

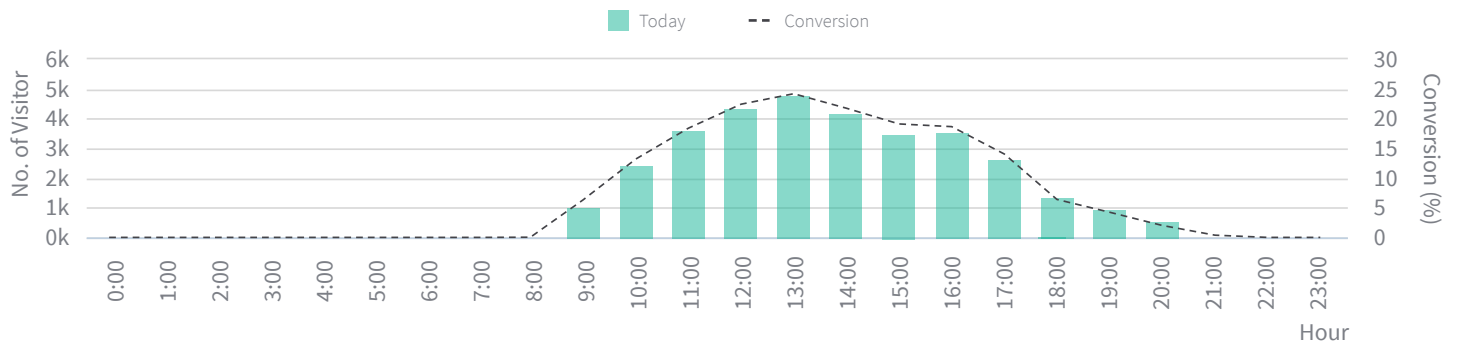
# COMPANY SALES CONVERSION DAILY REPORT

Wednesday 17/05/2017



\*Note: Variance versus same day last week

## SALES CONVERSION



Store Code	Sites	Visitor Counts	Outside Traffic	Turn In Rate (%)	Transaction Quantity	Sales Conversion (%)	Ranking
130	Aberdeen	207	10733	1.89	49	23.67	146
054	Antrim	62	1000	5.84	17	27.42	325
076	Athlone	125	3453	3.49	25	20	267
068	Ballymena	143	3045	4.49	37	25.87	204
013	Banbridge	80	4165	1.88	15	18.75	155
097	Bangor	159	12791	1.23	33	20.75	201
072	Barking	301	15151	1.00	68	24	300
062	Barnsley	543	12249	1.67	129	35.91	25
087	Basildon	121	10532	1.14	28	23.14	128
031	Basingstoke	131	8569	1.51	21	16.03	205
055	Bath	115	11450	0.99	30	26.09	163
074	Belfast	170	10092	1.66	34	20	187
026	Belfast2	16	10574	1.5	41	56.25	246
017	Bexleyheath	153	9373	1.61	39	25.49	230
019	Birkenhead	144	5171	2.71	31	21.53	201
069	BirminghamFort120	120	5454	2.15	32	26.67	174
041	Blackburn	134	7853	0.54	107	53.24	41
043	Blackpool	428	6879	3.00	410	16.33	20
004	Blanchardstown	142	2013	0.10	42	14.16	108
018	Bluewater	180	25701	0.36	102	66.76	109
065	Bluewater3	158	18924	0.42	50	33.81	253
038	Bolton	95	5341	1.75	20	21.05	246
016	Bootle	79	8136	0.96	22	27.85	257
097	Bournemouth	102	6095	0.58	75	76.69	341
044	Bradford	209	6532	1.67	64	30.64	137
077	BradfordBroadwa229	146	14390	1.57	37	16.16	106
026	Braehead	333	6555	8.88	16	50.01	118
051	Braintree	123	3777	3.15	42	34.15	138
080	Brighton	155	9448	1.61	30	19.35	167
010	Bristol	96	5373	1.76	14	14.58	141
032	Bristol2	147	11588	1.25	37	25.17	317
095	Broadmarsh	80	5438	1.45	19	23.75	101
061	Bromley	170	12036	1.39	41	24.12	402
020	Bromley 2	141	2108	6.27	35	24.82	235
346	Bullring	190	20206	0.93	47	24.74	427
042	Burnley	79	3529	2.19	28	35.44	238
006	Bury	187	9342	1.96	35	18.72	345
019	Bury St Edmunds57	144	7853	1.75	9	15.79	49
031	Camberley	146	6902	2.07	32	21.92	382
102	Cambridge	285	5008	5.38	25	8.77	295
103	Cambridge2	94	6673	1.39	18	19.15	178
049	Cardiff	140	9028	1.53	23	16.43	23
050	Cardiff2	134	11083	1.19	34	25.37	34
051	Cardiff3	122	17665	0.69	18	14.75	18
071	Carlisle	190	5116	3.58	9	4.74	443
072	CastleMall	116	9803	1.17	19	16.38	467
083	Cheapside	82	27329	0.30	31	37.8	541
019	Cheltenham	149	6390	1.15	50	33.6	542
024	Chester	194	9635	1.97	32	16.49	469
103	Clydebank	151	1435	1.5	35	23.18	324

