

**Confidential**  
**Customer Data Analysis**

**Clever Ideas Cafe**

180 North Stetson Chicago, IL

Based on data captured from 05/28/02 - 05/27/03  
Analysis Date: May 28, 2003

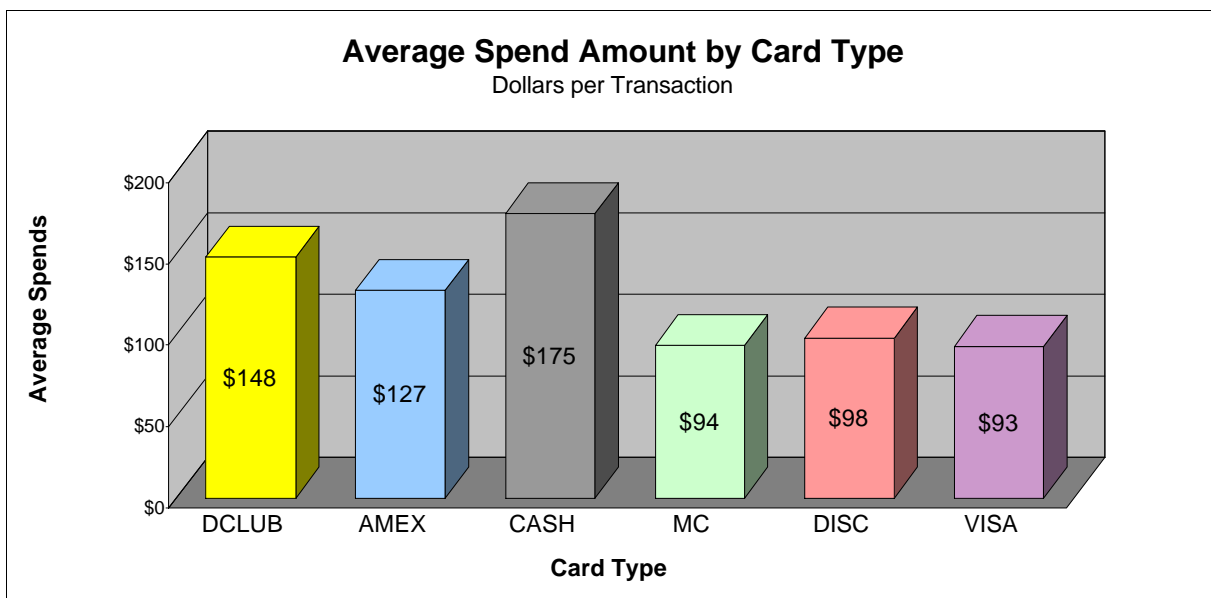
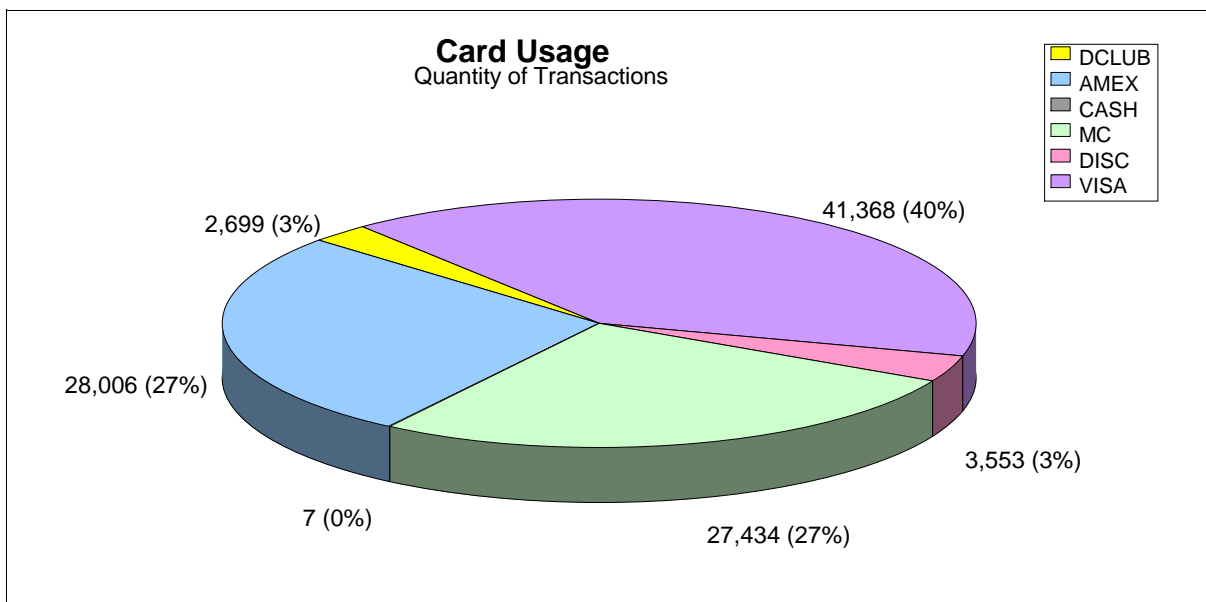
# Introduction

