Select Measurement
1.QTY
2. Spend
3. Basket
4. Member

Monthly Performance in Jun 2008

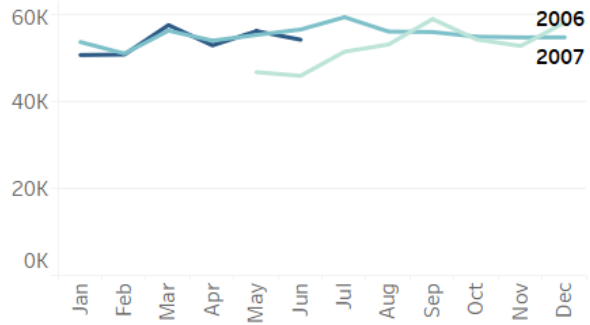
Quantity	SPEND	Basket	Member
54,272	67,403	5,514	1,599
-4%	-5%	-3%	1%

Measurement
QTY

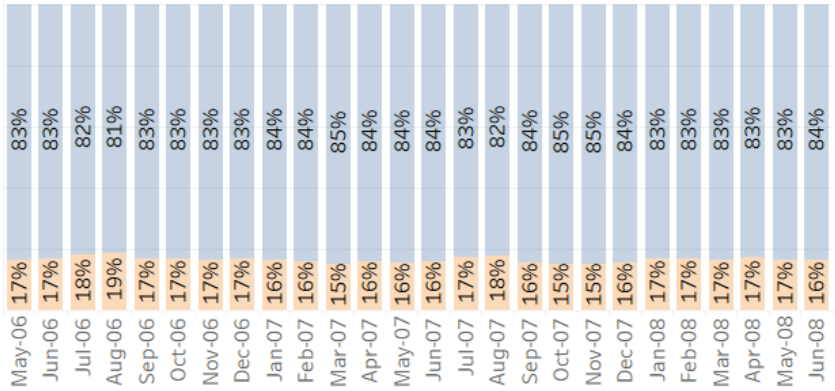
Month of Sho..
Multiple valu..

Year of Shop ..
2006
2007
2008

QTY :Seasonal Trend (Problem)

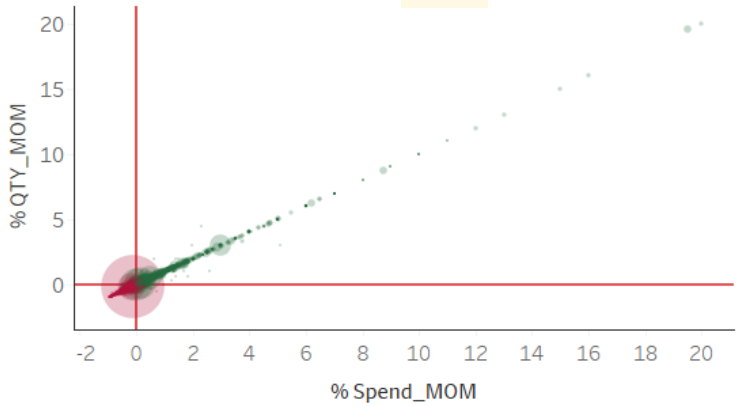


QTY : Member vs Non Member proportion (Reason)



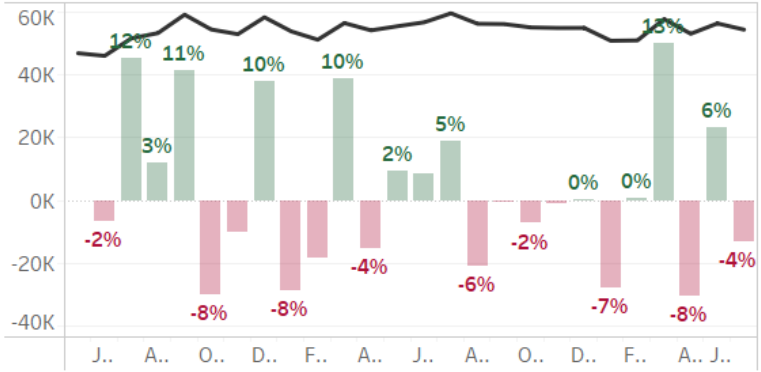
MOM Performance by Product (Action)

