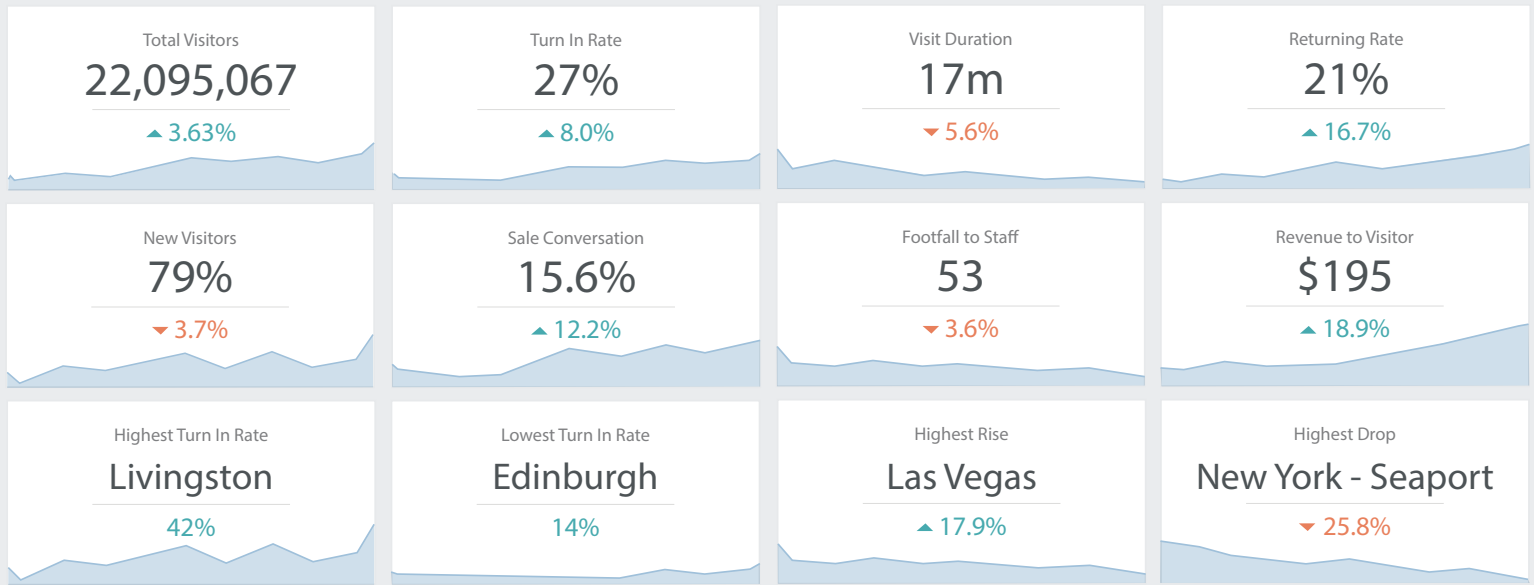
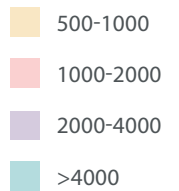
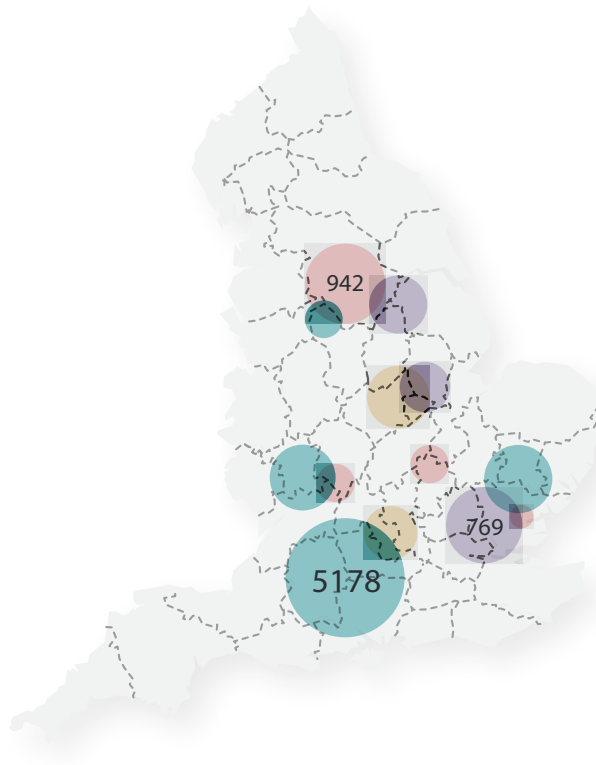
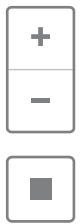


