

GLOSSARY:

TERM	DEFINITION
Metric	<p>One of the measures of retail performance provided by Beauclair, namely: ARPC, ATV, Customers*, Sales*, Sales Contribution, Transactions*.</p> <p>* Based on the demographic mix of customers and is calculated via sophisticated statistical modelling which compares Beauclair’s dataset to a detailed demographic model of the whole UK.</p>
Sales*	Calculated total debit card sales in a retail area.
Transactions*	Calculated total number of debit card transactions in a retail area.
Customers*	Calculated unique number of debit card account holders undertaking transactions in a retail area.
Average Transaction Value (ATV)	Sales divided by Transactions.
Average Revenue Per Customer (ARPC)	Sales divided by Customers.
Retail Area	The retail area within which transaction data is measured.
Comparator Area	A retail area against which clients can compare the performance of their own retail area.
Sector Sales Contribution	The percentage of overall sales attributable to one of ten sectors.
Demographic Group	Groups of retail customers sharing similar economic, age, lifestyle and behaviour characteristics. We use MOSAIC , powered by EXPERIAN.
Demographic Group Contribution	The percentage of overall sales attributable to customers from a specified demographic group.
Customer Catchment Area	An area where a group of customers live.
Customer Catchment Area Contribution	The percentage of overall sales attributable to customers who live in a specified customer catchment area.
GB Benchmark	Our GB Benchmark is the median retail performance of the retail areas at the centre of the UK’s Primary Urban Areas (excluding Belfast) as defined by Centre for Cities .
Normalised Value	Data is presented relative to the value of a metric for the average month in 2022. A normalised value of 100 is equal to the value of that metric for the average month in 2022.

Retail Sectors:

Sector	Sub-sectors
Consumer Services	Adult, Delivery Services, Florists, Other - Consumer Services, Photography and Printing, Software
Entertainment	Attractions and Experiences, Entertainment - Other, Gambling, Live Shows and Events, Music & Video Streaming, Sports Equipment & Clubs, Toys and Gaming
Fashion	Baby and Childrenswear, Bags and Accessories, Jewellery and Watches, Lingerie, Menswear, Shoes, Sportswear, Unisex, Womenswear
Food and Drink	Alcoholic Beverages, Cafes and Coffee Shops, Confectionery, Fast Food Chains, Food Delivery Services, Non-Alcoholic Beverages, Pubs and Bars, Restaurant
General Retail	Books and Stationery, Cards and Gifts, Department Stores, Digital Marketplace, Discount Retailers, Electronics and Appliances, Other - General Retail, Pets
Grocery	Corner Shops and Newsagents, Grocery Delivery, Specialist Grocery, Supermarkets, Wholesalers
Health and Beauty	Beauty Products, Beauty Salons and Spas, Gyms and Fitness, Health and Nutrition, Healthcare Providers, Opticians
Household	DIY and Interior Design, Furniture, Garden, Household Products
Tourism	Airlines, Holidays, Hotels
Transport	Parking, Petrol, Vehicle Rentals, Transportation

Statistics Terminology:

Year-on-year growth (YoY)	Year-on-Year (YoY) growth measures the percentage change in a metric from one year to the next, e.g. 2023 vs 2022.
Month-on-month growth (MoM)	Month-on-month (MoM) growth measures the percentage change in a metric from one month to the next, e.g. June 2023 vs May 2023.
Month-on-year growth (MoY)	Change in a metric from one month to the same month a year ago, e.g. sales in June 2023 vs sales in June 2022.
Year-To-Date growth (YTD)	Change in a metric for the current year from January onwards compared to same period in the prior year, e.g. YTD Sales January to August 2023 vs YTD Sales January to August 2022.
Percentage points (ppt):	Difference in contribution percentages. For example a change from a 12% contribution to a 15% contribution would be a percentage point change of +3ppt.