



Sales Dashboards

June 2025



Table of Contents

- Sales Reporting Glossary
- Custom Sales Dashboard Overview
- Custom Sales Dashboard Widgets



Sales Reporting Glossary

Glossary

Term	Description
Sale Metrics	
Discount	Total discount amount calculated as RRP less Gross.
Gross	Total sale amount including tax, after discount has been deducted.
Net	Total sale amount excluding tax, after discount has been deducted.
RRP	Total sale amount including tax, before discount has been deducted.
Tax	Total sales tax amount.
Count Metrics	
Covers	The number of guests associated with a transaction, as entered at the POS.
Customer Count	The sum of positive value transactions less refund transactions.
Transaction Count	The sum of all transaction types, including sales, refunds, no sales and zero value sales



Custom Sales Dashboard Overview



Custom Sales Dashboards

- Meet the needs of different user groups throughout your organisation.
- Build dashboards using customisable widgets and arrange them to suit your preferred layout.
- View data at individual sites or gain visibility across multiple sites within the company.
- Utilise user roles to ensure that the right people see the right dashboards.
- Access dashboards on desktop, on mobile whilst on-the-go, or have them scheduled to arrive via email each day.



Custom Sales Dashboard Widgets



Table of Contents

- Average Spend Comparison
- Day Part Sales
- Discount Summary
- Hourly Sales Comparison
- Like For Like Sales Comparison
- Payments Received
- Price Level Sales Comparison
- Product Group Sales
- Sales Performance
- Site Type Sales
- Top Performing Discounts
- Top Performing Products
- Transaction Source Comparison
- Weekly Sales Comparison



Average Spend Comparison

- Compare average customer spend against the previous day, and against the same day last week and last year.
- Customise your average spend using either gross or net sales and using either customer transaction count or covers.

Average Customer Spend				
Shows the average net spend per guest transaction, compared against previous dates.				
	25/06/12	Prev. Day	Prev. Week	Prev. Year
Net Sales	£24,084.53	£23,501.67 2.48%	£24,190.39 -0.44%	£25,790.93 ↓ -6.62%
Customer Count	4674	4610 1.39%	4668 0.13%	5132 ↓ -8.92%
Average Spend	£5.15	£5.10 0.98%	£5.18 -0.58%	£5.03 2.39%



Day Part Sales

- Analyse key sale metrics across key intervals throughout the day.
- Customise your data and average spend using either customer count or covers.

Sales By Day Part

Shows total sales broken down into key intervals throughout the day.

Day Part Name	Gross	Net	Tax	Customer Count	Average	% Split
Afternoon	£29,232.41	£24,719.24	£4,513.17	3256	£8.98	14%
Breakfast	£49,603.06	£41,773.84	£7,829.22	7941	£6.25	23%
Evening	£35,728.00	£30,104.35	£5,623.65	3518	£10.16	17%
Lunch	£81,864.98	£68,992.28	£12,872.70	8017	£10.21	38%
Night	£16,623.65	£14,017.80	£2,605.5	1713	£9.71	8%
Total	£213,052.10	£179,607.51	£33,444.59	24445	£8.72	100%



