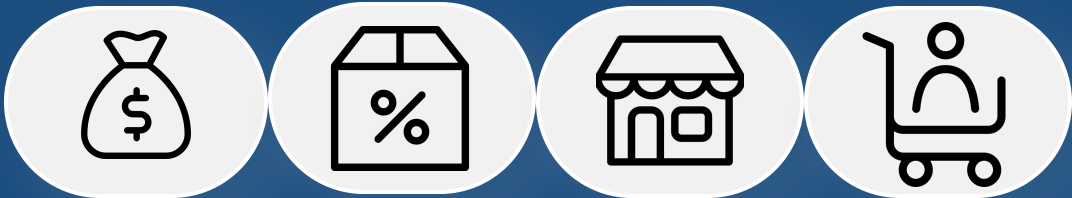


Sales Overview



Date 1/1/2007 1/5/2008

Total Spend (7d)

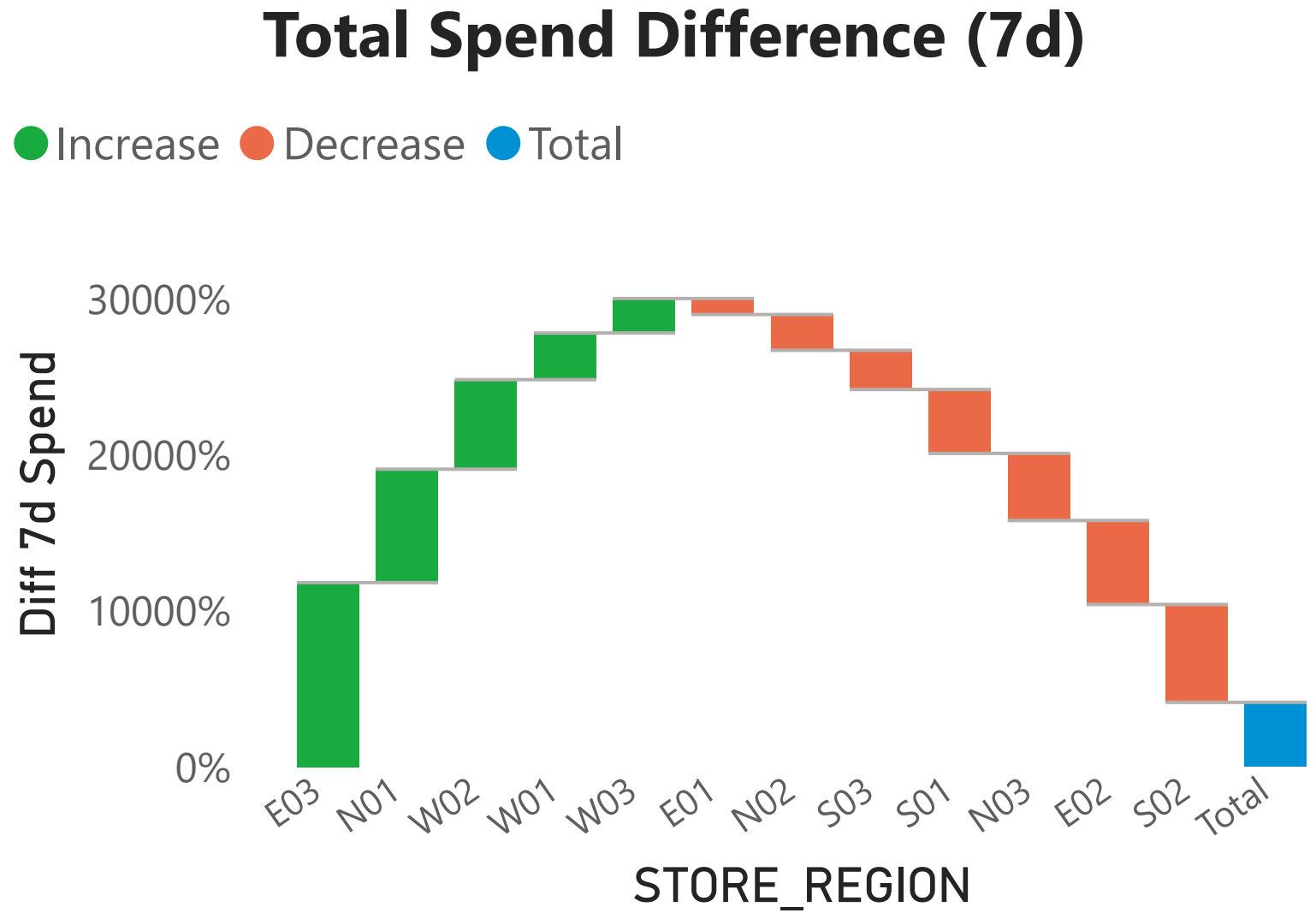
