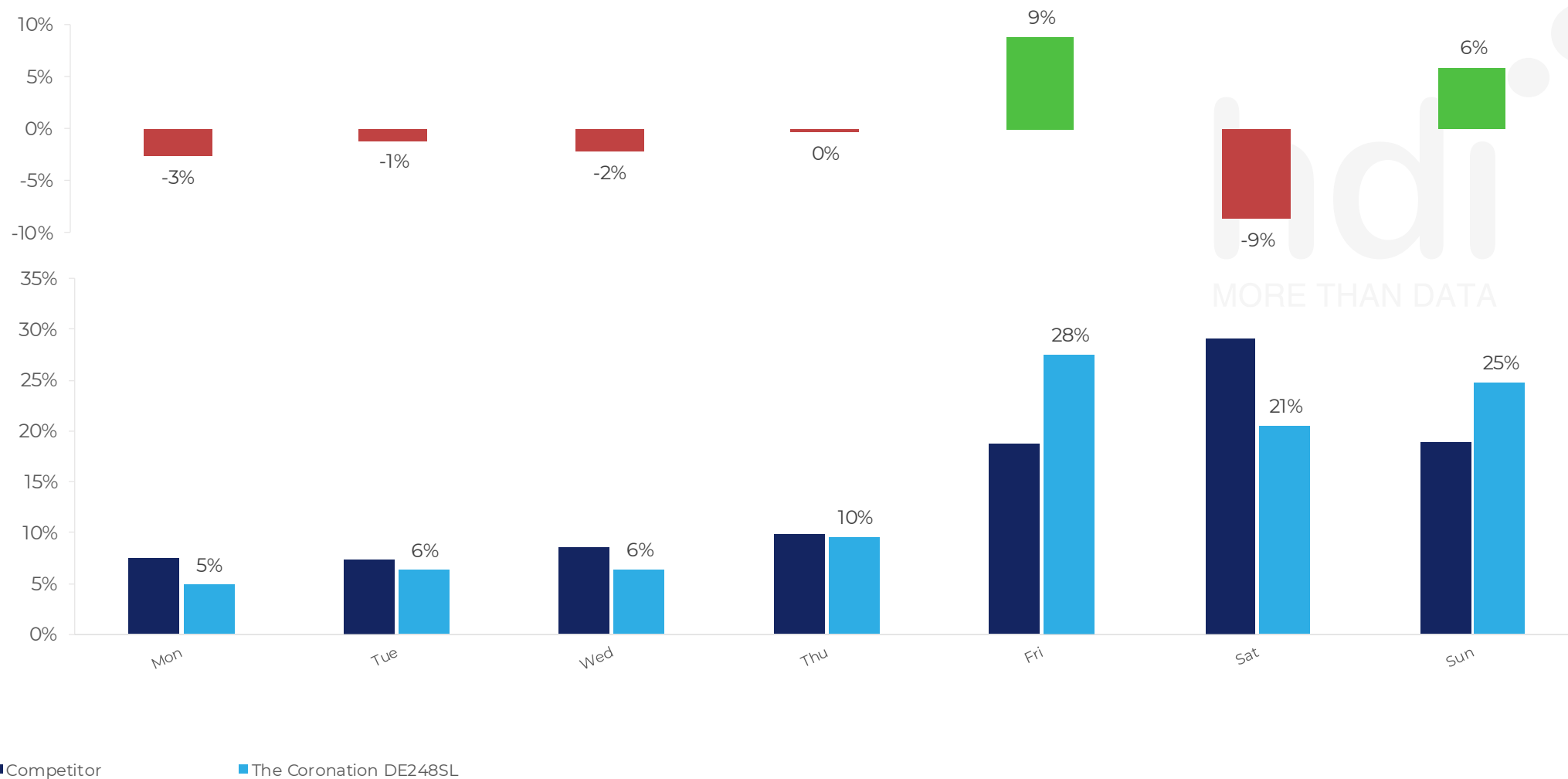




Spend by Weekpart

How is customer spend distributed throughout the week for The Coronation DE248SL versus its competitors?

% of spend for The Coronation DE248SL and 113 Chains in 3 Miles from 22/02/2023 - 14/02/2024 split by Day of Week

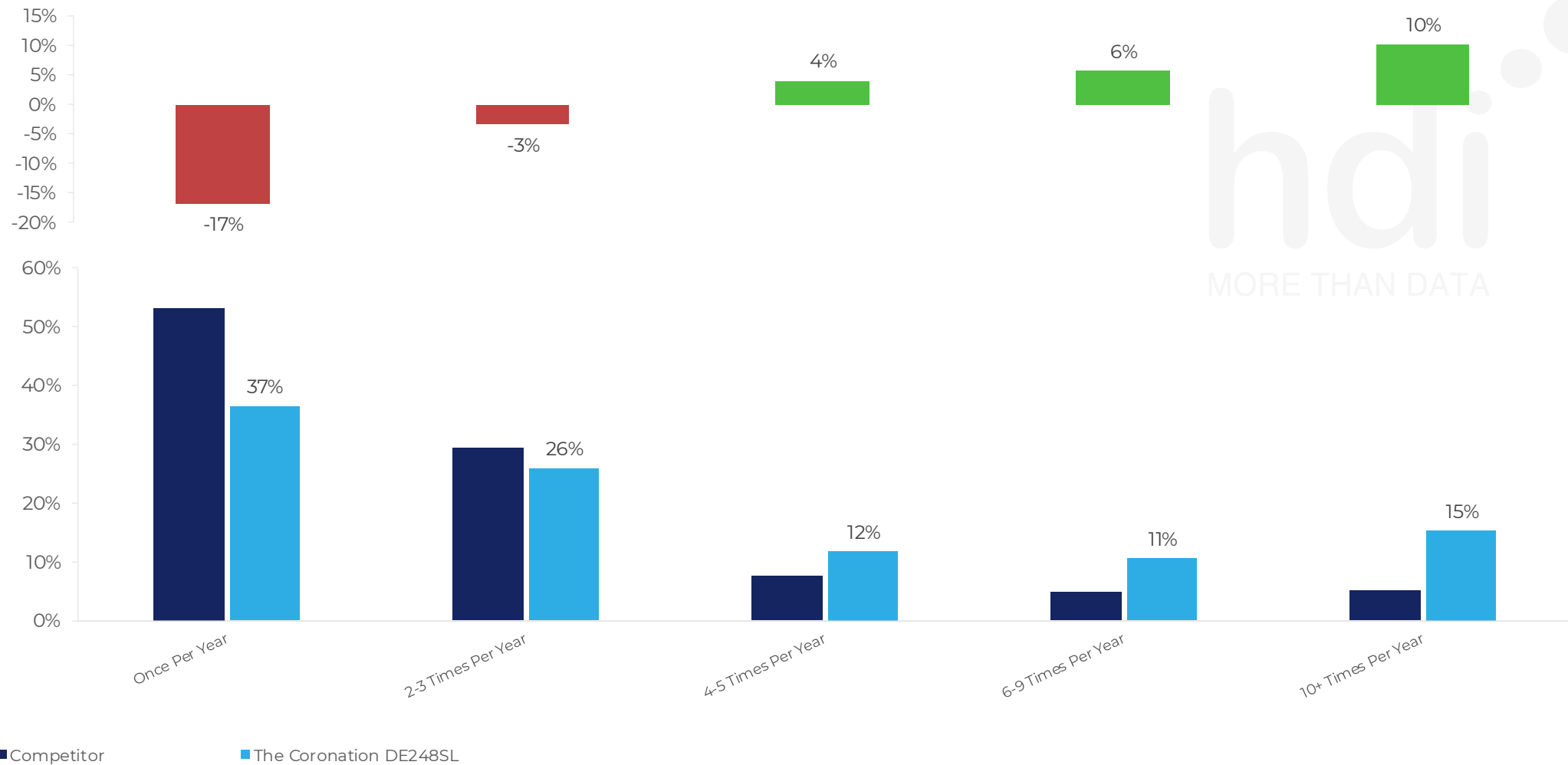




Visit Frequency

How frequently per year do customers visit The Coronation DE248SL versus its competitors?