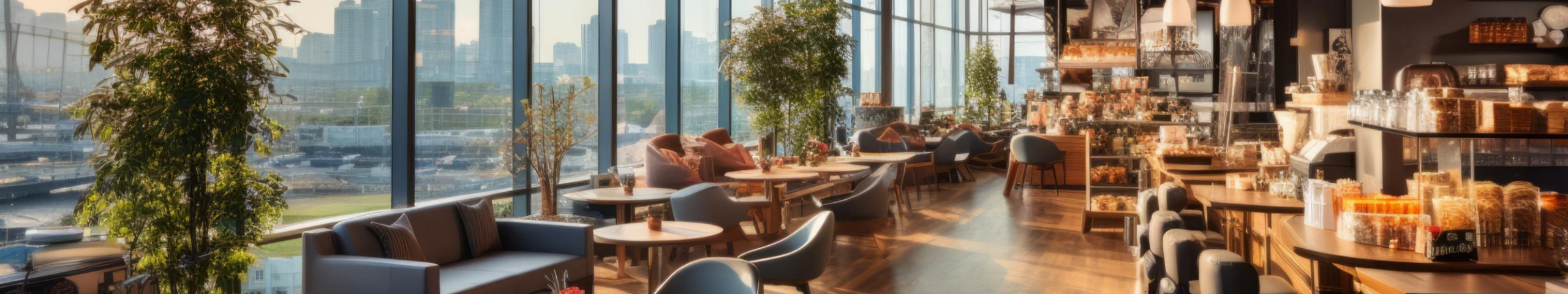
Discount Summary

- See a consolidated view of total discount issued through discount, comps, customer rewards and meal deals.
- Discount is summarised against each product group that contains combo discount products.

Discount Summary

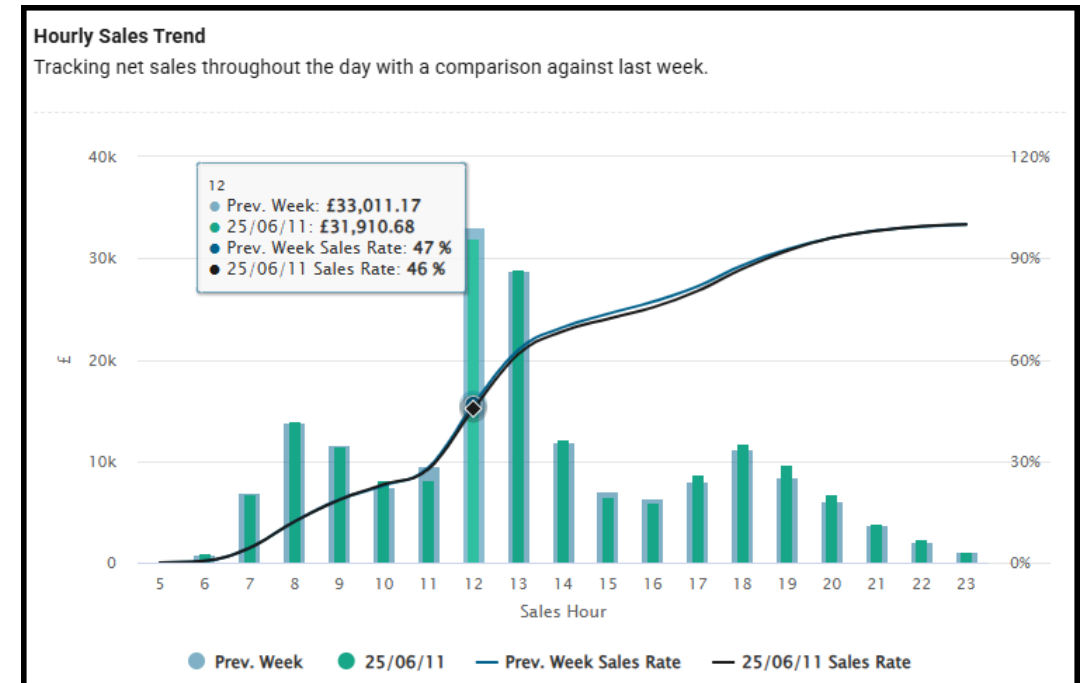
An overview of total discount issued through discounts, comps, customer rewards and deals.

Type	RRP	Sales	Discount	Quantity	Average
BREAKFAST MEAL DEALS	£9,652.07	£8,833.87	£818.20	1562	£0.52
LOYALTY POINTS	£348.81	£55.22	£293.59	188	£1.56
MARKETING	£115.12	£98.48	£16.64	25	£0.67
MISCELLANEOUS	£68.65	£60.55	£8.10	18	£0.45
STUDENT DISCOUNTS	£144.20	£118.04	£26.16	25	£1.05
SUBSCRIPTIONS	£3,407.84	£1,841.79	£1,566.05	3101	£0.51
TEAM DISCOUNTS	£92.26	£43.39	£48.87	12	£4.07
Total	£13,828.95	£11,051.34	£2,777.61	4931	£0.56



Hourly Sales Comparison

- An interactive chart providing visual insight into sales trend throughout the day, compared against the same day last week.
- Customise your hourly sales trend by viewing either sales (net or gross), or by viewing customer interactions (customer count or covers).





