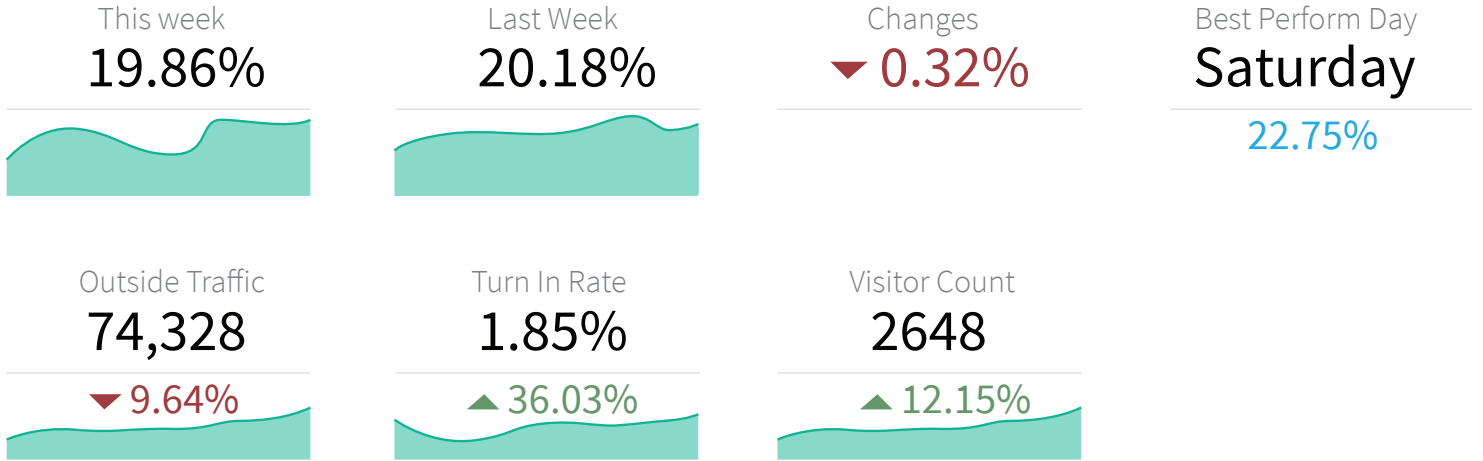


# COMPANY SALES CONVERSION WEEKLY REPORT

Report Period: 04/06/2017 - 10/06/2017 (Week 24)



\*Note: Variance versus same day last week

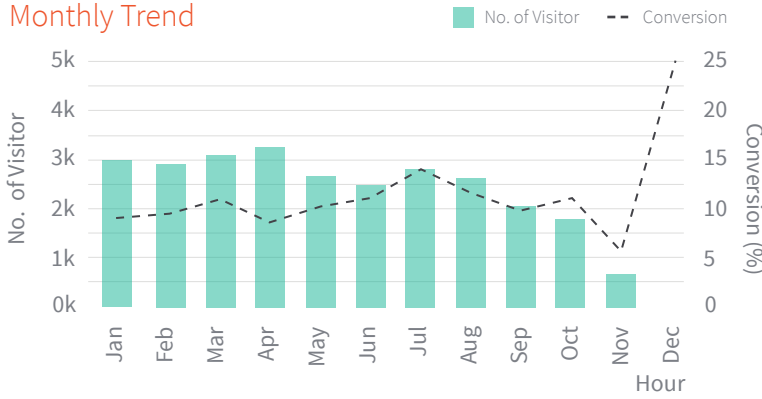
## LEAGUE STATISTICS

Top 15 Stores				
	Store Code	Store Name	Conversion %	Changes VS Prior Week (%)
1	001	Basildon	35.70%	▲ 18.54
2	011	Bradford	35.68%	▼ 16.12
3	102	Camberley	35.66%	▲ 15.54
4	150	Camberley	35.64%	▲ 15.43
5	110	Dundrum	35.62%	▼ 14.86
6	082	Edinburgh	35.60%	▲ 14.75
7	082	GlassgowFort	35.58%	▲ 13.10
8	002	Harrow	35.56%	▲ 13.08
9	080	Ilford	35.54%	▲ 12.96
10	136	Liverpool3	35.52%	▼ 12.75
11	163	Manchester	35.50%	▲ 12.66
12	052	Metro	35.48%	▲ 12.57
13	053	Newtownards	35.46%	▲ 11.99
14	072	Oldham	35.44%	▲ 11.84
15	041	Poole	35.42%	▲ 11.80