Bubble Size : QTY



Month of Sho..
June 2008

QTY : Monthly Trend (Problem)



QTY : Segment by Basket (Reason)

Basket Price Sensitivity	Basket Dominant Mi..	Basket Type / Basket Size: Full S.. L	Small Shop L	Small Shop M	Small Shop S	Top Up L	Top Up M	XX M	XX S
LA	Fresh	1,686	32	1,024	183	2,091	487		
	Grocery	789	46	642	115	1,141	203		
	Mixed	4,848	47	298	76	2,061	459		
	Nonfood			70	35	23	14		
MM	Fresh	4,209	133	1,507	592	5,481	929		
	Grocery	549	20	1,287	354	1,517	166		
	Mixed	5,769	58	387	148	3,405	750		
	Nonfood			134	123	43	22		
	XX								4
UM	Fresh	1,169	192	1,281	263	3,038	553		
	Grocery	98		280	59	271	75		
	Mixed	908	52	302	70	995	364		
	Nonfood		27	71	14	54			
XX	Nonfood			22	38	21			
	XX							57	41

QTY : Segment by Basket (Reason)

Cust Price Sensitivity	Cust Lifestage: Null	OA	OF	OT	PE	YA	YF
Null	8,859						
LA	2,671	2,056	2,209	3,854	965	2,225	4,019
MM	1,803	3,229	640	4,170	1,642	1,977	3,897
UM	1,511	1,774	696	2,376	642	1,221	1,786
XX	2	1	4	40	2		1

Basket Dominan..
All

Basket Price Se..
All

Basket Size
All

Basket Type
All

Cust Code (grou..
All

Cust Lifestage
All

Monthly Performance in Jun 2008

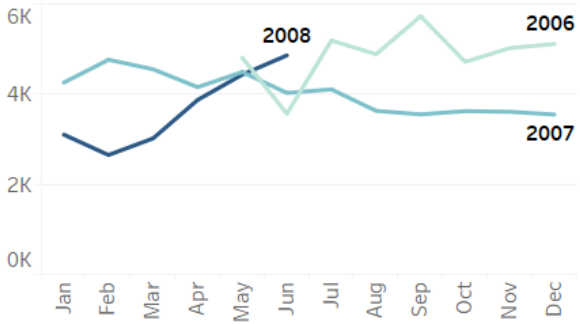
Quantity	SPEND	Basket	Member
4,848	5,362	150	102
-4%	-5%	-3%	1%

Measurement
QTY

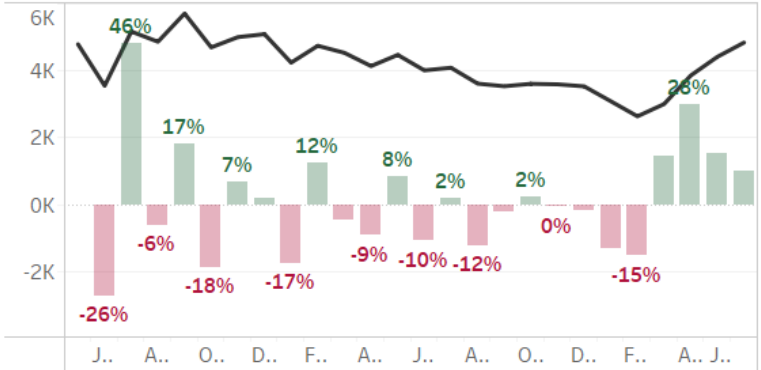
Month of Sho..
Multiple valu..

Year of Shop ..
2006
2007
2008

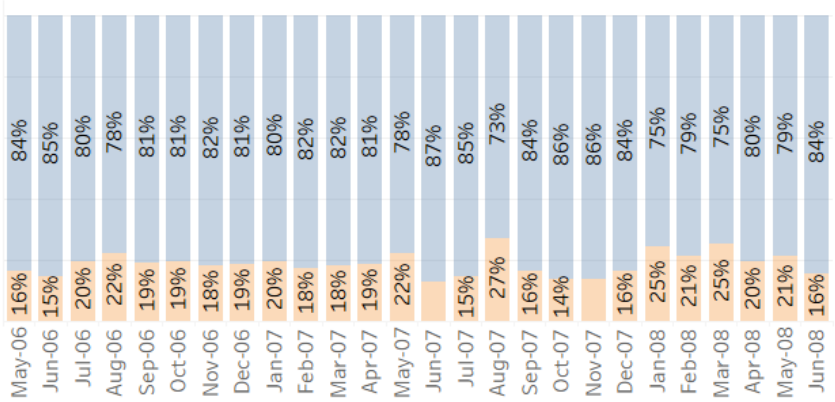
QTY :Seasonal Trend (Problem)



