

# Extrapolating Traffic Data from Sample Stores Leads to Worthless Insights

Do you need to track traffic in all your stores or can't you just simply install traffic counters in a sample of stores and then extrapolate the results? The short answer is yes, you need to track traffic in all your stores.

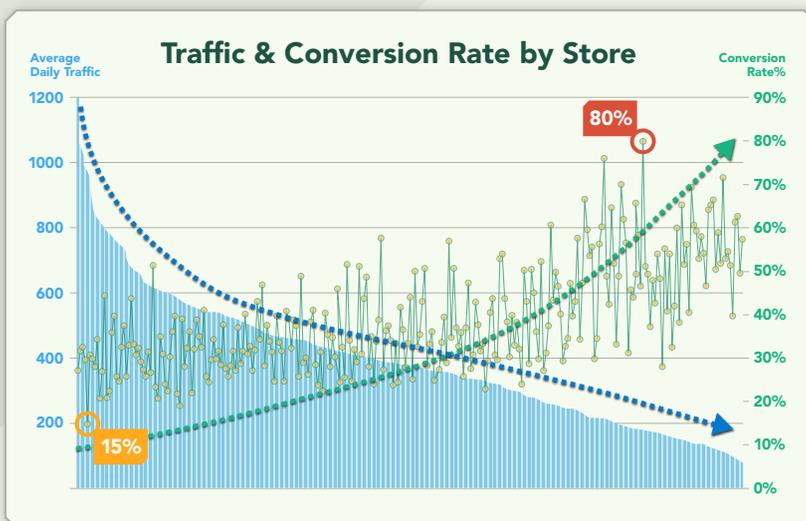
Budgets are tight. Anything you can do to reduce cost is worth exploring, especially if you operate a large chain, but this is one thing that you shouldn't compromise on.

And here's why...

Each and every one of your stores is completely unique. Different store sizes, different inventory levels, product mix, demographics of the shoppers in the vicinity of the store, different competitive landscape for that store, and importantly, different managers and store teams.

## Everything is different across every one of your stores!

Your stores are as unique as a fingerprint. No two of them are alike. If you're really going to understand store traffic trends and consequently, the performance of the stores relative to their unique traffic opportunity, then the only way that you can do that is to track traffic in each and every one of your stores... not convinced yet?



- This chart shows store traffic and conversion results for a 1000-store chain.
- Each and every one of these tiny blue lines represents the average daily traffic for one store in the chain, and the yellow dots represents the corresponding conversion rates for each store.
- As traffic volumes go down, conversion rates tend to go up, and when traffic goes up, conversion rates tend to go down.

Look as closely at this chart as you can... No two of the stores are the same.



"Store traffic patterns and conversion results are different for each store. What you think you are saving by installing just a few traffic counters is costing you plenty in lost sales and wrong insights."

Mark Ryski Author, Founder & CEO of HeadCount

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[talk@headcount.com](mailto:talk@headcount.com)

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