



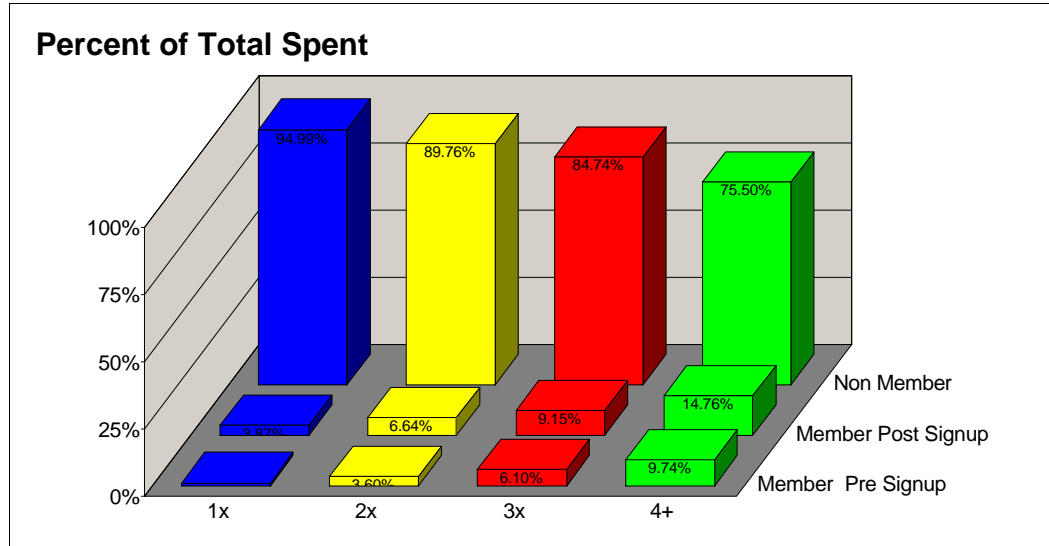
Transactions :

Spend Type	Spend Group	Spend Count	Unique Customers	Total Spent	Avg Spent	Avg Days Btwn Spends	Total Covers	Avg Covers
1x	Member Pre Signup	950	950	\$51,340	\$54.04		2,023	2.1
	Member Post Signup	3,054	3,054	\$174,641	\$57.18		6,750	2.2
	Non Member	78,239	78,239	\$4,282,041	\$54.73		169,212	2.2
2x	Member Pre Signup	461	461	\$25,368	\$55.03	127.10	965	2.1
	Member Post Signup	847	847	\$46,748	\$55.19	77.94	1,894	2.2
	Non Member	11,853	11,853	\$632,402	\$53.35	157.68	24,515	2.1
3x	Member Pre Signup	270	270	\$14,640	\$54.22	88.00	557	2.1
	Member Post Signup	414	414	\$21,951	\$53.02	57.92	888	2.1
	Non Member	3,964	3,964	\$203,221	\$51.27	119.48	7,902	2.0
4+	Member Pre Signup	668	165	\$31,155	\$46.64	51.20	1,266	1.9
	Member Post Signup	1,011	241	\$47,230	\$46.72	31.10	1,917	1.9
	Non Member	5,521	1,864	\$241,578	\$43.76	70.71	9,750	1.8
Grand Total	Member Pre Signup	2,349	950	\$122,503	\$52.15	83.31	4,811	2.0
	Member Post Signup	5,326	3054	\$290,571	\$54.56	53.45	11,449	2.1
	Non Member	99,577	78239	\$5,359,242	\$53.82	128.08	211,379	2.1



