

Reporting Dashboard



CountBOX

Consumer Insights & Analytics

**Training:
Examples and Discussion**

Performance Dashboard overview. Aggregated data for all Locations View.



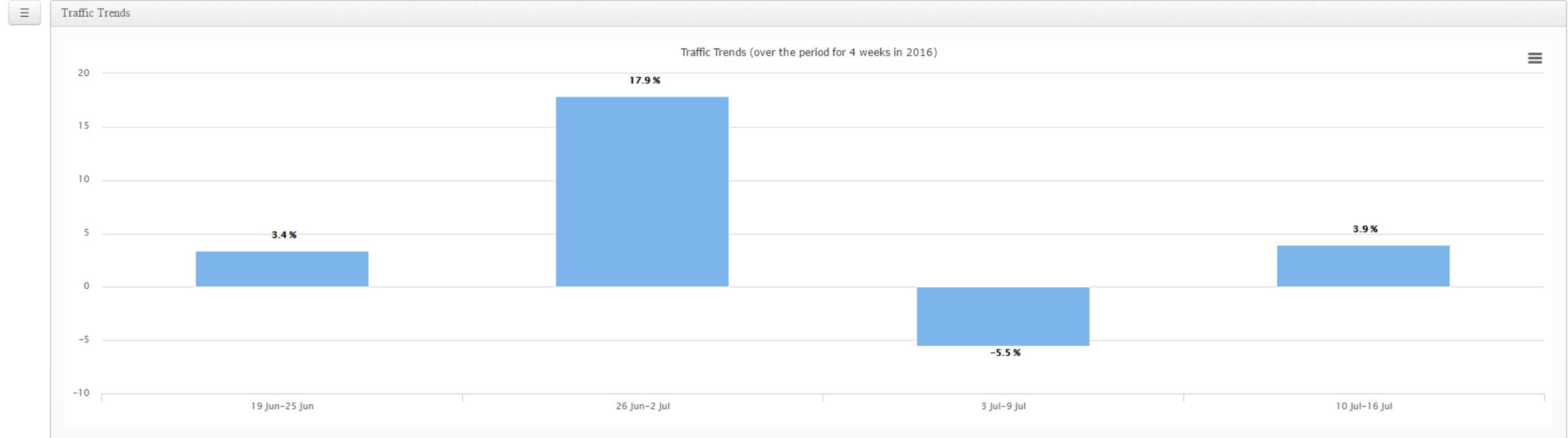
Reports	Settings
Performance dashboard	
SIM (Shopping Index Matrix)	
Real time occupancy	
Conversion Ratio	
Detailed Traffic Reports	
Marketing Resources Managment	
Loyalty	
Engagement	
Dwell Time	
Monthly Loyalty Overview	

Please click to expand “Performance Dashboard”

Performance dashboard

Select 4 week period here

Choose the beginning of the analyzing period 06/19/2016 (a 4-weeks period is being analysed, the chosen data specifies the beginning of the period)



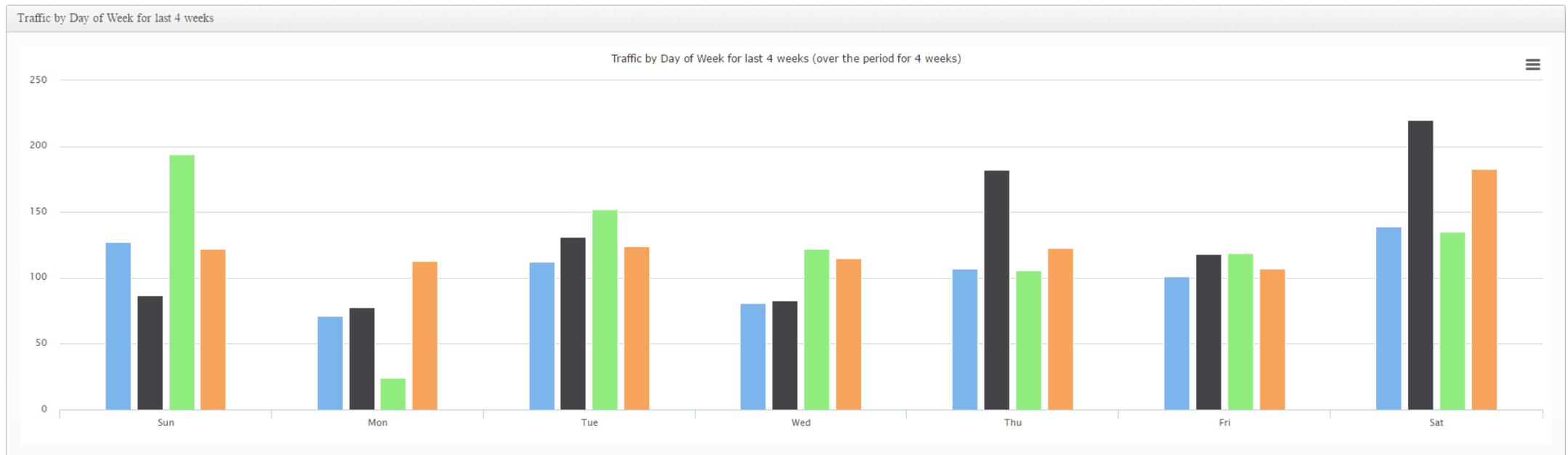
The “Performance dashboard” series of graphs, tables and charts shows what has happened to shopper traffic over a 4 week period. The last full four weeks populates the graph automatically.

