

STORE WEEKLY REPORT

Report Period: 23/11/2014 - 29/11/2014 (Week 47)

Total Visitors
218,357

▲ 1.23%

Turn In Rate
25%

▲ 1.0%

Visit Duration
15m

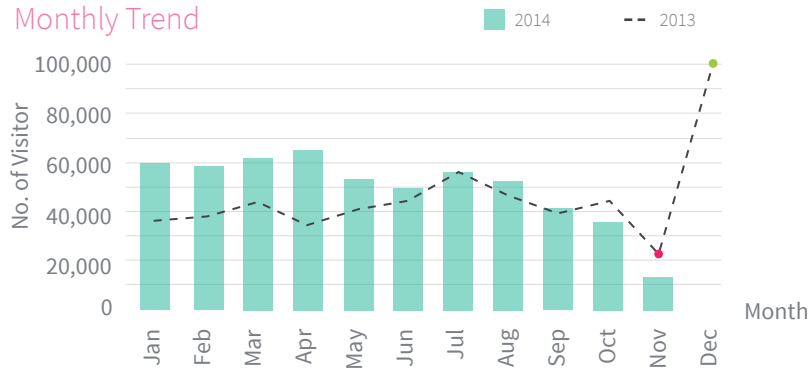
▼ 0.6%

Returning Rate
19%

▲ 0.3%

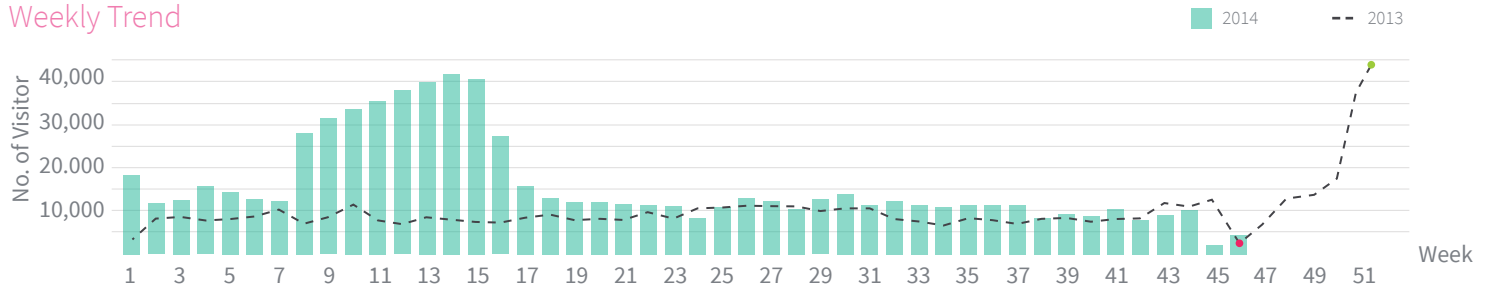
VISITOR COUNTS

Monthly Trend

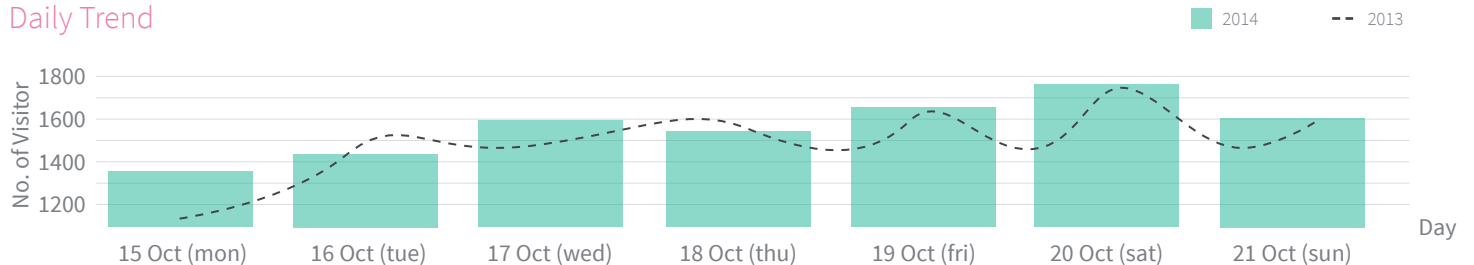


Week 47	This Year	Last Year	Changes
Monday	14 420	11 220	▲ 28.5%
Tuesday	14 680	11 190	▲ 31.2%
Wednesday	19 320	18 300	▲ 5.6%
Thursday	17 210	14 890	▲ 15.6%
Friday	16 340	12 640	▲ 29.3%
Saturday	27 490	16 280	▲ 68.9%
Sunday	24 630	19 110	▲ 28.9%
Total	452 110	252 010	▲ 79%

