



Wash Index

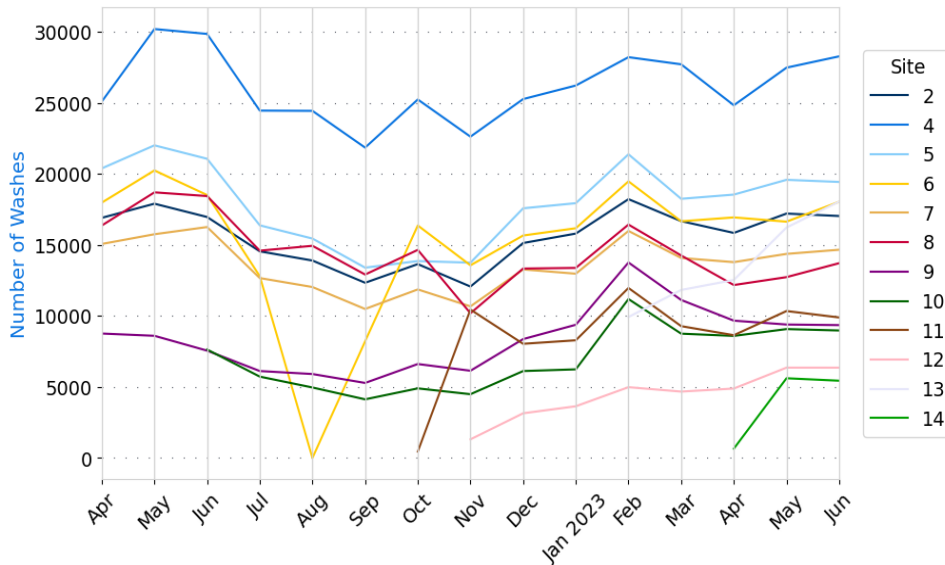
REPORT

Quarter 3 2023





Total Volume



Monthly Membership

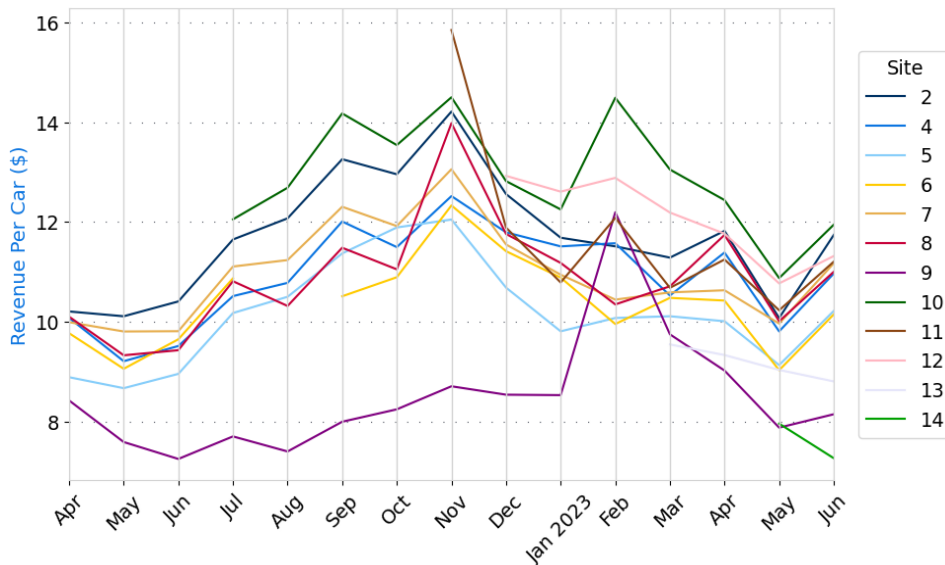
Variance: 1.1%

Yearly Membership

Variance: 23%

Site 1 sales are weighted heavily on retail over membership. In September, ticket sales were 9% greater than regional retail sales, and 15% greater nationally. Site 1 membership accounts are 17% less than regional memberships, and 10% less than national.