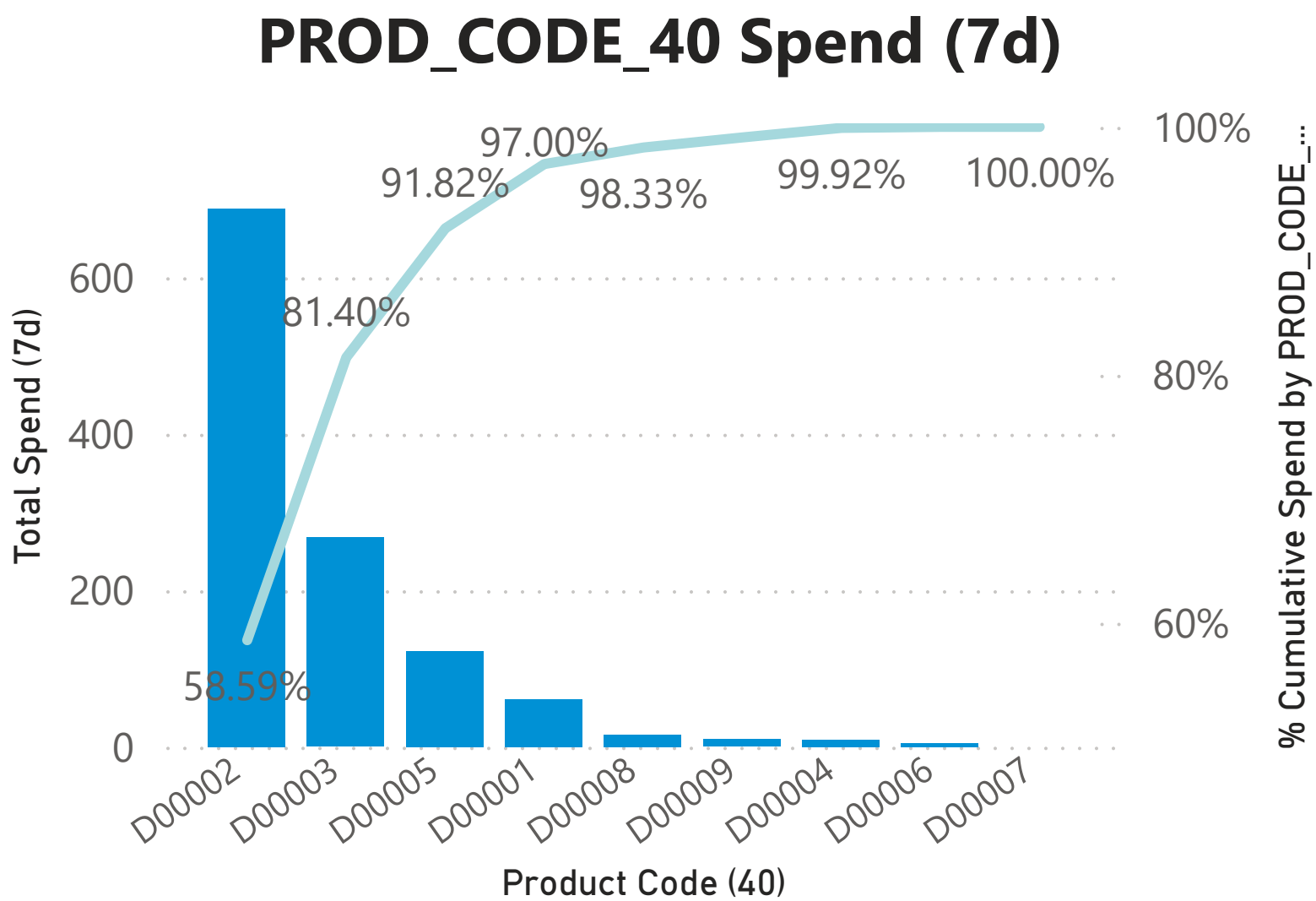
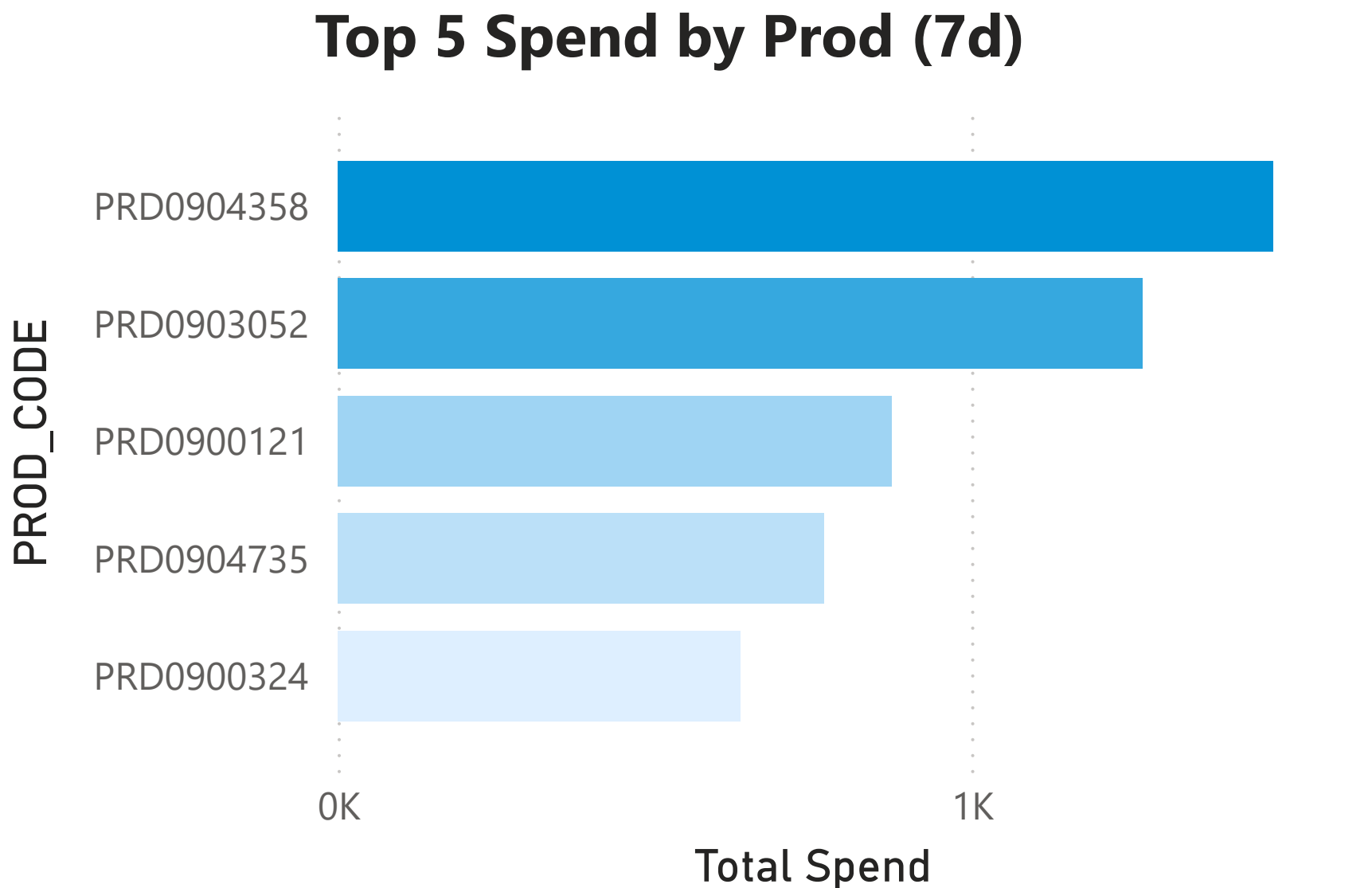
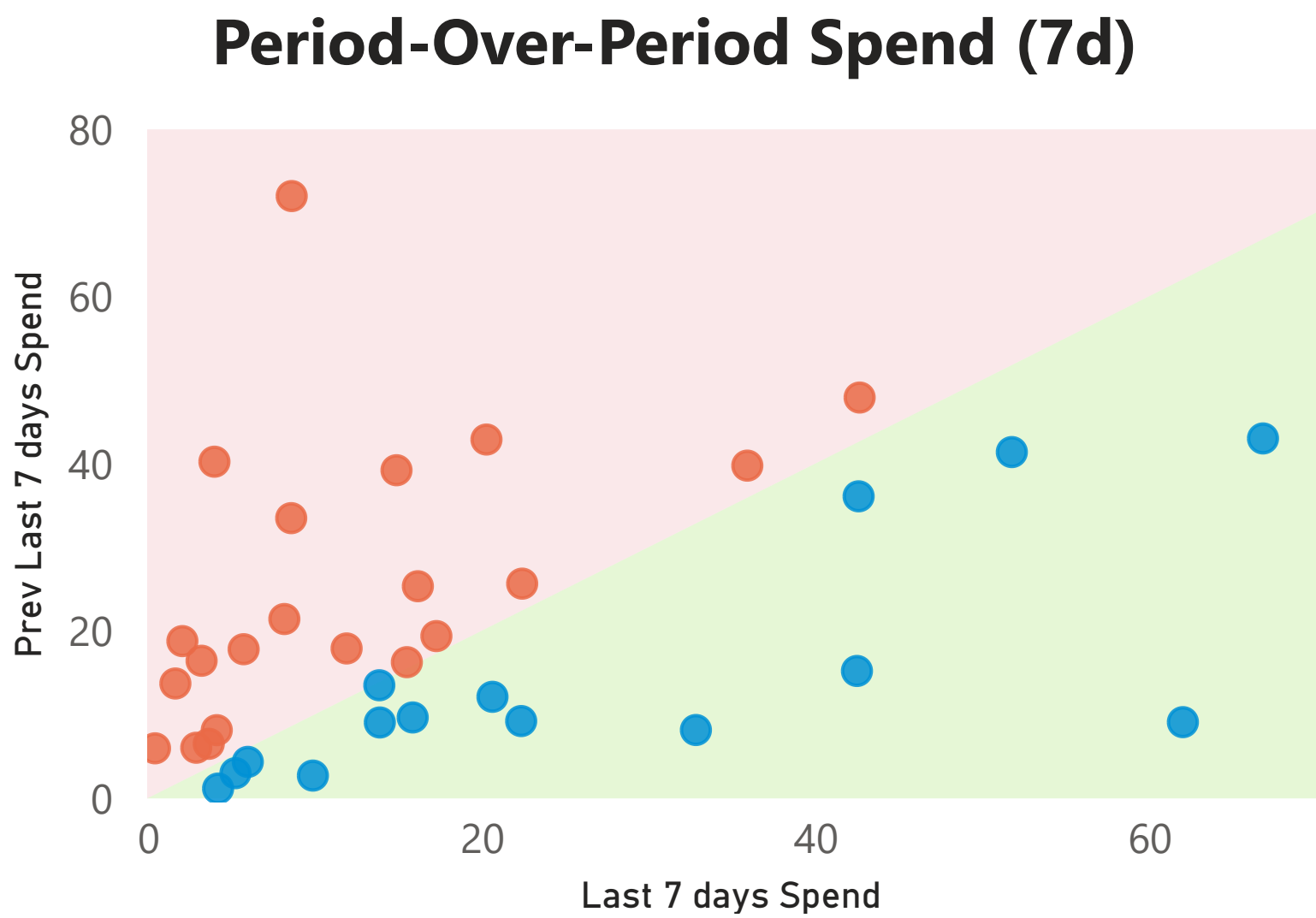
