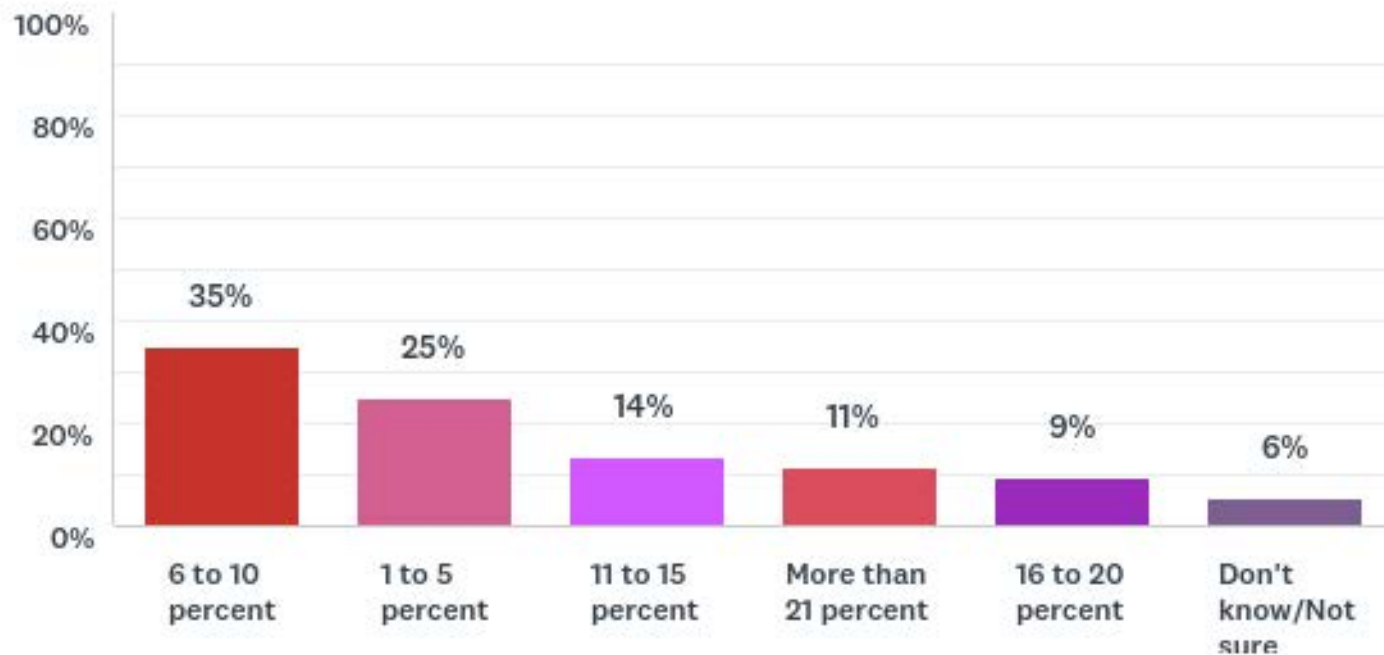
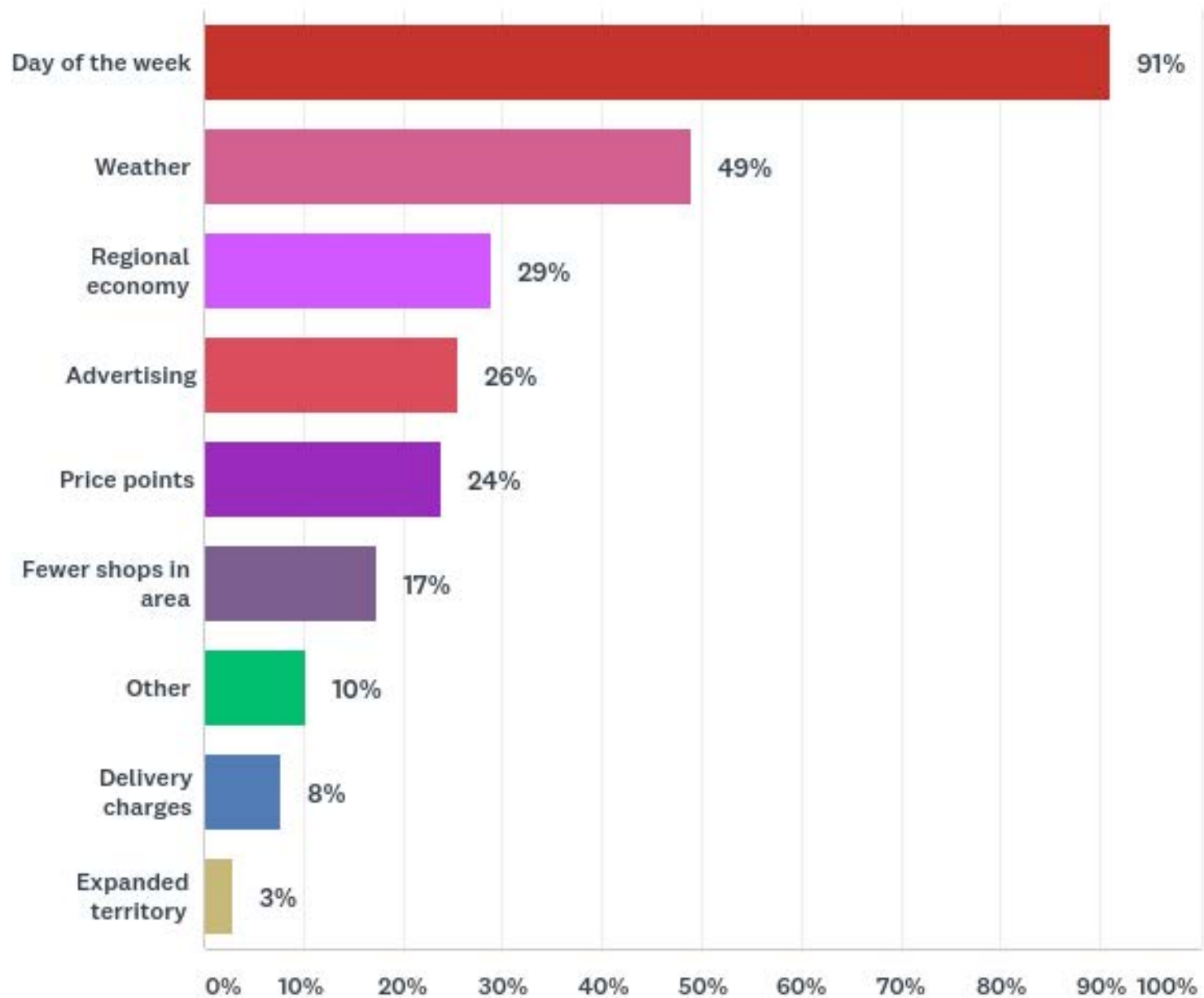