This graph shows the percent change in traffic for four (4) week periods. Other four week periods can be selected as noted above.

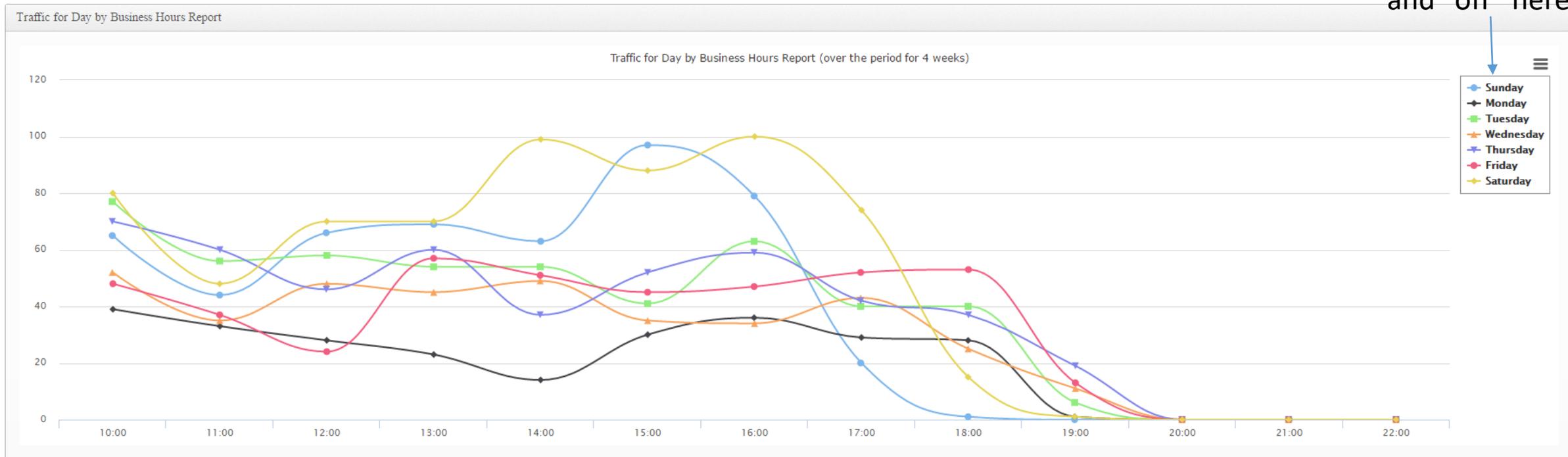
This is the data table that populates the graph below. It aggregates the shopper traffic by day of week for the last four weeks. Then the graph shows the traffic by day for the four week period in bar graph fashion.

Traffic by Day of Week for last 4 weeks (table view)

