



Wash Index

REPORT

Quarter 3 2023



CAR WASH • ELM ST • Quarter 3 2023

Site 1
213 Elm St
Shelbyville, OH 44444

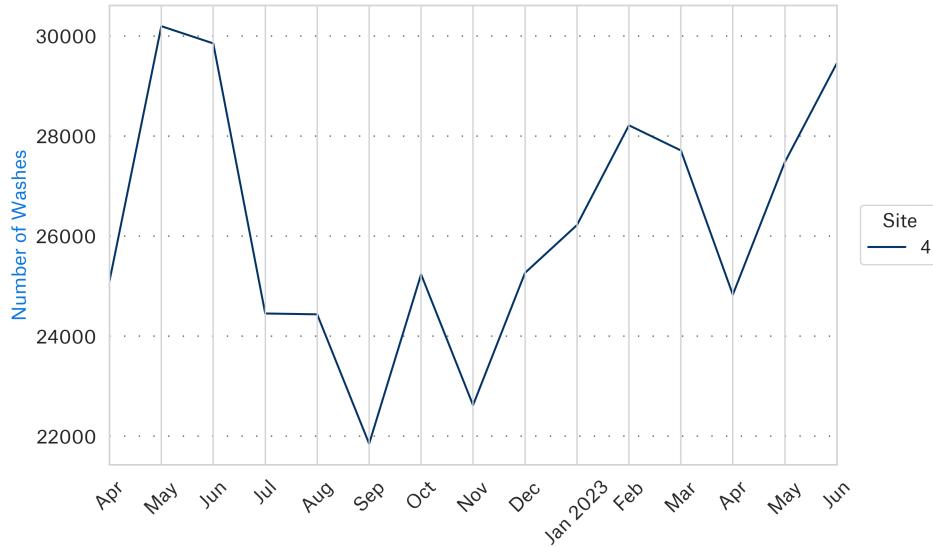
Market Evaluation

NCS

WASH INDEX REPORT



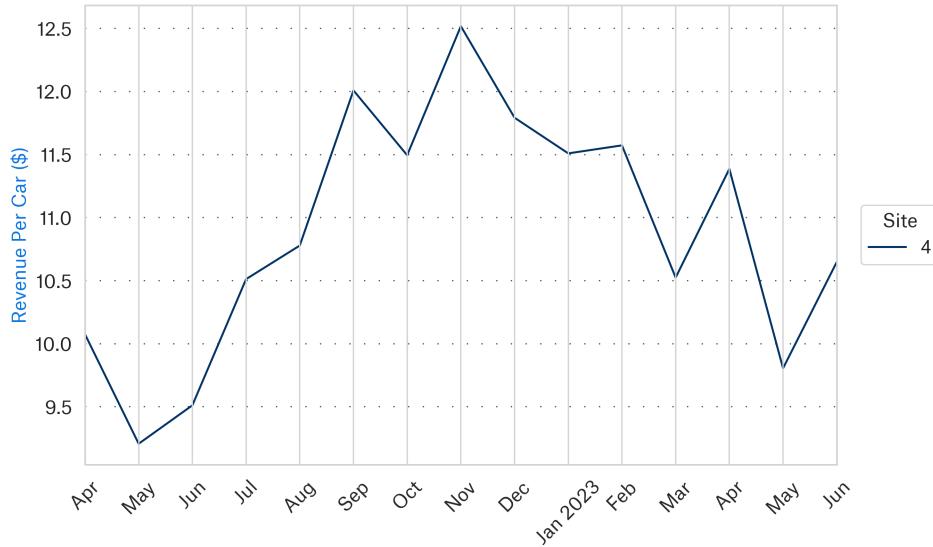
Total Volume



Quarter Average Volume

Site 4: 27,252

Revenue Per Car



Quarter Average Revenue

Site 4: \$288,573

Insights

