



# Sales Dashboards

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*June 2025*



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# Sales Reporting Glossary

# Glossary

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Term	Description
<b>Sales Metrics</b>	
Discount	Total discount amount calculated as Gross less Net.
Gross	Total sale amount excluding tax, before discount has been deducted.
Net	Total sale amount excluding tax, after discount has been deducted.
Tax	Total sales tax amount.
Total	Total sale amount including tax, after discount has been deducted.
<b>Count Metrics</b>	
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 organization.
- Build dashboards using customizable widgets and arrange them to suit your preferred layout.
- View data at individual sites or gain visibility across multiple sites within the company.
- Utilize 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





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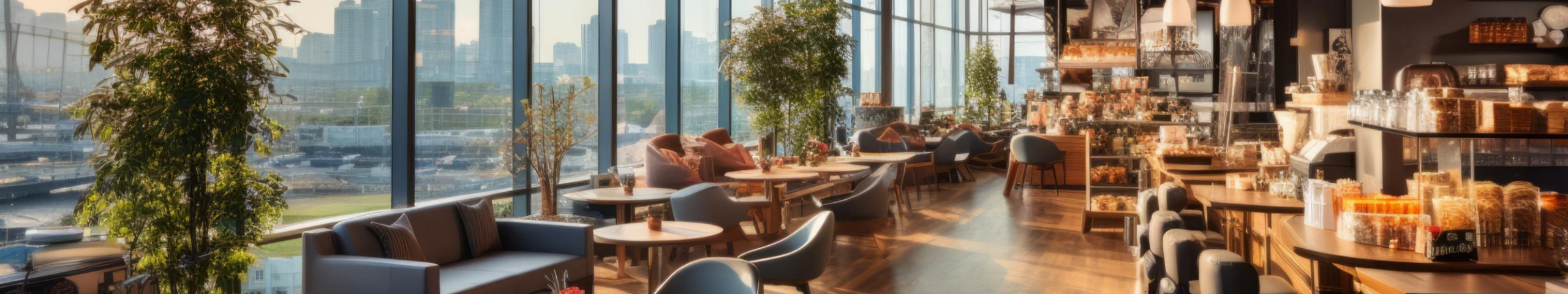


# Average Spend Comparison

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- Compare average customer spend against the previous day, and against the same day last week and last year.
- Customize 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.				
	24/08/14	Prev. Day	Prev. Week	Prev. Year
Net Sales	\$4,021.31	\$3,498.31 ↑ 14.95%	\$3,607.31 ↑ 11.48%	\$3,999.19 0.55%
Customer Count	506	475 ↑ 6.53%	458 ↑ 10.48%	514 -1.56%
Average Spend	\$7.95	\$7.36 ↑ 8.02%	\$7.88 0.89%	\$7.78 2.19%



# Day Part Sales

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- Analyze key sale metrics across key intervals throughout the day.
- Customize 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
Breakfast	\$673.67	\$607.23	\$113.32	119	\$5.10	15%
Lunch	\$1,797.80	\$1,672.67	\$301.89	192	\$8.71	42%
Afternoon	\$897.23	\$798.26	\$151.86	100	\$7.98	20%
Evening	\$911.07	\$878.81	\$166.00	86	\$10.22	22%
Night	\$99.43	\$64.35	\$12.41	9	\$7.15	2%
Total	\$4,379.20	\$4,021.32	\$745.48	506	\$8.65	100%





# Discount Summary

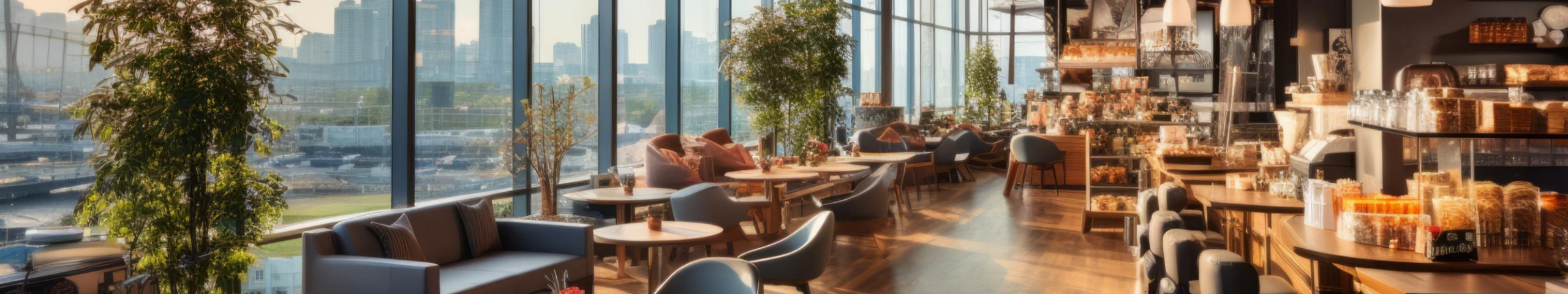
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- See a consolidated view of total discount issued through discount, comps, customer rewards and meal deals.
- Discount is summarized against each product group that contains combo discount products.