Bottom 15 Stores				
	Store Code	Store Name	Conversion %	Changes VS Prior Week (%)
1	027	GlasgowParkhead	10.50%	▲ 1.28
2	057	High Wycombe	10.52%	▲ 1.38
3	055	Hull	10.54%	▲ 1.40
4	022	Islington	10.56%	▲ 1.56
5	104	Lisburn	10.58%	▲ 1.57
6	109	Luton	10.60%	▲ 1.59
7	115	Merry Hill 2	10.62%	▼ 1.64
8	032	Newcastle	10.64%	▲ 1.66
9	085	Omagh	10.68%	▲ 1.68
10	103	Peckham	10.70%	▼ 1.87
11	125	Perth	10.72%	▼ 1.89
12	031	Plymouth	10.74%	▼ 1.92
13	051	Princes Street	10.76%	▼ 1.93
14	056	Scunthorpe	10.78%	▲ 1.95
15	124	Stirling	10.80%	▼ 2.13

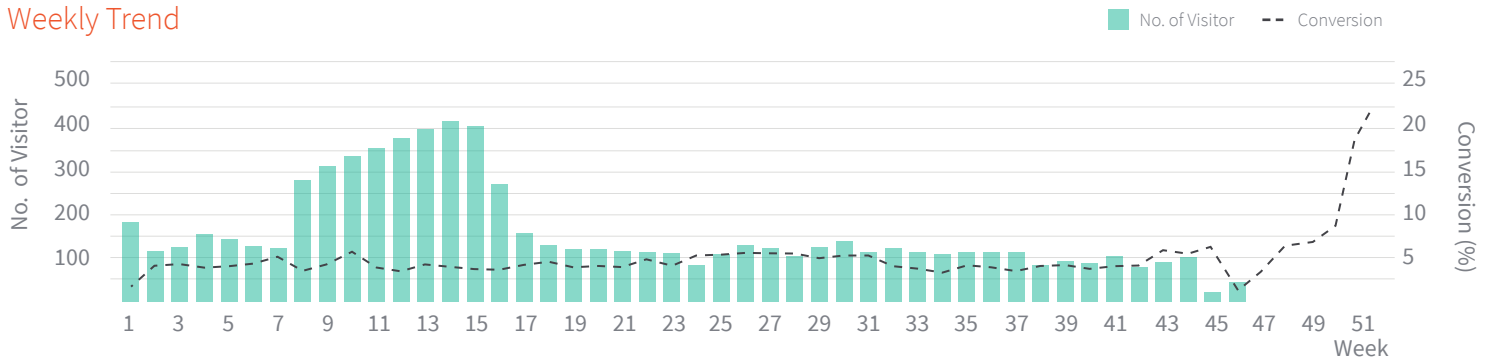
# SALES CONVERSION

## Monthly Trend

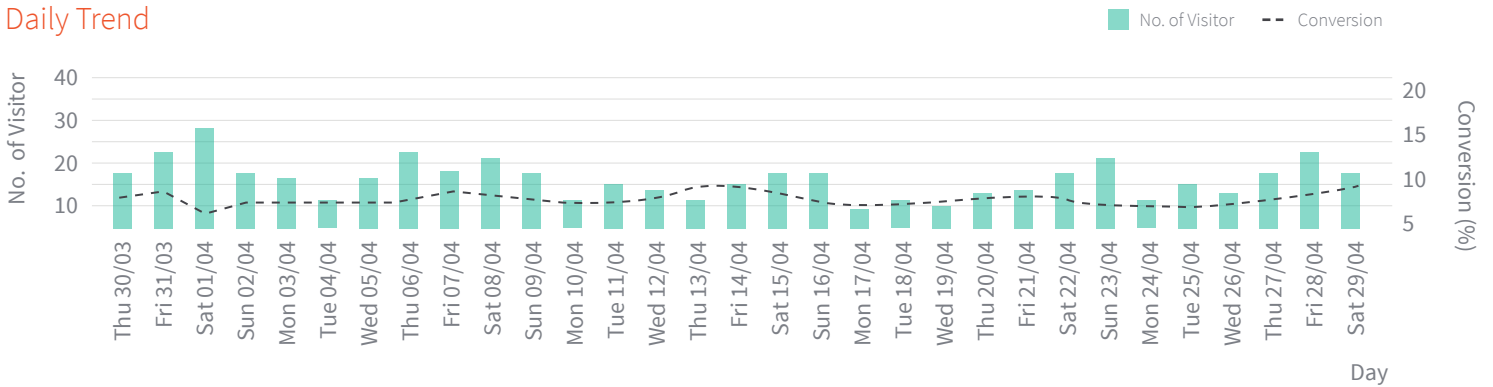


Week 18	No. of Visitor	Sales Volume	Conversion
Monday	161	24	17%
Tuesday	158	20	10%
Wednesday	94	21	7%
Thursday	163	30	7%
Friday	213	47	3%
Saturday	261	62	14%
Sunday	397	87	10%
<b>Total</b>	<b>1447</b>	<b>291</b>	<b>10%</b>

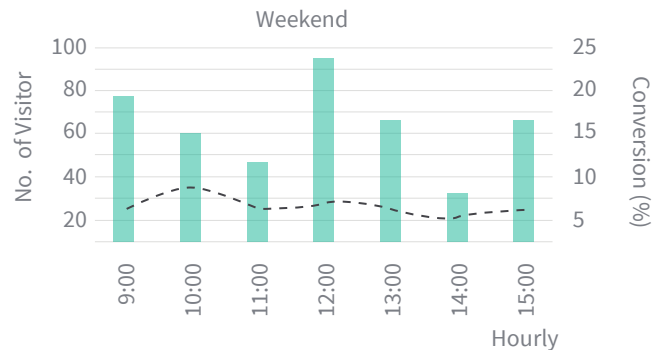
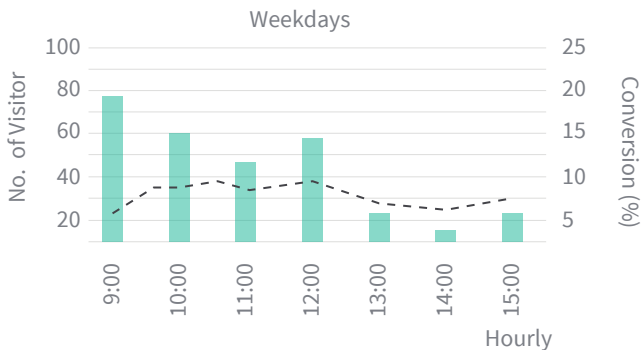
## Weekly Trend








































