

Selected Geographies: Site 1
 (latitude, longitude: 32.863331, -96.768522)

Selected Category: PIZZA



Restaurant Count by Category

Sales Average for PIZZA (in trade area) is \$1,387,200

Chain	Address	City	State	Zip	Sales	Market Index (CMI)	National Index (CNI)
Cici's Pizza	6186 RETAIL RD	DALLAS	TX	75231	\$1,236,000	113	119
Domino's	8446 PARK LN	DALLAS	TX	75231	\$1,064,000	81	94
Grimaldi's Pizza	8060 PARK LN	DALLAS	TX	75231	\$2,935,000	104	109
Pie Five Pizza	5927 GREENVILLE AVE	DALLAS	TX	75206	\$684,000	91	94
Pizza Hut-TR	8224 PARK LN	DALLAS	TX	75231	\$1,017,000	95	119

*CNI (Current National Index): is calculated by dividing a stores annual sales by the chains annual sales. 100 means the store is performing on par with the chains national average. A number above 100 means the store is performing better than the chains national average. The higher the number, the more the store is outperforming the chains national average. A number below 100 means the store is performing worse than the chains national average. The lower the number the worse the store is performing vs the chains national average.

*CMI (Current Market Index): is identical to CNI except this index measures the stores relative strength to other stores of the same chain in that Television Market (DMA).