

The Salon Dashboard: A Closer Look

This report was also designed to be a quick reference source for a number of different metrics easily displayed for the user. The data is divided into separate, easy to reference sections for increased convenience.

Operational Filters



Figure 1: IOffice Filter Selection

The only filters available for the salon Dashboard Report are those which set the date range for the query. Multiple locations can be added in one shot by using the Ctrl. Key, and clicking them individually.

Though the report was designed with a single day's snapshot in mind, its large date ranged capabilities make it a valuable tool for researching and forecasting trends based on expansive amounts of time. However, it should be known that date ranged queries that comprise more than six months of data will take quite some time to generate.

Display and Metrics

Salon Dashboard - AaronG Test Store - 05/12/12 - 05/12/12										05/13/13 02:58 pm										
Sales			Checkout			Statistics			Service Only											
Service Revenue	\$1206.98	98.8%	Cash to Deposit	\$399.00	31.8%	Total Guest Count	40	39	97.5%	Product Only	0	0.0%								
Product Revenue	14.10	1.2%	Check	0.00	0.0%	Ticket Average	\$30.52	1	2.5%	Serv & Prod	1	2.5%								
Gift Certs Sold	0.00	0.0%	Cash + Check	399.00	31.8%	PPH	\$39.60	40	100.0%	Total	40	100.0%								
Gift Cards Sold	0.00	0.0%	Gift Cert Redemption	0.00	0.0%	PPG	\$0.35		Average waiting time w/o resp	6.22 min										
Sales Subtotal	\$1221.08		Gift Card Redeemed	\$7.00	100.0%	Production Hours	30.48		Waittime > 20 mins	0										
Sales Tax	0.99		Credit Cards	776.98	63.5%	Non-Production Hours	0.00		Reqs with waittime > 20 mins	0										
Sales Total	\$1222.07		Phone Auth	0.00	0.0%	Total Hours	30.48		Walkouts	0										
			Debit Cards	0.00	0.0%				Look & Walk	0										
Paidout	\$0.00		Total Tenders Collected	\$1222.98	100%				Refunds	0	\$0.00									
Tips Collected	\$108.00		Opening Till +/-	\$0.00	100%				Redos	0	\$0.00									
Tips Adjusted	\$0.00		Cash Over/Short	\$0.01					Voids	0	\$0.00									
Tips Owed	\$108.00																			
Guests Detail						Employee Detail														
Type	Qty	%Qty	Sales \$	%Sales	T.A.	Avg \$/Min	Name	Hours	Serv \$	Svc Comm \$	Net PPH	Com PPH	Cust #	Req #	Req %	Prod \$	PPG \$	T.A. \$	Dis %	
New	9	22.5%	310.00	26.4%	24.44	1.04	Manager & Receptionist													
Repeat	31	77.5%	866.06	73.6%	27.94	1.06	Carl B	8.30	914.00	314.00	37.83	37.83	8	7	87.3%	0.00	0.00	30.25	0.0	
Quick Sale	0	0.0%	0.00	0.0%	0.00	0.00	Jessica J	8.30	342.98	352.98	41.32	42.53	12	8	66.7%	0.00	0.00	28.58	2.8	
Unknown	0	0.0%	0.00	0.0%	0.00	0.00	Edna S	8.53	355.00	355.00	41.62	41.62	13	3	23.1%	0.00	0.00	27.31	0.0	
Total	40	100%	1176.06	100%	29.40	1.05	Eric W	5.35	195.00	210.00	36.45	39.23	7	2	28.6%	14.10	2.01	29.87	6.7	
							Minute Sale	0.00	0.00	0.00	0.00	0.00	0	0	0.0%	0.00	0.00	0.00	0.0	
Requested	19	47.5%	549.08	46.7%	28.90	1.09	Salon Totals:	30.40	1296.98	1231.98	39.60	40.42	40	20	50%	14.10	0.35	30.55	2.0	
Non Requested	21	52.5%	627.00	53.3%	29.86	1.01														
Female	0	0.0%	0.00	0.0%	0.00	0.00														
Male	38	95.0%	1176.06	96.0%	29.71	1.06														
Child	0	0.0%	0.00	0.0%	0.00	0.00														
Teen	0	0.0%	0.00	0.0%	0.00	0.00														
Adult	0	0.0%	0.00	0.0%	0.00	0.00														
Senior	0	0.0%	0.00	0.0%	0.00	0.00														
Service Detail						Top Brands				Discounts Top 10										
Service	Qty	Qty %	Avg Time	Sales \$	Net %	Free \$	Disc \$	Disc%	Product	Qty	Sales \$	Sales %	Disc %	Discounts	Qty/Tot	\$Tot %	New %	Rep %		
Hair Cut	37	86.0%	00:25:57	998.00	82.7%	\$0.00	25.00	2.4%	WOODYS	1	14.10	100.0%	0.00	Mail Post Card \$10 Off	2	20.00	80.0%	0.0%	50.0%	
Men's Services	2	4.7%	00:49:42	44.00	3.6%	\$0.00	0.00	0.0%	Salon Totals	1	14.10	100.0%	0.00	Handed out Postcard \$5off	1	5.00	20.0%	0.0%	100.0%	
Paragones	2	4.7%	01:00:49	100.00	8.3%	\$0.00	0.00	0.0%					Store Totals	3	25.00	100.0%	0.0%	66.7%		
Other	2	4.7%	00:04:17	19.98	1.7%	\$0.00	0.00	0.0%												
Store Totals:	43	100%	00:26:02	1161.98	100%	0.00	25.00	2.1%												

