

SUPERMARKET DASHBOARD



Supermarket Dashboard

SHOPPING PERIOD

1/1/2007

12/31/2007

1.84M

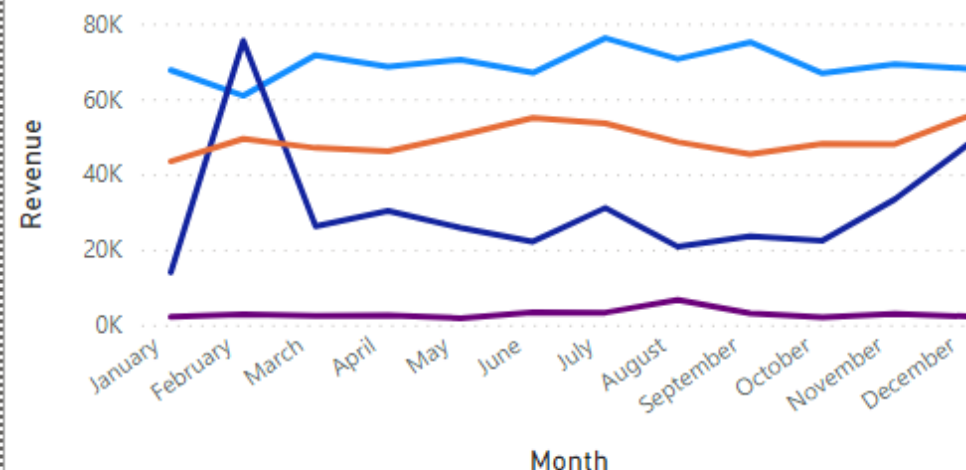
Total Revenue

4

Average Revenue per Customer

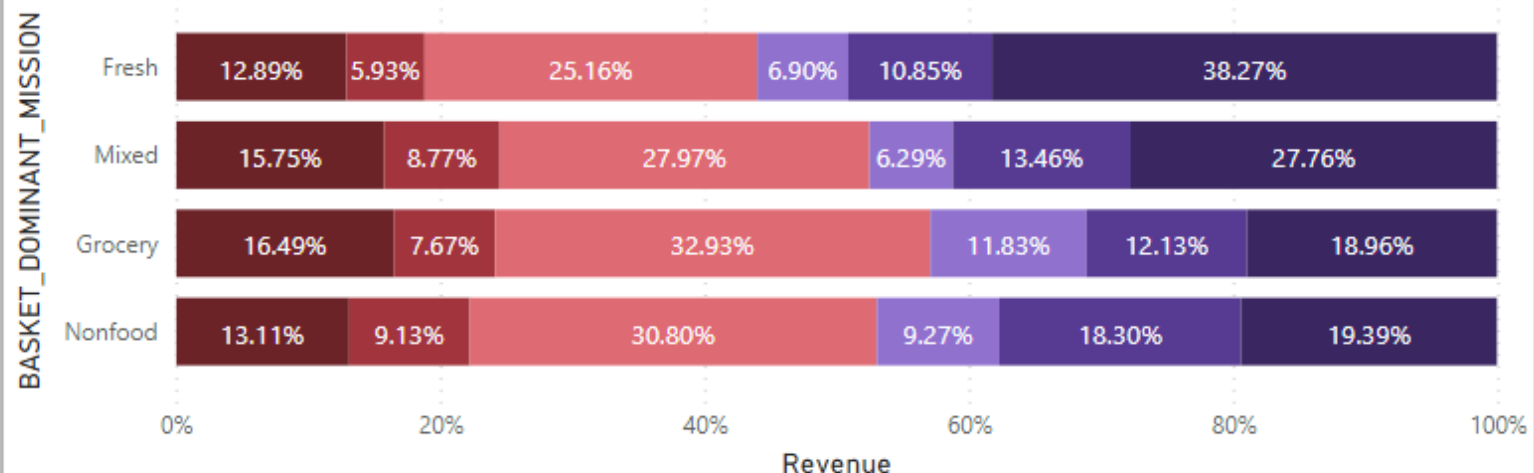
Revenue by BASKET TYPE

BASKET_TYPE ● Fresh ● Grocery ● Mixed ● Nonfood

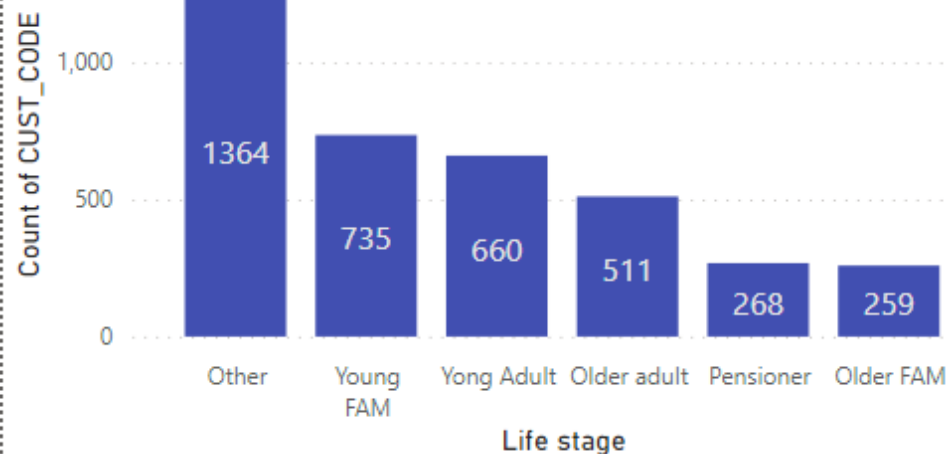


Revenue by BASKET_DOMINANT_MISSION and Customer Type

Customer Type ● Older adult ● Older FAM ● Other ● Pensioner ● Yong Adult ● Young FAM

