

1. Appendix—Entering Sales and Transaction Data

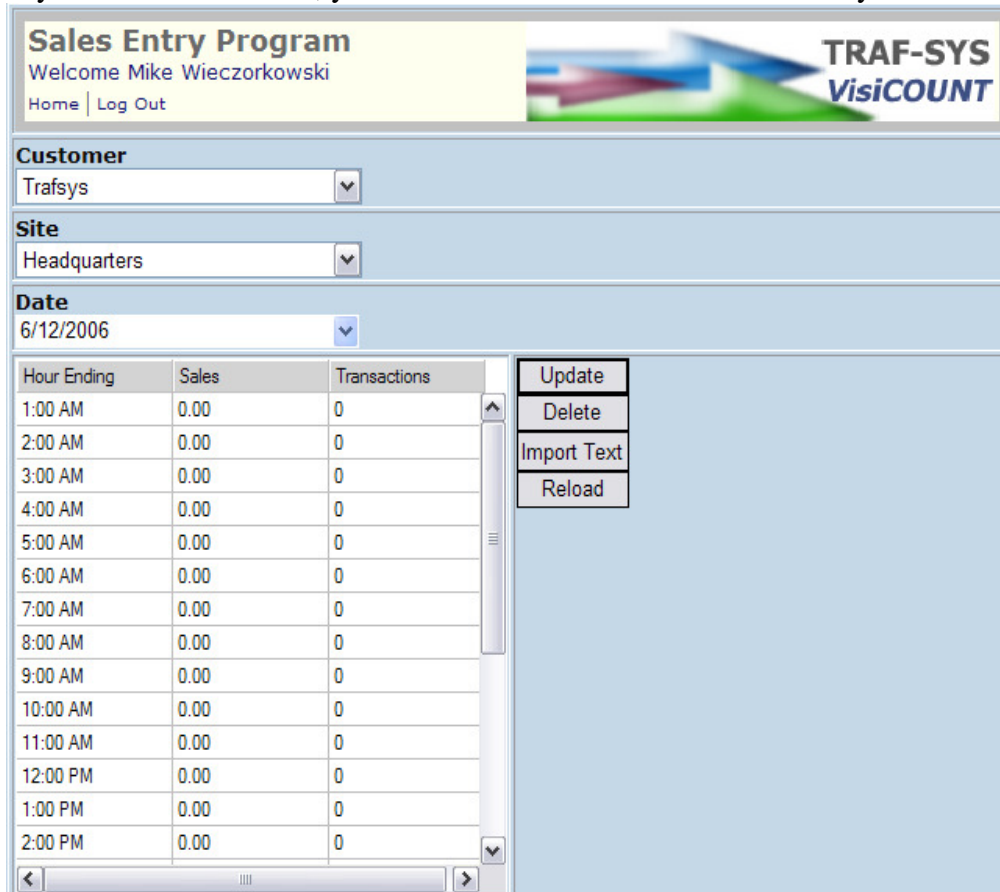
Entering the Sales/Transaction Data into VisiCount

When you log into VisiCount, select the link for “Sales Entry Application”. You will see a screen just like the one on the next page. Simply enter your transaction numbers in the cells for each hour (make sure you note **HOURLY ENDING**, so your transactions from 9-10 am would go in the **10 AM HOURLY ENDING**), using the down arrow key to go to the next cell down. If you don’t know transactions per hour, enter the total transactions for the whole day in the last hour you are open. This will ensure that when you generate a conversion report for a whole day, it will reflect total transactions divided by total traffic.

You **MUST** enter separate sales and transactions for the three sales categories (selected under the SALES CATEGORIES drop-down) in so that the statistics are properly recorded in the database for reports.

When you are finished entering, click “Update” to send the information to the database. You can then go to the Report Generator or Gallery to create reports on the data you just entered.

If you want to start over, you can click DELETE to clear the hourly data.



Sales Entry Program
 Welcome Mike Wiczorkowski
 Home | Log Out

Customer
 Traftsys

Site
 Headquarters

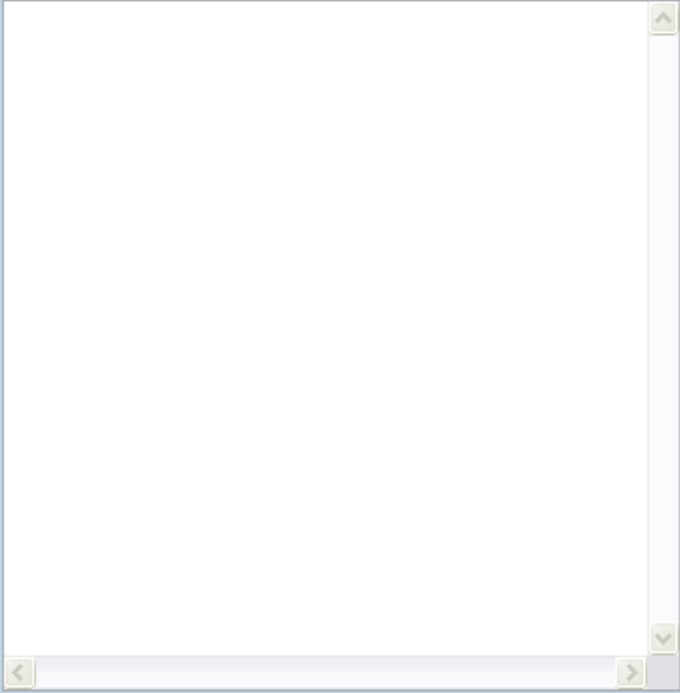
Date
 6/12/2006

Hour Ending	Sales	Transactions
1:00 AM	0.00	0
2:00 AM	0.00	0
3:00 AM	0.00	0
4:00 AM	0.00	0
5:00 AM	0.00	0
6:00 AM	0.00	0
7:00 AM	0.00	0
8:00 AM	0.00	0
9:00 AM	0.00	0
10:00 AM	0.00	0
11:00 AM	0.00	0
12:00 PM	0.00	0
1:00 PM	0.00	0
2:00 PM	0.00	0

Update
 Delete
 Import Text
 Reload

IMPORT TEXT will take you to a special screen where you can import data from Excel; just make sure to follow the directed formats. If you use this technique, click SUBMIT in the special screen, which will then tell you the row has been successfully submitted. Finally click RELOAD in the Sales Entry screen (below) to see the new data recorded.

001 Trafsys Headquarters for Jun 12, 2006
Enter your sales information in one of the following accepted formats
Comma separated or tab separated (paste from Excel):
Hour,Sales,Transactions (do not include this header)
8:00 AM,12.34,12

A large, empty text input area with a light blue border and a vertical scrollbar on the right side. It is intended for pasting sales data in a comma-separated format.