

Marketing Statistics Report

Availability: CompuPawn systems configured with the Extended Reports Module.

Example: This example shows the demographics of those customers who did transactions within the last month as selected by the shift range.

Inputs Used: Determine reporting period (*Shift, Date, etc.*)
 • *Start Shift / End Shift = {Range}*

COMPUPAWN DEMO (1)															
05/12/94	MARKETING STATISTICS REPORT										PAGE 1				
START IN-SHIFT=0585 (03/01/94) END IN-SHIFT=0612 (04/01/94)															
MARKET	% OF TOTL	% MALE OF TOTL	% FEML OF TOTL	---PAWN--- QTY	AVG-\$	---BUY--- QTY	AVG-\$	---SALE--- QTY	AVG-\$	% MALE OF MRKT	% FEML OF MRKT	----- % OF MARKET TO-25	26-35	AGE ----- 36-UP	AVG
DRIVE BY	22.89%	15.24%	7.65%	319	67	14	15	47	55	66.58%	33.42%	10.26%	21.58%	68.16%	39
CUSTOMER	22.47%	12.89%	9.58%	289	73	14	30	70	143	57.37%	42.63%	8.04%	20.38%	71.58%	39
YELLOW PAGES	1.39%	0.42%	0.96%	21	52			2	100	30.43%	69.57%		8.70%	91.30%	43
WALK BY	26.57%	16.14%	10.42%	337	78	24	24	80	100	60.77%	39.23%	10.88%	24.26%	64.85%	39
NEWSPAPERS:															
THE TIMES	2.17%	0.84%	1.33%	34	62			2	14	38.89%	61.11%		19.44%	80.56%	46
WHITE SHEET	0.06%	0.06%		1	65					100.00%				100.00%	49
OUR TOWN	0.12%	0.12%		2	43					100.00%				100.00%	52
MOHAVE VAL NEWS	0.72%	0.66%	0.06%	8	77	3	12	1	62	91.67%	8.33%	8.33%	25.00%	66.67%	40
OTHER	0.96%	0.48%	0.48%	11	97			5	601	50.00%	50.00%		12.50%	87.50%	52
RADIO:															
LUCKY 108	0.30%	0.30%		5	36					100.00%			80.00%	20.00%	34
Miscellaneous	0.48%		0.48%	6	65			2	56		100.00%	37.50%		62.50%	31
Y 100	0.24%	0.24%		4	49					100.00%				100.00%	36
FLYER:															
SALE FLYER	0.90%	0.84%	0.06%	15	65					93.33%	6.67%		6.67%	93.33%	42
JEWELRY DISC	1.14%	0.42%	0.72%	18	69			1	299	36.84%	63.16%	21.05%	21.05%	57.89%	37
TELEVISION:															
CHANNEL 2	1.51%	0.36%	1.14%	20	35			5	35	24.00%	76.00%	4.00%	4.00%	92.00%	42
CHANNEL 7	2.35%	1.57%	0.78%	22	30	5	28	12	5	66.67%	33.33%		12.82%	87.18%	34
UNSPECIFIED	15.72%	11.57%	4.16%	156	60	10	17	95	125	73.56%	26.44%	11.88%	9.96%	78.16%	46

TOTALS	100.00%	62.17%	37.83%	%1268	69	70	22	322	113	62.17%	37.83%	9.46%	19.28%	71.27%	40
///// END /////															