Figure 2: IOffice Generated Salon Dashboard Report

The Salon Dashboard is divided into eight sections, each corresponding to a different facet of the POS and its operation. The following section will map out each metric and its formula as concisely as possible.

Sales Section Metrics

Sales		
Service Revenue	\$1206.98	98.8%
Product Revenue	14.10	1.2%
Gift Certs Sold	0.00	0.0%
Gift Cards Sold	0.00	0.0%
Sales Subtotal	\$1221.08	
Sales Tax	0.99	
Sales Total	\$1222.07	
Paidout	\$0.00	
Tips Collected	\$108.00	
Tips Adjusted	\$0.00	
Tips Owed	\$108.00	

Figure 3: IOffice Salon Dashboard Sales Section

Service Revenue: The total dollar amount made from Services

- Formula: [Total services amounts - Total services discounts]

Product Revenue: The total dollar amount made from Products

- Formula: [Total products amounts - Total products discounts]

Gift Certs Sold: The total dollar amount of Gift Certificates sold

- Formula: [Total Net gift cert amounts - Total gift cert discounts]

Gift Cards Sold: The total dollar amount of Gift Cards sold

- Formula: [Total Net gift card amounts - Total gift card discounts]

Sales Subtotal: The total dollar amount of the above 4 rows

- Formula: [(Total services amounts - Total services discounts) + (Total products amounts - Total products discounts) + (Total Net gift cert amounts - Total gift cert discounts) + (Total Net gift card amounts - Total gift card discounts)]

Sales Tax: The total amount of sales tax collected

- Formula: Total amount of tax for sales concept

Sales Total: The total amount of all sales including tax, not Gross figure because it also factors in Discounts

- Formula: [Total net amount for all sales + Total tax amount for all sales]

Paidout: The total amount of paidouts done

- Formula: Total amount payouts to vendors

Closeout Section Metrics

Closeout		
Cash to Deposit	\$389.00	31.8%
Check	0.00	0.0%
Cash + Check	389.00	31.8%
Gift Cert Redeemed	0.00	0.0%
Gift Card Redeemed	57.00	100.0%
Credit Cards	776.98	63.5%
Phone Auth	0.00	0.0%
Debit Cards	0.00	0.0%
Total Tenders Collected	\$1222.98	100%
Opening Till +/-	\$0.00	100%
Cash Over/Short	\$0.91	

Figure 4: IOffice Salon Dashboard Closeout Section

The rows on this section may vary depending on how the location has their Payment Methods setup. For instance, Credit Cards may be broken down into Visa, Mastercard, etc. and most places would not have rows like Phone Auth.

Cash to Deposit: The total amount of cash to deposit

- Formula: [Computed Cash - Expected Till]

Check & Gift Cert: The total amount of checks and gift certificates

- Formula: [check revenue + gift certificate revenue]

Cash + Check + Gift: The total of the above 2 rows

- Formula: [cash to deposit + check revenue + gift certificate revenue]

Gift Cert Redeemed: The total amount of sales paid for with Gift Certificates

- Formula: Total revenue from sales table corresponding to gift certificate processing.

