

Sales and Labor Data Formats

Purpose of Document: Explanation of the standard formats that must be used to provide sales and labor data to ShopperTrak for inclusion in Insights reporting system.

Data File Definitions

Sales (POS) Data

- This file should contain daily or weekly sales and transaction data for each store.
- There are two format options for sending POS data: transaction detail and hourly summary. Only one format should be utilized.

Labor Data

- This file should contain daily or weekly labor hours for each employee (exempt and nonexempt) working in that POS week. The labor hours should be limited to those employees involved in selling.

Data Transmission to ShopperTrak

- ShopperTrak accepts sFTP and HTTPS connections for delivery of POS and Labor data.
- The HTTPS address is <http://data.shoppertrak.com>, which can be accessed through a browser.
- The sFTP Data Transmission to ShopperTrak server address is <http://data.shoppertrak.com>.
- Data delivery can be automated by using a variety of programming and scripting options that vary depending on each organization's processes.

File Format

- All files should be provided in comma separated format with a .txt extension. Do not include column headers in the files.

File Naming

- The POS data file should be named "SALES_YYYYMMDD.txt", where YYYYMMDD is the ending date of the data contained in the file.
- The labor data file should be named "LABOR_YYYYMMDD.txt", where YYYYMMDD is the ending date of the data contained in the file.

Restated Data

- If sales or labor data has changed for any day previously submitted to ShopperTrak, you must resend all data for the entire day for that store.

Selectable Fields

- Selectable fields are fields which the customer has selected to provide to ShopperTrak for additional KPI metrics. If a selectable field has been chosen, the field is mandatory and files and/or rows will be rejected if not included.

Sales Data Formats

There are two standard sales data format options. Only one format should be utilized.

Option 1 - POS Transaction File – Sales by transactions

Option 2 – Hourly Summary File – Sales and transactions summarized by hour

Option 1 – POS Transaction File Elements

The following table defines the POS transaction file requirements.

Data Elements	Definition	Technical Information	Additional Information
Store Identification	Retailer internal identification number for a store	Up to 12 bytes	This number should be unique to a store
Transaction Date	Date the sales transaction occurred	YYYYMMDD	Used to match transactions to the day of traffic when calculating conversion
Transaction End Time	Time that the transaction ended	HHMMSS (Military Time)	Used to match transactions to traffic by time of day
Sales	Net total currency of the transaction (gross sales less discounts)	Up to 10 bytes expressed as currency to two decimal places (9999999.99)	This field can be positive or negative
Transaction ID	Unique ID for each transaction	Up to 20 bytes	Numeric
Number of Items (Selectable)	Number of items sold for each transaction	Up to 5 bytes	Numeric. Must not be NULL if selected
Category ID (Selectable)	Selectable field used by ShopperTrak to perform custom analysis	3 characters	NULL value allowed
Currency Type (Selectable)	Type of currency used for the transaction	3 characters	Example: USD NULL value allowed

POS Transaction File Examples

<p>If <u>none</u> of the selectable elements are being utilized:</p> <pre>1141,20120215,102700,1032.40,26811 1141,20120215,102800,460.00,26812 1141,20120215,111500,-25.00,26813 1141,20120215,111600,334.00,26814 1141,20120215,121300,-62.00,26819</pre>	<p>If <u>all</u> selectable elements are being utilized:</p> <pre>1141,20120215,102700,1032.40,26811,4,ABC,USD 1141,20120215,102800,460.00,26812,3,XYZ,EUR 1141,20120215,111500,-25.00,26813,-2,XYZ,CAD 1141,20120215,111600,334.00,26814,4,XYZ,USD 1141,20120215,121300,62.00,26819,7,ABC,USD</pre>	<p>If <u>some</u> of the selectable elements (e.g. Number of Items and Currency Type) are being utilized:</p> <pre>1141,20120215,102700,1032.40,26811,3,,USD 1141,20120215,102800,460.00,26812,3,,EUR 1141,20120215,111500,25.00,26813,4,,CAD 1141,20120215,111600,334.00,26814,5,,USD 1141,20120215,121300,62.00,26819,2,,USD</pre>
--	--	--

Option 2 – Hourly Summary File Elements

The following table describes the requirements for the hourly summary of sales and transactions.

Data Elements	Definition	Technical Information	Additional Information
Store Identification	Retailer internal identification number for a store	Up to 12 bytes	This number should be unique to a store
Transaction Date	Date the sales transaction occurred	YYYYMMDD	Used to match transactions to the day of traffic when calculating conversion
Hour End Time	Time that the hour being summarized ended, rounded to the top of the hour	HHMMSS (Military Time)	Example: to report the data from 1:01 PM – 2:00 PM the time reported should be 140000. This information is used to match transactions to traffic by time of day
Sales	Net total currency for the hour (gross sales less discounts)	Up to 10 bytes expressed as currency to two decimal places (99999999.99)	This field can be positive or negative
Transaction count	Total number of transactions that occurred within the hour	Up to 5 bytes (99999)	
Item Count (Selectable)	Number of items	Up to 5 bytes	Numeric. Must not be NULL if selected
Category ID (Selectable)	Selectable field used by ShopperTrak to perform custom analysis	3 characters	NULL value allowed
Currency Type (Selectable)	Type of currency used for the transactions	3 characters	Example: USD. Must not be NULL if selected

POS Transaction File Examples

If <u>none</u> of the selectable elements are being utilized:	If <u>all</u> selectable elements are being utilized:	If <u>some</u> of the selectable elements (e.g. Number of Items and Currency Type) are being utilized:
519,20120430,110000,1123.98,41 519,20120430,120000,1167.18,41 519,20120430,130000,1450.17,48 519,20120430,140000,2549.21,60 519,20120430,150000,1342.86,53	519,20120430,110000,1123.98,41,11,ABC,USD 519,20120430,120000,1167.18,41,13,XYZ,EUR 519,20120430,130000,1450.17,48,4,XYZ,CAD 519,20120430,140000,2549.21,60,6,XYZ,USD 519,20120430,150000,1342.86,53,8,ABC,USD	519,20120430,110000,1123.98,41,11,,USD 519,20120430,120000,1167.18,41,13,,EUR 519,20120430,130000,1450.17,48,4,,CAD 519,20120430,140000,2549.21,60,6,,USD 519,20120430,150000,1342.86,53,8,,USD

Labor Data Format

Labor data must be submitted in the format outlined below.

Labor Data File Elements

The following table describes the labor data requirements.

Data Elements	Definition	Technical Information	Additional Information
Store Identification	Retailer internal identification number for a store	Up to 12 bytes	This number should be unique to a store
Date	Day the employee worked	YYYYMMDD	This date is used to match the employee's time worked to traffic and sales for a specific day
Employee ID	Identification number associated with an employee	Up to 12 bytes	This number should be unique to an employee
Employee Start Time	Time stamp for each "time in" for an employee during a workday	HHMMSS (Military Time)	Each Start Time should be followed with an End Time for each work period. Each work period should be entered in a separate row / record
Employee End Time	Time stamp for each "time out" for an employee during a workday	HHMMSS (Military Time)	Each End Time must be preceded by a Start Time for the period. Each work period should be entered in a separate row / record

Labor Data File Examples

Data records should appear like this:

```

001,20120919,759,154600,185100
001,20120919,759,193000,222600
001,20120919,33604,120000,165209
001,20120919,33604,175228,211129
001,20120919,36217,165046,211130
001,20120919,36217,113900,154723
003,20120919,532,153634,211131

```