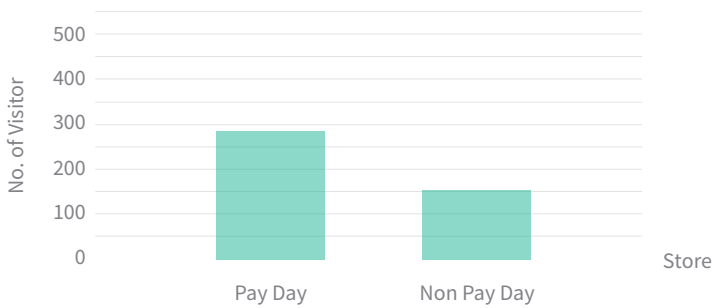


TIME COMPARISON REPORT

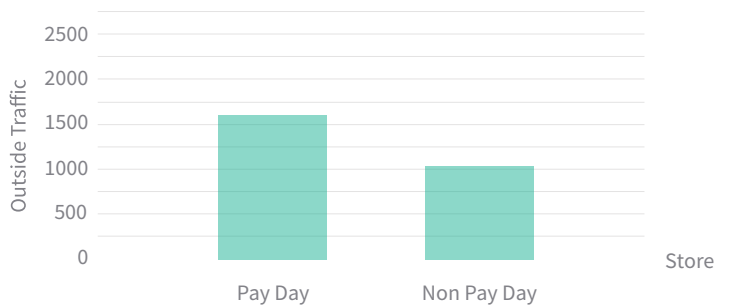
Report Period: 23/9/2014 - 23/12/2014

| 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% |

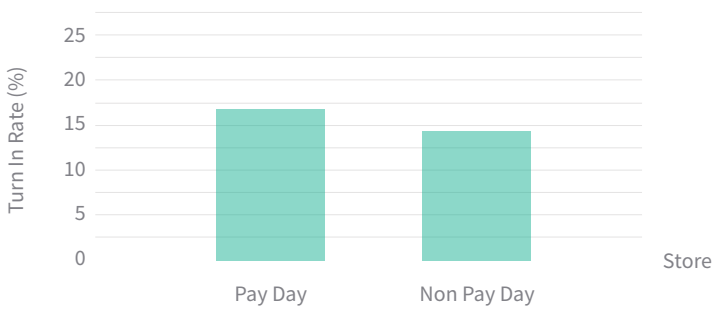
Visitor Count



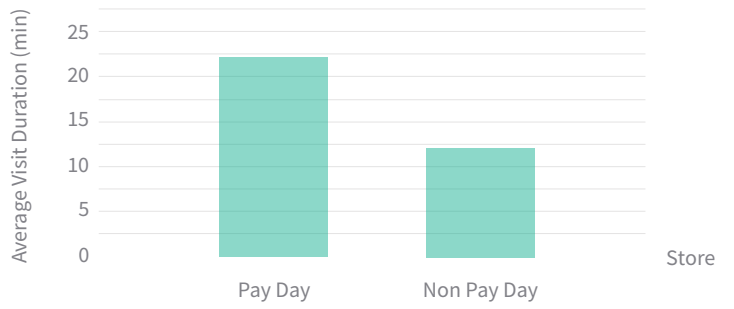
Outside Traffic



Turn In Rate

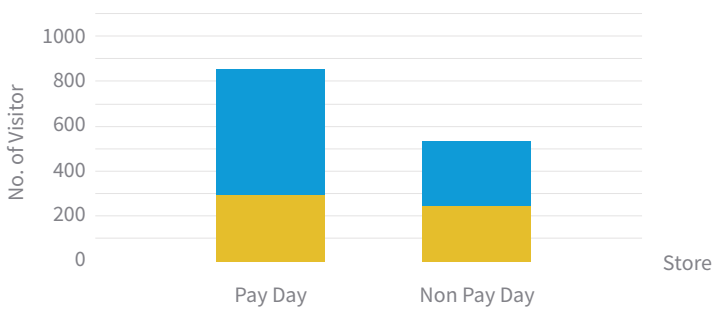


Visit Duration



Returning Customer

■ New ■ Returning Customer



Sales Conversion

