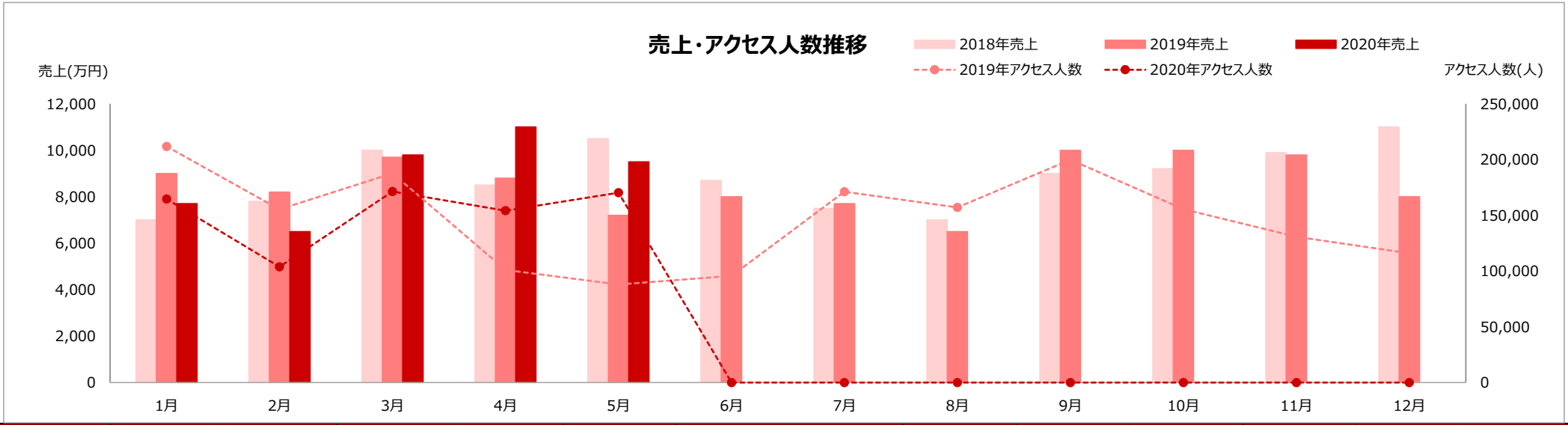
<1>月次主要指標



売上	1月	2月	3月	4月	5月	6月	7月	8月	9月	10月	11月	12月	合計
2018年売上	70,000,000	78,000,000	100,000,000	85,000,000	105,000,000	87,000,000	75,000,000	70,000,000	90,000,000	92,000,000	99,000,000	110,000,000	1,061,000,000
2019年売上	90,000,000	82,000,000	97,000,000	88,000,000	72,000,000	80,000,000	77,000,000	65,000,000	100,000,000	100,000,000	98,000,000	80,000,000	1,029,000,000
売上差分	+20,000,000	+4,000,000	▲3,000,000	+3,000,000	▲33,000,000	▲7,000,000	+2,000,000	▲5,000,000	+10,000,000	+8,000,000	▲1,000,000	▲30,000,000	▲32,000,000
昨年対比	**128.6%**	**105.1%**	**97.0%**	**103.5%**	**68.6%**	**92.0%**	**102.7%**	**92.9%**	**111.1%**	**108.7%**	**99.0%**	**72.7%**	**97.0%**
アクセス人数	211,765	155,303	187,621	101,010	87,934	95,694	171,111	157,005	199,800	155,400	130,667	115,942	1,769,251
転換率	5.0%	6.0%	5.5%	8.8%	8.9%	9.5%	5.0%	4.5%	5.5%	6.5%	7.5%	7.5%	6.7%
客単価	8,500	8,800	9,400	9,900	9,200	8,800	9,000	9,200	9,100	9,900	10,000	9,200	9,300
2019年広告費	2,000,000	3,000,000	1,000,000	1,500,000	1,500,000	2,300,000	3,300,000	2,000,000	2,500,000	1,500,000	3,000,000	3,000,000	26,600,000
広告比率	2.2%	3.7%	1.0%	1.7%	2.1%	2.9%	4.3%	3.1%	2.5%	1.5%	3.1%	3.8%	2.6%
2020年売上	77,000,000	65,000,000	98,000,000	110,000,000	95,000,000								445,000,000
売上差分	▲13,000,000	▲17,000,000	+1,000,000	+22,000,000	+23,000,000								+16,000,000
昨年対比	**85.6%**	**79.3%**	**101.0%**	**125.0%**	**131.9%**								**103.7%**
アクセス人数	164,530	103,668	171,329	154,191	170,251								763,969
転換率	5.2%	6.6%	6.5%	8.2%	6.0%								6.5%
客単価	9,000	9,500	8,800	8,700	9,300								9,009
2020年広告費	2,300,000	1,500,000	3,500,000	2,500,000	3,000,000								12,800,000
広告比率	3.0%	2.3%	3.6%	2.3%	3.2%								2.9%
クーポン値引き(店舗負担)	3,000,000	4,000,000	4,000,000	6,500,000	4,500,000								22,000,000
値引き比率	3.8%	5.8%	3.9%	5.6%	4.5%								4.7%
TOP10平均	91,568,127	71,087,579	104,837,080	105,912,156	90,991,989								464,396,931
比率	84.1%	91.4%	93.5%	103.9%	104.4%								95.8%