

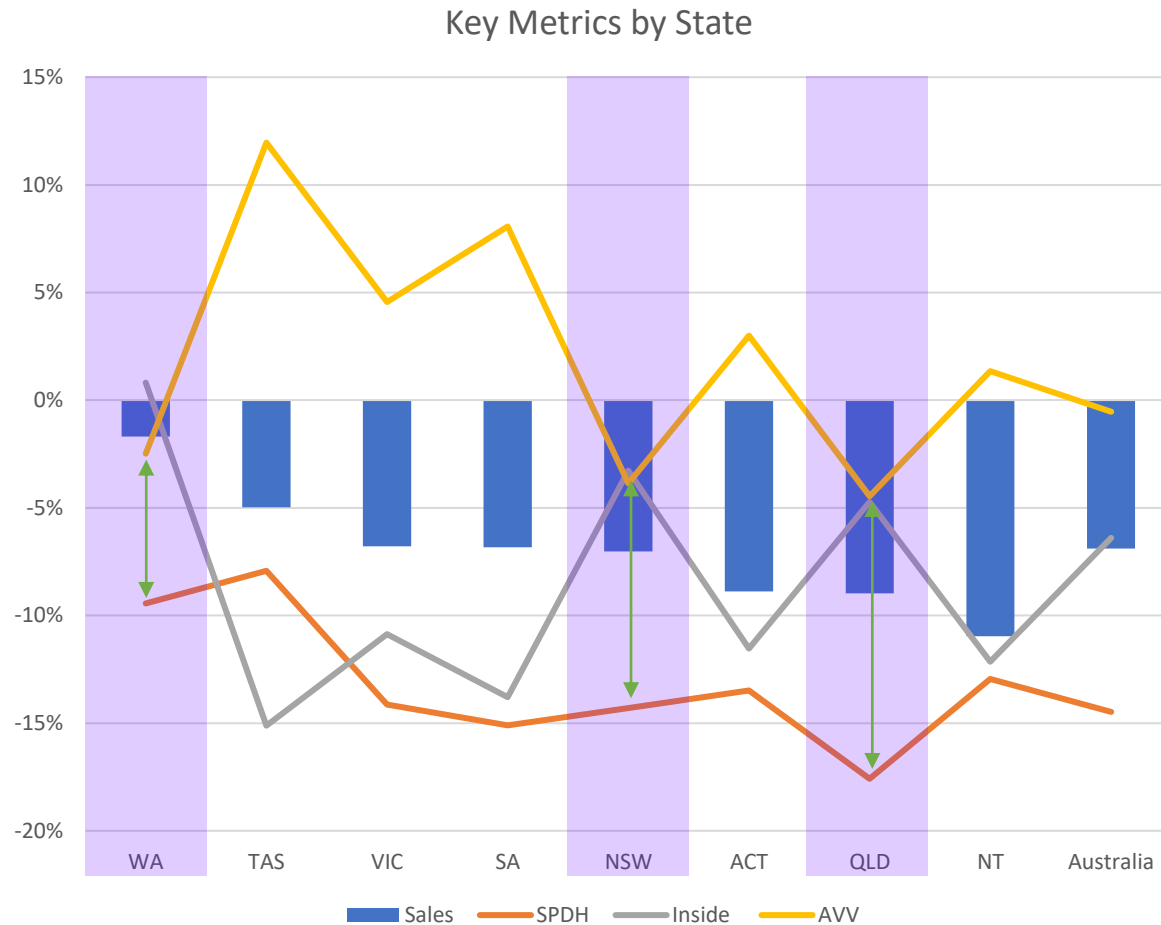
Key Traffic Productivity Metrics by State and Precinct

Kepler Analytics

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Head of Product & Retail Insights

More Traffic In Store Creates Lower Productivity



SPDH

Sales \$ Per Dwell Hour

What is the Inside Traffic's return to the retailer for their investment of time?

AVV

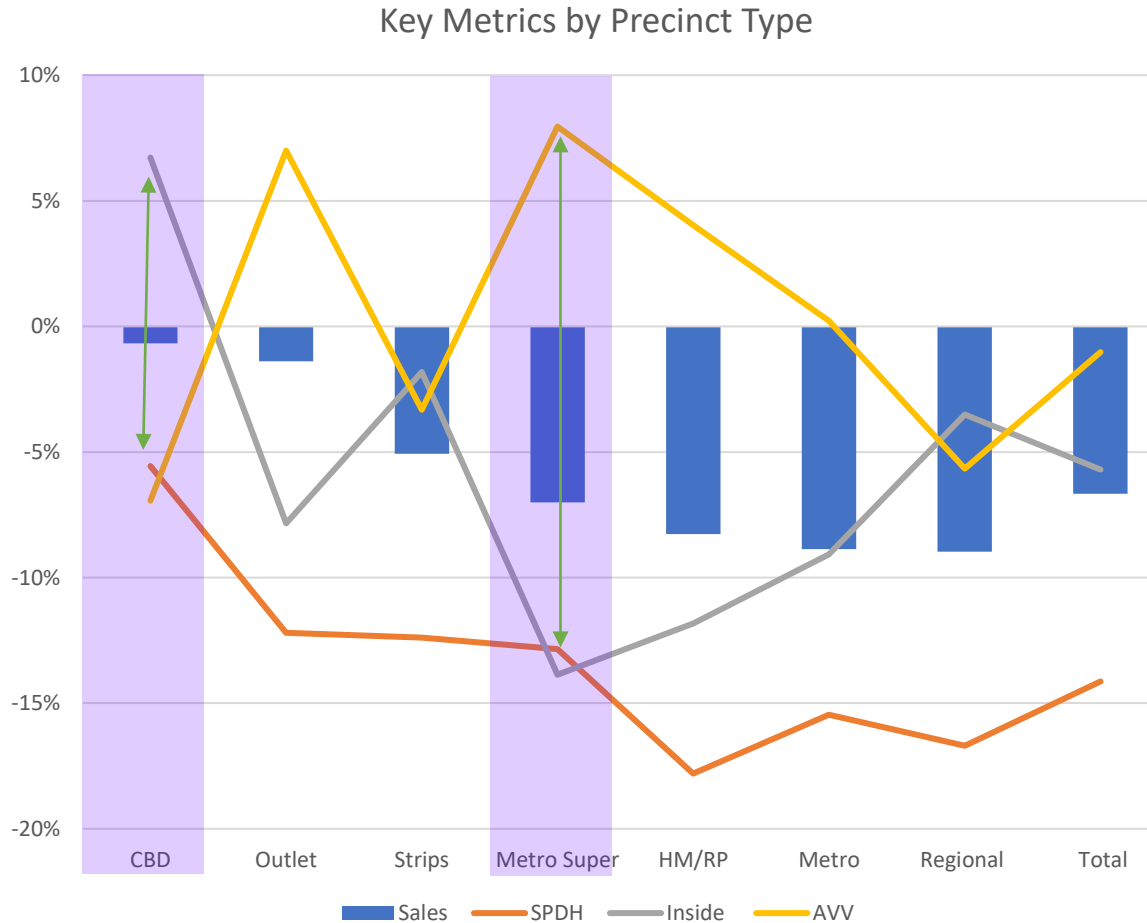
Average Visitor Value

What is the value of any retail intentioned entrant into store?

Source: Kepler Retail index. ~1600 stores across Australia. June 2023 v June 2022

Either Inside Traffic is "browsing", or it remains unactivated

Stock and/or staff allocation models need change



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Source: Kepler Retail index. ~1600 stores across Australia. June 2023 v June 2022

What is the operational difference in these location types?

Thank You

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