



SnapShop – Sales Trend Analysis and Reporting (STAR)

January 2018

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Logging In

STAR is hosted securely on the SnapShop website. Log in at www.snap-shop.co.uk using your email address and password. There is a “forgotten password” link if you are unable to log in.

Accessing STAR

- Once logged in, you can access STAR from the icon (star) on the title bar:



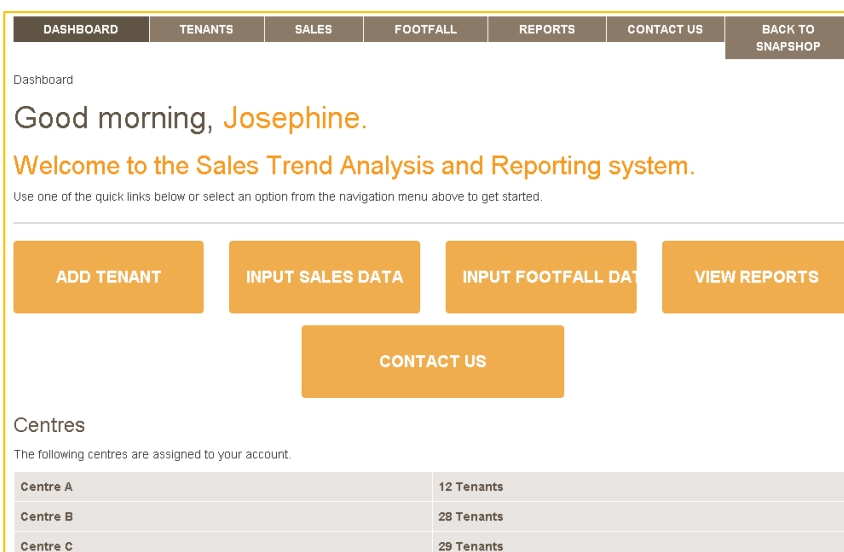
- This icon shows text as well when you hover over it:



- Please note, the star is only visible to those who actually have STAR access – this is set by FSP.

Dashboard

- The Dashboard displays the centre(s) to which you have access and allows you to quickly navigate to key screens:



Dashboard

Good morning, **Josephine**.

Welcome to the Sales Trend Analysis and Reporting system.

Use one of the quick links below or select an option from the navigation menu above to get started.

ADD TENANT INPUT SALES DATA INPUT FOOTFALL DATA VIEW REPORTS

CONTACT US

Centres

The following centres are assigned to your account.

Centre A	12 Tenants
Centre B	28 Tenants
Centre C	29 Tenants

Tenants

- Tenants will have already been set up for you by FSP. Use the Tenants tab to view your list of tenants

Dashboard > Tenants

Tenant Management

CONTACT US ADD TENANT

The following tenants are set up on the STAR system. Use the controls below to filter the results. Click on the tenant's name to edit their details or click the button above to add a new tenant.

Trading Name All retailers Centre Z, Towr Unit Live tenants FILTER RESET

Trading Name	Retailer	Centre	Unit	Status
Accessorize	Accessorize	Centre Z	19	Live
Adidas	Adidas	Centre Z	18	Live
Ann Summers	Ann Summers	Centre Z	13/14	Live
ASDA	ASDA	Centre Z	2-4	Live
Beauty Base	Beauty Base	Centre Z	28	Live
Body Shop, The	Body Shop, The	Centre Z	20-22	Live
Booker	Booker	Centre Z	8	Live
Boots Opticians	Boots Opticians	Centre Z	Unit	Live
Boots The Chemist	Boots The Chemist	Centre Z	16	Live

- Search this screen using the filters at the top:

Tenant Management

ADD TENANT

The following tenants are set up on the STAR system. Use the controls below to filter the results. Click on the tenants's name to edit their details or click the button above to add a new tenant.

Trading Name All retailers All centres Unit All tenants FILTER RESET

All retailers
99p Store
Aberdeen Angus Steak House
Argos

Trading Name	Centre	Unit	Status
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Tenant Openings

- Tenants joining your scheme can be added using the Add Tenant button.

Dashboard > Tenants

Tenant Management

ADD TENANT

The following tenants are set up on the STAR system. Use the controls below to filter the results. Click on the tenant's name to edit their details or click the button above to add a new tenant.

- Complete the fields and click Save:

Add new tenant

Fields marked with an asterisk (*) are required.

* Centre	Centre A, Town A
* Tenant Name	A Jones & Son Ltd
* Unit	1
* Trading Name	Jones
* Retailer	Jones Bootmaker
Gross Area	2000
* Date Opened	02/02/2014
Date Closed	Date Closed
Notes	Notes

Please select the Retailer for this Tenant. If the Retailer is not present, select "Retailer not present? Click here..." and enter the retailer's name. FSP will be notified and will add the retailer to STAR.

- You can record future openings by setting the date opened accordingly. The tenant will then be marked as Pending on your list.

Waterstones	Waterstones	Centre C	2	Pending
-------------	-------------	----------	---	---------

- Note the differentiation between these fields:
 - Tenant Name – being the leaseholder
 - Trading Name – being the fascia name above the door
 - Retailer. This is the name as recorded on the FSP Retailer database and ensures that however you record a retailer name, we can match it up e.g. Costa and Costa Coffee or M&S and Marks and Spencer

- Retailer is a drop down list of all names on the FSP database available for STAR. If you can't find your retailer on the drop-down use the Retailer Not Present link:

* Retailer	Retailer not present? Click here.
* Request Retailer Name	Audrey's Flowers

Please select the Retailer for this Tenant. If the Retailer is not present, select "Retailer not present? Click here..." and enter the retailer's name. FSP will be notified and will add the retailer to STAR.

