



SALES SUMMARY REPORT

Year



Month



2007



November



39.7K

TOTAL SPENDING

3.86K

SPEND YoY (AMT)

10.8%

SPEND YoY%

864

NO. OF CUSTOMER

39.2

AVERAGE REVENUE PER USER

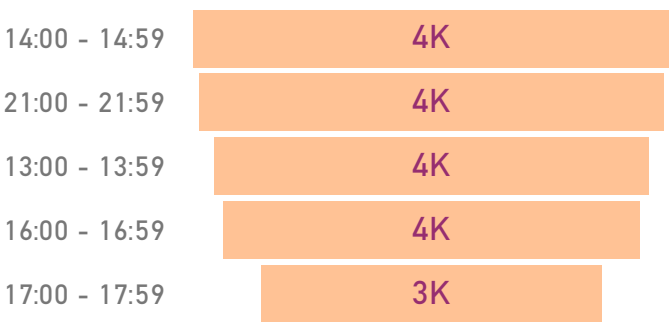
32.1K

QUANTITY

TOP SPENDING AND QUANTTY BY WEEKDAY



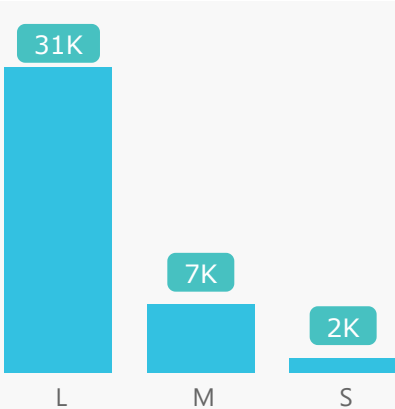
TOP 5 SPENDING HOUR



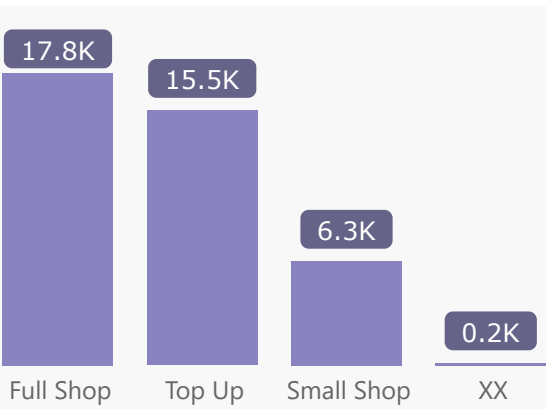
STORE_CODE	QUANTITY	SPEND	MoM%	YoY%
STORE00001	32,119	39,705	7.6%	10.8%

PROD_CODE_10	QUANTITY	SPEND	MoM%	YoY%
CL00063	1,330	1,579	-8.0%	15.7%
CL00229	141	1,135	17.3%	5.1%
CL00201	401	990	116.0%	-1.4%