Like For Like Sales Comparison

- Compare performance against the previous day, same day last week and same day last year.
- Customise your comparison by viewing either sales (net or gross), or by viewing customer interactions (customer count or covers).

Net Sales Comparison						
Compares net sales against yesterday, same day last week, 4-week average and same day last year.						
	25/06/11	Prev. Day		Prev. Week		Prev. Year
All Sites	£179,607.52	£172,393.34	4%	£178,211.26	1%	£202,207.67 ↴ -11%



Like For Like Sales Comparison

- Further customise your comparison by opting to see comparisons split by source.
- Or see comparisons split by day part for comparison at intervals throughout the day.

Net Sales Comparison - By Source							
Compares net sales against past performance, per transaction source.							
	25/06/11	Prev. Day		Prev. Week		Prev. Year	
Back Office	£544.21	£1,532.46	↓ -64%	£1,251.33	↓ -57%	£3,592.44	↓ -85%
Cinchio Kiosk	£106,491.77	£103,002.60	3%	£107,314.93	-1%	£119,358.83	↓ -11%
Cinchio Mobile	£15,926.58	£15,967.98	0%	£15,250.45	4%	£9,841.24	↑ 62%
Deliveroo	£11,770.36	£12,532.74	↓ -6%	£11,706.53	1%	£12,380.73	-5%
Just Eat	£987.48	£668.57	↑ 48%	£1,101.41	↓ -10%	£917.80	↑ 8%
MyVenue POS	£38,640.96	£34,123.69	↑ 13%	£36,996.06	4%	£50,128.28	↓ -23%
Uber Eats	£5,241.12	£5,241.12	0%	£5,241.12	0%	£5,241.12	0%

Net Sales Comparison - By Day Part							
Compares net sales against past performance, per interval throughout the day.							
	25/06/11	Prev. Day		Prev. Week		Prev. Year	
Breakfast	£41,773.84	£39,571.00	↑ 6%	£40,768.86	2%	£41,660.68	0%
Lunch	£68,992.28	£70,522.66	-2%	£71,374.68	-3%	£82,206.29	↓ -16%
Afternoon	£24,719.24	£24,139.49	2%	£25,274.12	-2%	£29,537.05	↓ -16%
Evening	£30,104.35	£26,100.65	↑ 15%	£27,684.00	↑ 9%	£33,381.12	↓ -10%
Night	£14,015.39	£12,059.55	↑ 16%	£13,093.00	↑ 7%	£15,407.65	↓ -9%



Like For Like Sales Comparison

And when viewing dashboards at company level, view performance comparisons for:

- Top 10 performing sites
- Bottom 10 performing sites

Net Sales Comparison - Top 10

A net sales comparison for the top 10 sites based on net revenue.

	25/06/11	Prev. Day		Prev. Week		Prev. Year	
Pewter City	£18,006.84	£15,394.74	↑ 17%	£17,007.75	↑ 6%	£19,547.43	↓ -8%
Cerulean City	£8,551.27	£7,715.45	↑ 11%	£9,384.06	↓ -9%	£9,730.80	↓ -12%
Vermillion City	£8,003.20	£7,464.80	↑ 7%	£7,444.93	↑ 7%	£7,158.21	↑ 12%
Celadon City	£6,574.19	£6,079.84	↑ 8%	£6,229.72	↑ 6%	£6,239.81	↑ 5%
Fuchsia City	£6,106.93	£6,339.18	-4%	£6,611.83	↓ -8%	£5,986.72	2%
Saffron City	£5,972.31	£6,126.16	-3%	£6,248.02	-4%	£6,178.50	-3%
Cinnabar Island	£5,158.70	£4,728.74	↑ 9%	£4,830.01	↑ 7%	£4,645.84	↑ 11%
Viridian City	£5,089.57	£5,602.91	↓ -9%	£5,763.38	↓ -12%	£5,130.33	-1%
Pallet Town	£5,006.31	£4,348.48	↑ 15%	£4,872.04	3%	£4,774.04	5%
Indigo Plateau	£4,888.12	£4,822.10	1%	£4,074.31	↑ 20%	£5,040.70	-3%



Payments Received

- View a breakdown of payments received across all order platforms.
- Customise the payment list to focus on selected payments in each instance.