Following is a confidential analysis of your customer base at Clever Ideas Cafe, located at 180 North Stetson in Chicago, IL. This Customer Data Analysis examines customer card usage, daily traffic at your restaurant, and important cardmembers. The information contained in this analysis is based upon the credit card and charge card transactions at Clever Ideas Cafe from May 28, 2002 through May 27, 2003.

## Card Usage

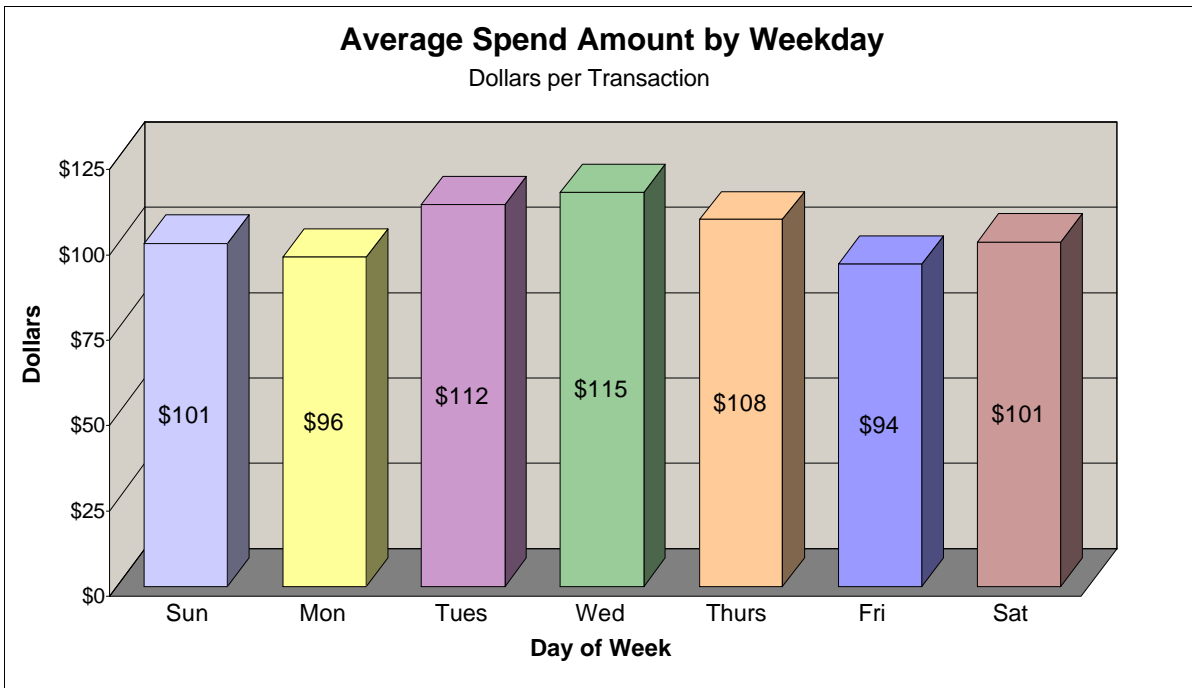
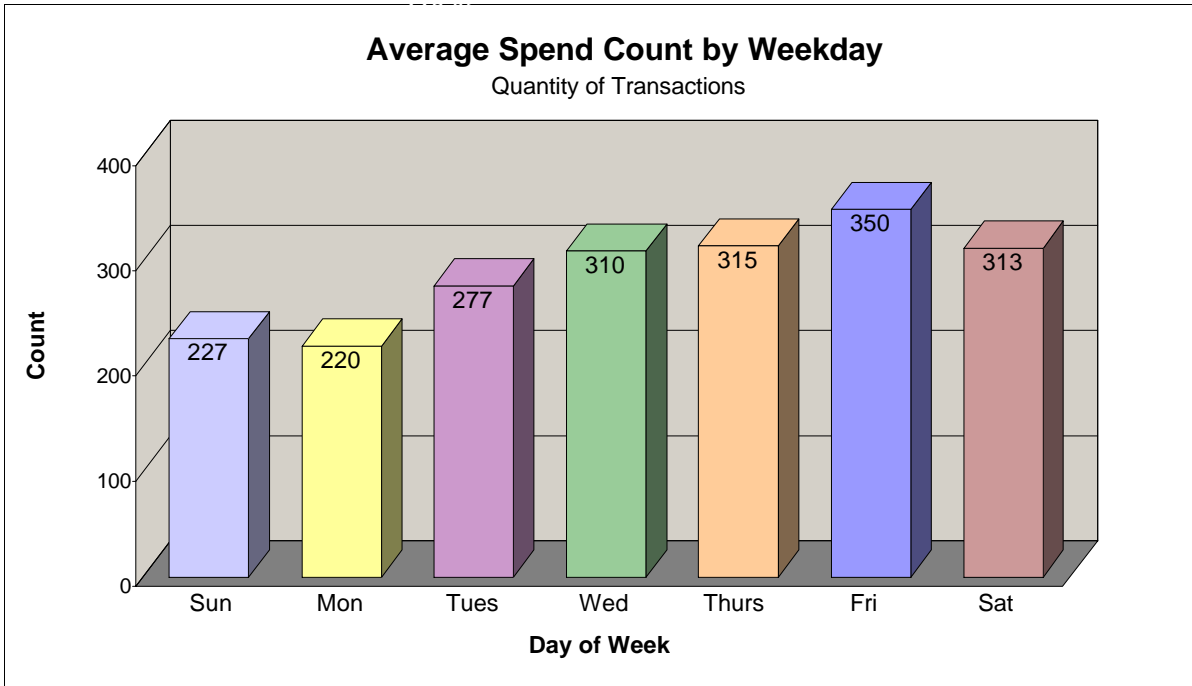
In the time period covered by this analysis we captured a total of 103,067 transactions from 72,586 unique customers. These customers spent a total of \$10,728,642 during this time frame. Based upon this, the average transaction at Clever Ideas Cafe is \$104.09 per visit.

Your current mix of business shows that Visa is the most popular card in your establishment with 41,368 transactions by 14,456 different cards. Your highest spends occur with , which averages \$174.71 per transaction. The charts below show these breakdowns.