Enter the name of the Retailer you wish to be added to STAR and FSP will be notified.

- Retailers added during set-up by FSP have an arbitrary opening date of 01/01/2012; please amend if you wish

Tenant Closures

- Tenants leaving the scheme will not be deleted, but rather archived for future reference. To archive a tenant, click on the name on your tenant list and add a date closed:

* Trading Name	WH Smith Retail
* Retailer	WH Smith Retail ▼
Gross Area	Gross Area
* Date Opened	01/01/2012
Date Closed	12/01/2018

Please select the retailer if not present? Click to add the retailer to the list.

- This will then show as Archived on your tenant list:

WHSmith	WH Smith Retail	Centre C	1	Archived
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Recording Sales

- The Sales screen lists all the tenants in your centre (or in all centres for Portfolio access). Use the filters to select centre/tenant. Choose a “date from” to find the correct period for your data entry by choosing a month and clicking “done”. Then click “Filter”.

Centre Z, Town	All tenants	01/2018	Live Tenants	FILTER
■ = Successful data validation ■ = Data validation		Jan 2018	Today Done	View note

- Sales data can be recorded as weekly or monthly values. Weekly data is summed to a monthly value for reporting. Please note, this screen is only for data recording; display of summed monthly data is available on the Reports screen

- Previous data (for the same week/month, last year) is shown by hovering over the clock symbol:

		01 Jan 2018		15 Jan 2018	
Centre	Trading Name	Week 1		Week 3	
Centre Z	Accessorize	£	G	£	G
Centre Z	Adidas	£	G	£	G

Previous Data

Week 2, 09 Jan 2017

£13,845

Gross

- **If there is no clock, there is no historic data.** In this case a percentage change cannot be recorded. However, this can be remedied by going back further in time and completing data in prior years
- Default settings are Actual Values (£) and Gross (G) (**defined as all sales including VAT**). These can be changed by clicking on the £ or the G to record percentage changes (%) and Net (N). *However, be aware that the retailer may quote “Net” to you, meaning “after the deduction of returns, allowances for damaged or missing goods etc” This is still a Gross sales figures as it includes VAT*

- Null returns can also be recorded, **for which a note is required:**

Centre	Name	Week 45		Week 46			
Centre C	Bank	£	26,701	G	£	30,091	G
Centre C	BB's	Actual Sales Figure (£) Estimated Percentage Sales Figure (%) NULL/ Missing Record					
Centre C	Burton						
Centre C	Cafe Italia						

Week 45		Week 46		
£	26,701	G	£	30,091
£	5,397	Gross - inc VAT		
£		Net - exc VAT		

- Where no data is provided for retailers which normally provide information, to ensure continuity of data enter a 0% change (level on prior year).
- Notes can be added by clicking on the grey triangle at the top right of each value box. **Please note**, notes can only be added if actual sales/estimate or a null record has been entered; you can't record notes against a blank field.
- Notes must always be recorded for null values

- Notes can be viewed, edited and deleted by clicking on the Note icon in the value box:

Jack & Jones	£	18,441	Note icon
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Note:

Sales badly affected by unseasonal snowfall

- Data is subject to validation, guidance for which is linked on the screen. If the cell turns red, the data is invalid and won't save.
- Percentage change figures can only be entered if there is a value recorded in the same week/month of the previous year. Contact FSP for guidance
- Percentage changes can be positive or negative around 0% for no change. Consequently, if a retailer has increased sales by 2%, this is recorded as 2% (not 102) and if the retailer has reported sales reducing by 2%, this is recorded as -2% (not 98)
- If estimates are entered weekly, the system calculates the monthly value and compares to the previous monthly value to create a monthly estimated change

		28 Sep 2015	05 Oct 2015	12 Oct 2015	19 Oct 2015	October 2015
Centre	Trading Name	Week 40	Week 41	Week 42	Week 43	October 2015
Centre C	Bank	% -3.0%	% 2.0%	% -1.0%	% -5.0%	% -1.8%

- Note that if you are recording Weekly data and there is a missing week in the month, this will be held as an incomplete month and therefore not available for comparable recording. You can create a complete month by recording a % change figure of 0% (i.e. no change over that week last year) Like this:

	02 Nov 2015	09 Nov 2015	16 Nov 2015	23 Nov 2015
Trading Name	Week 45	Week 46	Week 47	Week 48
Boots	£ 73,000 N	£ 71,000 N	% 0	£

Add note

Note:

Estimated no change on last year as no data available

- Always Save the data before leaving this screen:

SAVE DATA

Footfall

- Weekly or Monthly footfall data for your centre can be added on the Footfall page:

Dashboard > Footfall

Footfall Data

CONTACT US

Use the filter options to locate the centre and time period for which you wish to view/ enter footfall information. Insert values into the weekly or monthly column where appropriate for each centre. All values must be a positive number. When you are happy with the values entered, click the "Save Data" button.

All centres Date From

FILTER RESET

PREVIOUS MONTH NEXT MONTH SAVE DATA

	01 Jan 2018	08 Jan 2018	15 Jan 2018	22 Jan 2018	January 2018
Centre	Week 1	Week 2	Week 3	Week 4	January 2018
Centre X	157,213	120,120	110,140	105,003	492,476

- Use the selection boxes to choose a centre (with portfolio access) or change the date ranges
- FSP will input the national figures for benchmark comparison
- Always Save the data before leaving the screen

SAVE DATA

Reporting

- All your sales and footfall data is recorded against your centre, an FSP Retailer and an FSP Merchandise Group to allow consistent reporting for each centre and across the portfolio
- All reports can be generated for any period from one month to 12 months. This enable you to produce, for example, quarterly reports, without the quarters being pre-determined.
- Select a report style from the drop down menu or button:

DASHBOARD TENANTS SALES FOOTFALL REPORTS CONTACT US BACK TO SNAPSHOT

Dashboard > Reports

Reports

Select the report from the options below you would like to run.