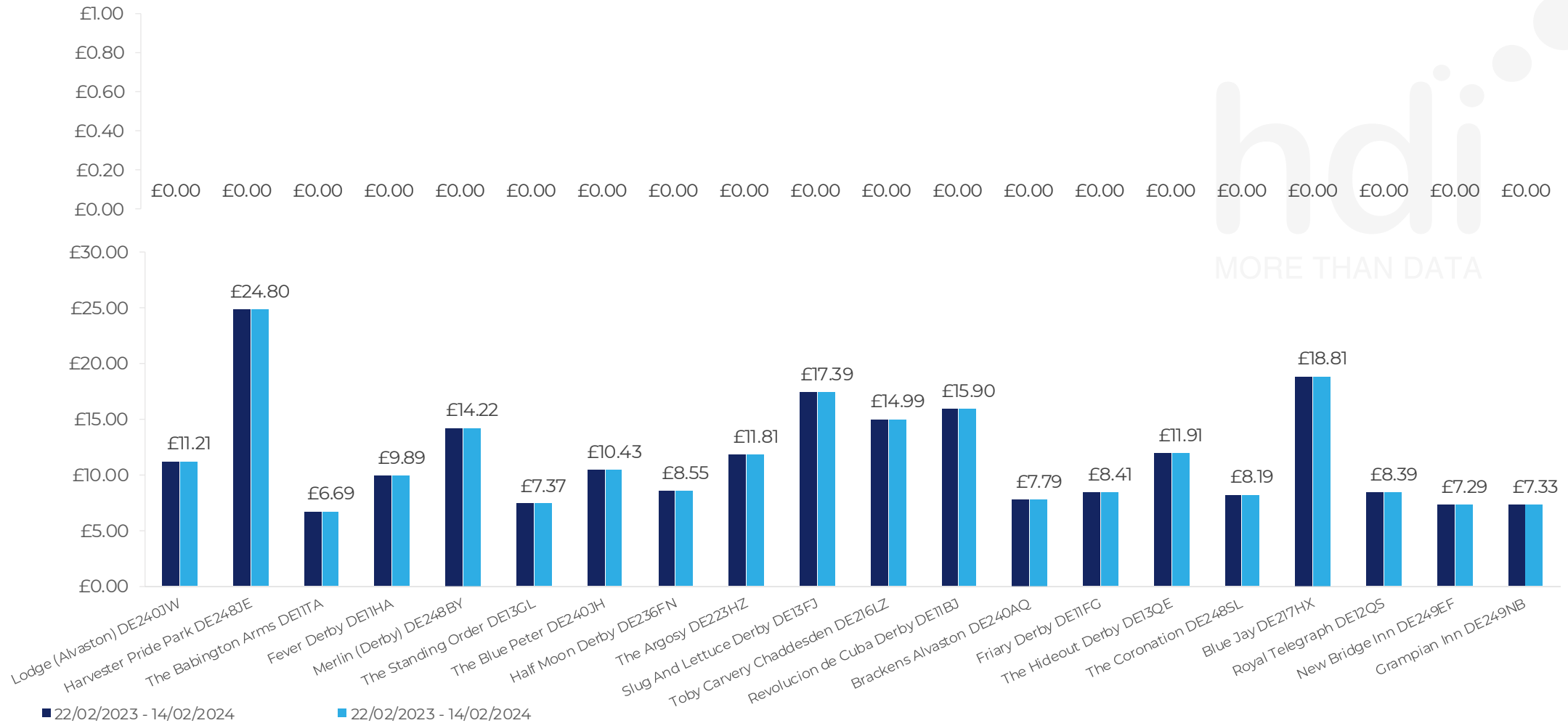
% of customer numbers for The Coronation DE248SL and 113 Chains in 3 Miles from 22/02/2023 - 14/02/2024 and the number of visits made Per Annum





ATV Change

How has ATV changed between two date ranges?

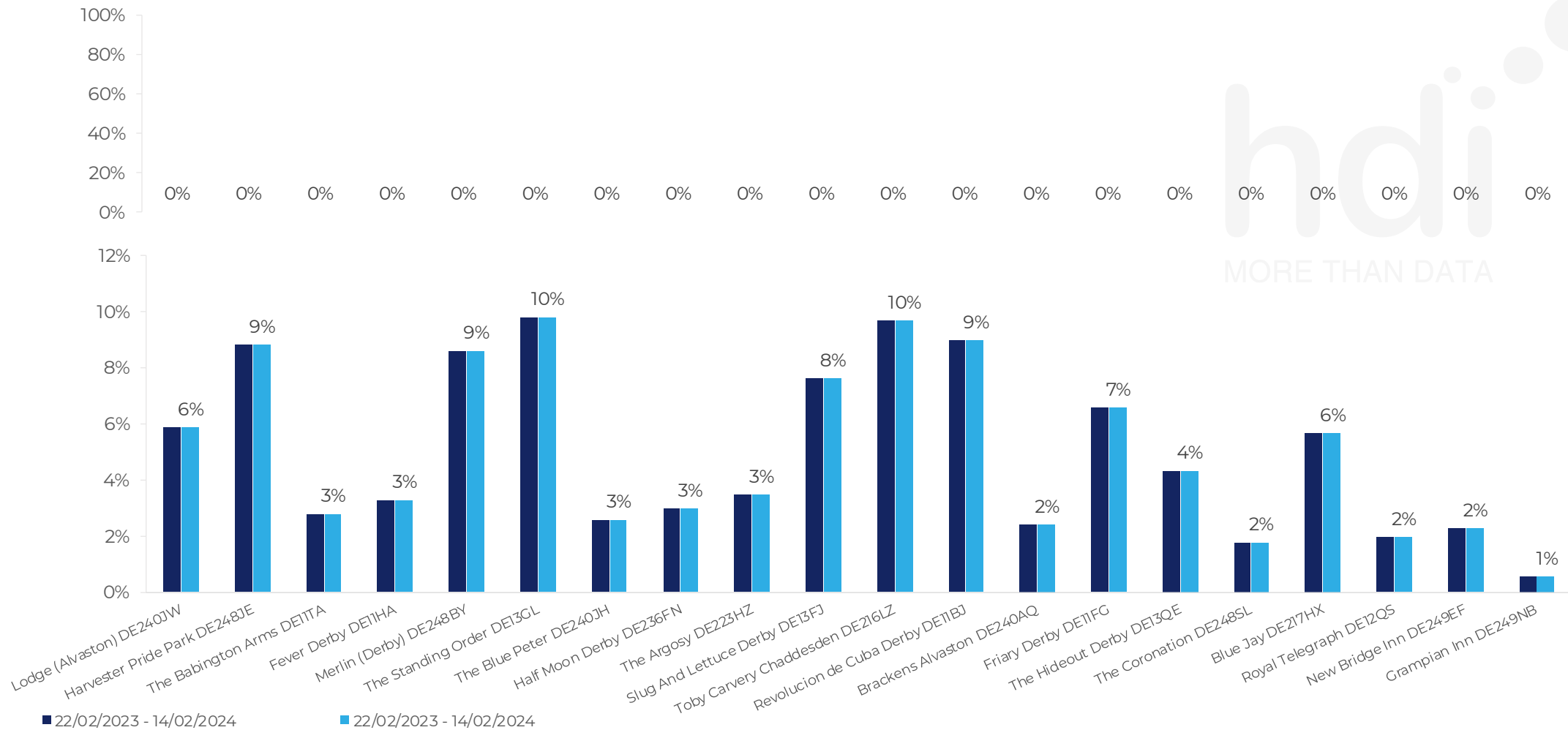




Market Share Change

How has market share changed between two date ranges?

