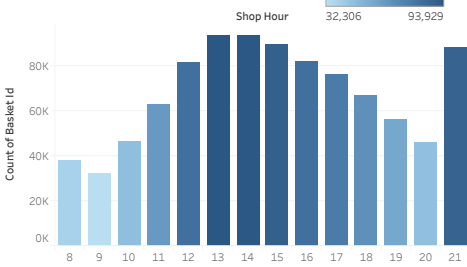


Revenue by day & trend line



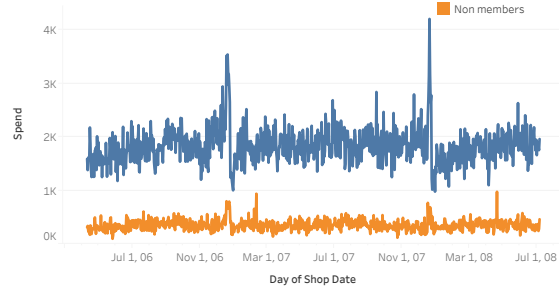
Customer shop hours



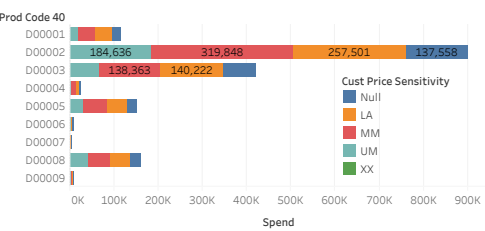
Correlation between Cust price sensitivity with basket size

Basket Size	Cust Price Sensitivity				
	Null	XX	UM	MM	LA
L	107,797	233	121,501	229,561	219,329
M	37,016	624	40,156	72,768	70,854
S	8,869	282	10,157	20,126	17,301

Revenue by members and non-members



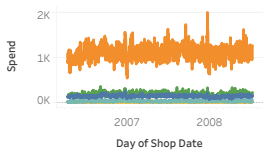
Break down spending by product



Seasonal product



Non-seasonal product



Customer life stage cross with frequency

Frequency of customers (group)	Cust Lifstage						Grand To..
	OA	OF	OT	PE	YA	YF	
Visit 1-5 times	12.50%	6.64%	39.27%	5.21%	16.94%	19.44%	100.00%
Visit 6-100 times	13.80%	6.38%	35.62%	7.79%	17.35%	19.07%	100.00%
Visit more than 100 times	20.86%	8.28%	26.82%	9.60%	13.91%	20.53%	100.00%
Grand Total	13.38%	6.65%	37.43%	6.25%	16.89%	19.39%	100.00%