



# Wash Index

## REPORT

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October 2023



**Site 1**

213 Elm St  
Springfield, OH 55555

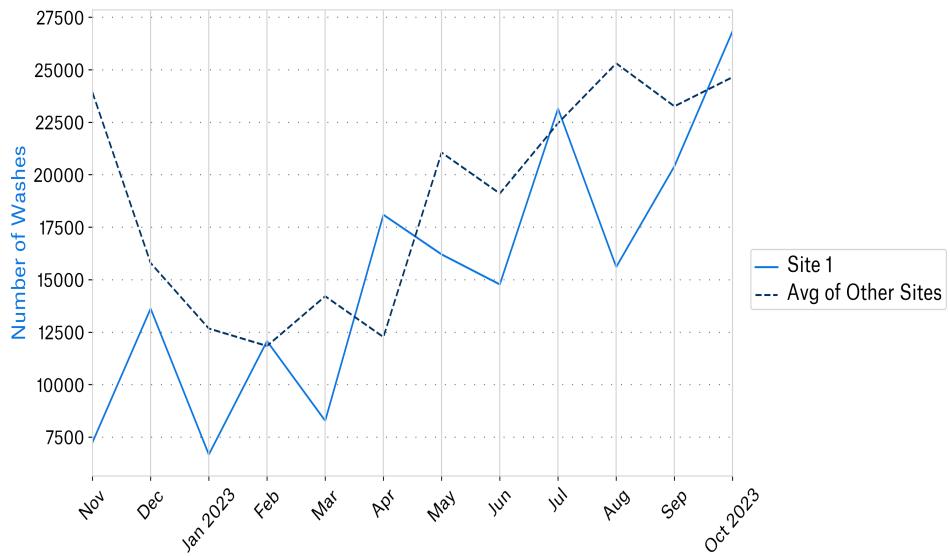
# Market Evaluation

NCS

WASH INDEX REPORT



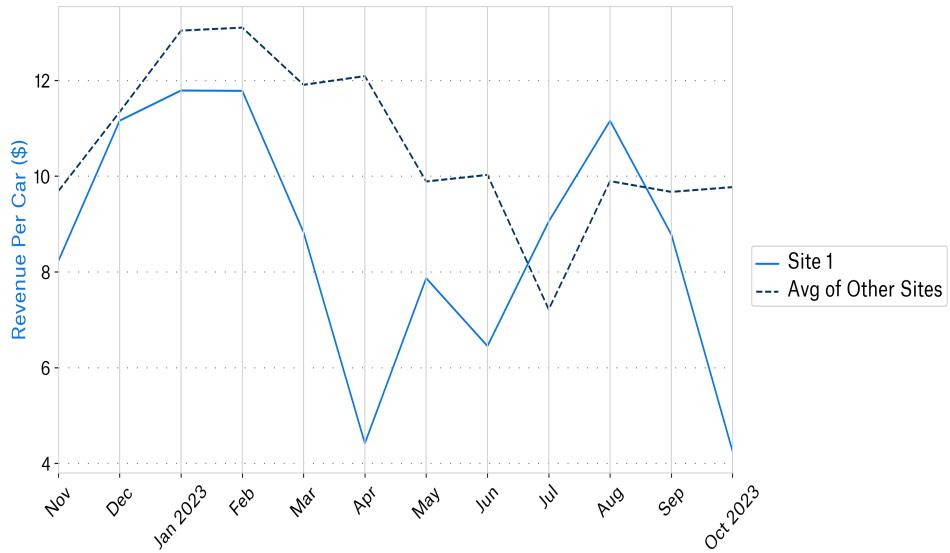
## Total Volume



## 12 Month Average Volume

Site 1: 15,243

## Revenue Per Car



## 12 Month Average Revenue Per Car

Site 1: \$9