PORTFOLIO CENTRE RETAILER

RETAILER REPORT MONTHLY SALES ANALYSIS WEEKLY SALES ANALYSIS

PORTFOLIO TENANT REPORT PORTFOLIO GROUP REPORT PORTFOLIO FOOTFALL REPORT

- Select the month for the start of your report

Dashboard > Reports > Centre Tenant Report

Centre Tenant Report

Use the filters below to select the type of report you would like to view and the appropriate date ranges and click the 'Update' button to view the raw, underlying data or export the graph.

Date From: 2018 to Date To: UPDATE

Today Done

- STAR automatically puts the same month in the **Date To** box, giving you the parameters for a monthly report for that month. Change this **Date To** field for longer periods e.g a quarter

10/2017 to 10/2017 Select a Centre... UPDATE

Dec 2017
Oct
Nov
Dec Done

- Portfolio reports are available with the appropriate permissions:

Portfolio Tenant Report

Use the filters below to select the type of report you would like to view and the appropriate date ranges and click the 'Update' button to view the raw, underlying data or export the graph.

Date From: 2016 to Date To: UPDATE

Today Done

- Sales Group Reports summarise data according to FSP's Merchandise Group classifications:

This is the **Portfolio Group Report** comparing **Monthly Sales** between **September 2014** and **September 2015**. Please note that the figures in the chart below show all recorded sales for retailers within the portfolio, including incomplete datasets (as indicated). Sales have been aggregated up to their merchandise group level.

Merchandise Group	September 2014	September 2015	Year on Year % Change
Electricals (26 retailers)	£2,509,252*†	£3,004,000*†	19.7%
Health & Beauty (55 retailers)	£7,421,657*†	£6,770,849*†	-8.8%
Clothing/Footwear/Accessories (131 retailers)	£30,037,743*†	£26,148,841*†	-12.9%
Retail Services (11 retailers)	£1,028,858*†	£891,448*†	-13.4%
Household (12 retailers)	£1,178,082*†	£964,028*†	-18.2%

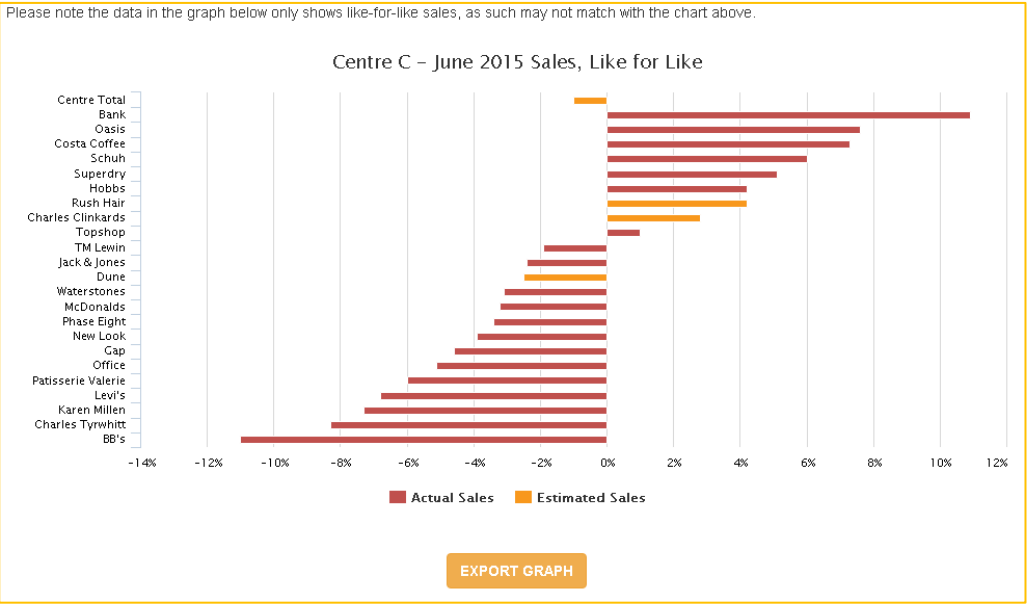
■ Reports are displayed in tabular and graphical format:

This is the **Centre Tenant Report** for **Centre C, Town C** comparing **Monthly Sales** between **June 2014** and **June 2015**. Please note that the figures in the chart below show all recorded sales for retailers within the scheme, including incomplete datasets (as indicated).

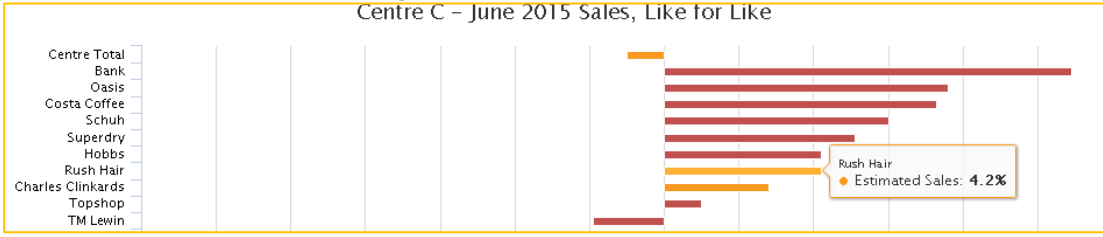
Trading Name	June 2014	June 2015	Year on Year % Change
Centre Total	£4,586,528†	£4,581,310†	-0.1%
Bank	£131,253	£145,503	10.9%
Oasis	£100,560†	£108,174†	7.6%
Costa Coffee	£62,315†	£66,878†	7.3%
Hollister	£535,444	£570,937	6.6%

■ Data, as selected for the table and graph can be exported.

