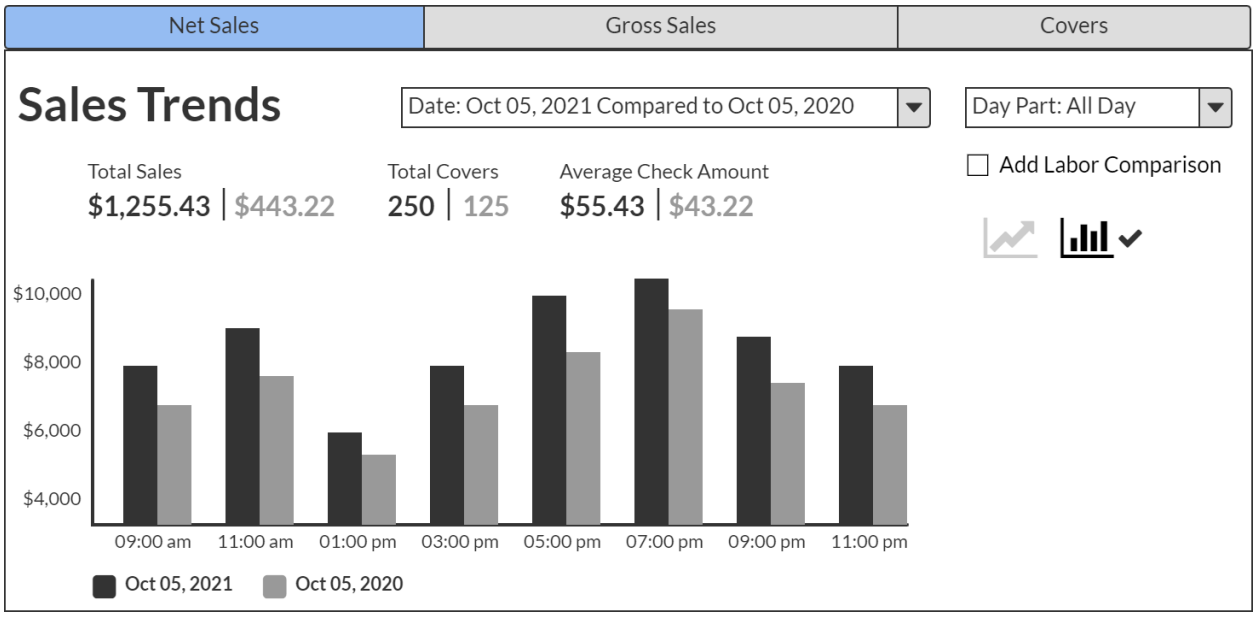
Dashboard Insights

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.

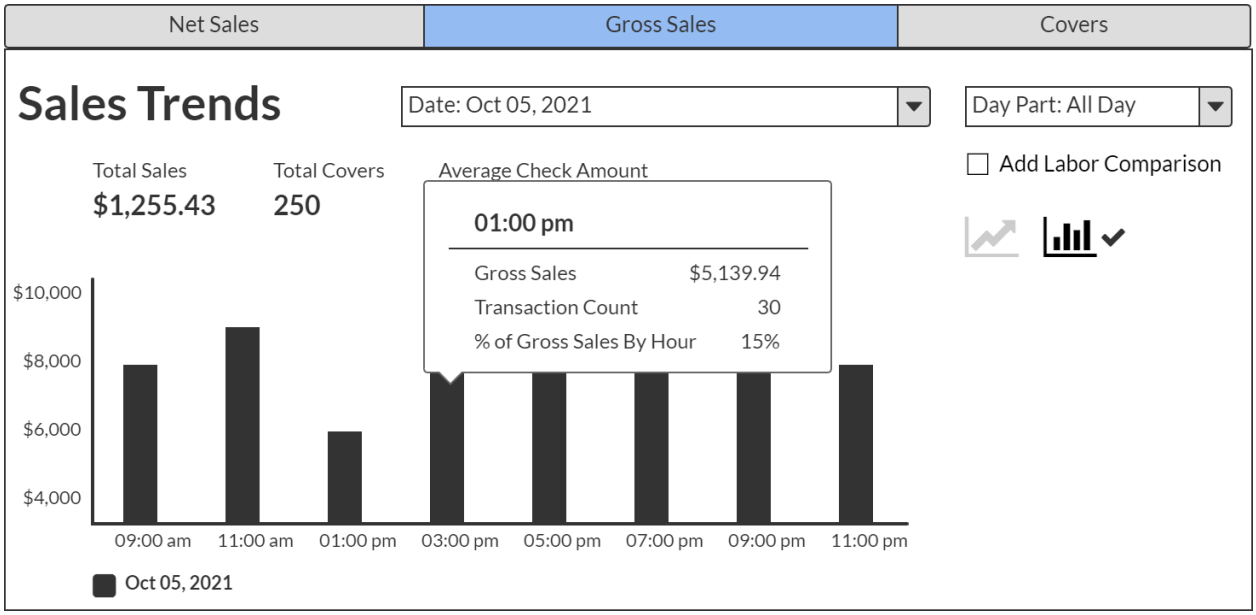
SALES DATA TO TRACK:
Net sales: ring at the register after discounts and not including tax