## Discount Summary

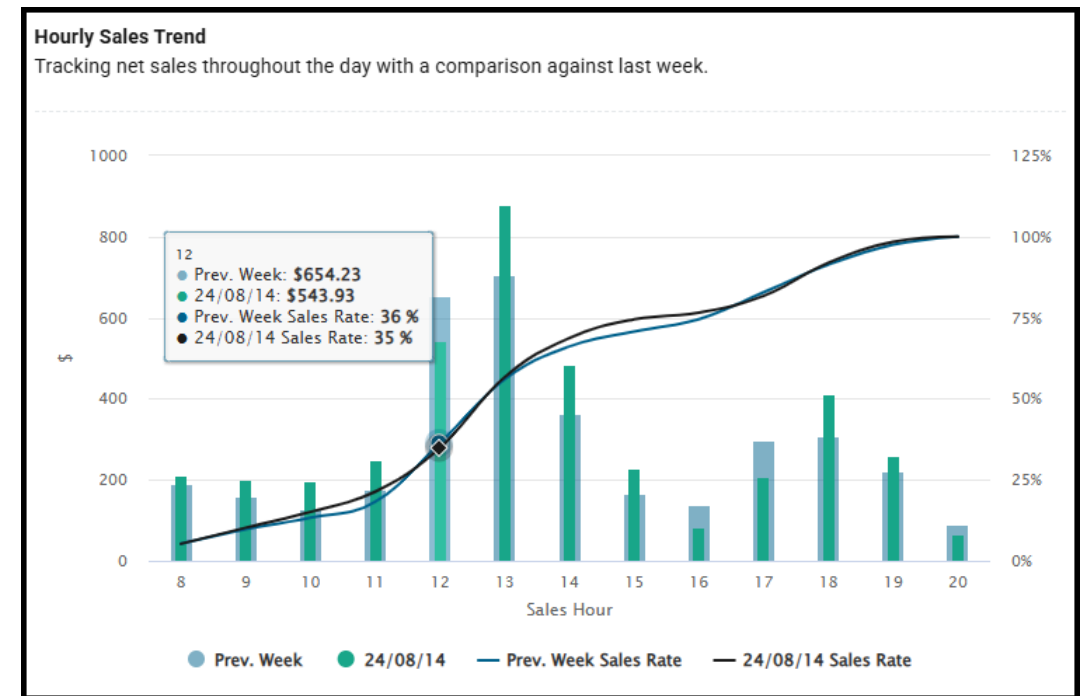
An overview of total discount issued through discounts, comps, customer rewards and deals.

Type	RRP	Sales	Discount	Quantity	Average
BREAKFAST MEAL DEAL	\$196.57	\$184.95	\$11.62	40	\$0.29
LOYALTY POINTS	\$43.45	\$6.11	\$37.34	12	\$3.11
MARKETING	\$101.24	\$89.87	\$11.37	13	\$0.87
MISCELLANEOUS	\$44.37	\$35.89	\$8.48	4	\$2.12
OTHER PROMOTION	\$13.13	\$9.20	\$3.93	2	\$1.97
STUDENT DISCOUNTS	\$79.98	\$67.98	\$12.00	12	\$1.00
SUBSCRIPTIONS	\$164.00	\$22.61	\$141.39	34	\$4.16
TEAM MEMBER DISCOUNTS	\$705.10	\$664.71	\$40.39	80	\$0.50
Total	\$2,167.71	\$1,842.51	\$325.20	285	\$31.83



# Hourly Sales Comparison

- An interactive chart providing visual insight into sales trend throughout the day, compared against the same day last week.
- Customize 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

