

SnapShop – Sales Trend Analysis and Reporting (STAR)

June 2020

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Logging In

STAR is free to use tool and is hosted securely on Pragma’s SnapShop website. Log in at www.snap-shop.co.uk using your email address and password as supplied by Pragma. There is a “forgotten password” link if you are unable to log in. Once logged in, you can update your password by clicking ‘Go To Snapshop’, ‘Account’ and update in the table.

Accessing STAR

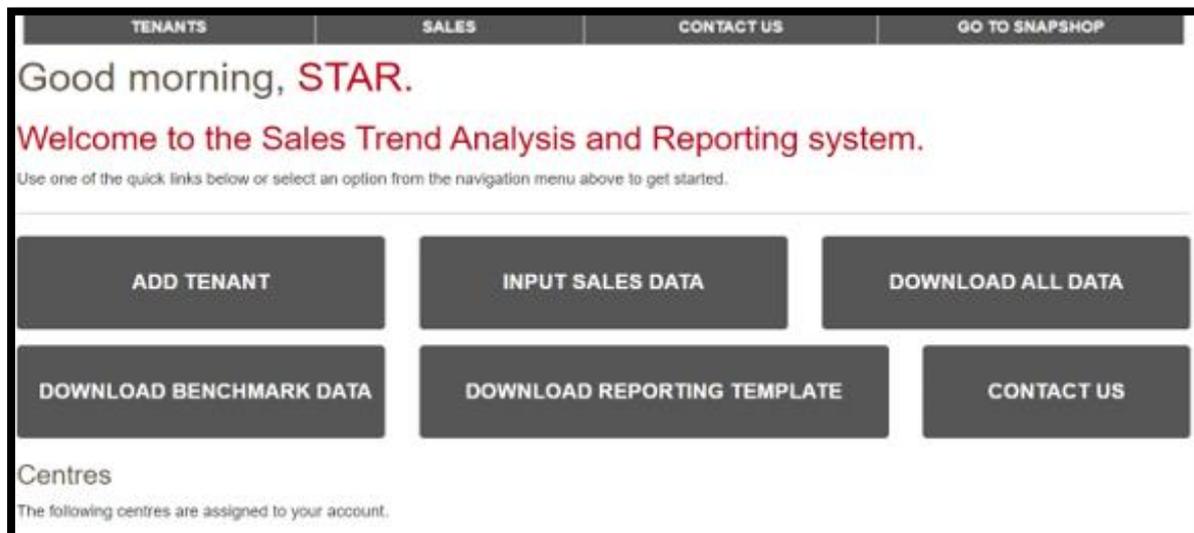
Once logged in, you will be taken to the STAR Dashboard. You can also access the STAR Dashboard by selecting the icon (star) on the title bar at the top of the screen:



Please note, STAR is only visible to those who have STAR access – this is set by Pragma. If you would like a STAR account please send an email to star@pragmuk.com

