



# Retail Business Insights

## Checklist

HeadCount<sup>®</sup>

# Retail Business Insight Checklist

How many of these questions can you currently answer?

## Understanding Traffic

What is the total traffic opportunity being driven into the stores?

How are traffic patterns different across the stores?

What are the traffic patterns overall, by day of week, weekend versus weekday, and down to the hour in each store?

What are my top and bottom stores in terms of traffic opportunity?

## Finding Conversion Opportunities

How does conversion performance compare across stores? How well are each of the stores converting the traffic they have?

During which hours of each day are conversion opportunities being missed?

Based on actual traffic opportunity, what conversion lift potential exists in the stores/each store and what would it be worth?

How does store sales performance compare to the traffic opportunity each store receives?

How do average ticket, total sales, and dollars per shopper compare?

How do increases in traffic affect the store's ability to convert shoppers to buyers?

How do increases in conversion affect average ticket and overall sales?

How does conversion effectiveness vary by store or store format?

Are there specific days of the week or hours when conversion is being lost overall or in specific stores?

## Staffing

In the upcoming week, do I have enough staff on during peak traffic times?

When can I shift staff breaks or non-customer-focused work to free up hours during the day in favour of times when customers are in the store?

Are my staff focused on serving customers during peak traffic times or are they tasking?

## Evaluating Marketing Effectiveness

How effectively are marketing initiatives driving traffic into the stores?

Are specific marketing initiatives driving more qualified traffic into the stores based on conversion performance?

Are marketing programs driving traffic and conversion but hurting overall sales on price promotion?

## Field Engagement

Do your managers understand conversion and how they influence it?

Are your managers engaged and actively working to improve conversion?

Is conversion discussed every day in your stores?

These are just a few of the questions traffic data can help you answer. Curious how to get started? Email us at [talk@headcount.com](mailto:talk@headcount.com) and one of our experts will get back to you.

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