% of market share spend for The Coronation DE248SL and 113 Chains in 3 Miles from 22/02/2023 - 14/02/2024

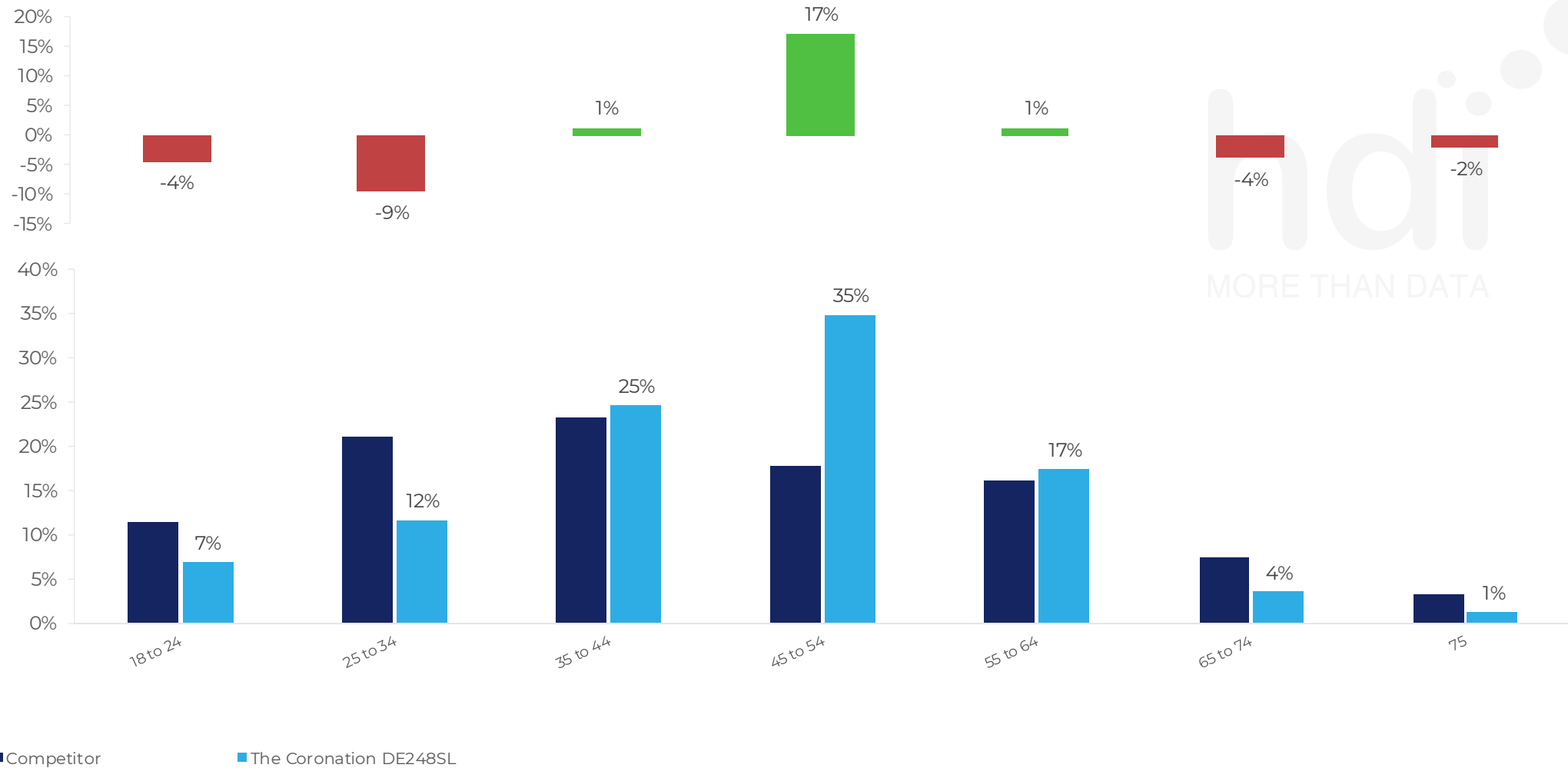




Age

How does the age profile of customers who visit The Coronation DE248SL compare versus its competitors?

% of spend for The Coronation DE248SL and 113 Chains in 3 Miles from 22/02/2023 - 14/02/2024 split by Age Range

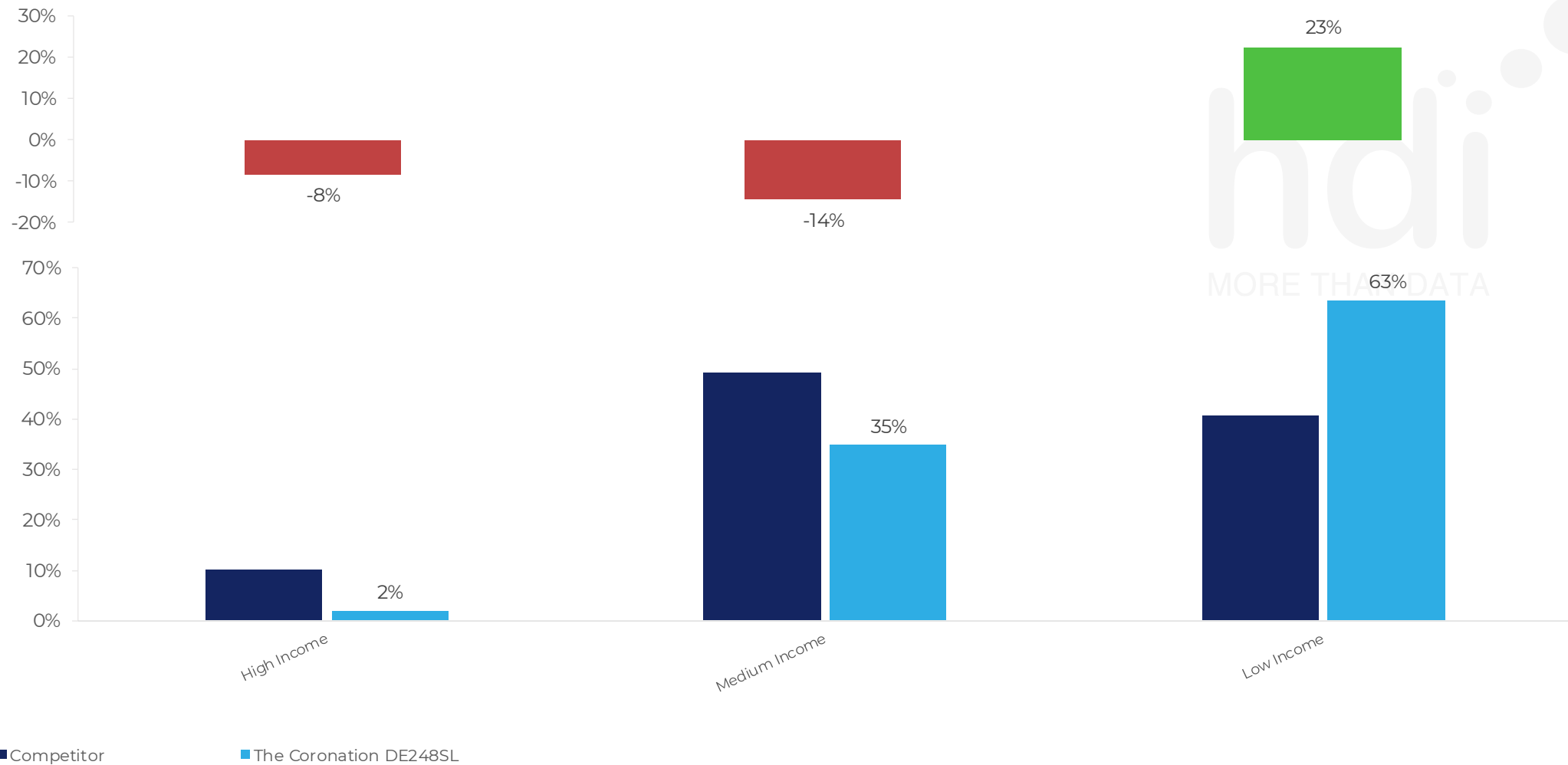




Affluence

How does the affluence of customers who visit The Coronation DE248SL compare versus its competitors?

