

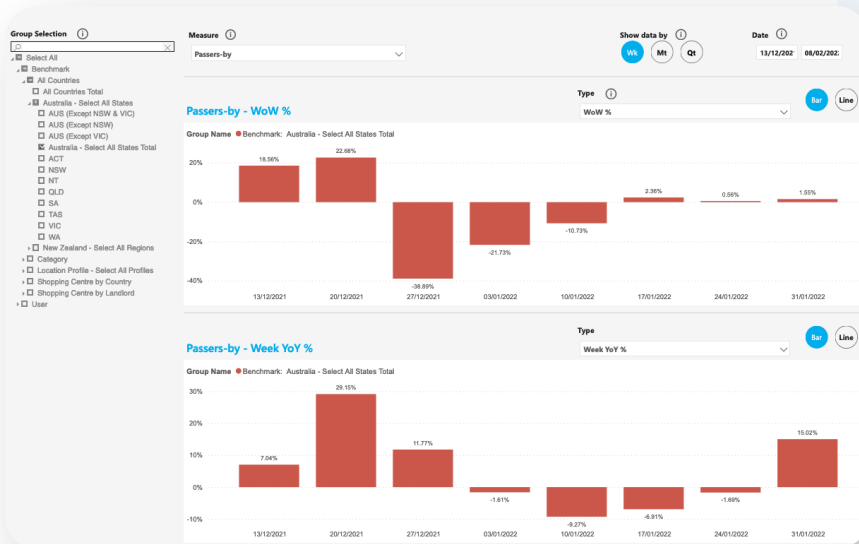
## Gain Deep & Insightful Data with AU/NZ's Largest Retail Traffic Index

