

PINPOINT SALES ANALYSIS

Analysis By Route

Ordered By Sales Per Delivery Household

Client: HH -Home Hardware  
Store Market: St. Jerome  
Store #: 1234  
Store Qty Target: 47,098  
Flyer drops: 52  
Analysis Weeks: 52  
Store Sales: \$3,787,069.00

				ROUTE INFORMATION								ANALYSIS								COST - ROI							ADDITIONAL			
CODE	DELIVERY UNIT	PRIME FSA	CITY	ACTUAL HOMES PER ROUTE	ACTUAL APTS PER ROUTE	Total HHLDs	DEL HOMES	DEL APTS	DEL TOTAL	Dist Pene	ACCUM DEL HHLDs	TOTAL TRANS	TRANS / DEL HHLD	WEIGHTED SALES	ACCUM SALES	SALES / DEL HHLD	SALES / DEL HHLD / WEEK	SALES / DEL HHLD / FLYER	AVERAGE SALES / TRANS	RANKING	COST PER DEL UNIT	COST / SALES %	RETURN PER FLY	SELECTION A	SELECTION B	SELECTION C	ROUTOUT	CURRENT	DRIVE DISTANCE	DRIVE TIME
6149	J5L00500	J5L	SAINT-JEROME	604	0	604	632	0	632	1.05	632	284	0.45	57,017.43	57,017.43	90.22		1.735	1.735	200.766	998	2,793.44	4.90%	1.65	Y			Y	3.28	6.27
6149	J5K00200	J5K	SAINT-COLOMBAN	2,338	42	2,380	1,378	0	1,378	0.58	2,010	797	0.58	112,731.62	169,749.05	81.81		1.573	1.573	141.445	978	6,090.76	5.40%	1.49	Y			Y	10.25	14.79
6149	J5K00100	J5K	SAINT-COLOMBAN	4,266	0	4,266	2,911	0	2,911	0.68	4,921	1,572	0.54	231,331.97	401,081.02	79.47		1.528	1.528	147.158	968	12,866.62	5.56%	1.44	Y			Y	12.59	17.07
6149	J5J00500	J5J	SAINTE-SOPHIE	258	19	277	214	0	214	0.77	5,135	74	0.35	16,462.94	417,543.96	76.93		1.479	1.479	222.472	968	945.88	5.75%	1.39	Y			Y	13.66	14.56
6149	J5L00300	J5L	SAINT-JEROME	1,588	60	1,648	1,662	36	1,698	1.03	6,833	679	0.40	129,886.13	547,430.09	76.49		1.471	1.471	191.290	948	7,505.16	5.78%	1.39	Y			Y	7.88	10.07
6149	J5L00900	J5L	SAINT-JEROME	546	0	546	415	0	415	0.76	7,248	187	0.45	28,842.91	576,273.00	69.50		1.337	1.337	154.240	947	1,834.30	6.36%	1.25	Y			Y	9.45	10.76
6149	J7Y01900	J7Y	SAINT-JEROME	235	0	235	220	0	220	0.94	7,468	91	0.41	15,255.68	591,528.68	69.34		1.333	1.333	167.645	947	972.40	6.37%	1.25	Y			Y	7.60	6.91
6149	J7Y02000	J7Y	SAINT-JEROME	765	0	765	737	0	737	0.96	8,205	328	0.45	49,337.62	640,866.30	66.94		1.287	1.287	150.420	938	3,257.54	6.60%	1.20	Y			Y	8.27	9.52
6149	J7Y01800	J7Y	SAINT-JEROME	264	10	274	290	6	296	1.08	8,501	128	0.43	19,266.73	660,133.03	65.09		1.252	1.252	150.521	937	1,308.32	6.79%	1.17	Y			Y	7.38	7.50
6149	J8A00100	J8A	SAINT-HIPPOLYTE	3,528	0	3,528	1,906	0	1,906	0.54	10,407	891	0.47	123,902.14	784,035.17	65.01		1.250	1.250	139.060	888	8,424.52	6.80%	1.17	Y			Y	22.43	22.14
6149	J0R1B000	J0R1B0	SAINTE-ANNE-DES-LACS	1,880	1	1,881	988	0	988	0.53	11,395	246	0.25	62,991.31	847,026.48	63.76		1.226	1.226	256.062	878	4,366.96	6.93%	1.14	Y			Y	21.80	22.00