% of spend for The Coronation DE248SL and 113 Chains in 3 Miles from 22/02/2023 - 14/02/2024 split by Affluence

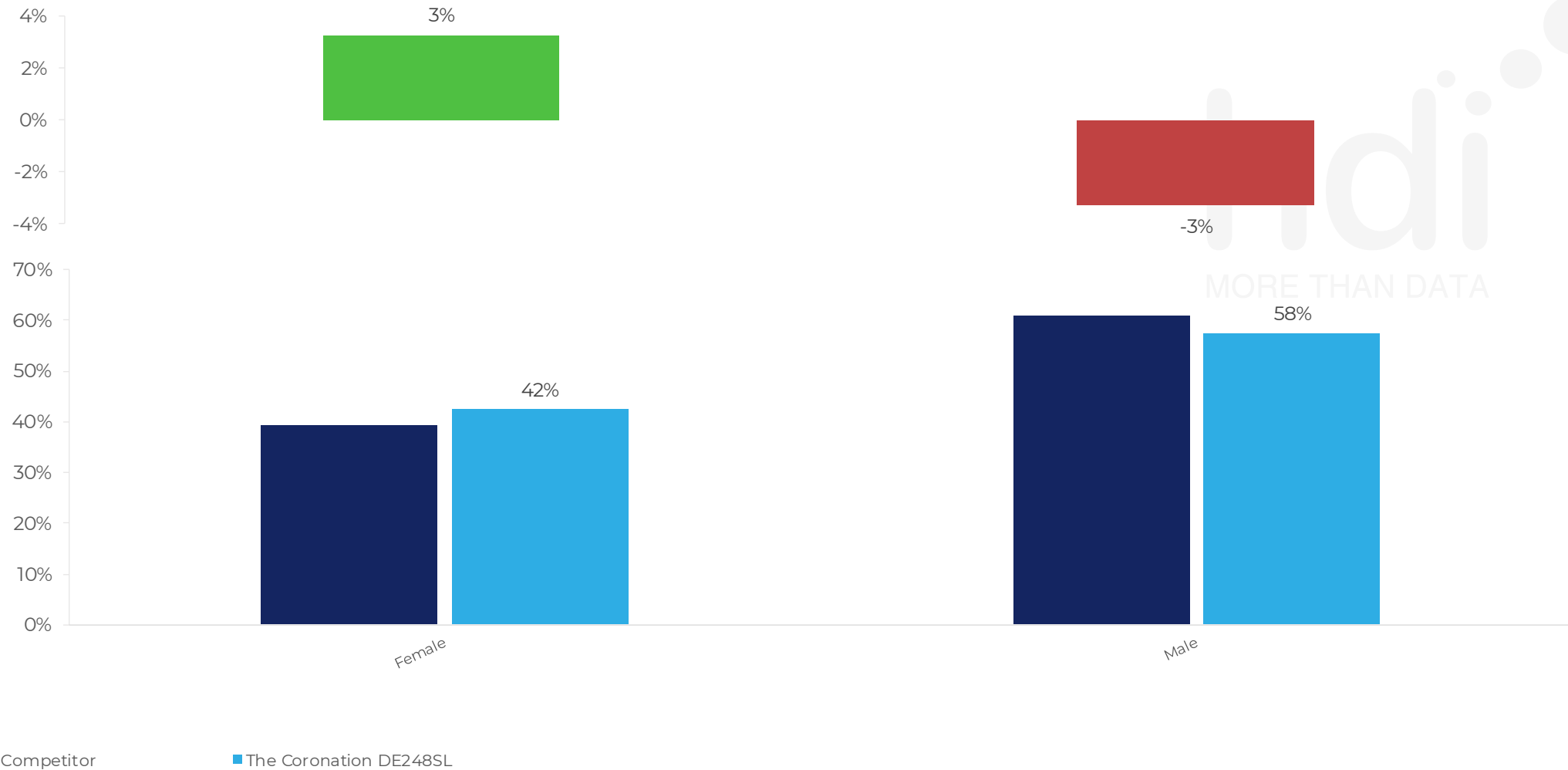




Gender

How does the gender profile of customers who visit The Coronation DE248SL compare versus its competitors?

% of spend for The Coronation DE248SL and 113 Chains in 3 Miles from 22/02/2023 - 14/02/2024 split by Gender