Gift Card Redeemed - The total amount of sales paid for with Gift Cards

- Formula: Total revenue from sales table corresponding to gift card processing.

Credit Cards: The total amount of Credit Card payments taken in

- Formula: revenue from ticket table corresponding to credit card transactions within the given date range.

Phone Auth: The total amount of Phone Authorizations done, phone auth is when they call in a credit card

- Formula: Total sum of instances of phone auths during the given date range.

Debit Cards : The total amount of Debit Card payments taken in

- Formula: revenue from ticket table corresponding to debit card transactions within the given date range.

Deposit Totals: The total of all of the above rows

- Formula: [(cash to deposit + check revenue + gift certificate revenue) + (gift certificate revenue + gift card revenue + credit card revenue + debit card revenue)]

Cash Over/Short: The amount of counted cash over/short of the computed cash from the closeouts

- Formula: [Computed Cash - Expected Till]

Statistics Section Metrics				
Statistics				
Total Guest Count	36	Service Only	33	91.7%
		Product Only	1	2.8%
Ticket Average	\$17.69	Serv & Prod	2	5.6%
PPH	\$18.58	Total	36	100.0%
PPG	\$2.01	Average waiting time w/o reqs		3.9 m
Production Hours	30.38	Waittime > 20 mins		3
Non-Production Hours	0.00	Reqs with waittime > 20 mins		0
Total Hours	30.38	Walkouts		0
		Look & Walk		0
		Refunds	1	\$15.95
		Redos	0	\$0.00
		Voids	0	\$0.00

Figure 5: POS Salon Dashboard Statistics Section

Total Guest Count: The total number of people that came in the salon

- Formula: [Total number of guests - data based on tickets and transactions - {within the report's period}]

Ticket Average: The average total price of tickets

- Formula: $[\text{Total Net Sells Rev} / \text{Total number of guests}]$ | NOTE: Total Net Sells Revenue = Total Net Request Revenue + Total Net Gift Certificate Revenue + Total Net SVS Gift Card Revenue + Total Net Gift Heartland Tran Revenue + Total Net Gift PCC Tran Rev + Total Net Walk-In Tran Rev - Total Amount Refund Trans + Total Net Products Rev + Total Net Loyalty Card Tran Rev + Total Net Services Rev]

PPH: Production per Hour

- Formula: $[\text{Total Net Services Rev} / \text{Total Production Hours}]$ {within the report's period}}

PPG: Revenue Product Per Guest

- Formula: $[\text{Total Net Product Rev} / \text{Total number of guests}]$

Production Hours: The total number of hours worked by production positions

- Formula: $[\text{Total Clocked Time Employee} - \text{Total Autobreak Time} - \text{Total Adjustment Time}]$

Non-Production Hours: The total number of hours worked by receptionist positions

- Formula: $[\text{Total Clocked Time Receptionist} - \text{Total Autobreak Time} - \text{Total Adjustment Time}]$

Total Hours: The total number of hours worked by all staff that were clocked in

- Formula: $[(\text{Total Clocked Time Receptionist} + \text{Employee}) - \text{Total Autobreak Time} - \text{Total Adjustment Time}]$

Service Only: The number of tickets that only had a service on them

- Formula: Total sum of all tickets from the ticket table that are service exclusive.

Product Only: The number of tickets that only had a product on them

- Formula: Total sum of all tickets from the ticket table that are product exclusive.

Serv & Prod: The number of tickets that had both services and products on them

- Formula: Total sum of all tickets from the ticket table that have at least one service in addition to one product.

Total: The total number of tickets

- Formula: Total sum of all tickets in the ticket table for the given date range

Average waiting time w/o reqs: The average time someone that did not request a specific stylist had to wait to get their service done

- Formula: [Total time in Waiting spent by non request bearing tickets / total sum of non request bearing tickets]

Waittime > 20 mins: The number of times a customer had to wait over 20 minutes to get a service done

- Formula: Total amount of tickets in the ticket table for a given date range that spend more than 20 clocked minutes in the Waiting status

Reqs with waittime > 20 mins: The number of customers that requested a specific stylist and then waited over 20 minutes to get their service done

- Formula: Total amount of request bearing tickets in the ticket table for a given date range that spend more than 20 clocked minutes in the Waiting status

Walkouts: The number of people that walked out and did not come back while waiting for a service

- Formula: Total sum of voided tickets carrying the “Walkout” reason.

