



Wash Index

REPORT

October 2023



Site 1

213 Elm St
Springfield, OH 55555

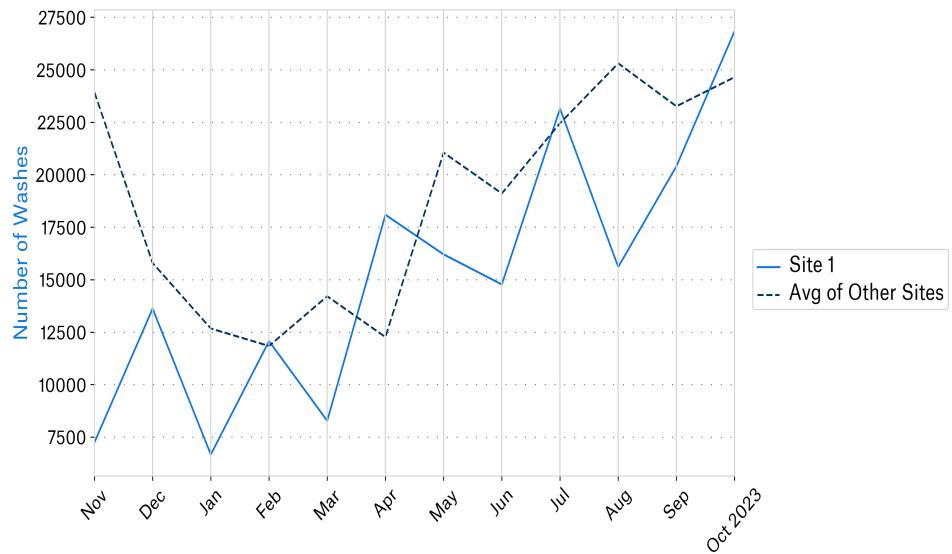
Market Evaluation

NCS

WASH INDEX REPORT



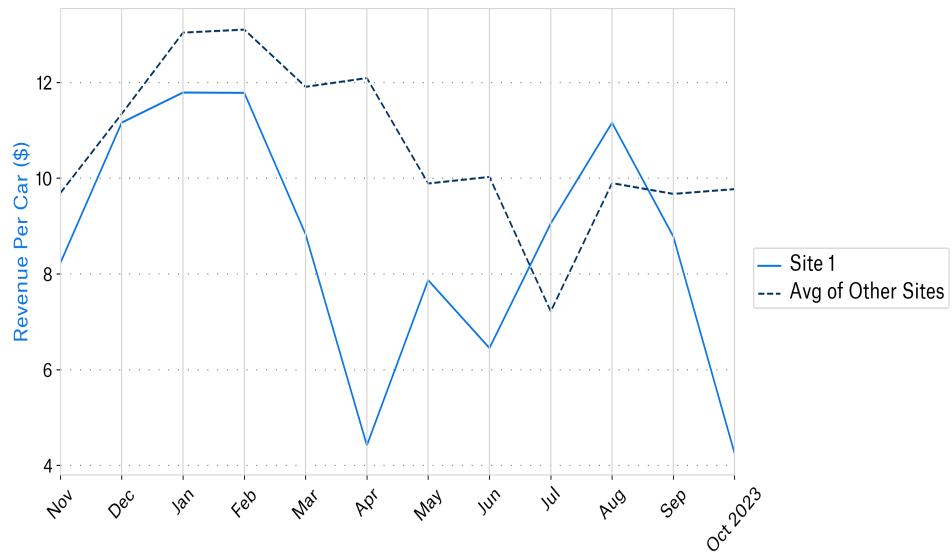
Total Volume



12 Month Average Volume

Site 1: 15,243

Revenue Per Car



12 Month Average Revenue Per Car

Site 1: \$9

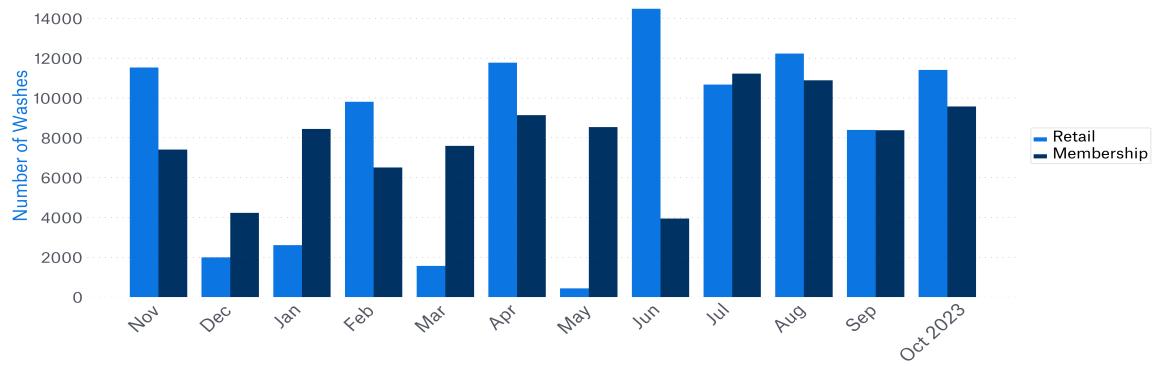
Insights

Total wash volume changed by 31.6% compared to last month

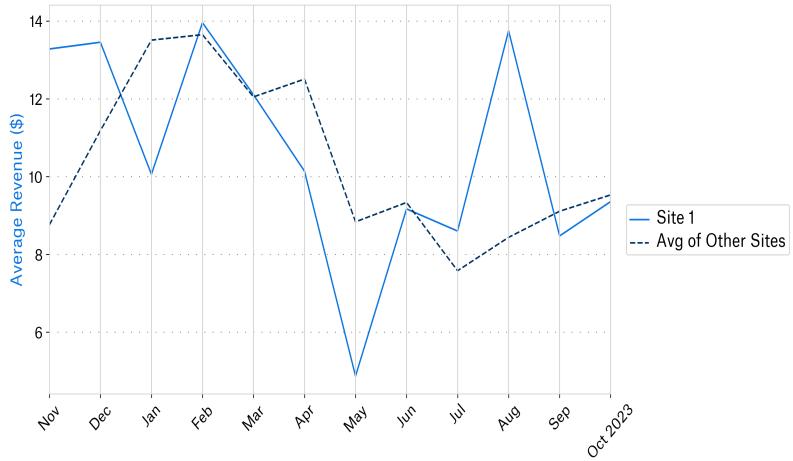
RPC changed by -51.6%