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- Compare performance against the previous day, same day last week and same day last year.
- Customize 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.						
	25/06/16	Prev. Day	Prev. Week		Prev. Year	
All Sites	\$144,425.78	\$73,884.32 ↑ 95%	\$142,358.42 1%		\$155,650.54 ↓ -7%	



# Like For Like Sales Comparison

- Further customize 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.							
	25/06/16	Prev. Day		Prev. Week		Prev. Year	
Back Office	\$2,932.07	\$0.00	0%	\$610.81	↑ 380%	\$1,359.08	↑ 116%
Cinchio Mobile	\$4,992.06	\$4,176.04	↑ 20%	\$4,534.66	↑ 10%	\$5,701.57	↓ -12%
Cinchio Kiosk	\$85,302.73	\$41,026.21	↑ 108%	\$85,881.58	-1%	\$95,671.07	↓ -11%
MyVenue POS	\$						

Net Sales Comparison - By Day Part							
Compares net sales against past performance, per interval throughout the day.							
	25/06/16	Prev. Day		Prev. Week		Prev. Year	
Breakfast	\$33,753.32	\$14,993.54	↑ 125%	\$33,615.14	0%	\$32,260.29	5%
Lunch	\$57,930.62	\$24,819.27	↑ 133%	\$59,229.42	-2%	\$64,550.10	↓ -10%
Afternoon	\$22,663.06	\$19,403.72	↑ 17%	\$20,984.31	↑ 8%	\$25,143.88	↓ -10%
Evening	\$22,696.04	\$11,273.28	↑ 101%	\$21,461.06	↑ 6%	\$25,538.22	↓ -11%
Night	\$7,361.19	\$3,364.36	↑ 119%	\$7,058.51	4%	\$8,158.05	↓ -10%





# 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.

	25/06/16	Prev. Day		Prev. Week		Prev. Year	
Pewter City	\$10,756.80	\$7,611.04	↑ 41%	\$10,697.39	1%	\$11,750.75	↓ -8%
Cerulean City	\$6,469.34	\$0.00	0%	\$6,483.80	0%	\$6,457.54	0%
Vermillion City	\$6,162.14	\$2,822.69	↑ 118%	\$6,620.24	↓ -7%	\$6,701.09	↓ -8%
Celadon City	\$5,165.48	\$3,476.34	↑ 49%	\$4,738.93	↑ 9%	\$5,290.24	-2%
Fuchsia City	\$4,951.62	\$1,386.36	↑ 257%	\$3,678.95	↑ 35%	\$4,032.53	↑ 23%
Saffron City	\$4,884.95	\$0.00	0%	\$5,017.19	-3%	\$3,434.73	↑ 42%
Cinnabar Island	\$4,642.08	\$3,287.77	↑ 41%	\$4,349.16	↑ 7%	\$5,182.27	↓ -10%
Viridian City	\$4,569.32	\$2,459.52	↑ 86%	\$3,750.85	↑ 22%	\$3,532.68	↑ 29%
Pallet Town	\$4,131.22	\$0.00	0%	\$4,237.77	-3%	\$4,037.79	2%
Indigo Plateau	\$3,970.61	\$2,041.86	↑ 94%	\$3,801.37	4%	\$4,271.14	↓ -7%



# Payments Received

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

Payments Types Summary			
An overview of different payment types received.			
Payment Media Type	Amount	Entries	Proportion
All Locations			
ACCOUNT	\$401.27	1	1.07%
AMEX	\$1,014.61	173	2.72%
CASH	\$288.44	101	<1%
CLICK AND COLLECT	\$7,529.79	5095	20.16%
CORPORATE ORDERS	\$251.51	1	<1%
DOOR DASH	\$2,003.64		
GIFT CARD	\$29.87		
GRUB HUB	\$113.22		
MASTERCARD	\$6,015.50		
UBER EATS	\$1,163.84		
VISA	\$18,547.51		

Gratuity & Tips			
A breakdown of total gratuities and tips declared.			
Payment Media Type	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	<1%
Gratuity 15%	\$1,512.49	433	5.0%





