

When Do People Come? The Hour and the Week, Read Off Real Entrance-Line Data

Indivd Analytics

7 September 2026

Abstract

Two patterns dominate how a retail floor fills up — and both are directly actionable. On average, over 20 % of a retail location’s daily footfall lands in the single busiest hour — and the week peaks on a Saturday, not a weekday. Read off observed entrance-line data, not assumption.

Type: Insight (real data — observed, aggregated, anonymized format-level, with no forecast values). **Source summary:** Indivd Analytics observed entrance-line visitation series (aggregated, anonymized format-level). Method: *Entrance-Line Visitation Patterns in Retail* (methodology paper, Papers channel).

1 At a glance

Footfall is time-compressed. Across 5,697 complete store-days at 186 stores, the single busiest hour of a day carries on average **21.8 %** of that day’s visitors — and the top three hours together carry **53.1 %** (more than half of the day). “Busiest hour” here means the one clock hour (e.g. 14:00–15:00) with the most visits on that day; “modal peak hour” is the single hour that is most often the day’s busiest — 15:00 on weekdays and 14:00 on weekends (local time at each store). For the average location, staffing, promotion scheduling and queue capacity should be built around a narrow early-afternoon peak, not a flat day.

The week breathes on Saturday. “Indexed to a store’s own weekly average” means each store is compared against its own typical day, so big and small locations count equally. On that scale Saturday peaks at **1.50×** — 50 % above the store’s average day — versus a Tuesday trough at **0.83×** (so Saturday is roughly **1.8×** Tuesday). Weekends are materially heavier than weekdays: among the 70 well-covered stores with comparable weekday-and-weekend coverage, the mean weekend daily total is **1.79×** the weekday total (**median 1.56×**), and **83 %** of those stores are weekend-busier (n=70, as of the 2026-09-07 snapshot).

Read together, the “busy period” a retailer must design for is a **Saturday early-afternoon band**: a short, weekend-dominated spike — a compact, actionable fact for staffing, capacity and promotion timing.

2 How it was measured

- **Source:** Indivd Analytics observed entrance-line crossing counts from the vendor’s production analytics platform (read-only), joined to each store’s local timezone — aggregated and anonymized at format level.
- **Method:** hourly share on complete store-days; peak-hour share = max-hour share; modal peak hour; open-hours window recovered empirically (the typical contiguous open block); weekly shape = per-store day-of-week mean indexed to its overall mean. Computed from the frozen 2026-09-07 data snapshot; the figures below are the published values from that snapshot. Full method: the methodology paper *Entrance-Line Visitation Patterns in Retail*, sections 2–3.
- **Date range:** 2026-06-17 → 2026-09-07 (write-up 2026-09-07). **Observed** — no forecast values.
- **Key figures:** mean single-busiest-hour share **21.8 %** (0.218); mean top-3-hour share **53.1 %** (0.531); modal peak hour **15:00 on weekdays and 14:00 on weekends**; median open-hours

window 10:00–18:00 (span 9h); weekend:weekday mean ratio **1.79** (median 1.56), with **83%** of stores weekend-busier (0.829, n=70); Saturday weekly index **1.50** vs Tuesday **0.83** (roughly **1.8×**).

- **Uncertainty:** observation window ~ 3 months; hourly-resolution data (the open-hours window recovered empirically); crossing counts (not unique people; share and index ratios are unaffected by counting convention).
- **Privacy:** aggregated, anonymized format-level — no store, brand, region or individual data.