6149	J5L00400	J5L	SAINT-JEROME	2,089	34	2,123	2,134	132	2,266	1.07	13,661	935	0.41	137,625.38	984,651.86	60.73		1.168	1.168	147.193	868	10,015.72	7.28%	1.08	Y			Y	8.53	10.83
6149	J5L00800	J5L	SAINT-JEROME	1,094	0	1,094	1,279	0	1,279	1.17	14,940	422	0.33	75,072.61	1,059,724.47	58.70		1.129	1.129	177.897	867	5,653.18	7.53%	1.04	Y			Y	8.18	10.24
6149	J8A00200	J8A	SAINT-HIPPOLYTE	881	0	881	555	0	555	0.63	15,495	261	0.47	31,697.13	1,091,421.60	57.11		1.098	1.098	121.445	858	2,453.10	7.74%	1.01	Y			Y	14.95	14.63
6149	J7Y01200	J7Y	SAINT-JEROME	1,206	443	1,649	1,096	431	1,527	0.93	17,022	601	0.39	85,304.64	1,176,726.24	55.86		1.074	1.074	141.938	838	6,749.34	7.91%	0.99	Y			Y	8.00	9.26
6149	J7Z01900	J7Z	SAINT-JEROME	528	99	627	570	105	675	1.08	17,697	222	0.33	36,901.65	1,213,627.89	54.67		1.051	1.051	166.224	837	2,983.50	8.09%	0.97	Y			Y	3.55	8.81
6151	J8B00200	J8B	SAINTE-ADELE	1,237	79	1,316	850	0	850	0.65	18,547	287	0.34	46,109.24	1,259,737.13	54.25		1.043	1.043	160.659	788	3,757.00	8.15%	0.96	Y			Y	29.01	21.96
6149	J7N00200	J7N	MIRABEL	1,034	0	1,034	952	103	1,055	1.02	19,602	347	0.33	56,048.93	1,315,786.06	53.13		1.022	1.022	161.524	787	4,663.10	8.32%	0.94	Y			Y	16.95	17.15
6149	J7YRR200	J7Y	SAINT-JEROME	299	0	299	275	0	275	0.92	19,877	112	0.41	14,586.98	1,330,373.04	53.04		1.020	1.020	130.241	778	1,215.50	8.33%	0.94	Y			Y	9.16	11.88
6149	J7Z00400	J7Z	SAINT-JEROME	678	19	697	640	20	660	0.95	20,537	260	0.39	34,353.13	1,364,726.17	52.05		1.001	1.001	132.127	777	2,917.20	8.49%	0.92	Y			Y	4.10	9.21
6149	J5J00400	J5J	SAINTE-SOPHIE	4,049	15	4,064	3,562	0	3,562	0.88	24,099	1,280	0.36	183,543.26	1,548,269.43	51.53		0.991	0.991	143.393	758	15,744.04	8.58%	0.91	Y			Y	13.98	18.16
6149	J7Z00300	J7Z	SAINT-JEROME	1,417	307	1,724	1,444	272	1,716	1.00	25,815	606	0.35	87,903.29	1,636,172.72	51.23		0.985	0.985	145.055	748	7,584.72	8.63%	0.90	Y			Y	5.19	10.62
6149	J7Z00900	J7Z	SAINT-JEROME	240	122	362	264	115	379	1.05	26,194	131	0.35	19,371.22	1,655,543.94	51.11		0.983	0.983	147.872	747	1,675.18	8.65%	0.90	Y			Y	3.45	6.94
6149	J5L00200	J5L	SAINT-JEROME	747	181	928	780	194	974	1.05	27,168	312	0.32	49,726.41	1,705,270.35	51.05		0.982	0.982	159.380	746	4,305.08	8.66%	0.90	Y			Y	7.21	8.76
6149	J7ZRR100	J7J	MIRABEL	376	0	376	389	0	389	1.03	27,557	123	0.32	19,727.74	1,724,998.09	50.71		0.975	0.975	160.388	738	1,719.38	8.72%	0.89			Y	8.00	11.91	
6149	J7Y00500	J7Y	SAINT-JEROME	191	347	538	217	333	550	1.02	28,107	236	0.43	26,123.01	1,751,121.10	47.50		0.913	0.913	110.691	737	2,431.00	9.31%	0.83	Y			Y	0.97	1.71