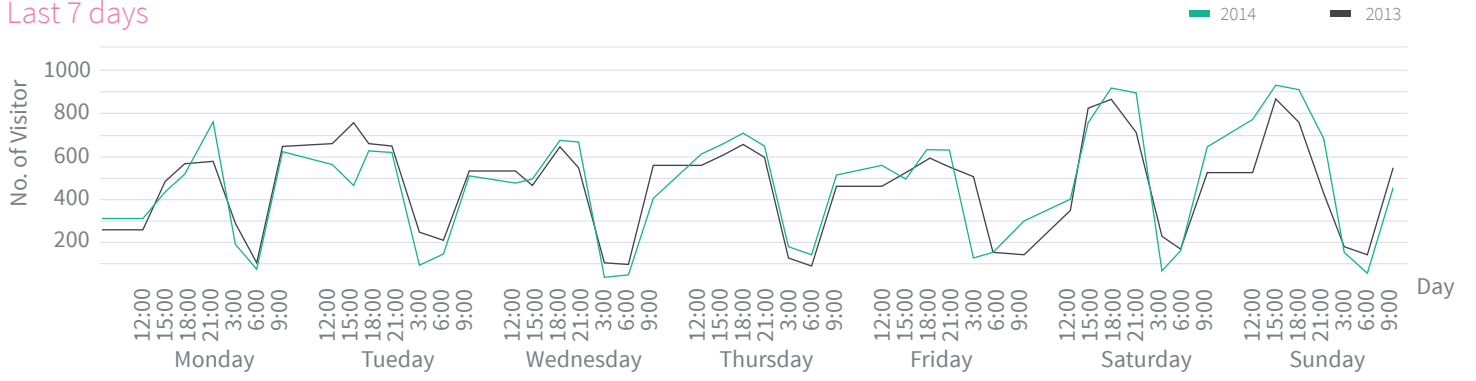
Weekly Trend



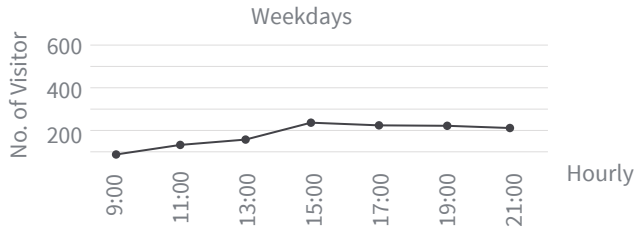
Daily Trend



Last 7 days

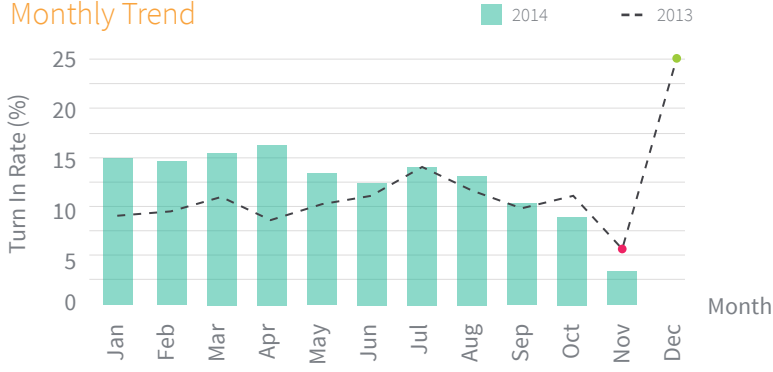


Traffic Profile



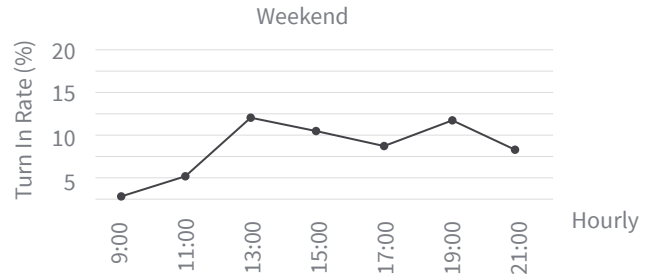
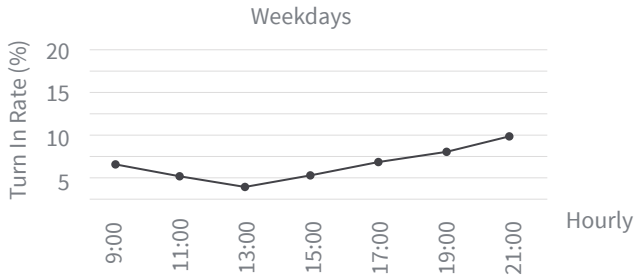
TURN IN RATE