Payment Types Summary			
An overview of different payment types received,			
Payment Media Type	Amount	Entries	Proportion
All Locations			
AMEX	£2,797.03	395	1.92%
CASH	£1,512.49	433	1.04%
DELIVEROO	£11,433.92	587	7.86%
DISCOVER	£16,600.35	9489	11.41%
GIFT CARD	£50.74		
JUST EAT	£632.15		
MASTERCARD	£17,443.03		
UBER EATS	£4,283.53		
VISA	£90,096.32		
VOUCHER	£15.48		

Gratuities & Tips			
A breakdown of total gratuities and tips declared.			
Payment Media	Amount	Entries	Proportion
All Locations			
Cash Tips	£2,797.03	395	9.4%
Card Tips	£16,600.35	9489	56.4%
Gratuity 10%	£8,635.82	1265	29.2%
Gratuity 15%	£1,512.49	433	5.0%



Price Level Sales Comparison

- Compare performance and average customer spend against price levels used across all sources.
- Customise your data using either gross or net sales and using either customer transaction count or covers.

Price Level Sales

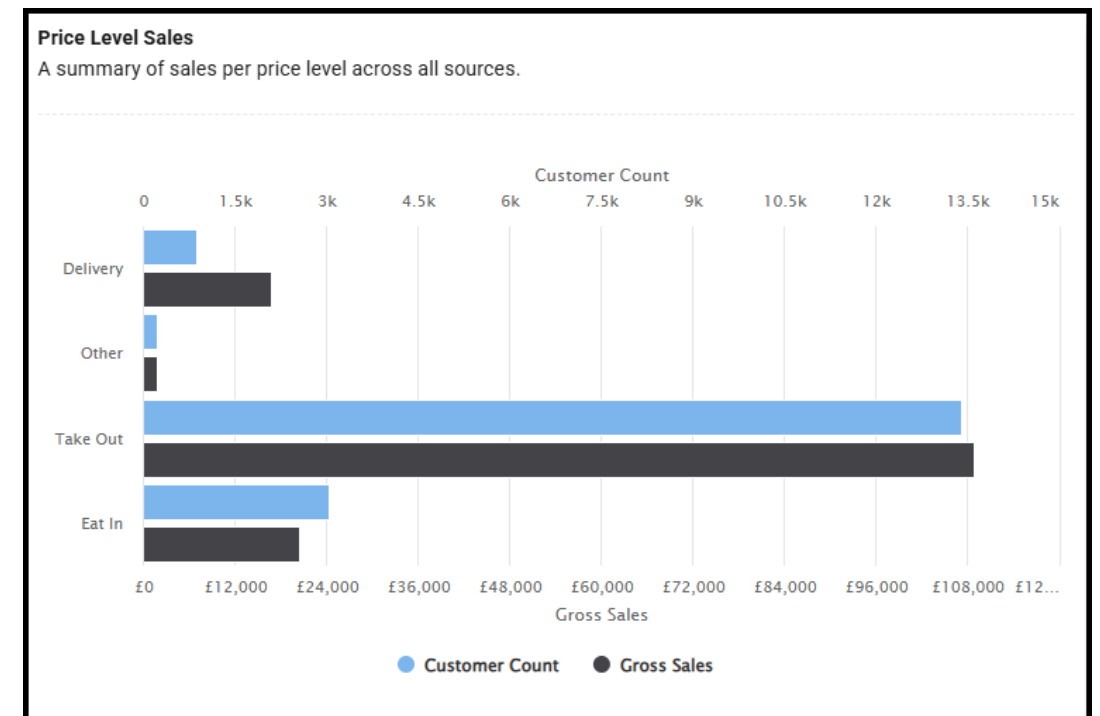
A summary of sales per price level across all sources.