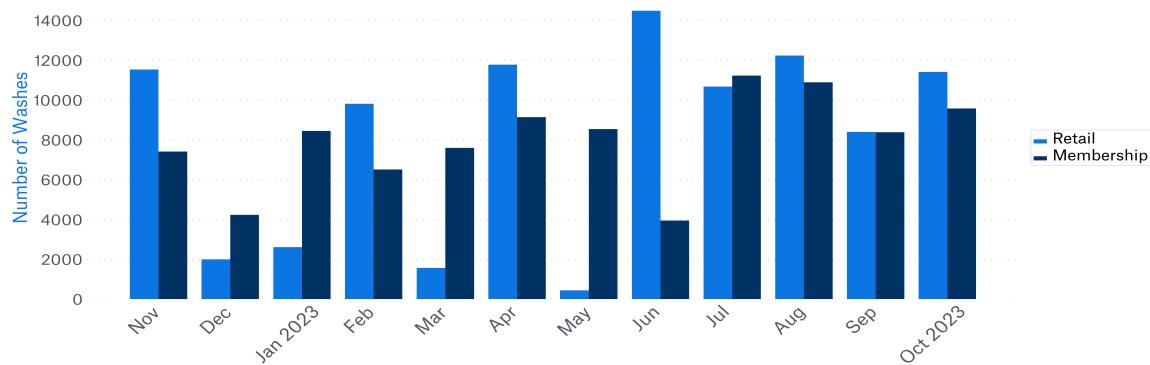
## Insights

Total wash volume changed by 31.6% compared to last month

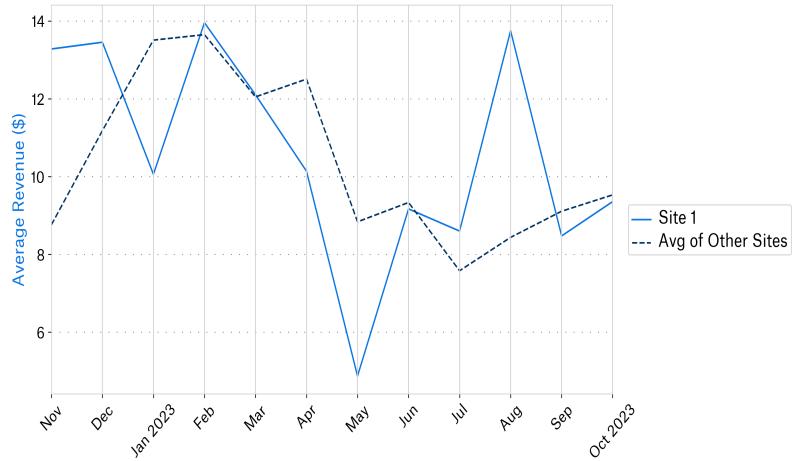
RPC changed by -51.6%



## Wash Distribution



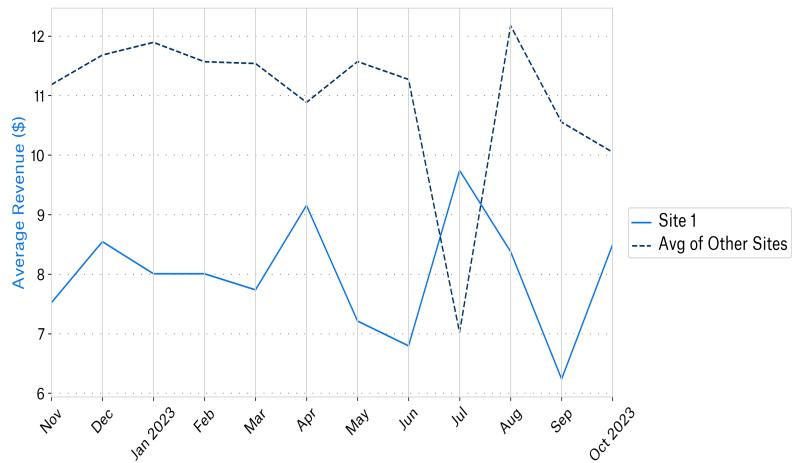
## Membership Revenue Per Car



**12 Month Average Membership RPC**

● Site 1: \$10.6

## Retail Revenue Per Car

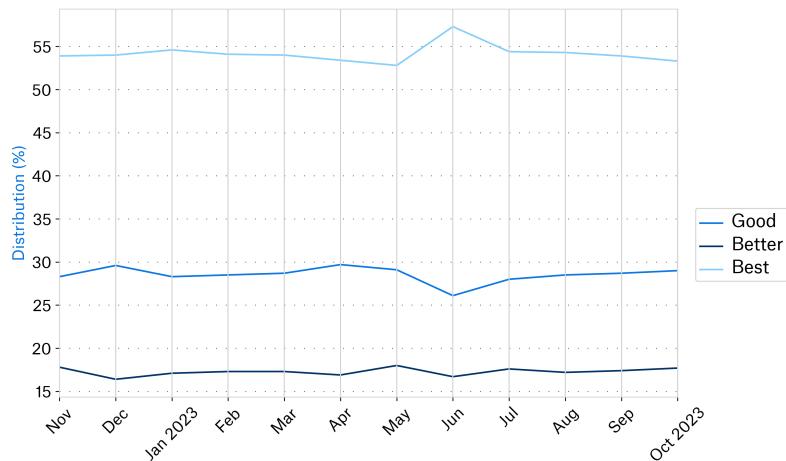


