



## National Retail Sales Estimate

### **Description**

ShopperTrak's *National Retail Sales Estimate* (NRSE) is the industry's weekly national sales tracking product. It provides an estimate of weekly sales across the country, offering businesses, investors and policy makers the most accurate and timely information on consumer trends available today.

The NRSE provides the industry with a Monday snapshot of the previous week's sales, enabling businesses to see how they are performing against the national market and act upon the data to impact future sales. It is published at the beginning of each week to reflect U.S. retail sales during the previous week, making it an ideal tool for quickly tracking broad-based consumer demand changes. This makes it a useful measure for investors to utilize in balancing their portfolio holdings and for fiscal and economic policy makers in guiding the formulation of economic policies.

The NRSE is benchmarked to the U.S. Commerce Department's monthly sales data for general merchandise, apparel, furniture and other related store sales (GAFO) and estimated statistically, based on inputs from ShopperTrak's proprietary industry intelligence on shopper movement and sales statistics.

### **Timeliness**

The NRSE is the only national sales measure that is produced weekly to estimate sales for the previous week. This means that subscribers can now access the previous week's sales data on Monday, when it is still relevant to their businesses, rather than at the end of the month as was the case with previous products.

### **Accuracy**

GAFO has long been established as a key indicator of retail sales activity. NRSE provides an estimate of the GAFO statistic on a weekly basis using proprietary ShopperTrak estimation models going back to January 2000. Looking at the historical data estimates versus the actual GAFO sales numbers easily validates the accuracy of this estimate.

### **NRSE Advantages**

ShopperTrak's NRSE holds a number of key competitive advantages over other sales measures currently on the market. They include:

- The ability to assist companies in making key business decisions utilizing the most timely, accurate intelligence available
- The ability to gauge the performance of individual locations against the national market on a weekly basis
- The ability to quickly spot accelerating and decelerating consumer spending trends
- A Proprietary algorithm that accounts for customer movement and sales in more than 20,000 leading outlets throughout the U.S.

### **The Bottom Line**

The NRSE provides:

- Detailed, accurate forecasted national sales data from the previous week
- A history of the current quarter and a build to the GAFO month
- An NRSE weekly sales summary and trend analysis, including commentary from Michael Niemira of the Bank of Tokyo-Mitsubishi