## Daily Trend




## Traffic Profile



# BRANCH STATISTICS

Store Code	Branch	This Week	Changes from Last Week	Number of Transaction	Sales Amount	7 Day Trend	Ranking
147	Aberdeen	31.52%	▲ 28.72%	2252	£ 7,425.45		225
235	Antrim	26.76%	▲ 83.45%	1785	£ 7,036.65		86
163	Athlone	37.82%	▲ 39.11%	2532	£ 8,775.85		72
198	Ballymena	50.28%	▲ 37.14%	3489	£ 10,359.90		58
101	Banbridge	46.50%	▲ 55.50%	2896	£ 9,985.85		149
152	Bangor	35.71%	▲ 23.20%	2432	£ 7,669.45		194
135	Barking	48.63%	▲ 27.90%	3256	£ 10,225.30		60
132	Barnsley	24.53%	▲ 1.10%	1478	£ 6,122.55		192
072	Basingstoke	31.85%	▲ 81.34%	2350	£ 7,599.80		165
286	Belfast	25.87%	▼ 0.90%	1635	£ 6,599.00		124
287	Belfast2	27.41%	▲ 12.00%	1985	£ 7,255.50		145
178	Bexleyheath	13.00%	▲ 39.53%	1012	£ 5,233.50		19
253	Birkenhead	25.10%	▲ 17.20%	1525	£ 6,223.35		14
148	Blackburn	24.34%	▼ 8.90%	1352	£ 5,988.50		16
209	Bolton	20.82%	▲ 2.80%	1320	£ 5,966.65		225
203	Bootle	42.14%	▲ 52.23%	2725	£ 8,995.40		86
122	BoundaryMill	46.39%	▲ 27.30%	2865	£ 9,954.90		72
200	Bournemouth	18.78%	▲ 0.70%	1222	£ 5,523.35		58
025	Bradford	31.48%	▲ 56.23%	2001	£ 7,365.95		149
178	BradfordBroadwa	31.52%	▲ 28.72%	2252	£ 7,425.45		194
234	Braehead	26.76%	▲ 83.45%	1785	£ 7,036.65		60
145	Brighton	37.82%	▲ 39.11%	2532	£ 8,775.85		192
163	Bristol	50.28%	▲ 37.14%	3489	£ 10,359.90		165
164	Bristol2	46.50%	▲ 55.50%	2896	£ 9,985.85		124
234	Broadmarsh	35.71%	▲ 23.20%	2432	£ 7,669.45		145
122	Bromley	48.63%	▲ 27.90%	3256	£ 10,225.30		19
123	Bromley 2	24.53%	▲ 1.10%	1478	£ 6,122.55		14
134	Bullring	31.85%	▲ 81.34%	2350	£ 7,599.80		16
042	Burnley	25.87%	▼ 0.90%	1635	£ 6,599.00		58
101	Bury	27.41%	▲ 12.00%	1985	£ 7,255.50		149
152	Bury St Edmunds	13.00%	▲ 39.53%	1012	£ 5,233.50		194
135	Camberley	25.10%	▲ 17.20%	1525	£ 6,223.35		60
132	Cambridge	24.34%	▼ 8.90%	1352	£ 5,988.50		192
133	Cambridge 2	20.82%	▲ 2.80%	1320	£ 5,966.65		165
138	Cardiff	42.14%	▲ 52.23%	2725	£ 8,995.40		124
139	Cardiff 2	46.39%	▲ 27.30%	2865	£ 9,954.90		16
140	Cardiff 3	18.78%	▲ 0.70%	1222	£ 5,523.35		225
163	Carlisle	31.48%	▲ 56.23%	2001	£ 7,365.95		86
198	CastleMall	12.09%	▲ 56.23%	1643	£ 6,599.00		72
199	CastleMall2	24.34%	▲ 56.23%	3425	£ 7,599.80		58