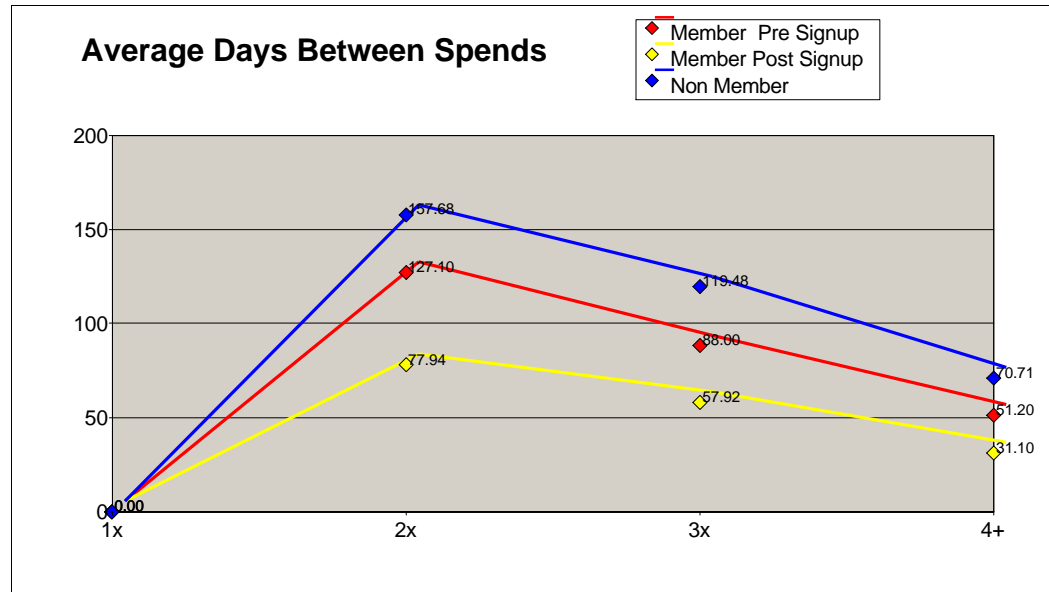
**Percent of Total Spent:**

Spend Type	1x	2x	3x	4+
Member Pre Signup	1%	4%	6%	10%
Member Post Signup	4%	7%	9%	15%
Non Member	95%	90%	85%	76%
<b>Total</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>



**Average Days Between Spends:**

	Member Pre Signup	Member Post Signup	Non Member
1x	0.00	0.00	0.00
2x	127.10	77.94	157.68
3x	88.00	57.92	119.48
4+	51.20	31.10	70.71





**ValuedMember frequency:**

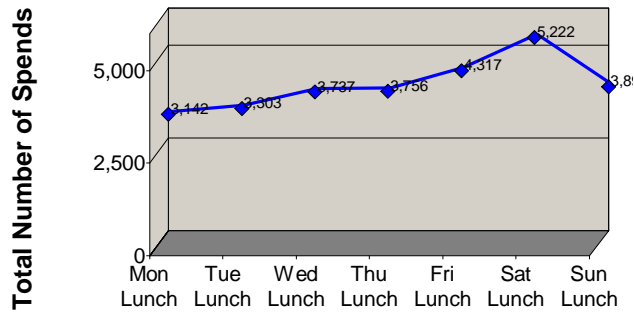
Meal Description	Day Name	Mon	Tue	Wed	Thu	Fri	Sat	Sun
Dinner	Spend Count	340	293	411	324	900	1302	498
	Total Spent	\$18,307	\$17,308	\$23,114	\$16,943	\$52,831	\$79,962	\$30,627
	Avg Spent	\$53.85	\$59.07	\$56.24	\$52.29	\$58.70	\$61.41	\$61.50
Lunch	Spend Count	122	128	144	124	176	332	232
	Total Spent	\$4,646	\$4,766	\$5,358	\$4,801	\$7,082	\$14,078	\$10,748
	Avg Spent	\$38.09	\$37.24	\$37.21	\$38.72	\$40.24	\$42.40	\$46.33
Total	Spend Count	462	421	555	448	1076	1634	730
	Total Spent	\$22,954	\$22,074	\$28,471	\$21,744	\$59,913	\$94,040	\$41,375
	Avg Spent	\$49.68	\$52.43	\$51.30	\$48.54	\$55.68	\$57.55	\$56.68

**Non ValuedMember frequency:**

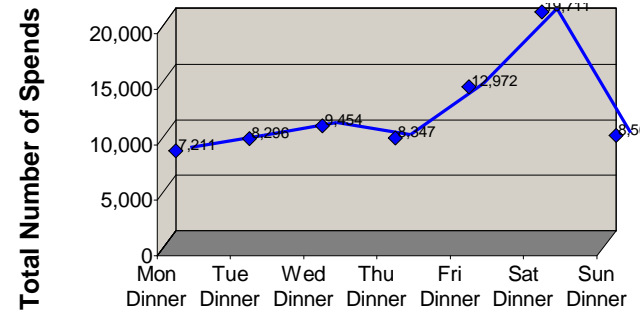
Meal Description	Day Name	Mon	Tue	Wed	Thu	Fri	Sat	Sun
Dinner	Spend Count	7211	8296	9454	8347	12972	19711	8567
	Total Spent	\$398,584	\$464,202	\$529,879	\$462,876	\$750,473	\$1,188,735	\$505,389
	Avg Spent	\$55.27	\$55.95	\$56.05	\$55.45	\$57.85	\$60.31	\$58.99
Lunch	Spend Count	3142	3303	3737	3756	4317	5222	3891
	Total Spent	\$132,755	\$139,535	\$158,779	\$163,876	\$189,498	\$224,904	\$172,261
	Avg Spent	\$42.25	\$42.24	\$42.49	\$43.63	\$43.90	\$43.07	\$44.27
Total	Spend Count	10353	11599	13191	12103	17289	24933	12458
	Total Spent	\$531,339	\$603,737	\$688,658	\$626,753	\$939,971	\$1,413,638	\$677,650
	Avg Spent	\$51.32	\$52.05	\$52.21	\$51.78	\$54.37	\$56.70	\$54.39