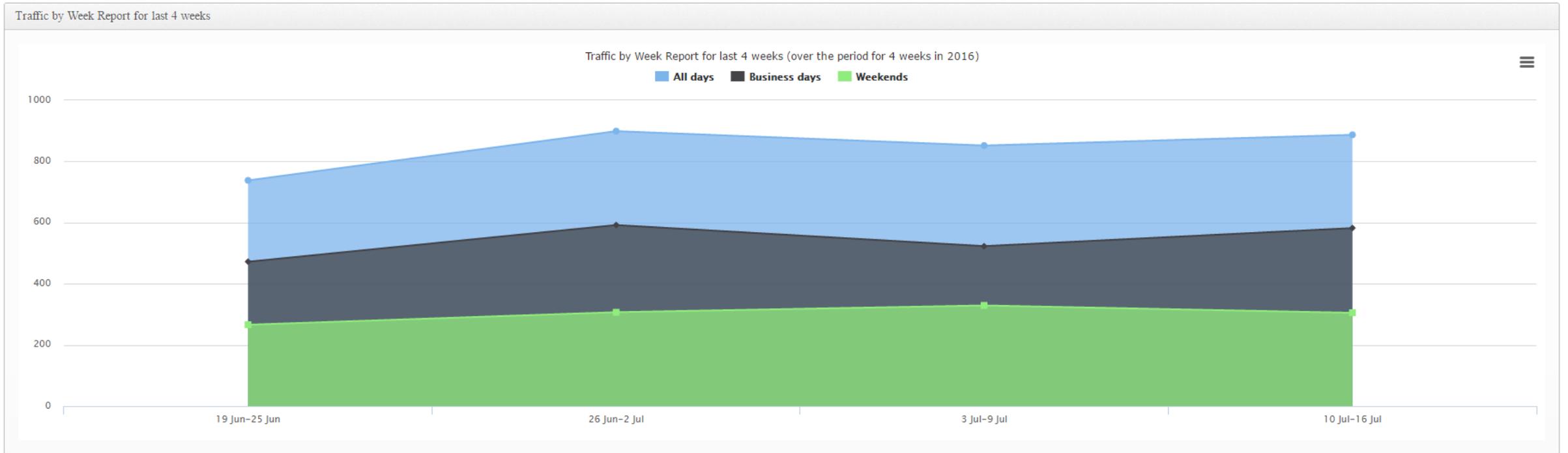
	Sun	Mon	Tue	Wed	Thu	Fri	Sat
19 Jun-25 Jun	127	71	112	81	107	101	139
26 Jun-2 Jul	87	78	131	83	182	118	220
3 Jul-9 Jul	194	24	152	122	106	119	135
10 Jul-16 Jul	122	113	124	115	123	107	183