# Price Level Sales Comparison

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

## Price Level Sales

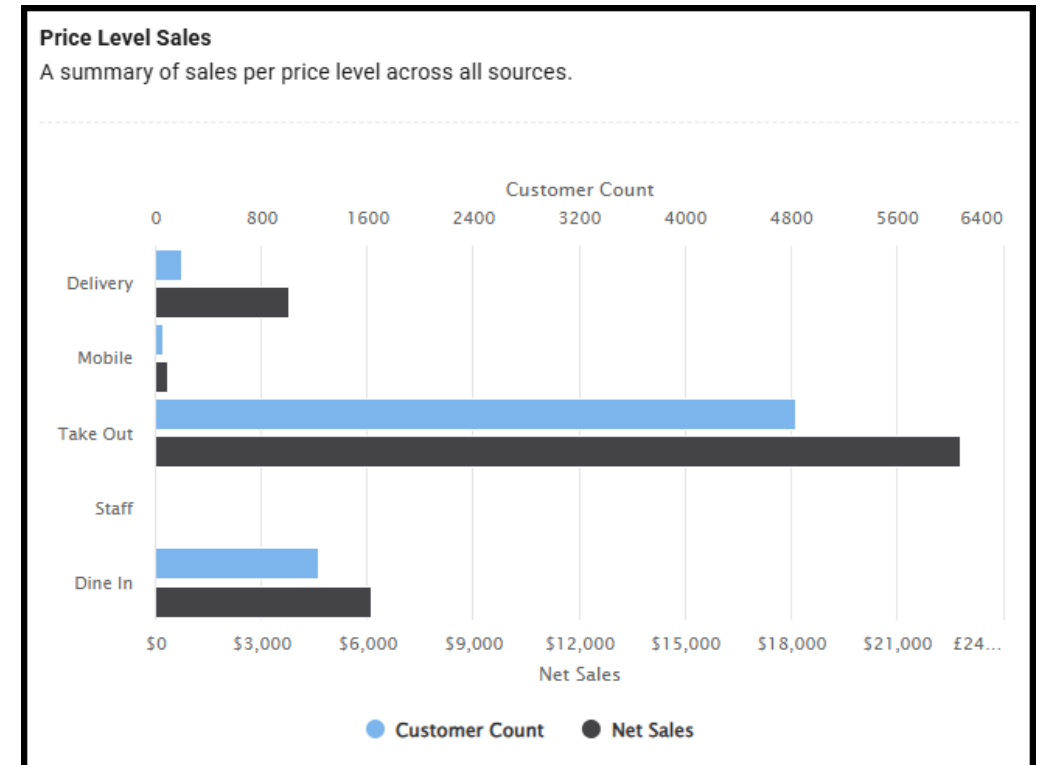
A summary of sale per price level across all sources.

Price Level	Customer Count	Net Sales	Average Net Sales	% Of Sales
Delivery - Door Dash	60	\$352.07	\$5.87	1.09%
Delivery - Grub Hub	6	\$97.44	\$16.24	0.30%
Delivery - Uber Eats	73	\$1,052.06	\$14.41	3.25%
Kiosk - Eat In	123	\$1,877.90	\$15.27	5.81%
Kiosk - Take Out	4161	\$18,888.66	\$4.54	58.43%
POS - Take Out	1232	\$6,143.29	\$4.99	19.00%
POS - Eat In	674	\$3,914.36	\$5.81	12.11%

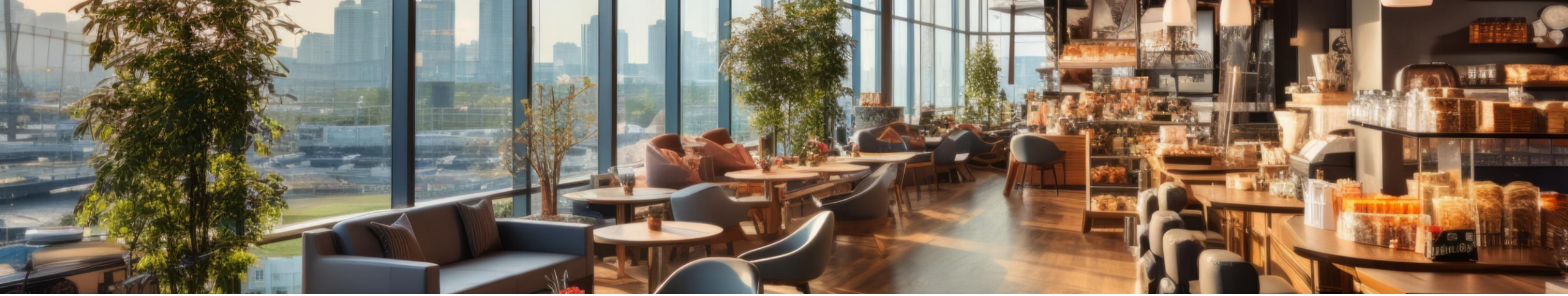


# Price Level Sales Comparison

- Customize 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.