Look & Walk: The number of people that the staff noted by hitting the Look & Walk button on the Sales Screen as looking in the store but then deciding not to come in

- Formula: Set by number of instances used by salon staff.

Refunds: The number of refunded tickets

- Formula: Sum of all completed tickets with a refund for either a product or service.

Redo: The number of redo service tickets

- Formula: Sum of all completed tickets with a redone service

VOIDS: The number of voided tickets

- Formula: Sum of all completed tickets that have been voided with the set parameters.

Guests Detail

Guests Detail						
Type	Qty	%Qty	Sales \$	%Sales	T.A.	Avg \$/Min
New	7	19.4%	110.65	17.4%	15.81	0.88
Repeat	29	80.6%	526.25	82.6%	18.15	1.42
Quick Sale	0	0.0%	0.00	0.0%	0.00	0.00
Unknown	0	0.0%	0.00	0.0%	0.00	0.00
Total	36	100%	636.90	100%	17.69	1.28
Requested	0	0.0%	0.00	0.0%	0.00	0.00
Non Requested	36	100.0%	636.90	100.0%	17.69	1.28
Female	12	33.3%	243.15	38.2%	20.26	1.16
Male	24	66.7%	393.75	61.8%	16.41	1.38
Child	7	19.4%	102.65	16.1%	14.66	1.03
Teen	0	0.0%	0.00	0.0%	0.00	0.00
Adult	29	80.6%	534.25	83.9%	18.42	1.35
Senior	0	0.0%	0.00	0.0%	0.00	0.00

Figure 6: POS Salon Dashboard Guests Detail

Type: The type of guest

- Formula: Stored in the Customers table, entered at check in process, tallied from ticket table

Quantity: The number of guests of each type that visited during the report range

- Formula: Total sum of individual customers in the ticket table for the given date range.

%Qty : The percentage of the total guest count the corresponding guest type represents

- Formula: [sum of individual guest type / total guests]

Sales \$: The amount of sales dollars generated from the corresponding guest type

- Formula: Total revenue, minus discounts generated by individual guest type, tallied from ticket table.

%Sales: The percentage of the total sales that the corresponding guest type represents

- Formula: [quantity of guest type / total guests]

T.A.: The average ticket total for the corresponding guest type

- Formula: [Sales \$ / Quantity]

Avg\$/Min: The average dollars made per minute from the corresponding guest type

- Formula: [Total Service Time / quantity of guest type]

Employee Detail

Employee Detail												
Name	Hours	Serv \$	Srv Comm \$	Net PPH	Com PPH	Cust #	Req #	Req %	Prod \$	PPG \$	T.A. \$	Dis %
Manager & Receptionist												
Carl B	8.30	314.00	314.00	37.83	37.83	8	7	87.5%	0.00	0.00	39.25	0.0
Jessica J	8.30	342.98	352.98	41.32	42.53	12	8	66.7%	0.00	0.00	28.58	2.8
Edna S	8.53	355.00	355.00	41.62	41.62	13	3	23.1%	0.00	0.00	27.31	0.0
Eric W	5.35	195.00	210.00	36.45	39.25	7	2	28.6%	14.10	2.01	29.87	6.7
House Sale	0.00	0.00	0.00	0.00	0.00	0	0	0.0%	0.00	0.00	0.00	0.0
Salon Totals:	30.48	1206.98	1231.98	39.60	40.42	40	20	50%	14.10	0.35	30.55	2.0

Figure 7: IOffice Salon Dashboard Employee Detail

Name: The name of the employee

- Formula: Employee name from the database.

Hours: The number of hours the employee worked (Production and Non Production), the format here is in hundredths of an hour.

- Formula: Timeclock punches from the reported date range.

Serv \$ - The amount of dollars the employee earned the salon from services

- Formula: The sum of all service revenue from completed tickets in the ticket table that are assigned to this employee's name.

Serv Comm \$: The amount of service dollars that are commissionable, this may deduct discounts depending on the salons setup

- Formula: Variable, depending on settings

Net PPH: Net Production per Hour

- Formula: [Production Hours (not shown on this report)/ Serv \$]

Com PPH: The percentage of Commissionable services per stylist per hour.