Store Code	Branch	This Week	Changes from Last Week	Number of Transaction	Sales Amount	7 Day Trend	Ranking
253	Cheapside	13.00%	▲ 28.72%	1985	£ 7,599.80		194
005	Chelmsford	25.10%	▲ 83.45%	1012	£ 6,599.00		60
178	Cheltenham	24.34%	▲ 39.11%	1525	£ 7,255.50		192
254	Chester	20.82%	▲ 37.14%	1352	£ 5,233.50		165
008	Clydebank	42.14%	▼ 0.90%	1320	£ 6,223.35		124
289	Colchester	46.39%	▲ 23.20%	2725	£ 5,988.50		145
086	Coleraine	18.78%	▲ 27.90%	2865	£ 5,966.65		19
122	Connswater	24.53%	▲ 1.10%	1222	£ 8,995.40		14
198	Cork	31.85%	▲ 81.34%	2001	£ 9,954.90		16
101	Coventry	25.87%	▲ 55.50%	2252	£ 5,523.35		225
152	Crawley	27.41%	▲ 12.00%	1785	£ 7,425.45		86
135	CribbsCauseway	31.52%	▲ 39.53%	2532	£ 7,036.65		225
032	Croydon	26.76%	▲ 17.20%	3489	£ 8,775.85		86
272	CrystalPeaks	37.82%	▲ 1.10%	2896	£ 10,359.90		72
163	Cumbernauld	50.28%	▲ 2.80%	1635	£ 9,985.85		58
235	Cwmbran	46.50%	▲ 52.23%	3256	£ 7,669.45		149
147	Dalston	35.71%	▲ 27.30%	1478	£ 10,225.30		194
235	Darlington	48.63%	▲ 0.70%	2350	£ 6,122.55		60
236	Darlington 2	31.48%	▲ 56.23%	1635	£ 7,365.95		192
225	Derby2	31.52%	▲ 28.72%	2252	£ 7,425.45		165
178	Doncaster	26.76%	▲ 83.45%	1785	£ 7,036.65		124
253	Drogheda	37.82%	▲ 39.11%	2532	£ 8,775.85		145
132	Dundee	50.28%	▼ 8.90%	1320	£ 10,359.90		19
133	Dundee2	46.50%	▲ 55.50%	2725	£ 9,985.85		14
086	Dundrum	35.71%	▲ 23.20%	2865	£ 7,669.45		16
243	Dunfermline	48.63%	▲ 27.90%	1222	£ 10,225.30		225
022	Durham	24.53%	▲ 37.14%	2001	£ 8,995.40		86
147	EalingBroadway	31.85%	▲ 81.34%	1643	£ 9,954.90		165
221	Eastbourne	25.87%	▲ 2.80%	2896	£ 5,523.35		124
163	EastKilbride	27.41%	▲ 12.00%	2432	£ 7,365.95		145
198	Edinburgh	13.00%	▲ 39.53%	3256	£ 6,599.00		19
101	EldonSquare	25.10%	▲ 17.20%	1478	£ 7,599.80		124
235	Enfield	24.34%	▲ 23.20%	2350	£ 10,225.30		145
048	Eniskillen	20.82%	▲ 2.80%	3489	£ 6,122.55		14
209	Exeter	42.14%	▲ 52.23%	2896	£ 7,599.80		16
152	Fargate	46.39%	▲ 27.30%	2432	£ 6,599.00		225
135	FortKinnaird	18.78%	▼ 0.90%	3256	£ 6,122.55		86
122	FossePark	31.48%	▲ 56.23%	1478	£ 7,599.80		225
200	Foyleside	12.09%	▲ 56.23%	2350	£ 6,599.00		86
164	Galway	24.34%	▲ 56.23%	1635	£ 7,255.50		72
089	GlasgowBuchanan	20.82%	▲ 27.90%	1985	£ 5,233.50		58
243	GlasgowFort	48.63%	▲ 1.10%	1012	£ 6,223.35		149
125	GlasgowParkhead	24.53%	▲ 81.34%	1525	£ 5,988.50		194
147	GlasgowStEnoch	31.85%	▲ 0.70%	1352	£ 5,966.65		60