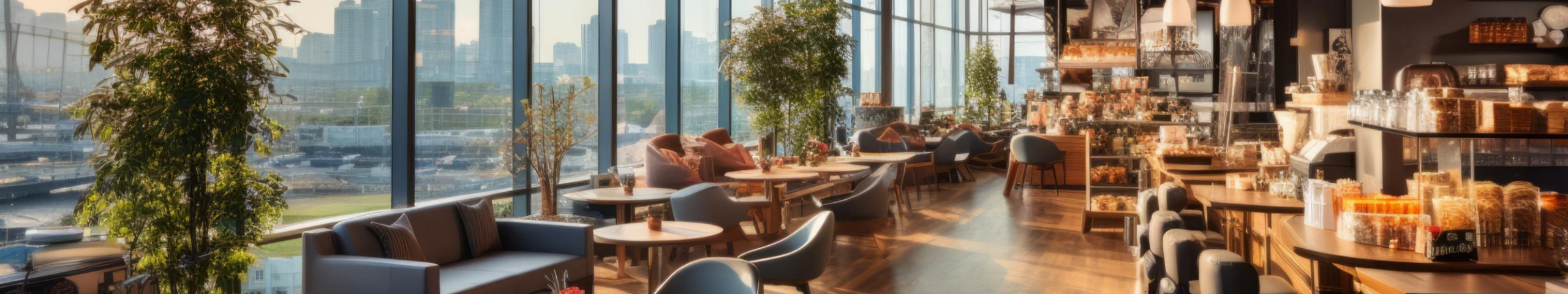


# Product Group Sales

- Compare product group performance against the previous day, same day last week and last year.
- Customize 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.

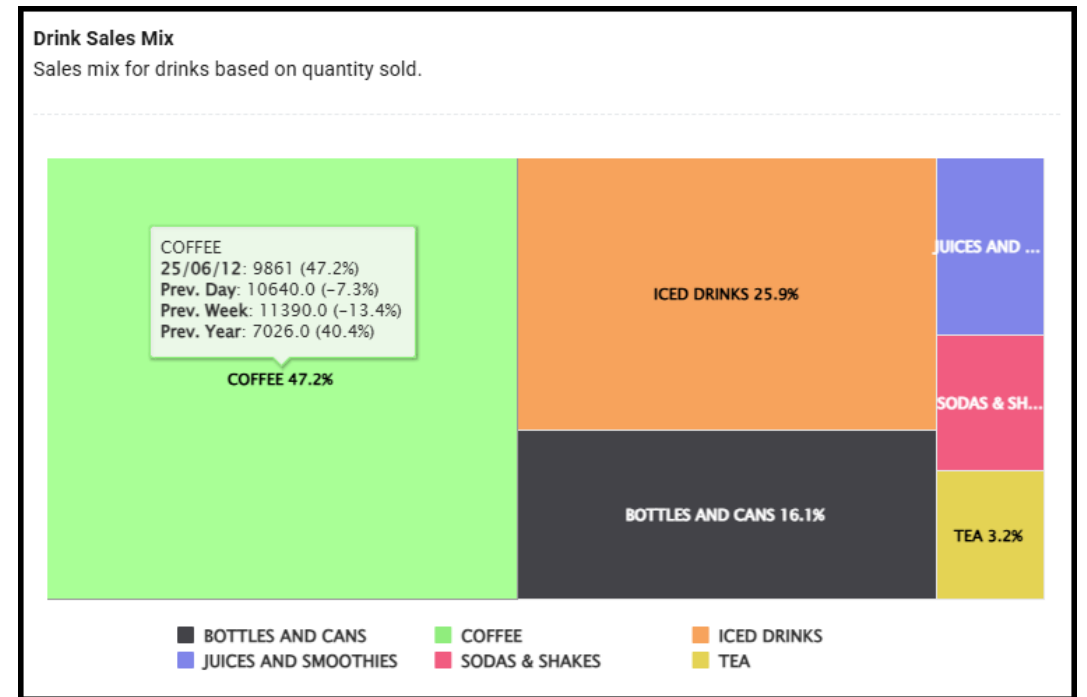
**Food Sales Mix**  
Food sales mix during breakfast hours, based on net sale revenue.

