



50/20 RULE

HOW 20 HOURS CAN MAKE OR BREAK YOUR WEEK

In retail, maximising sales during your busiest hours is crucial.

It's important to ensure that you have the right staff in the right place at the right time.

But how do you know which hours are the right hours to maximise your sales?

At StoreForce we call these hours

**PEAK
HOURS**

Did you know?

50% of your weekly sales happen in
20 Peak Hours?

Scheduling your stores based on their individual peak hours means you can meet your highest customer demand while optimising your labour budget. **Win-win.**

Scheduling to achieve at least 90% peak covering during those make-or-break 20 hours has shown significant performance gains, leading to higher conversions, higher average transaction values, and YoY sales increases.

THE RESULTS

Back in 2018 we pioneered the 50/20 rule and we've never looked back. At our latest Community Conference the data spoke volumes: Stores with 90% Peak Coverage saw:



**2.8% Lift
in conversion**



**\$4.96 Increase
in ATV**



**2.6% Increase
in sales**



However, trying to reach 90% Peak Coverage can be tricky without a data-driven tool built around the 50/20 rule. It requires understanding both the human factors—like employee availability and manager intuition – alongside data such as traffic, customer, and POS patterns.

Store managers often rely on a 'gut feeling' based on their years of experience, which, while valuable, can conflict the 'science' that data delivers. Gut feeling is rooted in personal experience, while data provide the objective, high-accuracy view.

Think of StoreForce as your retail GPS, taking into account obstacles, charting the course, and offering the best route.

If you're curious about how Peak Coverage can drive results in your stores, let's chat. Speak to one of our retail experts today.