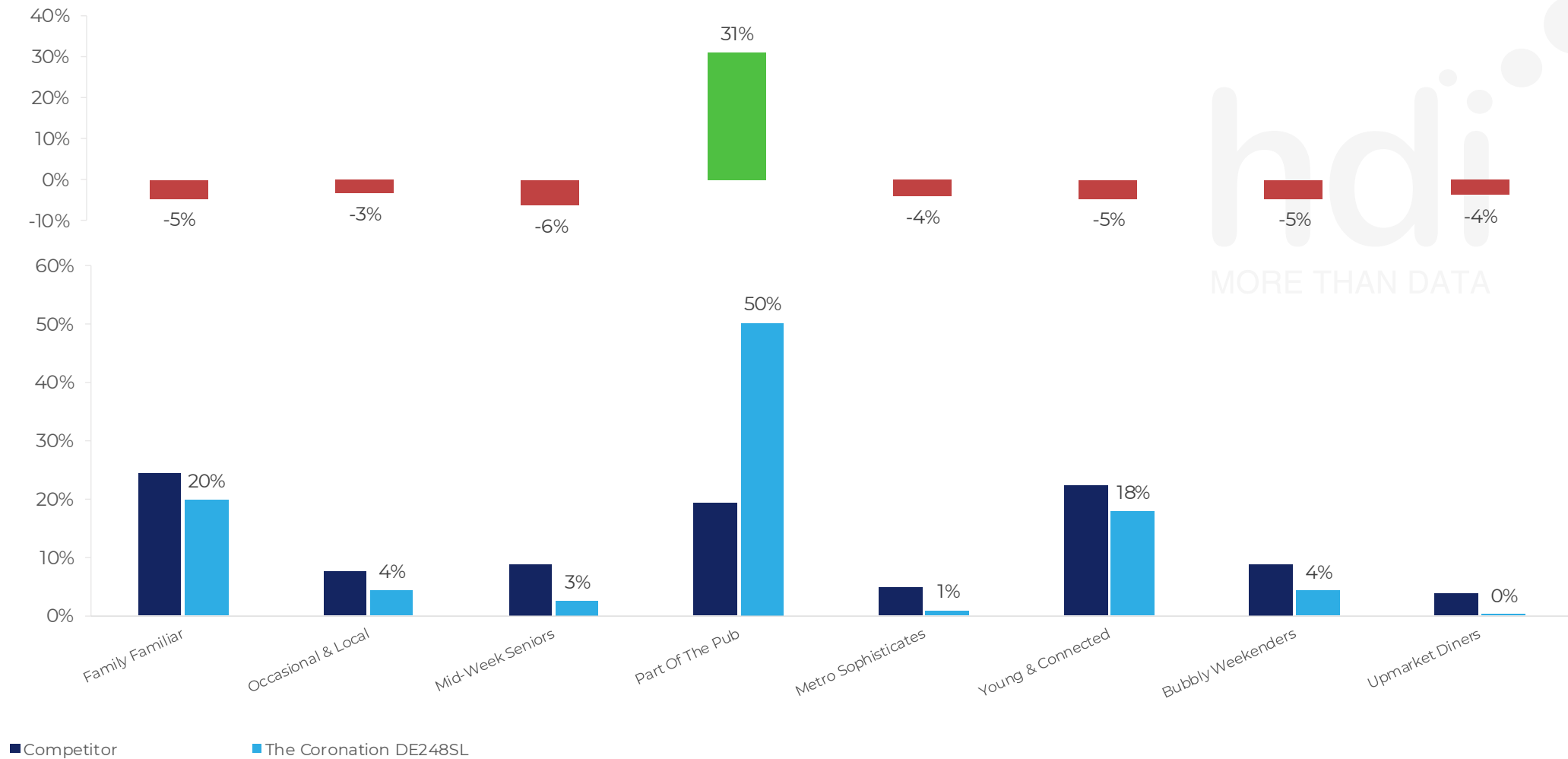




Punch Segmentation

How does the Custom segmentation profile of customers who visit The Coronation DE248SL compare versus its competitors?

% of spend for The Coronation DE248SL and 113 Chains in 3 Miles from 22/02/2023 - 14/02/2024 split by Segment

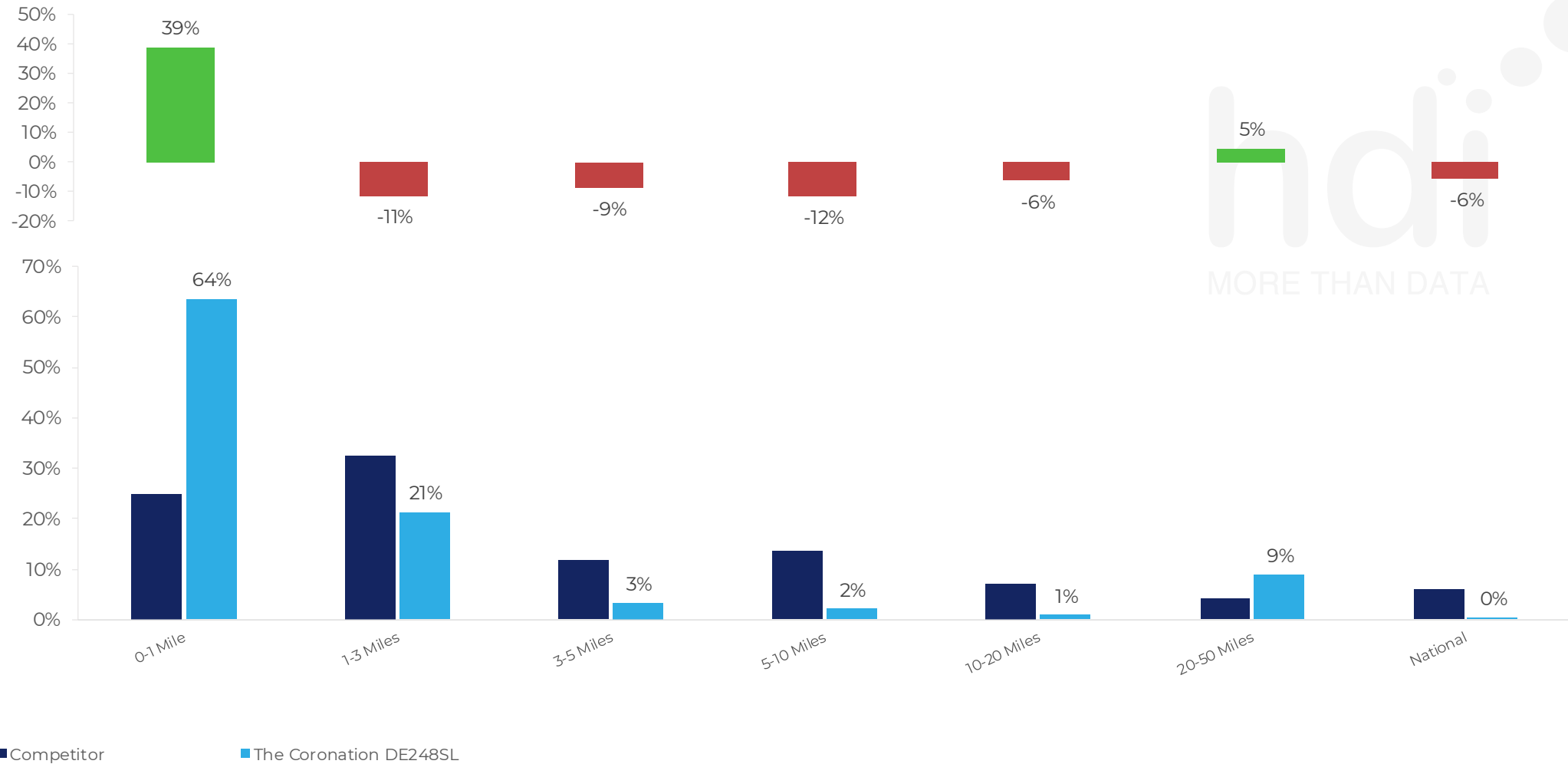




Spend by Distance

How does the spend profile of The Coronation DE248SL compare versus its competitors based on travel distances?

% of spend for The Coronation DE248SL and 113 Chains in 3 Miles from 22/02/2023 - 14/02/2024 split by Distance travelled