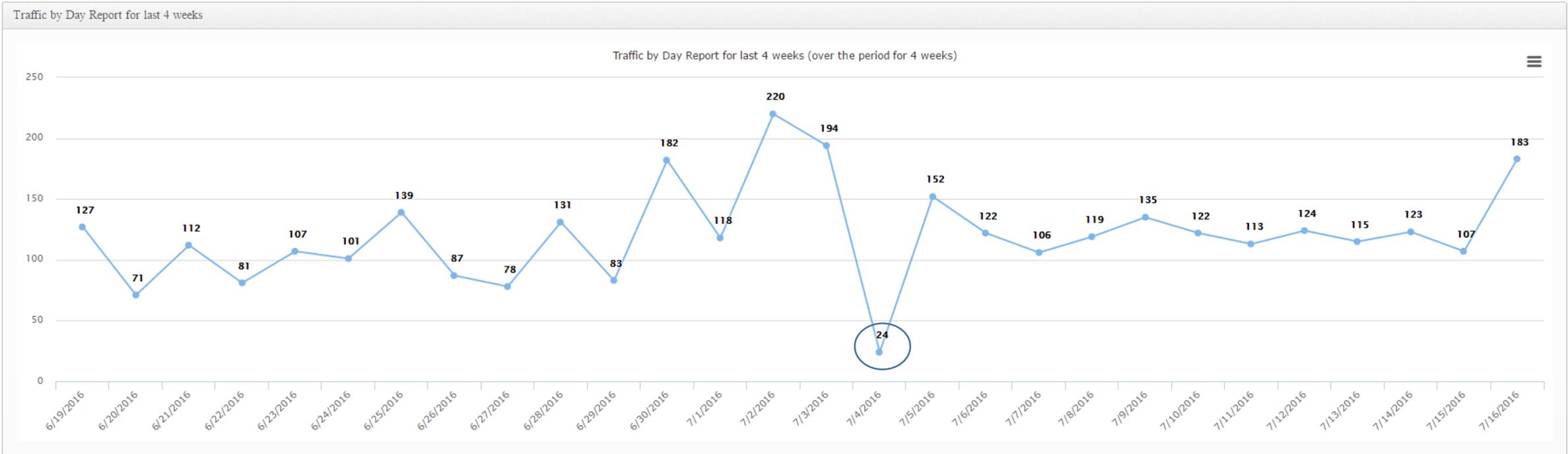
Turn days "on"
and "off" here



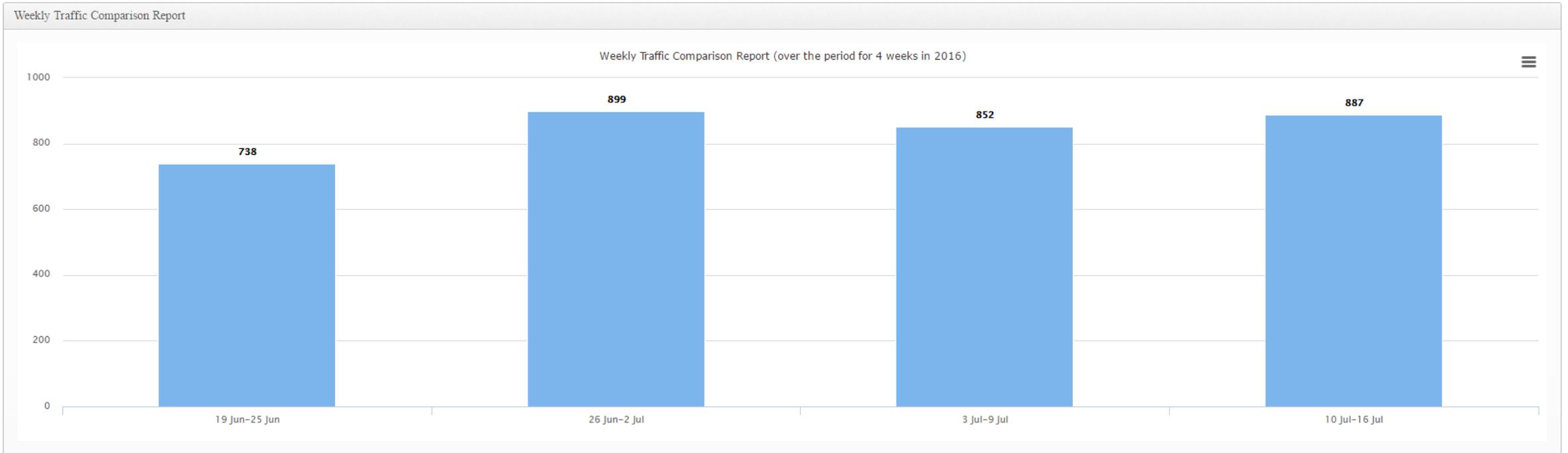
This graph shows the shopper traffic by business hour by day for the last four weeks. Individual days may be selected by turning days "on" and "off" in the box above as noted. All days are "on" in this graph.



The stacked chart shows shopper traffic by weekend days (green), weekdays (black) and total (blue) by week for the last four weeks



This line graph depicts actual shopper traffic by day for the last four weeks. *Note that this store had low traffic on the July 4th holiday.* Which can help you to identify best store days and hours. Holidays calendar coming to the Dashboard in CountBOX 2.0 slated for release by the end for Q4 of 2016.



This bar chart presents the total shopper traffic by week for the four week period. The actual number of shoppers for the week is shown at the top of each bar.

This is the last graph/chart in the “Performance dashboard” section.

Conversion Ratio overview



Reports Settings
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Please click to expand "Conversion Ratio"