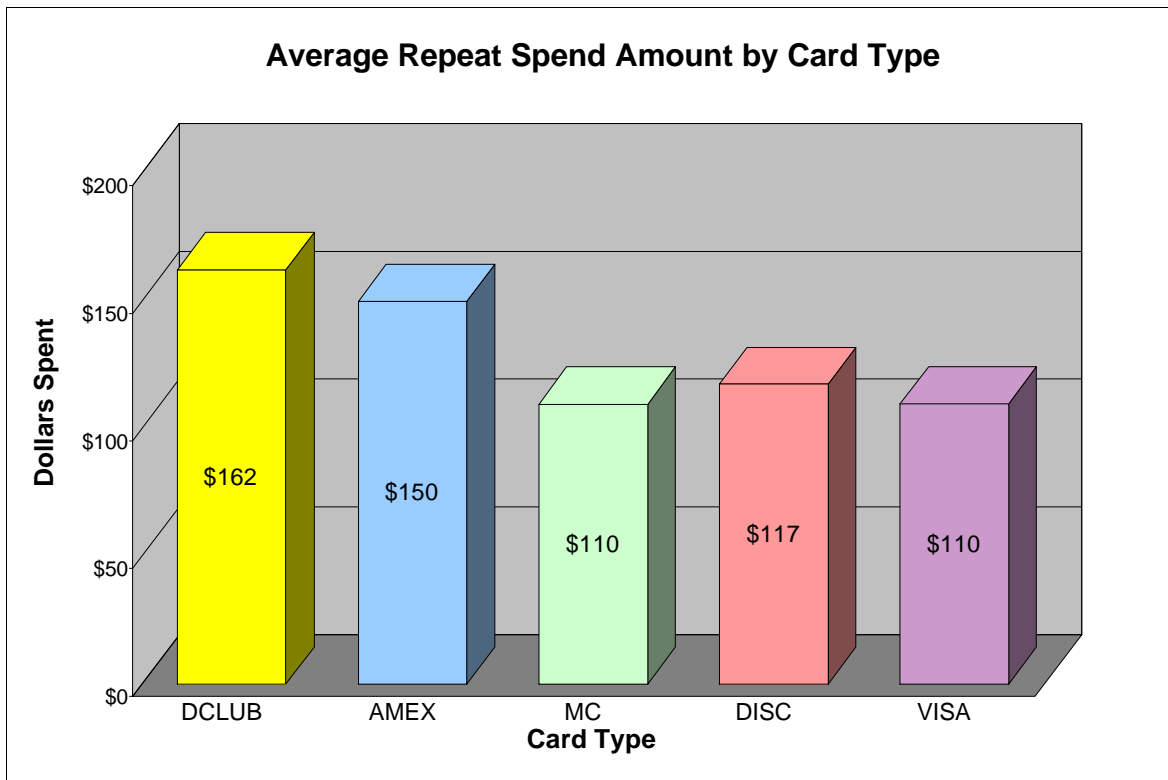
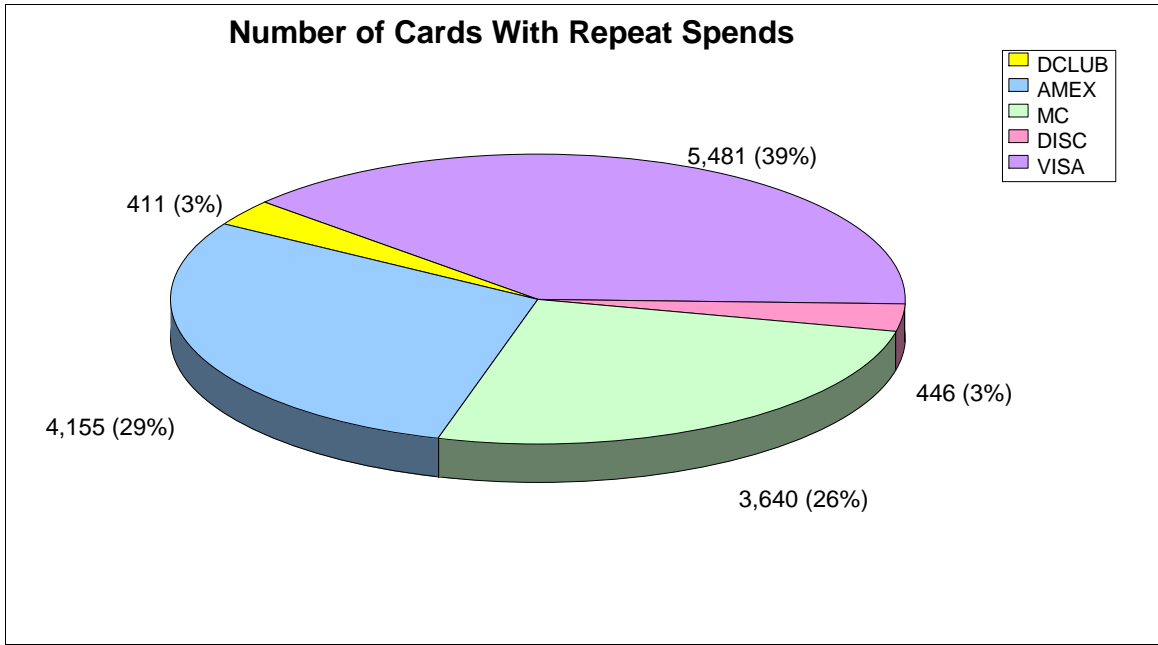
# Daily Traffic