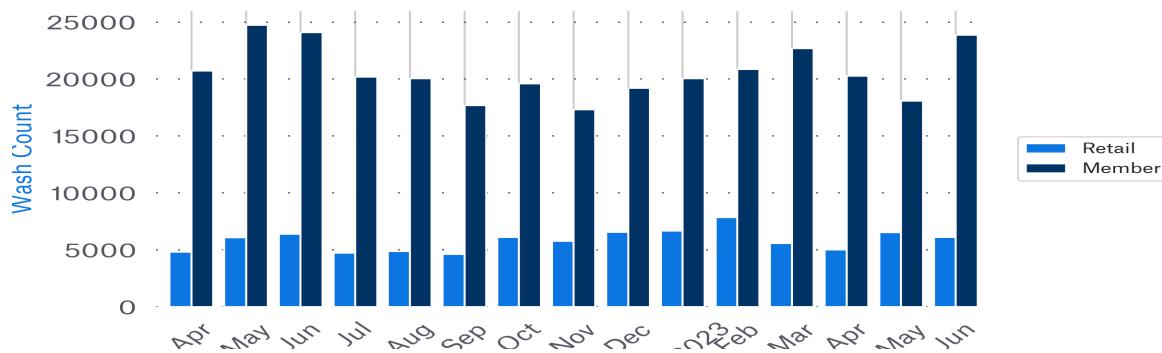
Total wash volume changed by -0.5% compared to last quarter

Total revenue changed by -5.9%

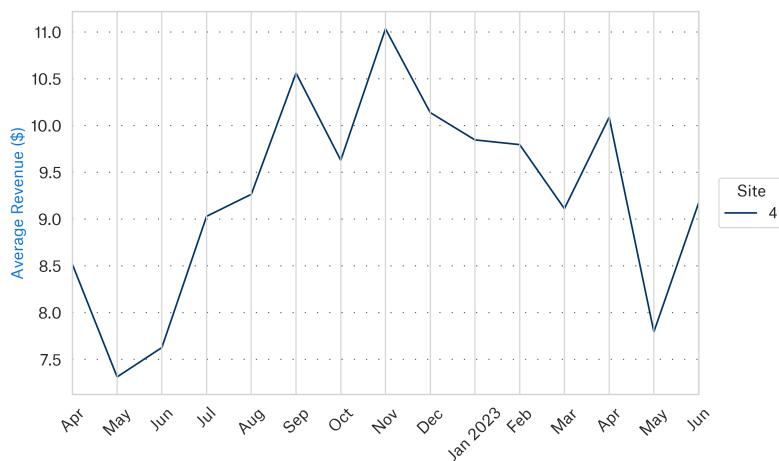
Some regional and national comparison



Membership Distribution



Membership Revenue Per Car



Quarter Average Membership RPC

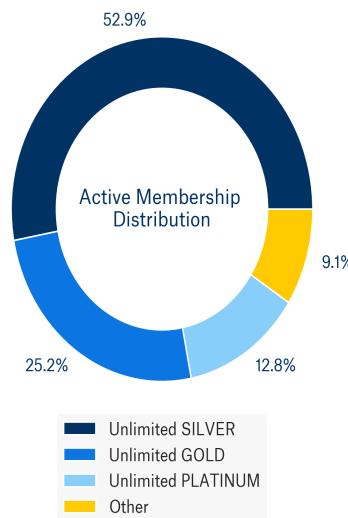
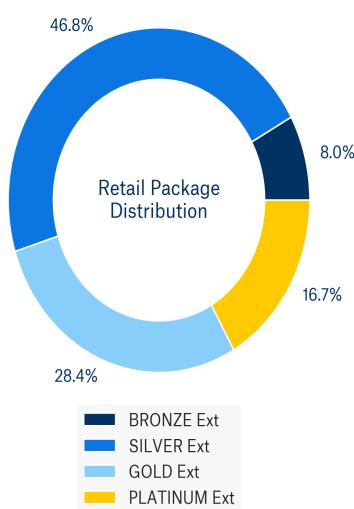
Site 4: \$9.0