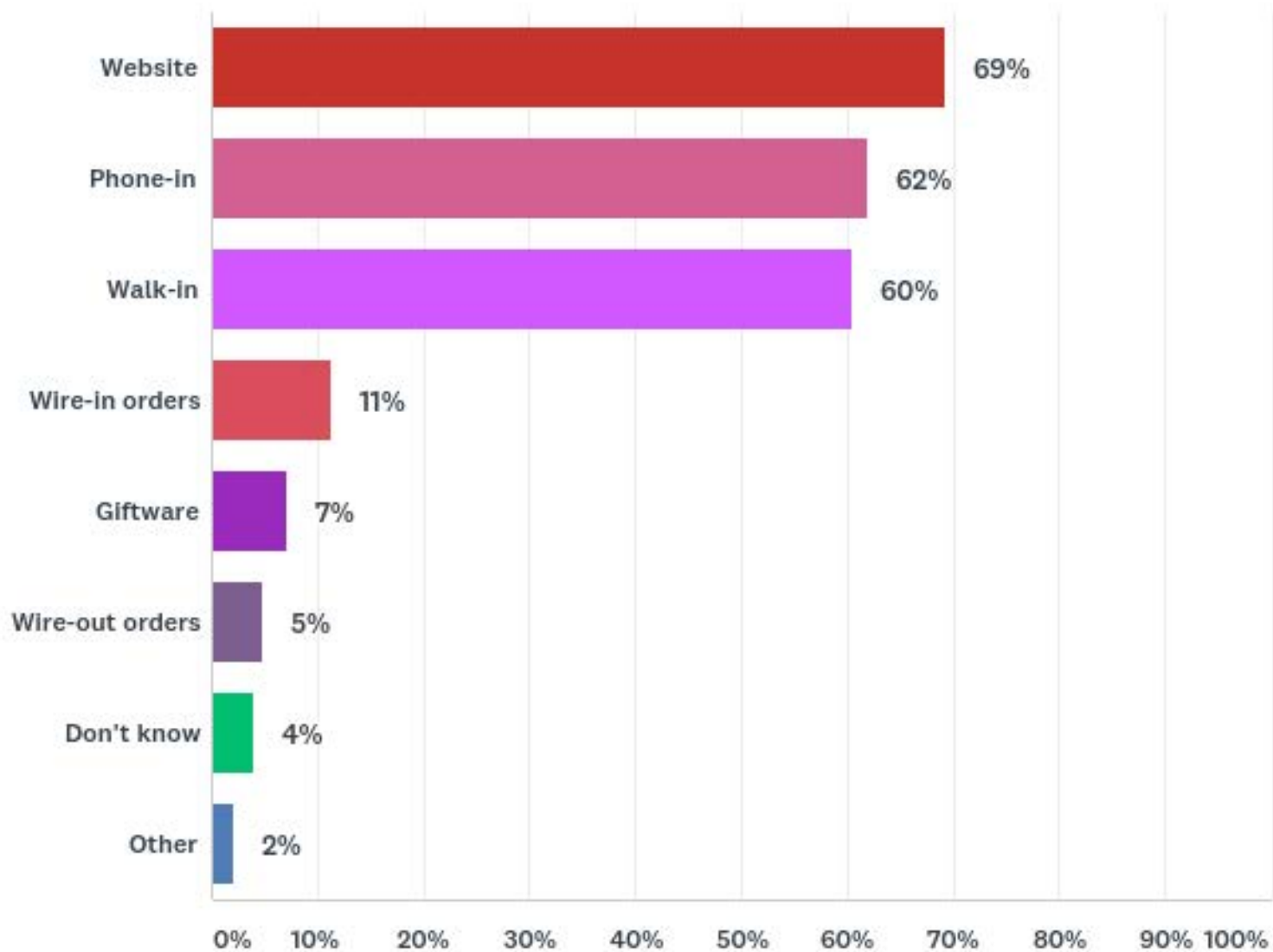
% of Increase 2018 vs 2017



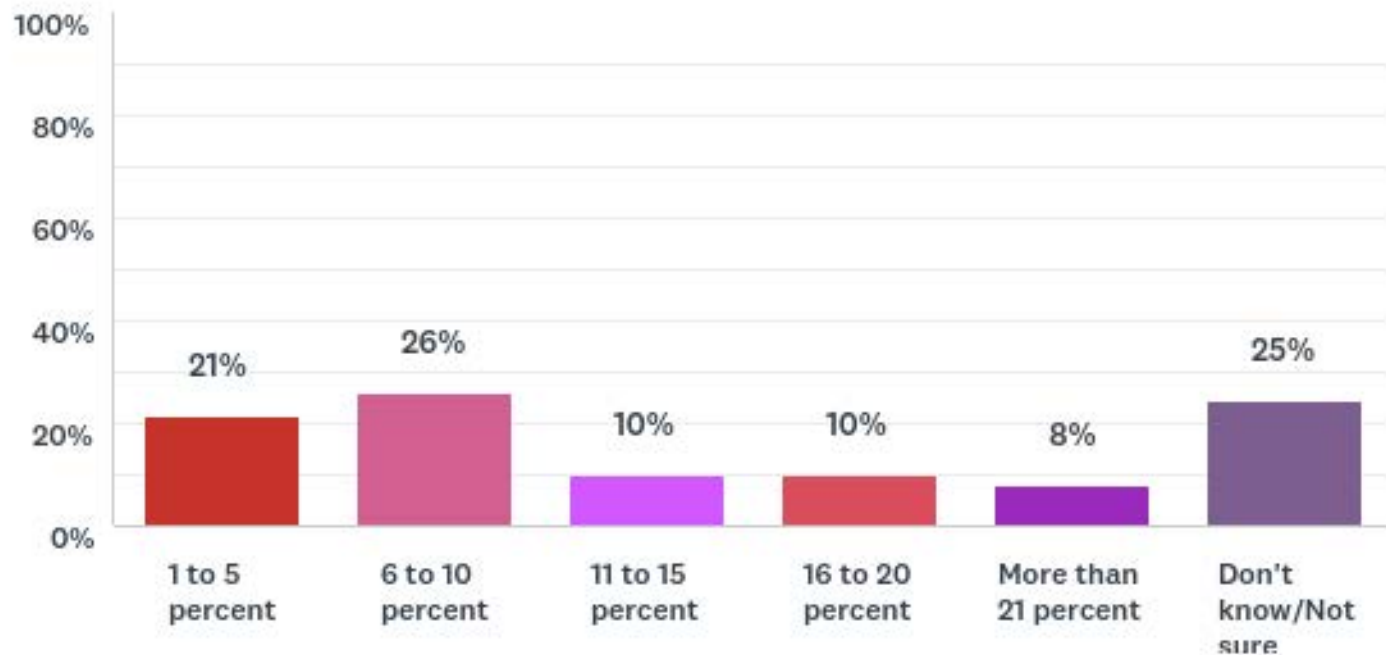