**12 Month Average Retail RPC**

● Site 1: \$7.99



## Membership Package Distribution Over Time



### Quarterly Notable Package Distribution Shifts

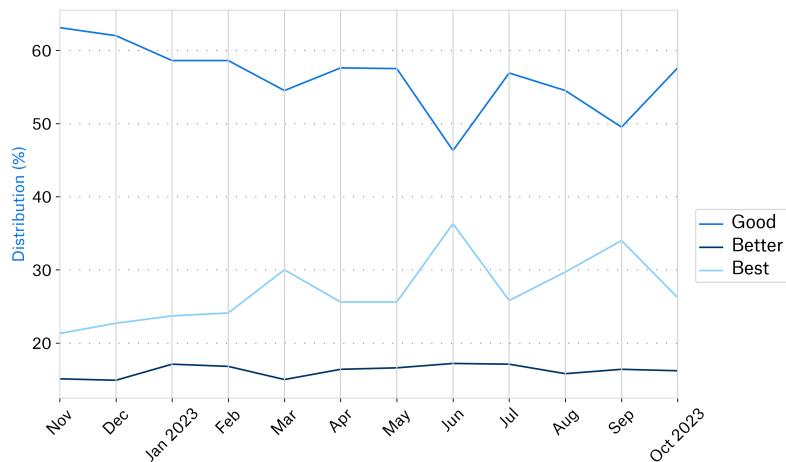
#### Membership

Better  
+1.7%  
Best  
-1.1%

#### Retail

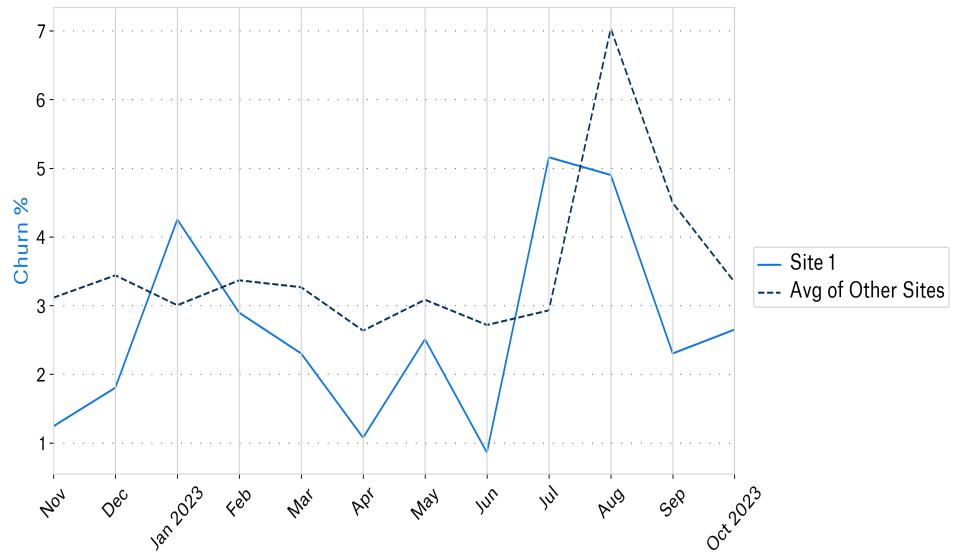
Good  
+16.4%  
Best  
-22.9%