- Net Sales
- Average check amount
- Total covers



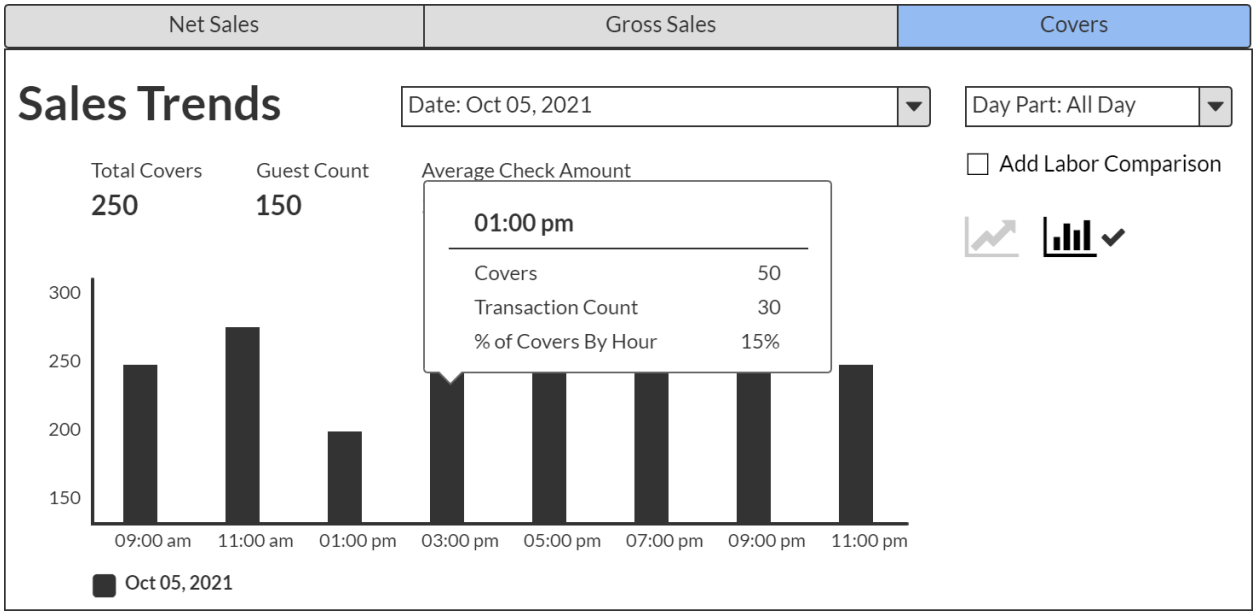
Gross sales: ring at the register before discounts and not including tax