■ Graphs show only like-for-like comparisons, where only complete data sets for each period are used. Data is shown as Actual or Estimated



■ Hover over the bars on the graph to show detail:



■ Graphs can be exported for use in your own reports

■ Centre Report and Retailer Report are designed to export to PDF – see examples at the end of this document

■ Other reports can be printed directly form the screen – see example at the end of this document

■ A full list of reports is shown overleaf

Full List of STAR Reports

Centre Reports

- Centre Tenant Report – lists individual tenants in the Centre, displaying in tabular format their sales in both comparable periods and like-for-like sales in graphical format
- Centre Group report – sums sales to FSP's Merchandise Groups, displaying in tabular (all sales) and graphical (like-for-like sales) format
- Centre Footfall Report – shows Centre footfall by month in the year to the date selected, comparing with national and regional indicators
- Centre Report – A summary of all information for the Centre for the period chosen, including graphical display of Centre retailers' sales, footfall and Merchandise Group totals. This report is exportable as a pdf document

Retailer Reports

- Retailer Report – A summary of all information for any retailer in your scheme, showing selected month, year-to-date and latest 12 months, displayed against Centre total and national indicators. This report is exportable for you to use in your tenant engagement
- Monthly Retailer Sales Analysis – an analysis of monthly data for all your retailers
- Weekly Retailer Sales Analysis – an analysis of weekly data for all your retailers

Portfolio Reports

- Portfolio Tenant Report – as the Centre Tenant Report, lists individual tenants in your portfolio, summing data if a retailer is a tenant in more than one of your schemes
- Portfolio Group Report – as the Centre Group Report, sums sales to FSP's Merchandise Groups across your portfolio
- Portfolio Footfall Report – as the Centre Footfall Report, sums footfall across your portfolio by month to the date selected, comparing with national and regional indicators
- Portfolio Sales Report – sums sales to Merchandise Group Level by Centre in your portfolio
- Portfolio Density Report – calculates the density (£/ft²) for retailers within Merchandise Groups across in each Centre across the portfolio. Please note, this is dependent on FSP having conducted an audit of your centre to record selling area.

Centre X, Town X - January 2017 Sales Summary for Dunelm Mill

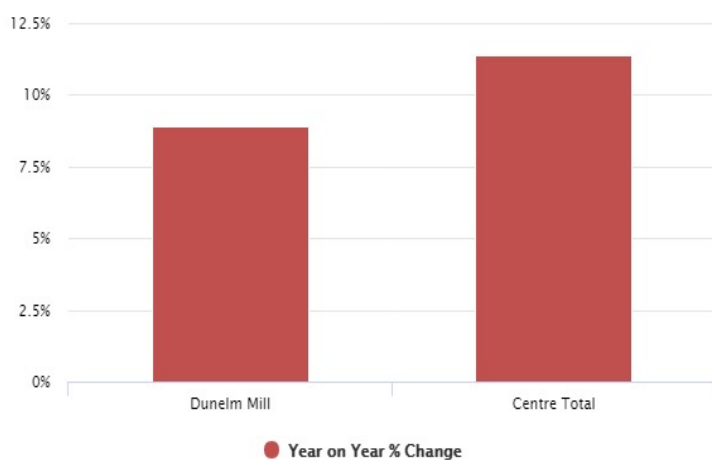
Retailer	Dunelm Mill
Centre	Centre X, Town X
Category	Household
Month	January 2017

January Monthly Performance vs 2016

Sales Growth Rank	
Rank	Comparable Retailers†
4	13

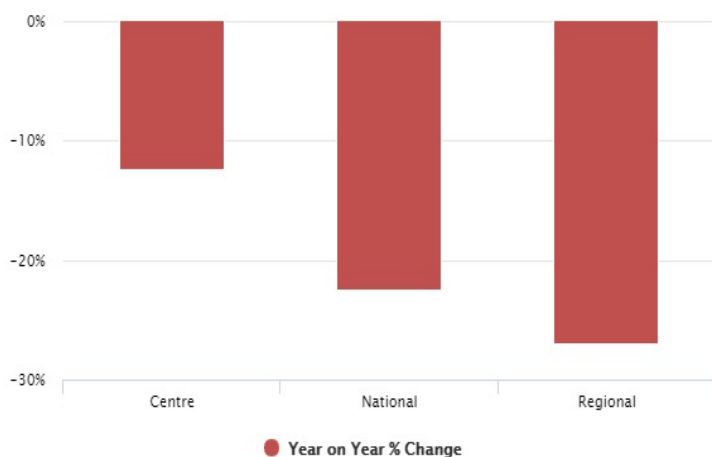
Sales Performance	Change
Dunelm Mill	8.9%
Centre	11.4%
BRC Total Sales	
BRC LfL Sales	