Spend Volumes

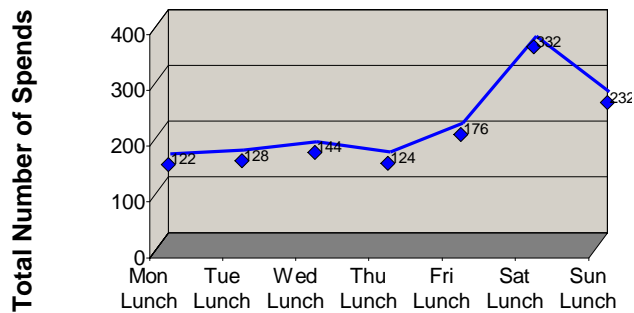
**Non ValuedMember Lunch Volume**



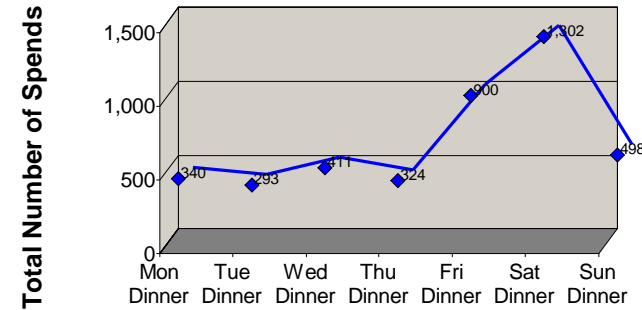
**Non ValuedMember Dinner Volume**



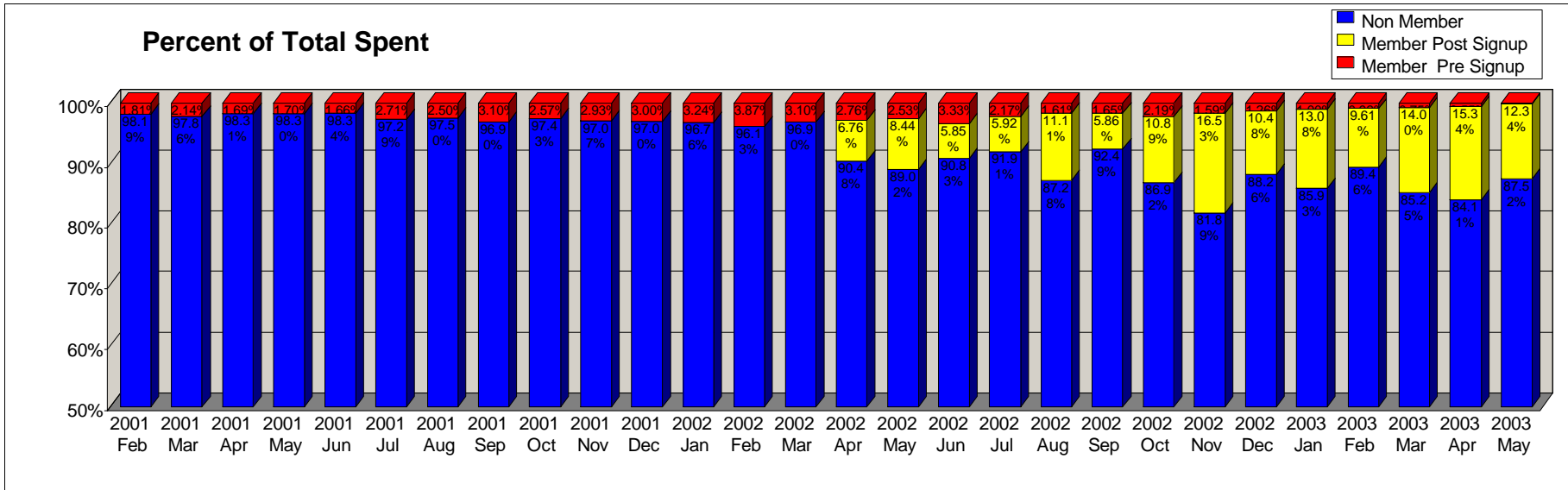
