

SHOPPING MALL - WEEKLY REPORT

Report Period: 23/11/2014 - 29/11/2014 (Week 47)

Total Visitors from main entrance

153310

▲ 1.98%

Unique Visitor

112958

▲ 0.13%

Average visit Duration in the mall

27m

▲ 3.85%

Returning Rate within a month

20%

▲ 11.11%

ZONE PROFILING

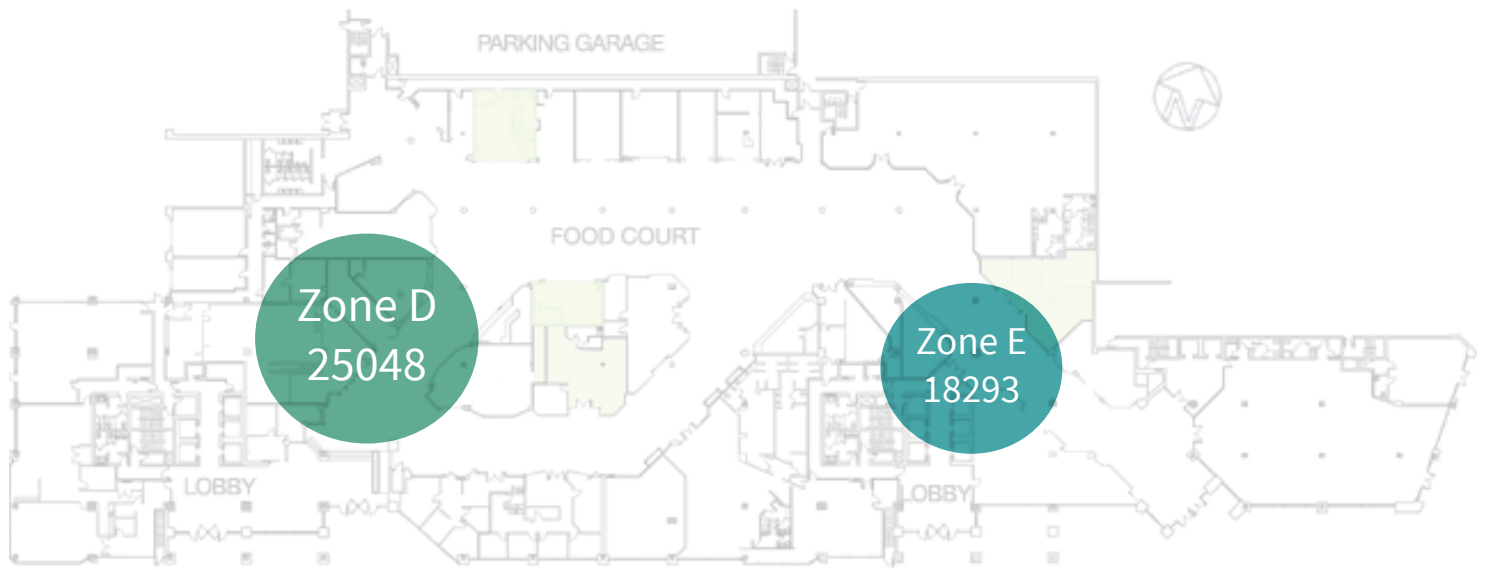
Floor Plan A



All the Plans, Floor Plans, Layout Plans, Dimensions Areas, etc. are subjected to change till final completion of the project.

Zone	Average Daily Traffic			Avr. Visit Duration			Average Returning Rate		
	This Year	Last Year	Changes	This Year	Last Year	Changes	This Year	Last Year	Changes
Zone A	34369	140 03	▲ 145%	19min	18min	▲ 5.6%	27%	25%	▲ 8%
Zone B	21356	142 28	▲ 50%	16min	14min	▲ 14.3%	25%	22%	▲ 13.6%
Zone C	16008	25763	▼ 38%	24min	21min	▲ 14.3%	21%	22%	▼ 4.5%