### 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
- Return Visits** The store's ability to bring back customers

### Kepler Retail Index (KRI)

is the best representation of retail performance in the industry as a whole

Aggregating  
**1850+**  
Stores Across All Major Specialty Retail

### Unique Trends On

**120+**  
Key Shopping Locations

### Covering

**10**  
Retail Categories

### With

**6**  
Location Profiles

### Benchmarking

**11**  
Retail Measures



OUTSIDE OPPORTUNITY



INSIDE SHOPPERS



SHOPPER CONVERSION



SALES CONVERSION



DWELL TIME



FITTING ROOM CONVERSION



RETAIL ANALYTICS



ALL MEASURES BY ZONE



BOUNCE RATES



SALES TO BUDGET



ATV/UPT



OTHER INPUTS

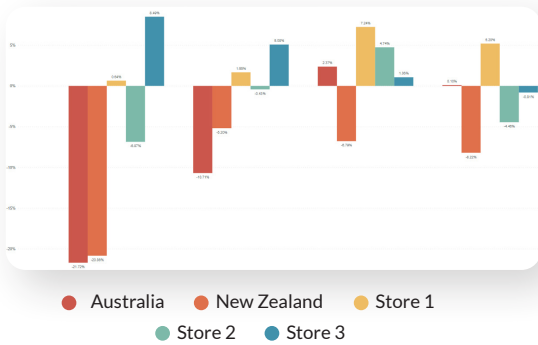


## KRI tools

### Compare Groups

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

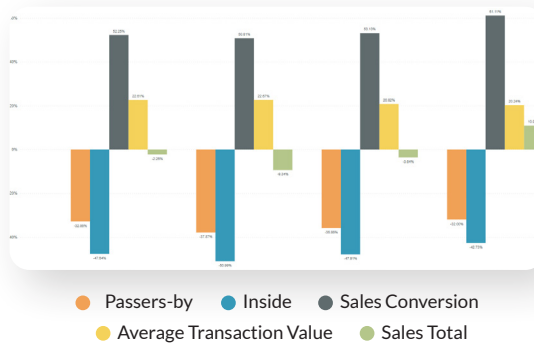
Passer-By Traffic



### 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 No.	Metric	Passers-by	Inside	Shopfloor Conversion	Dwell Time					
			Retail Month	Benchmark: TAS	Benchmark: VIC	Benchmark: VIC	Benchmark: TAS	Benchmark: VIC			
2019	5	May	2.56%	-0.43%	-1.05%	-4.8%	-3.52%	-4.39%	14.05%	2.69	
	6	Jun	35.70%	30.27%	37.05%	37.04%	0.98%	5.15%	19.13%	22.83	
	1	Jan	-29.9%	-18.87%	-45.0%	-42.30%	-6.47%	0.64%	-6.06%	-15.8	-15.8
	2	Feb	-7.76%	-10.44%	-17.7%	-18.76%	-10.77%	-8.29%	0.33%	0.74	0.74
	3	Mar	-9.71%	2.77%	11.62%	-0.15%	23.65%	-4.79%	23.28%	21.77	21.77
	4	Apr	44.66%	45.14%	43.74%	40.42%	4.62%	30.54%	58.98%	-71.26	-71.26
	5	May	43.56%	116.51%	32.4%	136.95%	4.44%	24.76%	16.63	16.63	16.63
	6	Jun	310.83%	165.61%	391.86%	323.24%	19.79%	98.35%	80.2%	160.20	160.20
	7	Jul	-13.13%	-20.09%	-12.19%	-22.16%	1.08%	-1.98%	-23.3%	-17.7	-17.7
	8	Aug	2.28%	-2.32%	0.5%	-3.53%	-1.31%	1.56%	0.34%	1.23	1.23
	9	Sep	22.72%	23.14%	24.1%	25.05%	1.13%	1.56%	23.02%	24.57	24.57
	10	Oct	-21.47%	-19.28%	-17.09%	-19.56%	5.07%	-1.89%	23.02%	-21.66	-21.66
11	Nov	-1.37%	2.49%	-0.02%	2.75%	-1.37%	0.26%	-11.39%	-4.73	-4.73	
12	Dec	68.05%	61.13%	85.05%	82.84%	10.13%	13.48%	7.8%	12.79	12.79	
2020	1	Jan	48.07%	43.43%	43.73%	46.53%	-6.11%	3%	-18.54%	-11.85	-11.85
	2	Feb	-8.61%	-27.55%	-11.76%	-30.55%	-3.45%	-4.14%	-2.22%	-13.95	-13.95
	3	Mar	29.34%	53.82%	21.52%	58.59%	0.98%	3.1%	26.95%	52.35	52.35
	4	Apr	-22.52%	-18.8%	-22.39%	-13.47%	0.19%	6.37%	-23.8%	-25.71	-25.71
	5	May	-2.71%	1.32%	0.54%	-0.17%	-1.72%	1.47%	6.13%	-4.13	-4.13
	6	Jun	18.81%	-19.27%	19.02%	-20.11%	0.18%	-1.04%	19.1%	-8.91	-8.91
	7	Jul	-13.19%	-8.4%	-16.41%	-9.77%	-3.79%	-2.86%	-20.08%	-36.40	-36.40
	8	Aug	-4.86%	-7.93%	-6.88%	-7.07%	0.18%	8.25%	-5.31%	-68.81	-68.81
	9	Sep	26.19%	-40.84%	21.86%	-59.25%	-3.41%	4.07%	25.13%	2.95	2.95
	10	Oct	-29.42%	-39.19%	-27.5%	-35.44%	2.72%	-2.69%	-21.86%	64.72	64.72
	11	Nov	2.49%	1.633.74%	8.89%	1.567.6%	0.37%	7.77%	9.15%	100.96	100.96
	12	Dec	65.19%	79.02%	61.15%	79.94%	0.18%	34.63%	34.63%	42.6	42.6

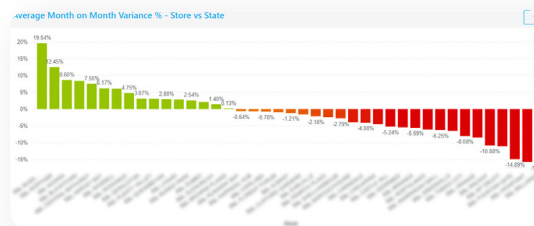
### Store vs Shopping Centre Variance

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.



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