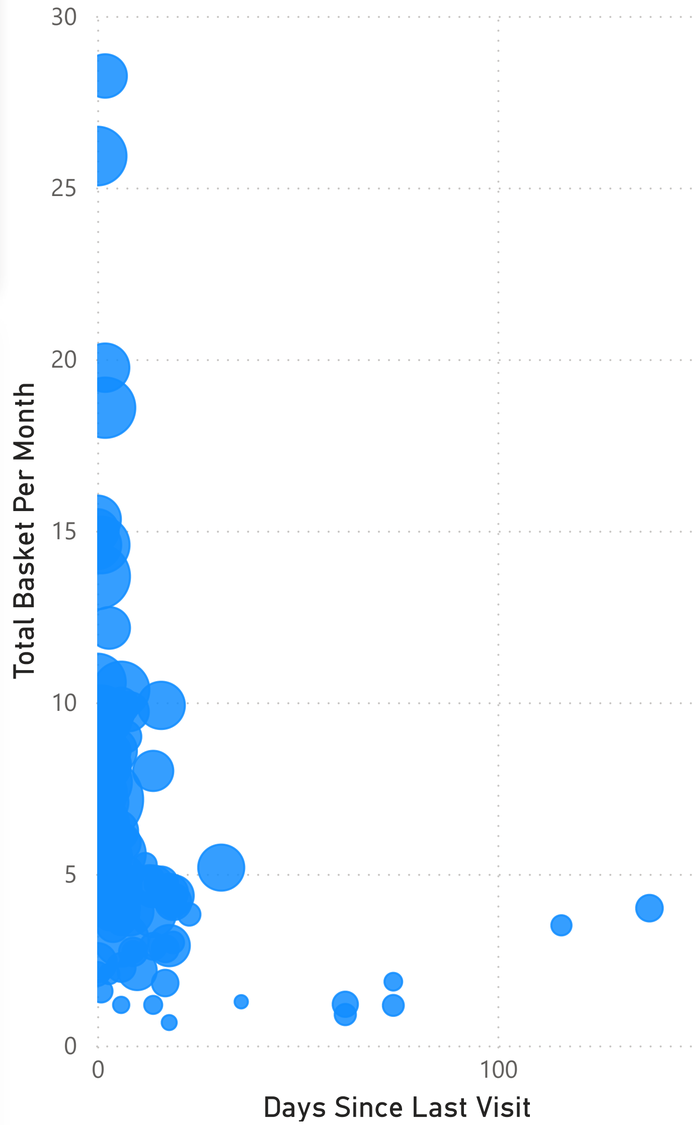
% Active Customers



Count of CUST_CODE by Lifecycle Stage

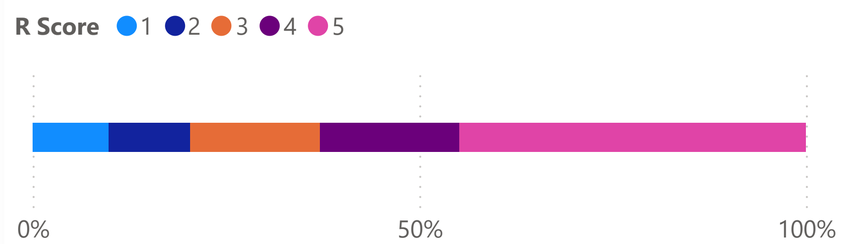


RFM Analysis

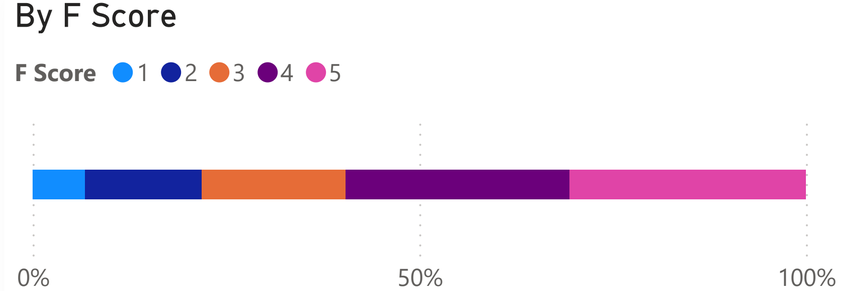
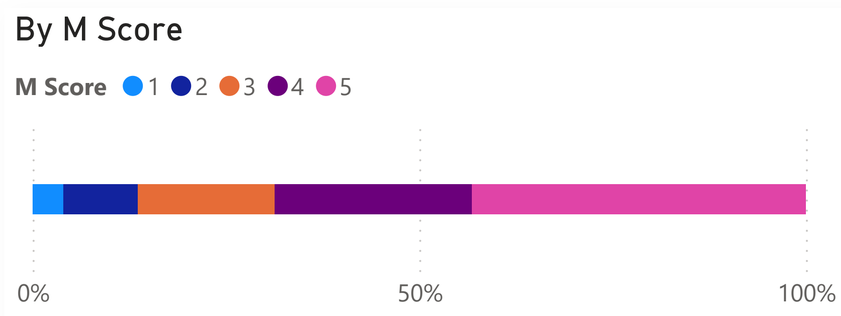


Liferime Total Spend

By R Score



By F Score



By M Score