



Overview

Year

2007



Period

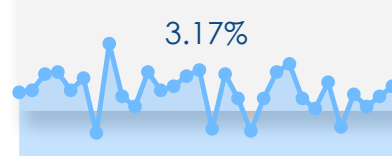
200704



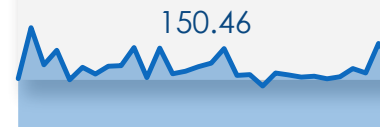
No. of Members



Churn Rate



Customer Lifetime Value



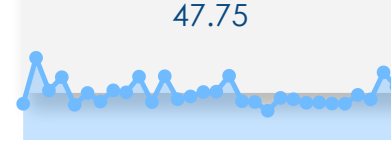
Total Spending



Average Lifespan



ARPU



Transactions Per Month



Ticket Size



[View CLV Dashboard](#)



CLV Dashboard

Year

2006

2007

2008



No. of Members

1486✓
Last: 1444

Churn Rate

0.00%

Customer Lifetime

Value
0.00

Average Lifespan

0.00

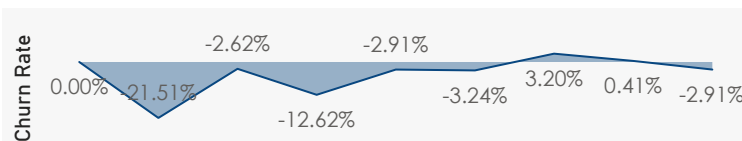
ARPU

155.64

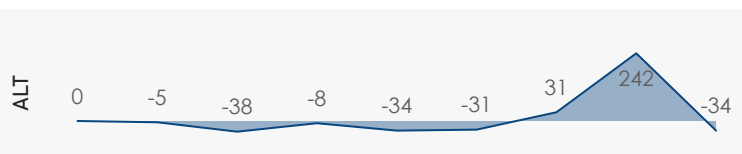
Summary of Customer Attribution

Month	Member Of Last Month	Active Member	Churn Rate	ALT	CLV
Apr		1004	0.00%	0.00	0.00
May	1004	1220	-21.51%	-4.65	-22.88
Jun	1220	1252	-2.62%	-38.13	-184.59
Jul	1252	1410	-12.62%	-7.92	-37.29
Aug	1410	1451	-2.91%	-34.39	-158.38
Sep	1451	1498	-3.24%	-30.87	-151.68
Oct	1498	1450	3.20%	31.21	142.68
Nov	1450	1444	0.41%	241.67	1096.44
Dec	1444	1486	-2.91%	-34.38	-187.51