COMPANY-WIDE WEEKLY REPORT
Report Period: 23/11/2014 - 29/11/2014 (week 47)

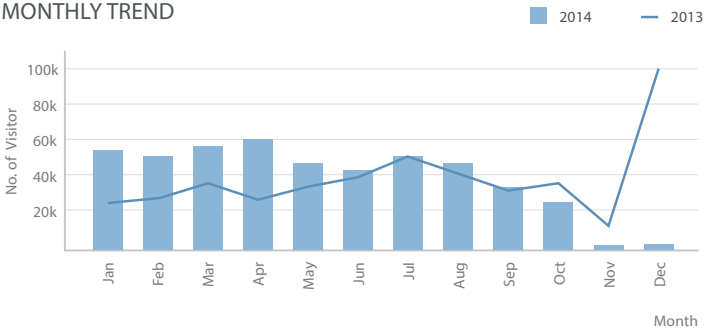


FOOTFALL PER REGION



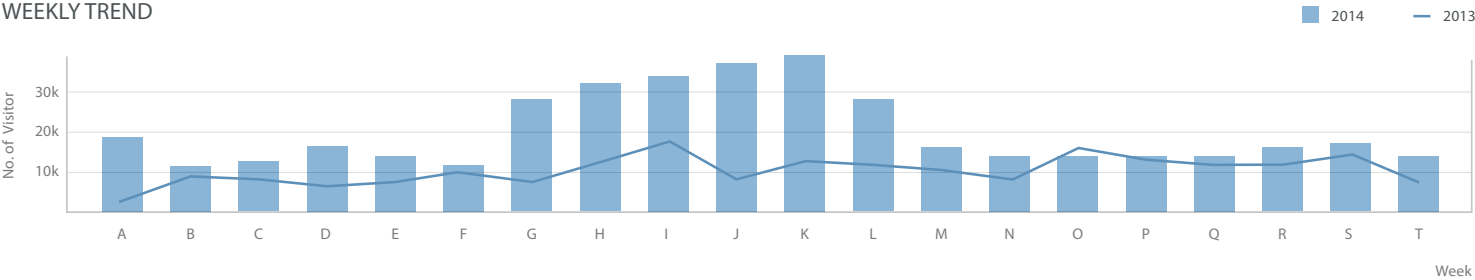
VISITOR COUNTS

MONTHLY TREND

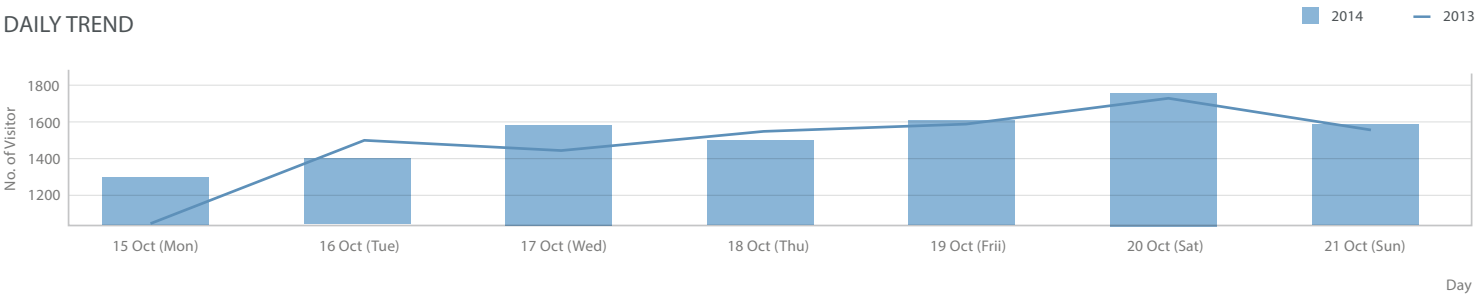


Week 47	This Year	Last Year	Changes
Monday	14,420	11,220	28.5%
Tuesday	14,680	11,190	31.2%
Wednesday	19,320	18,300	5.6%
Thursday	17,210	14,890	15.6%
Friday	16,340	12,640	29.3%
Saturday	27,490	16,280	68.9%
Sunday	24,630	19,110	28.9%
Total	452,110	252,010	79%