Retail Revenue Per Car

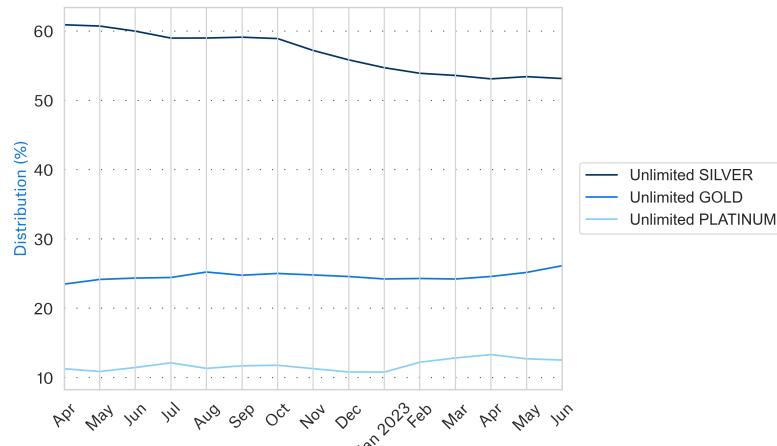


Quarter Average Retail RPC

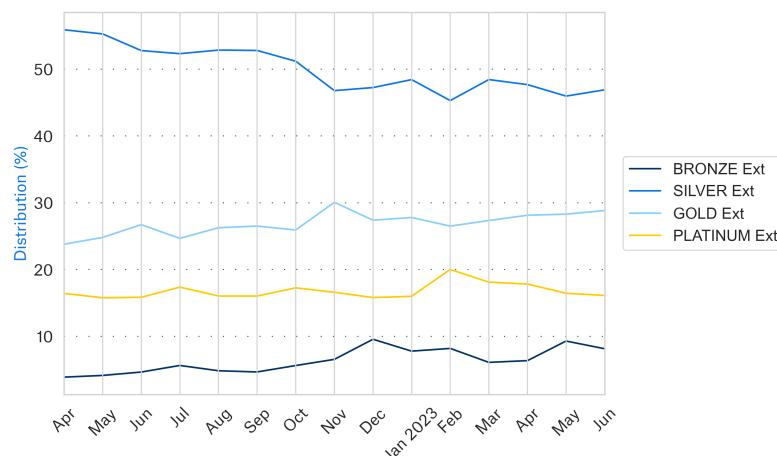
Site 4: \$16.4



Membership Package Distribution Over Time



Retail Package Distribution Over Time



Quarterly Notable Package Distribution Shifts

Membership

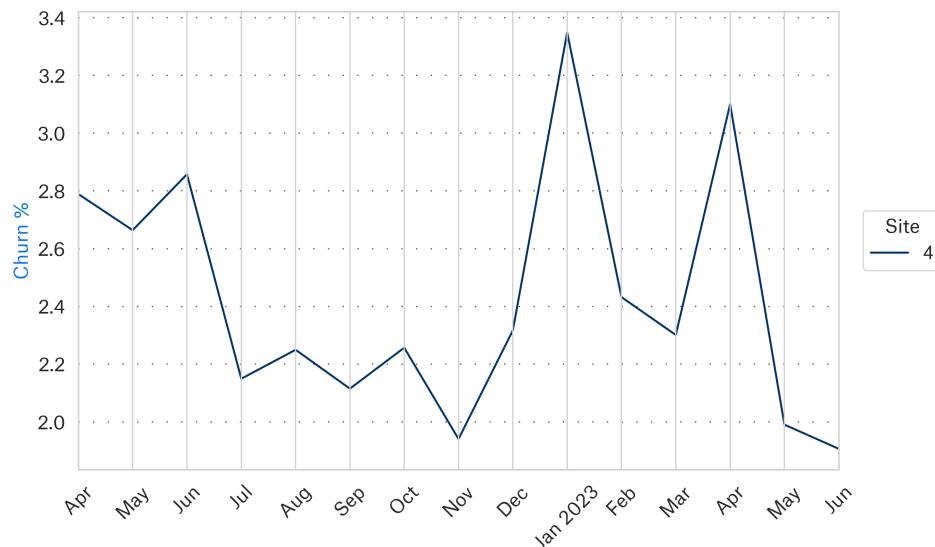
Unlimited PLATINUM
+7.4%
Unlimited SILVER
-5.0%