## Retail Package Distribution Over Time





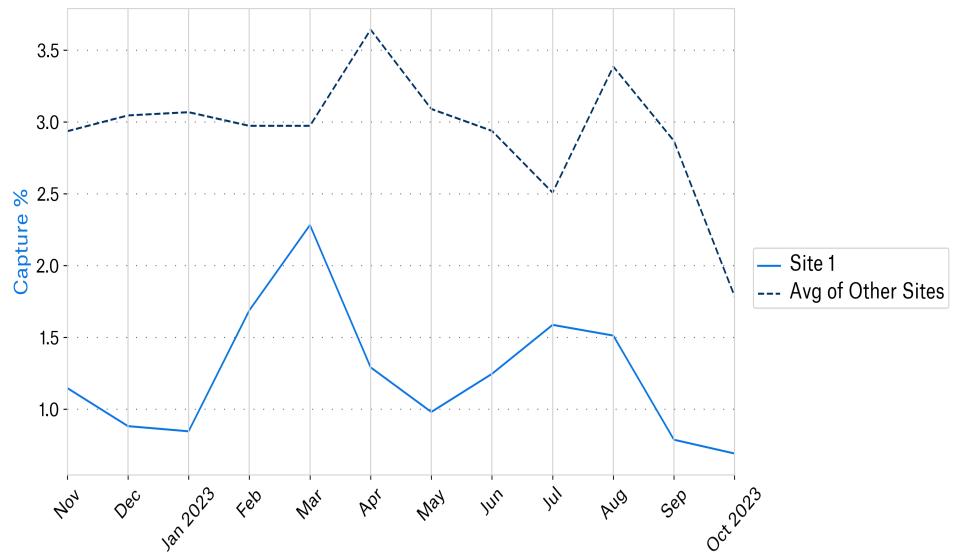
## Churn Rate



### 12 Month Average Churn Rate

Site 1: 2.7%

## Capture Rate



### 12 Month Average Capture Rate

Site 1: 1.2%

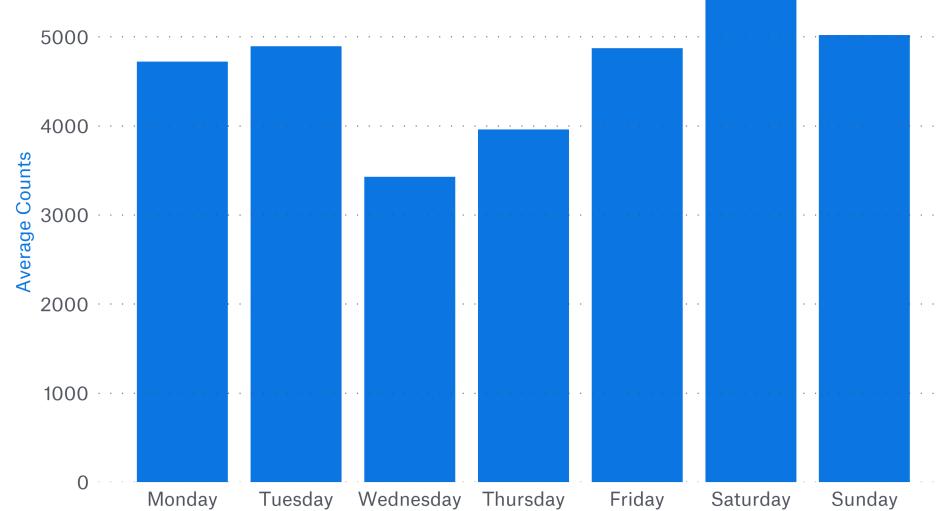
## Insights

Churn rate changed by 15.1% compared to last month

Capture rate changed by -12.2%



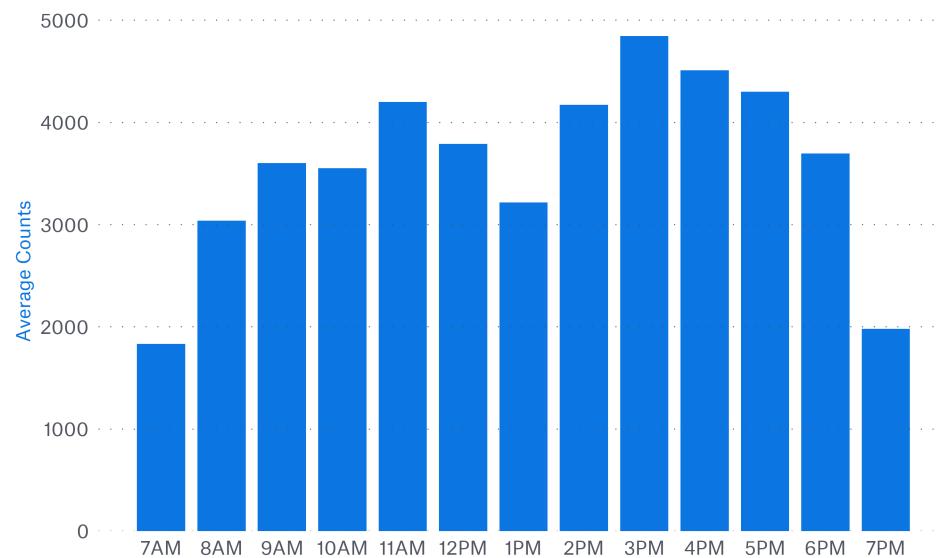
