

# Ticon average transaction value estimations



We utilized the data from Statista to explore the average value of convenience store transactions in the United States for the year 2021, which was reported as \$11.41 [1].

To validate the accuracy of Statista's data, Ticon conducted a comprehensive analysis of 19 US convenience store chains with store numbers ranging from 70 to 9,522. We verified data on annual revenue and the count of operational stores for each of these chains.

Still, to get the average check data, we need to know not only the average revenue per store for each chain, but also the average number of daily visits per store. The latter value, average for the industry, was assessed by NACS to be 1,100 people per day [2]. To verify this, we conducted an internal analysis of the average number of store visits, incorporating additional data sources and calculations.

In addition to statistical data, we used insights from direct measurements via traffic video detectors about the number of visits to 89 convenience store locations. In this research, the NACS findings of 1,100 customers per day served as a benchmark against which we meticulously compared our subsequent estimations.

Employing various approaches, we also used specific data. For example, we explored information on a convenience store chain recognized for its significant coffee sales. Analyzing their annual coffee sales volume, we estimated a number of cups of coffee sold by an average store per day (531 cups). Taking into account the average proportion of gas-purchasing customers who also enter the store (44% for c-store chains of this type), we derived an approximate number of visitors, reaching 1,206.

Expanding our analysis, we undertook the task of calculating the number of visitors to the c-store chain by considering such key factors as their annual revenue, the number of stores, and the average check per visit, which encompassed both in-store sales and fuel sales. By considering the average check per visit, which encompassed both in-store sales and fuel sales. By considering the average check values for both categories (\$7.42 for in-store sales and \$21.36 for fuel sales), we estimated that this c-store chain has approximately 1,102 customers per day. This approach enabled us to provide a more comprehensive assessment of customer traffic by incorporating revenue data and sales volume.

[1] - Average value of convenience store transactions in the United States in 2021. Statista (<https://www.statista.com/statistics/1016017/convenience-store-transaction-value-by-format-us>)

[2] - The U.S. Convenience Store Industry. NACS, The Association for Convenience & Fuel Retailing ([FactSheet\\_ConvenienceStoreIndustry](https://www.nacsshow.com/FactSheet_ConvenienceStoreIndustry) ([nacsshow.com](https://www.nacsshow.com)))

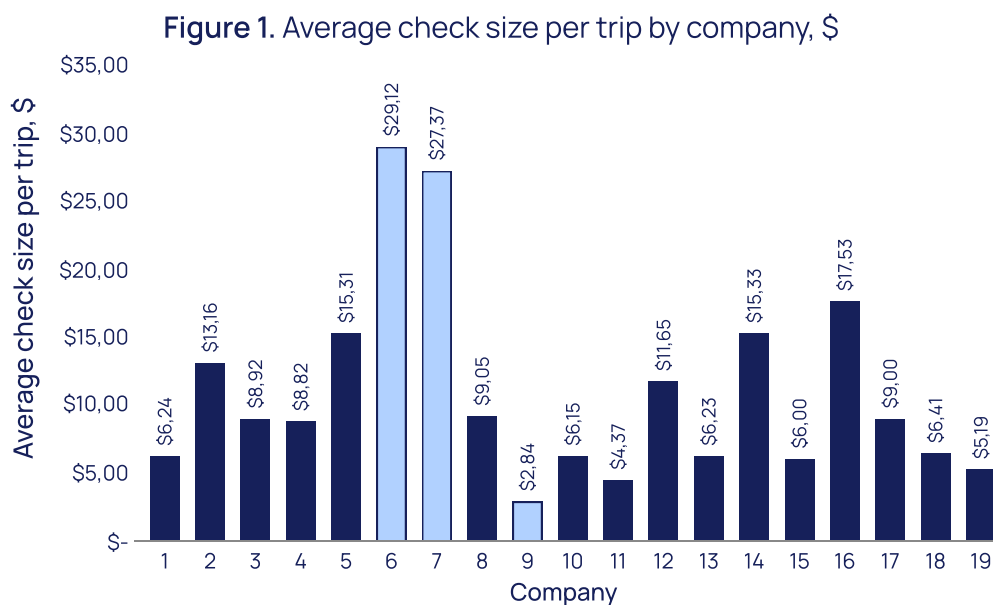


As a result, we compared the estimated values of customers derived from coffee sales, single companies revenue, direct measurements by traffic detection, and multiple convenience store companies' revenue. These calculations indicate that the average daily number of customers amounts to 1,043.

Utilizing the derived average value that aligns closely with the NACS estimation (with only a 4.7% discrepancy), we can now turn to the average check estimation. This is based on the verified data concerning annual revenue and number of stores for the 19 American convenience store chains used in our analysis.

According to Ticon's estimations, the average check size per trip was found to be \$10.98, a figure closely aligned with the reported statistics by Statista: \$ 11.41 (the discrepancy is only 3.76%). Enhanced statistical analysis, incorporating t-criteria, indicates that estimation values for companies such as Companies 6, 7 and 9 can be disregarded due to their atypical nature. Evidently, the fluctuations in both visitor numbers and service offerings for these chains deviate significantly from the typical values. With this filtering, the average check size per trip would be calculated as \$9.33 {the discrepancy of 18.2% vs. with Statista's evaluation).

It should be specifically noted that, as depicted in Fig. 1, the range of anticipated values for different c-store brands can exhibit considerable variation. This variation is understandable, given that the calculated average



is significantly influenced not only by the diversity of goods and services but also by the fluctuations in the daily number of customers. These variations are observed not only in relation to the brand, but also in response to traffic patterns and drivers' behavior. This nuanced interaction is the subject of a separate study conducted at Ticon and used as the foundation of our visitor rate estimations.

Consequently, our analysis confirms that the calculations of industry average can be reliably based on the recommended average check value of \$11.41 provided by Statista.

However, Ticon recognizes that data provided for transaction value and daily number of customer visits at the industry level is highly over-averaged and can significantly vary for individual companies. Moreover, both objective (ADT, population, etc.) and subjective (branding, service quality, marketing strategies, etc.) factors can contribute to discrepancies in both the average transaction value and visitor numbers.

Therefore, to enhance the accuracy of sales estimations, Ticon recommends our clients utilize questionnaires to share their internal data with us.