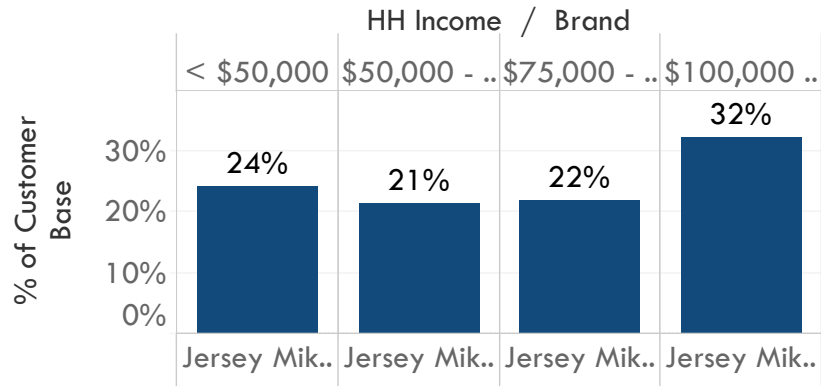




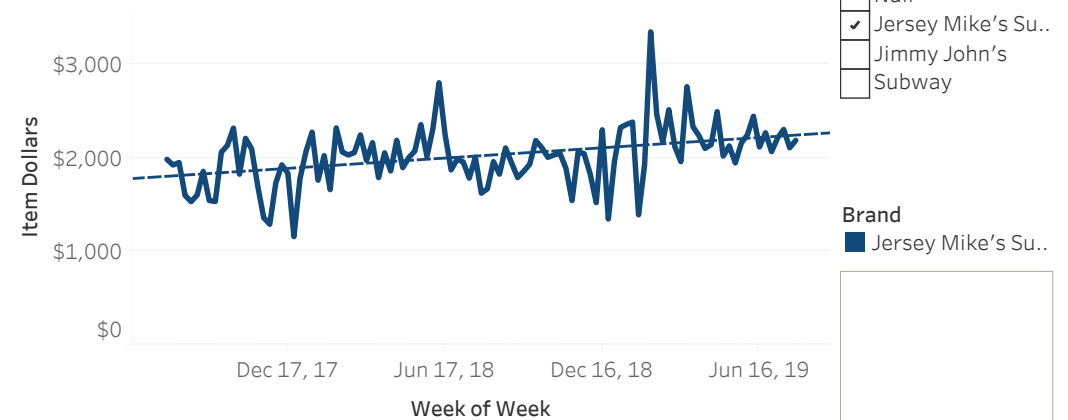
Customer Base & Sales Dashboard

HH Income By Brand

% of Customer Base



Sales by Brand



Market Level Table

Name (group)	Distinc..	Item D..	Rank o..	Avg. It..	Count ..
ALL OTHER	447	29,215	1	17	1,704
LOS ANGELES	320	25,186	2	17	1,518
NEW YORK	227	18,351	3	17	1,091
CHICAGO	142	8,259	4	15	542
RALEIGH-DURHAM	89	8,070	5	14	558
ATLANTA	80	5,612	6	16	360
ORLANDO-DAYTONA BCH-ME..	110	5,403	7	15	359
DALLAS-FT. WORTH	90	5,381	8	15	365
WASHINGTON, DC	90	4,916	9	15	322
CHARLOTTE	75	4,838	10	16	296
PHILADELPHIA	77	4,682	11	18	262
TAMPA-ST. PETE,SARASOTA	81	4,678	12	17	282
DETROIT	77	4,667	13	16	284

Map Spend per Buyer