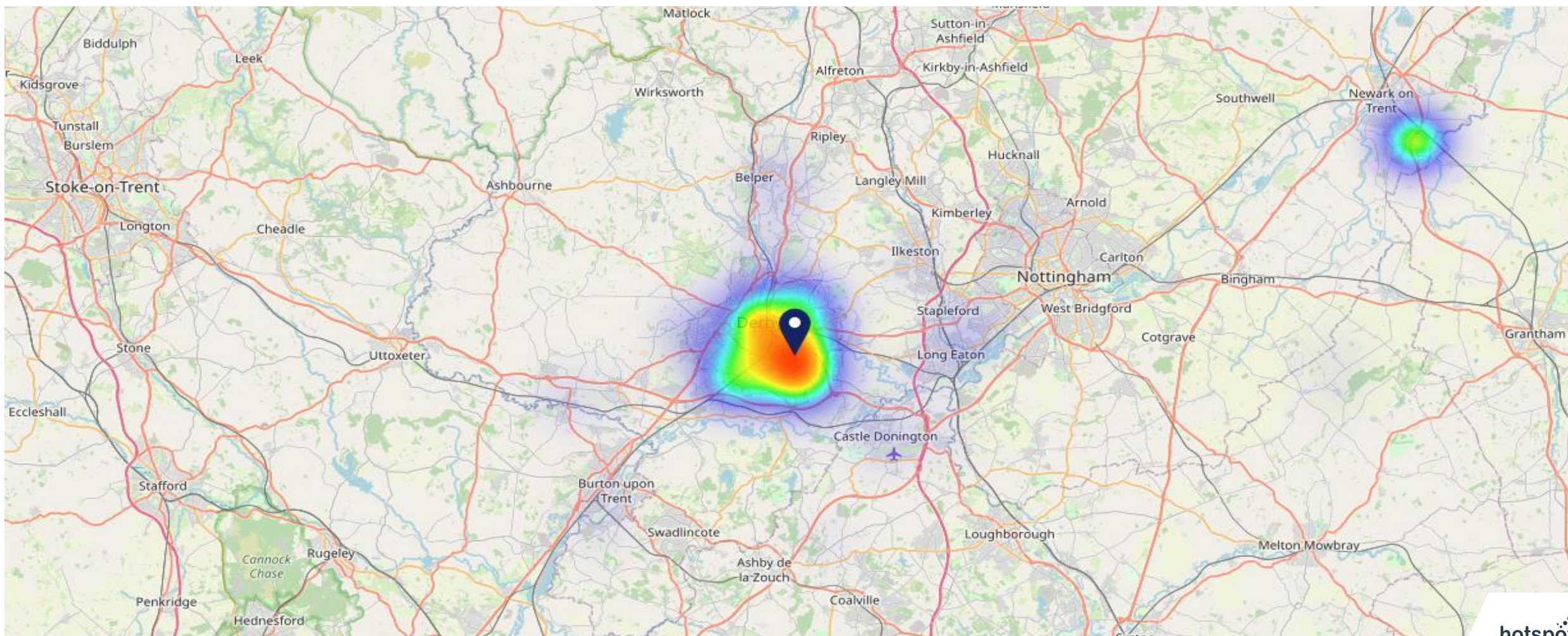




Map of Guest Origin

Where do customers of The Coronation DE248SL come from?

Where do customers of The Coronation DE248SL for 22/02/2023 - 14/02/2024 live

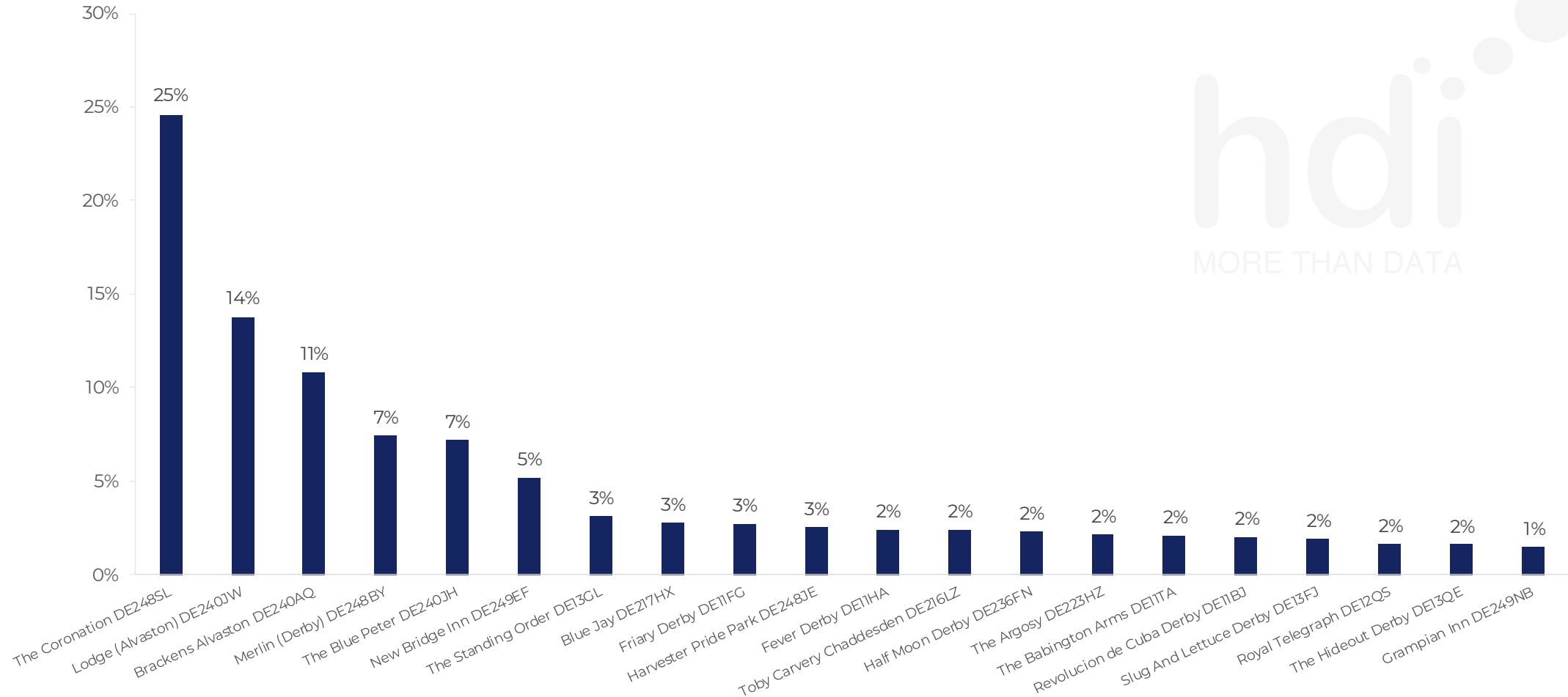




Share of Wallet

What are the Top 20 venues (by spend) that customers of The Coronation DE248SL also visit?

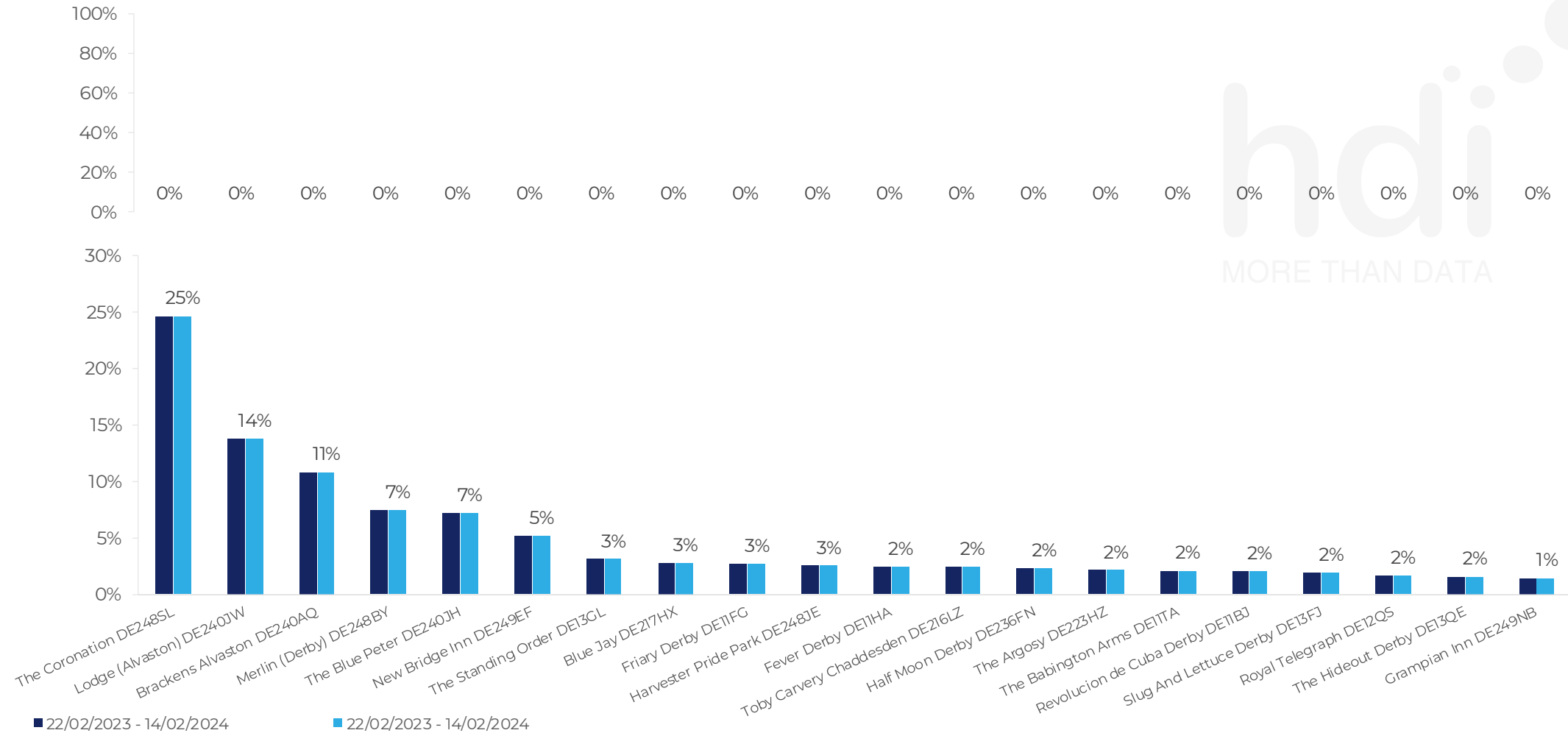
For customers of The Coronation DE248SL, who are the top 20 competitors from 113 Chains in 3 Miles for 22/02/2023 - 14/02/2024 split by Venue





