ShopperTrak

Sales and Labor Data Best Practices and Frequently Asked Questions

Purpose of Document: Share best practices and provide answers to our most frequently asked questions regarding sales and labor data.

Best Practices

- ShopperTrak recommends that sales and labor data files be posted on a daily basis between the hours of 6AM and 8AM CST
- ShopperTrak recommends that the client automates the posting of the sales and labor data to sFTP folder
    - There are many different programming and scripting options available for automating processes such as this. Some of the more popular GUI scripting languages include AutoHotKey, AutoIT, and Expect. Other widely used scripting languages include Python, Tcl and Perl
    - We do not have any specific recommendations for how you may want to automate this task; we leave these decisions to the individual organizations since the solutions will vary based on client expertise and resources
    - If your team is having problems with automation due to the web based interface to http://data.shoppertrak.com, you can access the sFTP server via the command line. This can be done natively in Unix and MAC OSX; however, you will need to use a third party client if you intend to do this from a Windows workstation.

- ShopperTrak recommends including all transaction types (both positive and negative net values) in the sales file
    - Because all customers who walk into your store present a sales opportunity, all transactions, including positive and negative net value returns / exchanges, should be included in the sales file. However, this is a business decision that should be determined by your organization, as each option has different implications on your KPI's (sales, average transaction size, etc.)

- ShopperTrak recommends only including selling hours into the labor file
    - By eliminating non-selling hours from the labor file, the store will be able to see where selling labor can be re-allocated in order to have the biggest impact

- ShopperTrak recommends that you factor store manager hours into the labor file
    - If your company's store managers are on salary and working on the sales floor you will need to add their working hours into the labor file to quantify their impact

Frequently Asked Questions

Q: Where should I upload my sales and labor files?
A: All data should be posted to the sFTP folder that is located at http://data.shoppertrak.com. Contact the ShopperTrak Customer Success Team to receive a username and password

Q: How often should I upload my sales and labor data?
A: ShopperTrak recommends that clients upload sales and labor data files on a daily basis

Q: Does ShopperTrak manipulate the sales and labor data being sent?
A: No, the system is created to load whatever is sent to ShopperTrak. If the data does not populate properly then a complete file with the affected dates should be reposted to the folder. The system will replace existing data with any new data that is sent

Q: How long will it take to view my data after it has been posted?
A: The data will be available in RTA between 1-2 hours after it has been posted to the sFTP folder, depending on the size of the file and processing times

Q: Should I alert ShopperTrak every time a new file is posted?
A: No, all files are retrieved and processed automatically by ShopperTrak. You are only required to alert Customer Success if you are posting sales or labor data greater than 30 days old

Q: How do I send updated or historical sales and labor data?
A: The ShopperTrak standard process for uploading sales or labor data is to always overwrite existing data within the newest data that has been sent. If you would like to make any changes to data that has already been posted, please include the full day's data for the impacted store in the next posted file. Any historical data from a time period greater than 30 days of the posting must be sent after 1PM CST so that it does not interrupt daily production processing.

Q: What if I have sales data from stores in different countries using different currencies?
A: The data can be converted to a standard currency or be sent as is. Please keep in mind that RTA is unable to convert the data into a standard currency. So, while data may make sense at the store level, when aggregated at the corporate view the different currencies would be added and reported together which would be misleading.