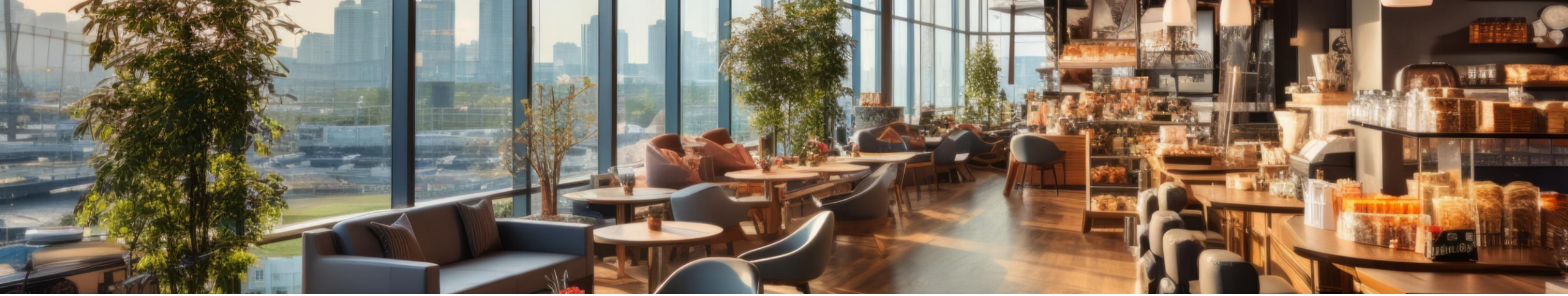
Price Level	Customer Count	Gross Sales	Average Gross Sales	% Of Sales
Corporate Orders	1	£43.91	£43.91	0.03%
Delivery - Deliveroo	595	£11,568.10	£19.44	7.8%
Delivery - Just Eat	37	£632.15	£17.09	0.43%
Delivery - Uber Eats	246	£4,308.91	£17.52	2.91%
POS - Eat In	227	£1,911.28	£8.42	1.29%
POS - Take Out	3059	£20,621.16	£6.74	13.91%
Kiosk - Eat In	2788	£28,862.90	£10.35	19.47%
Kiosk - Take Out	10621	£80,023.95	£7.53	53.99%



Price Level Sales Comparison

- Customise the widget further by opting to see data presented as a chart instead.
- Additionally, see a consolidated output by price level type instead of by individual price level.





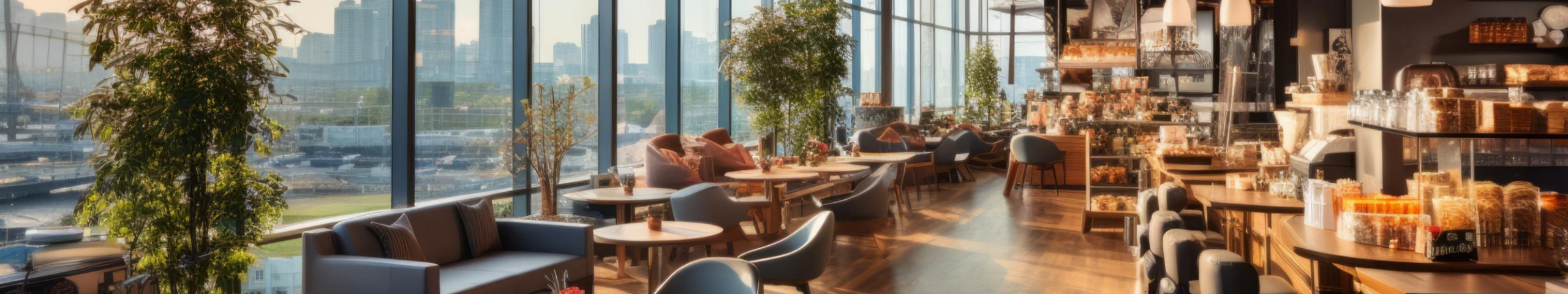
Product Group Sales

- Compare product group performance against the previous day, same day last week and last year.
- Customise the widget by selecting to view performance based on revenue or sales quantity.
- Exclude selected groups to focus on the product groups you want to see shown.