Dashboard

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

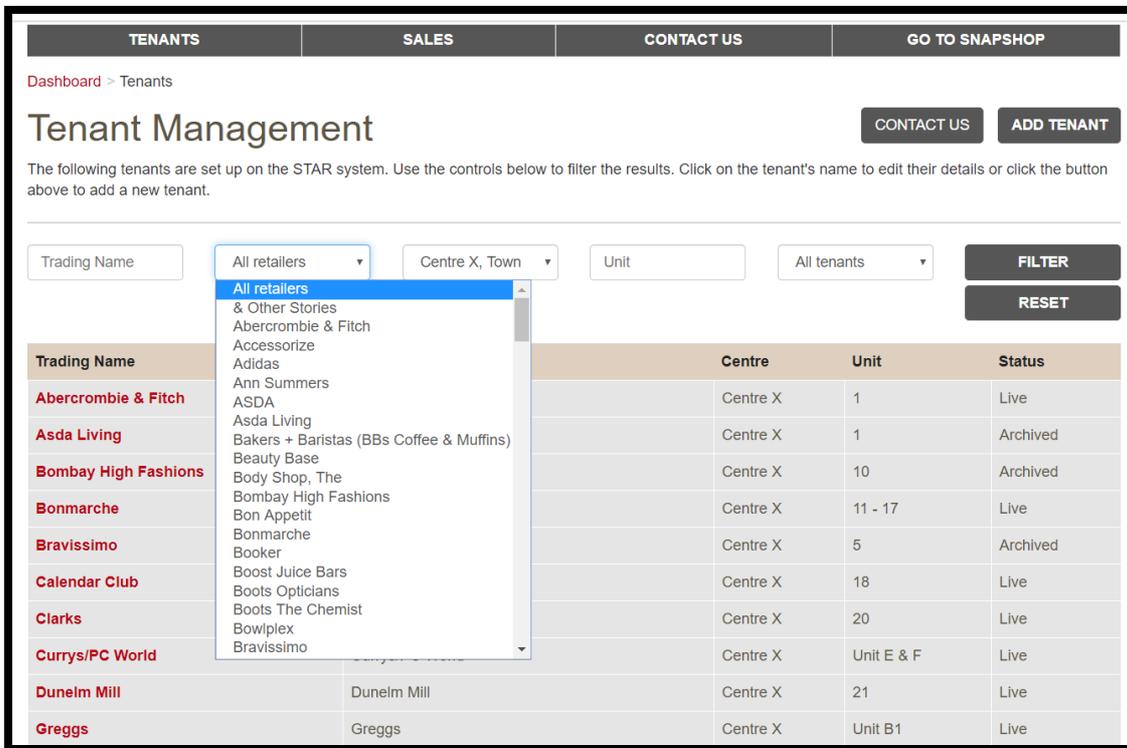


Tenants

If you have supplied Pragma with existing tenant sales, then Pragma will have set up your existing tenants on the STAR system. You can view existing tenants by selecting the Tenants tab at the top of the Dashboard.

TENANTS

Here you can search for tenants that have been added as part of centre set-up, by either scrolling through the list or using the drop-down menus:



Dashboard > Tenants

Tenant Management

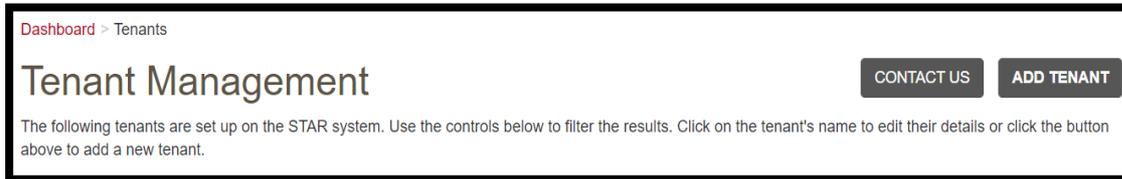
CONTACT US ADD TENANT

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 X, Town Unit: All tenants FILTER RESET

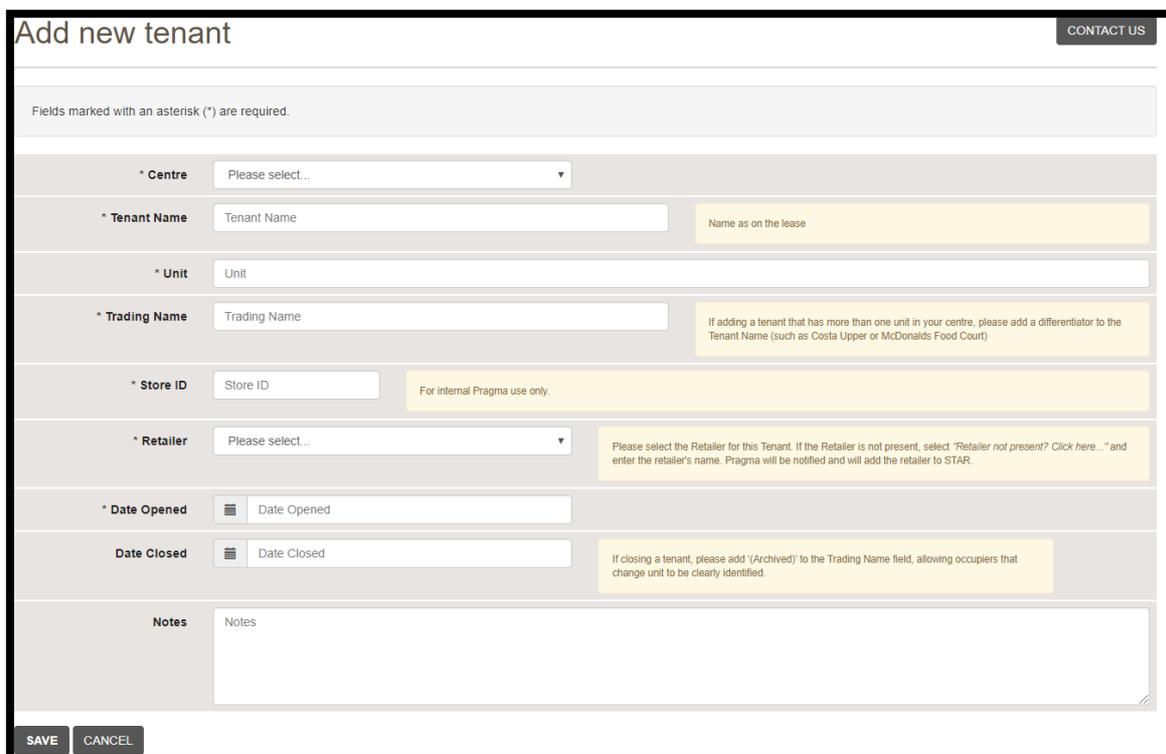
Trading Name	Centre	Unit	Status	
Abercrombie & Fitch	Centre X	1	Live	
Asda Living	Centre X	1	Archived	
Bombay High Fashions	Centre X	10	Archived	
Bonmarche	Centre X	11 - 17	Live	
Bravissimo	Centre X	5	Archived	
Calendar Club	Centre X	18	Live	
Clarks	Centre X	20	Live	
Currys/PC World	Centre X	Unit E & F	Live	
Dunelm Mill	Dunelm Mill	Centre X	21	Live
Greggs	Greggs	Centre X	Unit B1	Live