6149	J5J00200	J5J	SAINTE-SOPHIE	1,234	0	1,234	1,004	0	1,004	0.81	29,111	320	0.32	47,188.81	1,798,309.91	47.00		0.904	0.904	147.465	688	4,437.68	9.40%	0.82	Y			Y	18.51	

CODE	DELIVERY UNIT	PRIME FSA	CITY	ROUTE INFORMATION								ANALYSIS								COST - ROI			SELECTION	SELECTION A	SELECTION B	SELECTION C	ROUTING	CURRENT	ADDITIONAL		
				ACTUAL HOMES PER ROUTE	ACTUAL APTS PER ROUTE	Total HHLDs	DEL HOMES	DEL APTS	DEL TOTAL	Dist Pene	ACCUM DEL HHLDs	TOTAL TRANS	TRANS / DEL HHLD	WEIGHTED SALES	ACCUM SALES	SALES / DEL HHLD	SALES / DEL HHLD / WEEK	SALES / DEL HHLD / FLYER	AVERAGE SALES / TRANS	RANKING	COST PER DEL UNIT	COST / SALES %	RETURN PER FLY						DRIVE DISTANCE	DRIVE TIME	
6149	J7Z01300	J7Z	SAINT-JEROME	293	234	527	364	249	613	1.16	61,995	79	0.13	13,974.71	3,179,401.96	22.80		0.438	0.438	176.895	376	2,709.46	19.39%	0.35				Y	2.49	5.50	
6149	J0R02100	J0R1R0	SAINT-SAUVEUR	2,645	318	2,963	2,045	0	2,045	0.69	64,040	506	0.25	99,456.47	3,278,858.43	22.60		0.435	0.435	196.554	358	9,038.90	9.09%	0.85				Y	23.80	23.75	
6149	J0R02000	J0R1R0	SAINT-SAUVEUR	2,645	318	2,963	2,236	120	2,356	0.80	66,396	506	0.21	99,456.47	3,378,314.90	22.60		0.435	0.435	196.554	348	10,413.52	10.47%	0.73				Y	23.80	23.75	
6149	J7Z01200	J7Z	SAINT-JEROME	331	407	738	347	339	686	0.93	67,082	101	0.15	14,607.04	3,392,921.94	21.29		0.409	0.409	144.624	347	3,032.12	20.76%	0.32				Y	2.31	5.87	
6149	J7N00600	J7N	MIRABEL	541	26	567	680	0	680	1.20	67,762	95	0.14	14,273.78	3,407,195.72	20.99		0.404	0.404	150.250	346	3,005.60	21.06%	0.32				Y	23.14	22.23	
6149	J7Z02100	J7Z	SAINT-JEROME	413	608	1,021	453	613	1,066	1.04	68,828	187	0.18	19,917.01	3,427,112.73	18.68		0.359	0.359	106.508	338	4,711.72	23.66%	0.27				Y	3.42	8.45	
6149	J7Y01300	J7Y	SAINT-JEROME	109	413	522	107	543	650	1.25	69,478	122	0.19	12,071.74	3,439,184.47	18.57		0.357	0.357	98.949	298	2,873.00	23.80%	0.27				Y	6.93	9.48	
6149	J8G00200	J8G	BROWNSBURG-CHATHAM	1,689	0	1,689	957	0	957	0.57	70,435	125	0.13	15,797.44	3,454,981.91	16.51		0.318	0.318	126.380	278	0.00	0.00%	0.32						48.30	41.20
6151	J8C00800	J8C	SAINTE-AGATHE-DES-MONTS	2,690	30	2,720	2,085	0	2,085	0.77	72,520	179	0.09	34,197.11	3,489,179.02	16.40		0.315	0.315	191.045	268	0.00	0.00%	0.32						54.80	36.00
6151	J8B00300	J8B	SAINTE-ADELE	541	18	559	660	0	660	1.18	73,180	88	0.13	10,312.24	3,499,491.26	15.62		0.300	0.300	117.185	267	2,917.20	28.29%	0.22			Y		28.11	19.61	
6149	J7Z01400	J7Z	SAINT-JEROME	638	97	735	681	77	758	1.03	73,938	121	0.16	11,544.95	3,511,036.21	15.23		0.293	0.293	95.413	266	3,350.36	29.02%	0.21				Y	2.77	6.64	
