

Question 3

The overall usage of coupon with Status Indicator product purchases is small, but increasing over time peaking around Q4 2014 for frequency and Q1 2015 for mean use. Both mean and frequency see a significant drop in use in Q2 2015. The frequency of coupon usage is a count of coupons used while the mean use is defined as the count of coupon transactions divided by the total number of transactions the time period.