Food Sales Mix

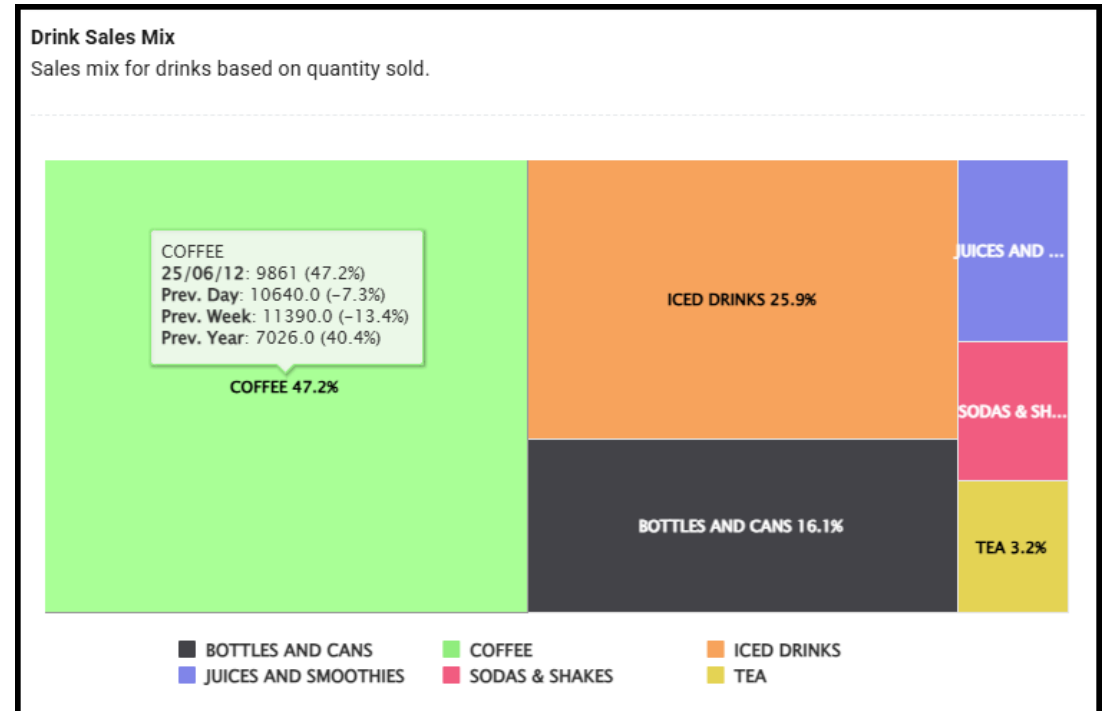
Food sales mix based on gross sales revenue.

Product Group	%	25/06/12	Prev. Day		Prev. Week		Prev. Year	
BREAKFAST	2.8%	£1,100.97	£993.43	10.83%	£1,242.29	-11.38%	£897.01	22.74%
EGGS	22%	£8,724.75	£8,378.13	4.14%	£9,232.87	-5.5%	£11,101.22	-21.41%
HASH BROWNS	5.5%	£2,195.39	£2,069.34	6.09%	£2,285.33	-3.94%	£2,367.76	-7.28%
MUFFINS	48.1%	£19,083.76	£17,455.98	9.33%	£18,872.95	1.12%	£16,272.34	17.28%
PASTRIES	8.7%	£3,434.74	£3,153.66	8.91%	£3,436.01	-0.04%	£3,878.14	-11.43%
PORRIDGE	9.3%	£3,669.75	£3,563.15	2.99%	£3,783.77	-3.01%	£3,350.14	9.54%
SAUCES	0.6%	£230.52	£206.99	11.37%	£224.29	2.78%	£268.94	-14.29%
TOAST	1.3%	£517.12	£615.32	-15.96%	£512.05	0.99%	£0.00	0%
YOGHURTS	1.7%	£669.20	£576.96	15.99%	£564.24	18.6%	£703.95	-4.94%



Product Group Sales

- Alternatively, opt for a chart view to visualise product group sales proportions.
- Select chart sections to expose sales data and comparisons for that group.