Factors Behind Sales Increase



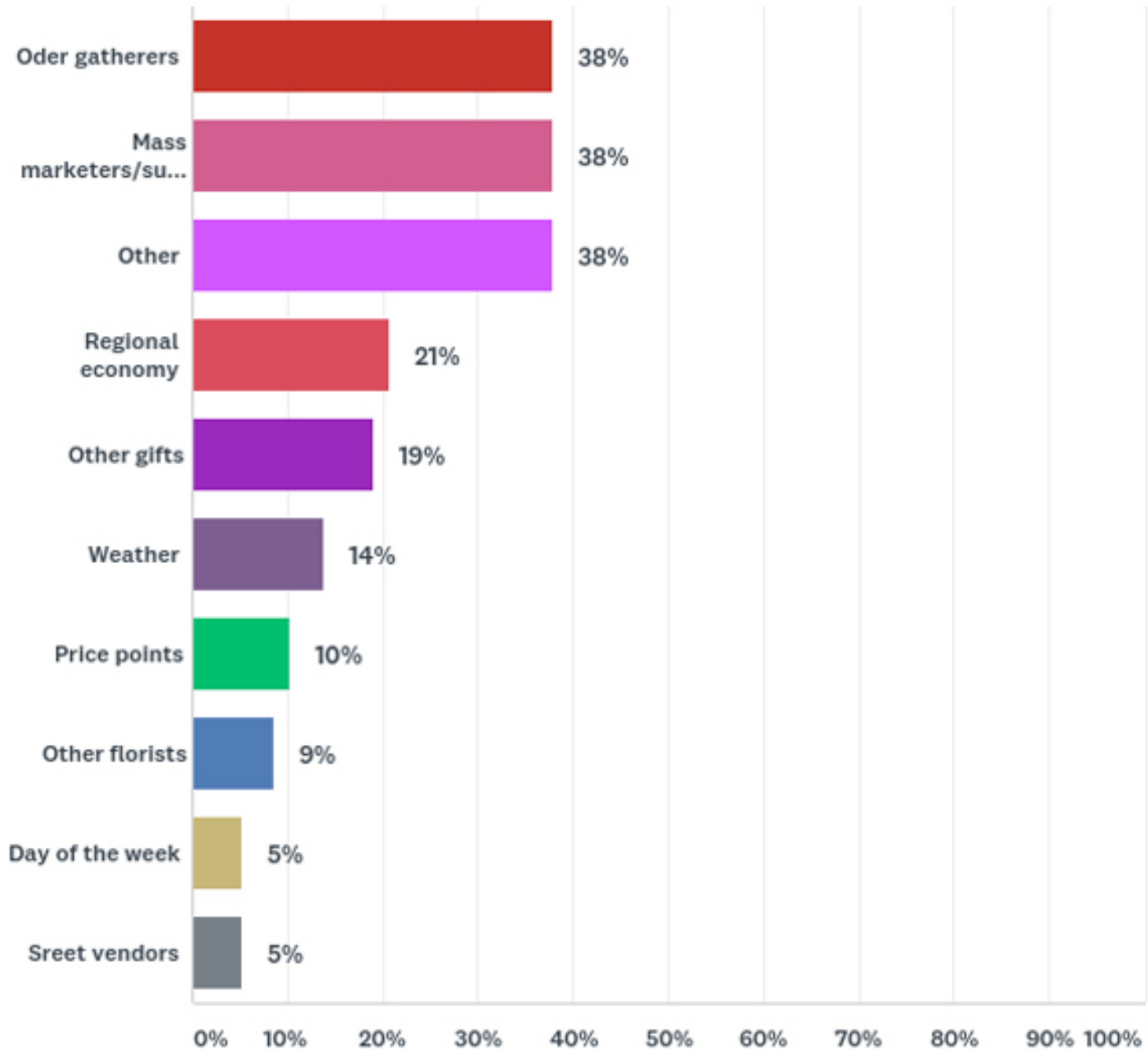
Higher Sales by Area



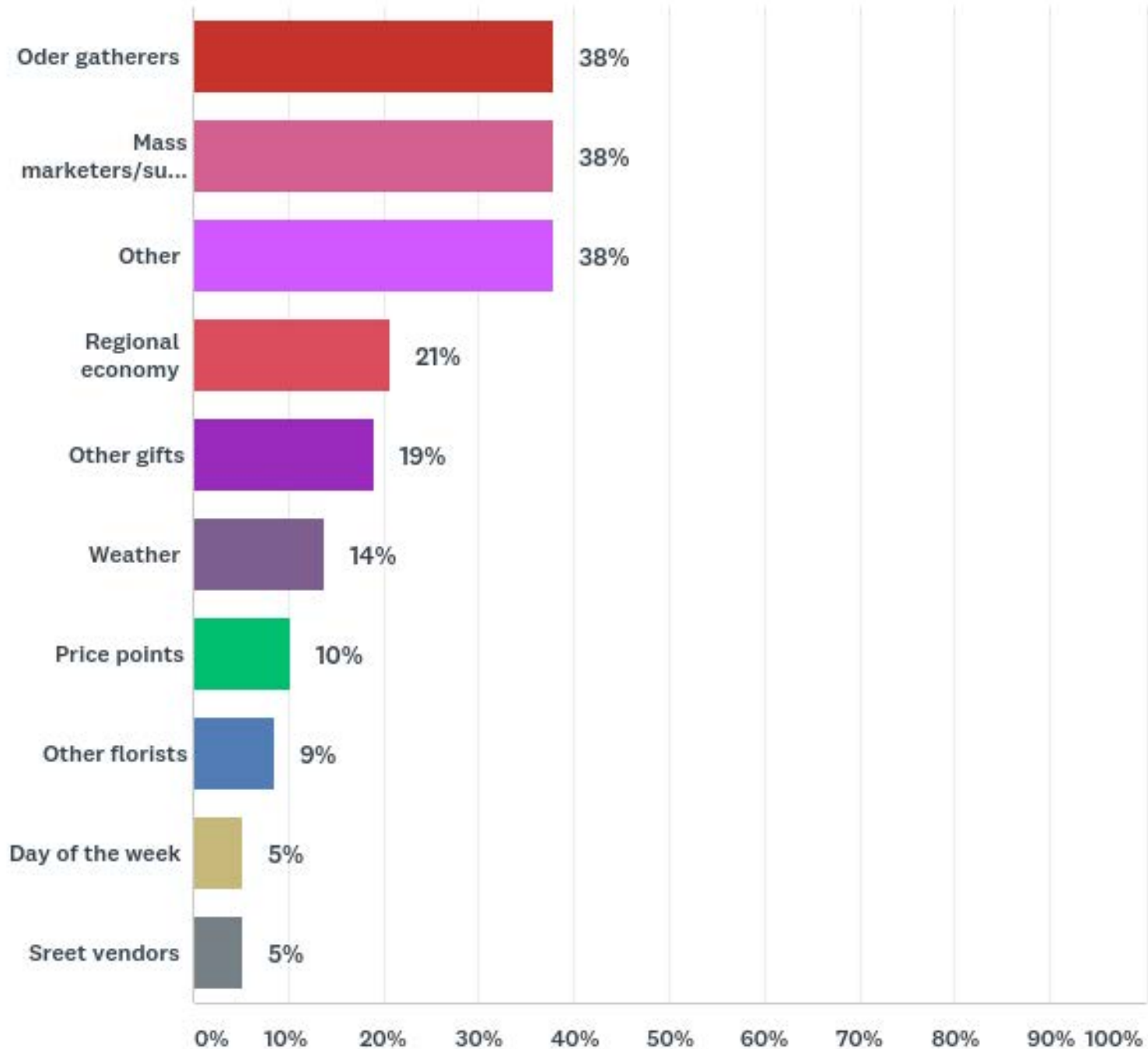