**ValuedMember Lunch Volume**



**ValuedMember Dinner Volume**



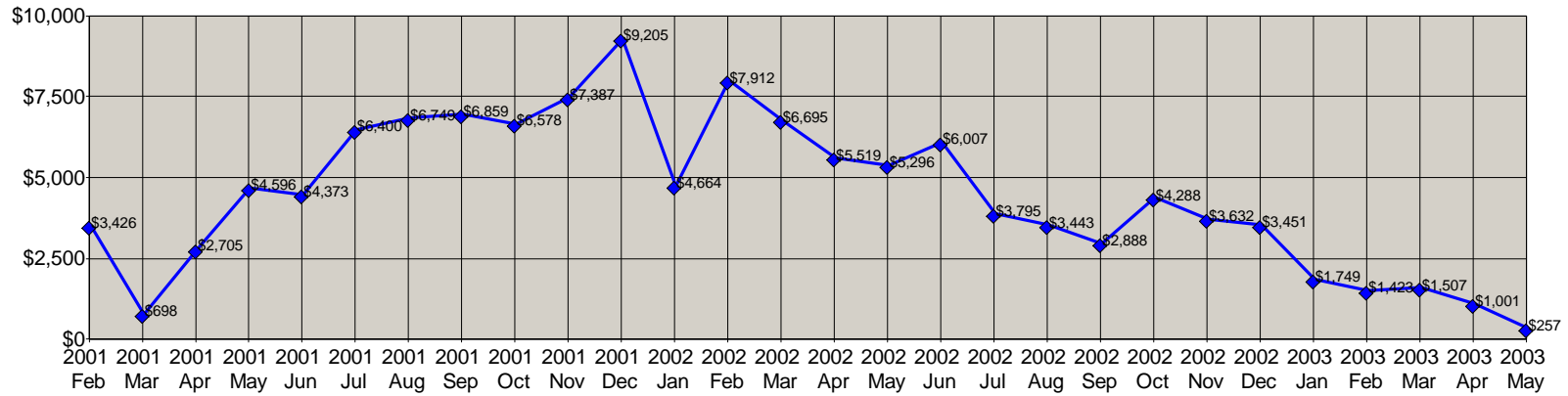
**Percent of Total Spent by Month**



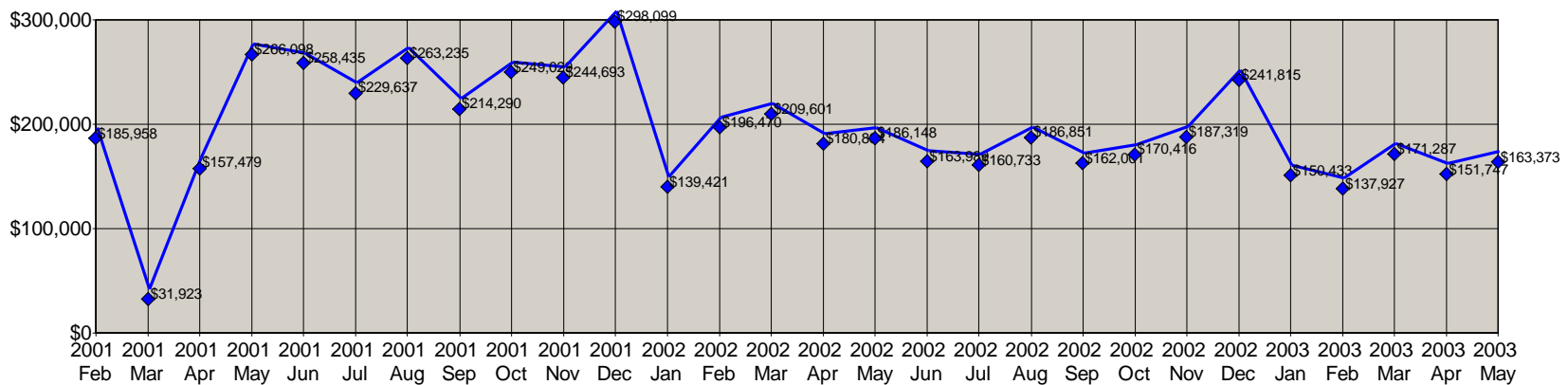
**Member Post Signup Spend Totals by Month**