Sales Performance



Footfall Performance	
Centre	-12.4%
National	-22.5%
Regional	-27.0%

Footfall Performance



Centre X, Town X - January 2017 Sales Summary for Dunelm Mill

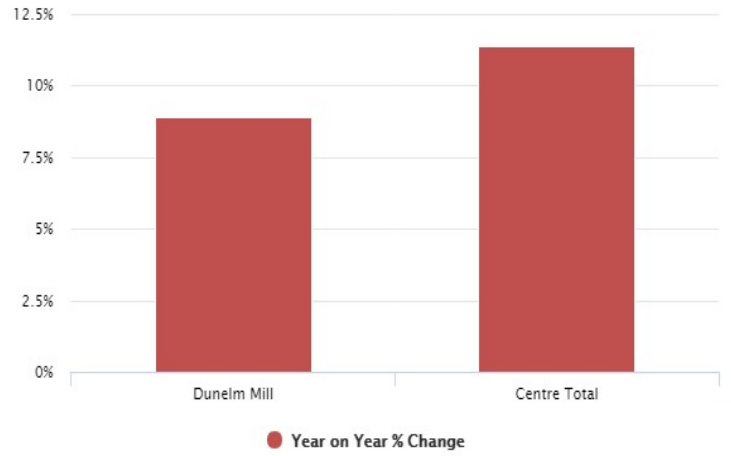
Year to Date Performance vs 2016 (from January 2017)

Sales Growth Rank	
Rank	Comparable Retailers†
4	13

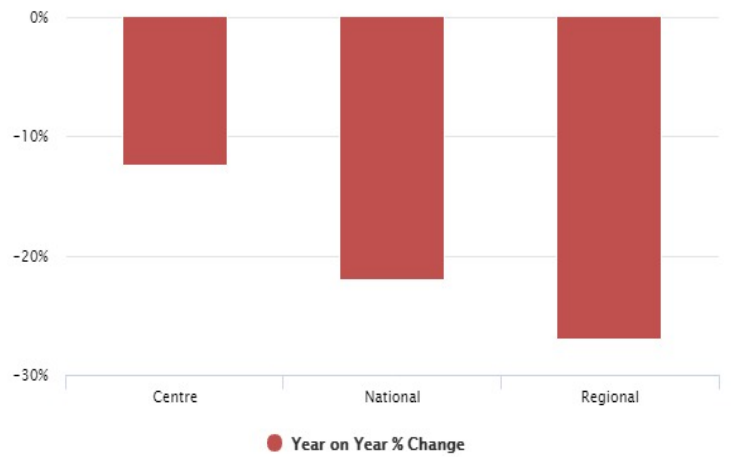
Sales Performance	Change
Dunelm Mill	8.9%
Centre	11.4%
BRC Total Sales	
BRC LfL Sales	

Footfall Performance	
Centre	-12.4%
National	-22.0%
Regional	-27.0%

Sales Performance



Footfall Performance



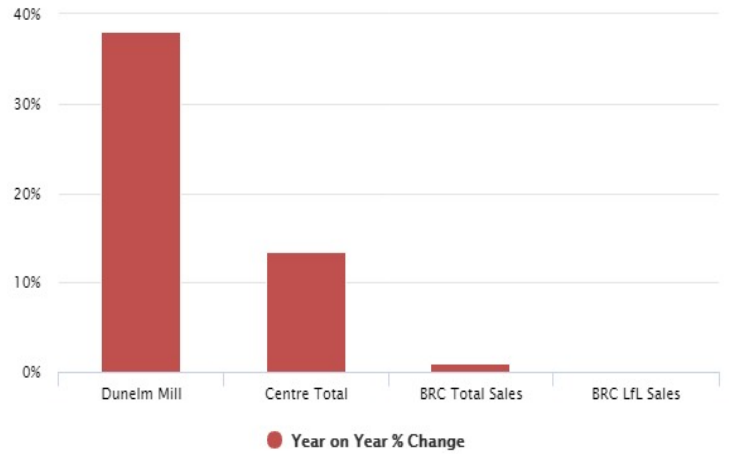
Centre X, Town X - January 2017 Sales Summary for Dunelm Mill

Last 12 Months Performance vs 2016

Sales Growth Rank	
Rank	Comparable Retailers†
3	18

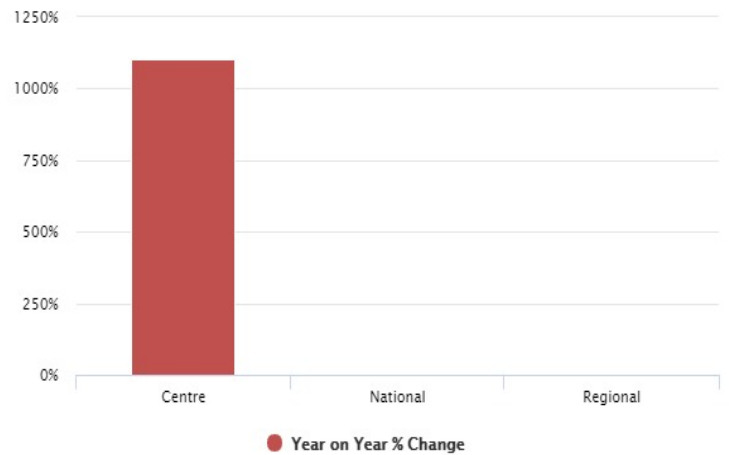
Sales Performance	Change
Dunelm Mill	38.0%*
Centre	13.4%
BRC Total Sales	1.0%
BRC LfL Sales	0.0%