As you may know, the busiest day of the week at Clever Ideas Cafe is Friday, with an average of 350 spends. Your highest average spend, \$115.48, occurs on Wednesdays. The charts below display these breakdowns by day of week.



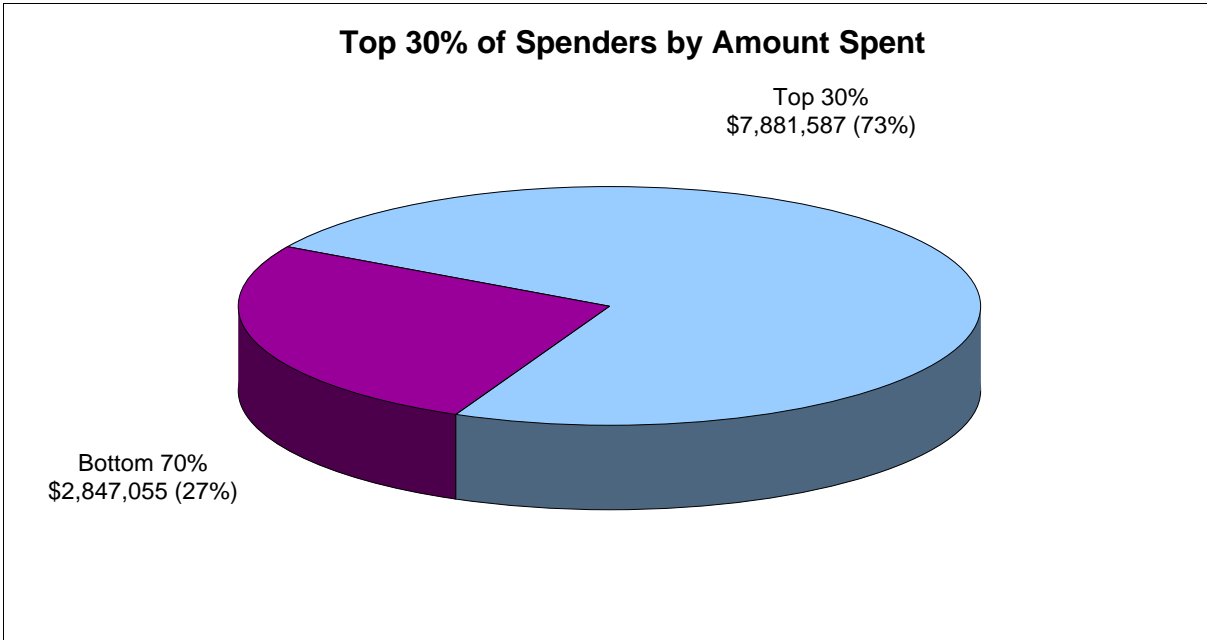
# Customer Review

In this time period, 14,133 customers visited Clever Ideas Cafe at least two times. These customers generated sales in the amount of \$5,268,457, which represents 49% of your total sales of \$10,728,642. On average, these customers spend \$123.33 per visit.