Adding Tenants and Tenant Openings



If you need to add tenants, click on the Add Tenant button from the Tenant Management screen, or go back to the Dashboard and select Add Tenant.

We recommend only adding tenants for whom sales data will be recorded, rather than for all tenants as a matter of course. Complete the fields, using information in the yellow boxes for guidance, and click Save



Add new tenant CONTACT US

Fields marked with an asterisk (*) are required.

* Centre: Please select... (dropdown)

* Tenant Name: Tenant Name (text input) Name as on the lease

* Unit: Unit (text input)

* Trading Name: Trading Name (text input) If adding a tenant that has more than one unit in your centre, please add a differentiator to the Tenant Name (such as Costa Upper or McDonalds Food Court)

* Store ID: Store ID (text input) For internal Pragma use only.

* Retailer: Please select... (dropdown) 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. Pragma will be notified and will add the retailer to STAR.

* Date Opened: Date Opened (calendar icon)

Date Closed: Date Closed (calendar icon) If closing a tenant, please add '(Archived)' to the Trading Name field, allowing occupiers that change unit to be clearly identified.

Notes: Notes (text area)

SAVE **CANCEL**

Please note the differentiation between these fields:

- Centre – the scheme within which the occupier will trade
- Tenant Name – the name of the leaseholder
- Unit – as referred to on the tenancy schedule
- Trading Name – being the fascia name above the door
- Store ID – for Pragma internal use – please add '00000' if entry required
- Retailer – as per Trading Name, selectable from a dropdown menu. Use of a dropdown ensures that all occurrences of the same brand are recorded consistently across the STAR system to allow for application of the correct VAT rate and benchmarking of performance. If you can't find your retailer on the drop-down use the Retailer Not Present link
- Date opened – set to the first week in which sales data is available
- Date closed – set to when occupier closed OR if occupier ceases to consistently provide sales data

Tenant Closures

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



The screenshot shows a form with two input fields. The first field is labeled '* Date Opened' and contains the date '01/01/2012'. The second field is labeled 'Date Closed' and contains the date '02/01/2020'. To the right of the second field is a yellow warning box that reads: 'If closing a tenant, please add '(Archived)' change unit to be clearly identified.'

This will then show as Archived on your tenant list:

Trading Name	Retailer	Centre	Unit	Status
Abercrombie & Fitch	Abercrombie & Fitch	Centre X	1	Archived

We also recommend archiving tenants whom no longer provide sales data. Trading Name can also be appended with the text (Archived) to denote tenants no longer trading/no longer providing sales data, to assist in later reporting.

Recording Sales

The Sales screen lists all the tenants in your centre. 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".

Sales data can be recorded as weekly or monthly values and as an actual numerical value or as a % change vs. the same period for the prior year. Weekly data is summed to a monthly value for reporting.