Sales Performance



Footfall Performance	
Centre	1,104.5%*
National	0.0%
Regional	0.0%

Footfall Performance

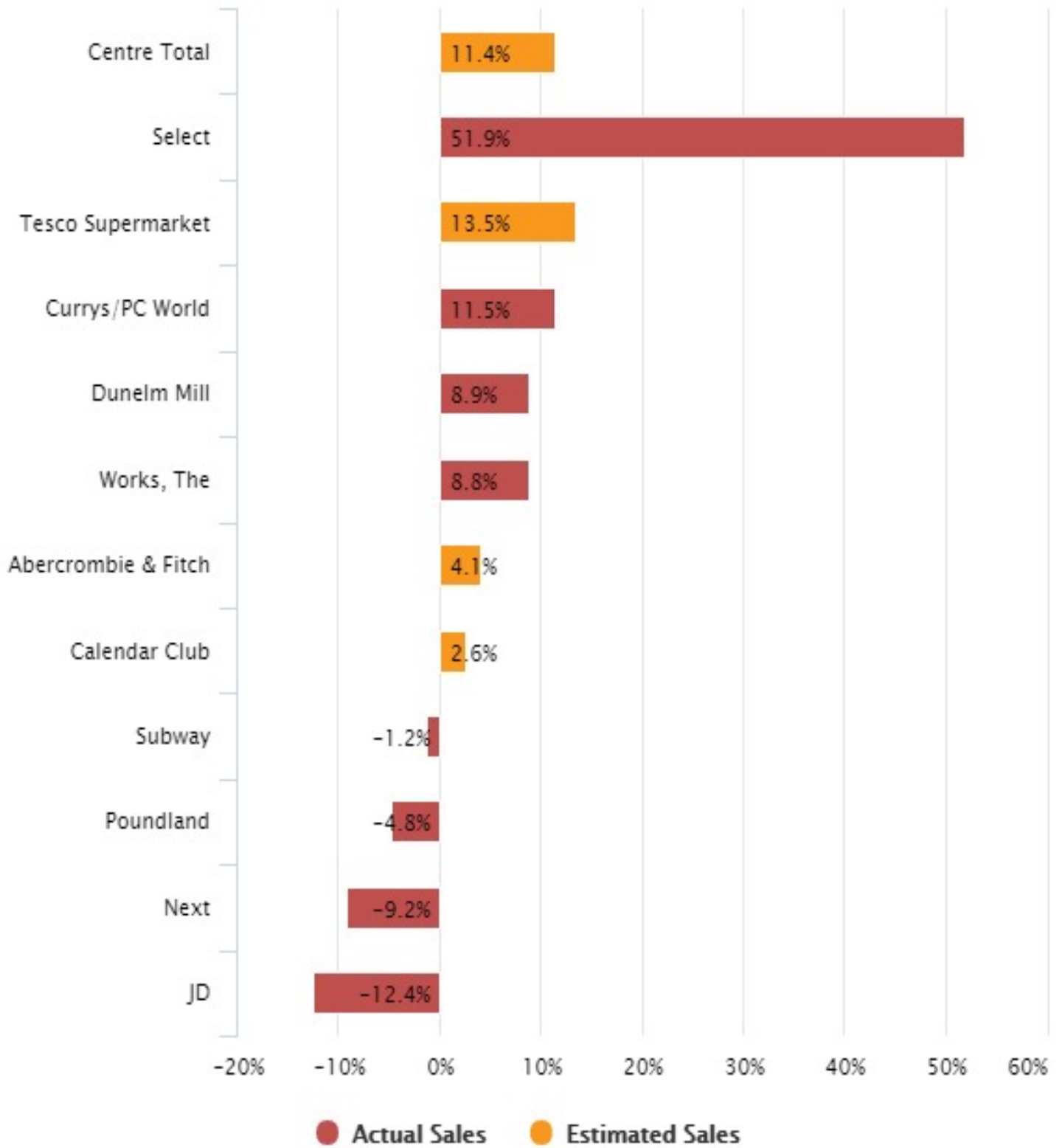


* contains missing data for the period

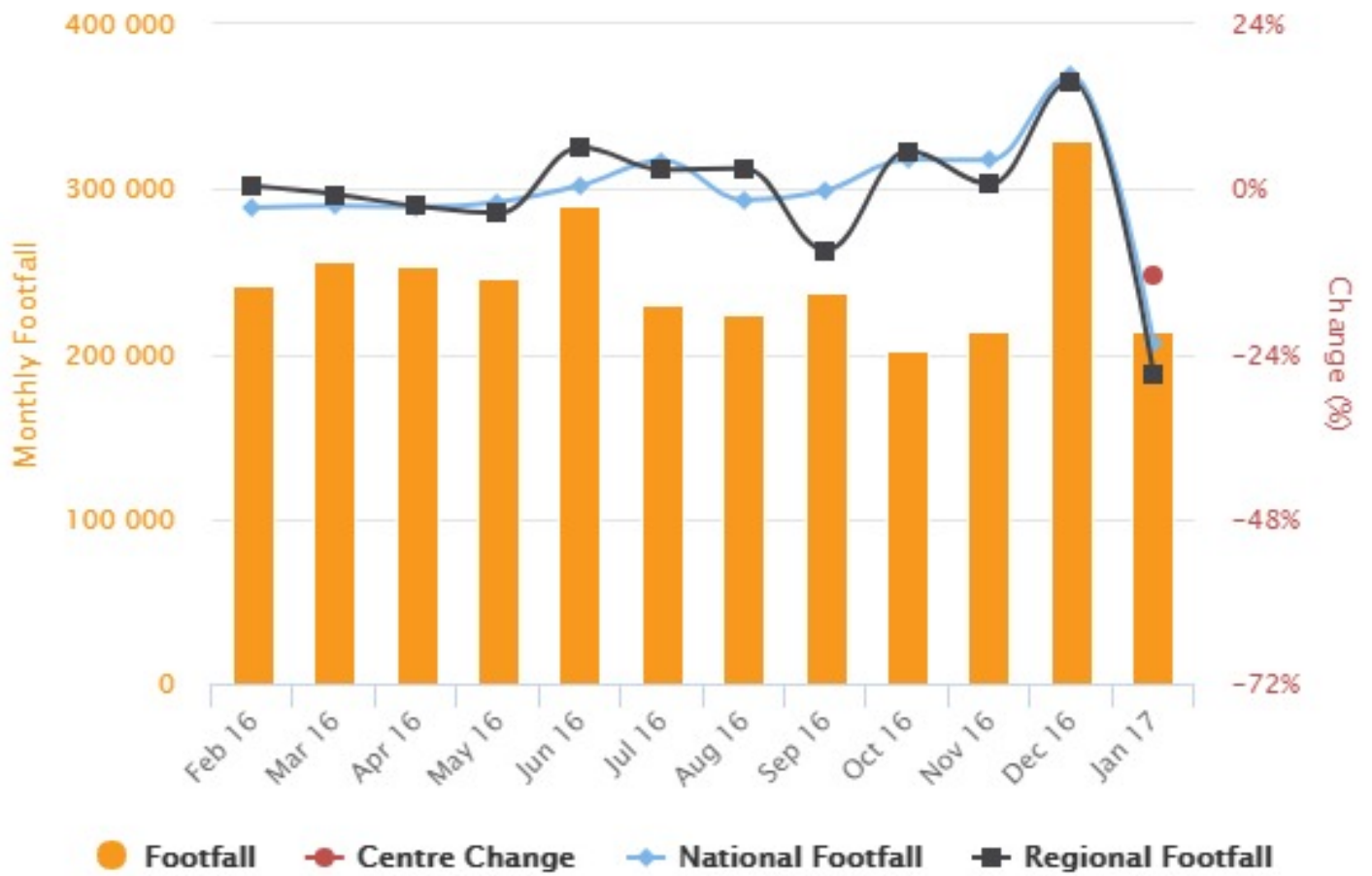
† Comparable Retailers: the number of retailers that have submitted sales figures for the time period shown