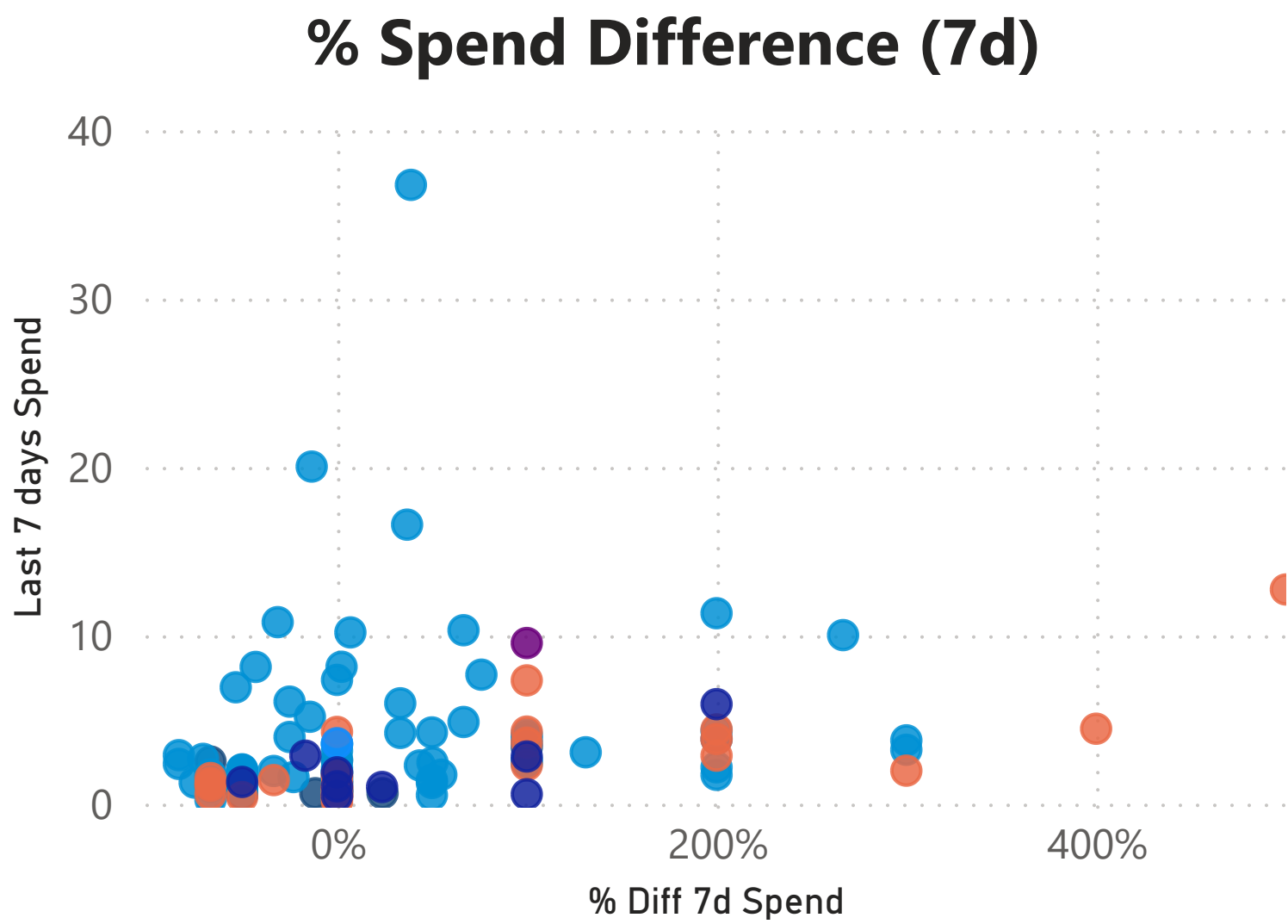
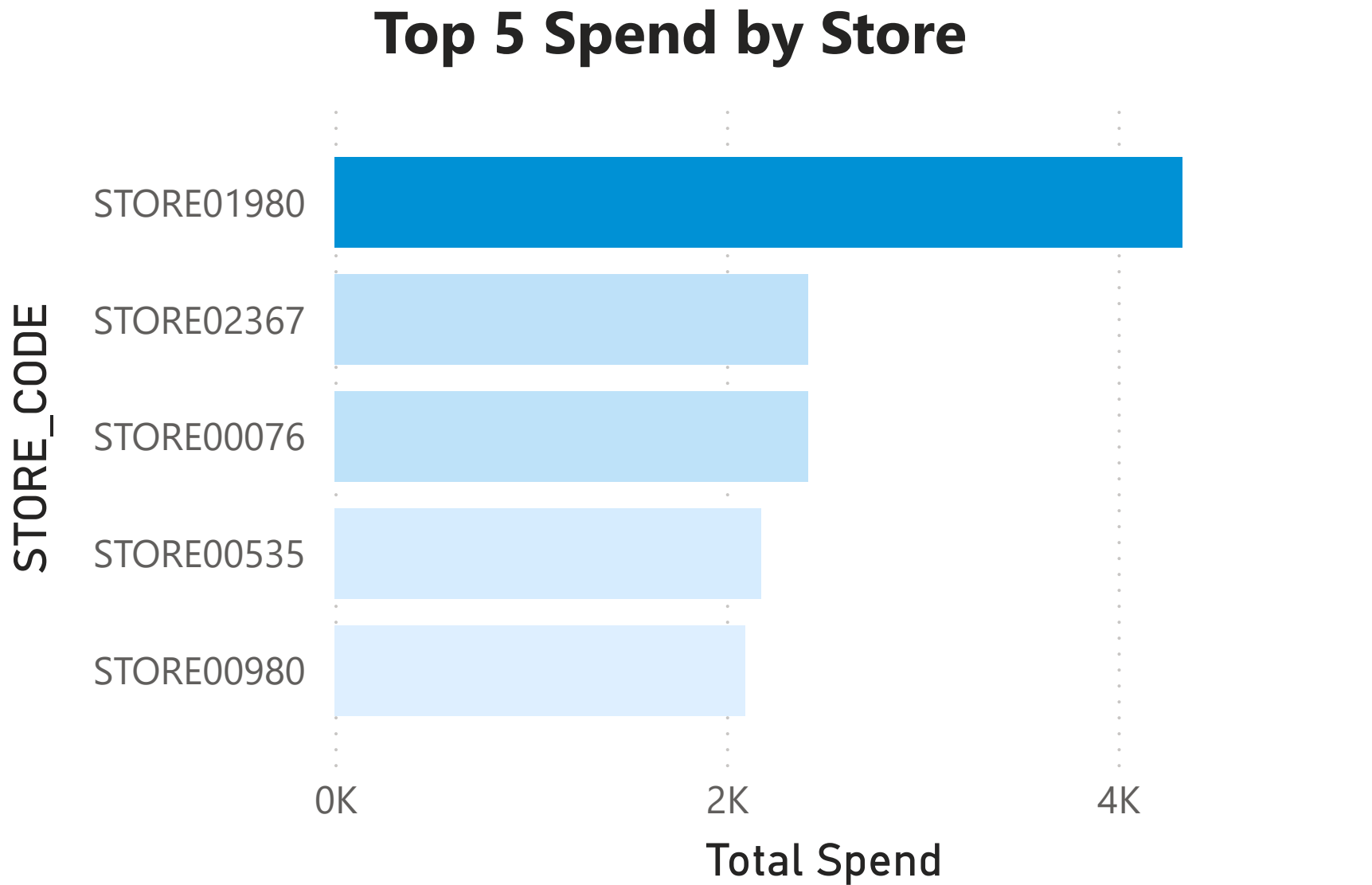
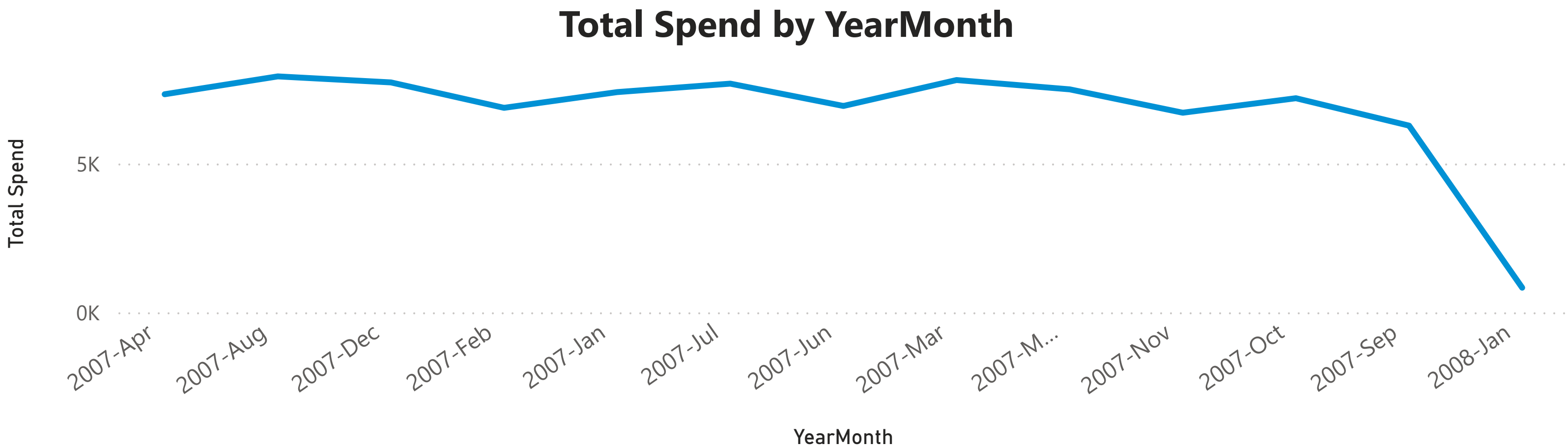
1.17K(+3.65%)

