

Store Trading Reports

The below shows an example of a central report that head office could use to track the performance of its stores on a weekly basis.

		KEY FINANCIALS			CUSTOMER METRICS								SHOP STANDARDS - Pick the metrics key to customer			PROMOTIONAL SALES	
Store No	Store	Sales LW	Sales YoY	Variance to Budget	Footfall	Footfall YoY	Conversion	Conversion YoY	Transactions LW	Transactions YoY	ATV £	ATV YoY	Mystery Shopper test	Product Availability (all product lines)	Top 100 product lines out of stock	Promotional sales	Promotional sales YoY
		£	%	£	LW	%	LW (% out of 100%)	ppts	nos. of transactions	%	£	%	Out of 100%	Out of 100%	No.	% of total sales	%ppts difference
232	Mansfield	66,803	(32.0%)	-2,884	4809	(24.3 %)	52	(0.0)	2482	(24.3%)	26.91	(10.1 %)	92	99	17	15.0 %	1.9 %
24	Reading	108,271	(30.0%)	-2,696	7648	(26.8 %)	50	(0.2)	3823	(27.1%)	28.32	(3.9 %)	98	100	16	14.0 %	1.5 %
345	Nottingham	69,513	(39.6%)	-1,695	8053	(17.0 %)	36	(7.3)	2896	(31.1%)	24.00	(12.4 %)	79	93	12	15.0 %	3.8 %
435	Perth	94,431	(23.5%)	-2,133	7703	(19.6 %)	50	(1.1)	3864	(21.4%)	24.44	(2.7 %)	75	99	18	15.0 %	1.2 %
24	Hull	116,331	(27.6%)	-2,454	8756	(22.7 %)	51	1.3	4491	(20.7%)	25.90	(8.7 %)	50	99	10	16.0 %	0.8 %
0970	Manchester	90,244	(10.9%)	-1,636	7923	(16.5 %)	45	1.4	3575	(13.7%)	25.24	3.2%	76	100	21	17.0 %	0.2 %
3432	Burnley	102,874	(23.1%)	-1,694	8970	(4.2 %)	40	(4.9)	3614	(14.6%)	28.47	(9.9 %)	89	96	42	23.0 %	1.8 %
32	London	118,878	(27.2%)	-1,907	8238	(21.3 %)	52	0.9	4278	(19.9%)	27.79	(9.1 %)	88	98	17	22.0 %	3.3 %
323	Bradford	89,094	(18.8%)	-1,328	7924	(16.7 %)	44	1.8	3487	(13.2%)	25.55	(6.5 %)	92	99	45	13.0 %	2.9 %
2332	Birmingham	87,324	(8.4%)	-1,216	7593	(5.5 %)	45	1.6	3435	(2.2%)	25.42	(6.4 %)	76	97	18	13.0 %	1.8 %
32	Stanmore	82,460	(22.0%)	-907	6362	(17.9 %)	47	(1.3)	2997	(20.1%)	27.51	(2.4 %)	72	90	91	11.0 %	0.7 %

LW = Last week

YoY = year on year e.g. Sales YoY = (Sales this year- Sales last year)/ Sales last year)

ATV = Average Transaction Value

Defining the key terms that are involved in a customer journey that result in a sale.

Sales £	The amount of cash £ sales delivered.
VOLUME/UNITS	This represents each individual /physical amount of stock sold.
AVERAGE SELLING PRICE (Inflation)	Total cash sales £ divided by the total volume sold. Comparing this to last year as a % indicates the price increase or decrease year on year i.e. the inflation.
FOOTFALL	Number of people coming into a store.
CONVERSION	This is the % of footfall that comes into a store and makes a subsequent purchase (number of till transactions/total footfall) – measure as a % out of 100%.
TRANSACTIONS	Each individual purchase (transaction) made at a till (e.g. customer baskets or till receipts).
BASKET SIZE	How many units are within each transaction/basket. This is expressed as Average Basket Size (units sold/no of transactions)
ATV Average Transaction Values	This is total sales £ / total transactions. A key performance indicator that focuses on the spend per customer transaction/basket.