Store Code	Branch	This Week	Changes from Last Week	Number of Transaction	Sales Amount	7 Day Trend	Ranking
280	Gloucester	31.52%	▲ 28.72%	2350	£ 5,233.50		225
222	GrandCentral	26.76%	▲ 83.45%	1635	£ 6,223.35		86
001	Gretna	37.82%	▲ 39.11%	1985	£ 5,988.50		72
202	Grimsby	50.28%	▲ 37.14%	3489	£ 5,966.65		58
085	Guildford	46.50%	▲ 55.50%	2896	£ 8,995.40		149
232	Hammersmith	35.71%	▲ 23.20%	2432	£ 9,954.90		194
256	Hanley	48.63%	▲ 27.90%	3256	£ 5,523.35		60
148	Harlow	24.53%	▲ 1.10%	1478	£ 7,425.45		192
052	Harrow	31.85%	▲ 81.34%	2252	£ 7,036.65		165
185	Hastings	25.87%	▼ 0.90%	1785	£ 8,775.85		124
032	HemelHempstead	27.41%	▲ 12.00%	2532	£ 10,359.90		101
012	HempsteadValley	13.00%	▲ 39.53%	1012	£ 9,985.85		19
125	High Wycombe	25.10%	▲ 17.20%	1525	£ 7,669.45		14
135	Hounslow	24.34%	▼ 8.90%	1352	£ 10,225.30		16
120	Huddersfield	20.82%	▲ 2.80%	1320	£ 6,122.55		225
225	Hull	42.14%	▲ 52.23%	2725	£ 7,599.80		86
050	Hull 2	46.39%	▲ 27.30%	2865	£ 6,599.00		72
135	Ilac	18.78%	▲ 0.70%	1222	£ 7,255.50		58
185	Ilford	31.48%	▲ 56.23%	2001	£ 7,365.95		149
089	Ilford 2	31.52%	▲ 28.72%	2252	£ 7,425.45		194
296	Inverness	26.76%	▲ 83.45%	1785	£ 7,036.65		60
132	Ipswich	37.82%	▲ 39.11%	2532	£ 8,775.85		192
048	Islington2	50.28%	▲ 37.14%	3489	£ 10,359.90		165
296	KingsLynn	46.50%	▲ 55.50%	2896	£ 9,985.85		191
232	KingsLynn 2	35.71%	▲ 23.20%	2432	£ 7,669.45		145
256	KingsLynn 3	48.63%	▲ 27.90%	3256	£ 10,225.30		19
178	LeamingtonSpa	24.53%	▲ 1.10%	1478	£ 8,995.40		14
230	LeedsTrinity	31.85%	▲ 81.34%	2350	£ 9,954.90		16
135	Lewisham	25.87%	▼ 0.90%	1635	£ 5,523.35		58
120	LiffeyValley	27.41%	▲ 12.00%	1985	£ 7,365.95		149
225	LiffeyValley 2	13.00%	▲ 39.53%	1012	£ 6,599.00		194
265	Liverpool	25.10%	▲ 17.20%	1525	£ 7,599.80		60
222	Liverpool 2	24.34%	▼ 8.90%	1352	£ 5,988.50		192
001	Livingston	20.82%	▲ 2.80%	1643	£ 5,966.65		165
025	Livingston 2	42.14%	▲ 52.23%	3425	£ 6,223.35		124
326	Llanelli	46.39%	▲ 27.30%	3256	£ 10,225.30		6
178	Maidstone	18.78%	▲ 0.70%	1478	£ 6,122.55		225
250	Manchester	31.48%	▲ 56.23%	2350	£ 7,599.80		86
135	Manchester 2	12.09%	▲ 56.23%	1635	£ 6,599.00		72
085	Mansfield	24.34%	▲ 56.23%	1320	£ 6,122.55		58
012	Mansfield 2	48.63%	▲ 27.90%	2725	£ 7,599.80		16
275	Meadowhall 2	24.53%	▲ 1.10%	2865	£ 6,599.00		58
152	Merry Hill	31.85%	▲ 81.34%	1222	£ 7,255.50		149
043	Merry Hill 2	25.87%	▼ 0.90%	2001	£ 5,233.50		194