Please note, for % sales changes to report, a numeric figure needs to be provided for the corresponding period in the previous year. Pragma can provide estimated sales, seasonalised across 52 weeks a year, as a separate service.

The presence of data for the previous year is denoted by a clock symbol. If hovered over, this symbol reveals the figure for the corresponding period in the previous year. **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

All centres ▾ All tenants ▾ 06/2019 Live Tenants ▾ FILTER RESET

Jun 2019 Today Done View note SAVE DATA NEXT MONTH

PREVIOUS MONTH

		27 May 2019	03 Jun 2019	10 Jun 2019	17 Jun 2019	24 Jun 2019	June 2019
Centre	Trading Name	Week 22	Week 23	Week 24	Week 25	Week 26	June 2019
Centre X	Abercrombie & Fitch	£ ▾ G ▾	£ ▾ G ▾	£ ▾ G ▾	£ ▾ G ▾	£ ▾ G ▾	£ ▾ G ▾
Centre Y	Accessorize	£ ▾ G ▾	£ ▾ G ▾	£ ▾ G ▾	£ ▾ G ▾	£ ▾ G ▾	£ ▾ G ▾

Centre Y, Town Y ▾ All tenants ▾ 08/2015 Live Tenants ▾ FILTER RESET

Successful data validation Data validation warning Add note View note SAVE DATA NEXT MONTH

PREVIOUS MONTH

you are advised to double check the values entered. When you are sure the values are correct, click the "Save Data" button.

		27 Jul 2015	03 Aug 2015	10 Aug 2015	17 Aug 2015	August 2015
Centre	Trading Name	Week 31	Week 32	Week 33	Week 34	August 2015
Centre Y	Accessorize	£ ▾ 7,800 G ▾	£ ▾ 7,075 G ▾	£ ▾ 5,645 G ▾	£ ▾ 5,835 G ▾	£ ▾ 26,355 G ▾
Centre Y	BB's Coffee and Muffins	£ ▾	£ ▾	£ ▾	£ ▾	£ ▾
Centre Y	Boost Juice Bar	Previous Data	G ▾	G ▾	G ▾	G ▾
Centre Y	Boots The Chem	Week 31, 28 Jul 2014	G ▾	G ▾	G ▾	G ▾
Centre Y	Burton	£14,418 Gross 16,000 G ▾	£ ▾ 16,332 G ▾	£ ▾ 15,753 G ▾	£ ▾ 14,056 G ▾	£ ▾ 62,141 G ▾
Centre Y	Caffe Nero	£ ▾	£ ▾	£ ▾	£ ▾	£ ▾

Default data entry settings are Actual Values (£) and Gross (G) (defined sales including VAT). These can be changed by clicking on the £ or the G to record percentage changes (%) and Net (N) of VAT. **However, be aware that the tenant 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.

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

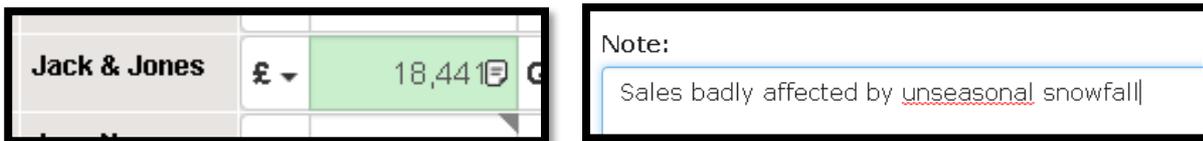
The option to utilise Null record should not be utilised going forward.

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

To ensure continuity of data, where no data is provided for tenants that normally provide sales information, a 0% change vs. the same period in the previous year will automatically be generated to ensure consistency of data in reporting. It is therefore vital that all tenants have 52 weeks of consecutive data added to the system, so that 0% changes can be applied for missing weeks. If you do not have such data available, please speak to Pragma, who can seasonalise monthly or annual data or provide estimates, if the required data is not available.

Notes can be added by clicking on the grey triangle at the top right of each data entry box. Please note, notes can only be added if data has been entered; you can't record notes against a blank field.

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



Data is subject to automated validation; if the cell turns red, the data is invalid and will not save.

Percentage change figures can only be entered if there is a value recorded in the same week/month of the previous year.