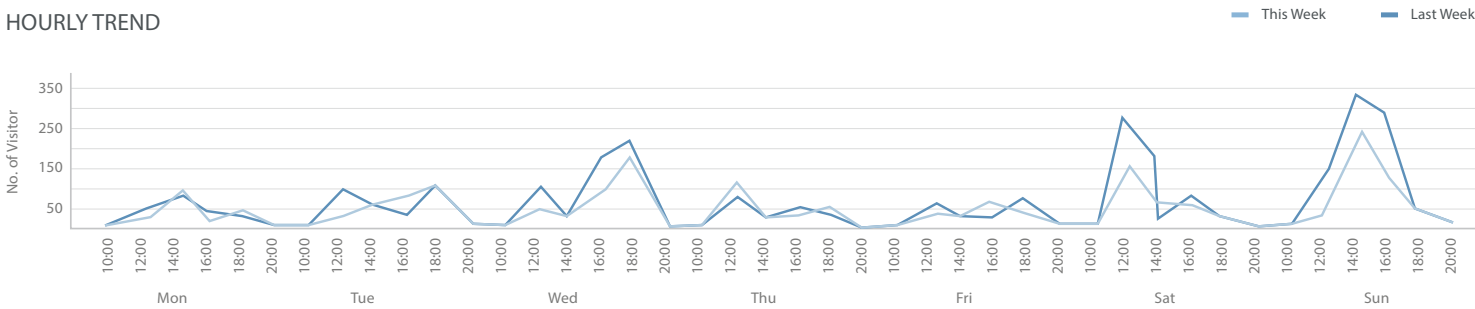
WEEKLY TREND



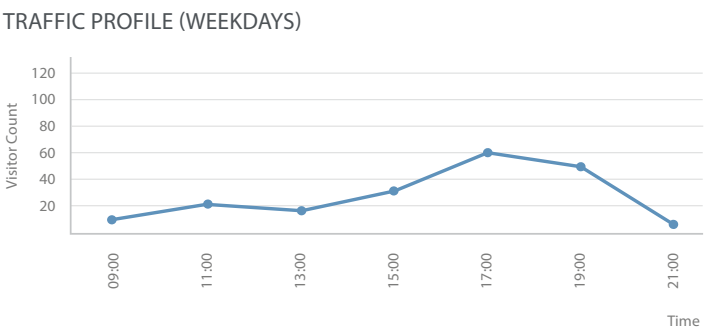
DAILY TREND



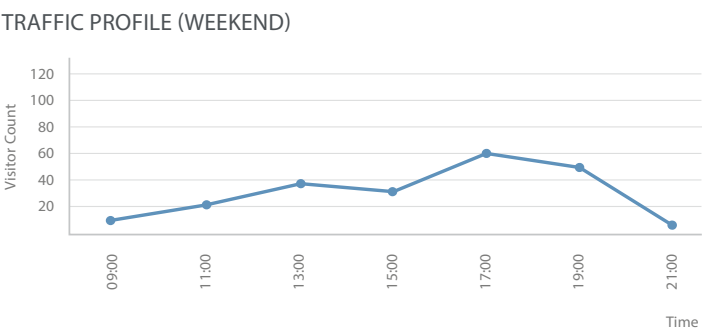
HOURLY TREND



TRAFFIC PROFILE (WEEKDAYS)

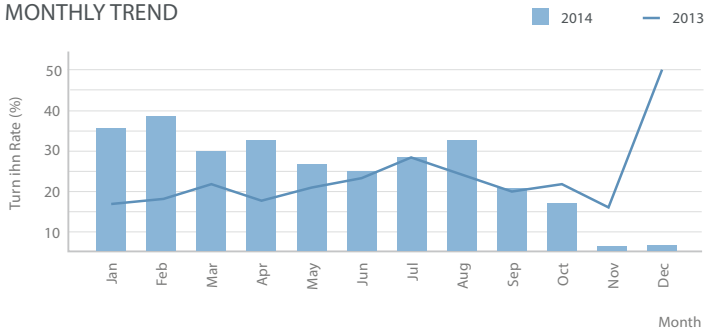


TRAFFIC PROFILE (WEEKEND)