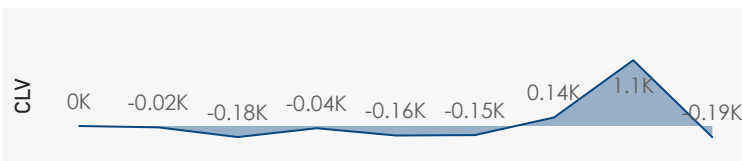
Churn Rate Per Month



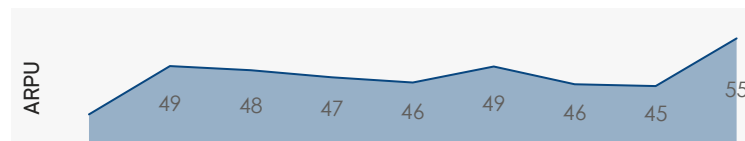
Average Customer Lifespan Per Month



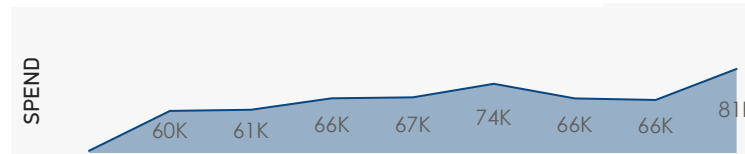
CLV Per month



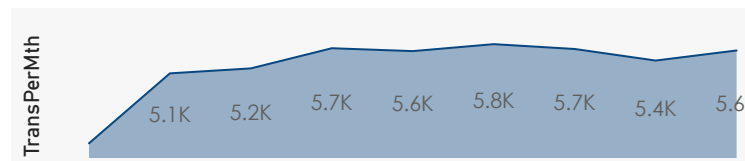
ARPU Per Month



Spending Per Month



Transactions Per Month





Customer and Store Dashboard

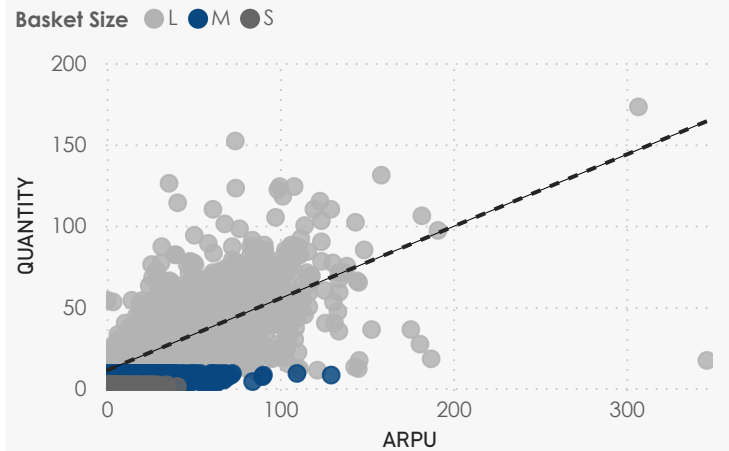
Year

2006

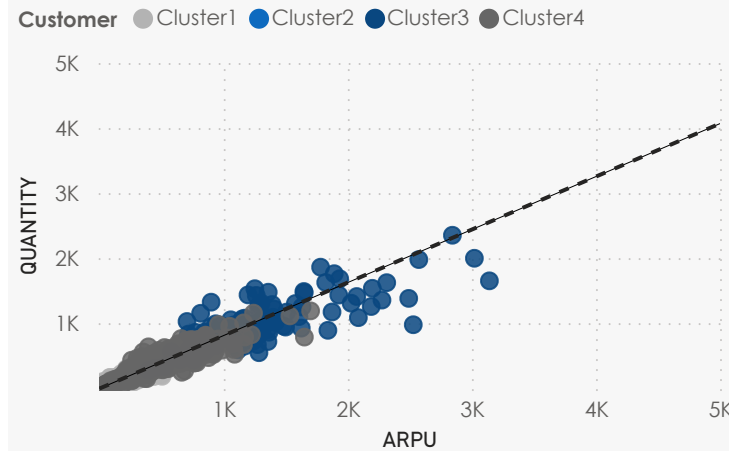
2007

2008

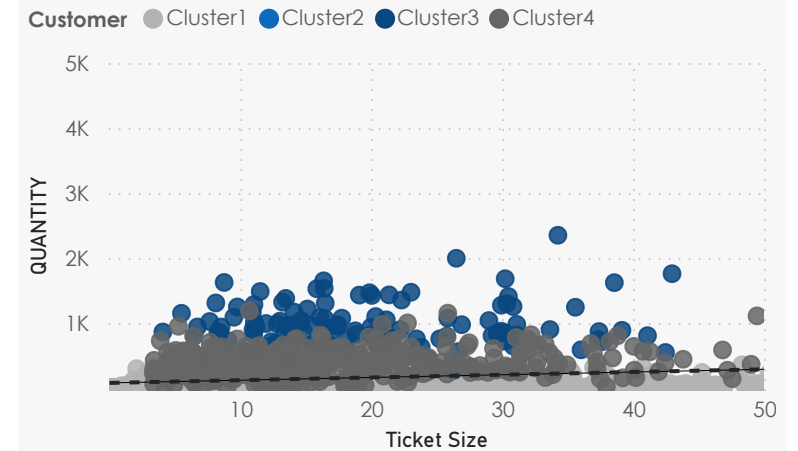
ARPU vs. Quantity by Basket Size



ARPU vs. Quantity by Customer Group



Ticket Size vs. Quantity by Customer Group



Store Performance By Day and Shop Hour

STORE_REGION	8	9	10	11	12	13	14	15	16	17	18	19	20
E02													
Mon	2,454.23	1,586.33	1,663.46	4,276.87	4,394.71	5,222.66	5,059.82	5,082.54	3,841.75	3,462.66	2,951.86	3,158.20	2,088.23
Tue	1,607.86	1,995.31	2,399.94	2,967.69	3,879.57	4,737.51	4,088.77	4,730.31	4,506.22	4,351.51	3,274.65	3,022.23	2,490.23
Wed	2,172.32	1,247.23	2,278.17	3,279.14	4,145.11	4,639.47	4,962.08	5,216.72	5,217.24	4,173.29	3,835.65	2,831.81	2,097.23
Thu	2,510.93	1,566.51	2,042.94	2,690.77	4,027.33	4,666.65	4,393.35	3,632.59	4,317.06	3,702.22	2,892.75	3,007.60	2,494.23
Fri	2,311.74	1,242.22	2,312.41	2,929.94	5,248.23	5,184.47	4,412.77	5,408.39	4,297.08	3,937.00	3,187.95	3,252.12	2,682.23
Sat	2,059.24	1,538.51	2,410.62	3,373.48	3,675.77	4,660.46	4,205.99	4,295.35	3,462.71	4,030.68	3,222.29	3,348.24	2,356.23
Sun	2,430.54	1,827.50	2,340.36	3,583.69	4,079.10	4,860.97	4,802.32	4,464.13	4,558.57	4,067.63	3,798.84	2,595.50	2,105.23
W01													
Mon	1,286.31	1,364.08	1,397.32	2,268.77	3,245.09	3,023.45	3,057.55	3,129.29	2,640.41	2,968.69	2,367.66	1,536.51	1,591.23
Tue	1,590.81	1,385.91	1,825.04	1,812.92	2,870.01	3,254.73	3,332.73	3,229.03	2,959.40	3,042.94	2,023.58	2,214.74	1,602.23
Wed	1,422.32	1,145.33	1,442.10	1,741.10	2,524.00	2,344.10	2,100.41	2,055.44	2,451.04	2,700.00	2,050.01	1,000.00	1,740.23

Store Performance By Shop Hour and Total Spending

