

Entry to transaction conversion calculator

This chart provides users with a simple structure to help pharmacies calculate their footfall-to-transaction conversion rates, and thus help them understand the impact of product promotion, extra services and seasonal changes.

Top tips for understanding the barriers for conversion from entry to transaction

- Have staff been upskilled and equipped to give the right advice for customer enquiries?
- Are customers requesting stock that isn't available?
- Are there alternatives to popular items?
- Are the prices competitive?

Weekly

Date	Total footfall	Total transactions	Conversion rate (total transactions/total footfall)*100	% change on previous week
w/c 25 January 2016	2935	1505	51%	
w/c 1 February	3206	1756	54%	+2%

Daily

Date	Total footfall	Total transactions	Conversion rate (total transactions/total footfall)*100	% change on previous day
26 January 2016	378	182	48%	
27 January 2016	303	208	69%	+21%
28 January 2016	431	187	43%	-26%

Hourly

Time and date	Total footfall	Total transactions	Conversion rate (total transactions/total footfall)*100	% change on previous hour
8am, 25 January 2016	20	6	30%	
9am, 25 January 2016	25	10	40%	+10%