Total Basket (7d)

116(+16%)

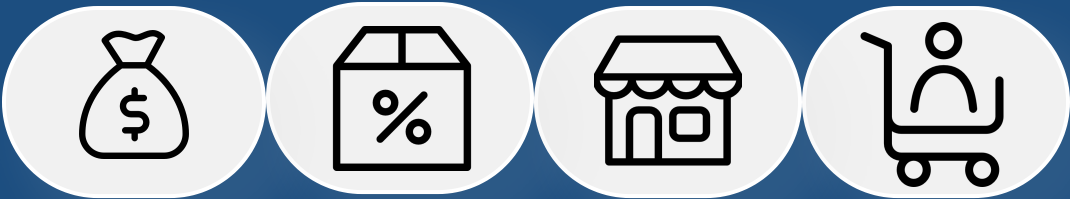
Avg Basket Size (7d)

10.12(-10.65%)



PROD_CODE	PROD_CO DE_40	STORE_CODE	STORE_RE GION	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		
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	

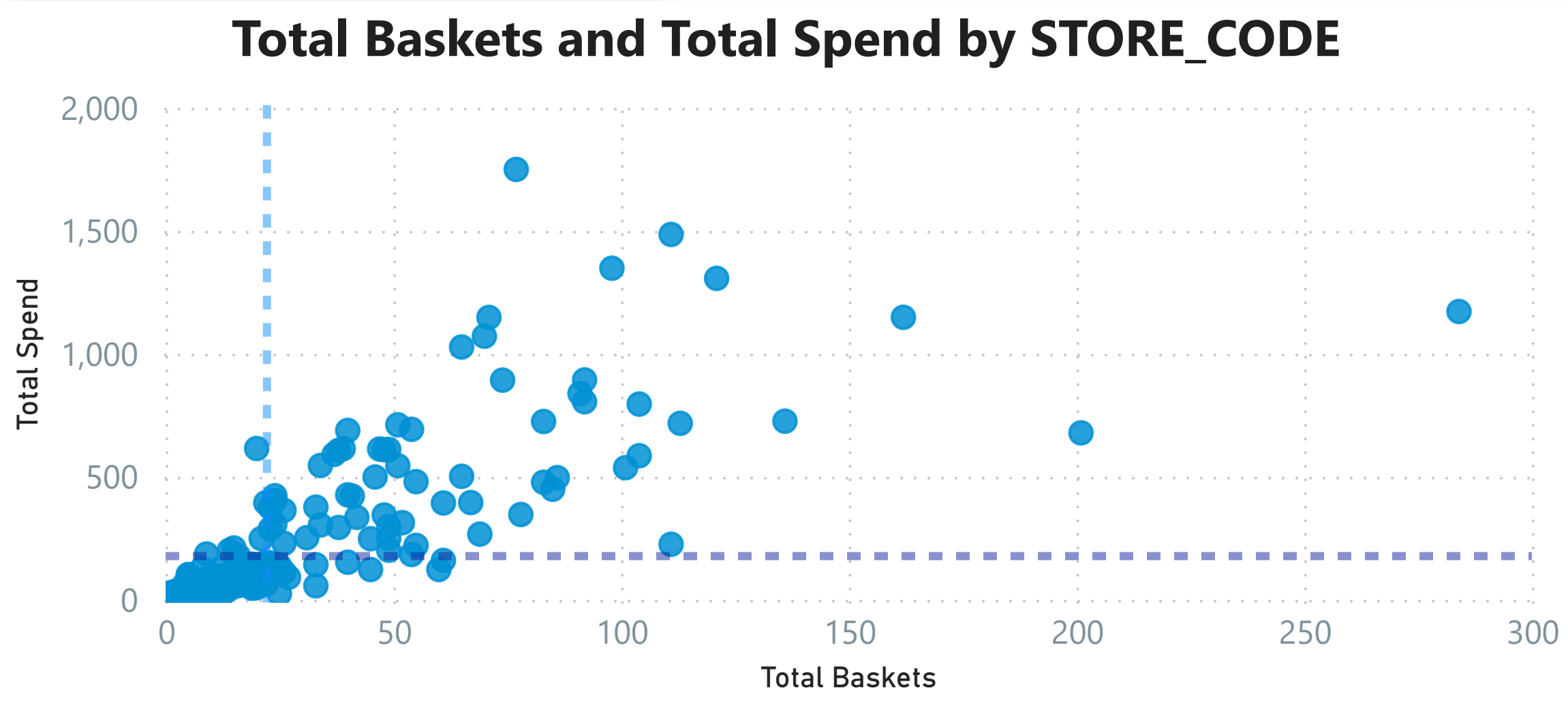
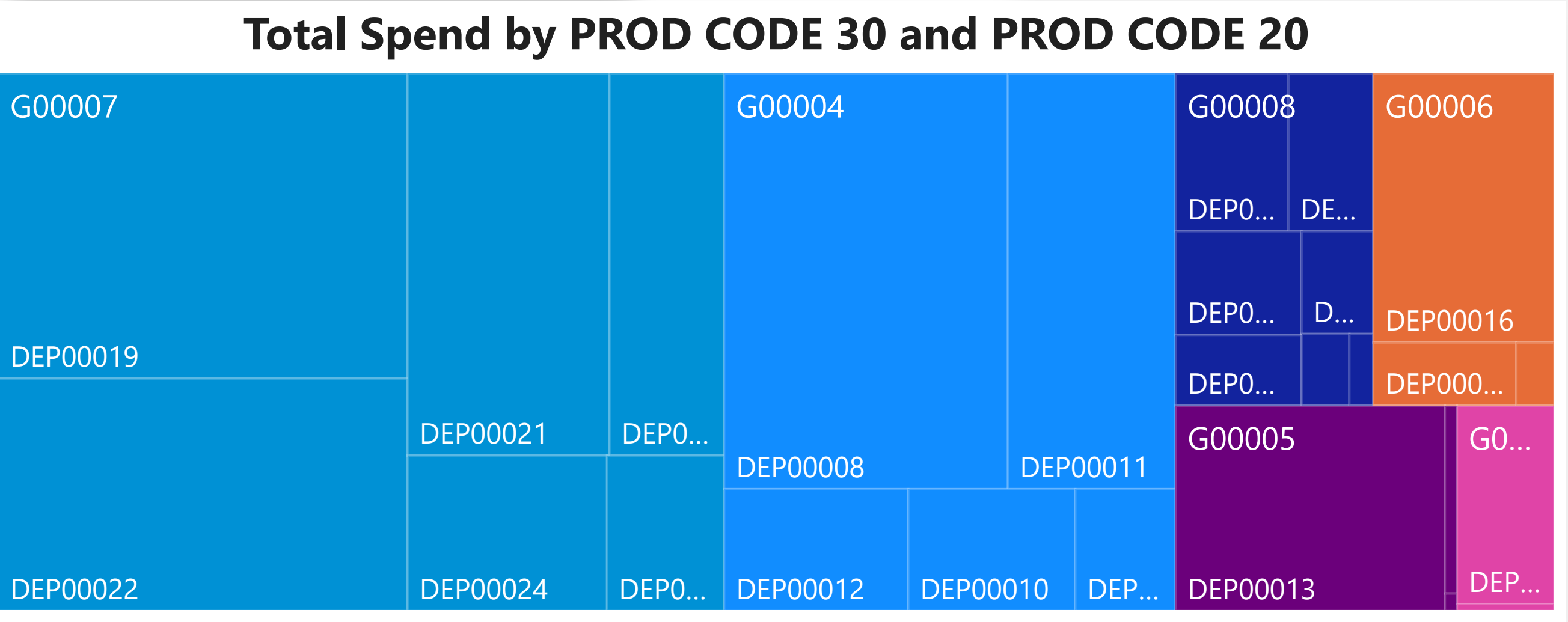
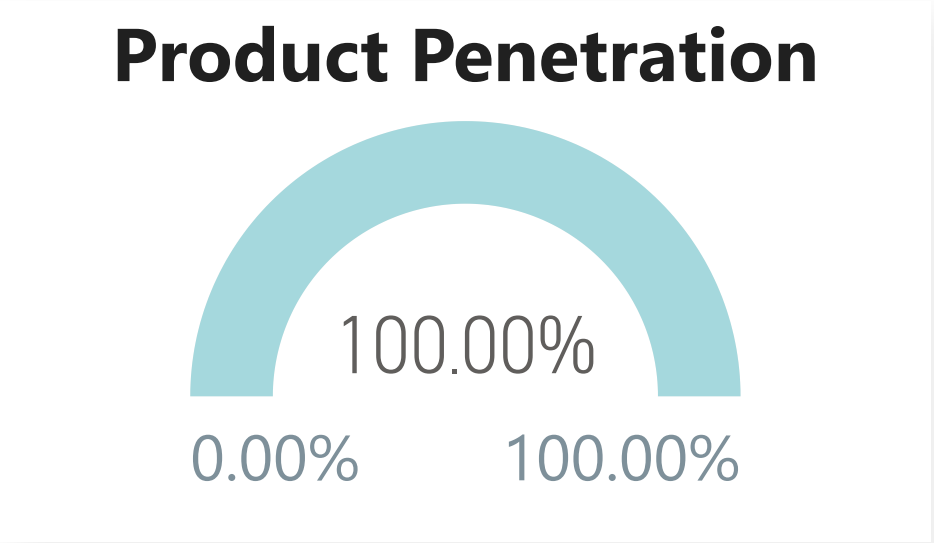
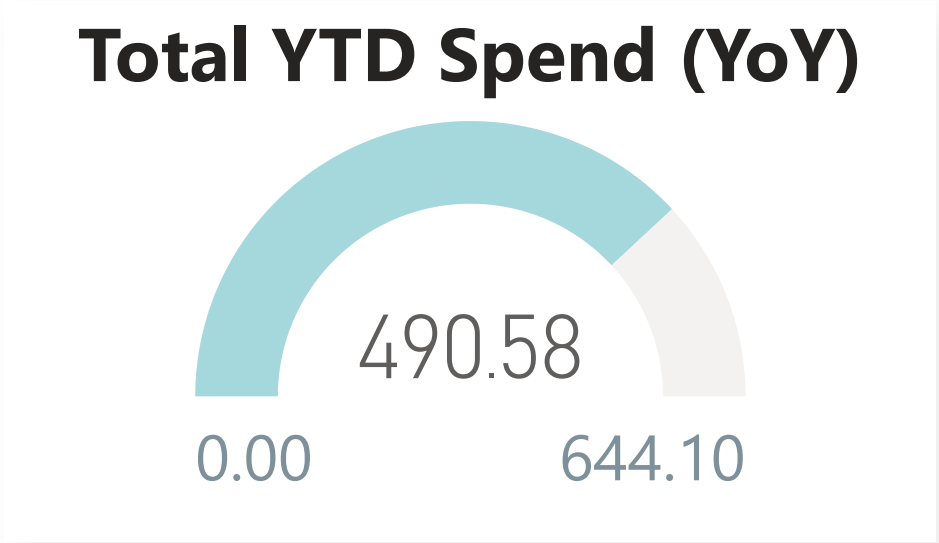
Product Detail