168	Colchester	147	5011	2.85	23	15.65	146
061	Connswater	141	4184	3.26	29	20.57	325
076	Cork	138	9324	1.46	21	15.22	267
086	Craigavon	273	7371	3.57	40	14.65	204
031	Crawley	131	16155	0.80	28	21.37	155
079	CribbsCauseway	220	26902	0.41	92	42.41	201
028	Croydon	81	6297	1.27	26	32.1	300
036	CrystalPeaks	148	7001	1.06	82	55.66	25
078	Cumbernauld	122	11517	1.05	26	21.31	128
013	Cwmbran	85	7162	1.17	30	35.29	205
104	Dalston	265	10893	2.37	45	16.98	163
110	Darlington	187	2092	8.21	25	13.37	187
108	Derby	225	14525	0.80	78	35.03	246
071	Derby2	111	15731	0.70	20	18.02	230
091	Doncaster	83	13157	0.63	19	22.89	201
096	Drogheda	95	3764	2.46	16	16.84	174
014	Dundee	42	4788	1.2	23	14.66	41
034	Dundee2	124	14015	0.88	31	25	20
016	Dundrum	82	13467	1.89	47	12	108
154	Dunfermline	74	7516	0.97	15	20.27	109
106	Durham	59	5593	1.04	20	33.9	253
052	Eastbourne	168	7041	1.22	56	34.94	246
072	EastKilbride	92	9315	0.98	17	18.48	257
076	Edinburgh	98	8047	1.20	23	23.47	341
036	Enfield	112	2238	4.77	11	9.82	137
077	Eniskillen	85	2969	2.78	14	16.47	106
026	Exeter	128	9951	1.27	28	21.88	118
051	Fargate	126	12587	0.99	49	38.89	138
080	FortKinnaird	143	4233	3.27	25	17.48	167
010	FossePark	154	15500	0.50	66	46.66	141
132	Foyleside	132	11348	0.24	57	56.98	3187
105	GlasgowBuchanan	167	12993	0.64	64	38.44	107
101	GlasgowFort	162	19885	0.81	55	33.95	403
142	GlasgowParkhead	179	10095	0.68	60	36.72	236
040	GlasgowStEnoch	162	4464	3.50	27	16.67	428
042	Gloucester	115	4393	2.55	28	24.35	224
006	GrandCentral	183	14323	1.26	31	16.94	343
039	Gretna	144	3113	4.42	25	17.36	49
031	Grimsby	87	3232	1.12	32	169.76	382
057	Guildford	147	13015	0.56	20	13.75	295
053	Hanley	140	8528	1.62	48	34.29	178
049	Harlow	342	8431	2.00	92	28.54	23
050	Harrow	274	22150	1.22	52	18.98	34
038	Hastings	112	2238	4.77	11	9.82	18
037	HempsteadValley	197	3445	5.70	104	76.09	443
072	High Wycombe	99	10209	0.48	62	69.44	467
088	Hounslow	114	6565	1.71	27	23.68	541
097	Huddersfield	72	1052	1.47	54	10.04	542
042	Hull	93	3681	1.26	16	19.69	469
116	Hull2	130	3472	3.61	29	22.31	133
110	Ilac	319	9094	3.39	68	21.32	166
124	Ilford	348	10915	3.09	82	23.56	135
108	Inverness	360	5746	3.68	56	17.43	255
142	Ipswich	111	5670	1.92	29	26.13	324