Product Group	%	25/06/17	Prev. Day		Prev. Week		Prev. Year	
BREAKFAST	3.1%	\$697.75	\$603.36	15.64%	\$662.50	5.32%	\$561.60	24.24%
EGGS	27.8%	\$6,193.20	\$4,944.80	25.25%	\$6,137.83	0.9%	\$7,144.22	-13.31%
HASH BROWNS	5.6%	\$1,248.13	\$1,231.73	1.33%	\$1,185.11	5.32%	\$1,276.75	-2.24%
MUFFINS	49.6%	\$11,052.69	\$9,528.83	15.99%	\$11,747.68	-5.92%	\$9,401.72	17.56%
PORRIDGE	11.4%	\$2,531.17	\$2,207.20	14.68%	\$2,944.12	-14.03%	\$2,398.95	5.51%
YOGHURTS	2.5%	\$561.28	\$411.27	36.47%	\$470.02	19.42%	\$567.99	-1.18%



# Product Group Sales

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





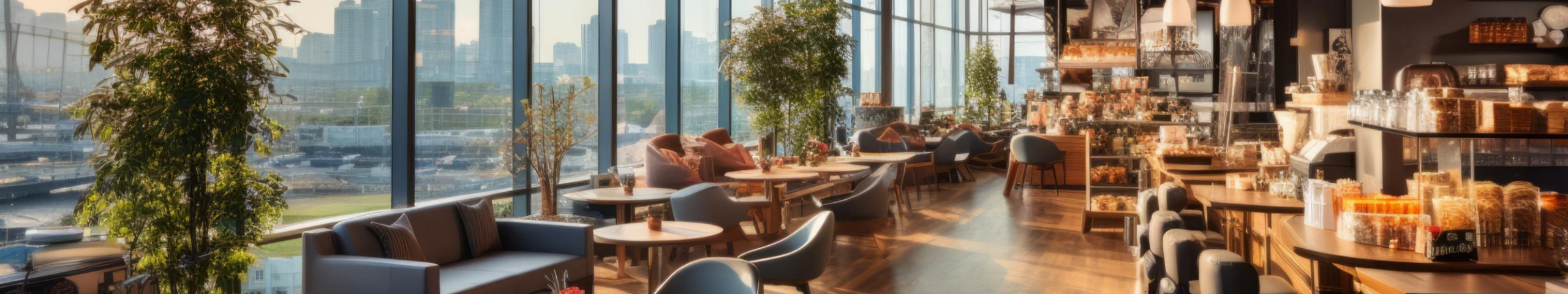


# Sales Performance

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- A simple snapshot of sales performance in the current day and so far this week.
- Customize 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.			
25/06/16		Week To Date	
\$144,425.78		\$144,425.78	
Prev. Week	Prev. Year	Prev. WTD	Prev. YWTD
1.5%	↓ -7.2%	1.4%	↓ -7.2%



# Site Type Sales

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- Analyze key sale metrics across custom site types allocated against each site within your company.
- Utilize 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.

Day Part Name	Gross	Net	Tax	Customer Count	Average	% Split
Midlands	\$40,003.47	\$33,753.32	\$6,250.15	6251	\$6.40	23%
North East	\$68,645.90	\$57,930.62	\$10,715.28	6640	\$10.34	40%
North West	\$26,701.93	\$22,663.06	\$4,038.87	2843	\$9.39	16%
South East	\$26,848.62	\$22,696.04	\$4,152.58	2688	\$9.99	16%
South West	\$8,716.29	\$7,361.19	\$1,355.10	880	\$9.90	5%
Total	\$170,942.07	\$144,425.78	\$26,516.29	19303	\$8.86	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.
- Customize the output by excluding selected deals & discounts to focus on just the discounts you want to see.