Date
1/1/2007 1/5/2008

PROD_CODE_40

D00002

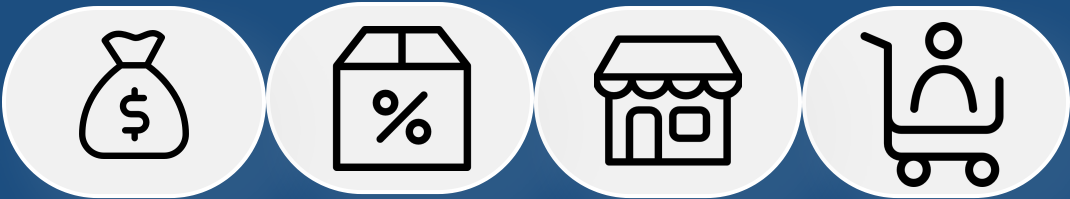


PROD_CODE_40	Total YTD Spend	Prev Total YTD Spend
D00002	490.58	644.10
Total	490.58	644.10

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

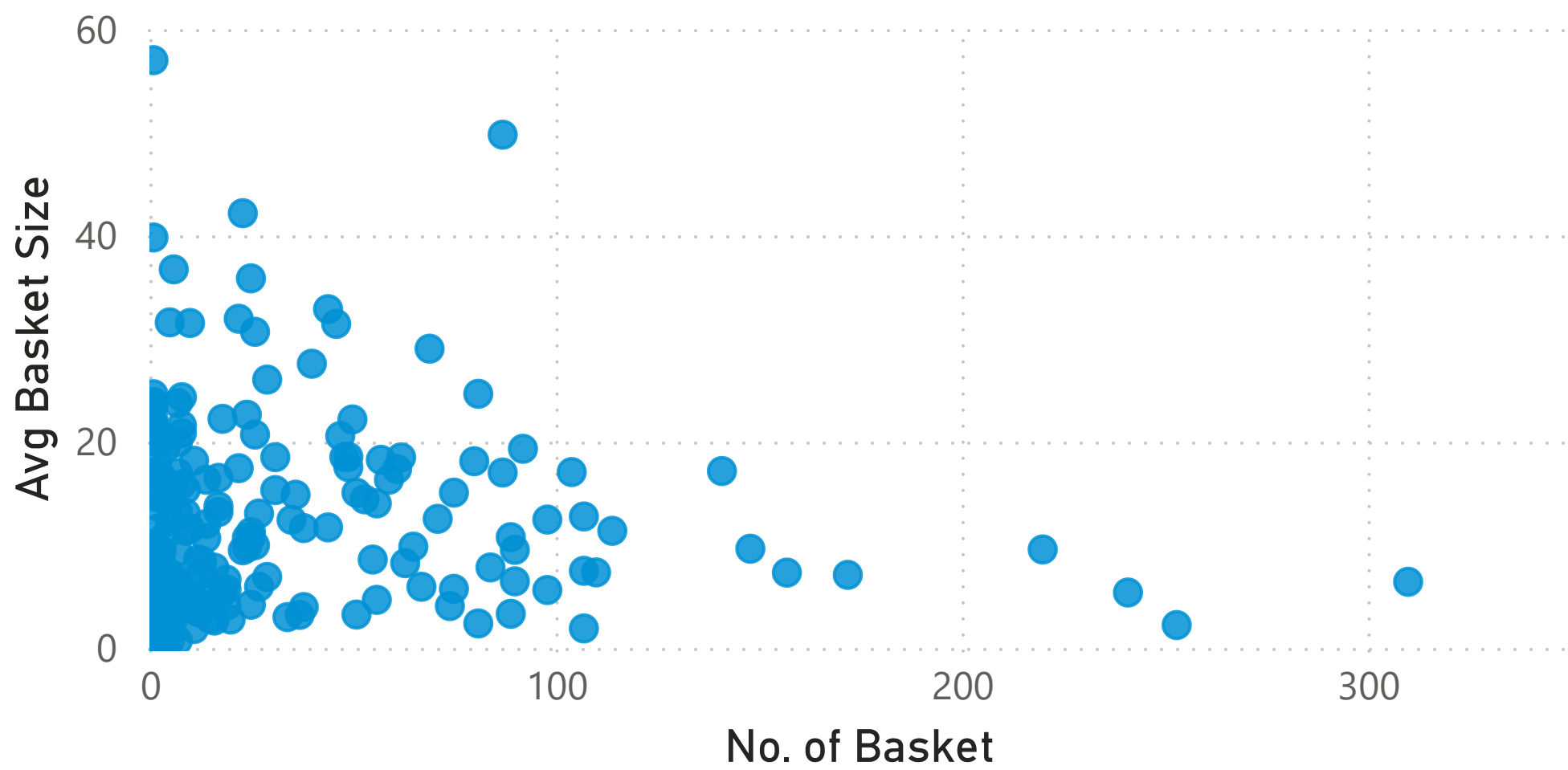
S03

W01

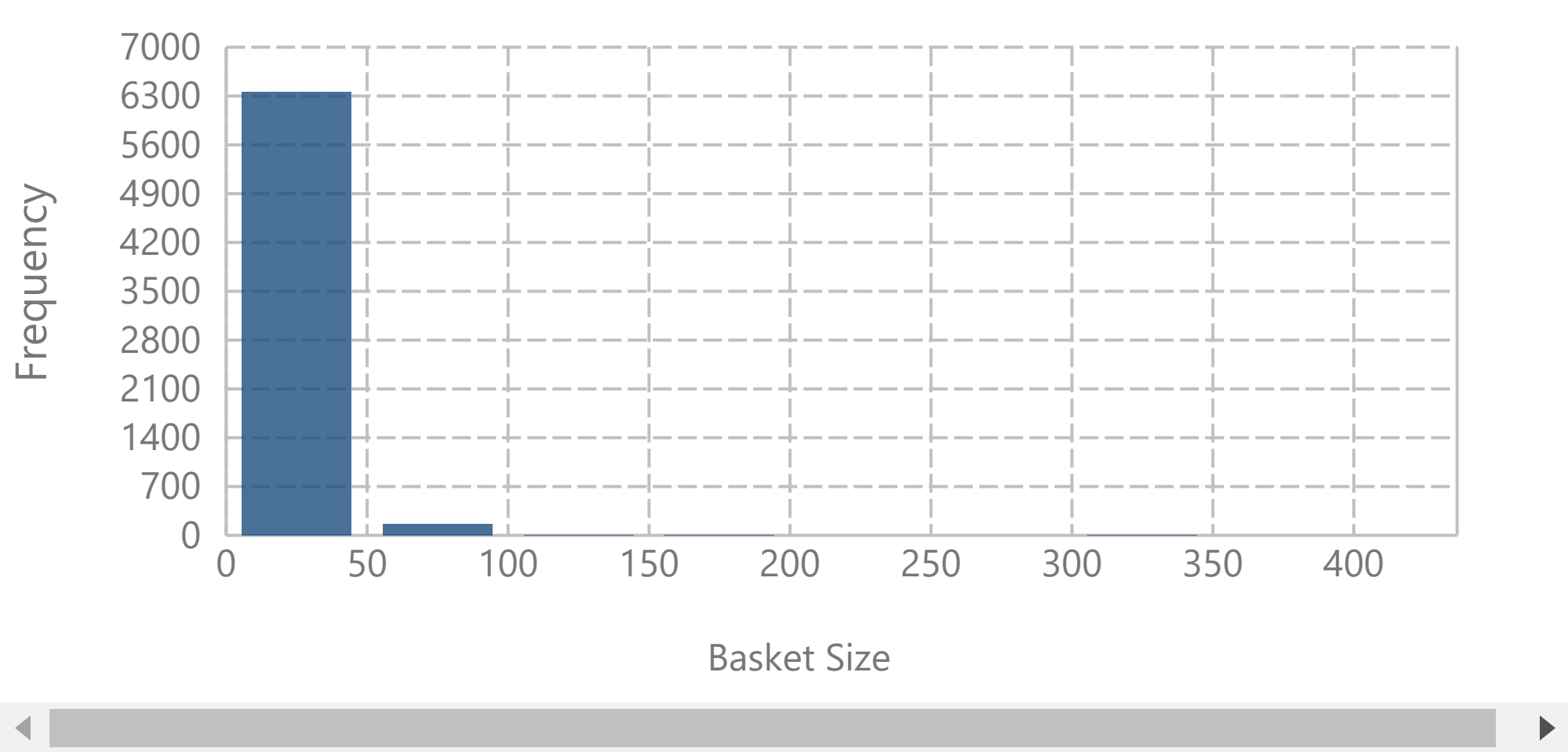
W02

W03

Store Performace