% of Decrease 2018 vs 2017



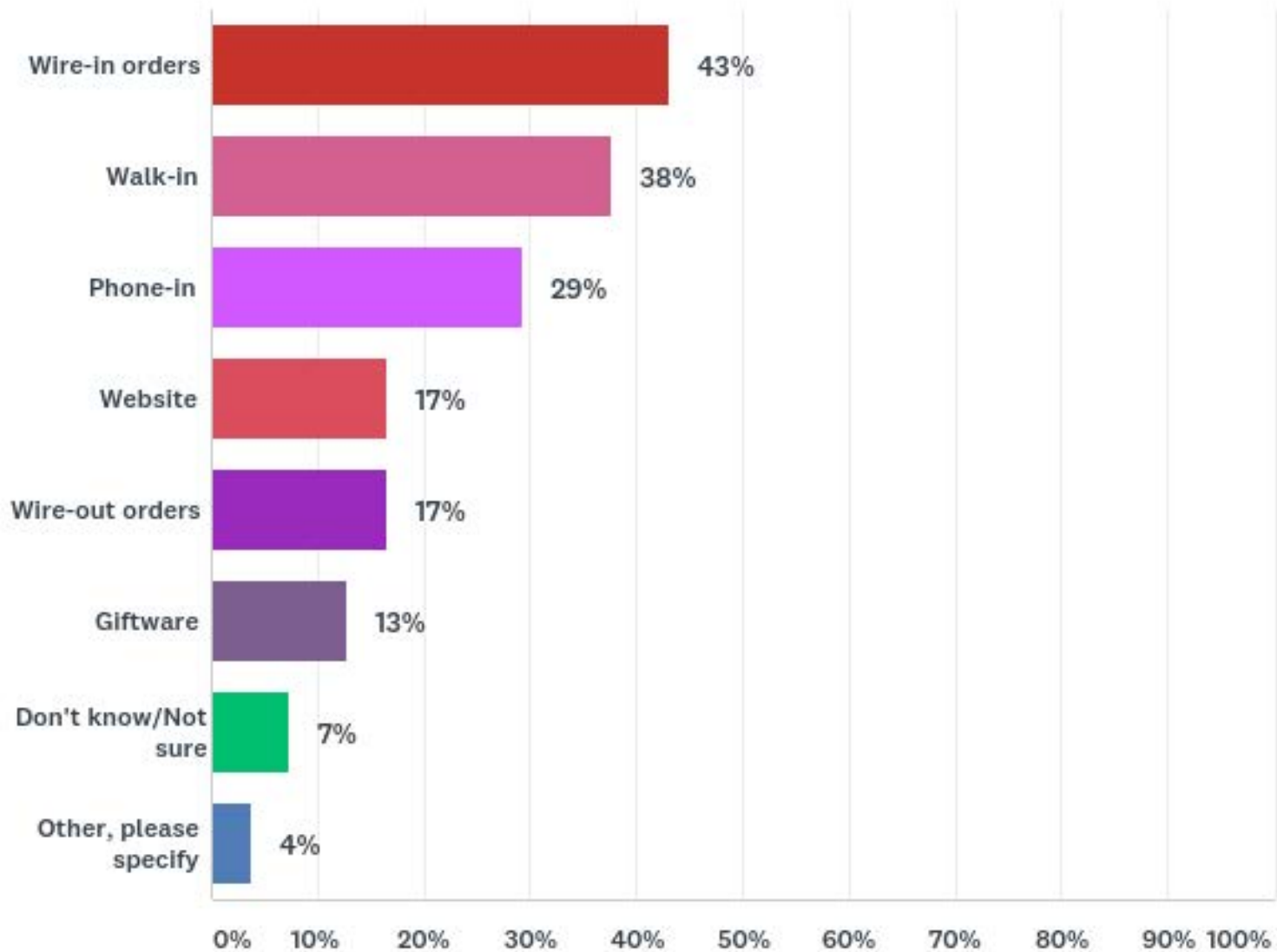
Factors Behind Sales Decline



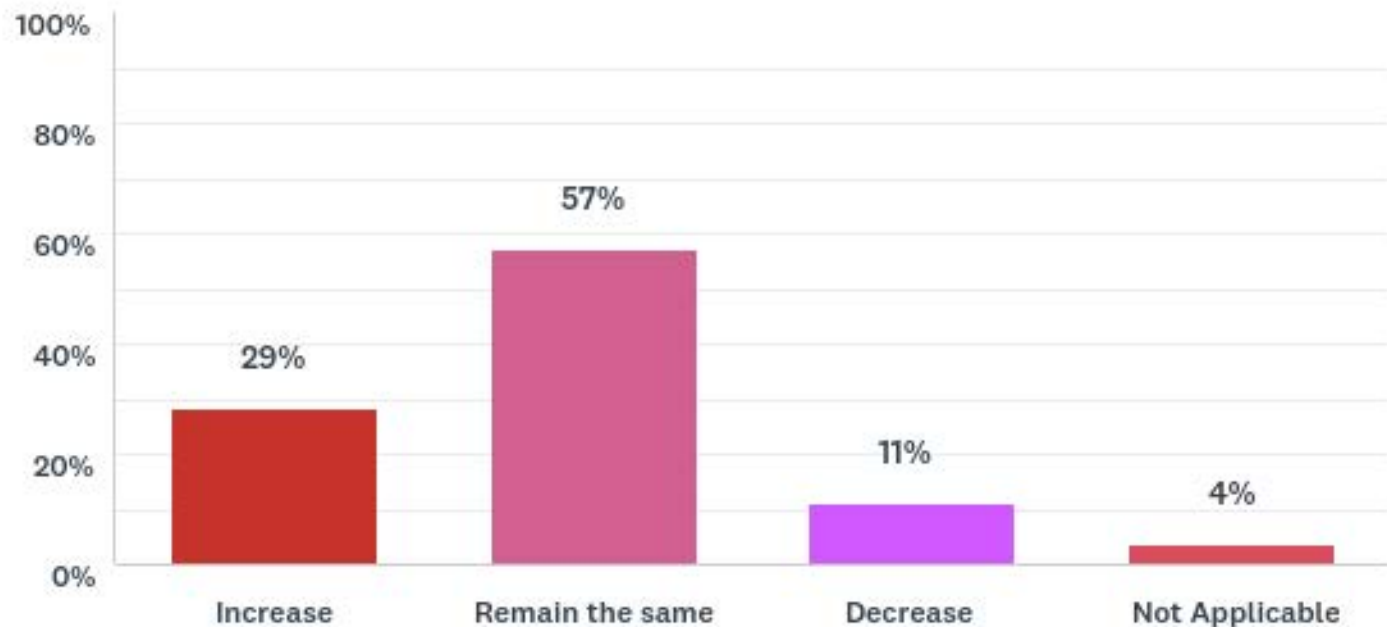