Centre X - January 2017 Sales, Like for Like

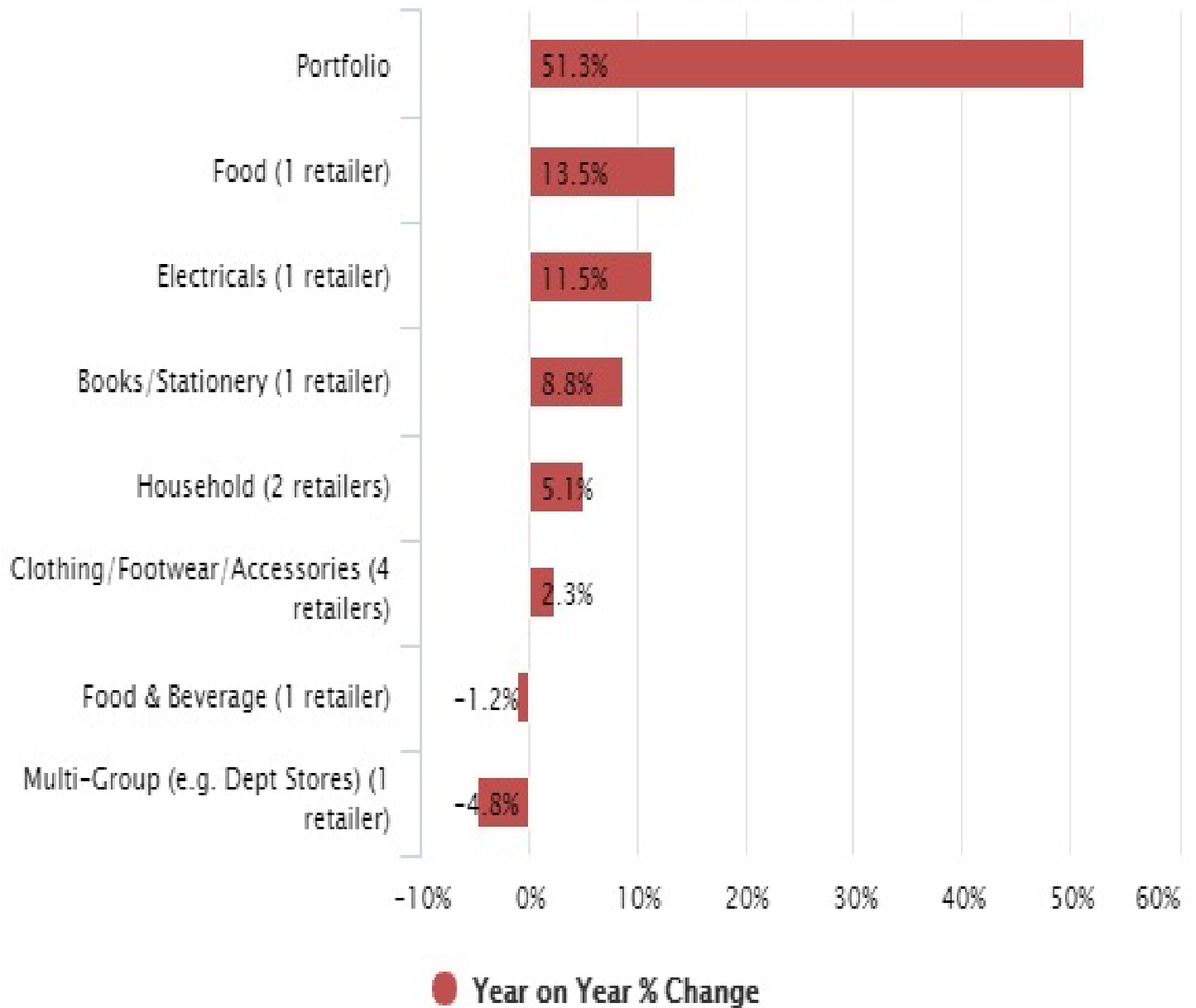
Sales by Retailer



Footfall



Sales by Merchandise Group



Centre X - January 2017 Notes

Company Name	Unit	Date	Month	Period	Note	User
Select	24	25/01/2016	January	Monthly	Store continues to struggle, 22% down on last year, display and appearance looks good, winter lines have not been selling during mild weather, Spring stock coming in and weather has now gone colder.	Heidi Roberts
Tesco Supermarket	1	25/01/2016	January	Monthly	new store manager, work needed to get him to supply figures	Heidi Roberts
Currys/PC World	Unit E & F	25/01/2016	January	Monthly	down on last year, store manager requesting footfall information as customer numbers have decreased, they are putting it down to the roadworks affecting drivers getting into the Centre	Heidi Roberts

Comments

This is a demo report with example data



MEMBER'S LOGIN

Welcome, Josephine Brown. You are logged in.

