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Questions you must be able to answer about your business.

- What is the Average Basket Value (ABV) of your customers?
- What is the Average Basket Size (ABS) of your customer?
- What is the number of customers who exhibit “Stickiness” in your business?
- What is the “Lapsation” trend in your business? How many days Lapsation is there in your business?
- What is the number of customers who bill you with a “Frequency” of “x” times per year?
- What is the number of customers who bill above a “Monetary value” of Rs “y” per annum?
- Who are the customers who have not billed with you with a “Recency” of “m” months?
- Who and how many customers do you have who have billed you with a “Frequency” of “t” times per quarter and have a “Monetary value” of Rs “p” per bill?
- Who and how many VIP Customers do you have?
- What is the value of total sales done by you in last “m” months?
- What is the total no of units sold by you in the last “m” months?
- What time of the day (time of the year) do you have maximum sales in value?
- What time of the day (time of the year) do you have maximum sales in number?
- What product sold by you sells most with another product? E.g. chocolates with coffee.
- How many customers do you acquire through “Reference Selling” in a year?
- How many customers come to you in a year for an upgrade sale?
- How many complaints do you receive in a year?
- What is the daily footfalls / enquiry of new customers in your business everyday?
- What is the conversion ratio of footfall to customers everyday?
- What is the most common reason for customers who come to your shop but do not buy from you?
- What product gives you the maximum contribution in terms of profitability?