

# COMPARE THE EFFICIENCY OF OPERATORS BETWEEN DIFFERENT ASSETS

## CHALLENGE

Which is the shopping centers where tenants have better results?

## MORE KPIs AND INFORMATION ARE NEEDED

- Enhanced footfall analysis.
- Entries and passing-by traffic in front of tenants.
- Capture ratio (relation between entries and traffic).
- Phantom Ticket (sales/entries)

## CURRENT SITUATION

There are some tenants that are located in all the shopping centers from an operator. But the only KPIs that managers know to compare different locations are monthly sales and traffic in to the mall.

But sales and traffic are not a good indicator by themselves.

	Mall 1	Mall 2
Monthly Mall Traffic (people)	813,810	1,016,165
Monthly Sales (€)	720,000 €	820,000 €

The table below shows the KPIs: sales from a Women Fashion Shop (WFS) and footfall of two different shopping centers the same month.

In which mall have Women Fashion Shop a better performance?

With this information **WFS have better performance in Mall 2.**

## ADDING NEW INFORMATION

Analyzing additional information we could observe that traffic in Mall 2 has increased in 25% and passing-by traffic in 75% so this tenant is much more exposed to visitors in Mall 2 than in Mall 1. Also sales have increased in Mall 2 in 14%.

Despite of that, capture ratio is better in 7.4 p.p and phantom ticket are also better in Mall 1.

If we compare the variation of passing by-traffic, entries and sales, we conclude that sales are no as good as they look like because they have not grown as much as traffic or entries did in Mall 2, so **THE WOMEN FASHION SHOP HAS BETTER PERFORMANCE IN MALL 1.**

	Mall 1	Mall 2	Variation
Average Daily Mall Traffic	27,127	33,872	25%
Average Daily Entries	1,638	2,037	24%
Average Daily Passing-by Traffic	6,459	11,291	75%
Capture ratio	25.4%	18.0%	-7.4 p.p
Average Daily Sales	24,016 €	27,333 €	14%
Phantom Ticket	14.7 €/entries	13.4 €/entries	-8 %

## CONCLUSIONS

- Old Used KPIs can't offer a good analysis about tenants performance.
- The actionable KPIs information allows better manage the shopping center spaces.

- For operators it is essential to add new metrics to their control panel in order to have a better knowing of what it is happening in the shopping center.
- Sharing this information with the tenants could improve also their own management and increase our revenue. (\*)