Revenue Per Car



Monthly Membership

Variance: 1.1%

Yearly Membership

Variance: 23%

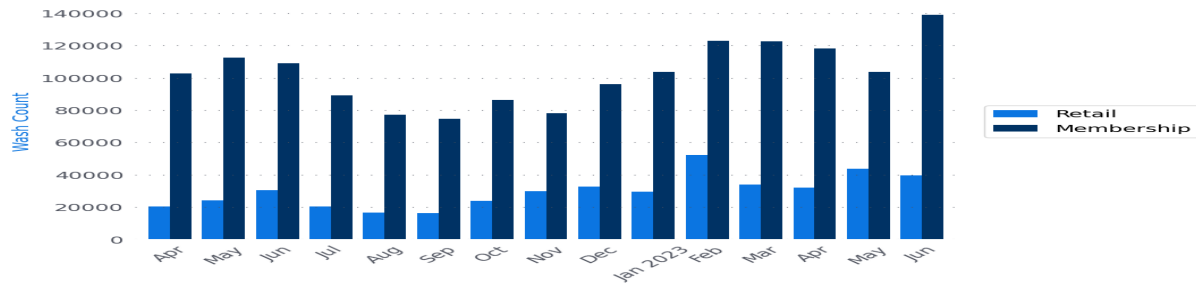
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Insights

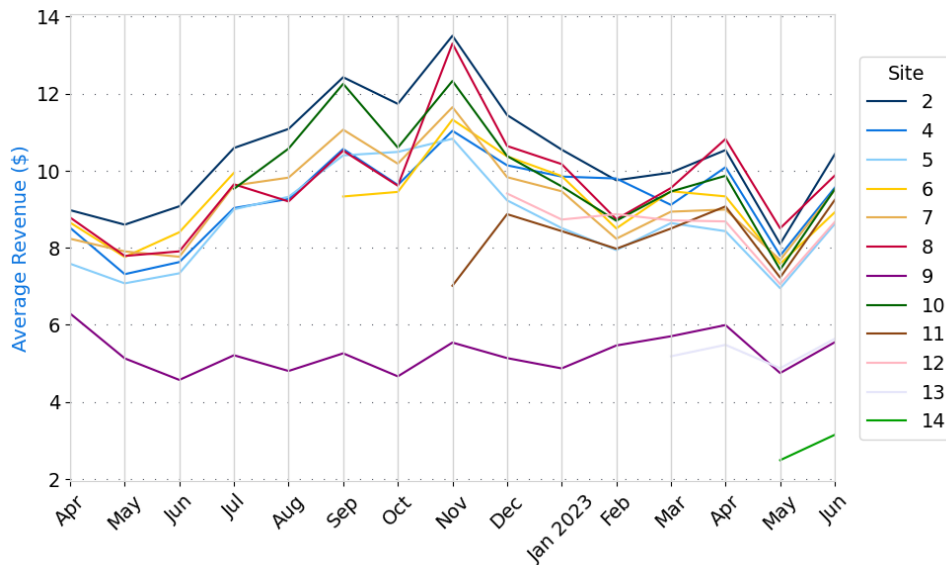
Site 1 volume decreased 16% from the previous month with a year to date average of 8,952 washes per month. This site's average monthly wash count is approximately 5% less than the regional average and 1% greater than the national average. Site 1 revenue per car gained 3.6% from last month with a difference of +\$1.08 per car regionally, and +\$2.15 nationally.