QTY : Monthly Trend (Problem)



QTY : Member vs Non Member proportion (Reason)

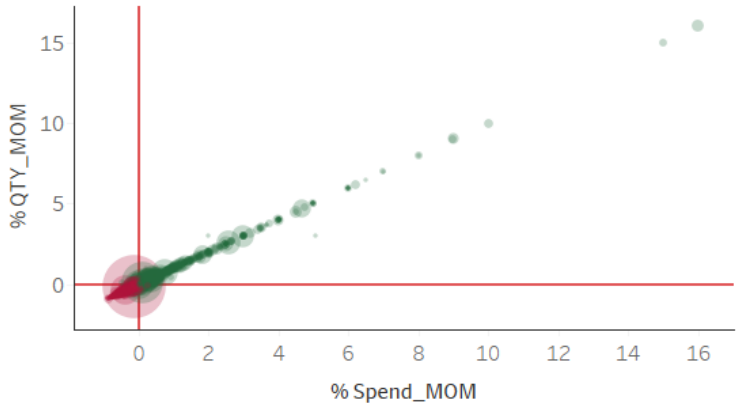


QTY : Segment by Basket (Reason)

Basket Price Sensitivity	Basket Dominant Mi..	Basket Type / Basket Size: Full S.. L	Small Shop L	Small Shop M	Small Shop S	Top Up L	Top Up M	XX M	XX S
LA	Fresh	1,686	32	1,024	183	2,091	487		
	Grocery	789	46	642	115	1,141	203		
	Mixed	4,848	47	298	76	2,061	459		
	Nonfood			70	35	23	14		
MM	Fresh	4,209	133	1,507	592	5,481	929		
	Grocery	549	20	1,287	354	1,517	166		
	Mixed	5,769	58	387	148	3,405	750		
	Nonfood			134	123	43	22		
	XX								4
UM	Fresh	1,169	192	1,281	263	3,038	553		
	Grocery	98		280	59	271	75		
	Mixed	908	52	302	70	995	364		
	Nonfood		27	71	14	54			
XX	Nonfood			22	38	21			
	XX							57	41

MOM Performance by Product (Action)

Bubble Size : **QTY**



QTY : Segment by Basket (Reason)

Cust Price Sensitivity	Cust Lifestage: Null	OA	OF	OT	PE	YA	YF
Null	756						
LA	448	357	469	627	91	220	831
MM	111	29	79	231		109	379
UM	36			47		28	

Month of Sho..
June 2008

Basket Dominan..
All

Basket Price Se..
All

Basket Size
All

Basket Type
All

Cust Code (grou..
All

Cust Lifestage
All

Select to filter other graphs in dashboard

Monthly Performance in Jun 2008

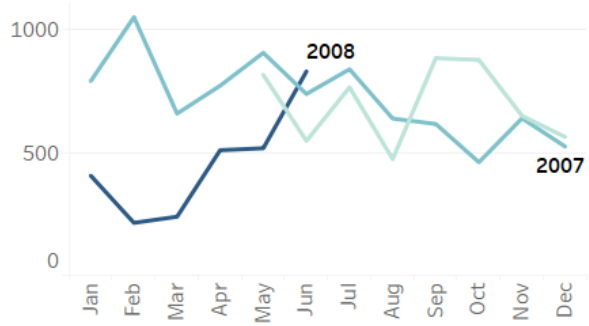
Quantity	SPEND	Basket	Member
831	938.3	23	18
-4%	-5%	-3%	1%