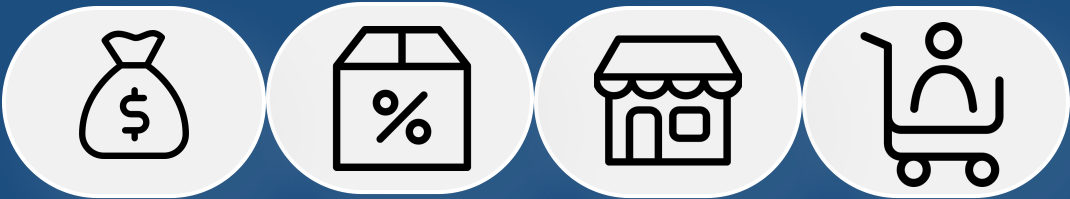
Basket Size Distribution



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

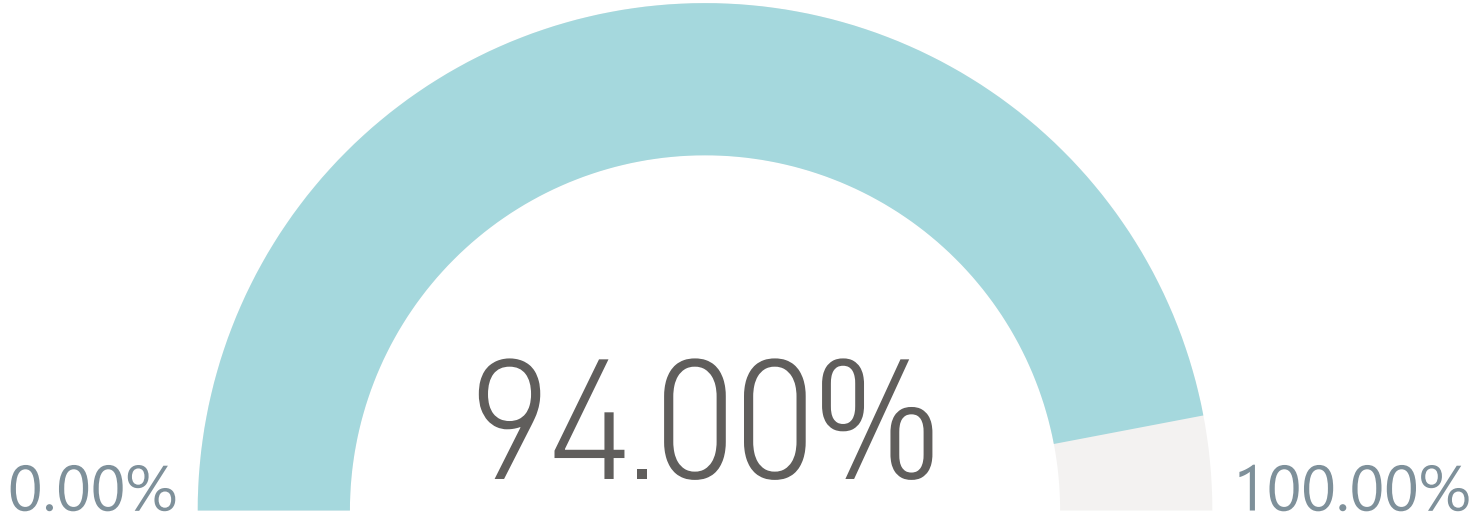
DayOfWeekName	SHOP_HOUR	Count of BASKET_ID
Sunday	8	47
Sunday	9	45
Sunday	10	58
Sunday	11	81
Sunday	12	78
Sunday	13	94
Sunday	14	83
Sunday	15	83
Sunday	16	94
Sunday	17	66
Total		6534