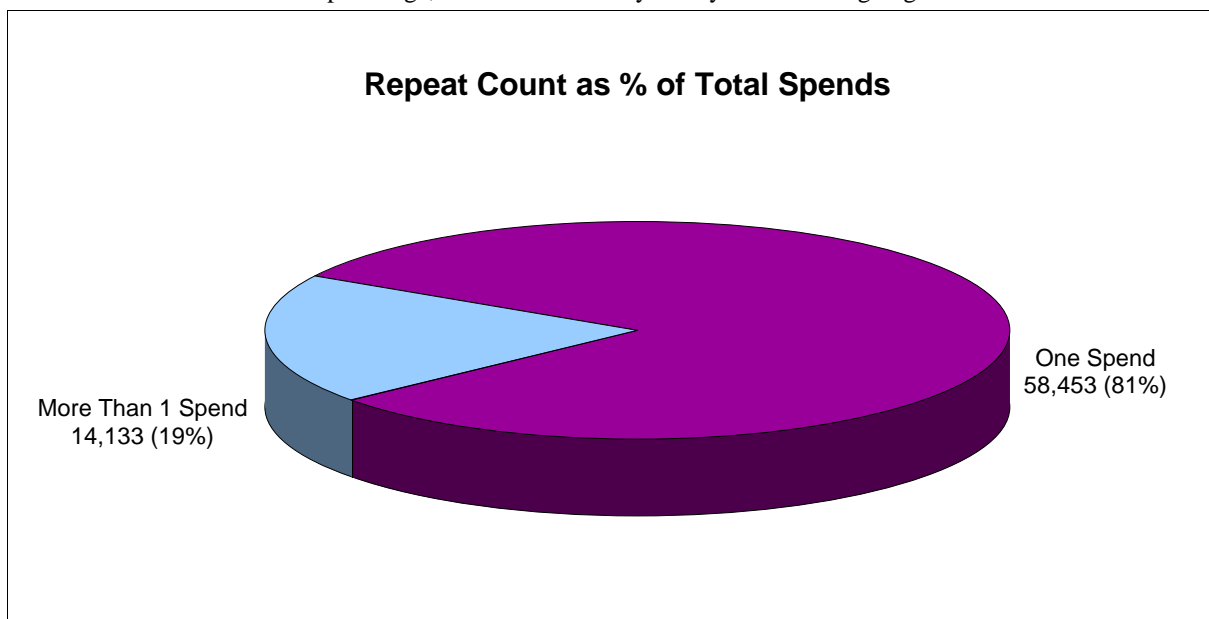
## Customer Review (cont.)

Based upon this analysis your top 30% of spenders account for 73% of your total card revenue. These are the customers that we will target for retention, as well as incremental sales.