Measurement
QTY

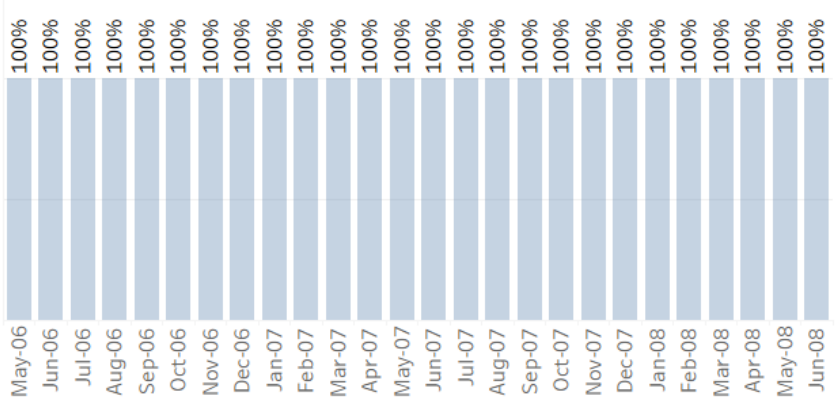
Month of Sho..
Multiple valu..

Year of Shop ..
2006
2007
2008

QTY :Seasonal Trend (Problem)

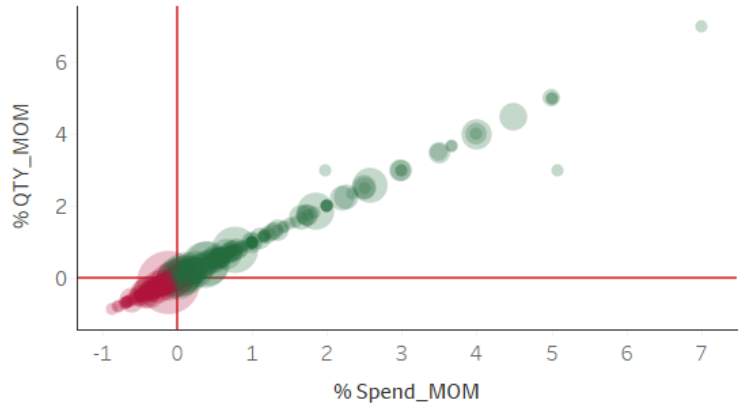


QTY : Member vs Non Member proportion (Reason)



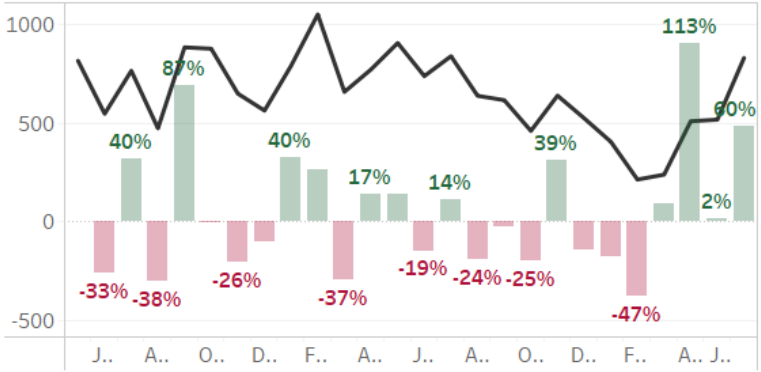
MOM Performance by Product (Action)

Bubble Size : **QTY**



Month of Sho..
June 2008

QTY : Monthly Trend (Problem)



QTY : Segment by Basket (Reason)

Basket Price Sensitivity	Basket Dominant Mi..	Basket Type / Basket Size: Full S.. L	Small Shop L	Small Shop M	Small Shop S	Top Up L	Top Up M	XX M	XX S
LA	Fresh	286		78	16	166	30		
	Grocery	136	10	50	7	195	19		
	Mixed	831		40	2	217	55		
	Nonfood				1				
MM	Fresh	262	12	45	27	171	33		
	Grocery			73	14	97	8		
	Mixed	700	10	22	12	205	45		
	Nonfood			16	11				
UM	Fresh			50	11	27	8		
	Mixed				8				
XX	Nonfood			4	5				
	XX							3	1

QTY : Segment by Basket (Reason)

Cust Price Sensitivity	Cust Lifestage: Null	OA	OF	OT	PE	YA	YF
Null	756						
LA	448	357	469	627	91	220	831
MM	111	29	79	231		109	379
UM	36			47		28	

Select to filter other graphs in dashboard

Basket Dominan..
All

Basket Price Se..
All

Basket Size
All

Basket Type
All

Cust Code (grou..
All

Cust Lifestage
All