

Sales are driven by the number of units sold and the price they are sold for (see What's driving sales growth fact sheet).

The units (or volume) sold involve a customer journey that can be further tracked and analysed in stages:

Step 1: Footfall the number of potential customers that have come into a store (if it was a website we would call it web traffic / visitors)

Step 2: Conversion the % of customers that made a purchase expressed as a % of people that came into store (footfall).

Step 3: Transactions are the number of customers that have bought something (no. of customer baskets or till receipts).

Step 4: Volume is the total number of all units sold

Volume (units) = transactions (no of baskets) X basket size (units per baskets)

Figure 1: Sales Year on Year (YoY) drivers



* All data represents year on year movements - YoY