



solutions

RETAIL SCORECARD DATA CHECKLIST

MARKET ANALYTICS & RESEARCH

LOCATIONAL DATA:

- List of all current locations in Excel. (Street Address, Zip Code, City; all separate columns).
- List of all new/pending locations in Excel. (Street Address, Zip Code, City; all separate columns).
- List of all closed locations in Excel. (Street Address, Zip Code, City; all separate columns).
- Total sales per location.
- Age of each location.
- Total square feet per location.

CUSTOMER DATA:

- Do you collect/have access to Point of Sale (POS) data? This dataset includes information such as Store ID, Date, Time, Amount, Customer Name etc..
YES or NO
- Please email a list of all **customers, by location**. The file must be in Microsoft Excel format, and may not include customer names.

TARGET CUSTOMER INFORMATION:

- Have you identified your target customer? **YES or NO**
- If yes, please fill out the information included in the provided box, along with any other pertinent information regarding the target customer.

AVG. INCOME: _____

AVG. AGE (or age range): _____

GENDER: _____% MALE _____% FEMALE

JOB: BLUE COLLAR or WHITE COLLAR

OTHER: _____

MARKET DATA:

- **Trade Area Delineation:**

- MILES (1 MILE / 3 MILE / 5 MILE)
- DRIVE TIME (5 MIN / 10 MIN / 15 MIN)
- PEDESTRIAN WALK TIME (1 MIN / 3 MIN / 5 MIN)
- List of all Competitors. (Just competitor's name).

- **Market Environment:**

- URBAN / RURAL
- PRIMARY/ SECONDARY/ TERTIARY CITIES

SITE DATA:

- **Physical Attributes:**

- PARKING SPACES _____
- ACCESS/EGRESS END CAP IN-LINE SPACE
- VISIBILITY FREE-STANDING ENCLOSED MALL

- **Synergy Drivers:** (Companies/ Organizations that complement your locations).