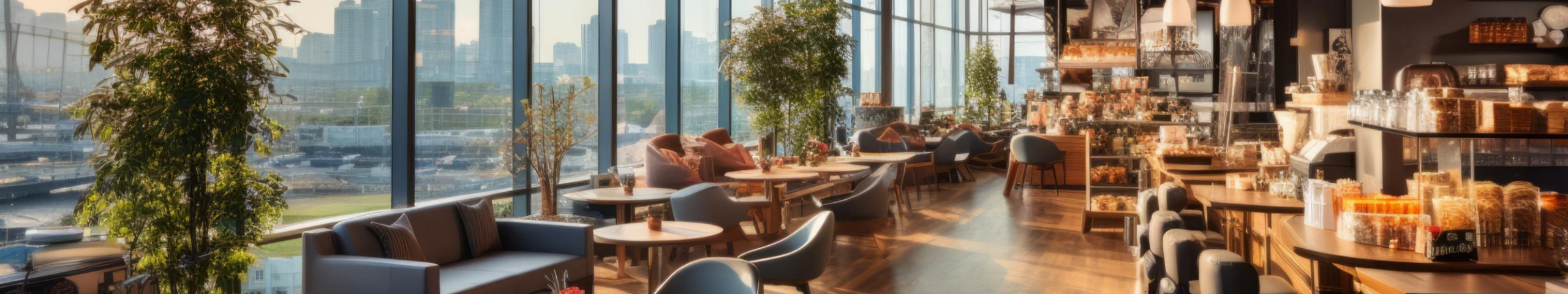




Sales Performance

- A simple snapshot of sales performance in the current day and so far this week.
- Customise the widget by viewing either sales (net or gross), or by viewing customer interactions (customer count or covers).

Sale Summary			
Daily and week-to-date net sales.			
Today		Week To Date	
£132,340.78		£626,700.07	
Prev. Week	Prev. Year	Prev. WTD	Prev. YWTD
-3.2%	↓ -11.8%	0.6%	↓ -11.2%



Site Type Sales

- Analyse key sale metrics across custom site types allocated against each site within your company.
- Utilise custom site types to see sales by split by site elements such as brand, region, type, size, location and more.

Sales By Region						
Sales performance by region.						
Region	Gross	Net	Tax	Customer Count	Average	% Split
Midlands	£29,232.41	£24,719.24	£4,513.17	3256	£8.98	14%
North East	£49,603.06	£41,773.84	£7,829.22	7941	£6.25	23%
North West	£35,728.00	£30,104.35	£5,623.65	3518	£10.16	17%
South East	£81,864.98	£68,992.28	£12,872.70	8017	£10.21	38%
South West	£16,620.76	£14,015.39	£2,605.37	1712	£9.71	8%
Total	£213,052.10	£179,607.51	£33,444.59	24445	£8.72	100%



Top Performing Discounts

- See top performing discounts and deals based on discount issued or based on sale revenue generated.
- Compare data against previous usage yesterday and last week.
- Customise the output by excluding selected deals & discounts to focus on just the discounts you want to see.

Top 5 Discounts									
Top 5 discounts based on discount value issued to customers.									
	25/06/12			Prev. Day			Prev. Week		
Discount Name	Qty	Sales	Discount	Qty	Sales	Discount	Qty	Sales	Discount
Staff Discount	60.00	£241.82	£254.98	60.00	£228.53	£264.64	67.00	£285.88	£321.59
Service Discount	161.00	£880.80	£162.43	146.00	£785.21	£140.91	158.00	£1,059.48	£195.30
Local Businesses	62.00	£446.27	£148.93	62.00	£399.14	£132.80	61.00	£417.94	£139.51
Student Discount	129.00								
Marketing Discount	65.00								

Top 5 Meal Deals									
Top 5 meal deals based on sale revenue associated with the deal.									
	25/06/12			Prev. Day			Prev. Week		
Discount Name	Qty	Sales	Discount	Qty	Sales	Discount	Qty	Sales	Discount
Lunch Deal	1208.00	£12,875.42	£1,304.17	1117.00	£11,313.99	£1,727.79	1139.00	£11,635.16	£1,724.00
Breakfast Deal	1790.00	£10,121.29	£835.69	1809.00	£10,106.98	£886.17	1952.00	£11,123.10	£795.30
Coffee Promo	7569.00	£6,098.19	£26,580.22	7498.00	£5,864.34	£26,300.73	6919.00	£5,785.22	£23,978.86
Lunch Deal Lrg	397.00	£4,168.17	£418.74	368.00	£3,750.88	£439.15	404.00	£4,201.47	£465.82
Breakfast Deal Lrg	280.00	£1,682.78	£147.59	244.00	£1,432.82	£178.49	341.00	£2,055.85	£185.64



Top Performing Products

- See top performing products based on sale revenue or quantity sold.
- Compare data against previous sales yesterday, last week and last year.
- Customise the output by excluding selected products or day parts to focus on just the products you want to see.