Factors Behind Sales Decline



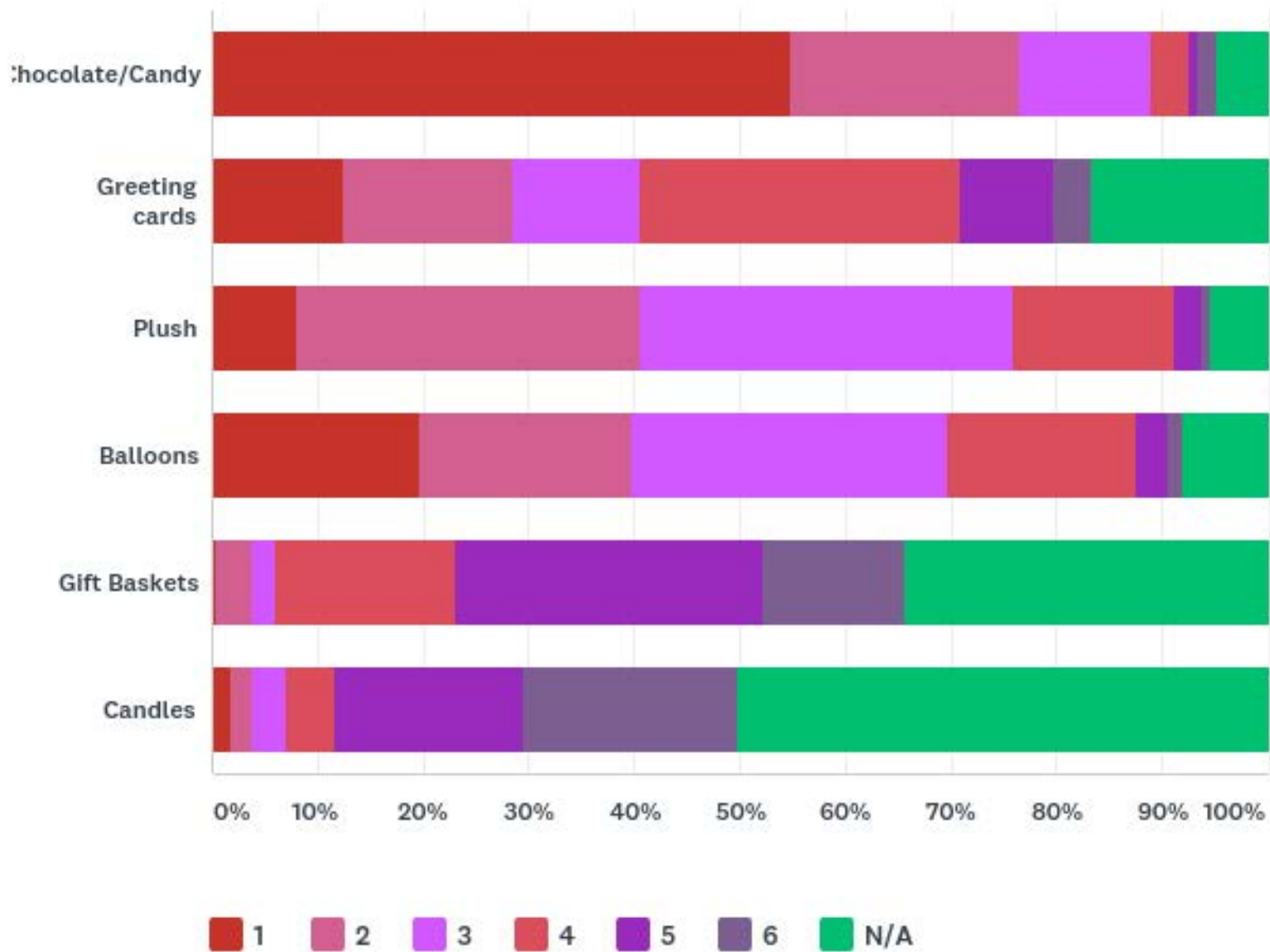
Which Areas Decreased in Sales?



