Dashboard Insights

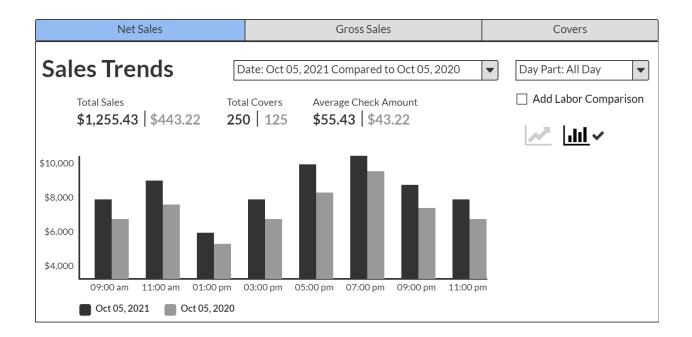
Sales Trends

Use Case: As a merchant I want to be able to make data driven decisions on inventory, staffing, training, marketing and expansion. I want to be able to make those decisions by looking at and comparing my sales over time and identifying my most and least profitable period.

SALES DATA TO TRACK:

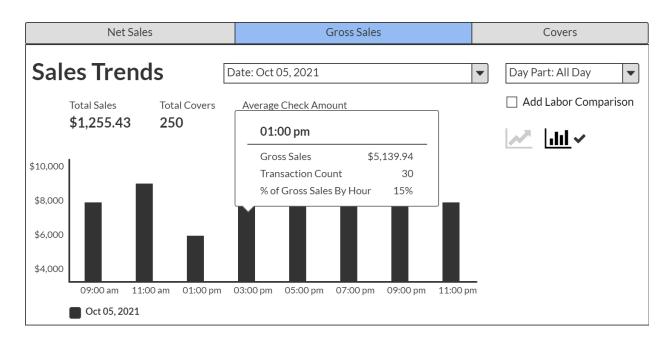
Net sales: ring at the register after discounts and not including tax

- Net Sales
- Average check amount
- Total covers



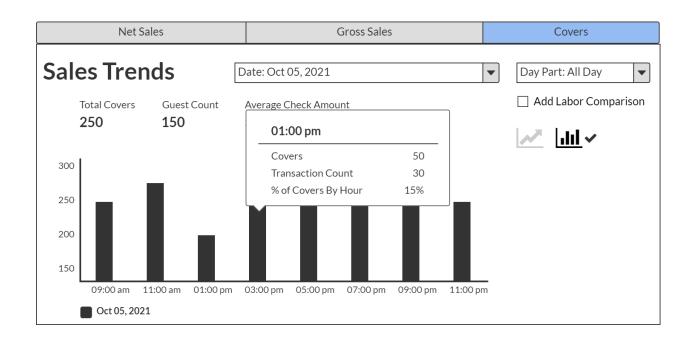
Gross sales: ring at the register before discounts and not including tax

- Gross Sales
- Average check amount
- Total covers



Covers: defined as number of meals/plates ordered per check

- Total cover count
- Total guest count (only useful if guest count is not calculated based on cover count)
- Average check amount



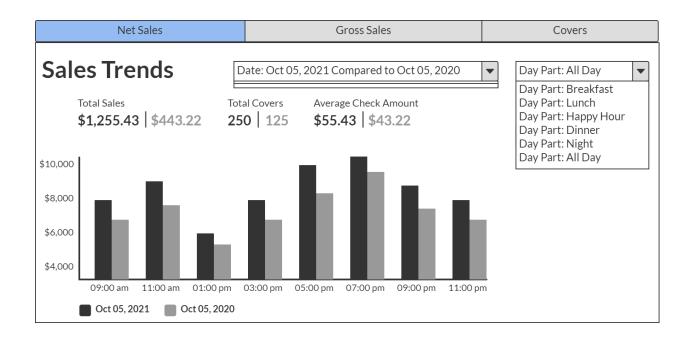
View by:

- Current/Last business day (can be user defined or defaulted)
- Current/last week (Start/end can be user defined, if not defined default to Monday-Sunday)
- Current/Last Month (First day of the month to last day of the month)
- Current/Last Year (365 days)
- Custom range

