

	Period 1	Period 2	Period 3	Period 4	Period 5	Period 6
A - Total unique # customers	1000	1200	1300	1450	1500	1450
B - New customers for period	300	250	200	300	200	200
C - Existing customres for period	700	950	1100	1150	1300	1250
D - # Lost customres for prior period		50	100	150	150	250
Retention Rate		95.0%	91.7%	88.5%	89.7%	83.3%

Q3 - Weekly Metrics

	5-Jul	12-Jul	19-Jul	...	20-Sep	27-Sep	4-Oct
# New Patients				...			
* Repeat				...			
* New				...			
Total Revenue				...			
* Physio				...			
* Massage				...			
* Pilates Class				...			
* Pilates 1-on-1				...			
* Orthotics				...			
Ave \$ per Patient treatment				...			
Ave # visits per Patient Treatment				...			
# Active Patients				...			

Q3 - Acquisition Costs

# New Inquiries					
# New Patients					
Marketing \$					
Cost per lead					
Cost per client					

Q3 - Top Referral Sources