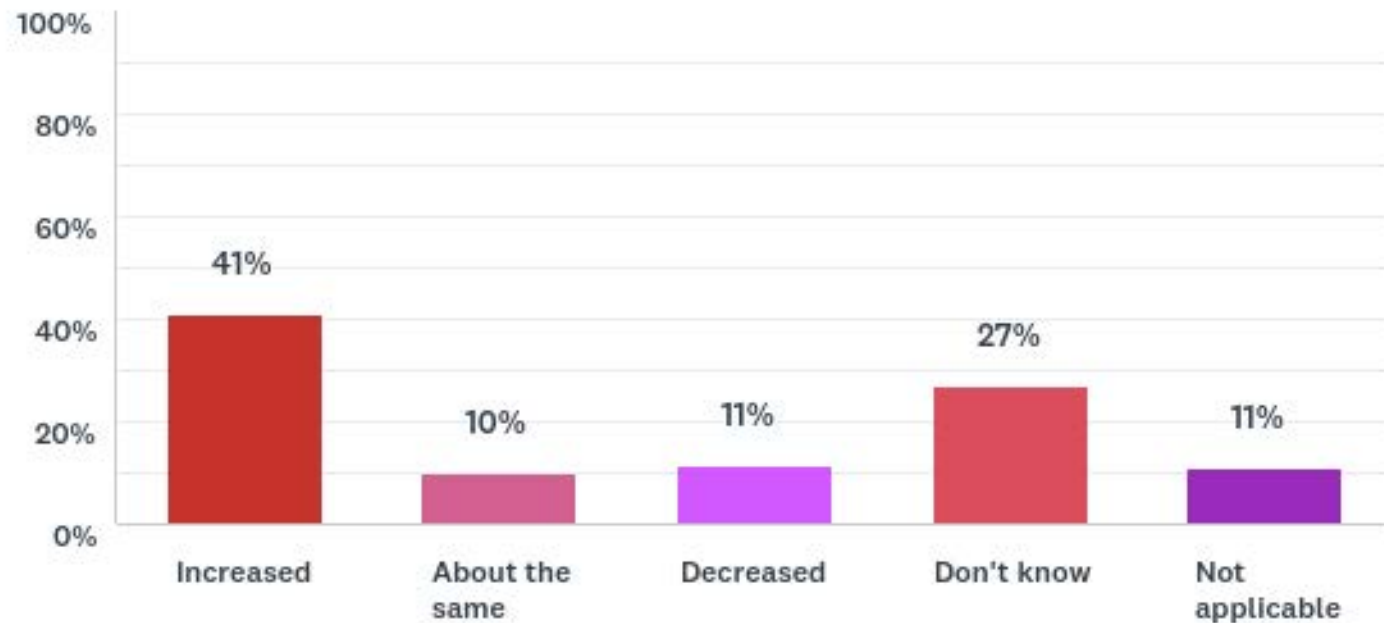
Shop Promotion Efforts 2018 vs 2017



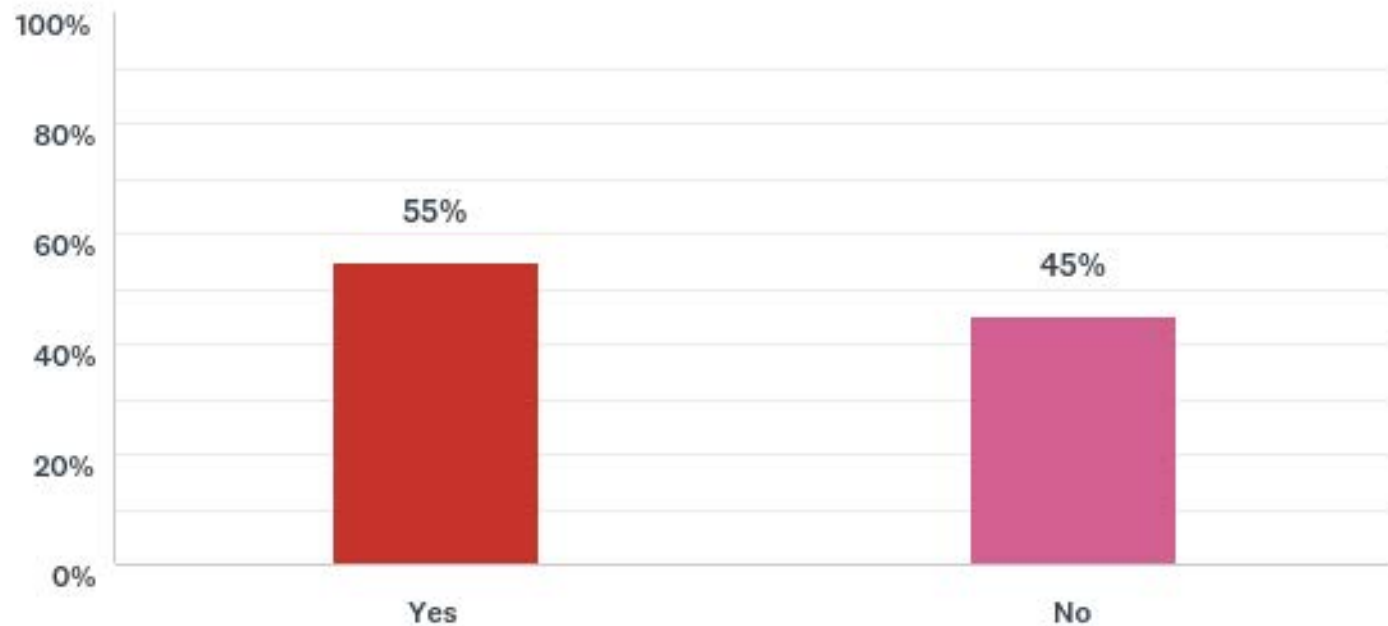
Most Popular Non-Floral Gift



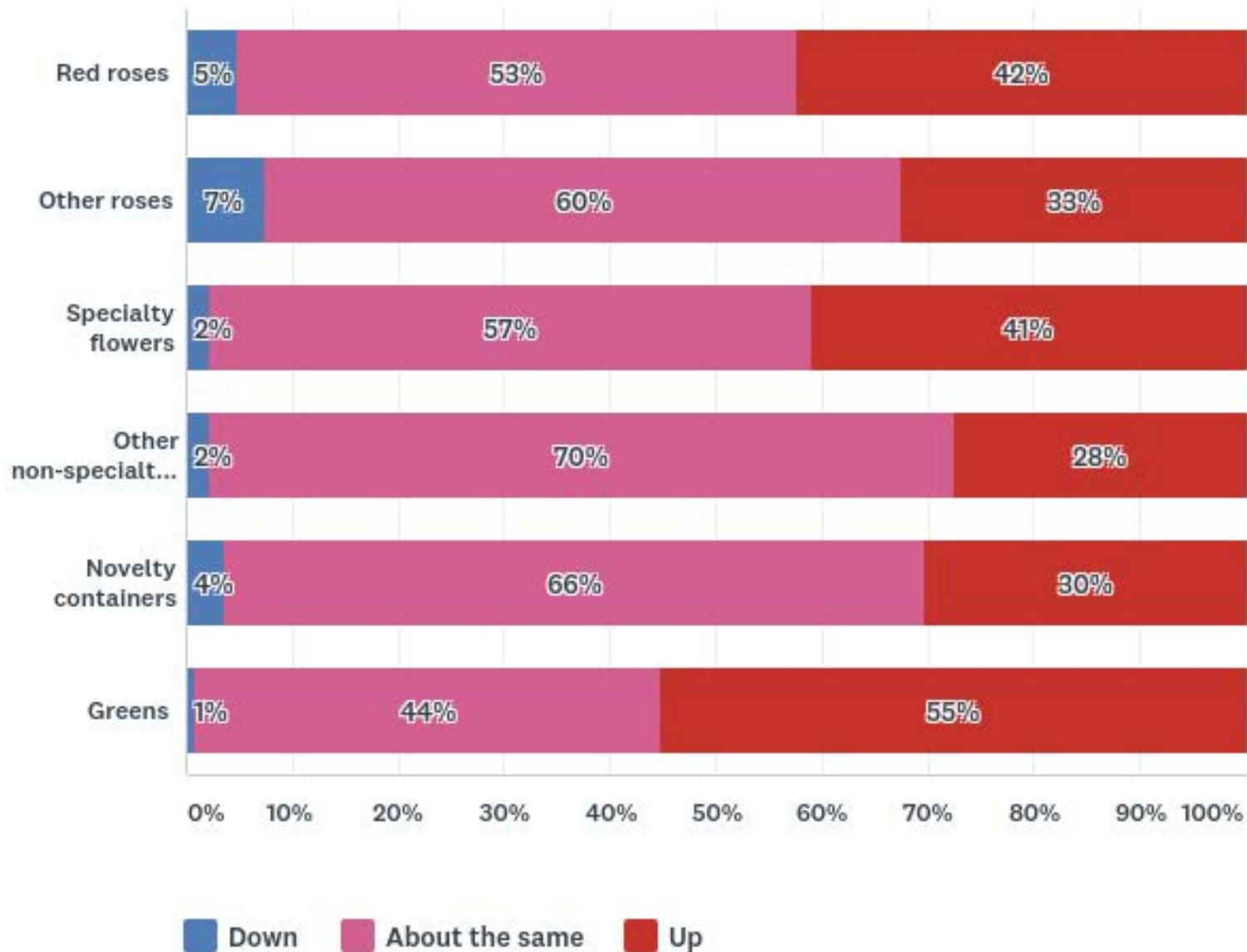
How did sales compare to Valentine's Day 2007 when the holiday last fell on a Wednesday?