Store Code	Branch	This Week	Changes from Last Week	Number of Transaction	Sales Amount	7 Day Trend	Ranking
232	Metro	31.52%	▲ 28.72%	2252	£ 7,425.45		149
089	Metro 2	26.76%	▲ 83.45%	1785	£ 7,036.65		194
296	Middlesbrough H	37.82%	▲ 39.11%	2532	£ 8,775.85		60
132	Middlesbrough	50.28%	▲ 37.14%	3489	£ 10,359.90		194
256	Milton Keynes	46.50%	▲ 55.50%	2896	£ 9,985.85		60
178	Newbridge	35.71%	▲ 23.20%	2432	£ 7,669.45		145
050	Newbridge 2	48.63%	▲ 27.90%	3256	£ 10,225.30		19
135	Newbridge 3	24.53%	▲ 1.10%	1478	£ 6,122.55		14
185	Newcastle	31.85%	▲ 81.34%	2350	£ 7,599.80		16
135	Newport	25.87%	▲ 28.72%	1635	£ 6,599.00		225
185	Newry	27.41%	▲ 12.00%	1985	£ 7,255.50		86
102	Newtownabbey	13.00%	▲ 39.53%	1012	£ 5,233.50		225
152	Newtownards	25.10%	▲ 17.20%	1525	£ 6,223.35		86
153	Newtownards 2	24.34%	▲ 28.72%	1352	£ 5,988.50		72
120	Newtownards 3	20.82%	▲ 2.80%	1320	£ 5,966.65		58
225	Northampton	42.14%	▲ 52.23%	2725	£ 8,995.40		149
286	Norwich	46.39%	▲ 27.30%	2865	£ 9,954.90		194
122	Norwich 2	18.78%	▲ 0.70%	1222	£ 5,523.35		60
200	Nottingham	31.48%	▲ 56.23%	2001	£ 7,365.95		192
252	Nuneaton	31.52%	▼ 0.90%	2252	£ 7,425.45		165
185	Ocean Terminal	26.76%	▲ 83.45%	1785	£ 7,036.65		124
223	Oldham	37.82%	▲ 39.11%	2532	£ 8,775.85		145
185	Oldham 2	50.28%	▲ 37.14%	3489	£ 10,359.90		19
232	Oxford	46.50%	▲ 55.50%	2896	£ 9,985.85		14
349	Oxford St. 2	35.71%	▼ 8.90%	2432	£ 7,669.45		16
296	Oxford Street 4	48.63%	▲ 27.90%	3256	£ 10,225.30		225
032	Oxford Street 5	24.53%	▲ 1.10%	1478	£ 6,122.55		86
256	Peckham	31.85%	▲ 81.34%	2350	£ 7,599.80		165
201	Perth	25.87%	▼ 0.90%	1635	£ 6,599.00		124
043	Peterborough	27.41%	▲ 12.00%	1985	£ 7,255.50		145
125	Plymouth	13.00%	▲ 39.53%	1012	£ 5,233.50		19
256	Plymouth 2	25.10%	▲ 17.20%	1525	£ 6,223.35		124
178	Portsmouth	24.34%	▼ 8.90%	1352	£ 5,988.50		145
250	Portsmouth 2	20.82%	▲ 2.80%	1320	£ 5,966.65		14
135	Portsmouth 3	42.14%	▲ 52.23%	2725	£ 8,995.40		16
165	Princes Street	46.39%	▲ 27.30%	2865	£ 9,954.90		225
122	Redditch	18.78%	▲ 0.70%	1222	£ 5,523.35		86
178	Rotherham	31.48%	▲ 56.23%	2001	£ 7,365.95		225
230	Scunthorpe	12.09%	▲ 56.23%	1643	£ 6,599.00		86
102	Sheffield	24.34%	▲ 56.23%	3425	£ 7,599.80		72
125	Sheffield 2	48.63%	▲ 27.90%	3256	£ 10,225.30		58
152	Shrewsbury	24.53%	▲ 1.10%	1478	£ 6,122.55		149
220	Silverburn	31.85%	▲ 81.34%	2350	£ 7,599.80		194
276	Solihull re-sit	25.87%	▲ 0.70%	1635	£ 6,599.00		60