Wash Distribution



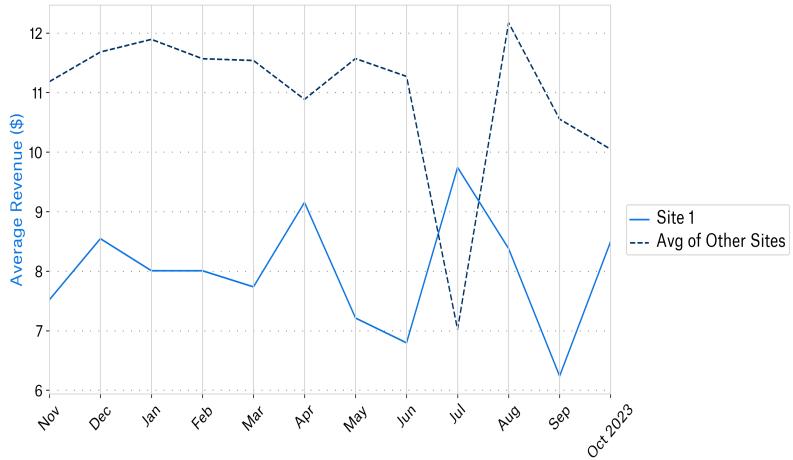
Membership Revenue Per Car



12 Month Average Membership RPC

● Site 1: \$10.6

Retail Revenue Per Car

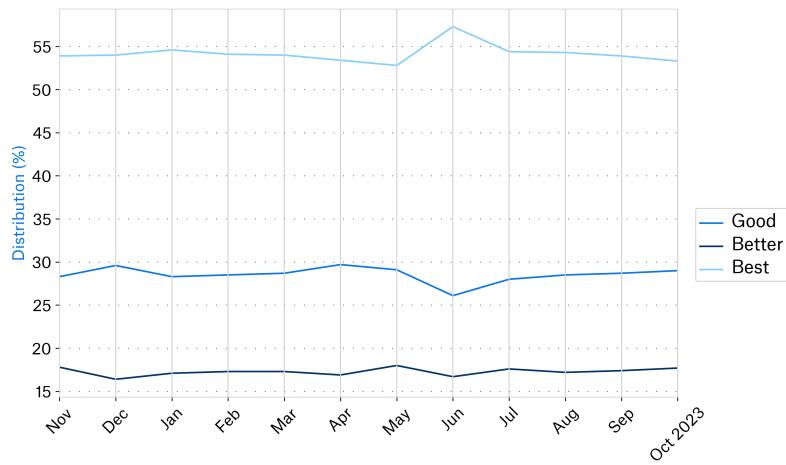


12 Month Average Retail RPC

● Site 1: \$7.99



Membership Package Distribution Over Time



Quarterly Notable Package Distribution Shifts

Membership

Better

+1.7%

Best

-1.1%

Retail

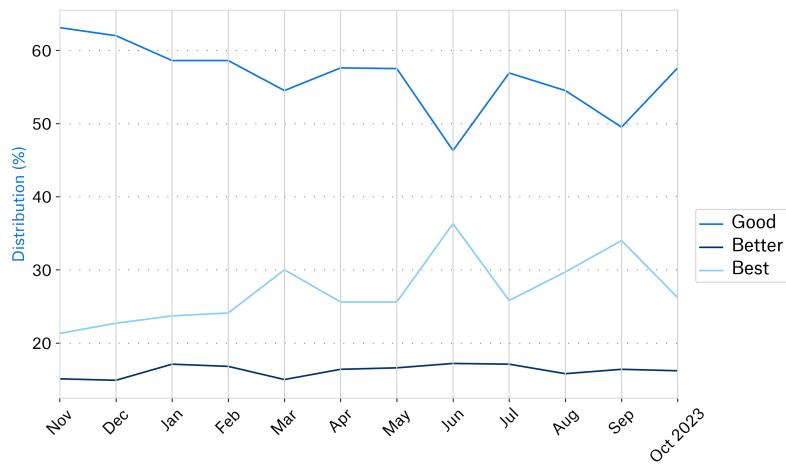
Good

+16.4%

Best

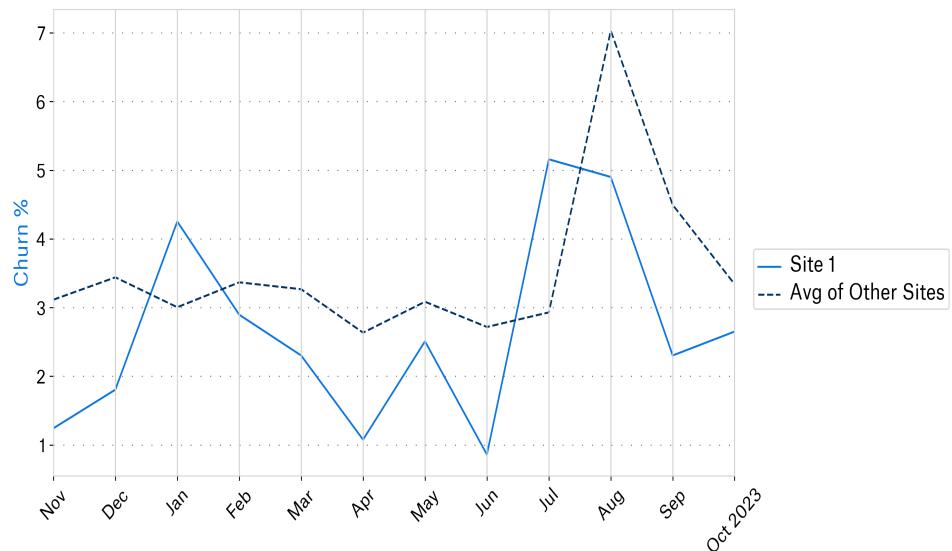
-22.9%

