

# Sales Data

Sales data helps you understand the financial health of your business short and long term, see what's working well and what areas need improvement. With this information, you can make decisions on where to invest resources.

## Defining Sales Data

Sales data is the volume of dollars and units sold to the consumer in a specific time period. At minimum, sales data should be reviewed weekly, monthly, quarterly and annually. For digital sales, it may also be reviewed daily and even hourly.

## Common Sales Metrics

- Sales dollars
- Sales units
- Sales margin dollars (sales dollars minus cost of goods sold)
- Comparable (comp) sales
- Sales dollars and units vs. same week prior year; vs. prior week, etc.
- Sales dollars by region, state, etc.
- Sales dollars by consumer segment



## Value to Business

- Sales data provides an understanding of your brand and your company's performance. Part of being successful means delivering sales growth and incremental profit to enable continued investment in the business long term.
- Sales data is one measure of success for marketing offers.
- Sales data informs future reactive promotional tactics, such as social or email marketing campaigns in response to underperforming sales expectations.

## Comparing to Industry

Sales results are only one metric – it's important to understand your sales results relative to the market. If your brand or product is growing faster than the market, it likely signals a sound strategy.

- Outperforming the market demonstrates a strong "share of wallet," meaning customers are choosing your brand/product over another.
- Sales growth slower than the market signals a need to dive deeper into guest decision trees, consumer trends, and/or operational opportunities.