Store Code	Branch	This Week	Changes from Last Week	Number of Transaction	Sales Amount	7 Day Trend	Ranking
120	Southampton	31.52%	▲ 1.10%	1320	£ 8,995.40		86
225	Southend-on-Sea	26.76%	▲ 81.34%	2725	£ 9,954.90		72
065	St James	37.82%	▼ 0.90%	2865	£ 5,523.35		58
189	St Johns	50.28%	▲ 37.14%	3489	£ 7,365.95		149
296	St Johns 2	46.50%	▲ 55.50%	2896	£ 9,985.85		194
232	St. Stephen's G	35.71%	▲ 23.20%	2432	£ 7,669.45		19
156	Stevenage	48.63%	▲ 27.90%	3256	£ 10,225.30		14
178	Stevenage 2	24.53%	▲ 28.72%	1478	£ 6,122.55		16
250	Stirling	31.85%	▲ 83.45%	2350	£ 7,599.80		225
135	Stratford	25.87%	▲ 39.11%	1635	£ 6,599.00		86
195	Stratford 2	27.41%	▲ 12.00%	1985	£ 7,255.50		225
012	Stratford 3	13.00%	▲ 39.53%	1012	£ 5,233.50		194
125	Street	25.10%	▲ 17.20%	1525	£ 6,223.35		60
153	Sutton	24.34%	▼ 8.90%	1352	£ 5,988.50		192
252	Swords	20.82%	▲ 2.80%	2252	£ 5,966.65		165
185	Tallaght	42.14%	▲ 52.23%	1785	£ 7,425.45		124
232	Taunton	46.39%	▲ 27.30%	2532	£ 7,036.65		145
122	Telford	18.78%	▲ 0.70%	1222	£ 8,775.85		60
101	Telford 2	31.48%	▲ 56.23%	2001	£ 10,359.90		192
252	Thurrock	31.52%	▲ 28.72%	2252	£ 7,425.45		165
185	Thurrock 2	26.76%	▲ 83.45%	1785	£ 7,036.65		124
232	Trafford 01	37.82%	▲ 39.11%	2532	£ 8,775.85		145
089	Trafford 02	50.28%	▲ 37.14%	3489	£ 10,359.90		19
296	Tunbridge Wells	46.50%	▲ 55.50%	2896	£ 9,985.85		14
242	Victoria 2	35.71%	▲ 23.20%	2432	£ 7,669.45		16
056	Victoria Place	48.63%	▲ 27.90%	3256	£ 10,225.30		225
178	Wakefield	24.53%	▲ 1.10%	1478	£ 6,122.55		86
250	Wandsworth	31.85%	▲ 81.34%	2350	£ 7,599.80		19
135	Wandsworth	25.87%	▼ 0.90%	1635	£ 7,599.80		225
185	Wembley Central	27.41%	▲ 12.00%	1985	£ 10,225.30		86
356	Westwood Cross	13.00%	▲ 39.53%	3256	£ 6,122.55		165
178	Westwood Cross 2	25.10%	▲ 17.20%	1478	£ 7,599.80		124
250	White City	24.34%	▼ 8.90%	2350	£ 6,599.00		16
165	White Rose	20.82%	▲ 2.80%	1635	£ 5,966.65		225
125	White Rose 2	42.14%	▲ 52.23%	2725	£ 8,995.40		86
265	White Rose 3	46.39%	▲ 27.30%	2865	£ 9,954.90		225
102	Woking	18.78%	▲ 0.70%	1222	£ 5,523.35		86
015	Wolverhampton	31.48%	▲ 56.23%	2001	£ 7,365.95		72
043	Wolverhampton	12.09%	▲ 56.23%	1643	£ 6,599.00		145
125	Wrexham	24.34%	▲ 56.23%	3425	£ 6,599.00		165
012	Wrexham 2	48.63%	▲ 27.90%	1012	£ 7,255.50		124
025	Wood Green	24.53%	▲ 1.10%	1525	£ 5,233.50		145
052	Wigan	31.85%	▲ 81.34%	1352	£ 6,223.35		19
020	York	25.87%	▲ 2.80%	1320	£ 5,988.50		14