Membership Distribution



Membership Revenue Per Car



Monthly Membership

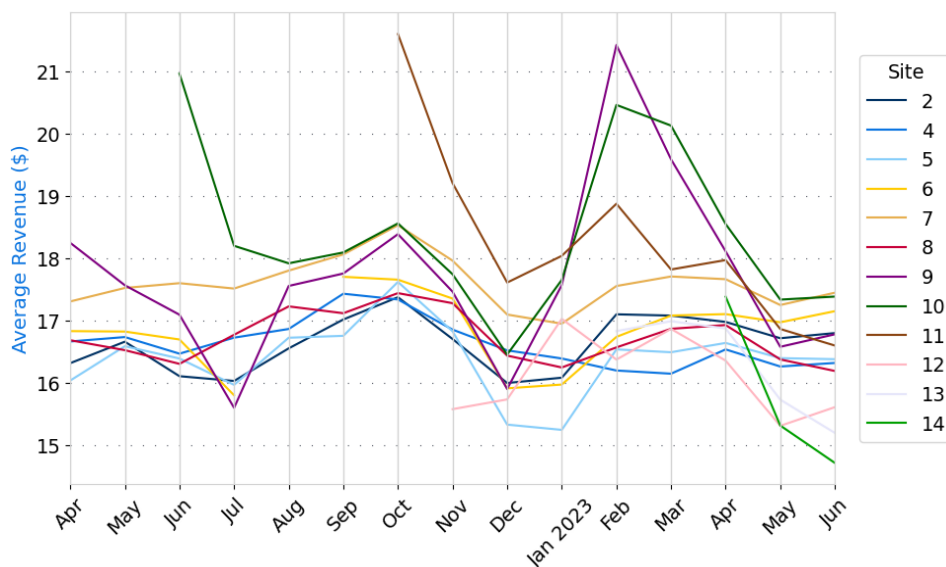
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Retail Revenue Per Car



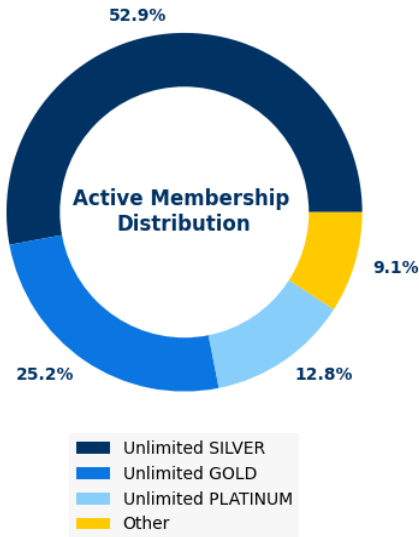
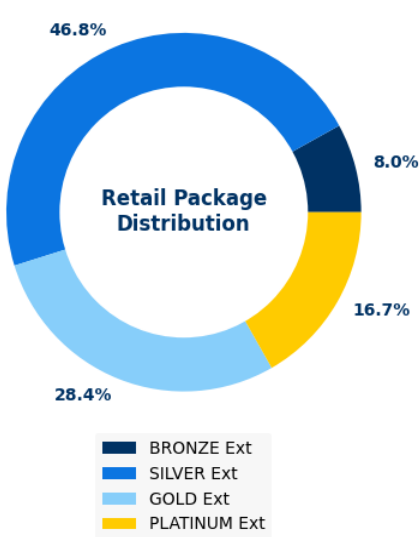
Monthly Membership

Variance: 1.1%

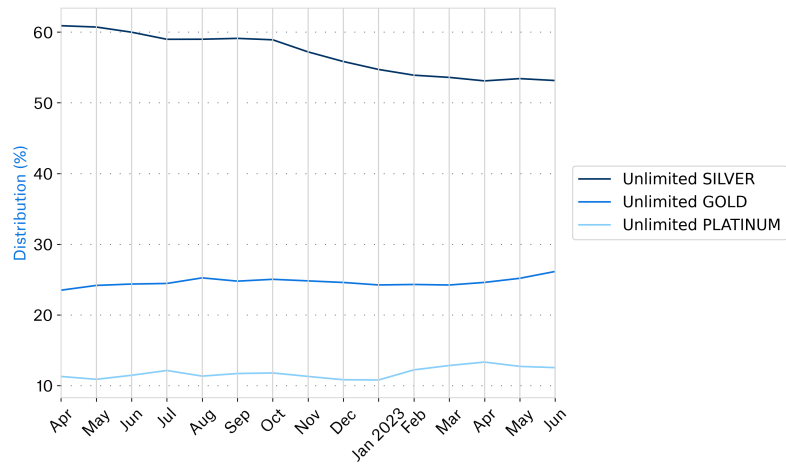
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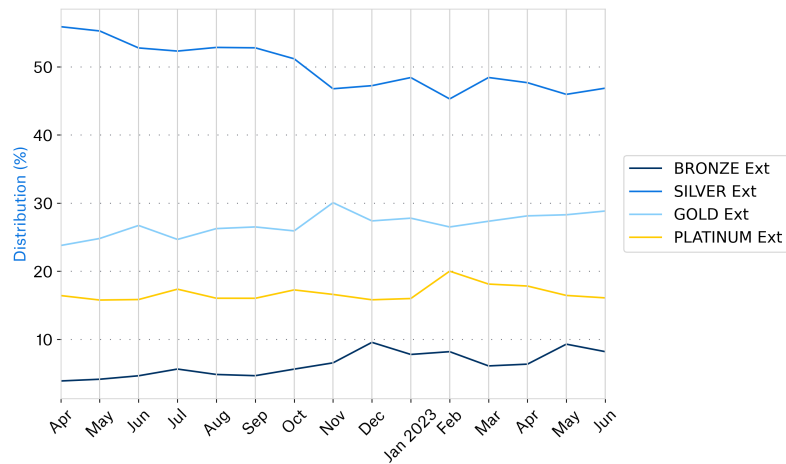


