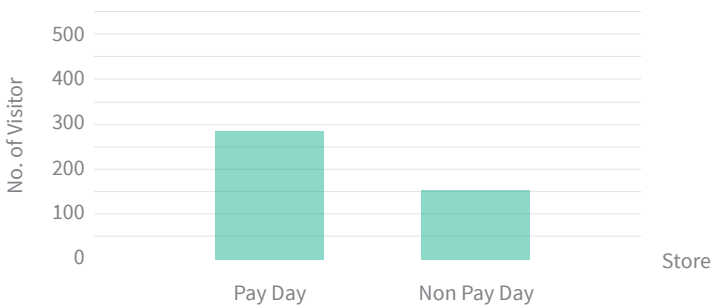


MARINA BAY PAY DAY TRAFFIC PATTERN

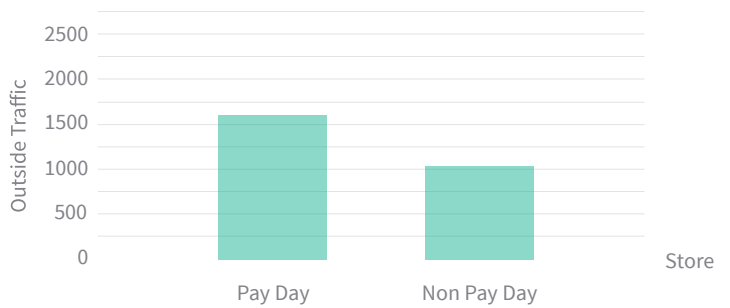
Report Period: 23/9/2014 - 23/12/2014

KPI	Pay Day	Non Pay Day	Differences
Visitor Count	287	152	+ 88.8%
Outside Traffic	1630	1017	+ 60.2%
Turn In Rate	17.6%	14.9%	+ 18.1%
Visit Duration	22 mins	12 mins	+ 83.3%
Returning Rate	5%	3%	+ 66%
Sales Conversion	14.3	13.7%	+ 4.37%

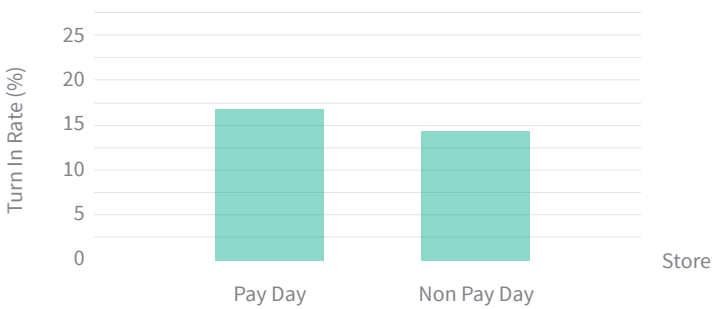
Visitor Count



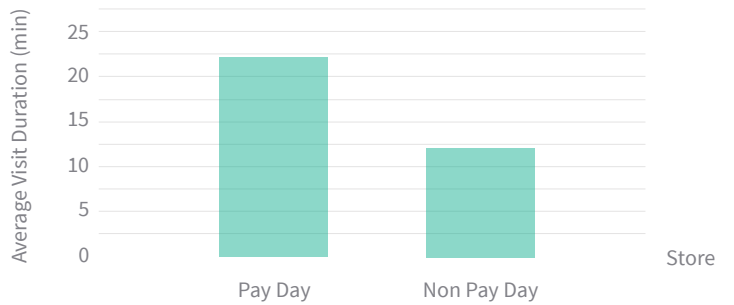
Outside Traffic



Turn In Rate

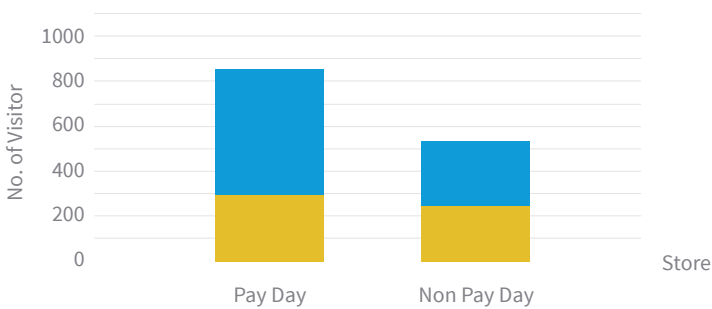


Visit Duration



Returning Customer

■ New ■ Returning Customer



Sales Conversion