Conversion Ratio

Select dates,
weeks, etc.
here

07/01/2016 - 07/31/2016

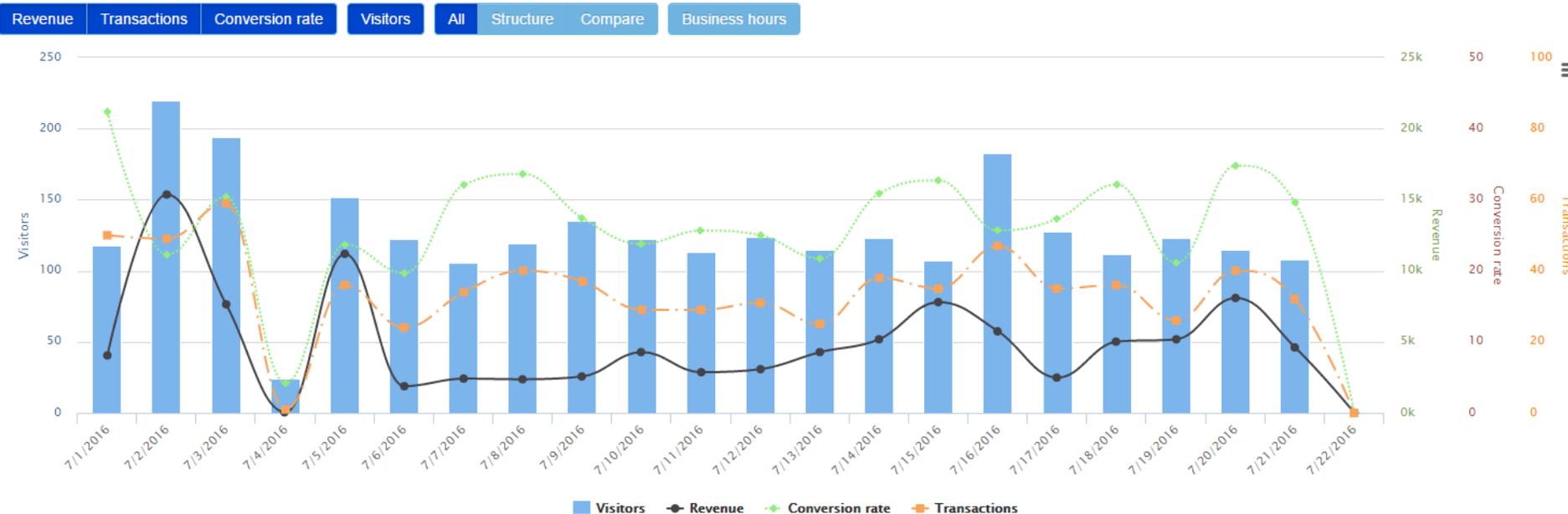
All Regions Show brands

✓ Show all active location

• Shoe Store, FL

Select locations
here

Select menu for items on the graph here



Show the table

This graph shows the visitors, conversion rates, transactions and revenue for all locations in total or for a specific location if selected as noted above. Revenue, transactions, conversion rate and visitors can be selected into the graph by selecting the item in the menu at the top of the graph. Data can be depicted for Business Hours by selecting “Business Hours” in the menu. Dates, weeks, date ranges, etc. can be selected from a drop-down box as noted under the “Conversion Rate” title. Data for the graph can be seen by clicking on “Show the table” at the bottom of the graph.



Export to Excel		7/1/2016	7/2/2016	7/3/2016	7/4/2016	7/5/2016	7/6/2016	7/7/2016	7/8/2016	7/9/2016	7/10/2016	7/11/2016	7/12/2016	7/13/2016	7/14/2016	7/15/2016	7/16/2016	7/17/2016	7/18/2016	7/19/2016	7/20/2016	7/21/2016
1 Shoe Store, FL	Visitors	118	220	194	24	152	122	106	119	135	122	113	124	115	123	107	183	128	112	123	115	108
	Revenue	4,044.81	15,363.54	7,641.59	43.20	11,190.67	1,878.69	2,413.15	2,365.52	2,563.74	4,279.73	2,861.55	3,076.25	4,276.63	5,180.06	7,791.84	5,740.13	2,481.25	5,013.39	5,180.18	8,087.23	4,607.47
	Transactions	50.00	49.00	59.00	1.00	36.00	24.00	34.00	40.00	37.00	29.00	29.00	31.00	25.00	38.00	35.00	47.00	35.00	36.00	26.00	40.00	32.00
	Conversion rate	42.37	22.27	30.41	4.17	23.68	19.67	32.08	33.61	27.41	23.77	25.66	25.00	21.74	30.89	32.71	25.68	27.34	32.14	21.14	34.78	29.63
Visitors		118	220	194	24	152	122	106	119	135	122	113	124	115	123	107	183	128	112	123	115	108
Revenue		4,044.81	15,363.54	7,641.59	43.20	11,190.67	1,878.69	2,413.15	2,365.52	2,563.74	4,279.73	2,861.55	3,076.25	4,276.63	5,180.06	7,791.84	5,740.13	2,481.25	5,013.39	5,180.18	8,087.23	4,607.47
Transactions		50.00	49.00	59.00	1.00	36.00	24.00	34.00	40.00	37.00	29.00	29.00	31.00	25.00	38.00	35.00	47.00	35.00	36.00	26.00	40.00	32.00
Conversion rate		42.37	22.27	30.41	4.17	23.68	19.67	32.08	33.61	27.41	23.77	25.66	25.00	21.74	30.89	32.71	25.68	27.34	32.14	21.14	34.78	29.63

This is the data table that is used to populate the “Conversion Rate” graph on the previous slide. This table will depict the data in the graph. Therefore, if “revenue” is not selected for the Conversion Rate graph, revenue will not appear in this table. If “Business Hours” is selected, the table will only show data items for the business hours. If “Business Hours” is not selected, then the data will represent all data for the 24 hour day. Thus there will be differences in the data when “Business Hours” is selected as an option or not.