Membership Package Distribution Over Time



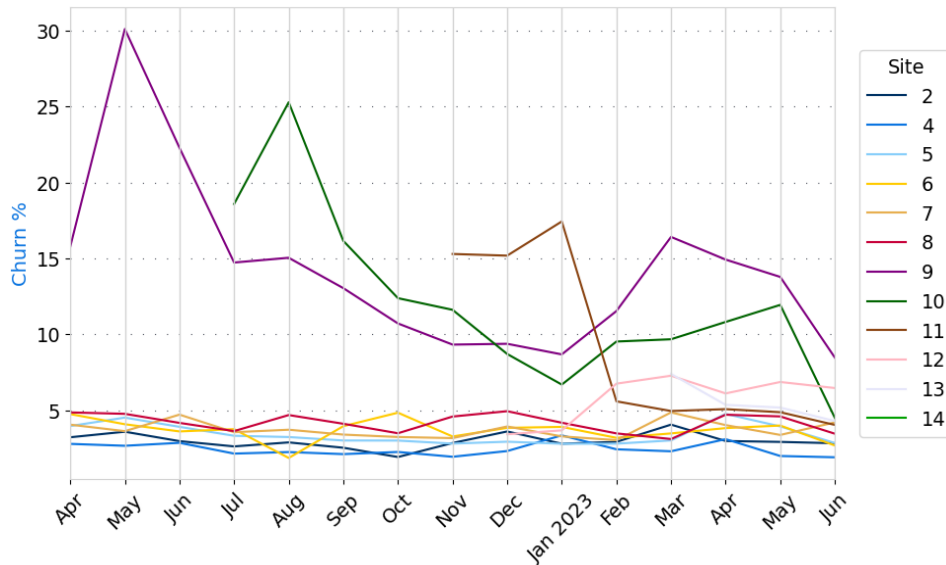
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Retail Package Distribution Over Time