Monthly Trend

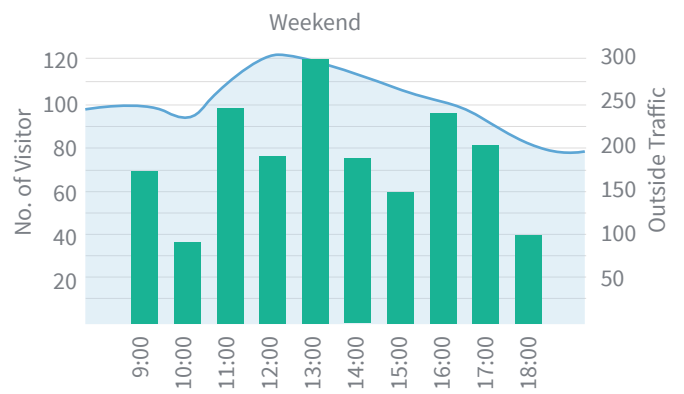
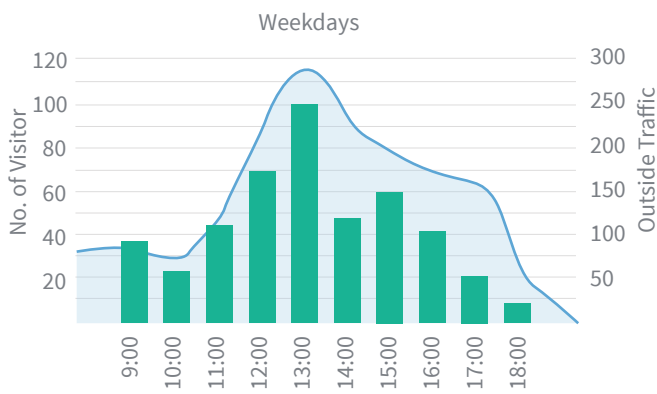
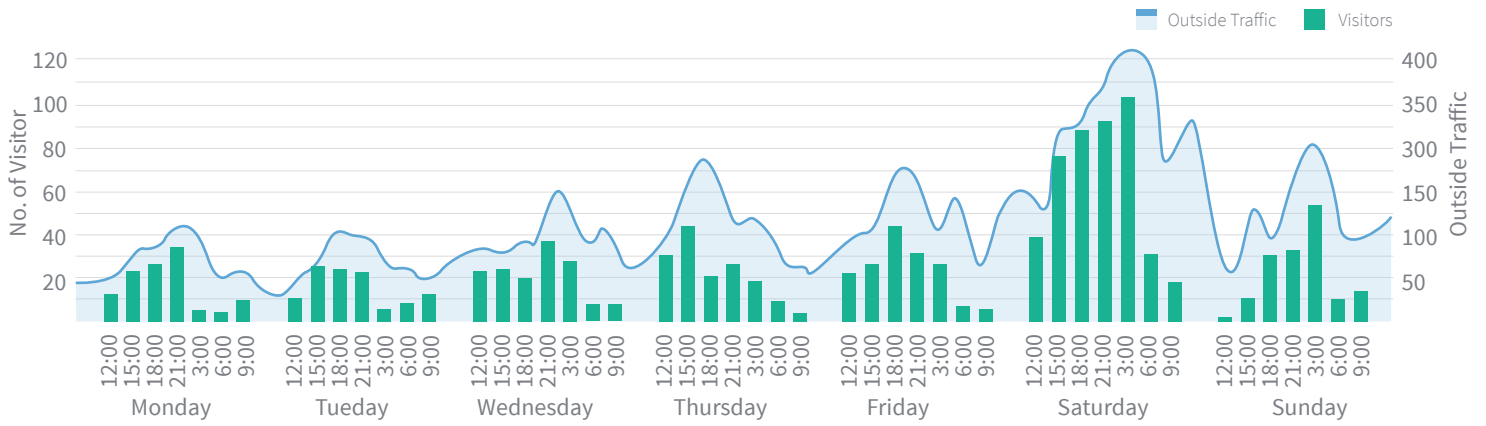


Week 47	This Year	Last Year	Changes
Monday	12.3%	10.8%	▲ 13.9%
Tuesday	10.9%	12.4%	▼ 12.1%
Wednesday	15.4%	14.3%	▲ 7.7%
Thursday	21%	12.7%	▲ 65.4%
Friday	19%	21%	▼ 9.5%
Saturday	18.9%	18%	▲ 5%
Sunday	20.4%	16%	▲ 27.5%
Total	21.4%	17%	▲ 25.9%