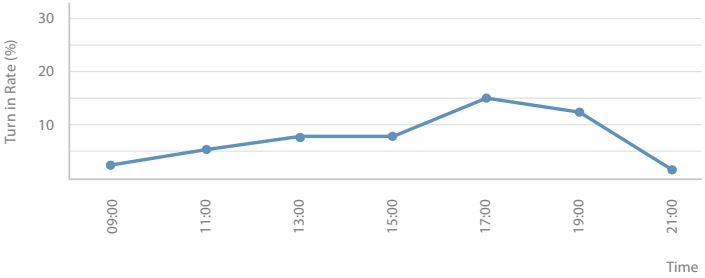
TURN IN RATE

MONTHLY TREND

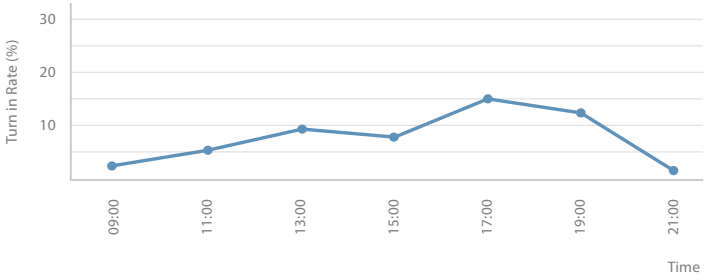


Week 47	This Year	Last Year	Changes
Monday	12.3%	10.8%	13.9%
Tuesday	10.9%	12.4%	12.1%
Wednesday	15.4%	14.3%	7.7%
Thursday	21%	12.7%	65.4%
Friday	19%	21%	9.5%
Saturday	18.9%	18%	5%
Sunday	20.4%	16%	27.5%
Total	21.4%	17%	25.9%

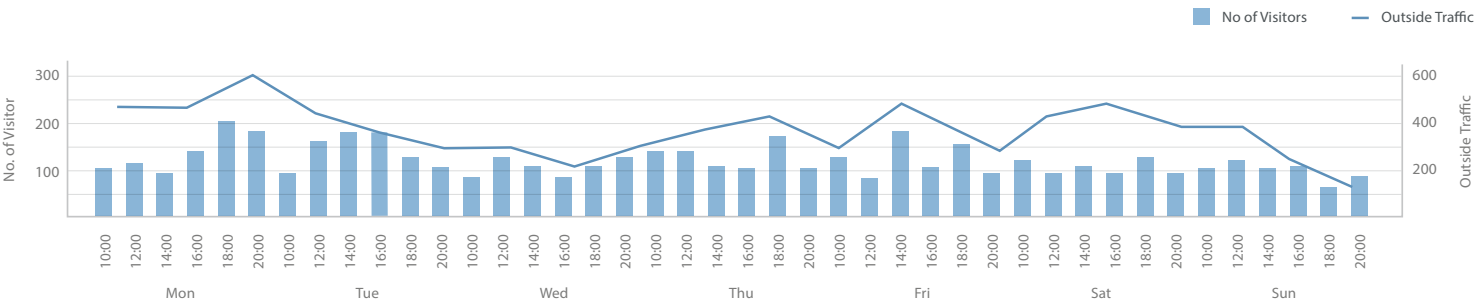
TRAFFIC PROFILE (WEEKDAYS)



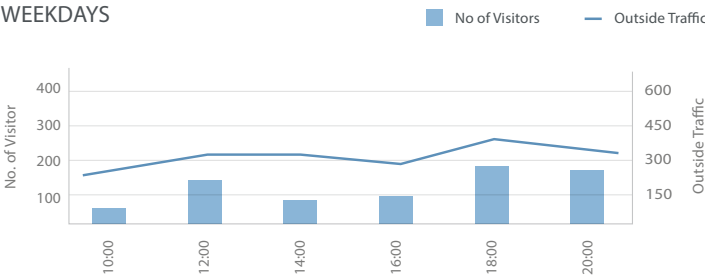
TRAFFIC PROFILE (WEEKEND)