Top 5 Meal Deals									
Top 5 meal deals based on sale revenue associated with the deal.									
Discount Name	25/06/16			Prev. Day			Prev. Week		
	Qty	Sales	Discount	Qty	Sales	Discount	Qty	Sales	Discount
Lunch Deal	167.00	\$1,008.26	\$178.26	76.00	\$460.63	\$88.85	132.00	\$772.18	\$146.50
Breakfast Deal	173.00	\$942.71	\$170.55	74.00	\$568.04	\$119.06	216.00	\$1,144.56	\$207.61
Coffee Promo	58.00								
Lunch Deal Lrg	81.00								
Breakfast Deal Lrg	25.00								

Top 5 Discounts									
Top 5 discounts based on discount value issued to customers.									
Discount Name	25/06/16			Prev. Day			Prev. Week		
	Qty	Sales	Discount	Qty	Sales	Discount	Qty	Sales	Discount
Staff Discount	81.00	\$334.24	\$363.77	47.00	\$218.11	\$243.52	81.00	\$275.89	\$302.87
Student Discount	167.00	\$1,008.26	\$178.26	76.00	\$460.63	\$88.85	132.00	\$772.18	\$146.50
Local Businesses	173.00	\$942.71	\$170.55	74.00	\$568.04	\$119.06	216.00	\$1,144.56	\$207.61
Service Discount	58.00	\$364.15	\$77.24	39.00	\$231.62	\$51.10	80.00	\$488.68	\$107.64
Marketing Discount	25.00	\$175.07	\$24.29	7.00	\$38.44	\$4.28	27.00	\$199.12	\$30.01



# 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.
- Customize 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	25/06/17	Prev. Day		Prev. Week		Prev. Year	
Sausage & Bacon Bap	\$4,372.94	\$3,770.25	15.99%	\$4,419.76	-1.06%	\$4,431.77	-1.33%
Sausage Bap	\$2,172.51	\$1,757.99	23.58%	\$2,268.09	-4.21%	\$2,302.26	-5.64%
Bacon Bap	\$1,423.29	\$1,009.89	40.94%	\$1,320.00	7.83%	\$1,446.99	-1.64%
Add Hash Brown	\$1,220.00						
The Big Breakfast	\$1,200.00						

Top Selling Hot Drinks							
Top 5 hot drinks sold all day based on sale quantity.							
Product	25/06/17	Prev. Day		Prev. Week		Prev. Year	
Flat White	1574.00	1414.00	11.32%	1855.00	-15.15%	1273.00	23.64%
Latte - Regular	1132.00	1104.00	2.54%	1373.00	-17.55%	981.00	15.39%
Latte - Large	890.00	842.00	5.7%	1068.00	-16.67%	399.00	123.06%
Americano - Regular	796.00	728.00	9.34%	930.00	-14.41%	637.00	24.96%
Cappuccino - Regular	538.00	515.00	4.47%	669.00	-19.58%	476.00	13.03%



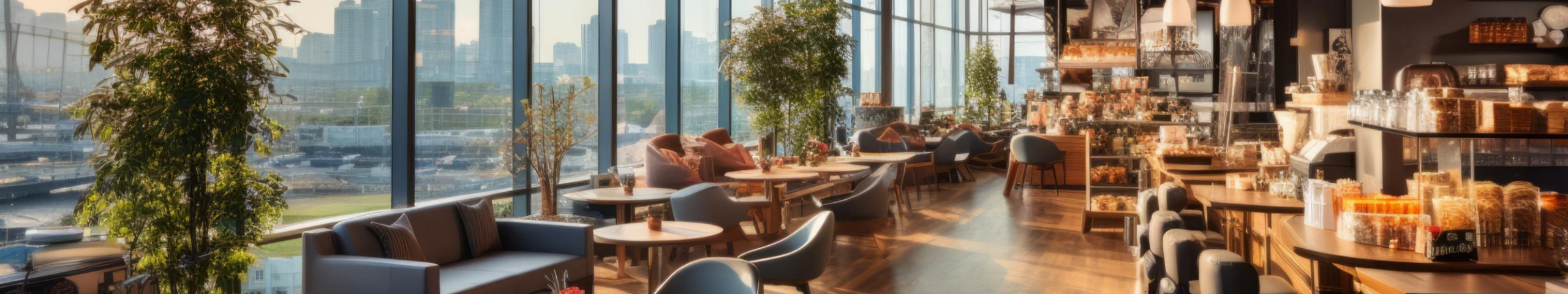


# Transaction Source Comparison

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- Compare key sales metrics and average spend per customer across all your sales sources.
- Customize 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
Back Office	3	\$740.92	\$246.97	2.20%
Cinchio Mobile	1440	\$7,225.27	\$5.02	21.44%
Cinchio Kiosk	3652	\$18,515.74	\$5.07	54.94%
MyVenue POS	1760	\$7,220.64	\$4.10	21.42%



# Weekly Sales Comparison

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