Retail

BRONZE Ext
+44.9%
SILVER Ext
-8.1%



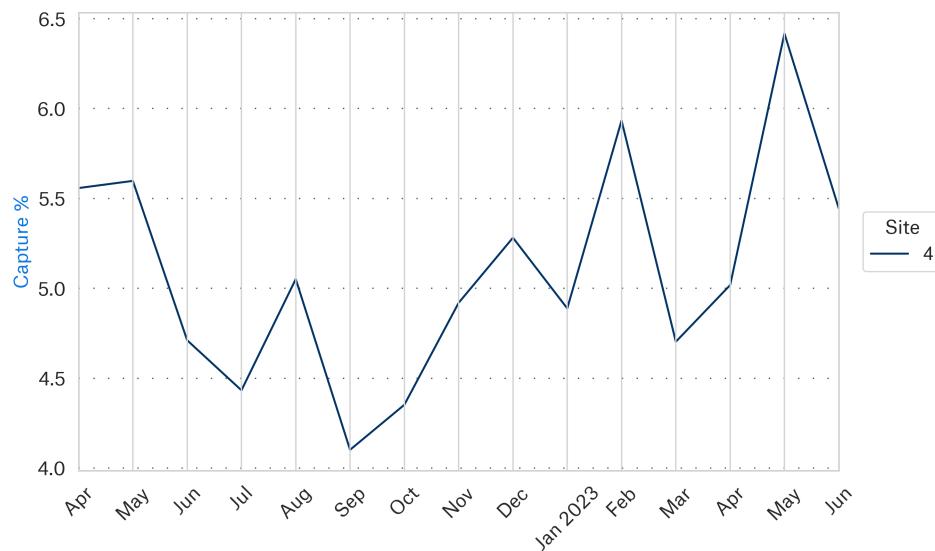
Churn Rate



Quarter Average Churn Rate

Site 4: 2.3%

Capture Rate



Quarter Average Capture Rate

Site 4: 5.6%

Insights

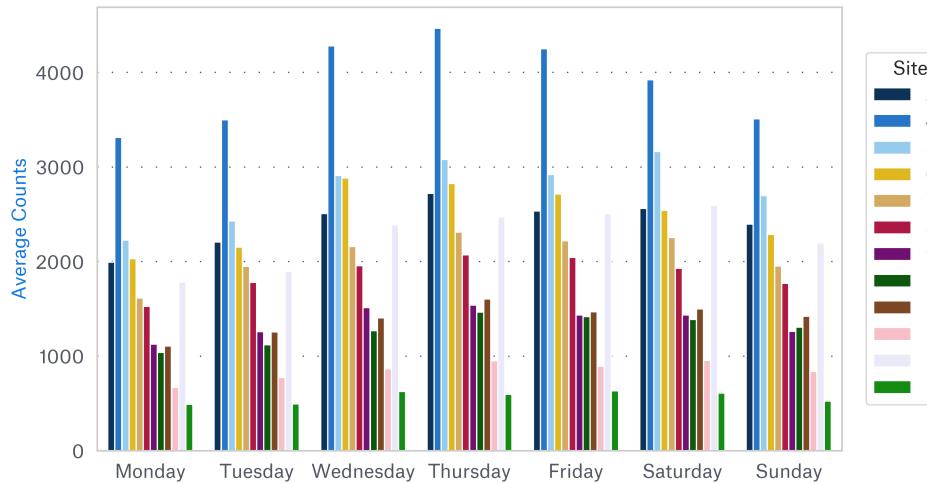
Average churn rate changed by -13.4% compared to last quarter