## Washes Per Day



**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**

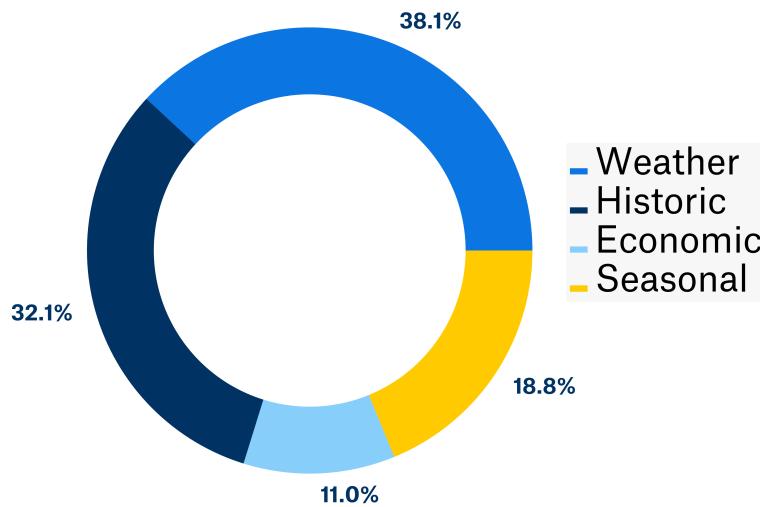
3PM: 4,072  
7PM: 2,199



**Projected Wash Count**  
**18,671**

**Actual Wash Count**  
**26,839**

## Feature Contribution to the Prediction



### Understanding the Features

**Weather** - Covers a range of local weather variables, such as temperature and precipitation, collected from nearby stations.