Churn Rate



Monthly Membership

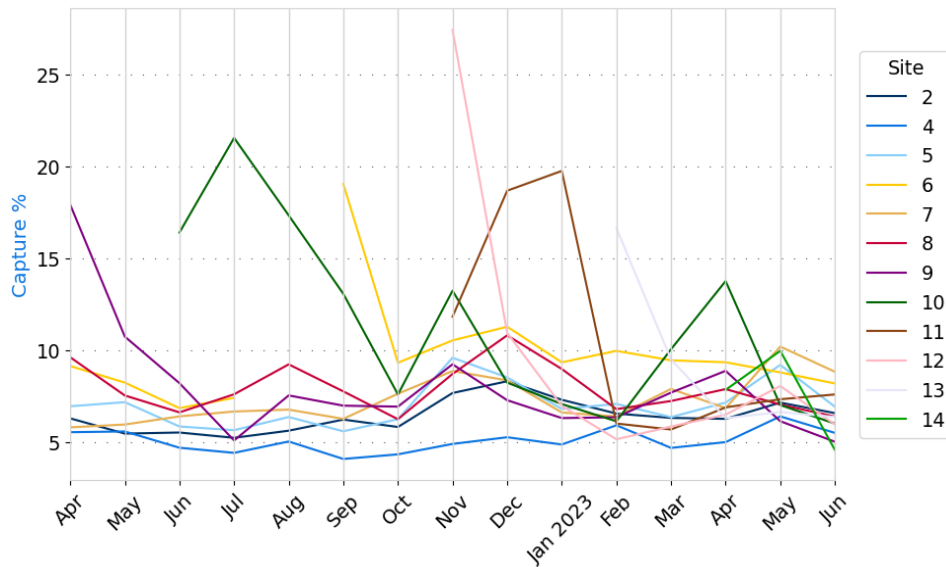
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Capture Rate



Monthly Membership

Variance: 1.1%

Yearly Membership

Variance: 23%

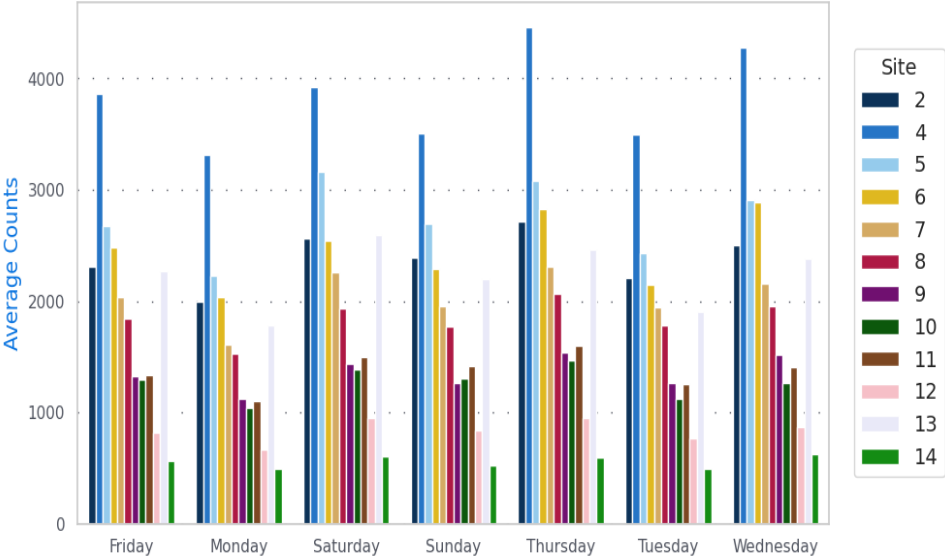
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Washes Per Day



Monthly Membership

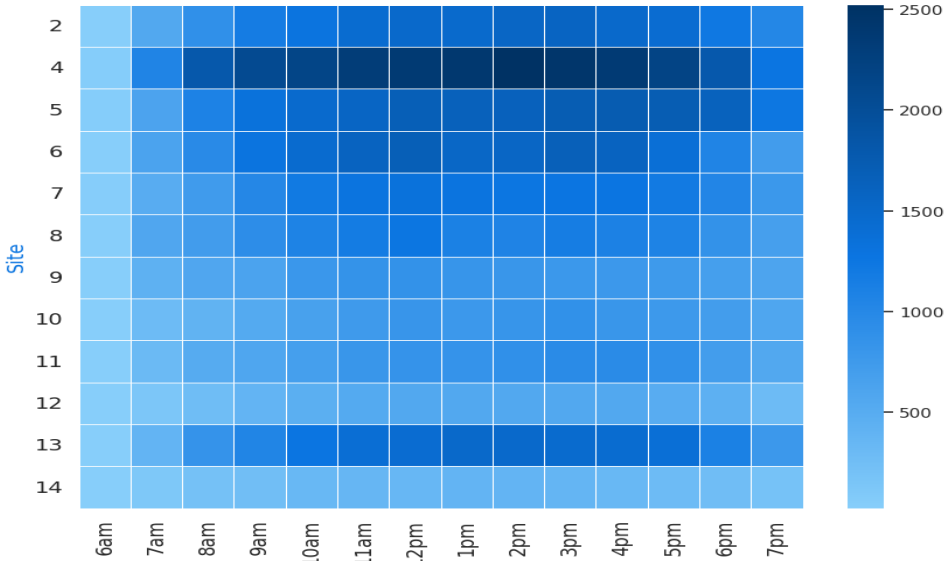
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Washes Per Hour



