

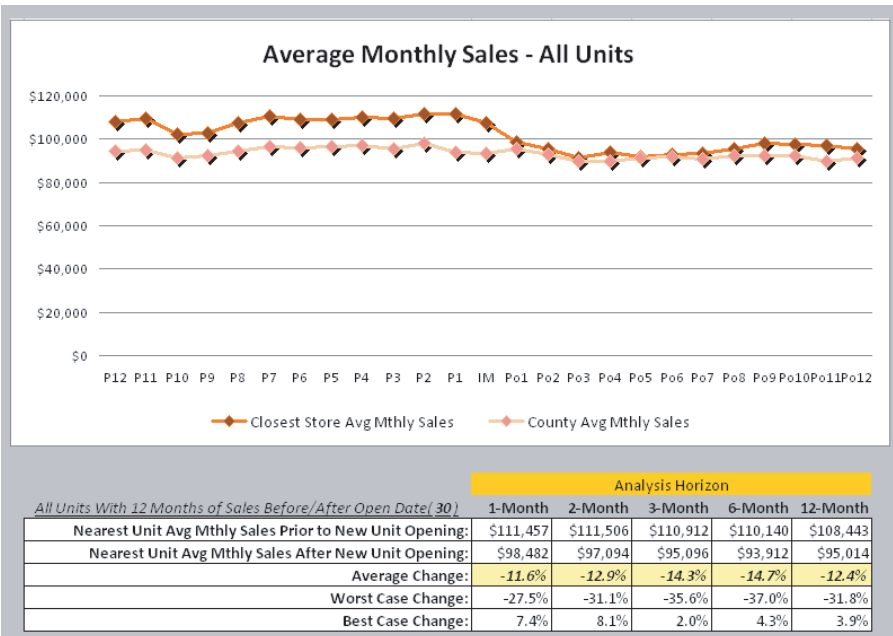


# Cannibalytics®

## Comprehensive - Objective - Accurate

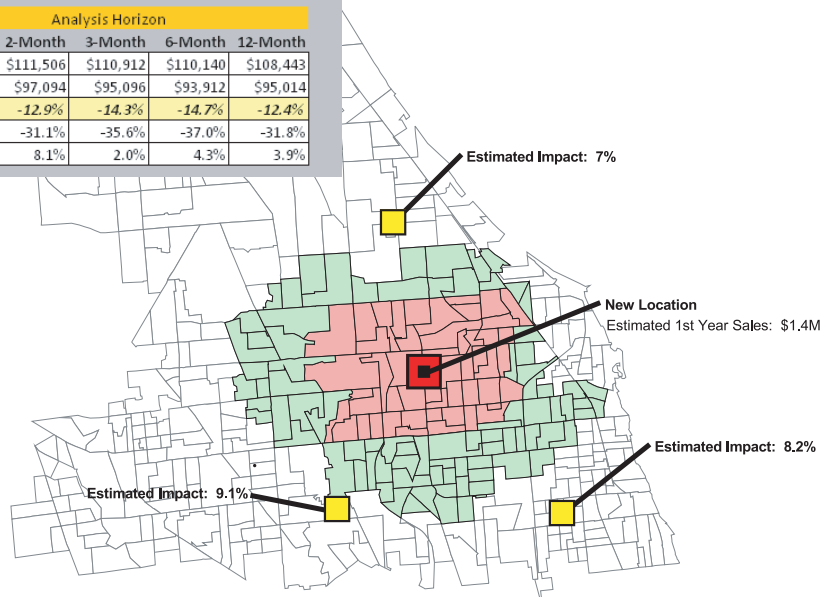
No approach for estimating sales transfer between units is more complete or accurate.

- Proprietary monthly time-series modeling is combined with on the ground field data
- Accurately predicts severe impact situations **before** they occur
- Provides long term strategic planning value by computing bounce back rates for impacting units



*"Forum Analytics provided a comprehensive real estate solution that included a sales forecasting model, national market optimization routine, and cannibalization model. The end deliverables provided us with a statistically sound basis for developing an accurate long range growth strategy."*

**Mark Whittle**  
**Vice President of Real Estate FOCUS Brands**  
 Operators of Cinnabon®, Carvel®, Schlotzsky's®, Moe's Southwest Grill®, and Seattle's Best® International.



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