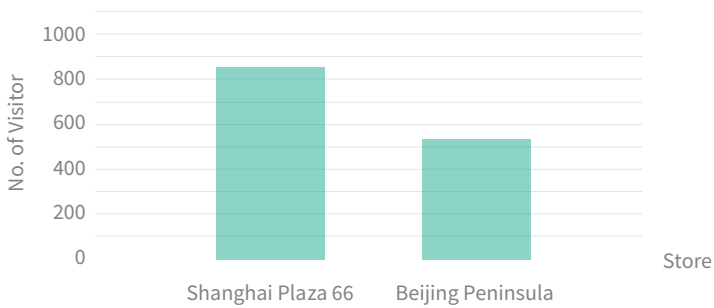


STORE COMPARISON REPORT

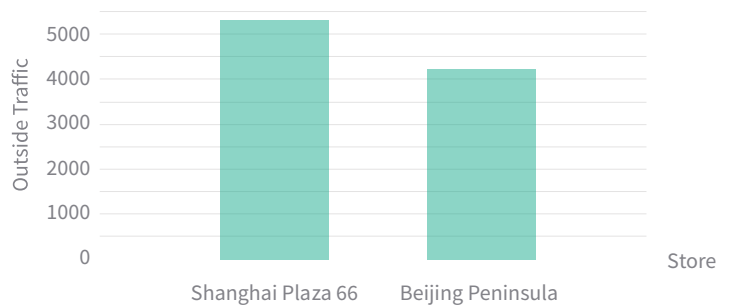
Report Period: 23/11/2014 - 29/11/2014

KPI	Store A	Store B	Differences
Visitor Count	862	539	+ 88.6%
Outside Traffic	5708	4454	+ 21.9%
Turn In Rate	15.1%	12.1%	+ 27.9%
Visit Duration	18.2 mins	12.5 mins	+ 80.2%
Returning Rate	20%	15%	+ 100%
Sales Conversion	14.3	13.7%	+ 40.2%

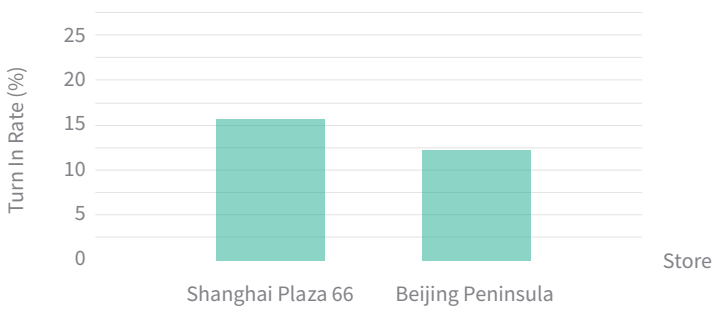
Visitor Count



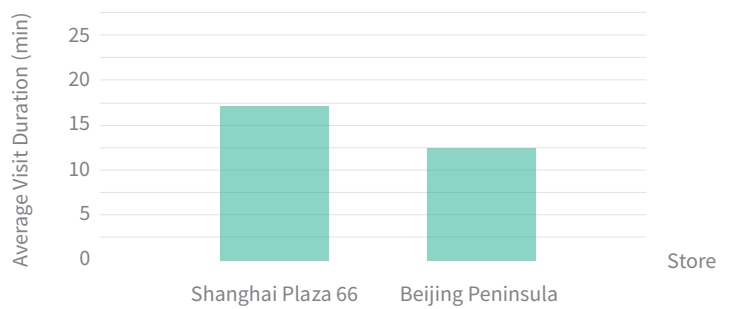
Outside Traffic



Turn In Rate

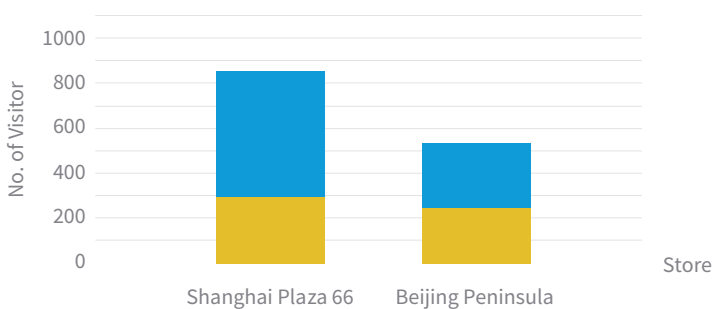


Visit Duration



Returning Customer

■ New ■ Returning Customer



Sales Conversion