Retail Package Distribution Over Time





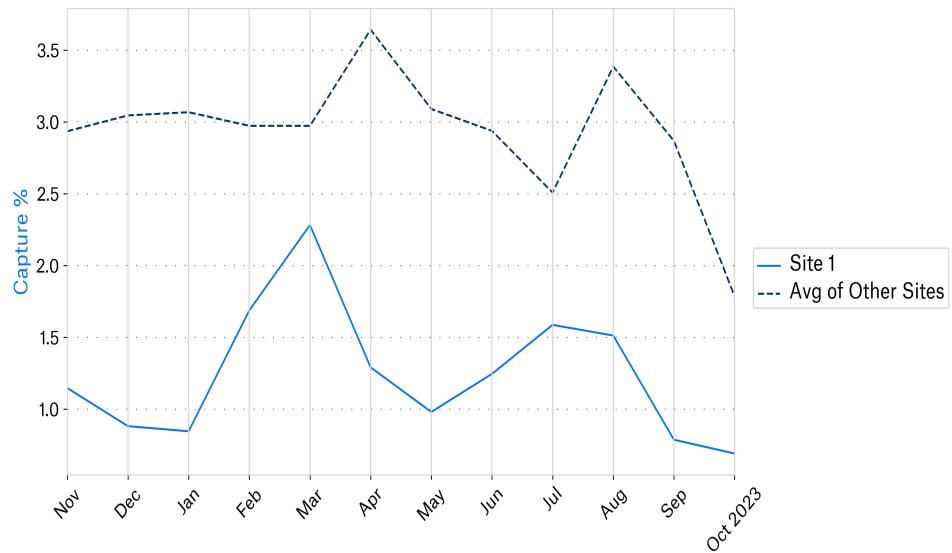
Churn Rate



12 Month Average Churn Rate

Site 1: 2.7%

Capture Rate



12 Month Average Capture Rate

Site 1: 1.2%

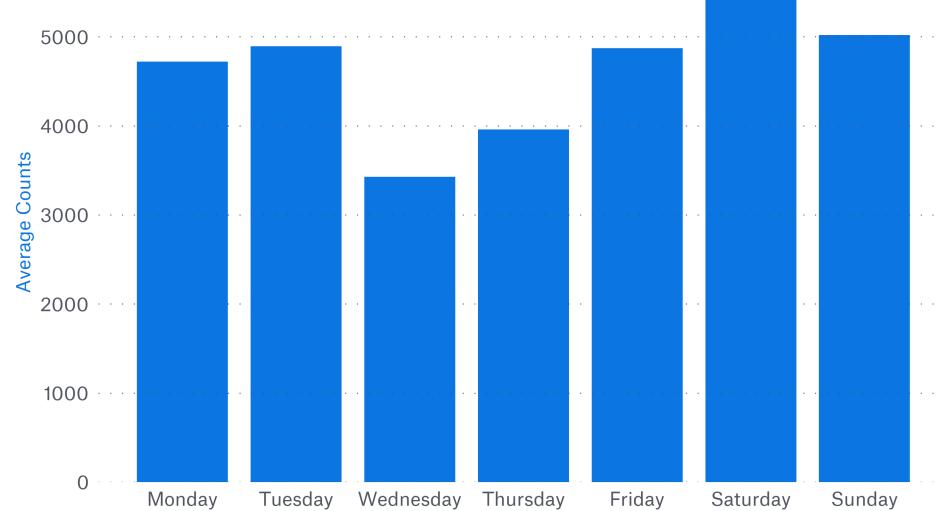
Insights

Churn rate changed by 15.1% compared to last month

Capture rate changed by -12.2%



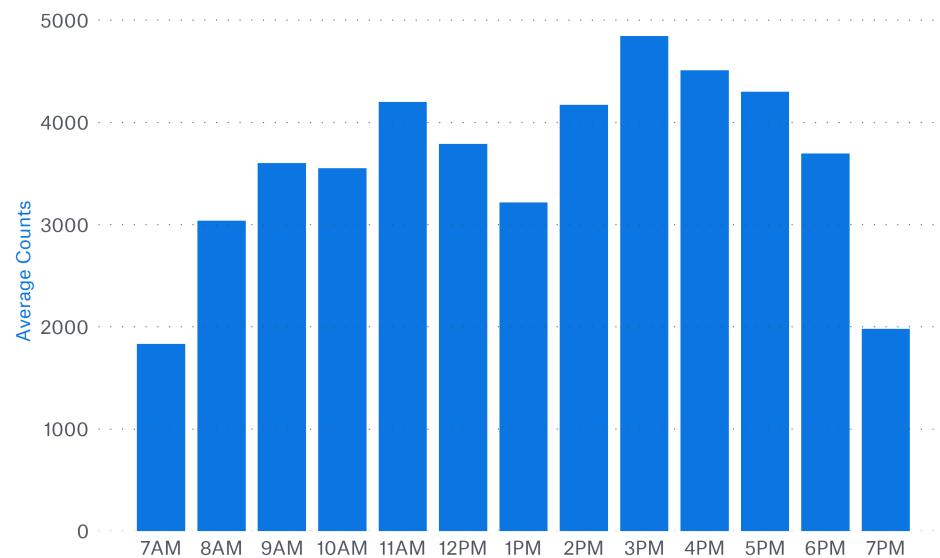
Washes Per Day



Most/Least Popular Days on Average in October 2023

Sunday: 5,717
Wednesday: 5,076

Washes Per Hour