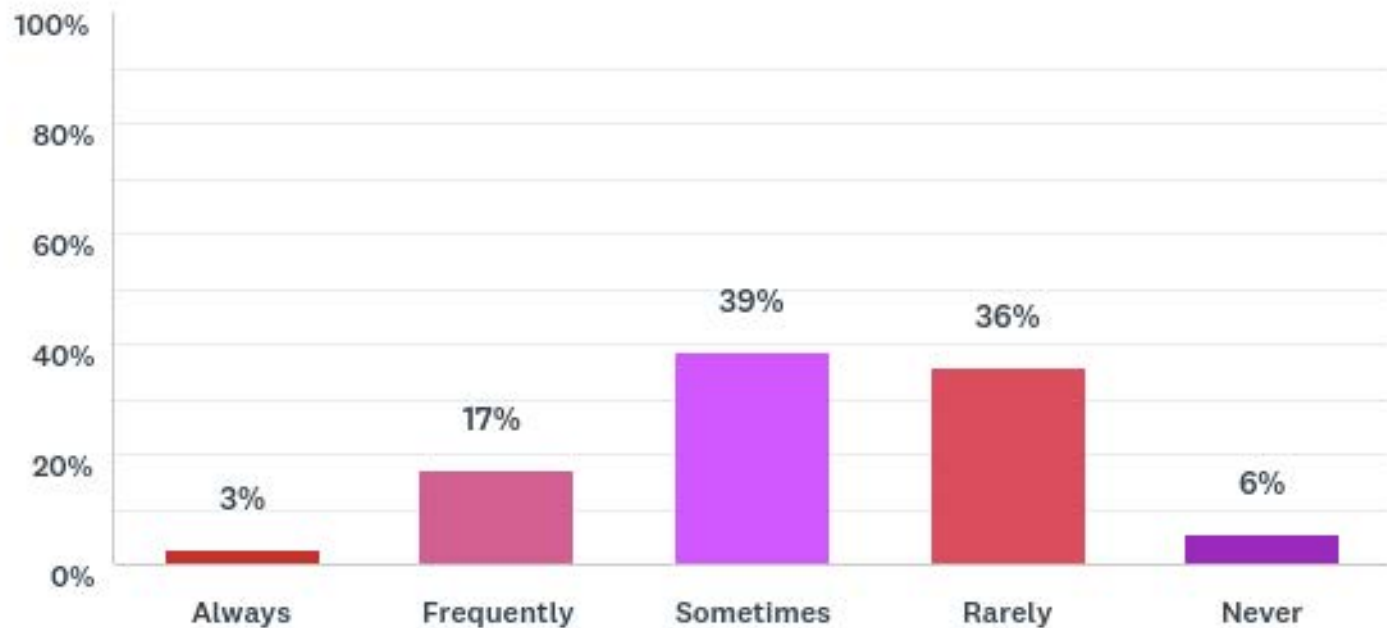
Did you stop taking orders or turn away any business on Valentine's Day?



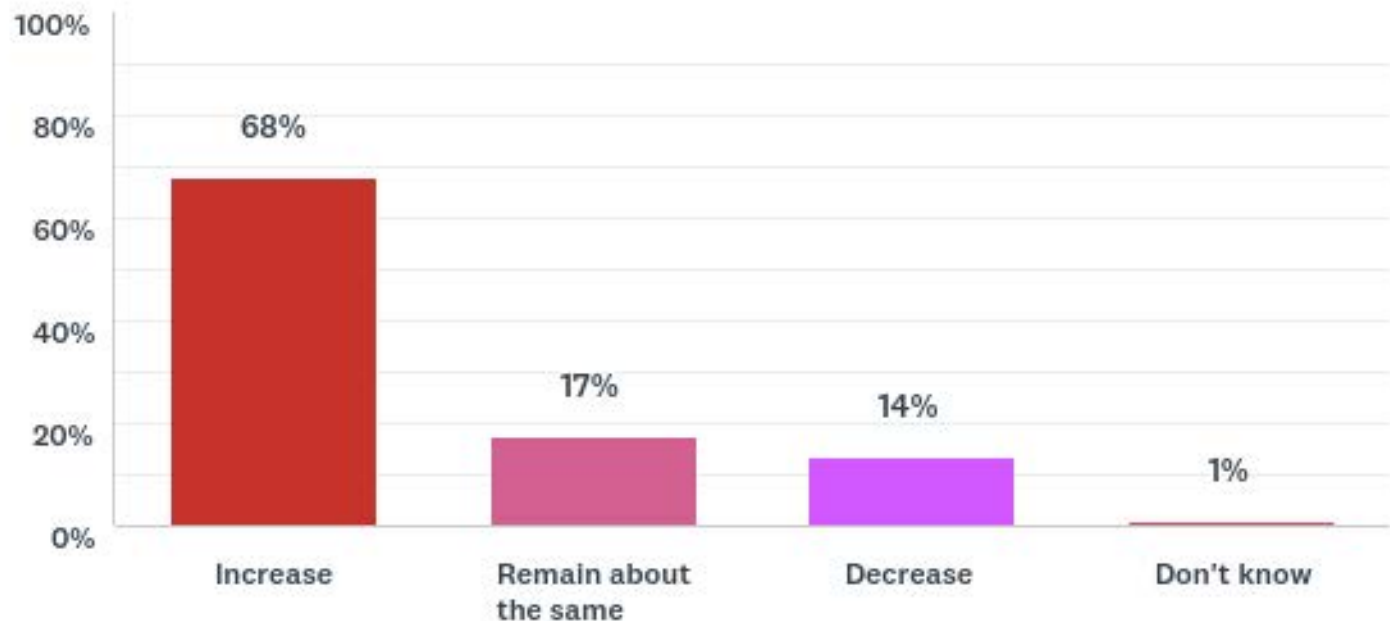
Cost of Valentine's Day Product: 2018 vs 2017



