



Sample Report

YOUR LUBE SHOP
 Coupon/Discount Analysis Rpt
 For 10/31/2003 to 10/31/2003

Time: 10:50 AM Date: 10/31/2003
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ID	DESCRIPTION	<-----NEW----->			<-----REPEAT----->			<-----TOTAL----->		
		COUNT	\$	% COUNT	COUNT	\$	% COUNT	COUNT	\$	% COUNT
TOTAL VEHICLES:		2	568.81		4	974.26		6	10.41	
CATEGORY: &C COMPETITOR										
C0642	COMPETITOR \$3.00	1	3.00	50.0	0	0.00	0.0	1	3.00	16.7
C0644	COMPETITOR \$5.00	0	0.00	0.0	1	5.00	25.0	1	5.00	16.7
	Category Subtotal	1	0.00	50.0	1	25.99	25.0	2	8.00	33.3
CATEGORY: &E DIRECT MAIL										
C0487A	MGR FS1 COUPON	0	0.00	0.0	1	25.99	25.0	1	25.99	16.7
	Category Subtotal	0	0.00	0.0	1	25.99	25.0	1	25.99	16.7
CATEGORY: &G FLEET COUPON										
DN10	NATL FLT CASH 10%	0	0.00	0.0	1	0.80	25.0	1	0.80	16.7
	Category Subtotal	0	0.00	0.0	1	0.80	25.0	1	0.80	16.7
CATEGORY: &I GROUP (SENIOR,AAA,POLICE)										
CSC	SENIOR CITIZEN 10%	0	0.00	0.0	1	2.90	25.0	1	2.90	16.7
DAAA10	AAA 10% DISCOUNT	0	0.00	0.0	3	4.90	75.0	3	4.90	50.0
	Category Subtotal	0	0.00	0.0	4	7.80	100.	4	7.80	66.7
CATEGORY: &L MULTI-VISIT										
CMF1	5TH VISIT DISCOUNT	0	0.00	0.0	1	5.00	25.0	1	5.00	16.7
	Category Subtotal	0	0.00	0.0	1	5.00	25.0	1	5.00	16.7
CATEGORY: &N OTHER PRINT MEDIA										
C0487B	MGR FS2 COUPON	0	0.00	0.0	1	27.99	25.0	1	27.99	16.7
C0487C	MGR FS3 COUPON	1	39.99	50.0	0	0.00	0.0	1	39.99	16.7
C0488	MGR \$2.00 COUPON	1	2.00	50.0	0	0.00	0.0	1	2.00	16.7
C0490	MGR \$10.00 COUPON	1	10.00	50.0	0	0.00	0.0	1	10.00	16.7
C0510	REM CARD COUPON \$2	0	0.00	0.0	1	2.00	25.0	1	2.00	16.7
C0541	YELLOW PAGES	0	0.00	0.0	1	2.00	25.0	1	2.00	16.7
C0583	LWD 2ND CAR HANDOUT	0	0.00	0.0	1	3.00	25.0	1	3.00	16.7
C0585	ADVO	0	0.00	0.0	1	5.00	25.0	1	5.00	16.7
C0628	ADVO METRO	1	5.00	50.0	0	0.00	0.0	1	5.00	16.7
C0666	YELLOW PAGES 2003	0	0.00	0.0	1	2.00	25.0	1	2.00	16.7
	Category Subtotal	4	56.99	200.	6	41.99	150.	10	98.98	166.