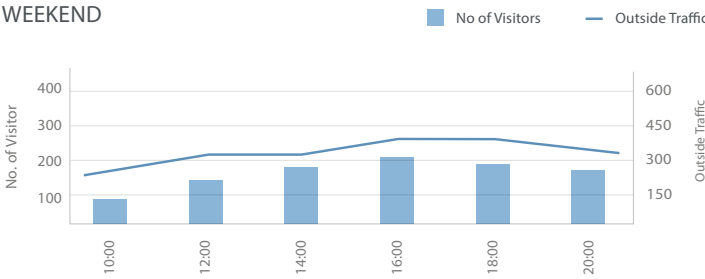
OUTSIDE TRAFFIC



WEEKDAYS

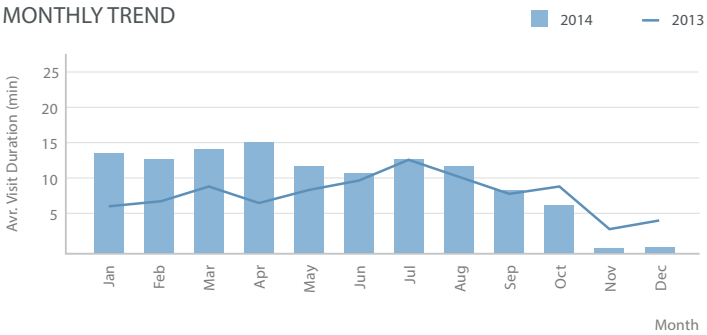


WEEKEND



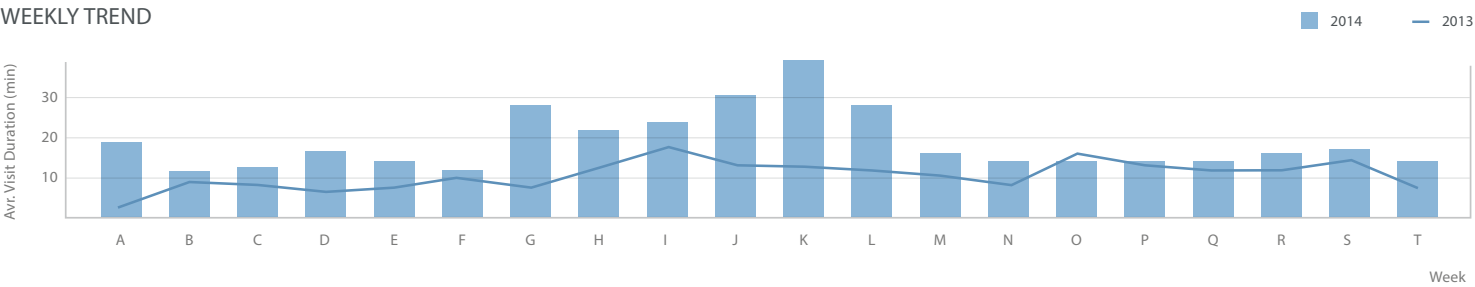
VISIT DURATION

MONTHLY TREND

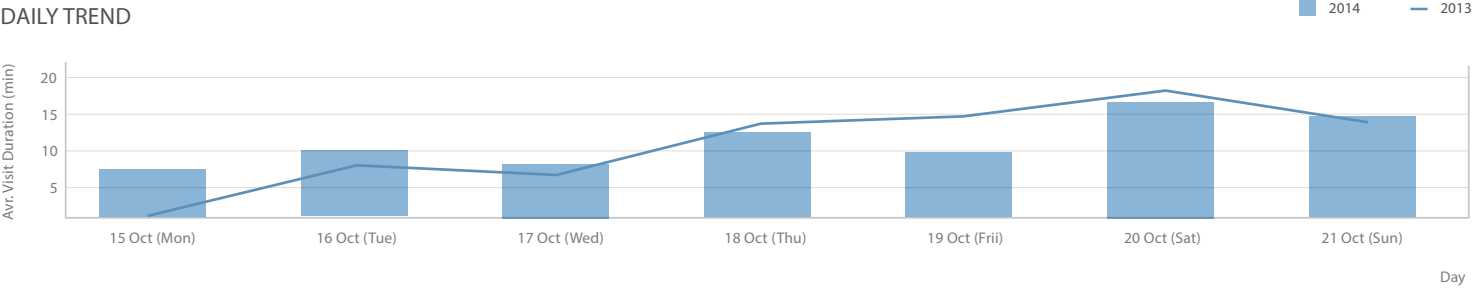


Week 47	This Year	Last Year	Changes
Monday	10 min	7 min	42.9%
Tuesday	9 min	8 min	12.5%
Wednesday	13 min	11 min	18.2%
Thursday	11 min	12 min	8.3%
Friday	16 min	13 min	23.1%
Saturday	13 min	9 min	44.4%
Sunday	17 min	18 min	5.6%
Total	20 min	18 min	11.1%

