

Presenting the *Customer Journal* report. A unique view of a retailer's sales by customer, location and vendor.

With this report, retailers can identify their best customers and the Prime Vendors that attract them to each store. Information on each customer shows up to 12 months of sales and the locations where sales were made, sorted by sales volume.

For each Location, customers are printed in Alphabetical order by last name. The "Sales by location" column shows all the locations where the customer purchased, sorted by sales volume.

The Sales by Vendors" column shows the vendors who's products purchased by the customer, at that location, sorted by sales volume.

Date 11/27/02 Time 13:22:02

Camptown Hardware, Inc.

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CUSTOMER JOURNAL - PINE STREET STORE (By Location)

Location: 1 Pine Street (Select "One" or "All" Locations or a Location group)  
 Vendor-#: "All" (Select "One" or "All" Vendors)  
 State: "All" (Select "One" or "All" States)  
 Zip Code: "All" (Select "One" or "All" customer Zip codes)  
 Area Code: "All" (Select "One" or "All" Customer Area Codes)  
 Sub-category: "All" (Select "One" or "All" Item Sub Categories)  
 Reporting period: 1/01/99 to 12/31/99 (Select dates for up to 12 months)  
 Minimum Sales Amount: 100 Maximum Sales Amount: 5,000 (Select a specific sale volume range)

CUSTOMER NAME	PHONE NUMBER	SALES BY MONTH	SALES BY LOCATION	SALES BY VENDOR
Abbott Country Club 1099 Country Club Lane P.O. Box 10995 Knoxville TN 37923	615-222-9999	December-99 0 November-99 367 October-99 270 September-99 0 August-99 0 July-99 501 June-99 0 May-99 326 April-99 0 March-99 36 February-99 0 January-99 159	Pine Street 1,660	Johnson Tool Company 1,318 Smith Supply 342
Margaret Alexander 678 Sparrow Circle Memphis TN 38105	901-443-8876	December-99 0 November-99 0 October-99 0 September-99 306 August-99 0 July-99 0 June-99 0 May-99 230 April-99 214 March-99 956 February-99 0 January-99 0	Pine Street 1,706 Dover Road store 125 Fisher Road 89	Johnson Tool Company 984 Smith Supply 367 Masterson Manufactur 355
Billy's Beach Shop 164 Ocean Boulevard Oceanside CA 92052	619-987-9255	December-99 0 November-99 204 October-99 51 September-99 0 August-99 168 July-99 868 June-99 0 May-99 0 April-99 179 March-99 51 February-99 0 January-99 0	Pine Street 1,521 Regis Street 502	Johnson Tool Company 1,373 Smith Supply 122 Acme Supply Company 26