



## Kepler Retail Index (KRI)

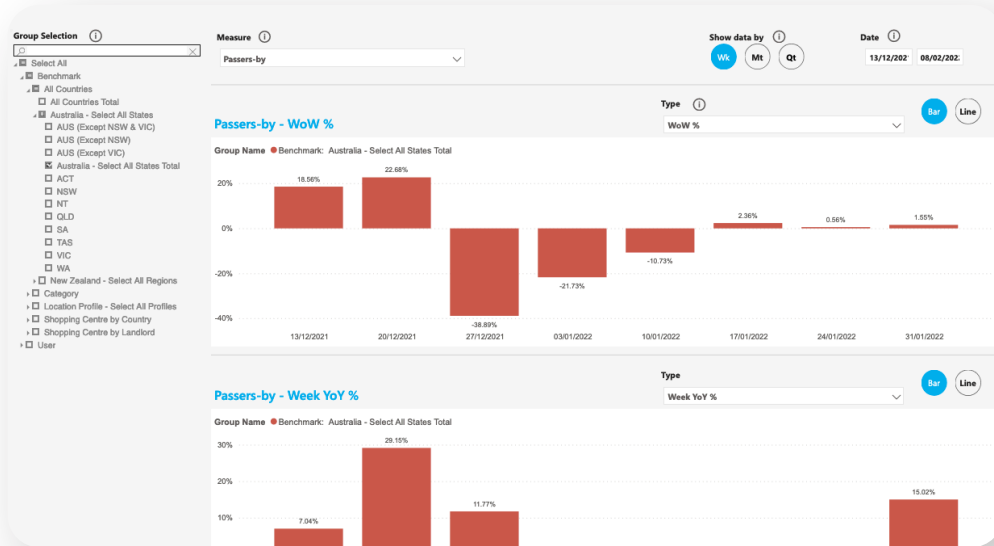
### Gain Deep & Insightful Data with AU/NZ's Largest Retail Traffic Index

#### For Retailers

Benchmark your own performance across a number of measures against numerous industry wide benchmark groups – from country and state, retail category, and even down to local shopping centres.

#### For Retail Analysts

Build comprehensive analysis, reports and trends by utilising powerful data visualisations encompassing foot traffic, consumer behaviour and sales within the retail industry.



#### Measures include:

- Passer-by** Compare the number of potential customers passing by stores
- Inside Shoppers** Compare inside traffic against the benchmark
- Shopfront Conversion** The ratio of passers-by who go inside the store
- Dwell Time** Compare how much time visitors are spending in stores
- Sales Conversion** Compare the sales conversion efficiency of stores
- Transactions** The total number of sales made inside the store
- Average Transaction Value** Compare the purchase value spent by each customer
- Average Visitor Value** The avg. purchase value spent by visitors who enter the store
- Sales Total** The currency total of all sales within the date grouping period
- Sales Target** The currency total of predicted sales within the date grouping period

Kepler Retail Index (KRI) is the best representation of retail performance in the industry as a whole

Aggregating  
**1800+**  
Stores Across All Major Specialty Retail

Unique Trends On  
**120+**  
Key Shopping Locations

Covering  
**11**  
Retail Categories

With  
**6**  
Location Profiles

Benchmarking  
**10**  
Retail Measures



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## Compare Groups

Compare your own flexible groups and/or preset categories to see your performance over time within a particular measure.

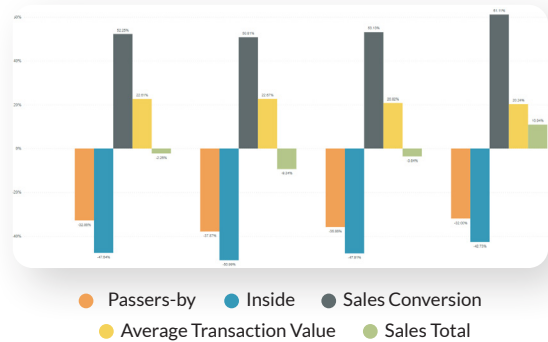
Passer-By Traffic



## Compare Measures

Compare performance across measures over time. Identify the drivers of results.

Australia



## Compare Groups and Measures

Compare performance across multiple groups and multiple measures at once. Understand relative performance and sales drivers.