Net Sales				ross S	Sales					Covers
Sa	ales Trends	Week: Oct 05 -	Oct 12	, 202	1				•	Day Part 💌
	Date Range		<		Septe	ember	2021		>	Add Labor Comparison
	Custom Range	-	S	М	т	W	т	F	S	
	Current Business Day Last Business Day		29	30	31	1	2	3	4	<u></u>
\$10	Week to Date		5	6	7	8	9	10	11	
	Last Week Month To Date		12	13	14	15	16	17	18	
\$8	Last Month		19	20	21	22	23	24	25	
\$6	Year To Date Last Year		26	27	28	29				
÷÷	Custom Range									
\$4					_					
С	From To //		∧ 04 ∨	~ 00 ~	AM PM		^ 11 ~	∽ 59 ∽	AM PM	

Time of day:

- Hourly breakdown based on business hours
- Includes:
 - ➤ Net sales per hour
 - Percentage of net sales by hour
 - > Ability to group by day parts (breakfast, lunch, dinner...)
 - Default option
 - Breakfast (5.00-11.30)
 - Lunch (11.30-4.00)
 - Happy Hour (4.00-6.00)
 - Dinner (6.00-9:00)
 - Merchant configurable through Lighthouse (recommended)



Day of the week:

- Daily breakdown based on user defined business week
- Includes:
 - ➤ Total net sales
 - Transaction count (Sales + Refunds)
 - Percentage of net sales by week

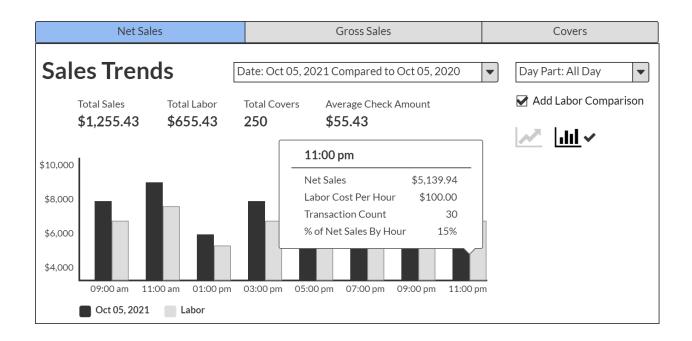
Net Sales	Gross Sales	Covers
Sales Trends	Week: Oct 05 - Oct 12, 2021	▼ Day Part ▼
Total Sales Total Covers \$1,255.43 250	Friday, Oct 08 2021	Add Labor Comparison
\$10,000 \$8,000	Net Sales\$5,139.94Average Checks\$26.88Covers220% of Net Sales By Week20%	<u></u> <u></u>
\$6,000 \$4,000		
Oct 05 Oct 06 Oct 07	Oct 08 Oct 09 Oct 10 Oct 11 Oct 12	-

Compare to:

- Day business day (can be user defined or defaulted)
 - Ability to select the day for comparison (ex. The last Saturday in October 2020 to the last Saturday in October 2021)
- Week (Start/end can be user defined, if not defined default to Monday-Sunday)
- Month (First day of the month to last day of the month)
- Quarter (Four calendar quarters)
- Year (365 days)

	Net Sales		G	ross S	Sales	Covers				
Sales Trends Week: Oct 05 - Oct 12, 2021							-	Day Part 🗸		
	Date Range		<	September 2021				>	Add Labor Comparison	
	Custom Range	•	S	М	Т	\otimes	Т	F	S	
	From To		29	30	31	1	2	3	4	
\$10	// 🛗 // 🛗		5	6	7	8	9	10	11	
			12	13	14	15	16	17	18	
\$8	Compare With		19	20	21	22	23	24	25	
\$6	Date Range		26	27	28	29				
\$4	Custom Range	•								
C	From To //		∧ 04 ∨	~ 00 ~	AM PM	-	^ 11 ~	^ 59 ∨	AM PM	

Labor cost (Labor cost vs. total sales)



Projected sales: Sales projections based entirely on historical sales data.

Example: This time last year your sales were x and based on that we project that your sales will be x for the same time this year

Break even point - out of scope

- Break even point is defined as a metric to determine comparatively when a restaurant will break even based entirely on sales and compared across a predetermined time frame
- 2. Break even point is the time when the sales amount exactly covers the business expenses associated with the sale, would require data such as operating cost outside of our current periphery

Break-Even Point

What does a break-even point measure?

Your break-even point is your tipping point. This metric represents how much revenue your business needs to earn to cover your expenses.

Why a break-even point is important to measure

If you're consistently spending more than you're earning, you can kiss your restaurant goodbye! Once you know your break-even point, you also know when you've covered your costs and started generating profit.

Break-Even Point = Total Fixed Costs / ((Total Sales – Total Variable Costs) / Total Sales)