Data in this table may be directly exported to Excel by clicking on the “Export to Excel” button at the upper left cell of the table as noted above.

Conversion Ratio



When there are more than one store by selecting “Compare” in the Menu, the stores will be compared. This graph compares two stores on conversion rates and visitors for the date period 7/1/2016 to 7/20/2016. The data table for this graph will only reflect the items selected – see next slide. Looking for conversion “dips” is the key to start the analysis.

Export to Excel			7/1/2016	7/2/2016	7/3/2016	7/4/2016	7/5/2016	7/6/2016	7/7/2016	7/8/2016	7/9/2016	7/10/2016	7/11/2016	7/12/2016	7/13/2016	7/14/2016	7/15/2016	7/16/2016	7/17/2016	7/18/2016	7/19/2016	Total
1	Shoe Store, FL	Visitors	221	210	158	256	163	177	144	165	227	182	171	161	188	142	158	208	212	158	175	3,476
		Conversion rate	15.84	20.95	15.19	17.97	23.31	19.21	22.22	36.97	21.15	27.47	26.90	21.74	20.74	27.46	36.08	27.88	16.98	34.81	22.29	23.48
2	Other Store, NY	Visitors	118	220	194	24	152	122	106	119	135	122	113	124	115	123	107	183	128	112	123	2,440
		Conversion rate	42.37	22.27	30.41	4.17	23.68	19.67	32.08	33.61	27.41	23.77	25.66	25.00	21.74	30.89	32.71	25.68	27.34	32.14	21.14	27.09
Visitors			339	430	352	280	315	299	250	284	362	304	284	285	303	265	265	391	340	270	298	5,916
Conversion rate			25.07	21.63	23.58	16.79	23.49	19.40	26.40	35.56	23.48	25.99	26.41	23.16	21.12	29.06	34.72	26.85	20.88	33.70	21.81	24.97

Here is the data table for the “Conversion Rate” graph that was discussed on the previous page. It can be exported to find correlations with merchandising Data base or staff schedule.

Use case: 1. After looking into the traffic trends for their branches, well known chocolatier used the data to “plan staff rotas to ensure that there is always a healthy associate to customer ratio and to place the best staff on the floor at peak traffic times.”

2. Supply chain vendor have not delivered merchandize in time which lead conversion to “dip”

3. Identify constantly underperforming locations and sites and focus on improvement conversion ratio.

Detailed Reports overview



Reports	Settings
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Please click to expand “Detailed Reports”

