



York Data Intelligence Hub

Glossary of Terms (1/2)

The following is an alphabetical list of terms used in the York Data Intelligence Hub Report, with definitions to aid interpretation.

Average – Refers to the ‘mean’, calculated by adding all numbers in the dataset and divide by the total count of numbers.

Average Revenue Per Customer (ARPC) – Total sales divided by the number of customers.

Average Transaction Value (ATV) – Total sales divided by the number of transactions.

Catchment – A defined geographical area in which customers live. For example, York Unitary Authority (York UA)

Customers – The number of unique debit card account holders who have undertaken transactions.

Dwell Time – The duration in minutes a person is recorded residing within a retail area

Footfall – The number of people recorded as visiting a retail area and dwelling for longer than 10 minutes.

Growth – The percentage change in a metric between time periods. A negative figure indicates a decrease.

Hotel Occupancy – The average percentage of occupied hotel rooms within a given period, based on the total number of rooms available.

Metric – A measurable indicator of performance.

Peak Hours – The distribution percentage share of total footfall in a retail area, across hours of the day, within a defined period.

Quarter – A three-month period. There are four quarters in a calendar year:

- Q1: 1 January – 31 March
- Q2: 1 April – 30 June
- Q3: 1 July – 30 September.
- Q4: 1 November – 31 December

Retail Area – The geographical area in which a metric is measured.

Sales – The total recorded value of spending via in-store debit card transaction, excludes credit card transactions, online purchases, cash payments, and debit cards issued outside the UK.



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Glossary of Terms (2/2)

Sectors – The business industries in which metrics are recorded.

- **Food and Drink** – Alcoholic Beverages, Cafés and Coffee Shops, Confectionery, Fast Food Chains, Food Delivery Services, Non-Alcoholic Beverages, Pubs and Bars, Restaurants.
- **Grocery** – Corner Shops and Newsagents, Grocery Delivery, Specialist Grocery, Supermarkets, Wholesalers.
- **Fashion** – Baby and Childrenswear, Bags and Accessories, Jewellery and Watches, Lingerie, Menswear, Shoes, Sportswear, Unisex, Womenswear.
- **General Retail** – Books and Stationery, Cards and Gifts, Department Stores, Digital Marketplaces, Discount Retailers, Electronics and Appliances, Pets.
- **Health and Beauty** – Beauty Products, Beauty Salons and Spas, Gyms and Fitness, Health and Nutrition, Healthcare Providers, Opticians.
- **Tourism** – Airlines, Holidays, Hotels.
- **Transport** – Parking, Petrol, Vehicle Rentals, Transportation.
- **Entertainment** – Attractions and Experiences, Gambling, Live Shows and Events, Music and Video Streaming, Sports Equipment and Clubs, Toys and Gaming, Entertainment.
- **Household** – DIY and Interior Design, Furniture, Garden, Household Products.
- **Consumer Services** – Adult, Delivery Services, Florists, Other Consumer Services, Photography and Printing, Software.

Segments – Demographic groups of customers or visitors, defined by economic, age, lifestyle, and behavioural characteristics, based on the MOSAIC classification powered by Experian.

Shop Vacancy – The percentage of empty commercial premises within a given period, based on the total number of units available.

Timeframe – The period over which a metric is measured.

Transactions – The number of recorded sales transactions.

UK Benchmark – The percentage change in metrics recorded at the national level for the United Kingdom. A negative figure indicates a decrease.

Year-on-Year (YoY) – A comparison of metrics from a given period with the same period in the previous year.

Year-to-Date (YTD) – A period starting from 1 January and ending with the selected month of the same year.