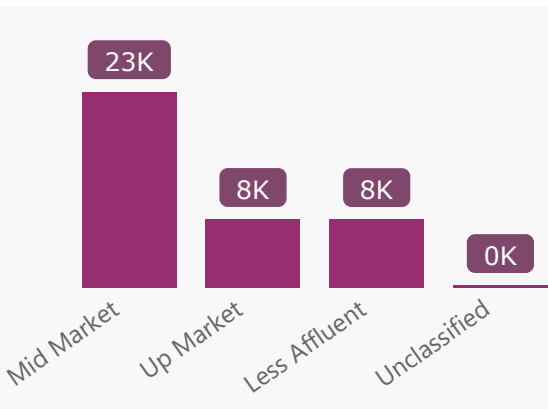
SPENDING BY BASKET SIZE



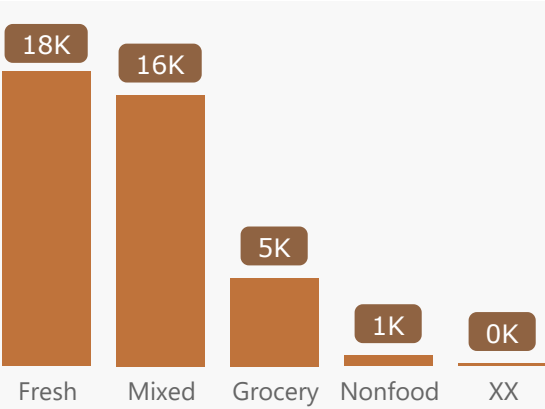
SPENDING BY BASKET TYPE



SPENDING BY BASKET PRICE SENSITIVITY



SPENDING BY DOMINANT MISSION





CUSTOMER LIFETIME VALUE REPORT

Year

2007

Month

November

39.7K

TOTAL SPENDING

39.2

AVERAGE REVENUE PER USER

1.96

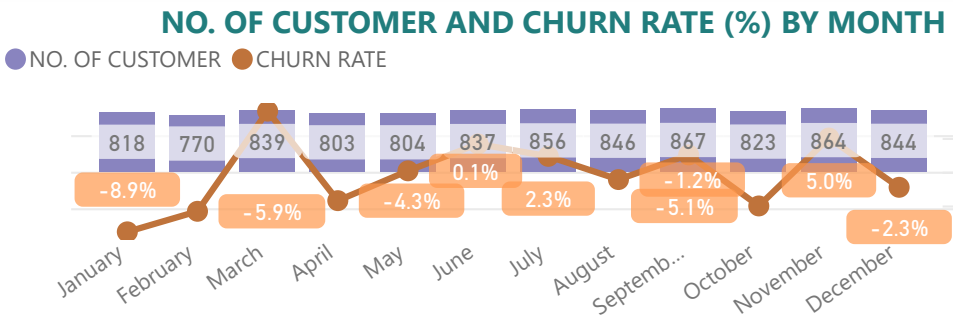
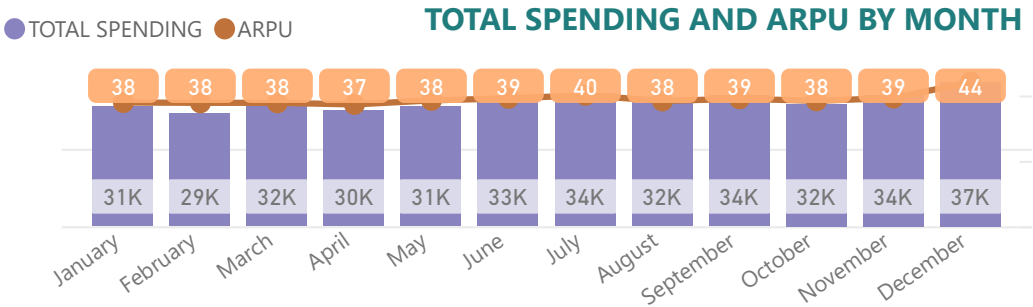
AVERAGE ORDER VALUE

4.98%

CHURN RATE

20.10

AVERAGE CUSTOMER LIFESPAN



864 NO. OF CUSTOMER	Life Stage	Price Sensitivity	CHURN RATE (%)	QUANTITY	SPEND	SPEND MoM%	Year	Month
	Other		30.9%	4,949	6,357	27.0%	2007	November
	Pensioners	Unknown	20.4%	5,954	7,315	65.9%	2007	November
17K NO. OF TRANSACTION	Young Adults	Less Affluent	8.8%	4,747	5,921	25.8%	2007	November
	Unclassified		5.1%	3,855	4,858	5.2%	2007	November
	Older Families	Unclassified	-12.1%	4,295	5,180	-8.7%	2007	November
	Young Families	Up Market	-17.0%	4,057	4,941	-19.9%	2007	November
	Older Families	Unclassified	-12.1%	4,295	5,180	-8.7%	2007	November