Detailed Traffic Reports

Select dates,
weeks, etc.
here

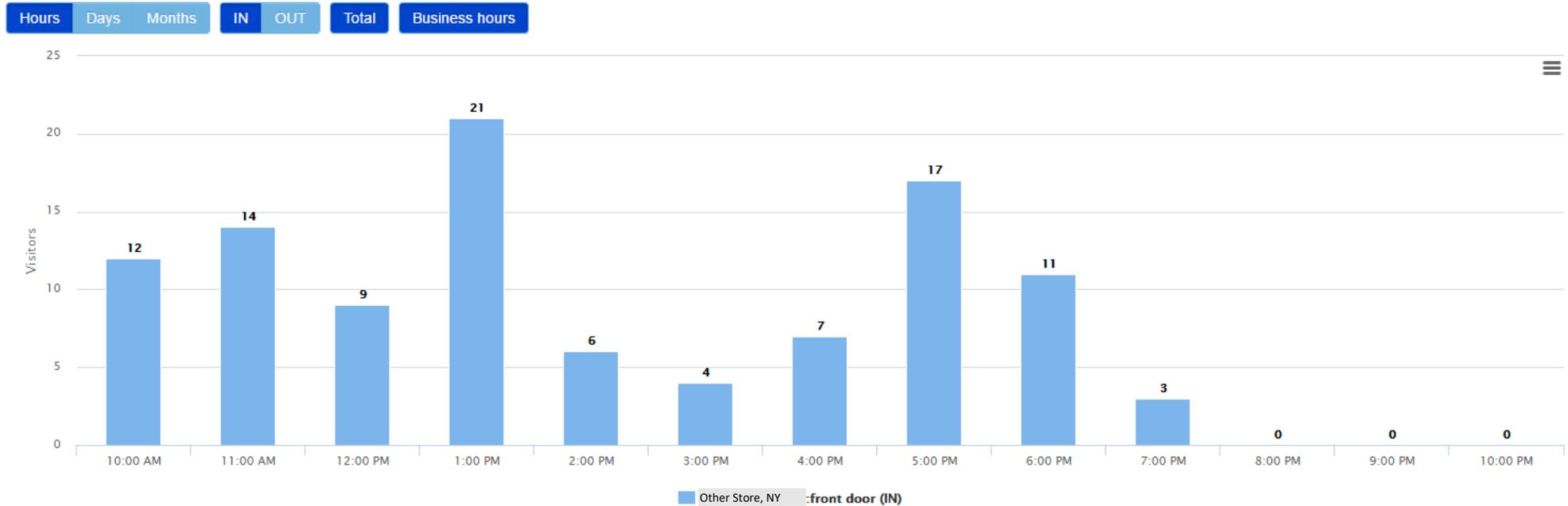
Select menu for items on the graph here

07/21/2016 - 07/21/2016

All Regions Show brands

- Show all active location
- Other Store, NY
 - front door
- Shoe Store, FL
 - front door

Select locations here



Show the table

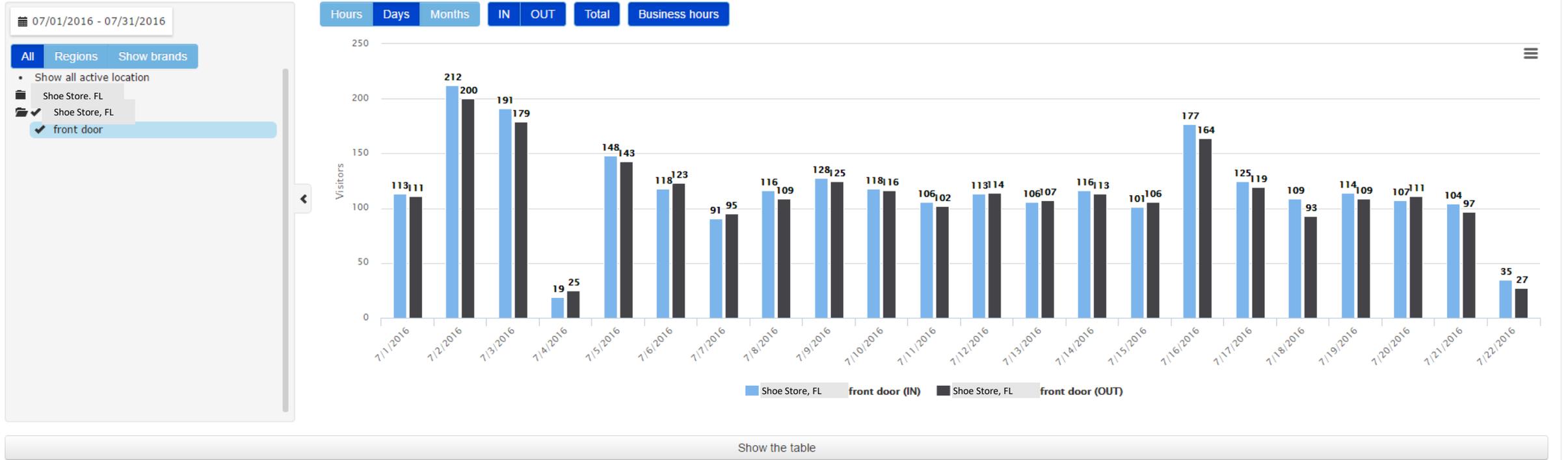
“Detailed Traffic Reports” allow a more in-depth look at the shopper traffic. Dates, date ranges and locations can be selected as noted on the left menu area. In the menu area above the graph, the unit of time (hours, days, months) may be selected for the graph. The user may select enters (in) and/or exits (out) from the location. Selecting “Business Hours” presents shopper traffic in the graph only from “open hours” of the location. Show the table displays the data used to generate the graph in a table below the graph.

The graph above shows the traffic by hour for the store selected.

		10:00 AM	11:00 AM	12:00 PM	1:00 PM	2:00 PM	3:00 PM	4:00 PM	5:00 PM	6:00 PM	7:00 PM	8:00 PM	9:00 PM	10:00 PM	Total	
Shoe Store, FL		front door														
	front door	7/21/2016 (IN)	12	14	9	21	6	4	7	17	11	3	0	0	0	104
		Total (IN)	12	14	9	21	6	4	7	17	11	3	0	0	0	104

This table displays the enter (in) traffic for the store by hour. This data can be exported directly to excel by clicking on the “Export to Excel” button in the upper left hand corner of the table.