Average capture rate changed by 8.7%

Some regional and national comparison



Washes Per Day

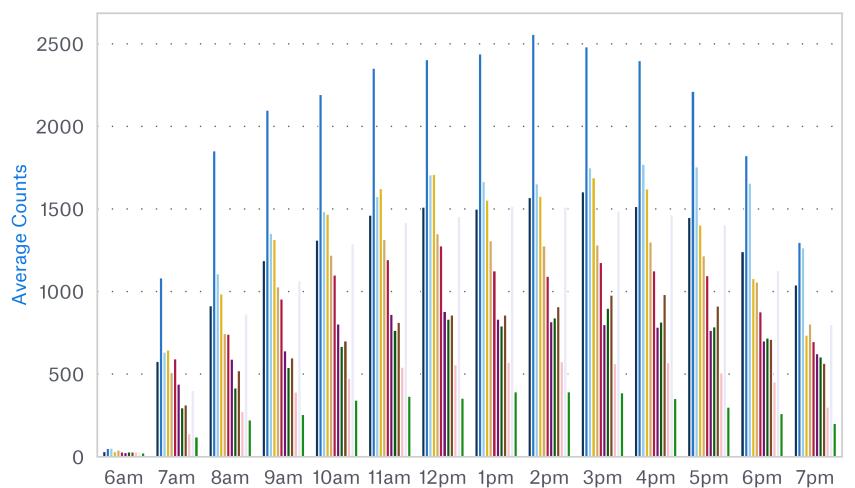


Most/Least Popular Days on Average in Current Quarter

Sunday: 4469

Monday: 490

Washes Per Hour



Most/Least Popular Hours on Average in Current Quarter

8 PM: 2557

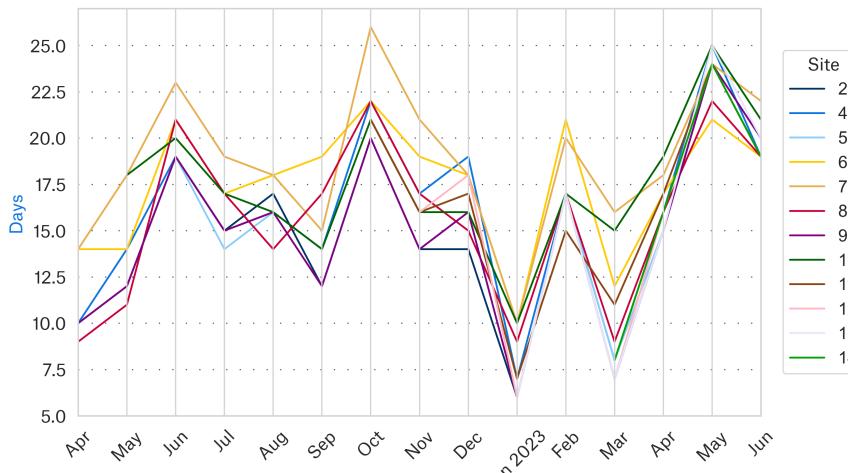
6 AM: 9



Projected Wash Count
8576

Actual Wash Count
8267

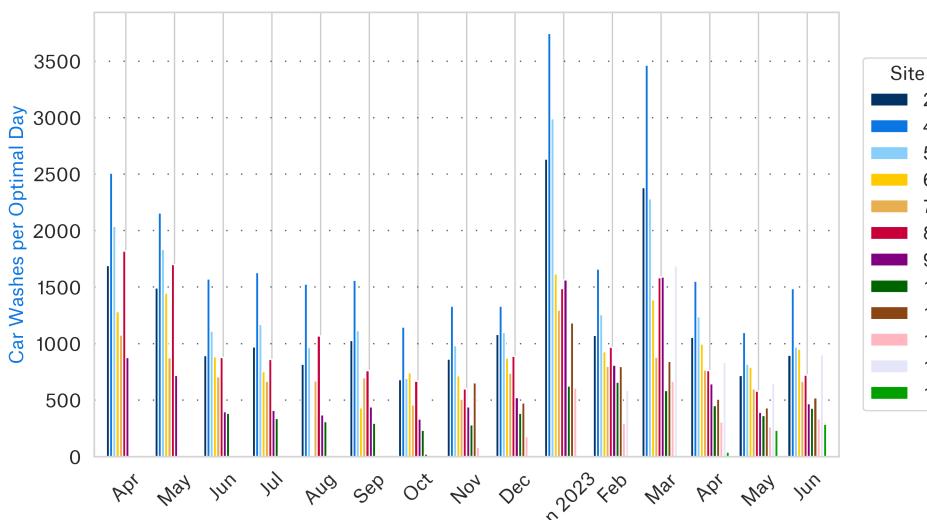
Optimal Car Wash Days



Optimal Car Wash Days

Quarter 2 2023 experienced approximately 60 days of optimal car wash weather

Washes Per Optimal Car Wash Day



Wash Count per Optimal Car Wash Day

Site 4 washes approximately 4139 per optimal wash day.