

Monthly Totals of Updated Subscriptions - Heat Map of Peak Ordering Days:

	August		September		October	
Thursday	20	1.51%	43	3.00%	24	1.57%
Friday	154	11.63%	173	12.07%	98	6.41%
Saturday	228	17.22%	248	17.31%	246	16.09%
Sunday	452	34.14%	461	32.17%	557	36.43%
Monday	356	26.89%	377	26.31%	475	31.07%
Tuesday	114	8.61%	131	9.14%	129	8.44%
SUM:	1324		1433		1529	

Farmigo Analytics Monthly Totals:

August:	1993
September:	1927
October:	1650

August:	8/4/16	8/5/16	8/6/16	8/7/16	8/8/16	8/9/16	8/11/16
	8	34	58	119	88	22	3
September:	9/1/16	9/2/16	9/3/16	9/4/16	9/5/16	9/6/16	9/8/16
	6	25	62	111	85	54	8
October:	10/1/16	10/2/16	10/3/16	10/4/16	10/6/16	10/7/16	10/8/16
	51	103	89	26	6	32	41

Number of unique persons updates by month:

	Number of unique persons updates	Percentage of total updates:	Percentage of Overall Total Member Orders:
August:	609	46.00%	30.56%
September:	647	45.15%	33.58%
October:	617	40.35%	37.39%

8/12/16	8/13/16	8/14/16	8/15/16	8/16/16	8/18/16	8/19/16	8/20/16
44	48	122	92	30	4	45	58
9/9/16	9/10/16	9/11/16	9/12/16	9/13/16	9/15/16	9/16/16	9/17/16
37	70	115	105	22	11	30	64
10/9/16	10/10/16	10/11/16	10/14/16	10/15/16	10/16/16	10/17/16	10/18/16
107	85	37	25	47	123	100	34

8/21/16	8/22/16	8/23/16	8/25/16	8/26/16	8/27/16	8/28/16	8/29/16
108	88	23	5	31	64	103	88
9/18/16	9/19/16	9/20/16	9/22/16	9/23/16	9/24/16	9/25/16	9/26/16
109	91	25	11	52	52	126	96
10/20/16	10/21/16	10/22/16	10/23/16	10/24/16	10/25/16	10/27/16	10/28/16
7	24	60	101	108	32	11	17

8/30/16
39

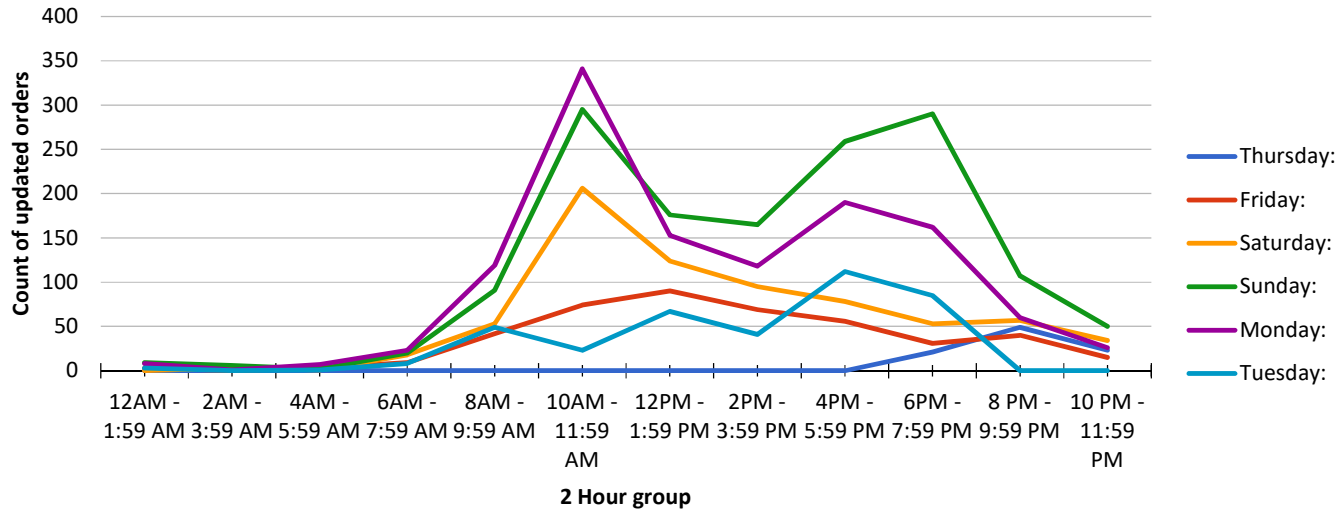
9/27/16	9/29/16	9/30/16
30	7	29

10/29/16	10/30/16	10/31/16
47	123	93

Heat Map and Graph of Peak Ordering Times by 2-Hour Increments:

Time:	Thursday:	Friday:	Saturday:	Sunday:	Monday:	Tuesday:	
12AM - 1:59 AM		0	3	0	9	8	3
2AM - 3:59 AM		0	0	3	6	1	0
4AM - 5:59 AM		0	3	1	2	7	1
6AM - 7:59 AM		0	9	18	20	23	8
8AM - 9:59 AM		0	42	53	91	119	49
10AM - 11:59 AM		0	74	206	295	341	23
12PM - 1:59 PM		0	90	124	176	153	67
2PM - 3:59 PM		0	69	95	165	118	41
4PM - 5:59 PM		0	56	78	259	190	112
6PM - 7:59 PM		21	31	53	290	162	85
8 PM - 9:59 PM		49	40	57	107	60	0
10 PM - 11:59 PM		23	15	34	50	26	0
SUM		93	432	722	1470	1208	389

Customer Ordering Activity



Drilled Down Heat Map - 1 Hour Increments:

	Sunday	Monday	Tuesday	Thursday	Friday	Saturday
12:00 AM	2	7	3			2
1:00 AM	4	1				1
2:00 AM	4					1
3:00 AM	2					2
4:00 AM	1	6	1			2
5:00 AM	1	1				1
6:00 AM		4				1
7:00 AM	17	19	8			8
8:00 AM	29	48	25			16
9:00 AM	51	62	20			25
10:00 AM	149	177	23			26
11:00 AM	110	132	30			41
12:00 PM	75	76	33			41
1:00 PM	86	64	21			42
2:00 PM	83	64	24			37
3:00 PM	71	40	16			27
4:00 PM	84	115	72			34
5:00 PM	154	65	40			18
6:00 PM	124	60	38			12
7:00 PM	137	88	44		21	18
8:00 PM	49	27			26	23
9:00 PM	51	24			19	16
10:00 PM	36	17			15	5
11:00 PM	11	9			8	9