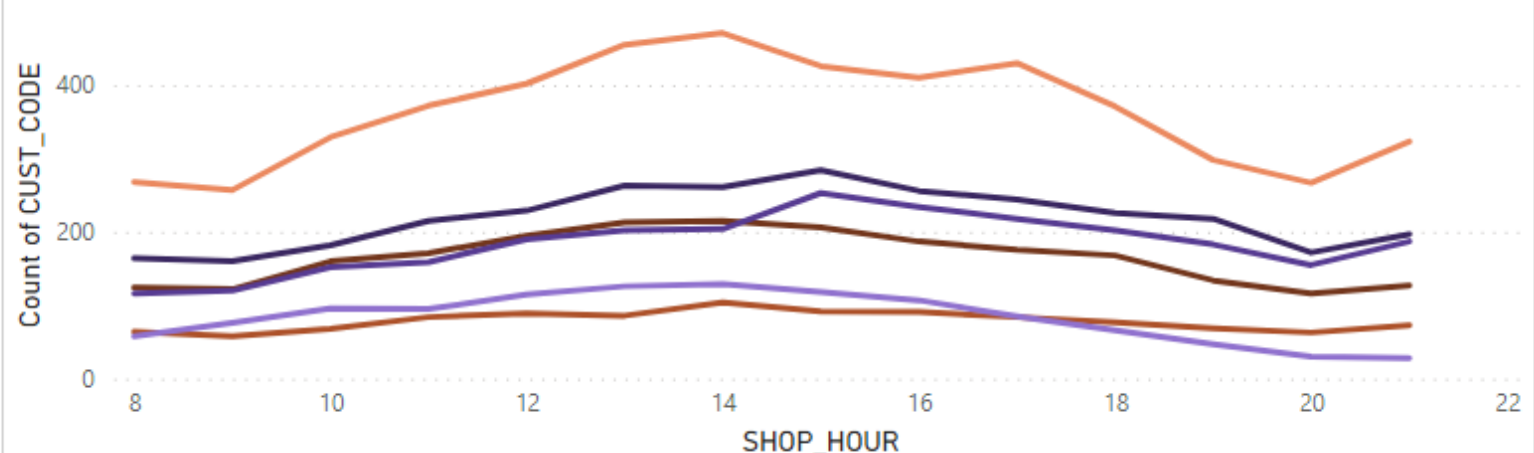


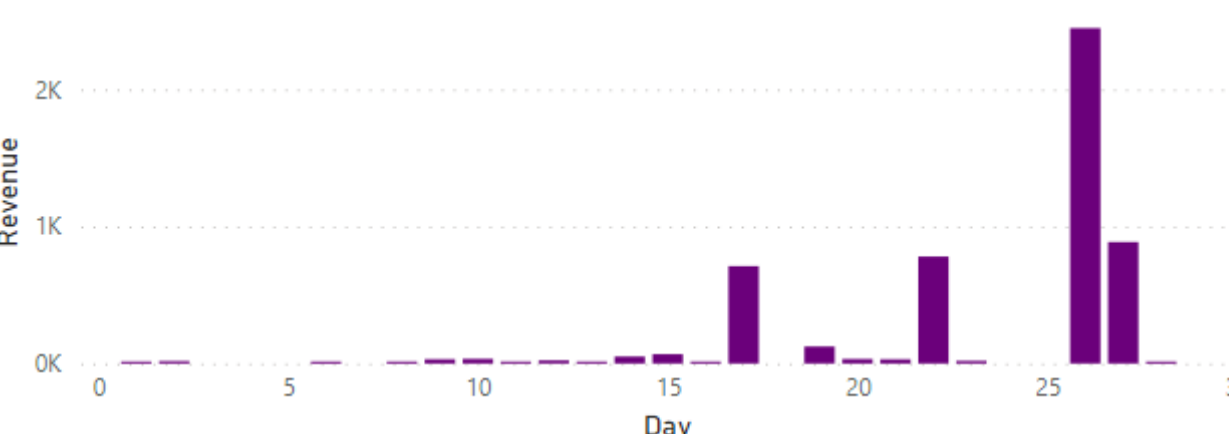
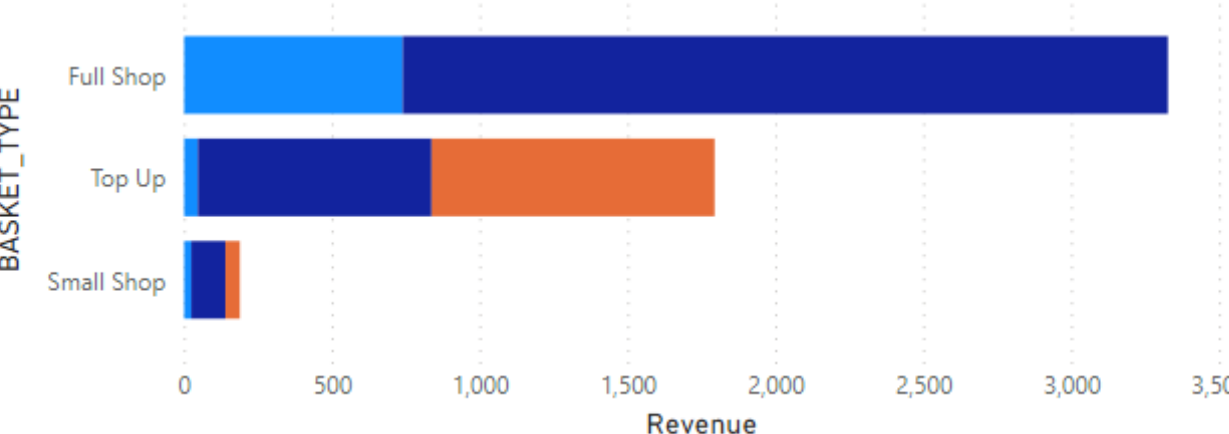
No. of Customer separate by type



CUSTOMER LIFE STAGE BY SHOP HOUR

CUSTOMER_TYPE ● Older adult ● Older FAM ● Other ● Pensioner ● Yong Adult ● Young FAM



Supermarket Dashboard			SHOPPING PERIOD		5.31K		26			
			2/1/2007	2/28/2007	Total Revenue		Average Revenue per Customer			
Basket TYPE					Customer TYPE					
	Fresh	Grocery	Mixed	Nonfood		Older adult	Older FAM	Other	Pensioner	Yong Adult
Revenue by BASKET TYPE					Revenue by BASKET_TYPE and BASKET_PRICE_SENSITIVITY					
BASKET_TYPE ● Pensioner					BASKET_PRICE_SENSITIVI... ● LA ● MM ● UM					
										
CUST_CODE	Revenue	Life stage	PROD_CODE_10	PROD_CODE_20	PROD_CODE_30	PROD_CODE_40	PROD_CODE			
CUST0000918353	2,365.44	Pensioner	CL00235	DEP00083	G00028	D00008	PRD0904735			
CUST0000918353	1,319.68	Pensioner	CL00235	DEP00083	G00028	D00008	PRD0901689			
CUST0000486391	835.11	Pensioner	CL00235	DEP00083	G00028	D00008	PRD0901689			
CUST0000918353	102.34	Pensioner	CL00151	DEP00052	G00015	D00003	PRD0901569			
CUST0000235674	41.76	Pensioner	CL00236	DEP00084	G00028	D00008	PRD0902548			
CUST0000486391	29.61	Pensioner	CL00165	DEP00055	G00016	D00003	PRD0903660			
CUST0000032037	25.92	Pensioner	CL00108	DEP00037	G00010	D00003	PRD0902163			
Total	5,311.87									