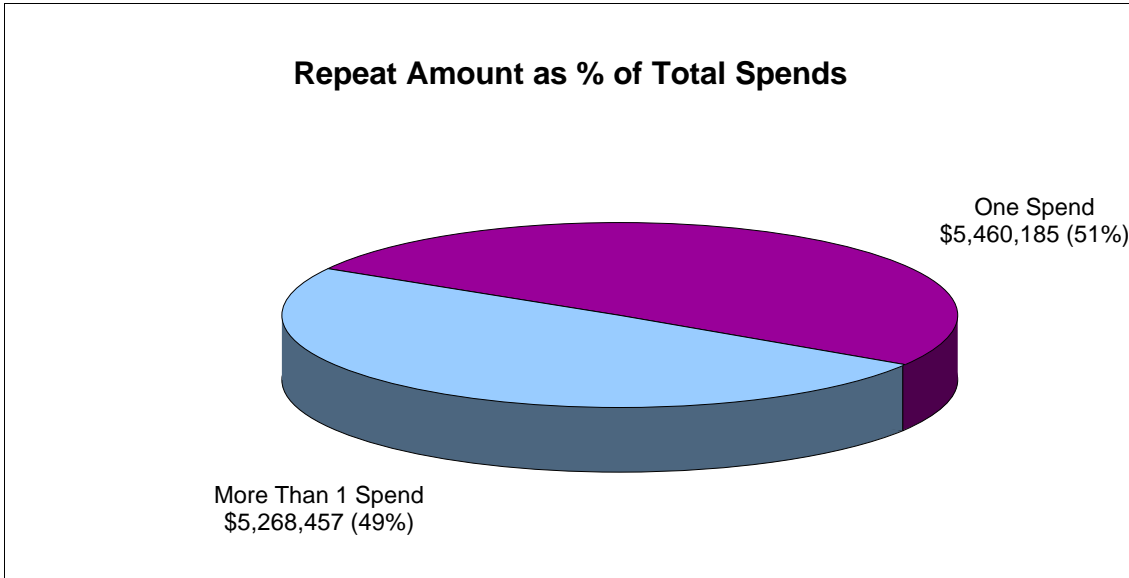


This target audience can be classified into two distinct categories, single-visit and multi-visit diners. Your data reflects an interesting trend in that 81% of your customers visited only once in this time period. As you know, it is more cost effective to keep existing customers than it is to get new ones. We will help you communicate with these customers to bring them back into Clever Ideas Cafe to generate incremental sales.

Conversely, 19% of your customers visited your establishment at least two times. These are the customers that have already expressed loyalty to your establishment and comprised \$5,268,457, or 49% of your total card sales. We will reward these customers for their patronage, and retain them as your loyal customers going forward.



## Customer Review (cont.)



Based upon this analysis, it is clear that some customers are more critical to your revenue than others. So who are these customers? The tables below list your top 10 customers out of all diners as well as top 10 multi-visit diners.

**All Diners**

Ranking	Member ID	Quantity of Spends	Total Spend
1	166508631608	21	\$28,251.62
2	166508630683	41	\$15,732.40
3	66160079505895	2	\$15,104.16
4	8517133431004	4	\$14,746.54
5	8528948172006	5	\$13,350.60
6	523325370002	18	\$12,523.41
7	27149903611759	3	\$11,954.13
8	8130868062026	1	\$11,785.05
9	8789771182005	1	\$11,476.99
10	17128444906034	4	\$11,252.95

**Multi-visit Diners**

Ranking	Member ID	Quantity of Spends	Total Spend
1	62262027472511	73	\$5,187.39
2	1381382473002	66	\$9,425.06
3	88575030480730	54	\$1,756.66
4	1388311393003	52	\$3,218.14
5	66160124358126	43	\$4,162.04
6	98264010760973	42	\$2,503.76
7	166508630683	41	\$15,732.40
8	1726912421006	41	\$3,224.87
9	2888348906007	39	\$3,321.91
10	13512004474635	39	\$1,479.00

With the ValuedMember® Program, we will continue to bring the multi-visit diners into your establishment by targeting your marketing efforts toward them. In addition, we will target other customers that have lesser frequencies in order to develop them into loyal customers that visit more often.

In the current state of the industry, customer loyalty is critical to restaurant success. Today's savvy diners have a wide variety of eating choices and it is much more cost-effective to retain an existing customer than it is to acquire a new customer. So the next step is to identify these important customers and begin to target your marketing efforts toward them, to ensure you can retain this critical customer base.

## Summary

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Based upon the results of this Customer Data Analysis, we at Clever Ideas believe that we can retain your critical customer base and even increase the revenue flow from these customers. We will accomplish this through the process of ongoing customer tracking, identification of your important customers, and targeted marketing efforts focused toward your critical customer base. This focused marketing will strengthen your relationship with your best customers, nurture and reward their loyalty, and most importantly, boost sales. Your best customers will visit your restaurant more often and encourage their families, friends, and business associates to visit too!

Clever Ideas will administer the entire program for Clever Ideas Cafe. We will produce, mail, and track all direct marketing efforts for you. We are able to distribute expenses related to artwork, printed materials, marketing salaries, and mailings over numerous accounts. Finally, independent and small chain restaurateurs have a chance to compete with much larger chain restaurants that have always had the ability to spread their marketing costs across many units.

If you have any questions regarding this Customer Data Analysis or would like additional information regarding our ValuedMember® Program, you may contact us through our toll-free line at (800) 411-0705. We will contact you within the next week to discuss this analysis further.