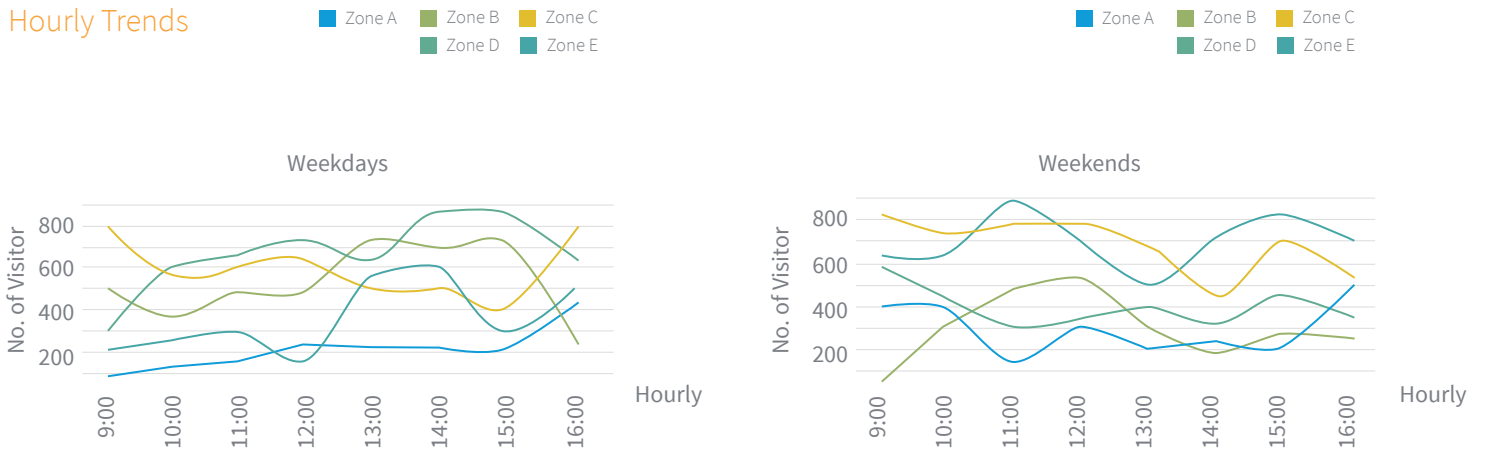
Floor Plan B



Zone	Average Daily Traffic			Avr. Visit Duration			Average Returning Rate		
	This Year	Last Year	Changes	This Year	Last Year	Changes	This Year	Last Year	Changes
Zone D	25048	10 603	▲ 136%	19min	18min	▲ 5.6%	27%	25%	▲ 8%
Zone E	18293	12 278	▲ 49%	16min	14min	▲ 14.3%	25%	22%	▲ 13.6%