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Yearly Membership

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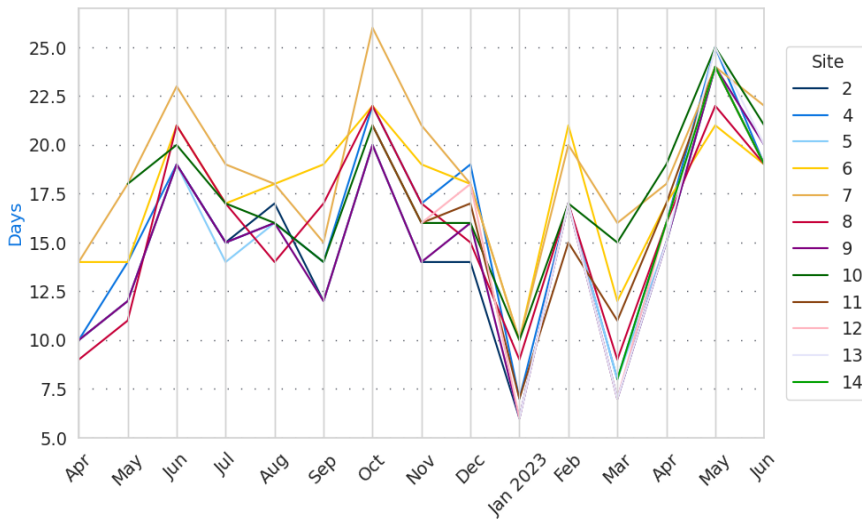
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Projected Wash Count
8576

Actual Wash Count
8267

Optimal Car Wash Days



Monthly Membership

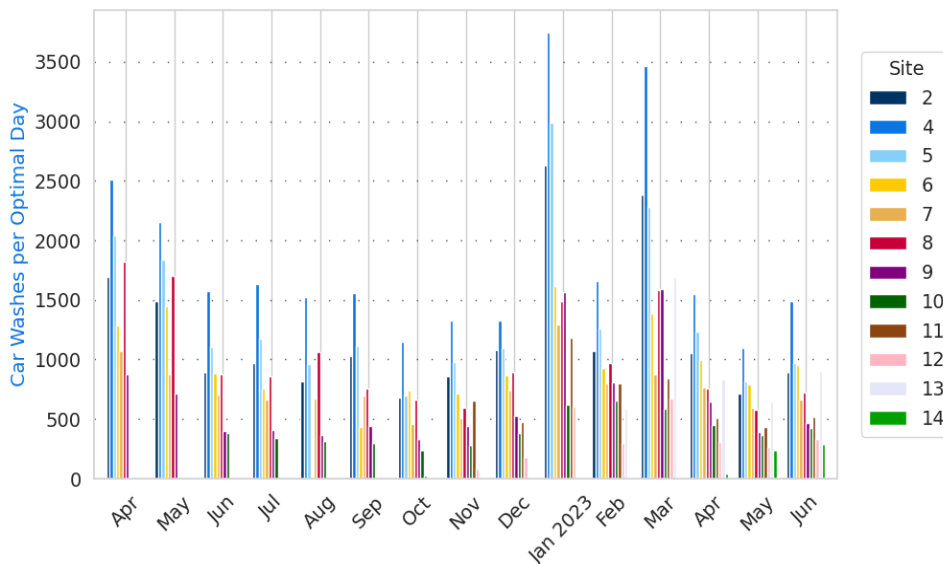
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Washes Per Optimal Car Wash Day



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