Traffic Profile

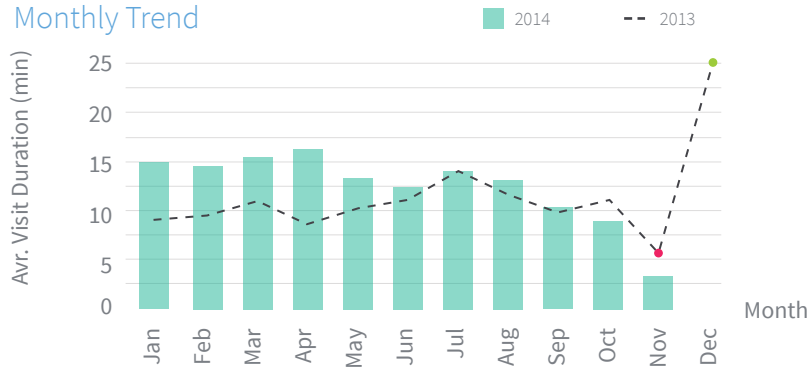


OUTSIDE TRAFFIC

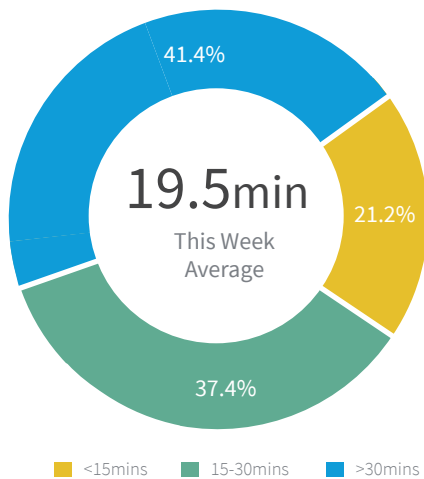
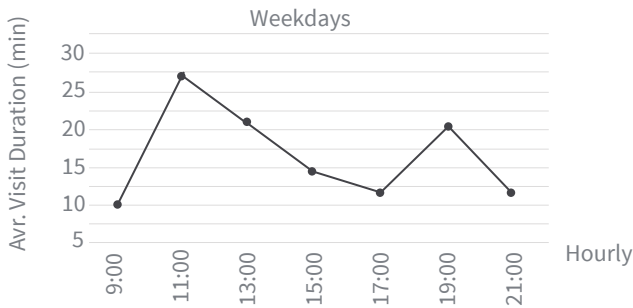
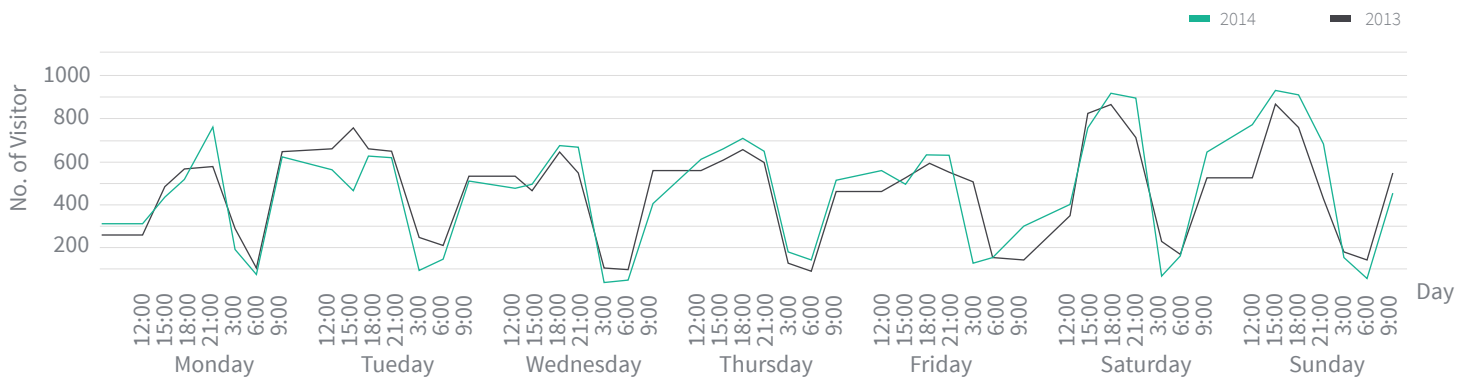


VISIT DURATIONS

Monthly Trend

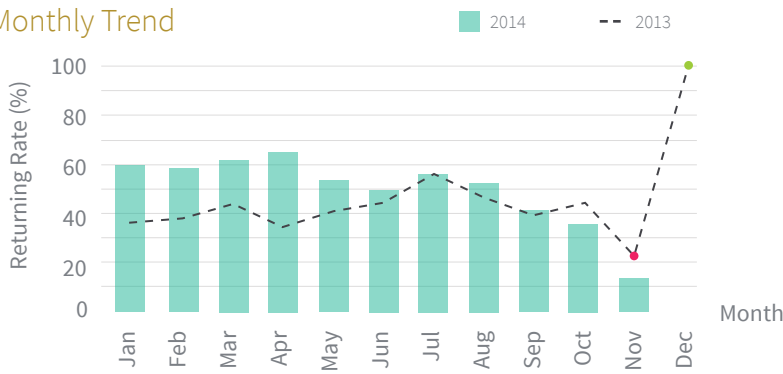


Week 47	This Year	Last Year	Changes
Monday	10 min	7 min	▲ 42.9%
Tuesday	9 min	8 min	▲ 12.5%
Wednesday	13 min	11 min	▲ 18.2%
Thursday	11 min	12 min	▼ 8.3%
Friday	16 min	13 min	▲ 23.1%
Saturday	13 min	9 min	▲ 44.4%
Sunday	17 min	18 min	▼ 5.6%
Total	20 min	18 min	▲ 11.1%