6151	J8C00200	J8C	SAINTE-AGATHE-DES-MONTS	414	50	464	499	0	499	1.08	74,437	41	0.08	7,487.29	3,518,523.50	15.00		0.288	0.288	182.617	258	0.00	0.00%	0.29						47.44	32.07
6151	J0T2N000	J0T2N0	VAL-DAVID	2,680	41	2,721	2,000	0	2,000	0.74	76,437	174	0.09	28,577.06	3,547,100.56	14.29		0.275	0.275	164.236	238	0.00	0.00%	0.27						47.10	34.50
6149	J7Y01000	J7Y	SAINT-JEROME	266	875	1,141	291	876	1,167	1.02	77,604	163	0.14	15,913.55	3,563,014.11	13.64		0.262	0.262	97.629	237	5,158.14	32.41%	0.18				Y	4.64	6.38	
6149	J7Z01500	J7Z	SAINT-JEROME	414	472	886	498	810	1,308	1.48	78,912	164	0.259	17,640.47	3,580,654.58	13.49		0.259	0.259	107.564	228	5,781.36	32.77%	0.17				Y	3.72	8.57	
6149	J8H00300	J8H	LACHUTE	1,253	239	1,492	1,288	191	1,479	0.99	80,391	111	0.08	18,669.08	3,599,323.66	12.62		0.243	0.243	168.190	188	0.00	0.00%	0.24						36.52	34.22
6149	J8G00100	J8G	BROWNSBURG-CHATHAM	1,519	31	1,550	1,050	0	1,050	0.68	81,441	108	0.10	13,110.68	3,612,434.34	12.49		0.240	0.240	121.395	178	0.00	0.00%	0.24						44.44	35.71
6149	J7Z01000	J7Z	SAINT-JEROME	329	523	852	391	735	1,126	1.32	82,567	139	0.12	13,907.33	3,626,341.67	12.35		0.238	0.238	100.053	177	4,976.92	35.79%	0.15				Y	3.14	6.86	
6149	J7N00300	J7N	MIRABEL	374	6	380	290	0	290	0.76	82,857	38	0.13	3,507.90	3,629,849.57	12.10		0.233	0.233	92.313	176	1,281.80	36.54%	0.15				Y	30.22	26.57	
6149	J5M00300	J5M	SAINT-LIN-LAURENTIDES	624	0	624	605	0	605	0.97	83,462	39	0.06	6,987.87	3,636,837.44	11.55		0.222	0.222	179.176	168	0.00	0.00%	0.22						22.38	27.20
6149	J5M00500	J5M	SAINT-LIN-LAURENTIDES	1,927	0	1,927	2,020	0	2,020	1.05	85,482	79	0.04	21,842.94	3,658,680.38	10.81		0.208	0.208	276.493	148	0.00	0.00%	0.21						30.61	33.99
6149	J5M00400	J5M	SAINT-LIN-LAURENTIDES	621	0	621	655	0	655	1.05	86,137	42	0.06	7,018.45	3,665,698.83	10.72		0.206	0.206	167.106	147	0.00	0.00%	0.21						24.48	28.81
6151	J0T01100	J0T1E0	SAINTE-MARGUERITE-ESTEREL	150	0	150	110	0	110	0.73	86,247	9	0.08	1,124.56	3,666,823.39	10.22		0.197	0.197	124.951	147	0.00	0.00%	0.20						42.10	45.00
6151	J8C00700	J8C	SAINTE-AGATHE-DES-MONTS	325	0	325	395	0	395	1.22	86,642	35	0.09	3,966.70	3,670,790.09	10.04		0.193	0.193	113.334	145	0.00	0.00%	0.19						46.97	30.65
6149	J8H00600	J8H	LACHUTE	959	249	1,208	1,049	209	1,258	1.04	87,900	94	0.07	11,474.40	3,682,264.49	9.12		0.175	0.175	122.068	128	0.00	0.00%	0.18						40.96	30.95
6149	J5M00100	J5M	SAINT-LIN-LAURENTIDES	1,716	220	1,936	1,714	188	1,902	0.98	89,802	93	0.05	16,915.95	3,699,180.44	8.89		0.171	0.171	181.892	118	0.00	0.00%	0.17						26.20	28.81