Most/Least Popular Hours on Average in October 2023

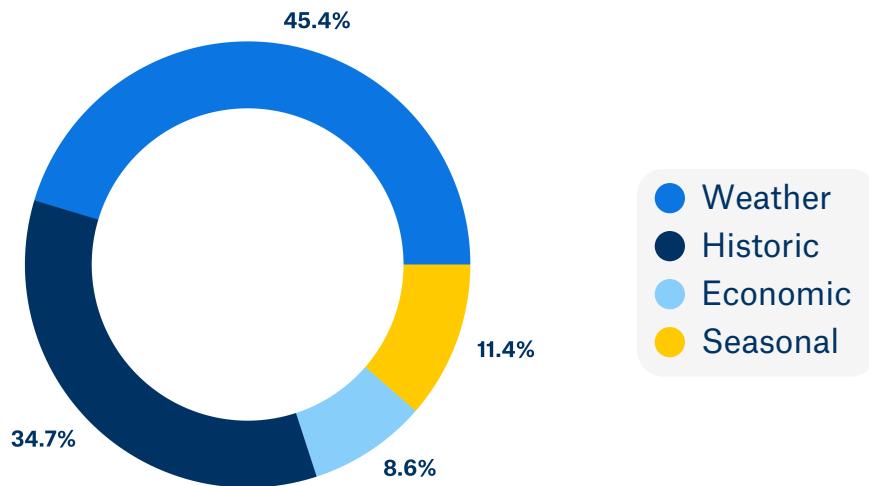
3PM: 4,072
7PM: 2,199



Projected Wash Count
18,671

Actual Wash Count
26,839

Wash Index Key Factors



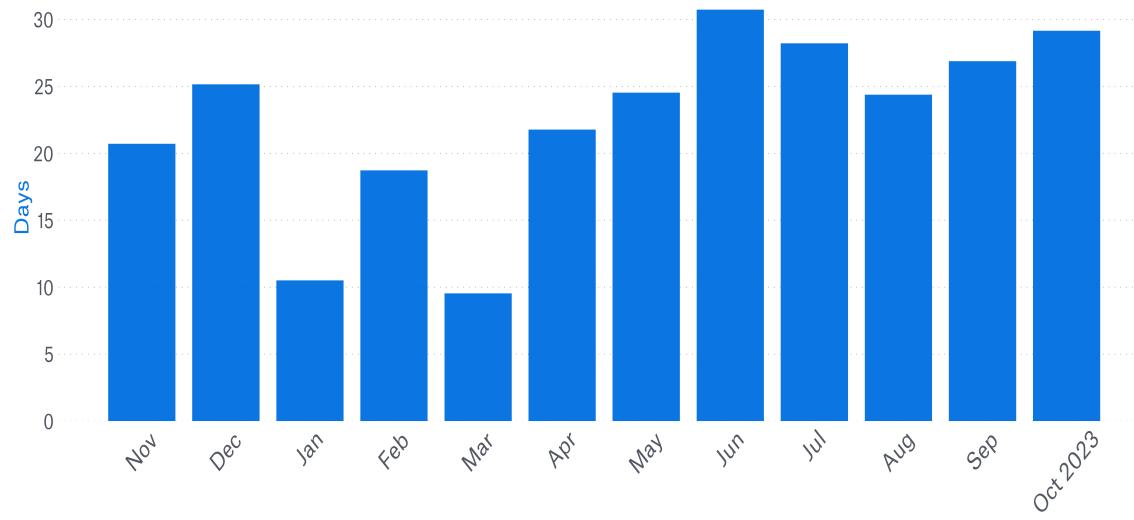
Understanding the Features

The key factors of the Wash Index prediction are identified by evaluating individual feature contributions to the model's predictions and then grouping them into broader categories, providing insight into their collective impact on the index.

-  **Weather** - Covers a range of local weather variables, such as temperature and precipitation, collected from nearby stations.
-  **Historic** - Utilizing data from the site's past, this feature captures historical trends and patterns.
-  **Economic** - Integrates local economic indicators, like the Consumer Price Index (CPI) and unemployment rates, among other metrics.
-  **Seasonal** - Captures patterns related to different times of the year, recognizing shifts in trends due to seasons and periodic events.