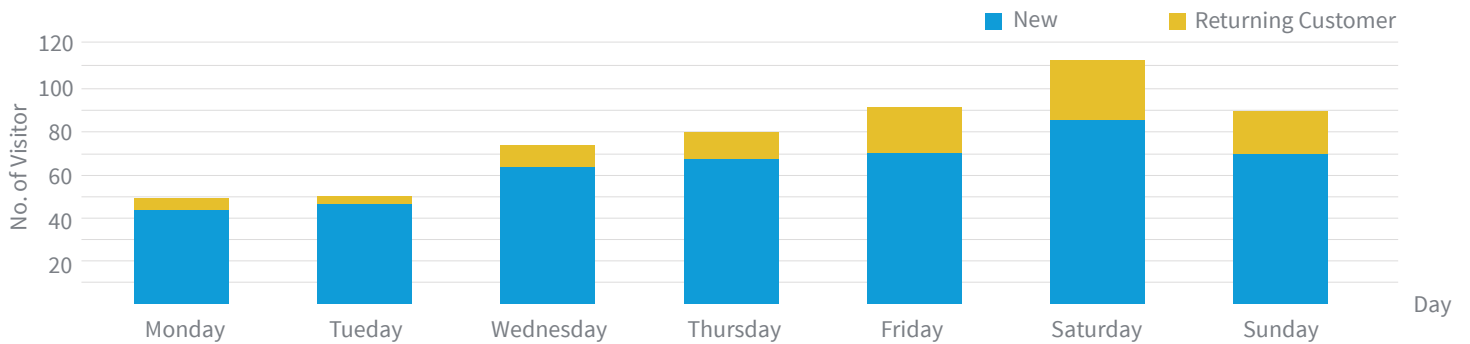


RETURNING CUSTOMERS

Monthly Trend

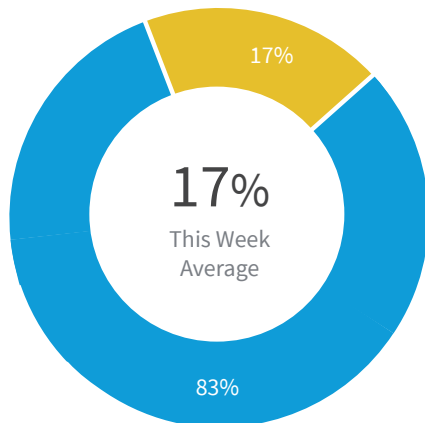


Week 47	This Year	Last Year	Changes
Monday	13%	12%	▲ 8.3%
Tuesday	11%	13%	▼ 15.4%
Wednesday	15%	14%	▲ 7.1%
Thursday	17%	15%	▲ 13.3%
Friday	22%	21%	▲ 4.8%
Saturday	21%	20%	▲ 5%
Sunday	20%	19%	▲ 5.3%
Total	19%	15%	▲ 26.7%

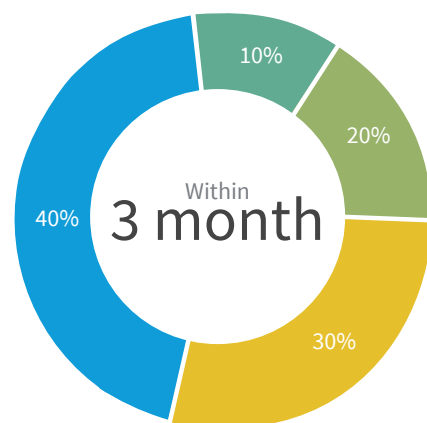
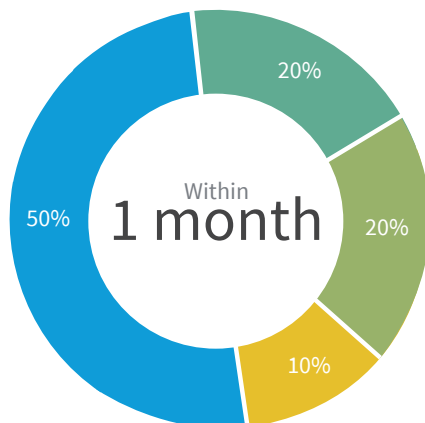


Frequency Of Returning Customer Within 1 Month & 3 Month

Frequency	Within 1 month	Within 3 months
New	50%	40%
1 time	20%	10%
2 times	20%	20%
>2 times	10%	30%