Percentage changes can be positive or negative, or 0% for no change. As an example, if a tenant has increased sales by 2%, this should be entered 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%

Always Save the data before leaving the sales entry screen, using the Save Data button:



If you attempt to leave the sales page without saving data, the system will prompt you to decide whether to save data or not before proceeding.

When pressing the Save button, all blank fields will populate with a 0% figure. These can be overtyped with the correct value as and when supplied by the tenant, or left as 0% if no data is supplied.

If tenants supply certified turnover data – either quarterly or annually, then Pragma can seasonalise the data and add it to the STAR system. In such cases, the Trading Name will be appended with (Certified) to identify to users the source of this data. Please contact Pragma to arrange for provision of such data

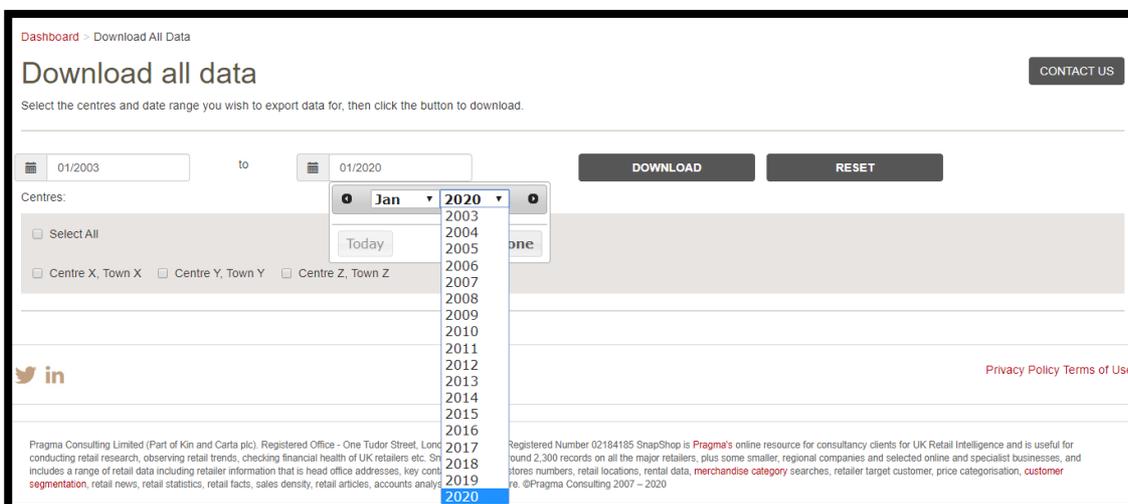
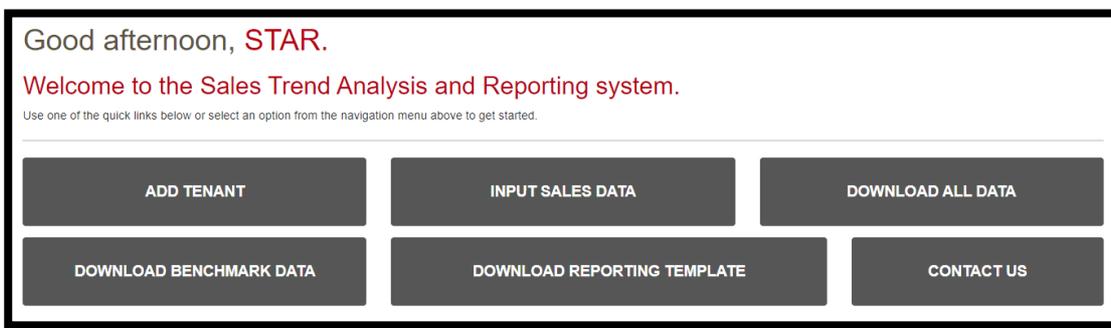
Download All Data

Pragma has changed the reporting of sales data within STAR to simplify the reporting of sales data, to allow greater visibility of inputted sales data and estimates and to allow for greater flexibility in reporting.

The system now has a single form of reporting – the downloading of a csv file – which can then be inputted into a Reporting Template – created by Pragma and hosted on the Dashboard – to review and analyse sales by centre, merchandise category and tenant.

To report on sales, select the ‘Download All Data’ from the Dashboard. Users can either export a specific date range, or simply export all the data for their centre (recommended).

- The Reporting Template supplied by Pragma makes filtering of data by time period exceptionally easy; as such, we would recommend simply selecting your centre and clicking ‘Download’, rather than selecting an exact time period



Upon selecting ‘Download’, the STAR system will create a csv file with the requested data. This file should be suitably named (centre and date of export for example) and saved either locally or on a user’s server.