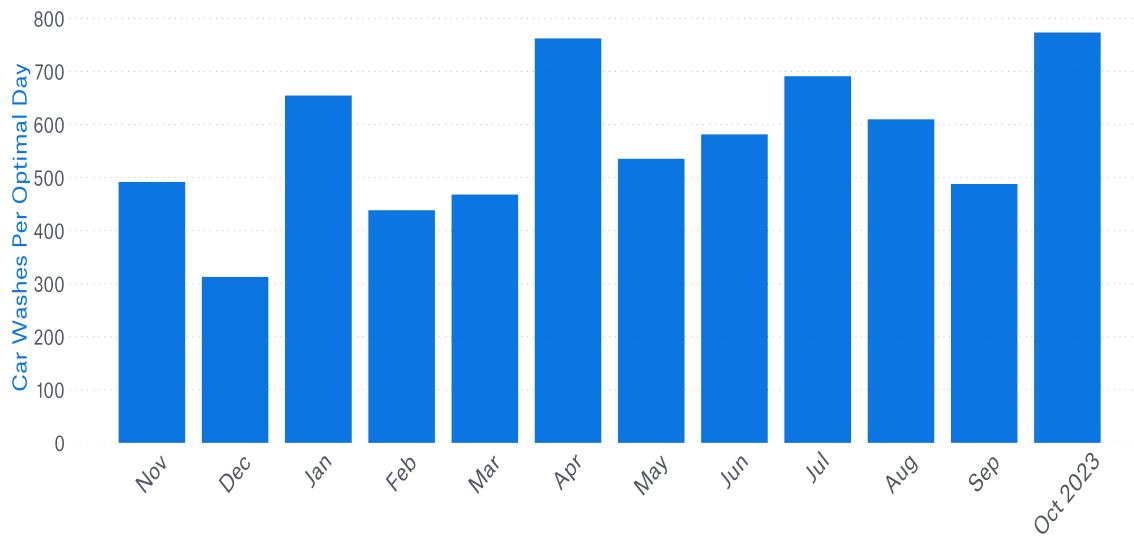
Optimal Car Wash Days



Optimal Car Wash Days

October 2023 experienced approximately 29 days of optimal car wash weather

Washes Per Optimal Car Wash Day



Wash Count per Optimal Car Wash Day

Site 1 washed approximately 773 cars per optimal wash day in October 2023



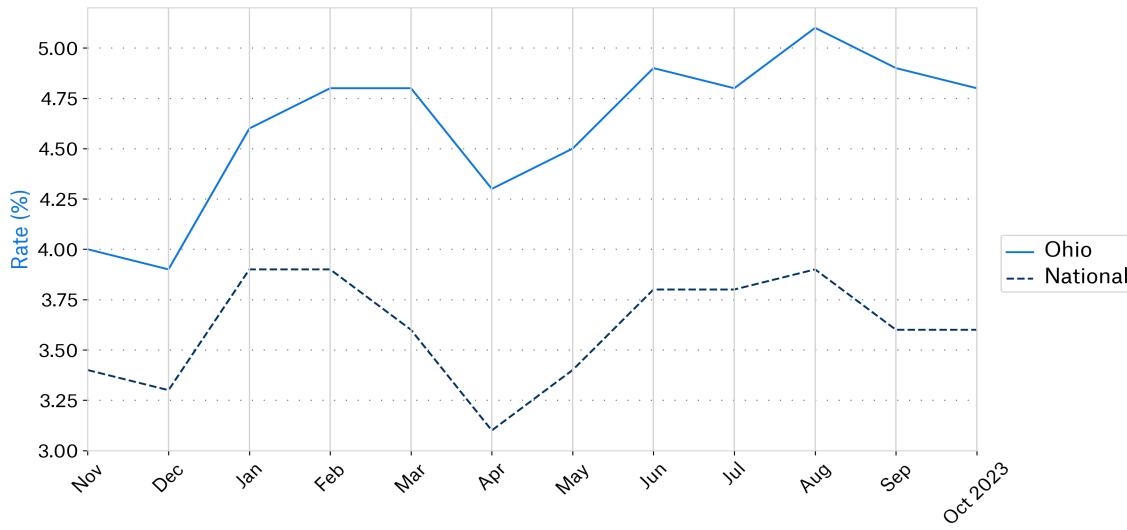
CPI Year-Over-Year Change



Consumer Price Index

The regional CPI YoY in October 2023 is 3.4%. This is a change of -15.6% compared to last month, and a 3.9% difference from the national CPI YoY.

Unemployment Rate