- Formula: [Commission revenue / employee / hour]

Cust #: The total number of customers the employee serviced

- Formula: Total sum of customers with employee name assigned, from the ticket table, within the given date range

Req #: The total number of times the employee was requested by a customer to perform a service

- Formula: Total sum of customers with employee request that was fulfilled, from the ticket table, within the given date range

Req %: The percentage of services performed that were requests

- Formula: $[\text{Total sum of requests} / \text{Total services}]$

Prod \$: The total amount of dollars earned through product sales

- Formula: Total sum of revenue generated

PPG \$: Products sold per Guest

- Formula: $[\text{Total product revenue} / \text{total guests}]$

T.A \$: The average dollar amount on tickets made for the employee

- Formula: $[(\text{Service \$} + \text{Prod \$}) / \text{Cust \#}]$

Dis %: The percentage net sales lost to discounts

- Formula: $[\text{discounted revenue} / \text{total net sales}]$

Service Detail								
Service	Qty	Qty %	Avg Time	Sales \$	Net %	Free \$	Disc\$	Disc%
Hair Cut	32	88.9%	00:12:28	484.45	85.8%	\$0.00	1.00	0.2%
Color	2	5.6%	01:11:04	50.00	8.9%	\$0.00	10.00	16.7%
Style	1	2.8%	00:25:46	18.00	3.2%	\$0.00	0.00	0.0%
Wax	1	2.8%	00:00:06	12.00	2.1%	\$0.00	0.00	0.0%
Store Totals:	36	100%	00:13:47	564.45	100%	0.00	11.00	1.9%

Figure 8: POS Salon Dashboard Service Detail

Service: The name of the service

- Formula: Service with the most instances in the ticket table for a given date range.

Qty: The number of times the service was performed

- Formula: Number of individual instances this service appears in the ticket table for a given date range.

Qty %: The percentage of the total services performed that this service

- Formula: $[\text{Listed service} / \text{total services}]$

Avg Time: The average time it took employees to perform this service

- Formula: $[\text{Total service time} / \text{number of instances of service}]$

Sales \$: The amount of sales dollars this service generated

- Formula: Total revenue in a given date range from the ticket table that corresponds to this service, minus discounts.

Net %: Percentage of total services performed that correspond with this service.

- Formula: [Instances of listed service / total services]

Free \$: Total amount of free services performed

- Formula: Total revenue lost to redoes or non-revenue bearing discounts corresponding to this service.

Disc \$: The total number of dollars discounted from this service

- Formula: Total amount of discounted revenue corresponding to this service.

Disc %: The percentage of times a discount was used on this service

- Formula: [Instances of a discounted service / instances of the service itself]

Top Brands

Top Brands				
Product	Qty	Sales \$	Sales %	Disc \$
REGIS DESIGN LINE	3	32.50	44.9%	0.00
KENRA	2	26.00	35.9%	0.00
AMERICAN CREW	1	13.95	19.3%	0.00
Salon Totals	6	72.45	100.0%	0.00

Figure 9: POS Salon Dashboard Top Brands

Product: The name of the product

- Formula: Retail product with the most instances in the ticket table

Qty: The amount of the product that was sold

- Formula: Total sum of instances in the ticket table

Sales \$: The amount of sales dollars this product generated

- Formula: Total revenue generated by retail product from sale table

Sales %: The percentage of total product sales that this product represented

- Formula: [listed product / all product revenue, minus discounts]

Disc \$: The amount of dollars discounted from this product's sales

- Formula: Total discounted revenue from this individual service.

Discounts Top 10

Discounts Top 10				
Discounts	Qty	Tot \$	Tot %	New % Rep %
BOUNCE BACK \$10 OFF COLOR	1	10.00	90.9%	0.0% 100.0%
INTERNET	1	1.00	9.1%	0.0% 100.0%
Store Totals		211.00	100.0%	0.0% 100.0%

Figure 10: POS Salon Dashboard Top Discounts

Discounts: The name of the discount

- Formula: Discount with the most instances in the ticket table.

Qty: The number of times the discount was applied

- Formula: Total sum of instances in the ticket table.

Tot \$: The total amount of dollars discounted by the listed discount

- Formula: Total sum of revenue discounted by sale table.

Tot %: The percentage of all discounted sales that this discount represents

- Formula: [Instances of this discount / all discounts]

New %: The percentage of new customers this discount was used for

- Formula: : [New customers / discounted revenue]

Rep %: The percentage of repeat customers this discount was used for

- Formula: [Repeat customers / discounted revenue]