

Grow Your Business with Merchant Insights

Merchant Insights* shows you at a glance where and when the sales are occurring across your business.

Merchant Insights is intended to help you:

- Pinpoint sales trends by sales turnover and volumes, average ticket size and average daily volumes.
- Understand sales patterns by state and different time periods across these metrics: sales by time of day, day of week and purchase ticket size.
- Identify best and worst trading days (including weekends) and time.
- Identify their top performing markets by state and postcode (top 10 postcodes).

Definitions

	Credit card	EFTPOS card
Transaction size	Includes surcharges	Excludes cashout
Sales value and volume	<ul style="list-style-type: none"> • Aggregated sales data from the following CBA and non-CBA cards – MasterCard, Visa, American Express, JCB, Diners and EFTPOS (a bank’s proprietary debit card). • Aggregated sales data includes refunds: <ul style="list-style-type: none"> – Refund amounts are removed from total purchase amounts. – Refund numbers are included in transaction count. 	
Average ticket size	Total monthly credit and EFTPOS card sales (\$) divided by the number of transactions in the month.	
Average daily volumes	Total monthly credit and EFTPOS card volumes divided by the number of days in the month.	
Postcode data	Based on last known location of the terminal (at time of merchant or additional terminal application). Online transactions may be reflected in the postcode data.	

How to use this information

Measures	How to use this information	What does it mean	What you can do – some examples
Sales by Monthly Value/Total Sales Value	<ul style="list-style-type: none"> • Assess your sales turnover and growth by state and different time periods. 	<ul style="list-style-type: none"> • Many things affect sales turnover and volume. Any number of these factors may contribute to sales increase or decrease – economic conditions, the uniqueness of your products, decreased or increased competition, pricing, service etc. • Use this information together with average transaction size, average daily volumes and price bands to better understand some of the underlying trends in sales. 	<ul style="list-style-type: none"> • Grow sales with appropriate incentives or rewards. • Target incentives at slower trading days or times. • Increase visibility or presence with a targeted marketing campaign. • Capture information about your customers – contact information, birthdays, feedback about likes and dislikes. • Identify your key customer segments and utilise appropriate marketing vehicle to generate sales – e.g. use social media to attract Gen Y customers.
Sales by Monthly Volume/Total Number of Sales	<ul style="list-style-type: none"> • Assess your sales volumes by state and different time periods. 		



How to use this information (continued)

Measures	How to use this information	What does it mean	What you can do – some examples
Average ticket size	<ul style="list-style-type: none"> Assess your average sales and evaluate changes by state and different time periods. 	<ul style="list-style-type: none"> Average sales and daily volumes are influenced by the overall size of the sales and the number of purchases made at your stores. If your average transaction size or daily volumes are trending downwards, there is an opportunity to identify promotions to help increase customer engagement. Use this information to understand how these trends differ by state. 	<ul style="list-style-type: none"> Grow your average transaction size and increase frequency of purchase by implementing programs that reward increased purchases. Cross-sell appropriate products. Implement these programs during slower days or times. Reward your best customers to increase sales.
Average daily volume	<ul style="list-style-type: none"> Assess your average daily purchases and evaluate changes by state and different time periods. 		
Sales by Location (state)	<ul style="list-style-type: none"> Assess at a glance which state is driving the most sales to your business and evaluate changes in sales by different time periods. 	<ul style="list-style-type: none"> Use this information to understand your key markets. Use this information to maintain strength in key markets or create strength in weak markets. Use this information to shape an effective marketing or investment strategy. 	<ul style="list-style-type: none"> Increase visibility or presence with a targeted marketing campaign. Create an effective strategy to maintain strength in key markets. Ascertain reasons for weak sales in other markets – may be due to the location of your store, your product mix, etc. – and design opportunities to increase customer engagement.
Total Sales by Price Band	<ul style="list-style-type: none"> Assess your sales performance for different locations and time periods by transaction size. 	<ul style="list-style-type: none"> Use this information to understand how much your customers typically spend when they visit your store. If your customers' spend typically hover in the lower price bands, consider increasing their spend with appropriate programs to stimulate higher sales. 	<ul style="list-style-type: none"> Cross-sell appropriate products. Reward your best customers to increase sales.
Total Sales by Day of Week	<ul style="list-style-type: none"> Learn which day attracts the best sales in your business and evaluate changes in sales by state and different time periods. 	<ul style="list-style-type: none"> Use this information to understand your best and worst trading days and times and how these trends differ by state and time period. Days or times of slow sales may highlight opportunities to stimulate sales. 	<ul style="list-style-type: none"> Create incentives to drive customers into the store during slow trading periods. Optimise your resourcing plan – re-consider appropriate levels of resourcing for slower days and days of high sales activity. Minimise costs by managing your resources better.
Total Sales by Time of Day	<ul style="list-style-type: none"> Learn which time period attracts the best sales in your business and evaluate changes in sales by state and different time periods. 		
Total Sales by Top 10 Performing Postcodes	<ul style="list-style-type: none"> Learn which postcodes are attracting the best sales levels and evaluate changes in sales by state and different time periods. 	<ul style="list-style-type: none"> Use this information to understand which markets contribute more to your business. Use this information to maintain strength in these markets. Use this information to shape an effective marketing or investment strategy. 	<ul style="list-style-type: none"> Create an effective strategy to maintain strength in these markets.

Disclaimer

Merchant insights is not a comprehensive statement of your financial dealings with us. It is derived only from accounts linked to this CommBiz profile and excludes certain transaction types*. It may contain errors and omissions and should not be relied on for cash reconciliation purposes or as the basis for any financial decisions. Please seek appropriate advice from qualified professionals regarding the use of this information.

*Merchant Insights reporting will not include eVolve, CommWeb and BPOINT transactions and some Macro and CommLink transactions.