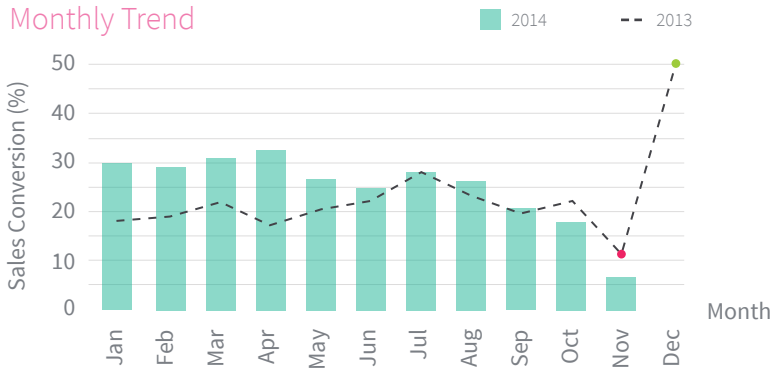
■ New ■ Returning Customer



■ New ■ 1 times ■ 2 times ■ > 2 times

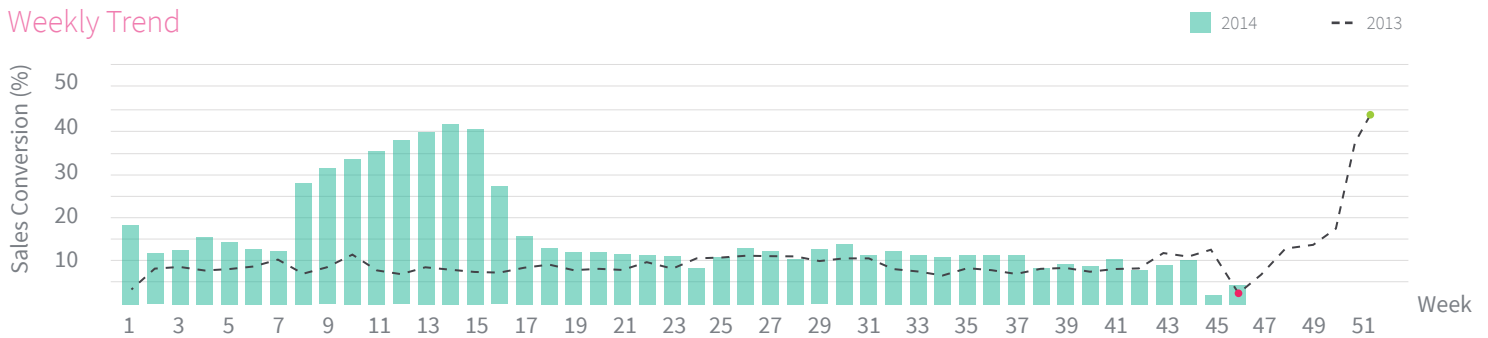
SALES CONVERSION

Monthly Trend

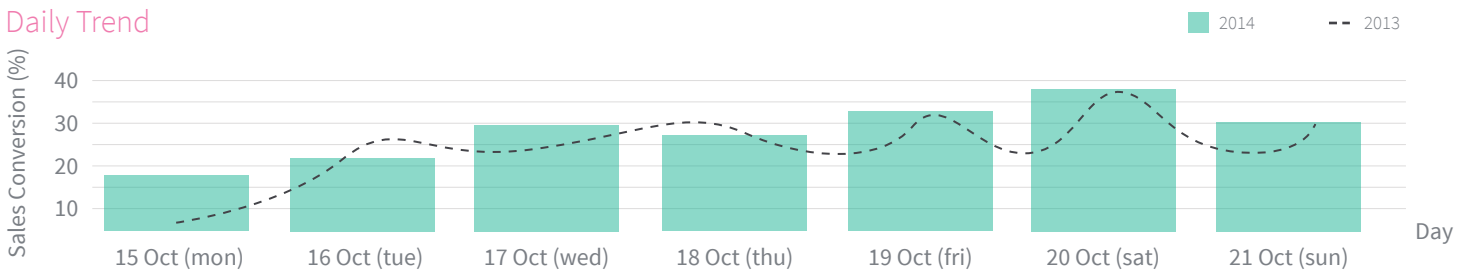


Week 47	This Year	Last Year	Changes
Monday	13%	10%	▲ 30%
Tuesday	11%	13%	▼ 15.4%
Wednesday	15%	14%	▲ 7.1%
Thursday	17%	15%	▲ 13.3%
Friday	22%	20%	▲ 10%
Saturday	21%	20%	▲ 5%
Sunday	20%	19%	▲ 5.3%
Total	23%	19%	▲ 21.1%