- Gross Sales
- Average check amount
- Total covers



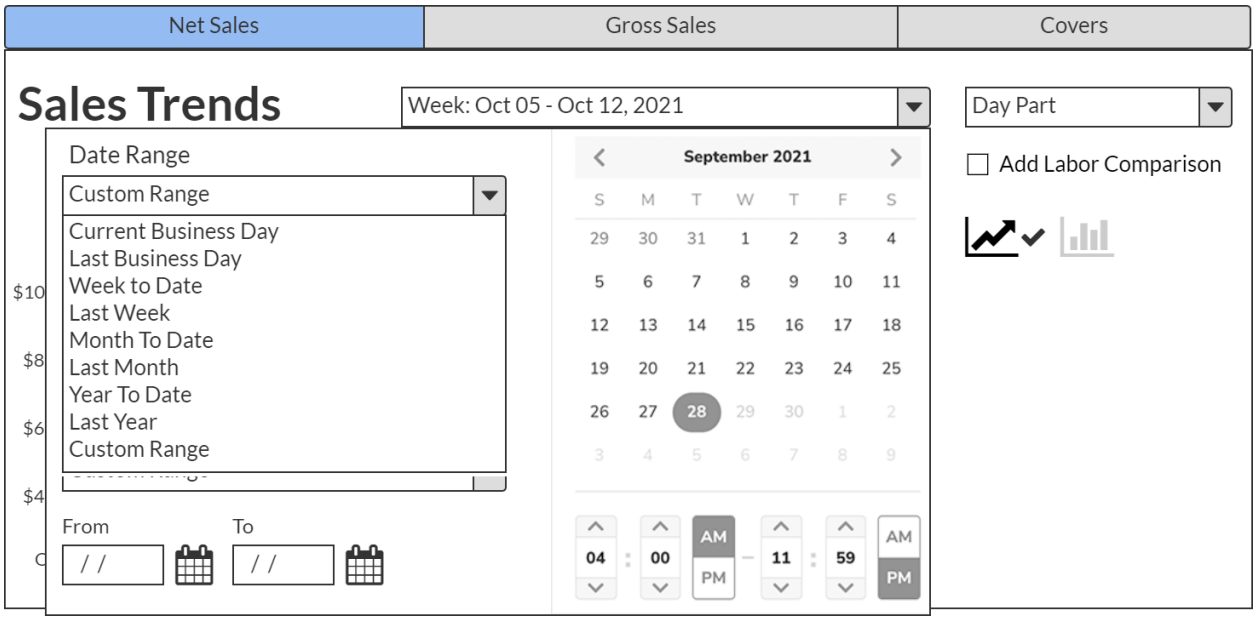
Covers: defined as number of meals/plates ordered per check

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



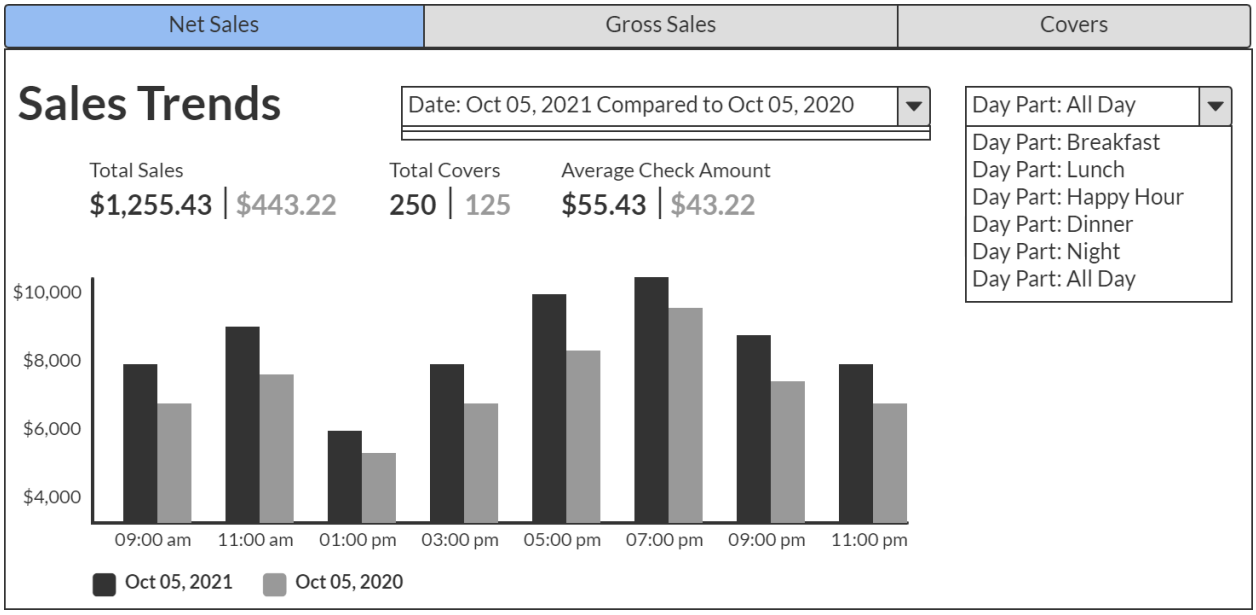
View by:

- ❖ 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



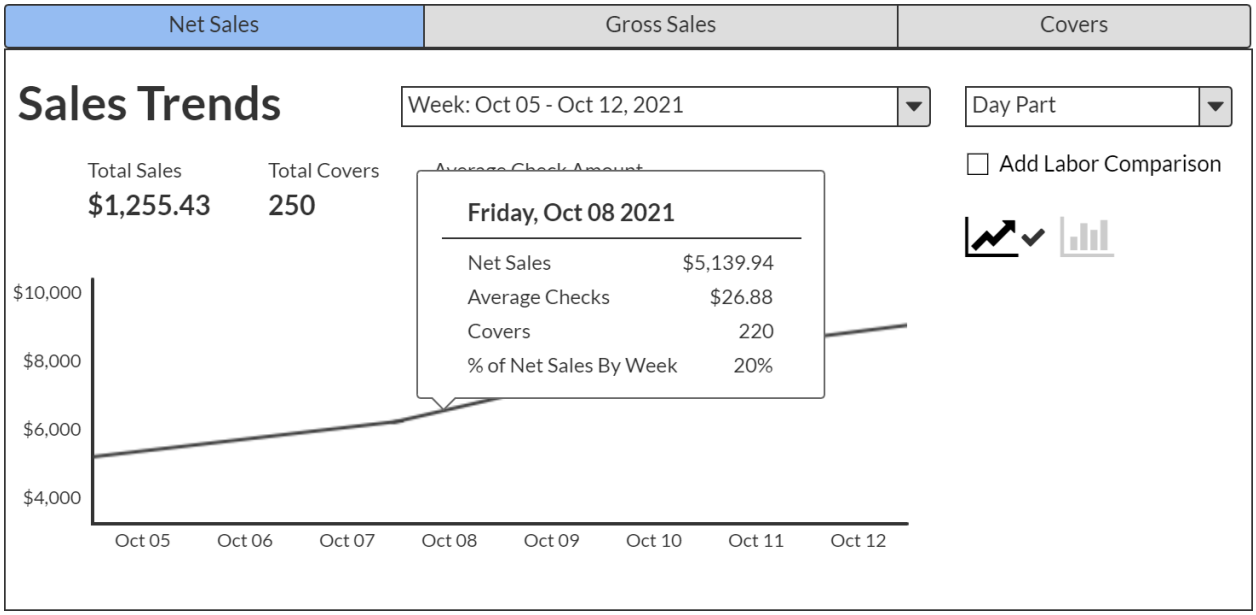
Time of day:

- ❖ 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*)



