

## TRAFFIC

### Customer Traffic

THE MODULE ALLOWS RETAILERS TO ANALYZE CUSTOMER TRENDS, EVALUATE PROMOTION EFFECTIVENESS AND OPTIMIZE STAFF PERFORMANCE.

**Sales**

	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Total
09:00	0	0	0	0	0	0	0	0
10:00	0	0	0	0	120	-185	470	405
11:00	340	709	235	60	240	744	277	2605
12:00	107	245	339	414	428	241	254	2028
13:00	246	107	495	0	571	683	446	2548
14:00	935	132	472	0	96	464	770	2869
15:00	642	220	132	0	387	997	1,046	3424
16:00	1,304	565	0	176	100	646	1	2792
17:00	559	254	327	15	565	18	675	2413
18:00	472	190	474	21	32	190	732	2111
19:00	0	368	64	186	15	67	1,043	1743
20:00	0	349	280	255	280	325	146	1635
<b>Total</b>	<b>4605</b>	<b>3139</b>	<b>2818</b>	<b>1127</b>	<b>2834</b>	<b>4190</b>	<b>5860</b>	<b>24573</b>

**Weekly Sales**

WK	Conv	Traffic	AvgTran	Sales	SeasonT	Season\$
-5	0.07	3,686	\$90	\$24,573	94.87%	100.70%
-4	0.08	3,997	\$88	\$26,889	89.04%	99.64%
-3	0.12	2,623	\$98	\$30,285	65.72%	105.47%
-2	0.12	2,758	\$82	\$26,691	57.24%	108.12%
-1	0.13	2,104	\$96	\$26,401	58.30%	111.30%
0	0.07	2,994	\$89	\$19,421	69.96%	93.28%
1	0.60	3,683	\$150	\$331,073	78.44%	101.23%
2	0.60	3,807	\$159	\$363,720	81.09%	107.59%
3	0.60	4,131	\$180	\$445,225	87.98%	121.37%
4	0.60	4,180	\$176	\$440,670	89.04%	118.72%
5	0.60	4,803	\$144	\$413,669	102.29%	96.99%
6	0.60	4,927	\$132	\$389,566	104.94%	89.04%
7	0.60	6,096	\$151	\$550,852	129.85%	101.76%

Store:000 | Terminal:00 | Admin Admin | DB2 - Asics0731 | 5/21/2015

Traffic and Scheduling workbench measures historical performance analysis to forecast expected traffic trends, sales levels and staffing requirements. The objective is to effectively evaluate and manage the most important assets to a retail enterprise.

Feature	Key Benefits
Improve Operational Efficiency	Calculates Conversion Rates to assist in decision making and increase sales levels and profitability
Traffic Trend Analysis	Measures traffic trends through a detailed breakdown of information based on month, week, day or hour. Perform past and future trend analysis using 104 weeks of actual and forecasted information
Optimize Staff Performance	Optimize Staff to Customer Ratios to avoid under-staffing. Specify minimum staff per hour and the required traffic to staff ratio for scheduling forecasts
Graphical Analysis Tools	The software includes a variety of graphical analysis tools to provide an in depth analysis of each store location to display a detailed breakdown of busiest hours and days.
Store Location Comparative Analysis	Traffic Summary allows for store-to-store performance evaluation. Provides a detailed comparative analysis between stores displaying the best and worst performing store locations.
Forecast Future Sales Levels	Sophisticated data analysis to forecast future 52 week sales levels based on target conversion rates and Traffic to Staff Ratios.
Improve Promotion Effectiveness	Evaluate the performance of promotion campaigns.