WEEKLY TREND



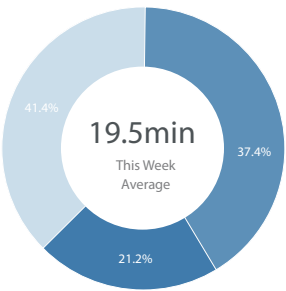
DAILY TREND



CLASSIFICATION BY ENGAGEMENT

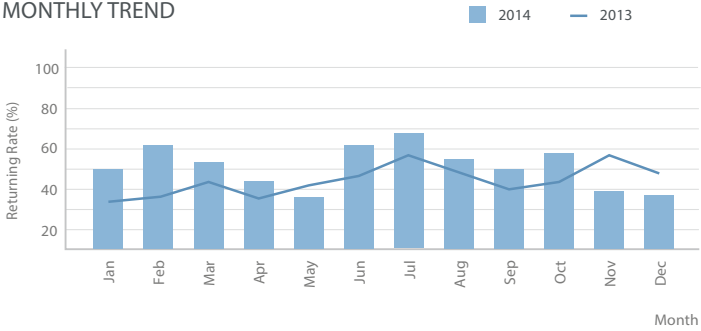
<15mins 15-30mins >30mins

Week 47	<15mins	15-30mins	>30mins
Monday	40%	40%	20%
Tuesday	50%	25%	25%
Wednesday	35%	30%	35%
Thursday	55%	25%	20%
Friday	38%	40%	22%
Saturday	60%	26%	14%
Sunday	46%	21%	33%



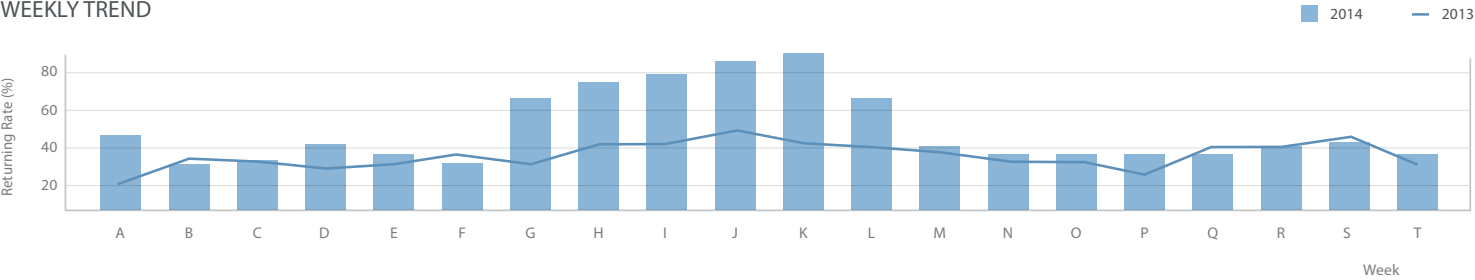
RETURNING CUSTOMERS

MONTHLY TREND

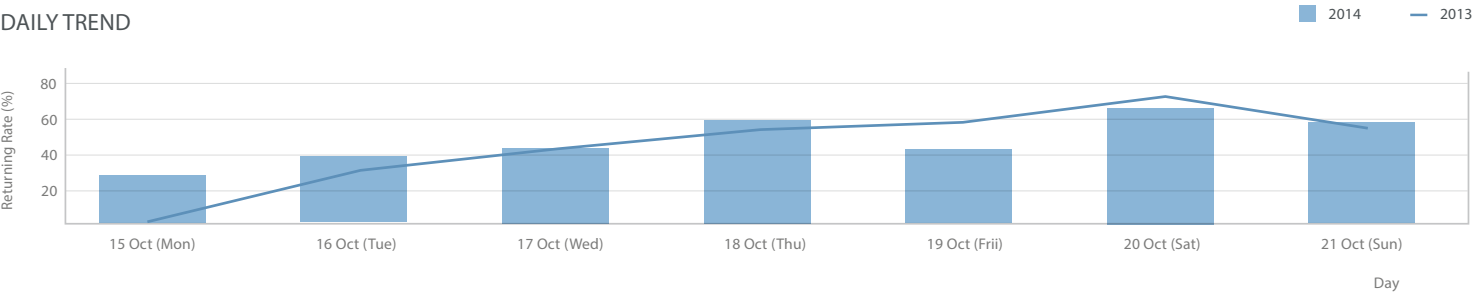


Week 47	This Year	Last Year	Changes
Monday	13%	12%	8.3%
Tuesday	11%	13%	15.4%
Wednesday	15%	14%	7.1%
Thursday	17%	15%	13.3%
Friday	22%	21%	4.8%
Saturday	21%	20%	5%
Sunday	20%	19%	5.3%
Total	19%	15%	26.7%