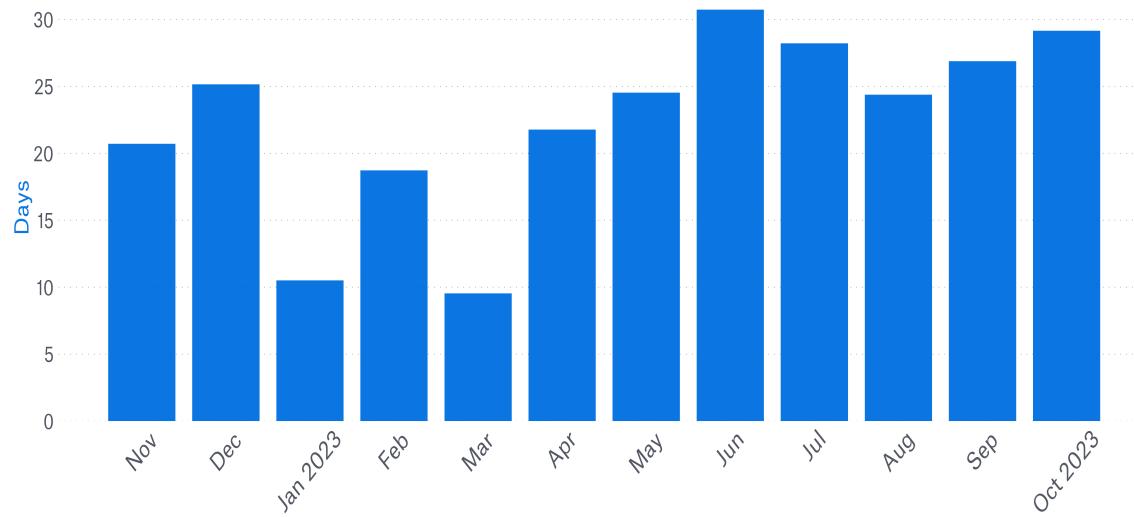
**Historic** - Utilizes data from the site's past, including historical trends and patterns.