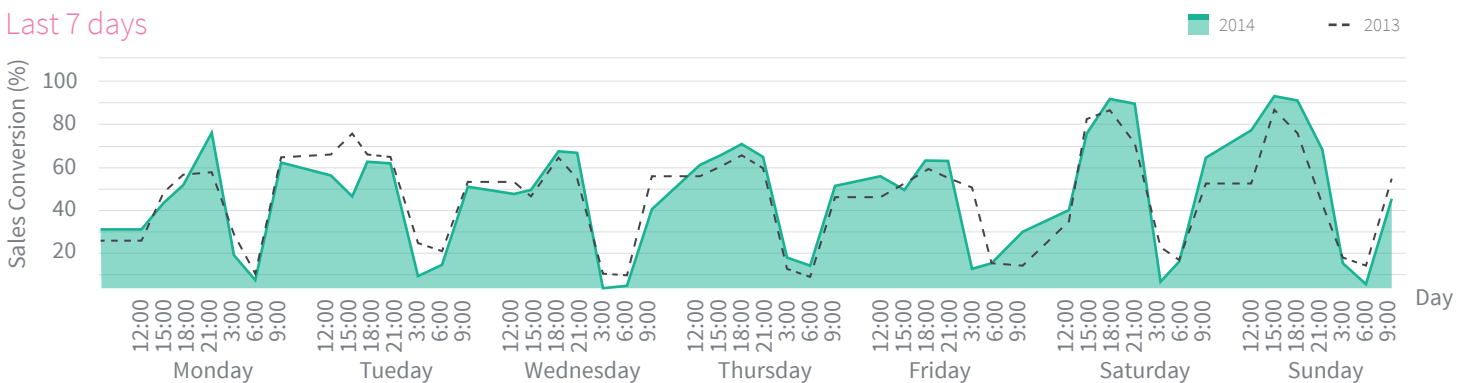
Weekly Trend



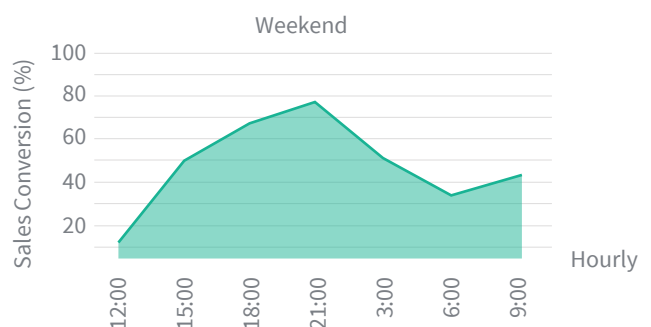
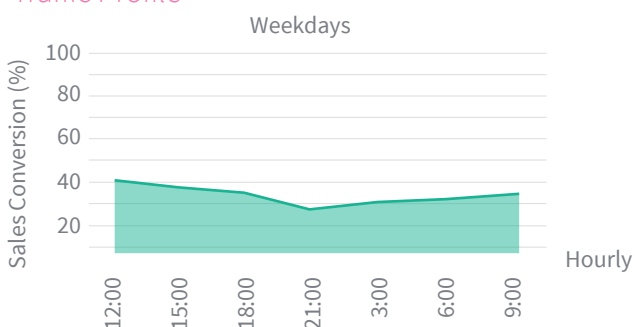
Daily Trend



