COUNTER APP — TALLY & CLICKER · PRINTABLE SHEET

Retail Visitor & Conversion Log

Visitors and transactions by hour, for one trading day

HOW TO USE

1. Count each visitor once as they come in, not again when they leave. Do not count staff or deliveries.
2. At the end of each hour, copy the number of transactions from the till.
3. Conversion % = transactions ÷ visitors × 100. Compare the same weekday across weeks.

Store _____ Date / weekday _____

Counted by _____ Weather / events _____

Hour	Visitors (tally)	Transactions	Conversion %	Staff on floor	Note
08–09					
09–10					
10–11					
11–12					
12–13					
13–14					
14–15					
15–16					
16–17					
17–18					
18–19					
19–20					
20–21					
Total					

counterapp.online — the app version of this sheet. In the app, volume-key counting (off by default) lets you count visitors without looking at the screen.

Guide: counterapp.online/articles/small-retail-store/daily-stock-count-system-independent-retailers/

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