bsharp

4 KEY KPIs

To help you boost sales

1

CONVERSION RATE

Percentage of visitors to a retail outlet who make a purchase.

How to calculate

Total Transactions

÷

Total Footfall

2

ITEMS PER TRANSACTION (ITP)

Average number of items sold for each purchase a customer makes.

How to calculate

Total Items Sold

÷

Total Number of Transactions

3

AVERAGE SELLING PRICE (ASP)

The average price a good or service is sold for.

How to calculate

Total Revenue

÷

Total Number of Products Sold

4

AVERAGE BILL VALUE (ABV)

The average amount a customer spends in your outlet per transaction.

How to calculate

Total Revenue

÷

Total Number of Transactions