6149	J0T2M000	J0T2M0	LAC-DES-SEIZE-ILES	80	0	80	208	0	208	2.60	90,010	16	0.08	1,849.06	3,701,029.50	8.89		0.171	0.171	115.566	118	0.00	0.00%	0.17						50.20	45.00
6151	J8C00400	J8C	SAINTE-AGATHE-DES-MONTS	401	48	449	484	0	484	1.08	90,494	33	0.07	4,140.89	3,705,170.39	8.56		0.165	0.165	125.482	116	0.00	0.00%	0.16						49.97	32.59
6151	J8C00500	J8C	SAINTE-AGATHE-DES-MONTS	315	92	407	330	0	330	0.81	90,824	19	0.06	2,735.39	3,707,905.78	8.29		0.159	0.159	143.968	098	0.00	0.00%	0.16						48.87	32.76
6151	J8C00600	J8C	SAINTE-AGATHE-DES-MONTS	517	41	558	638	0	638	1.14	91,462	43	0.07	5,267.81	3,713,173.59	8.26		0.159	0.159	122.507	097	0.00	0.00%	0.16						48.62	31.34
6149	J8H00400	J8H	LACHUTE	465	140	605	464	149	613	1.01	92,075	40	0.07	4,949.49	3,718,123.08	8.07		0.155	0.155	123.737	088	0.00	0.00%	0.16						35.95	32.58
6149	J5M00700	J5M	SAINT-LIN-LAURENTIDES	619	0	619	590	0	590	0.95	92,665	32	0.05	4,708.45	3,722,831.53	7.98		0.153	0.153	147.139	087	0.00	0.00%	0.15						26.64	29.58
6149	J8H00100	J8H	LACHUTE	627	68	695	811	82	893	1.28	93,558	53	0.06	6,960.22	3,729,791.75	7.79		0.150	0.150	131.325	078	0.00	0.00%	0.15						35.94	32.72
6149	J5M00600	J5M	SAINT-LIN-LAURENTIDES	874	0	874	887	0	887	1.01	94,445	44	0.05	6,074.91	3,735,866.66	6.85		0.132	0.132	138.066	068	0.00	0.00%	0.13						29.69	34.14
6149	J5M00200	J5M	SAINT-LIN-LAURENTIDES	1,447	0	1,447	1,511	0	1,511	1.04	95,956	78	0.05	10,090.84	3,745,957.50	6.68		0.128	0.128	129.370	048	0.00	0.00%	0.13						32.10	36.54
6151	J0T2R002	J0T2R0	VAL-MORIN	696	5	701	500	0	500	0.71	96,456	49	0.10	6,851.83	3,752,809.33	6.53		0.126	0.126	139.833	047	0.00	0.00%	0.26						40.50	37.00
6151	J0T2R001	J0T2R0	VAL-MORIN	696	5	701	550	0	550	0.78	97,006	49	0.09	6,851.83	3,759,661.16	6.53		0.126	0.126	139.833	046	0.00	0.00%	0.24						40.50	37.00
6149	J8H00200	J8H	LACHUTE	240	354	594	260	231	491	0.83	97,497	32	0.07	2,859.90	3,762,521.06	5.82		0.112	0.112	89.372	038	0.00	0.00%	0.11						34.30	29.62
6149	J8H00500	J8H	LACHUTE	343	93	436	426	48	474	1.09	97,971	27	0.06	2,618.29	3,765,139.35	5.52		0.106	0.106	96.974	037	0.00	0.00%	0.11						34.76	29.78
6151	J8C00100	J8C	SAINTE-AGATHE-DES-MONTS	289	55	344	400	0	400	1.16	98,371	12	0.03	2,109.13	3,767,248.48	5.27		0.101	0.101	175.761	028	0.00	0.00%	0.10						47.98	33.26
6151	J0T2P000	J0T2P0	VAL-DES-LACS	446	2	448	375	0	375	0.84	98,746	17	0.05	1,954.82	3,769,203.30	5.21		0.100	0.100	114.989	027	0.00	0.00%	0.10						66.30	51.00
6149	J8G00300	J8G	BROWNSBURG-CHATHAM	143	0	143	465	0	465	3.25	99,211	14	0.03	1,715.87	3,770,919.17	3.69		0.071	0.071	122.56											