Download Reporting Template

We have created a Reporting Template that takes the downloaded csv file as an input, and formats to create a range of user friendly outputs.

To access the Reporting Template, select 'Download Reporting Template' from the Dashboard. The Reporting Template should be suitably named (centre and date of export for example) and saved either locally or on a user's server.

We recommend downloading the Reporting Template from the STAR system each time data is exported, rather than trying to input data into a Reporting Template that has already been used.

[Instructions on use of the Reporting Template can be found here](#)

Download Benchmark Data

In order to provide users with context of their centre and tenant performance, Pragma has provided the ability for all users to see both a monthly and 12 monthly % change in sales performance by total and by merchandise category.

By using the STAR system, all users give their permission for their data to be used to form these benchmarks. At no point will the performance of individual tenants, centres or portfolios be revealed to anyone other than the data owners and Pragma staff.

To access the benchmark data, select 'Download Benchmark Data' from the Dashboard, which will download an xls file with latest and historical data.

Contact Us

Should you require help with the STAR system, be it accessing your account, setting up tenants and users, inputting sales estimates or help with reporting, please select the 'Contact Us' tab from the top of the screen or from the Dashboard.

Enter details of your query and one of the Pragma team will be in touch to help resolve your query.

Go To SnapShop

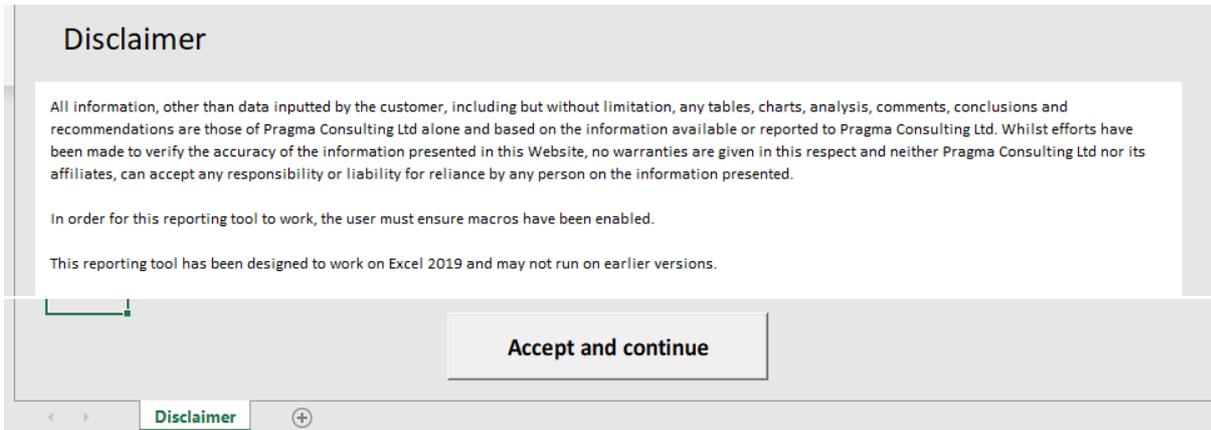
SnapShop is an historic client-facing version of Pragma's internal retail database, which holds a variety of information about different UK occupiers.

Whilst Pragma maintains the data we require to carry out our project work, we no longer maintain the SnapShop data; as such, the data on this part of the system is historic, is provided only for users as a reference and should not be relied upon.

If you have any queries on the type of data held by Pragma either internally or on the SnapShop system, please drop us a line using the 'Contact Us' button in STAR.

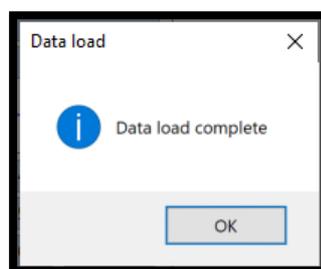
Using the Reporting Template

Once the Reporting Template has been downloaded from the STAR system (see Download Reporting Template) and saved, users should open the file, read and accept the disclaimer by clicking on the 'Accept and continue' button at the bottom of the opening tab.