WEEKLY TREND

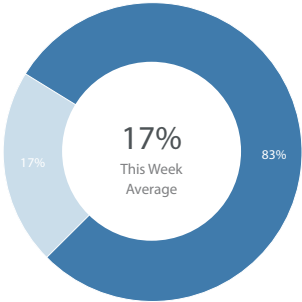


DAILY TREND



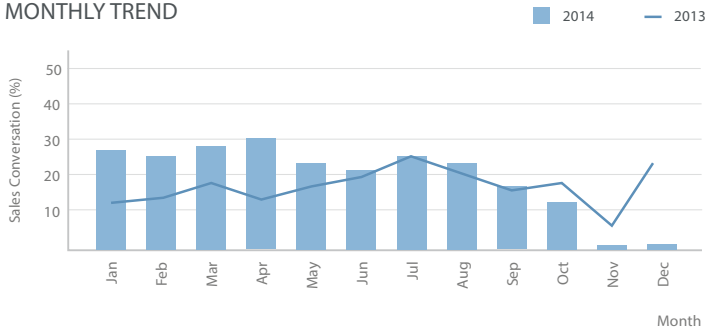
CLASSIFICATION BY VISIT FREQUENCY

Frequency	Within 1 month	Within 2 months
1	56%	50%
2	28%	23%
3	11%	16%
>3	5%	11%



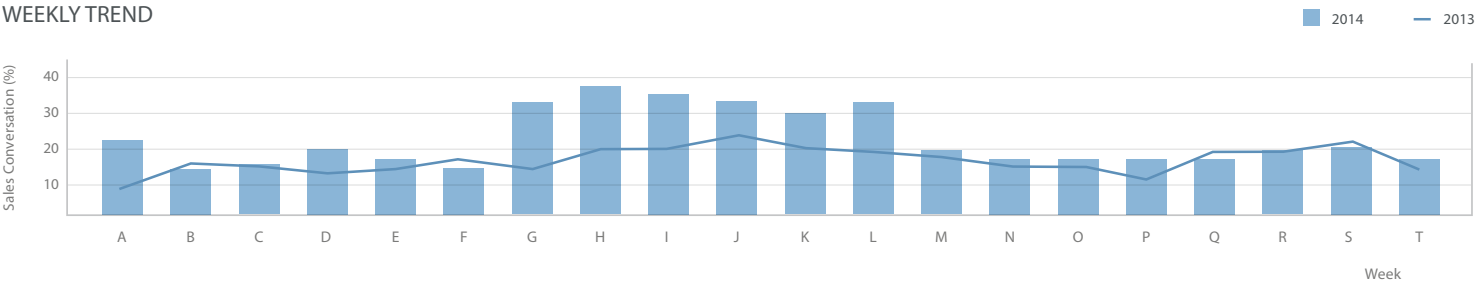
SALES CONVERSATION

MONTHLY TREND

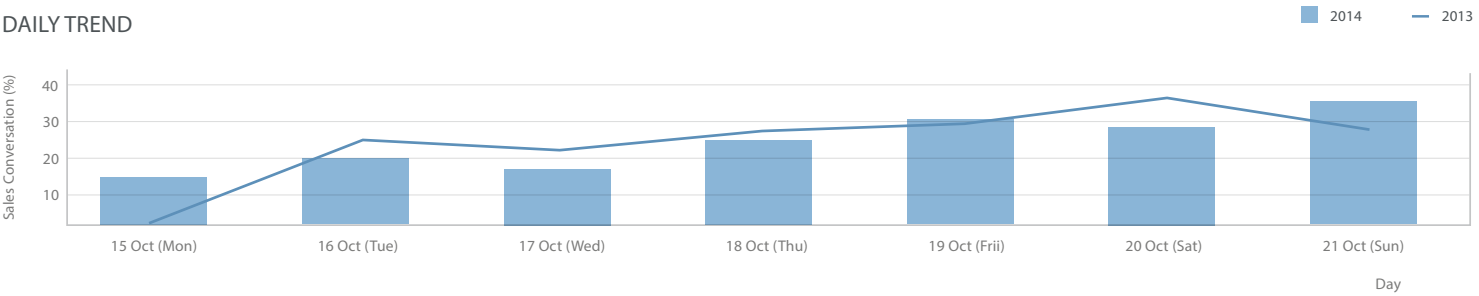


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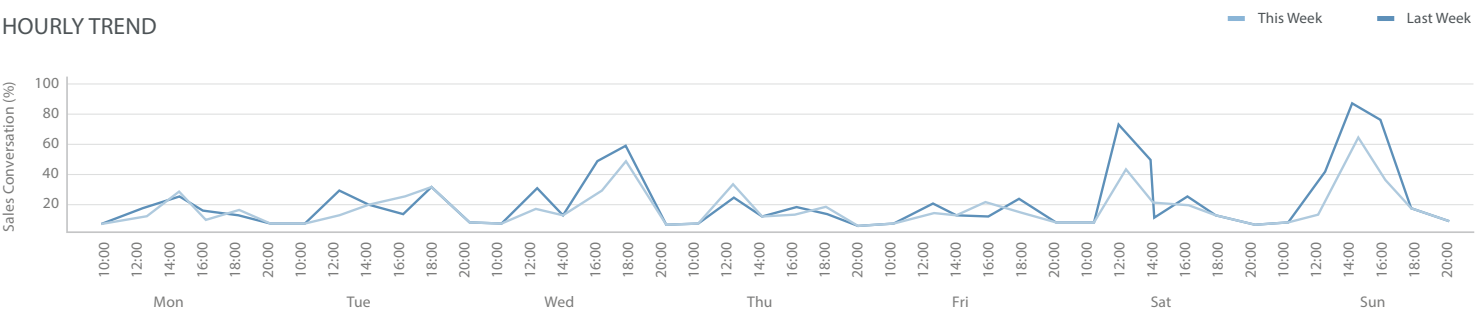
WEEKLY TREND



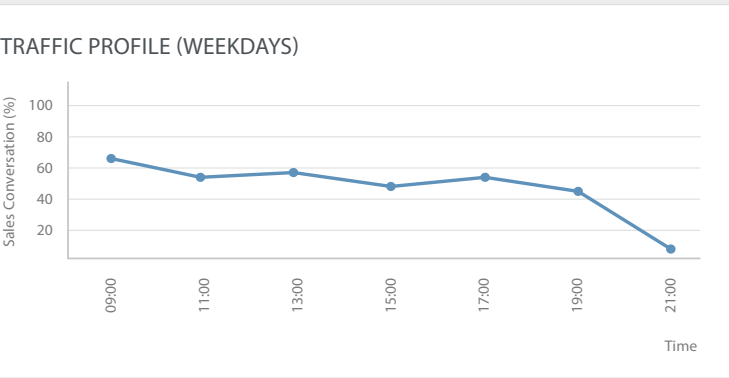
DAILY TREND



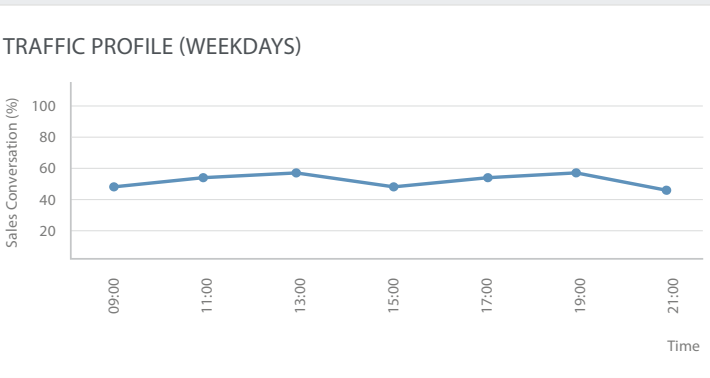
HOURLY TREND



TRAFFIC PROFILE (WEEKDAYS)



TRAFFIC PROFILE (WEEKDAYS)



SITE SUMMARY

Region	Visitor Count			Turn In Rate		Visit Duration		Returning Customer		Sales Conversion	
	Rank	This Week	Changes (%)	This Week	Changes (%)	This Week	Changes (%)	This Week	Changes (%)	This Week	Changes (%)
Shanghai	1105	199,800	11.2	22.4	2.1	6	14	14.5	19.1	34	32.3
Beijing	1126	201,306	12.9	19.5	3.2	11	13.5	7.3	20.9	14	35.5
Dalian	1102	186,352	12.5	13.6	4.9	14	2.1	4.8	4.4	29	17.2
Hunan	1210	169,083	8.4	14.9	0.90.4	12	1.3	3.3	1.7	23	19.4
Jiangsu	1073	210,101	2.1	14.6	3.6	13	17.2	13.2	1.9	18	24.2
Hong Kong	104	232,892	23.2	33.9	3.4	14	12.5	17.3	21.2	21	34.2
Hefei	189	233,912	27.9	16.5	0.6	17	8.3	21.3	19.5	22	25.6