## Facet Table

Compare numerous measures and groups in a single view.

| Retail Year | Retail Month | Metric  | Passers-by | Inside  | Shopfront Conversion | Dwell Time |         |         |         |        |
|-------------|--------------|---------|------------|---------|----------------------|------------|---------|---------|---------|--------|
| 2019        | May          | 2.56%   | -4.63%     | -1.03%  | -4.8%                | -3.52%     | -4.33%  | 14.23%  | 2.89    |        |
|             | Jun          | 35.75%  | 30.27%     | 37.05%  | 37.04%               | 0.98%      | 5.15%   | 15.13%  | 22.83   |        |
|             | 2020         | Jan     | -39.9%     | -38.87% | -45.6%               | -42.32%    | -9.47%  | -5.64%  | -8.96%  | -15.3  |
|             |              | Feb     | -7.76%     | -10.44% | -17.7%               | -18.19%    | -10.77% | -2.26%  | 0.23%   | 0.74   |
|             |              | Mar     | -8.71%     | -2.77%  | 11.63%               | -2.15%     | 23.62%  | -4.75%  | 23.38%  | 21.77  |
|             |              | Apr     | -84.48%    | -85.14% | -83.74%              | -90.42%    | 4.87%   | -35.54% | -58.98% | -71.26 |
|             |              | May     | 43.08%     | 116.01% | 32.4%                | 138.35%    | -7.79%  | 9.44%   | 24.15%  | 16.83  |
|             |              | Jun     | 910.83%    | 165.61% | 391.95%              | 323.24%    | 15.75%  | 89.32%  | 80.2%   | 160.06 |
|             |              | Jul     | -13.13%    | -20.59% | -12.15%              | -22.18%    | 1.05%   | -1.98%  | -23.3%  | -17.7  |
|             |              | Aug     | 2.28%      | -2.32%  | 0.83%                | -3.53%     | -1.31%  | -1.24%  | 0.54%   | 1.25   |
|             |              | Sep     | 22.72%     | 20.14%  | 24.1%                | 22.05%     | 1.15%   | 1.95%   | 23.92%  | 24.87  |
|             |              | Oct     | -21.47%    | -18.28% | -17.09%              | -19.58%    | 5.57%   | -1.59%  | -23.02% | -21.68 |
| Nov         |              | 1.37%   | 2.49%      | -0.02%  | 2.75%                | -1.37%     | 0.26%   | -11.59% | 4.73    |        |
| Dec         |              | 68.05%  | 61.15%     | 85.05%  | 82.84%               | 10.15%     | 13.45%  | 7.5%    | 12.75   |        |
| 2021        | Jan          | -40.07% | -43.43%    | -43.73% | -46.83%              | -6.11%     | -6%     | -18.54% | -11.85  |        |
|             | Feb          | -6.61%  | -27.55%    | -11.76% | -30.55%              | -3.45%     | -4.14%  | -2.22%  | -13.95  |        |
|             | Mar          | -22.34% | 53.62%     | 21.62%  | 62.09%               | 0.86%      | 3.1%    | 26.85%  | 52.55   |        |
|             | Apr          | -22.52% | -18.8%     | -22.39% | -13.47%              | 0.16%      | 6.57%   | -23.6%  | -25.71  |        |
|             | May          | 2.71%   | 1.32%      | 0.94%   | -0.17%               | -1.72%     | -1.47%  | 6.13%   | 4.13    |        |
|             | Jun          | 18.81%  | -19.27%    | 10.22%  | -22.11%              | 0.16%      | -1.06%  | 19.1%   | -8.91   |        |
|             | Jul          | -13.15% | -56.4%     | -16.41% | -66.77%              | -3.75%     | -0.86%  | -20.58% | -38.45  |        |
|             | Aug          | -6.88%  | -79.83%    | -6.68%  | -78.27%              | 0.16%      | 8.26%   | -0.31%  | -66.81  |        |
|             | Sep          | 26.16%  | -60.84%    | 21.81%  | -58.23%              | -2.47%     | 4.07%   | 25.13%  | 2.90    |        |
|             | Oct          | -29.42% | 38.16%     | -27.5%  | 35.44%               | 2.72%      | -2.68%  | -21.90% | 64.72   |        |
|             | Nov          | 8.49%   | 1,428.74%  | 8.89%   | 1,547.6%             | 0.37%      | 7.77%   | 5.15%   | 150.96  |        |
|             | Dec          | 86.19%  | 79.02%     | 81.15%  | 78.54%               | -2.18%     | 0.18%   | 54.63%  | 42.9    |        |

## Store vs Shopping Centre Variance

Compare individual locations to their own shopping centre KRI trend. Deep dive within each location to understand key sales drivers and comparative performance.



## Store vs State Variance

Compare individual locations to their own state KRI results. Deep dive within each location to understand key sales drivers and comparative performance.