Users can now access 5 tabs within the excel sheet:

- **Control** – Allows STAR data to be loaded and for filters to be placed and removed including selecting individual or multiple centres, specific date ranges, including/excluding Actual or Estimated data and including/excluding specific merchandise categories, merchandise groups and tenants
- To load STAR data, select the 'Load STAR data' button at the top of the Control tab and navigate to the location where the csv created by the STAR system has been saved
- The system flags a caution that the loading of data may take a few moments (typically less than 30 seconds). Ideally, users will refrain from using there system whilst data loads
- Once loaded, an information box will appear to confirm the successful loading of data



Once loaded, the tabs Monthly, 12 months, Category and Tenant performance are all populated.

Unless a selection is made in the Control sheet, all data will be included in the analysis and the system will default to looking at the latest month for which data has been entered into STAR.

Actual or Estimated data only can be selectd by using the filter at the top right of the Control tab – the system defaults to include both.

PRAGMA | KIN+CARTA

Tolerance: 100% Clear filters Load STAR data

Centre ☰ 🔍

Bridges

Data Type ☰ 🔍

Actual
Estimated
Null

Date ☰ 🔍

Dec-13	Jan-14	Feb-14	Mar-14	Apr-14	May-14	Jun-14	Jul-14	Aug-14	Sep-14	Oct-14	Nov-14
Dec-14	Jan-15	Feb-15	Mar-15	Apr-15	May-15	Jun-15	Jul-15	Aug-15	Sep-15	Oct-15	Nov-15
Dec-15	Jan-16	Feb-16	Mar-16	Apr-16	May-16	Jun-16	Jul-16	Aug-16	Sep-16	Oct-16	Nov-16
Dec-16	Jan-17	Feb-17	Mar-17	Apr-17	May-17	Jun-17	Jul-17	Aug-17	Sep-17	Oct-17	Nov-17
Dec-17	Jan-18	Feb-18	Mar-18	Apr-18	May-18	Jun-18	Jul-18	Aug-18	Sep-18	Oct-18	Nov-18
Dec-18	Jan-19	Feb-19	Mar-19	Apr-19	May-19	Jun-19	Jul-19	Aug-19	Sep-19	Oct-19	Nov-19
Dec-19	Jan-20	Feb-20	Mar-20								

Similarly, specific date ranges, merchandise groups, merchandise categories or individual tenants can be selected for review. Using the Ctrl button on your keyboard allows for multiple selections

PRAGMA | KIN+CARTA

Tolerance: 100% Clear filters Load STAR data

Centre ☰ 🔍

Bridges

Data Type ☰ 🔍

Actual
Estimated
Null

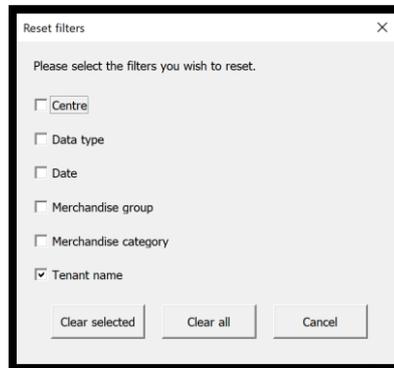
Date ☰ 🔍

Dec-13	Jan-14	Feb-14	Mar-14	Apr-14	May-14	Jun-14	Jul-14	Aug-14	Sep-14	Oct-14	Nov-14
Dec-14	Jan-15	Feb-15	Mar-15	Apr-15	May-15	Jun-15	Jul-15	Aug-15	Sep-15	Oct-15	Nov-15
Dec-15	Jan-16	Feb-16	Mar-16	Apr-16	May-16	Jun-16	Jul-16	Aug-16	Sep-16	Oct-16	Nov-16
Dec-16	Jan-17	Feb-17	Mar-17	Apr-17	May-17	Jun-17	Jul-17	Aug-17	Sep-17	Oct-17	Nov-17
Dec-17	Jan-18	Feb-18	Mar-18	Apr-18	May-18	Jun-18	Jul-18	Aug-18	Sep-18	Oct-18	Nov-18
Dec-18	Jan-19	Feb-19	Mar-19	Apr-19	May-19	Jun-19	Jul-19	Aug-19	Sep-19	Oct-19	Nov-19
Dec-19	Jan-20	Feb-20	Mar-20								

Merchandise Group ☰ 🔍

Books/Stationery	Clothing/Footwear/Accessories	Food
Food & Beverage	Health & Beauty	Household

The Clear filters button at the top of the Control page allows for either all, or specific filters to be removed