Share of Wallet Change

How has share of wallet of customers of The Coronation DE248SL changed between two date ranges?





Market Summary

How does the local area for The Coronation DE248SL compare to the national average (1 = low, 10 = high)

Data Type	Name	Spend in 250m	250m Spend vs National	Spend in 500m	500m Spend vs National	Spend in 1 mile	1 mile Spend vs National	Spend in 3 miles	3 mile Spend vs National
Total	Annual Sales	£443K	3	£519K	3	£23.45M	7	£260.62M	8
Weekpart	Mon - Thu	29.4%	1	35.7%	2	47.5%	9	40.2%	4
Weekpart	Fri - Sat	41.7%	4	39.7%	3	37.4%	2	45.2%	9
Weekpart	Sun	28.9%	10	24.7%	10	15.1%	5	14.5%	3
Age	18 to 24	5.8%	6	10.1%	8	9.2%	8	9.4%	8
Age	25 to 34	18.1%	4	17.3%	3	22.9%	6	20.7%	4
Age	35 to 44	19.6%	3	21.3%	4	27.4%	9	25.1%	7
Age	45 to 54	24.1%	9	22.5%	8	17.8%	2	18.8%	3
Age	55 to 64	30.5%	10	27.4%	10	14.4%	5	16.4%	7
Age	65 to 74	1.6%	1	1.3%	1	6.0%	5	7.1%	6
Age	75+	0.2%	1	0.2%	1	2.2%	5	2.6%	5
CAMEO	Business Elite	0.2%	1	1.0%	1	1.6%	1	2.8%	2
CAMEO	Prosperous Professionals	1.0%	1	1.1%	1	2.7%	2	4.5%	3
CAMEO	Flourishing Society	0.6%	1	0.7%	1	3.8%	1	5.6%	1
CAMEO	Content Communities	5.5%	1	5.8%	1	8.0%	1	11.6%	4
CAMEO	White Collar Neighbourhoods	2.1%	1	1.7%	1	6.4%	1	6.6%	1
CAMEO	Enterprising Mainstream	2.3%	1	3.8%	2	10.9%	8	11.9%	8
CAMEO	Paying The Mortgage	26.1%	10	23.1%	10	19.6%	9	18.8%	9
CAMEO	Cash Conscious Communities	15.6%	9	14.2%	9	18.3%	10	14.2%	9
CAMEO	On A Budget	17.3%	10	15.2%	10	8.2%	7	8.7%	8
CAMEO	Family Value	29.4%	10	33.5%	10	20.5%	10	15.3%	10
Affluence	AB	1.8%	1	2.7%	1	8.1%	1	12.9%	1
Affluence	C1C2	35.9%	2	34.4%	1	44.9%	4	48.9%	6
Affluence	DE	62.3%	10	62.9%	10	47.1%	10	38.2%	10



Site Potential 1

Site Characteristics

£3000

£18000

OCC Concept Fit

Non-Core



Achievable Average Weekly Takings

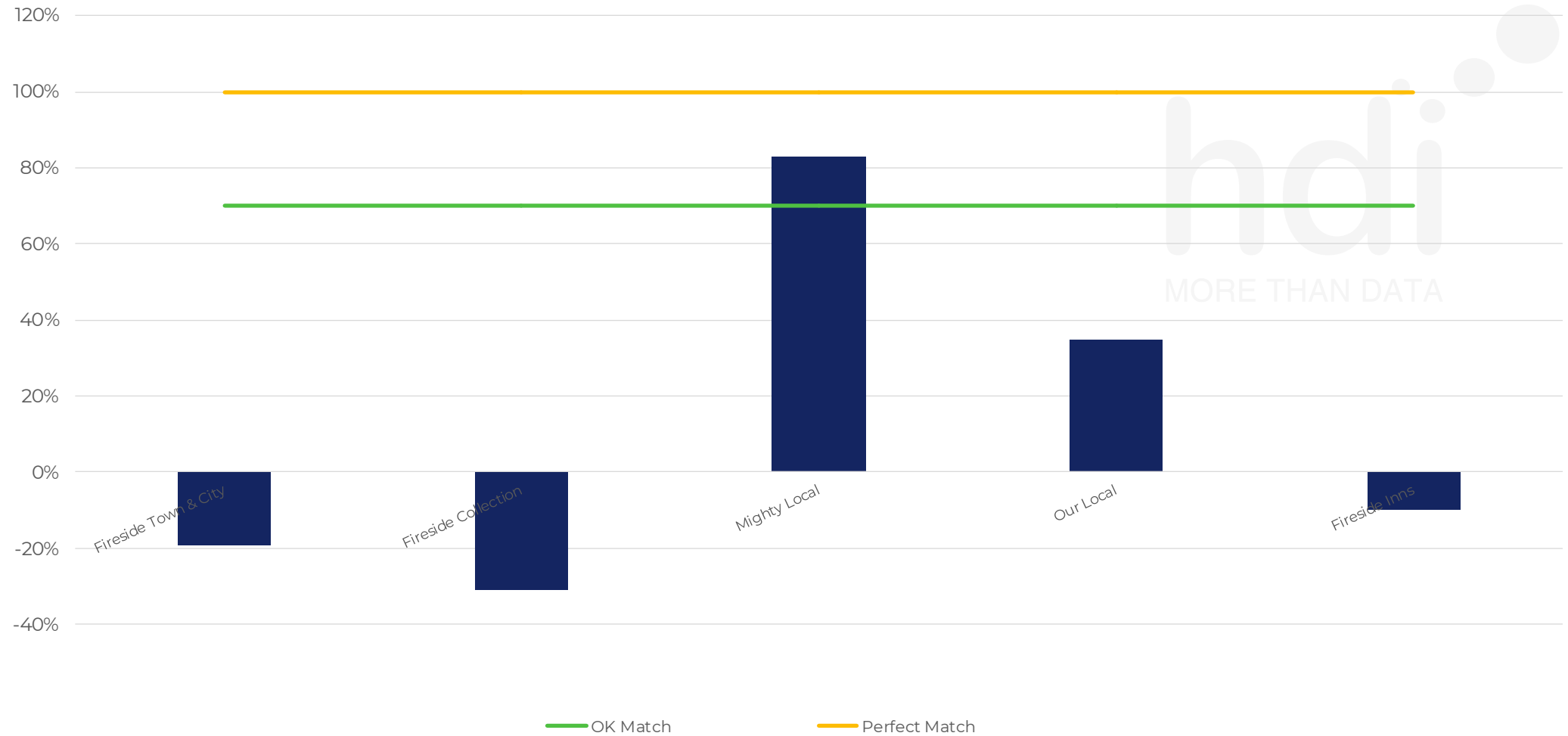
£0

- A Food-Led High Affluence B Food-Led Mid Affluence C Wet-Led Mid/High Affluence D Wet-Led Low Affluence E Food-Led Low Affluence
- 1 AWT 2 Local Regulars 3 Local Passing Trade 4 Destination Wet-Led 5 Destination Food-Led 6 Destination Very Food-Led