Breakfast Top Sellers							
Top 5 selling food items during the breakfast period based on net sales revenue.							
Product	25/06/12	Prev. Day		Prev. Week		Prev. Year	
Sausage & Bacon Bap	£5,667.90	£4,952.49	14.45%	£5,304.17	6.86%	£0.00	0%
Sausage Bap	£2,975.01	£2,648.18	12.34%	£3,030.23	-1.82%	£0.00	0%
Bacon Bap	£1,598.57	£1,522.68	4.98%	£1,628.41	-1.83%	£0.00	0%
Add Hash Brown	£1,400.00						
The Big Breakfast	£1,350.00						

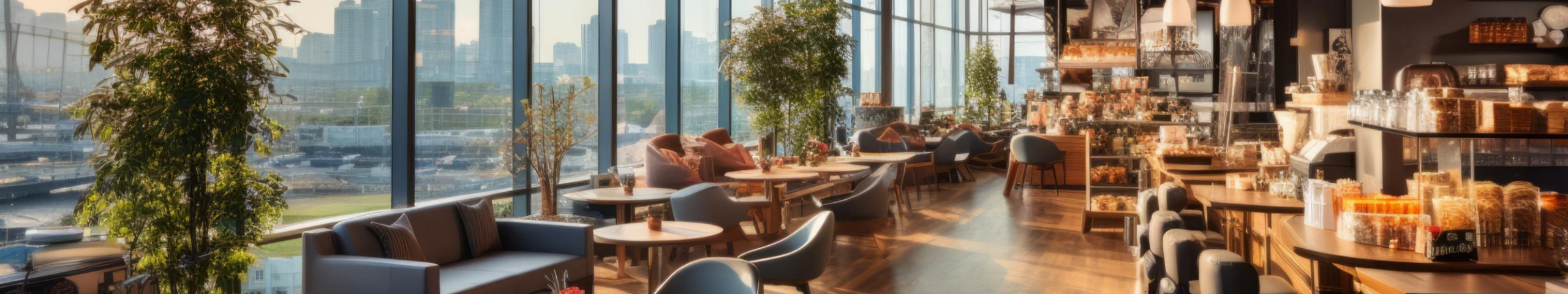
Top Selling Hot Drinks							
Top 5 hot drinks sold all day based on sale quantity.							
Product	25/06/12	Prev. Day		Prev. Week		Prev. Year	
Americano - Regular	7616.00	7535.00	1.07%	6956.00	9.49%	0.00	0%
Cappuccino - Regular	7465.00	7553.00	-1.17%	6855.00	8.9%	6852.00	8.9%
Latte - Regular	5165.00	5010.00	3.09%	5137.00	0.55%	3222.00	60.3%
Tea - Regular	4578.00	4387.00	4.35%	4323.00	5.9%	2277.00	101.05%
Americano - Large	3274.00	3216.00	1.8%	3439.00	-4.8%	4011.00	-18.37%



Transaction Source Comparison

- Compare key sales metrics and average spend per customer across all your sales sources.
- Customise your output by using either gross or net sales and using either customer transaction count or covers.

Sales By Source				
A summary of sales per source.				
Source Name	Customer Count	Net Sales	Average Net Sales	% Of Sales
Cinchio Kiosk	379	£2,545.15	£6.72	62.98%
Cinchio Mobile	7	£102.99	£14.71	2.55%
Deliveroo Integration	33	£415.46	£12.59	10.28%
Just Eat Integration	4	£54.43	£13.61	1.35%
MyVenue POS	170	£842.72	£4.96	20.85%
Uber Eats Integration	13	£80.28	£6.18	1.99%



Weekly Sales Comparison

- An interactive chart providing visual insight into sales trend throughout the week, compared against the previous week.
- Customise your weekly sales trend by viewing either sales (net or gross), or by viewing customer interactions (customer count or covers).

