Factors Influencing Malls Establishments

➤ It is imperative to establish a positive and engaging shopping experience. Various factors, including cleanliness, ambiance, customer service, and amenities such as seating areas, restrooms, and Wi-Fi, collectively contribute to establishing a hospitable and inviting atmosphere.

➤ **How to Measure Retail Performance? 5 Essential Metrics**

Number of Customers (Customer Traffic)
Effectivity (Retail Conversion Rate)
Customer conversion ratio = No of transactions / Customer traffic x 100.
Average Sale (Average purchase value)
Average sales order value = Total sales value / Number of transactions