The Acquisitions are relatively stable during the examined period. The jokers follow the orders’ changes but their values are missing from the graph, it would be better if we could see those values . It seems that there was a drop at the average basket size but an increase at the number of orders (%). At the cover slide the average basket size graph is not clear enough as the colour lines are similar and the numbers mix. Furthermore it would be easiest to catch if there were only percentages or only quantitative variables shown in the chart. Also the jokers’ variables are not aligned with the rest. There should be added a summary that will explain the variables. At the geographic breakdown graphic there is no information about the period which is compared and also, at the line no15 there is a null city.