The Tolerance field on the Control sheet drives the functionality of a filter on the Monthly tab. This numeric field helps highlight in the monthly tab (in red) where data entry errors may have occurred, or where tenants have recorded sales performance with deviation from their average. The system defaults to a 100% tolerance (typically highlighting strong December trading) but can be manually overwritten to tease out further variables

Monthly

All occupiers with data for the date range selected in the Control tab are listed, with monthly data displayed, latest month first

Actual values are displayed against a white background, values derived from an estimate are shown against a peach background

The monthly tab is read only – any edits or additions to the data need to be made within the Sales Data screen in STAR, thus ensuring any updates are retained and made available in the future

12 Months

The 12 Months tab allows users to quickly review monthly and rolling 12 month performance for occupiers. Like for like data is shown in both the change in absolute terms and by percent change. All headings are dynamic, allowing data to be ordered and reordered by simply double-clicking on the column header

The system defaults to the latest month selected in the Control tab and the 12 months preceding this month – this can be altered by changing the dates selected in the Control tab

The sheet lists all occupiers for a centre(s) which STAR holds data, with buttons at the top of the screen to 'Hide missing data and 'Filter out missing data'

The 'Hide missing data' removes from the table visible on the 12 Months tab any tenant for whom like for like data is not available. This can be reversed by selecting the 'Show all data' button at the top of the screen

The 'Filter out missing data' button not only removes tenants without like for like data from the table, but removes the value of their sales from the count in the following Category tab. This can be reversed by selecting the 'Clear filters' button and clearing either all fields or all fields except for date

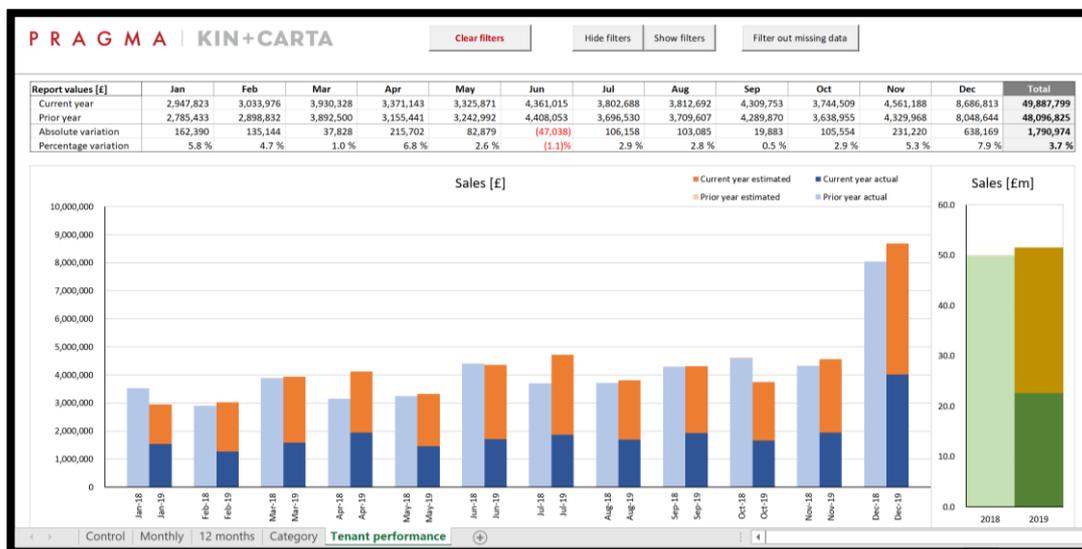
Category

Similar to the 12 Months tab, the category tab allows users to review monthly and rolling 12 month performance by merchandise category. Like for like data is shown in both the change in absolute terms and by percent change. Data in this format will be provided across all centres in the STAR system on a monthly basis to allow for benchmarking of performance vs. other schemes.

Benchmark data can be downloaded from the STAR Dashboard

Tenant Performance

The Tenant performance tab allows data for individual occupiers, selections of occupiers, merchandise categories or g merchandise groups to be reviewed by month over a 24 month period. The tab provides both visual and numeric reporting



Use of the 'How filters' button at the top of the screen allows for different tenants to be selected whilst other selections can be made in the Control tab.

To insert into reports, select Landscape Orientation and Fit Sheet to One Page and export to pdf. Utilising the 'Show filter' button provides a visual reminder of the occupiers selected.

Alternatively, a screenshot can be utilised and pasted into the relevant document.