Detailed Traffic Reports



This graph displays the enters (in) and exits (out) for the location for the current month. The small count on the last day in the graph shows the traffic for the current day at the time the graph was generated. Unlike some other shopper traffic analysis systems, counts are updated throughout the day through CountBOX's cloud-based service.

Export to Excel		7/1/2016	7/2/2016	7/3/2016	7/4/2016	7/5/2016	7/6/2016	7/7/2016	7/8/2016	7/9/2016	7/10/2016	7/11/2016	7/12/2016	7/13/2016	7/14/2016	7/15/2016	7/16/2016	7/17/2016	7/18/2016	7/19/2016	7/20/2016	7/21/2016	7/22/2016
Shoe Store FL	front door (IN)	113	212	191	19	148	118	91	116	128	118	106	113	106	116	101	177	125	109	114	107	104	35
	front door (OUT)	111	200	179	25	143	123	95	109	125	116	102	114	107	113	106	164	119	93	109	111	97	27
Total (IN)		113	212	191	19	148	118	91	116	128	118	106	113	106	116	101	177	125	109	114	107	104	35
Total (OUT)		111	200	179	25	143	123	95	109	125	116	102	114	107	113	106	164	119	93	109	111	97	27

This table displays the data that was used to populate the previous graph. The “Detailed Traffic Reports “ section allows the user to drill down into the traffic by day and hour for each location in the CountBOX service.

Creating Conversion Ratio report starting day 1.

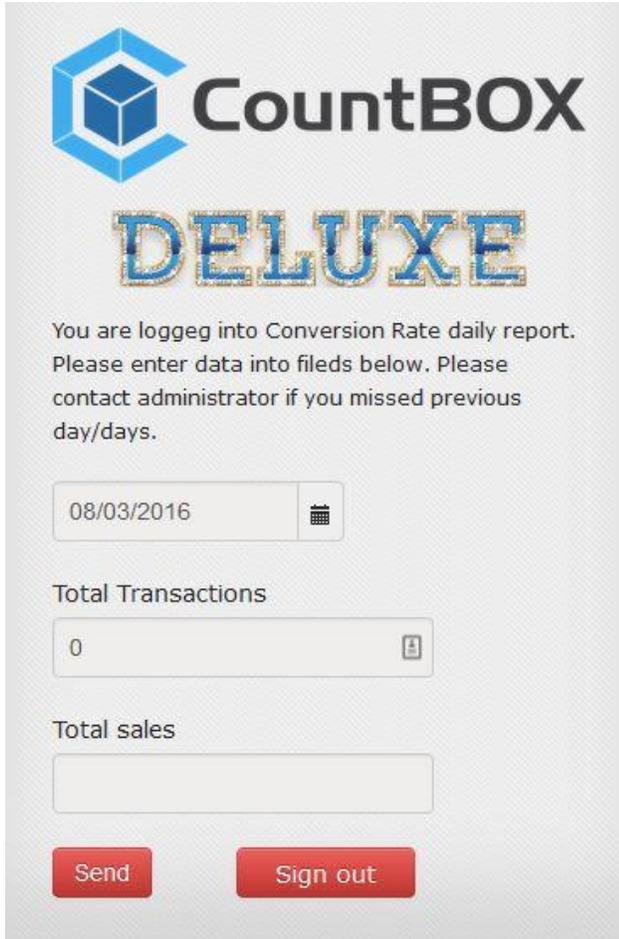
Easy data entry method allows you in case:

- 1. You have old POS system**
- 2. Your POS system doesn't allow integration**
- 3. Integration is not built yet.**

You account admin can create an "Casher" role for user

- 1. Cashier login in by the end of the each day in the system**
- 2. Enter number of total transaction and total Revenue**
- 3. Vuala and we have conversion rate**

Creating Conversion Rate report



CountBOX
DELUXE

You are logged into Conversion Rate daily report.
Please enter data into fields below. Please
contact administrator if you missed previous
day/days.

08/03/2016 

Total Transactions
0 

Total sales

Send **Sign out**

Easy data entry method

- This method doesn't require integration build
- Some of the POS vendors may be very hard to cooperate
- Can be filled out at your own pace and convenience
- Only 2 digits needed Transaction and Sales per day.

Thank You for using CountBOX

- Contact us: www.countbox.us
- Email: info@countbox.us
- Call: 312.940.4641