Last 7 days

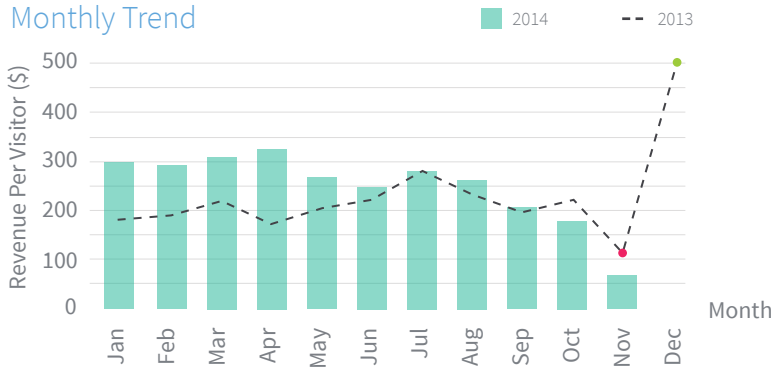


Traffic Profile



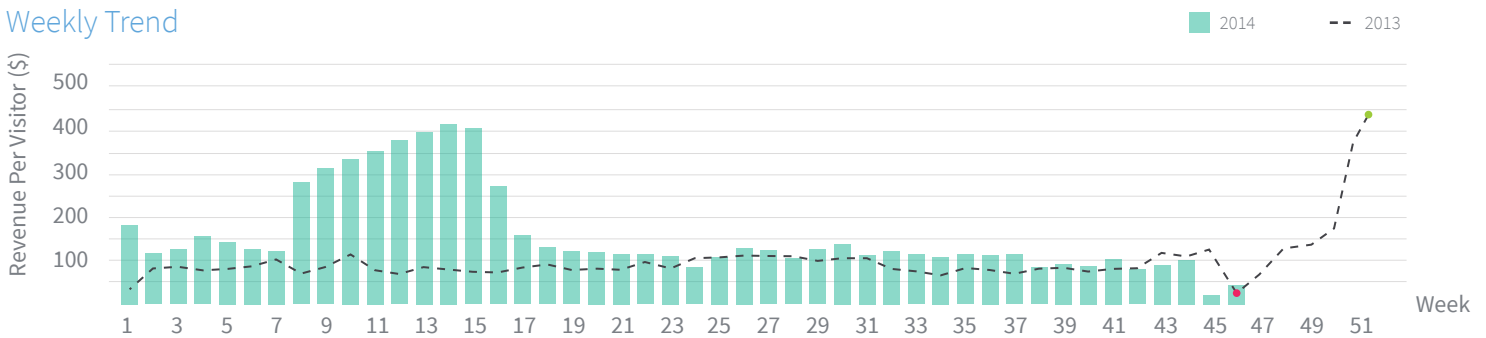
REVENUE PER VISITOR

Monthly Trend

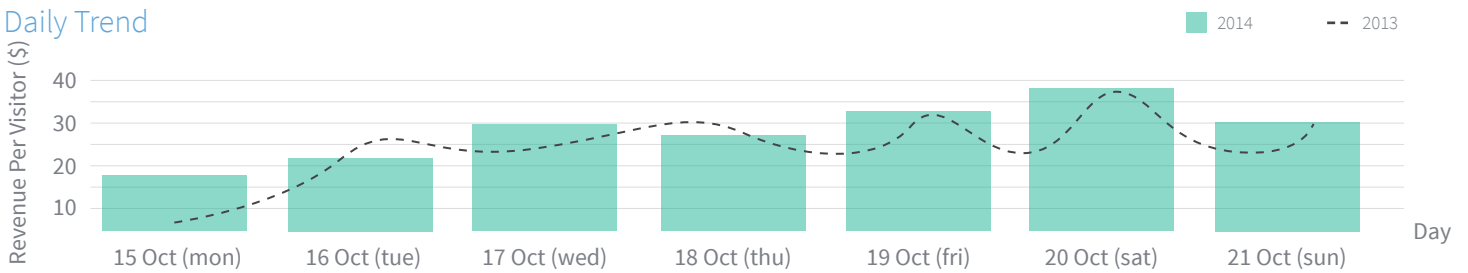


Week 47	This Year	Last Year	Changes
Monday	\$213	\$310	▲ 30%
Tuesday	\$110	\$143	▼ 15.4%
Wednesday	\$215	\$314	▲ 7.1%
Thursday	\$170	\$215	▲ 13.3%
Friday	\$220	\$252	▲ 10%
Saturday	\$201	\$154	▲ 5%
Sunday	\$120	\$199	▲ 5.3%

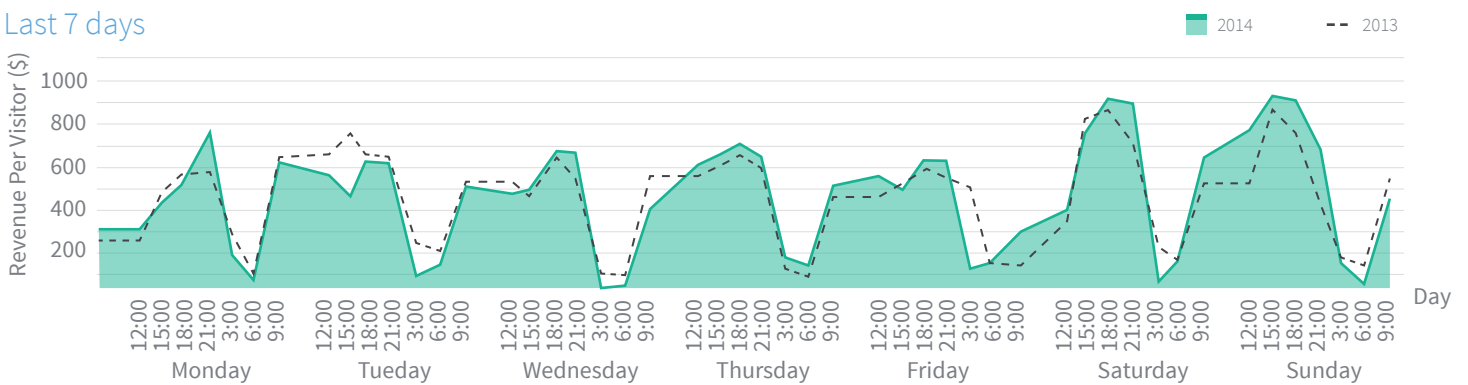
Weekly Trend



Daily Trend



Last 7 days



Traffic Profile