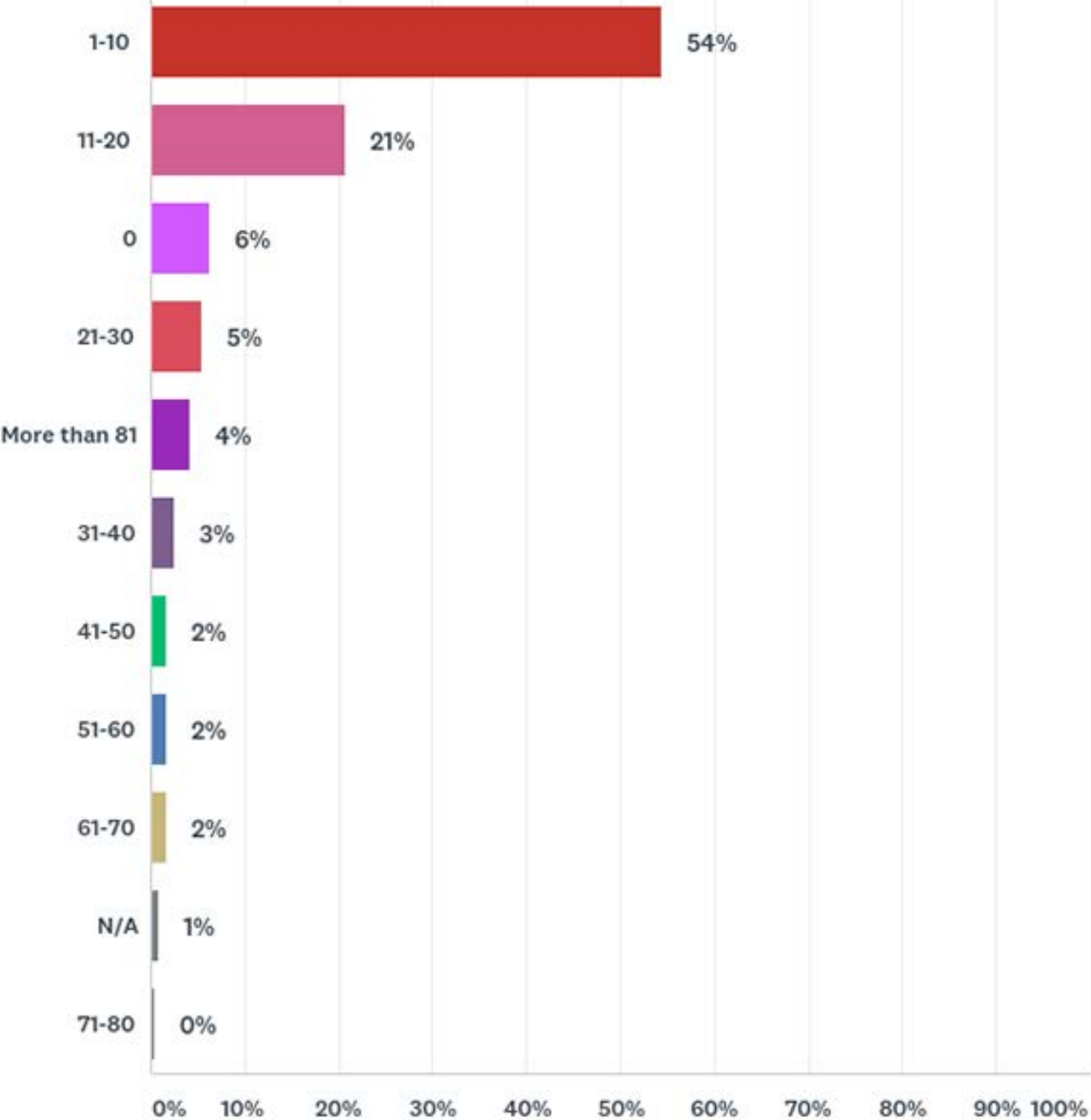
How often do customers ask where your flowers come from?



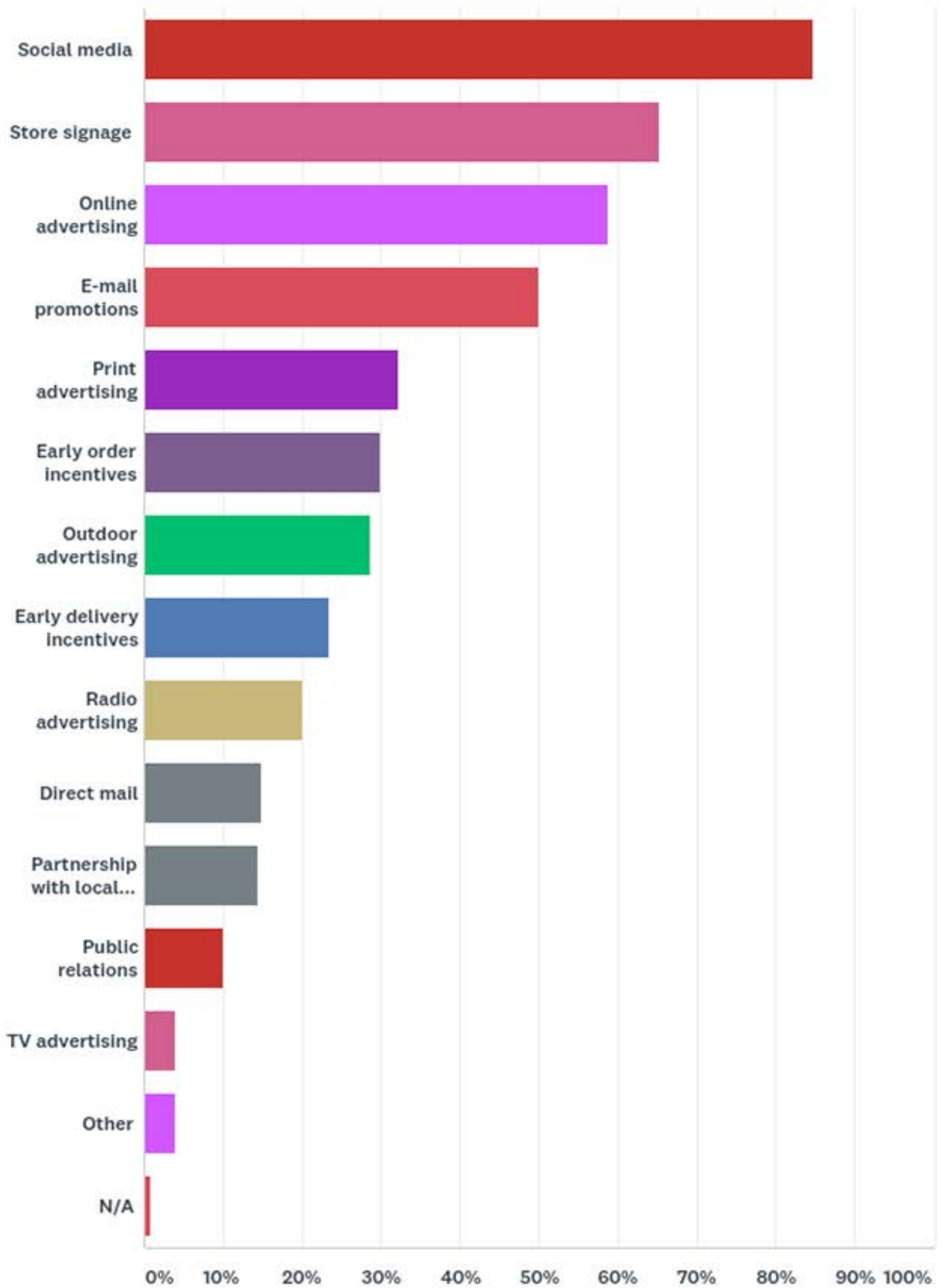
Valentine's Day 2018 vs 2017



Number of New Orders Taken After Feb 14 (Excluding Re-Deliveries)



Popular Promotion Tools/Approaches



Cost of Valentine's Day Product: 2018 vs 2017