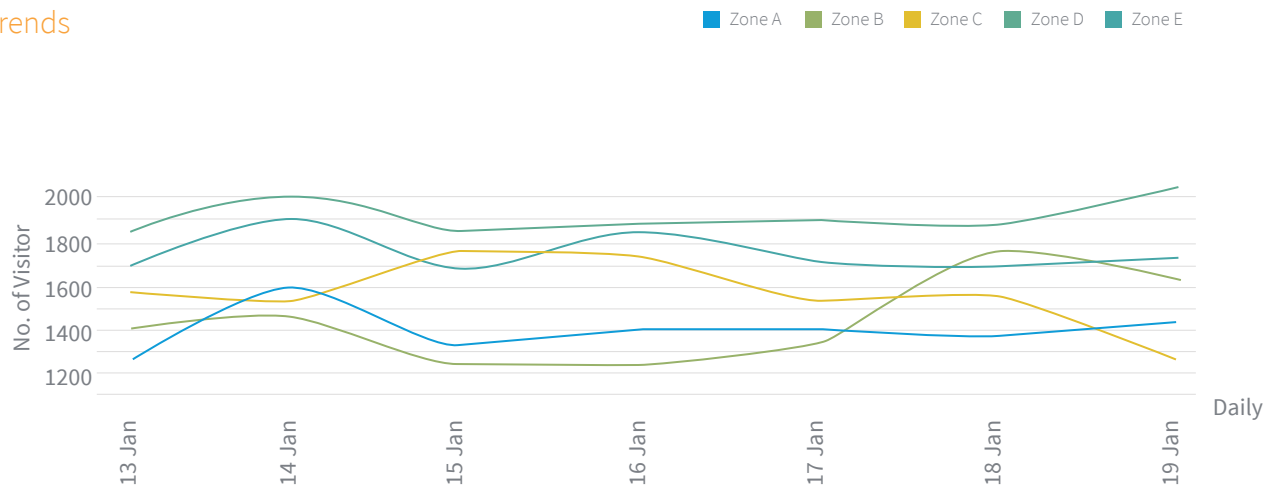
VISITOR COUNT BY ZONE

Hourly Trends



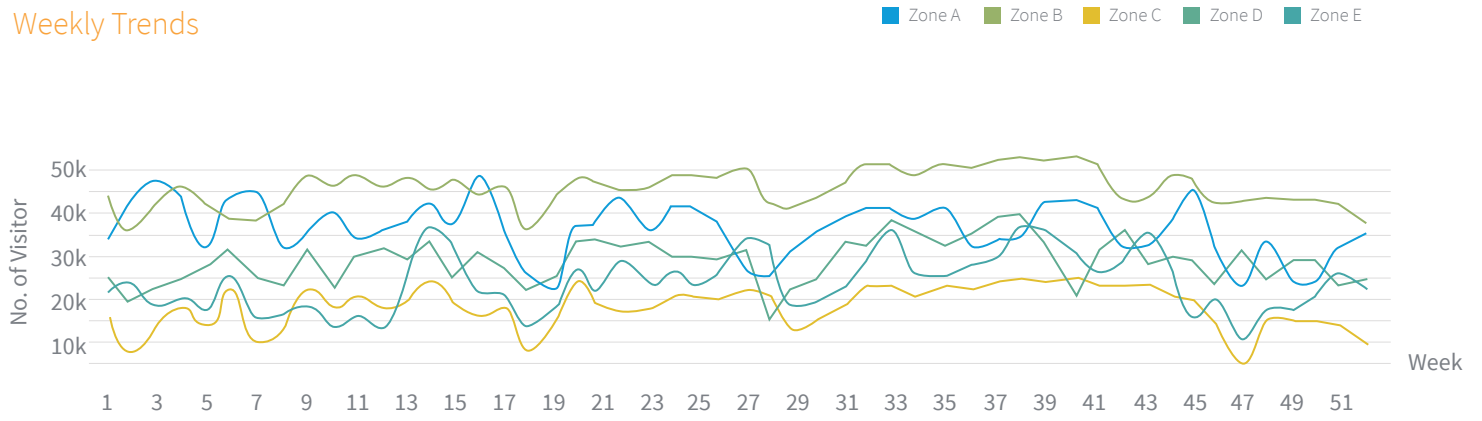
Zone	09:00	10:00	11:00	12:00	13:00	14:00	15:00	16:00
A	1211	2054	3983	6398	8963	5845	1123	2698
B	2044	2988	1193	3643	3694	2100	2000	1693
C	1864	509	1399	3499	2644	2015	1589	1250
D	2130	1238	1009	3466	10082	2810	1095	1413
E	500	486	1643	8330	2644	3763	268	310

Daily Trends



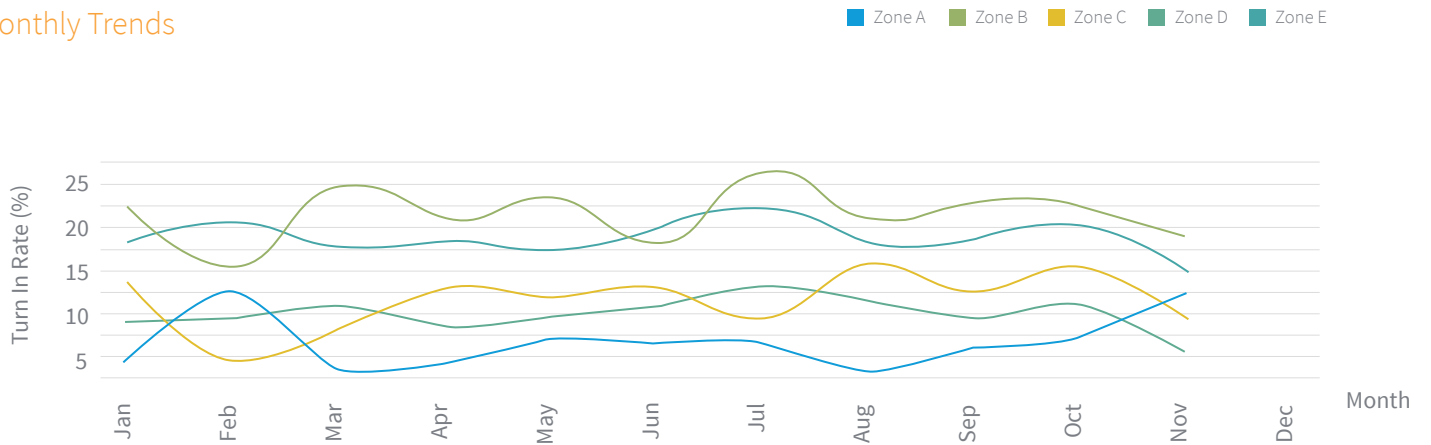
Zone	13/1 (Mon)	14/1 (Tue)	15/1 (Wed)	16/1 (Thu)	17/1 (Fri)	18/1 (Sat)	19/1 (Sun)
A	2468	5103	3395	3038	5415	6742	8208
B	2335	900	900	6398	2998	3942	3883
C	901	549	1206	508	3495	5677	3672
D	2954	3942	3912	1600	2504	4495	5641
E	1050	1152	3499	1986	2854	3903	3849

Weekly Trends



Zone	This week	Last week	Changes	Same Week last year	Changes
A	34369	14003	▲ 145%	20348	▲ 68.9%
B	21356	14228	▲ 50%	12467	▲ 71.3%
C	16008	25763	▼ 38%	26970	▼ 40.6%
D	25048	10603	▲ 136%	11209	▲ 123%
E	18293	12278	▲ 49%	20034	▼ 8.7%

Monthly Trends



Zone	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
A	290468	129034	122718	293485	239456	145667	245686	394867	467168	234586	221340	-
B	566876	586793	235213	465732	112345	126387	172334	234115	234541	112084	234568	-
C	443522	273459	293468	229234	231887	223468	332917	223560	114689	223468	456464	-
D	221268	390460	224057	348567	554698	112521	223468	445673	778643	390461	352277	-
E	390460	221860	221898	223148	335786	667528	231110	321876	334217	344905	390468	-

Traffic Flow