### Member Pre Signup Spend Totals by Month



### Non Member Spend Totals by Month





# Clever Ideas Cafe - 180 North Stetson

Data Collected for: 02/05/01 - 05/25/03

## Results Report

Report prepared on: 05/28/03

### Total / Average spends by month:

Spend Group	Member Pre Signup			Member Post Signup			Non Member		
	Year Month	Spend Count	Total Spent	Avg Spent	Spend Count	Total Spent	Avg Spent	Spend Count	Total Spent
2001 Feb	69	\$3,426	\$50				3439	\$185,958	\$54
2001 Mar	12	\$698	\$58				593	\$31,923	\$54
2001 Apr	54	\$2,705	\$50				2951	\$157,479	\$53
2001 May	88	\$4,596	\$52				4775	\$266,098	\$56
2001 Jun	83	\$4,373	\$53				4666	\$258,435	\$55
2001 Jul	112	\$6,400	\$57				4245	\$229,637	\$54
2001 Aug	131	\$6,749	\$52				4889	\$263,235	\$54
2001 Sep	125	\$6,859	\$55				3915	\$214,290	\$55
2001 Oct	129	\$6,578	\$51				4514	\$249,029	\$55
2001 Nov	143	\$7,387	\$52				4556	\$244,693	\$54
2001 Dec	173	\$9,205	\$53				5623	\$298,099	\$53
2002 Jan	86	\$4,664	\$54				2602	\$139,421	\$54
2002 Feb	140	\$7,912	\$57				3556	\$196,470	\$55
2002 Mar	128	\$6,695	\$52				3738	\$209,601	\$56
2002 Apr	109	\$5,519	\$51	233	\$13,518	\$58	3389	\$180,834	\$53
2002 May	99	\$5,296	\$53	266	\$17,656	\$66	3368	\$186,148	\$55
2002 Jun	118	\$6,007	\$51	191	\$10,555	\$55	3129	\$163,989	\$52
2002 Jul	84	\$3,795	\$45	192	\$10,361	\$54	3181	\$160,733	\$51
2002 Aug	65	\$3,443	\$53	405	\$23,777	\$59	3481	\$186,851	\$54
2002 Sep	60	\$2,888	\$48	201	\$10,271	\$51	3097	\$162,001	\$52
2002 Oct	73	\$4,288	\$59	400	\$21,352	\$53	3157	\$170,416	\$54
2002 Nov	75	\$3,632	\$48	682	\$37,807	\$55	3581	\$187,319	\$52
2002 Dec	67	\$3,451	\$52	546	\$28,727	\$53	4588	\$241,815	\$53
2003 Jan	35	\$1,749	\$50	417	\$22,893	\$55	2885	\$150,433	\$52
2003 Feb	33	\$1,423	\$43	285	\$14,821	\$52	2574	\$137,927	\$54
2003 Mar	35	\$1,507	\$43	531	\$28,128	\$53	3236	\$171,287	\$53
2003 Apr	20	\$1,001	\$50	552	\$27,667	\$50	2919	\$151,747	\$52





# Clever Ideas Cafe - 180 North Stetson

Data Collected for: 02/05/01 - 05/25/03

## Results Report

Report prepared on: 05/28/03

Spend Group	Member Pre Signup			Member Post Signup			Non Member			
	Year Month	Spend Count	Total Spent	Avg Spent	Spend Count	Total Spent	Avg Spent	Spend Count	Total Spent	Avg Spent
	2003 May	3	\$257	\$86	425	\$23,039	\$54	2930	\$163,373	\$56

### Total / Average spends by Year:

Year	Spend Group	Spend Count	Total Spent	Avg Spent	% of Yearly Total
2001	Member Pre Signup	1,119	\$58,977	\$53	2.40%
	Non Member	44,166	\$2,398,876	\$54	97.60%
	Total	45,285	\$2,457,854	\$54	100.00%
2002	Member Pre Signup	1,104	\$57,590	\$52	2.38%
	Member Post Signup	3,116	\$174,024	\$56	7.20%
	Non Member	40,867	\$2,185,598	\$53	90.42%
	Total	45,087	\$2,417,211	\$54	100.00%
2003	Member Pre Signup	126	\$5,936	\$47	0.66%
	Member Post Signup	2,210	\$116,547	\$53	12.99%
	Non Member	14,544	\$774,767	\$53	86.35%
	Total	16,880	\$897,251	\$53	100.00%