Site Potential 2

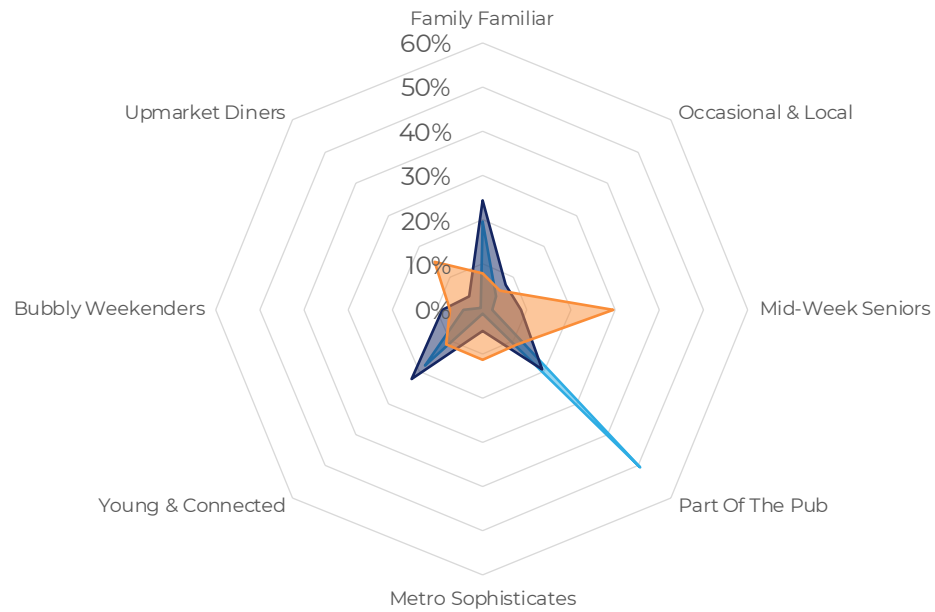
Concept Recommendation





Local Market Profile

Mix of spend by customer segment in Punch site and local market



	Customer Count	Family Familiar	Occasional & Local	Mid-Week Seniors	Part Of The Pub	Metro Sophisticates	Young & Connected	Bubbly Weekenders	Upmarket Diners
The Coronation	160	19.86%	4.27%	2.53%	50.22%	0.89%	17.81%	4.20%	0.19%
Local Catchment	8683	24.42%	7.57%	8.71%	19.31%	4.89%	22.38%	8.80%	3.89%
Punch T&L	110107	8.03%	5.92%	29.65%	11.15%	11.28%	11.54%	7.14%	15.25%
The Coronation vs Local Catchment		-4.56%	-3.30%	-6.18%	30.91%	-4.00%	-4.57%	-4.60%	-3.70%
The Coronation vs Punch T&L		11.83%	-1.65%	-27.12%	39.07%	-10.39%	6.27%	-2.94%	-15.06%
Local Catchment vs Punch T&L		16.39%	1.65%	-20.94%	8.16%	-6.39%	10.84%	1.66%	-11.36%



Local Competitor Profiles

Mix of spend by customer segment in Punch site and local competitors

	Customer Count	Family Familiar	Occasional & Local	Mid-Week Seniors	Part Of The Pub	Metro Sophisticates	Young & Connected	Bubbly Weekenders	Upmarket Diners
The Coronation DE248SL	160	19.86%	4.27%	2.53%	50.22%	0.89%	17.81%	4.20%	0.19%
Lodge (Alvaston) DE240JW	632	34.32%	8.45%	4.03%	20.76%	4.72%	17.92%	7.20%	2.57%
Brackens Alvaston DE240AQ	229	10.28%	6.24%	3.17%	48.08%	2.47%	20.78%	8.25%	0.69%
Merlin (Derby) DE248BY	1452	37.97%	8.05%	6.19%	19.97%	3.07%	17.19%	4.96%	2.55%
The Blue Peter DE240JH	287	41.88%	7.60%	3.55%	25.51%	1.41%	16.20%	3.40%	0.41%
New Bridge Inn DE249EF	182	21.92%	10.16%	8.31%	24.84%	12.42%	16.03%	2.24%	4.03%
The Standing Order DE13GL	2234	17.21%	9.43%	12.26%	22.47%	6.50%	22.49%	7.47%	2.13%
Blue Jay DE217HX	721	38.57%	7.15%	12.85%	11.74%	4.15%	13.68%	8.55%	3.26%
Friary Derby DE11FG	829	15.14%	2.48%	5.51%	10.52%	6.13%	34.77%	22.89%	2.53%
Harvester Pride Park DE248JE	1318	42.00%	4.23%	9.46%	5.10%	3.32%	23.79%	7.47%	4.59%
Fever Derby DE11HA	402	12.35%	11.19%	1.14%	7.09%	3.55%	48.42%	15.02%	1.20%
Toby Carvery Chaddesden DE216LZ	1157	31.05%	8.61%	8.09%	27.48%	1.91%	15.72%	5.08%	2.02%
Half Moon Derby DE236FN	263	7.55%	10.59%	10.24%	28.85%	6.40%	26.61%	8.85%	0.87%
The Argosy DE223HZ	412	25.35%	15.98%	4.39%	30.35%	1.53%	12.96%	8.28%	1.12%
The Babington Arms DE11TA	610	16.43%	12.02%	10.69%	36.56%	2.42%	16.52%	4.44%	0.88%
Revolucion de Cuba Derby DE11BJ	1448	14.72%	4.25%	6.36%	7.75%	10.36%	36.87%	13.76%	5.89%
Slug And Lettuce Derby DE13FJ	1401	22.16%	4.57%	6.95%	5.02%	6.05%	31.57%	17.75%	5.89%
Royal Telegraph DE12QS	371	15.25%	6.29%	9.40%	37.95%	3.58%	15.51%	11.25%	0.72%
The Hideout Derby DE13QE	846	17.94%	4.45%	3.86%	14.57%	7.12%	35.65%	12.57%	3.80%
Grampian Inn DE249NB	42	3.65%	11.24%	0.79%	80.76%	0.00%	1.48%	2.05%	0.00%
Revolution Derby DE11BJ	668	21.29%	3.31%	6.44%	7.21%	5.55%	33.29%	17.41%	5.45%
Paddock (Breadsall) DE214AW	479	20.45%	14.15%	5.61%	24.67%	0.98%	27.48%	4.80%	1.83%
The Oast House DE238AG	357	31.15%	8.16%	14.21%	6.29%	2.45%	27.79%	5.53%	4.37%
Vernon Arms DE217AL	253	16.66%	13.63%	6.60%	32.15%	9.43%	17.63%	3.06%	0.80%
The Oak and Acorn DE212HT	285	17.29%	3.87%	4.32%	57.56%	0.51%	14.33%	1.73%	0.35%