**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.



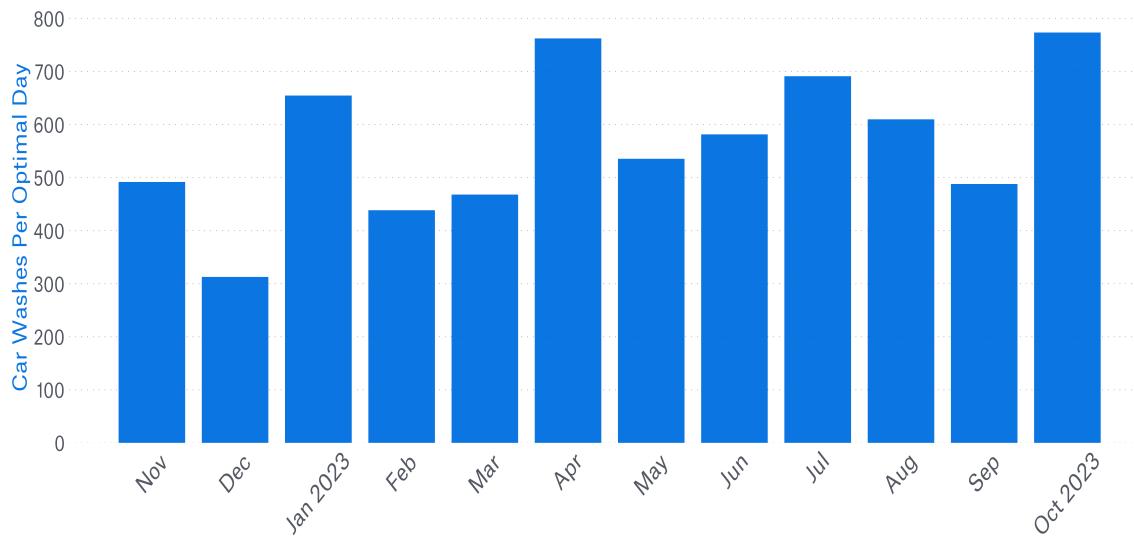
## Optimal Car Wash Days



### 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



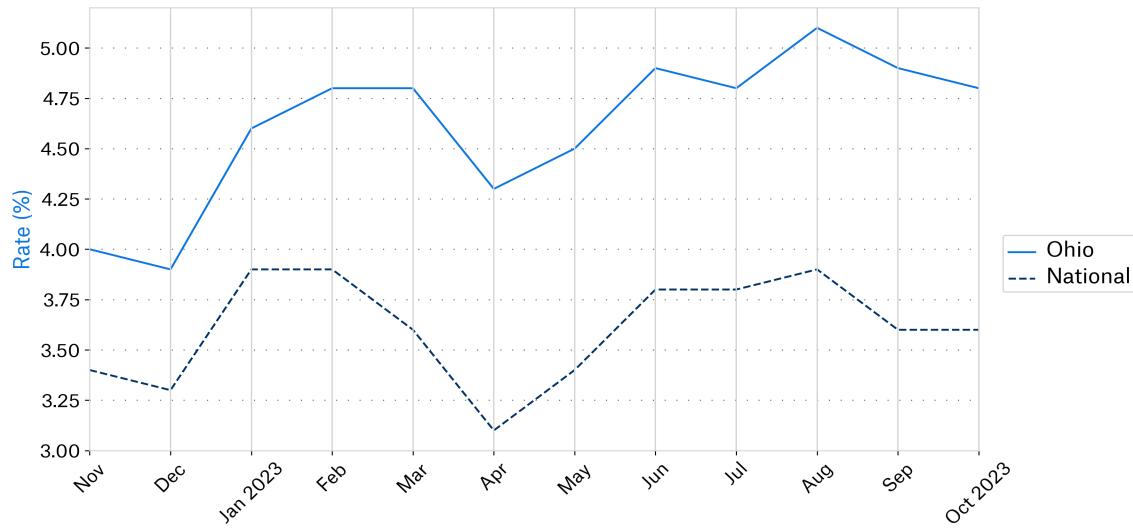
## CPI Year-Over-Year Change



### 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.



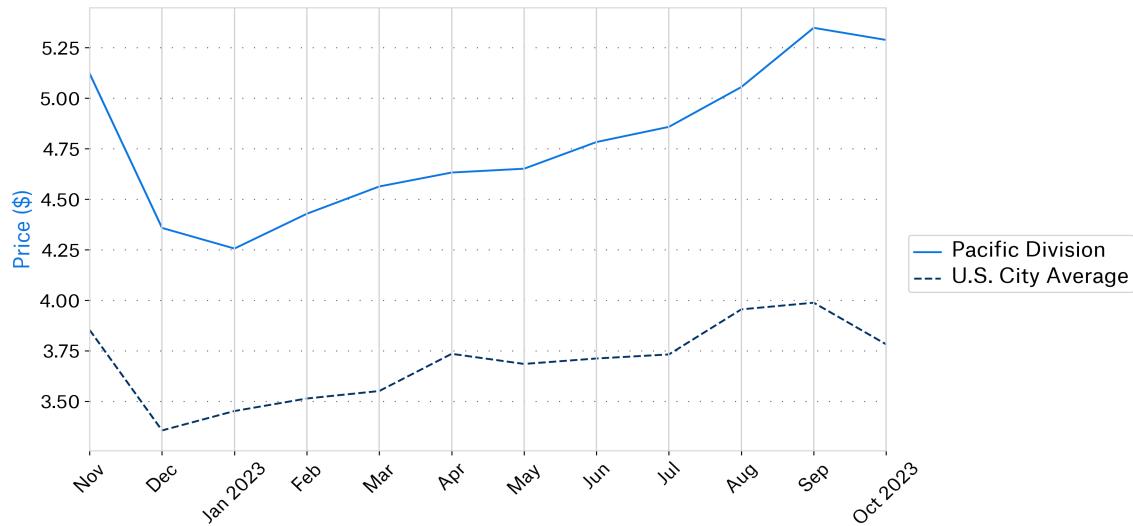
## Monthly Miles Traveled Year-Over-Year Change



### 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.