103	Islington	125	6454	1.90	28	22.4	146
144	KingsLynn	197	4624	0.91	37	37.74	325
176	Lancaster	92	10706	0.85	17	18.48	267
068	LeamingtonSpa	62	3004	1.03	32	57.6	204
013	LeedsTrinity	166	13460	1.22	34	20.48	155
097	Leicester	252	19263	1.29	51	20.24	201
072	Lewisham	301	9759	2.99	63	20.93	300
062	LiffeyValley	909	14733	1.52	296	61.73	25
087	Limerick	181	9290	1.91	34	18.78	128
031	Lisburn	134	6034	2.17	25	18.66	205
055	Liverpool	126	3705	1.14	80	63.51	163
074	Liverpool2	219	18678	1.16	69	31.51	187
026	Liverpool3	152	13424	1.12	39	25.66	246
017	Livingston	115	4909	2.29	19	16.52	230
019	Livingston2	98	8085	0.60	36	37.74	201
069	Llanelli	83	7445	1.10	25	30.12	174
041	Luton	230	20028	1.14	41	17.83	41
043	Maidstone	137	13885	0.98	35	25.55	20
004	Manchester	191	18735	1.01	46	24.08	108
018	Manchester 2	12	25454	0.05	52	33.33	109
065	Mansfield	275	6766	2.04	58	23.1	253
038	Meadowhall 2	197	21431	0.91	37	18.78	246
016	Merry Hill	152	13379	1.12	43	28.29	257
097	Merry Hill 2	313	12667	1.48	150	66.36	341
044	Metro	134	10090	1.31	29	21.64	137
077	Metro 2	183	17331	1.04	32	17.49	106
026	Middlesbrough	124	8299	1.47	29	23.39	118
051	Milton Keynes	141	10959	0.64	76	53.96	138
080	Newbridge	146	6193	2.30	25	17.12	167
010	Newcastle	119	13560	0.87	22	18.49	141
032	Newport	51	5461	0.93	18	35.29	3187
095	Newry	238	768	23.66	36	15.13	107
061	Newtownabbey	268	16345	0.81	98	37.1	403
020	Newtownards	249	8988	2.70	45	18.07	236
346	Northampton	94	10078	0.92	22	23.4	428
042	Norwich 2	100	10380	0.95	26	26	224
006	Nottingham	182	15716	1.14	50	27.47	343
019	Nuneaton	100	4303	2.27	26	26	49
031	Ocean Terminal	109	6881	1.56	14	12.84	382
102	Oldham	196	13560	0.87	22	18.49	295
103	Omagh	117	3950	1.44	58	52.36	178
049	Omni Park	135	3384	3.84	23	17.04	23
050	Oxford	111	9859	1.11	22	19.82	34
051	Oxford Street 5	199	38772	0.51	51	25.63	18
071	Peckham	313	12667	1.48	150	66.36	443
072	Perth	98	5627	0.91	64	66	467
083	Peterborough	275	6766	2.04	58	23.1	541
019	Plymouth	90	18992	0.47	12	13.33	542
024	Poole	124	8299	1.47	29	23.39	469
116	Portsmouth	214	7453	2.79	43	20.09	133
104	Preston	182	9915	0.92	66	36.3	166
087	Princes Street	97	22097	0.44	30	30.93	135
099	Reading	231	22215	0.37	123	77.43	255
053	Uxbridge	175	10411	1.65	19	10.86	324

115	Wakefield	150	7363	0.99	30	21.88	112
096	Walthamstow	647	11841	1.36	180	28.29	141
092	Warrington	249	7304	1.68	46	18.51	120
083	Watford	190	8962	2.08	31	16.32	230
072	Wembley Central	118	15006	0.78	45	38.14	274
074	West Quay	181	27747	0.65	42	23.2	266
044	Westwood Cross	192	14482	1.31	53	27.6	345
105	White City	337	23798	1.40	62	18.4	452
123	White Rose	233	11663	1.96	37	15.88	420
124	Wigan	92	11390	0.80	26	28.26	428
129	Wolverhampton	217	11874	1.79	30	13.82	168
127	Wood Green	747	10784	0.91	504	55.77	197
110	Workington	75	7808	0.95	21	28	195
114	Wrexham	41	3312	1.22	16	39.02	254
105	York	50	4574	1.08	14	28	278