Log out

(/)

Centre Tenant Report

Use the filters below to select the type of report you would like to view and the appropriate date ranges and click the 'Update' button. You can then download the raw, underlying data or export the graph.

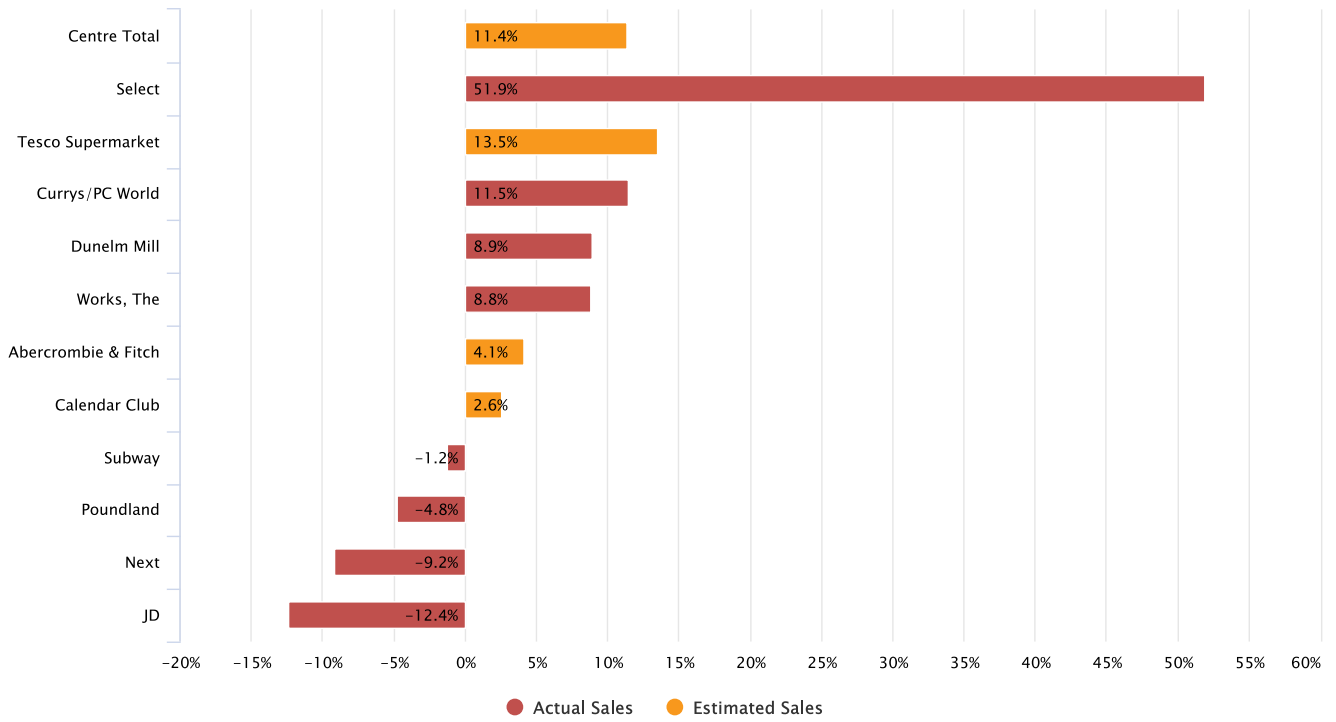
This is the **Centre Tenant Report** for **Centre X, Town X** comparing **Monthly Sales** between **January 2016** and **January 2017**. Please note that the figures in the chart below show all recorded sales for retailers within the scheme, including incomplete datasets (as indicated).

Trading Name	January 2016	January 2017	Year on Year % Change
Centre Total	£4,329,080	£5,222,263	20.6%
Select	£14,007	£21,281	51.9%
Tesco Supermarket	£3,364,428	£3,818,296	13.5%
Currys/PC World	£195,709	£218,200	11.5%
Dunelm Mill	£17,575	£19,145	8.9%
Works, The	£63,000	£68,514	8.8%
Abercrombie & Fitch	£448,644	£467,000	4.1%
Calendar Club	£26,800	£27,491	2.6%
Subway	£38,000	£37,550	-1.2%
Poundland	£49,235	£46,875	-4.8%
Next	£43,776	£39,763	-9.2%
JD	£67,906	£59,494	-12.4%
Thomas Cook	-	£349,712	-
Poundworld	-	£48,942	-

* contains missing data for the period

Please note the data in the graph below only shows like-for-like sales, as such may not match with the chart above.

Centre X – January 2017 Sales, Like for Like



January 2017 Notes

Notes relating to the sales data in this report.

Company Name	Unit	Date	Month	Period	Note	User
Select	24	25/01/2016	January	Monthly	Store continues to struggle, 22% down on last year, display and appearance looks good, winter lines have not been selling during mild weather, Spring stock coming in and weather has now gone colder.	Heidi Roberts
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