Unemployment Rate

October 2023 saw a change of -2.0% compared to last month. This month's state unemployment is 33.3% greater than the national rate.



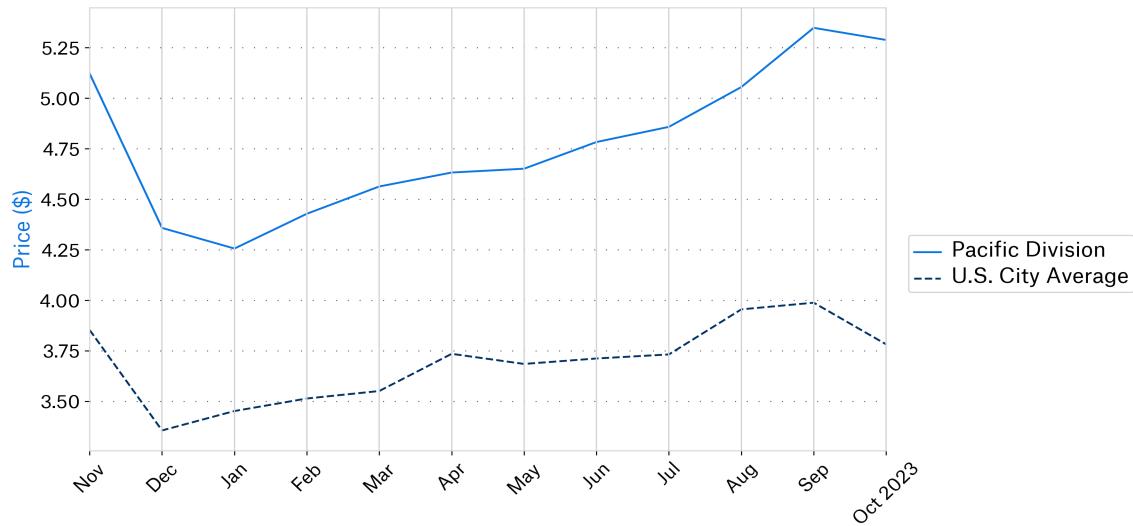
Monthly Miles Traveled Year-Over-Year Change



State Monthly Miles Traveled

The state's miles traveled YoY changed -58% compared to last month, and is 80.8% greater than the national YoY.

Monthly Unleaded Standard Gas Price



Gas Prices

State average gas prices saw a change of -1.1% compared to last month, going to \$5.29. This is 39.8% greater than the U.S. city average of \$3.78.