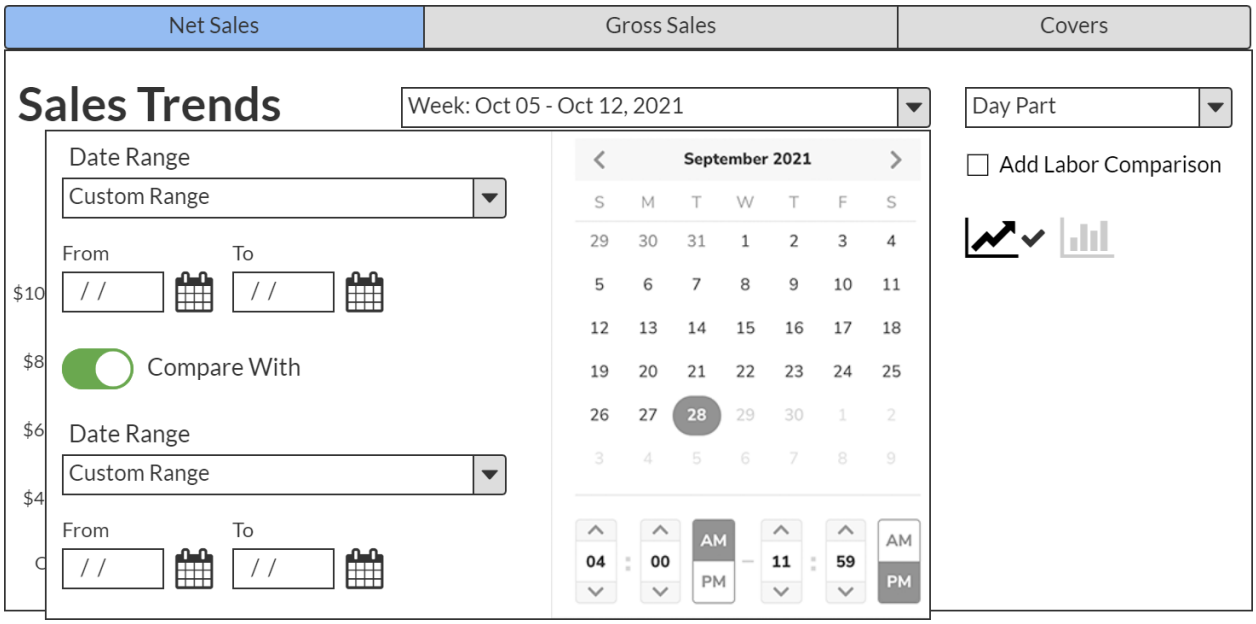
Day of the week:

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

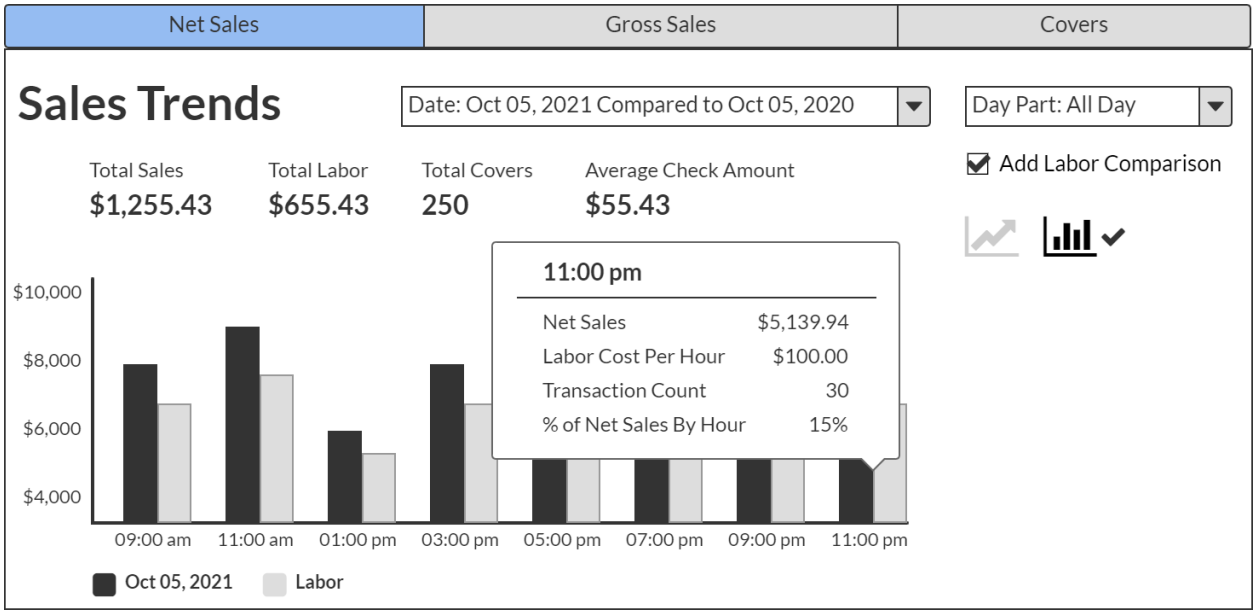


Compare to:

- ❖ 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)



- ❖ 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

1. 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)