Customer Overview

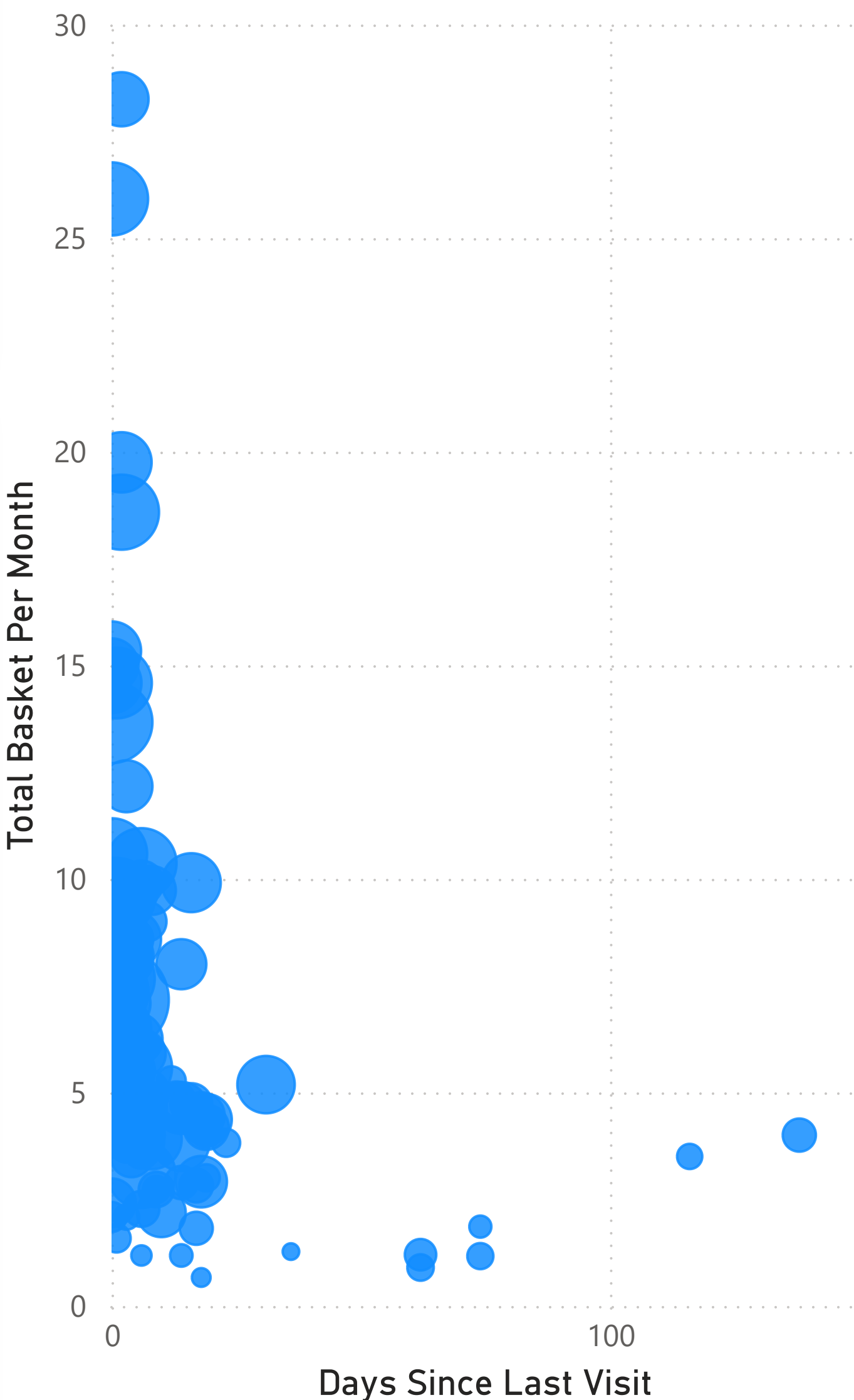


Date
1/1/2007 1/5/2008

% Active Customers

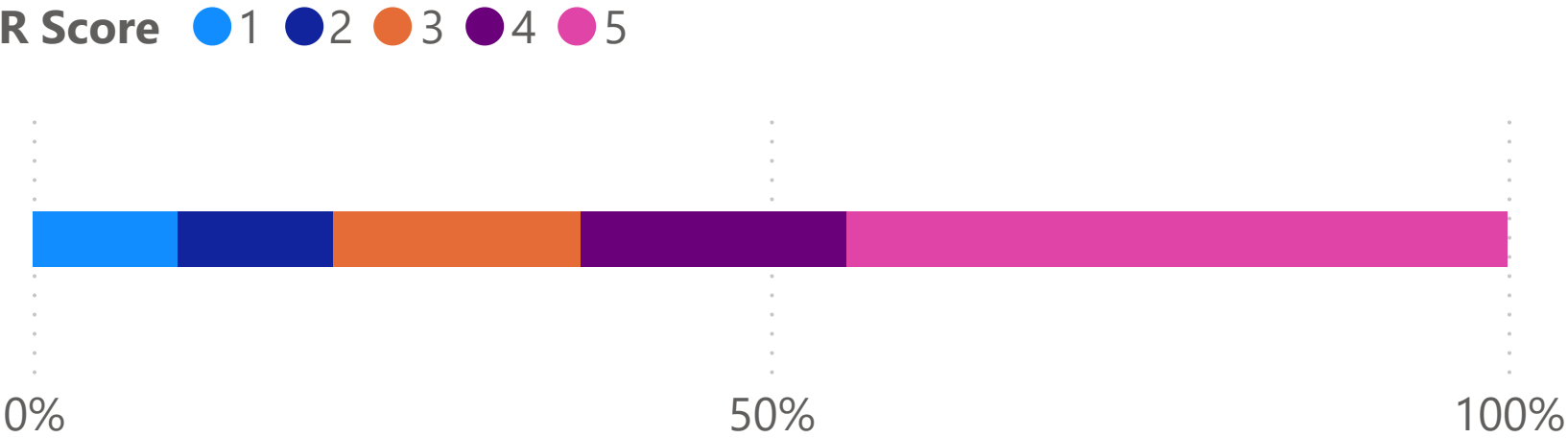


RFM Analysis

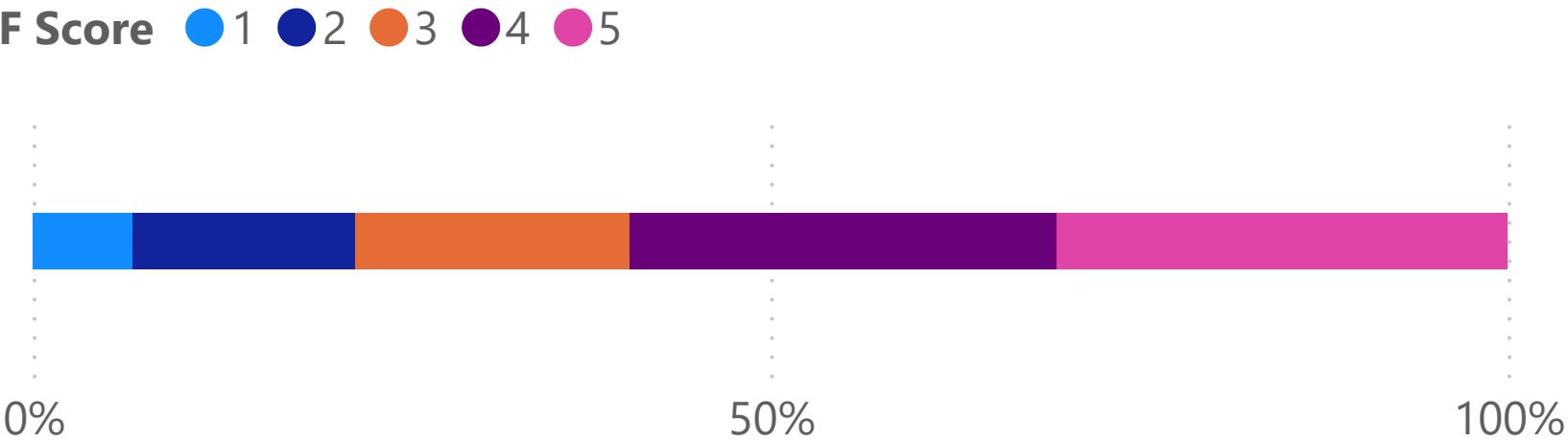


Lifetime Total Spend

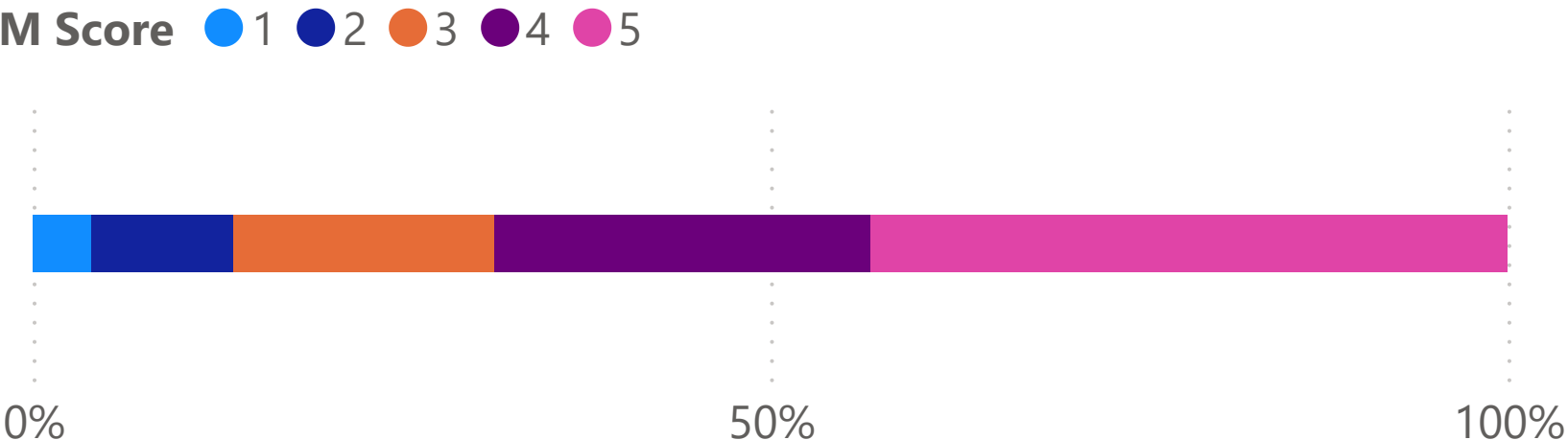
By R Score



By F Score



By M Score



Count of CUST_CODE by Lifecycle Stage

