

# Springboard Analyser User Guide



## Dashboard

An overview of your performance by sales and footfall (if you have both) for the year, quarter, month and week alongside portfolio, regional and national benchmarks.

## Perform

Your sales analysis tool helping you to understand the relationship between sales and footfall, how your retailers are performing and ROI on events.

### Year

Sun to Sat | Mon to Sun



Sales



Footfall



Benchmark

### Quarter

Sun to Sat | Mon to Sun



Sales



Footfall



Benchmark

### Month

Sun to Sat | Mon to Sun



Sales



Footfall



Benchmark

## COMPLIANCE

Your retailers that take part in the sales collection, enabling you to enter their sales and comments on performance.

Daily or Weekly Sales Entry: Click on the centre and the retailers name and fill in the appropriate sections. Depending on what data the retailer provides you will be directed to a weekly or daily sales screen.

Turnover Certificate (T/O) Entry: If the retailer is unable to provide daily sales figures but can submit turnover certificates, click the 'VIEW' dropdown menu, select 'T/O', click on the centre and insert the data in the cells. It is possible to complete multiple rows at once - just remember to click 'update' when you're finished!

Missing Data: If the data is not collected in time the system will make an estimate which is then highlighted in red. Missing data can be added in the perform tab at any time.

£648,420.55

£3,873.86

## TRACKER

The tracker enables you to cut, carve and interrogate the sales data of your site or portfolio to understand your performance.

Anecdotal Data and Comments: Click the grey speech bubble next to the retailers name - select the 'to' and 'from' dates and click 'update' when finished.



These are your top 5 performers, a 'Watch' list of any priority sites or retailers and key retail news.

## Report Library

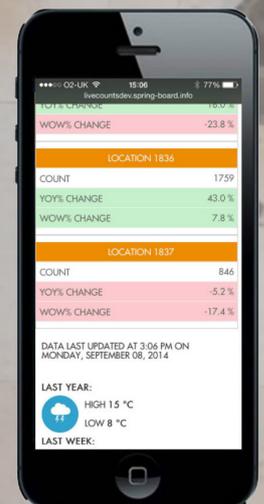
Any reports sent from our system are saved in the reports library for you to view and download.

Using the drop down menus, you can filter by report type, site, retailer and the reporting period.

## Live Counting

The live counting section gives you a live view of footfall counts throughout the day.

This data has not been through our verification process but it will give you a picture of your live performance.



## Analyser

The Analyser section allows you to search for a specific site and view all the previous sales and footfall data for that site.

Day of Week \ Week	January				February				March				
	01	02	03	04	05	06	07	08	09	10	11	12	13
Sun	●	●	●	●	●	●	●	●	●	●	●	●	●
Mon	●	●	●	●	●	●	●	●	●	●	●	●	●
Tue	●	●	●	●	●	●	●	●	●	●	●	●	●
Wed	●	●	●	●	●	●	●	●	●	●	●	●	●
Thu	●	●	●	●	●	●	●	●	●	●	●	●	●
Fri	●	●	●	●	●	●	●	●	●	●	●	●	●
Sat	●	●	●	●	●	●	●	●	●	●	●	●	●

Select your site by typing the site name into the search bar. An orange dot denotes data present, click to view the individual day, for longer periods select the week number, month or year at the top of the table.

Once the time frame is selected the data can then be view by retailer, category or footfall location using the tabs depending on your login.

There is a 'Legend' key at the bottom of each page to give context to the column headers.

### CALENDAR

Allowing you to add marketing events, national holidays, school holidays, retail activity and local events that may affect visitor numbers or sales.

### EVENT COMPARE

Quickly compare events or moments in time by sales and footfall. The results can be viewed by retailer, category, site, footfall location, and location group.

### DATA EXPORT

Easily export footfall and sales data which can be filtered by site, retailer or category if required into an excel or pdf format.

## Admin

The section that encompasses the day to day administration of your account.

To input centre news click 'create' under the 'current week' column where you can input the news into the text box and hit save. The system also allows you 'copy previous' weeks comments.

By clicking on the 'Questions' tab you are able create, update, and schedule a question or comment for your retailers to see. Simply type the question into the middle column under the appropriate retailer and click 'update' when you've finished.

## Suggestions

Although we try, we may not think of everything so if you have an idea for development, simply let us know on the suggestions tab.