



THE ULTIMATE GUIDE TO RESTAURANT

REPORTING & ANALYTICS





One of the most common reasons restaurants fail is because of mismanaged costs. Your costs and sales data aren't just numbers – they're the pulse of your restaurant. And even though numbers can be a pain in the butt, there's great news! Technology now exists so that numbers are way less of a pain in the butt than they once were.

Because guess what? Paying attention to your reporting can save you thousands of dollars, prevent disasters, and let you know when a problem needs to be addressed ASAP. Think of your POS as a crystal ball and you are the all-knowing see-er.

This guide will teach you tactics to effectively read your POS data so that you can turn that data into decisions, a better customer experience, and more sales. This guide will take you through types of reporting, when to use them, and the decisions you can make using the data you have at your fingertips.

Your future awaits...





TABLE OF CONTENTS

#DataGoals: Using Data to Make Short-Term and Long-Term Decisions	4
Types of Reports	6
• Sales	6
• Food & Menu	7
• Labor	9
• Marketing & Customer Experience	10
Conclusion	11



#DATAGOALS: USING DATA TO MAKE SHORT-TERM AND LONG-TERM DECISIONS

You'll always want to trust your gut when you're hiring staff, choosing investors, or fleshing out your creative vision – but when you're managing the intricate details of your restaurant against today's competition, instinct alone isn't going to cut it. You've got goals, and you need data to achieve them.

Use your POS reports to look back at what you've done, how you're doing now, and how you'll probably do in the future.

Quick Decisions

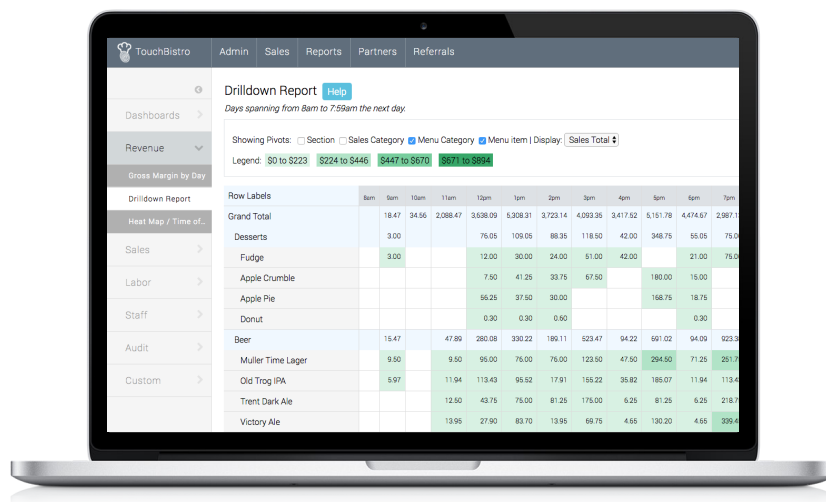
Use **snapshots** to understand the current state of your business. Snapshots can be called on on the fly to help you make decisions immediately. The following scenarios are examples of how you would use snapshots in the moment:

TouchBistro FSR Current Snapshot	
From: Wednesday, May 31, 2017, 4:15 PM To: Thursday, Jun 1, 2017, 12:02 AM	
Current Snapshot (5/31/17 4:15 PM through 6/1/17 12:02 AM)	
Active Shifts (Hours: 14.26)	\$110.48
Completed Shifts (Hours: 168.23)	\$1,722.34
Total Labor (Hours: 182.49)	\$1,832.82
Item Costs (Closed)	\$942.41
Item Costs (Open)	\$12.75
Running Item Costs Total	\$955.16
Closed Orders	\$5,143.69
Open Tabs	\$24.00
Open Tables	\$103.15

- ① If you notice your labor/sales ratio is high, you may want to send a server home early.
- ② If you know your sales are tracking lower than they should be – based on your sales data from previous periods – you can quickly encourage your staff to focus on upselling for the next two hours.
- ③ If you notice an unusual number of voids, you can investigate further and find out whether one of your servers is having a bad day and making mistakes.

Seeing Your Vision

Historical data helps you plan for the future and map out the next steps of executing your vision. By running a number of reports alongside each other and analyzing the data, you can extract information and use your insights to plan ahead.



The following scenarios are examples of how you would use historical data:

- ① **Know exactly when to run a promotion** by looking at sales by hour over time to identify your slowest periods. Cross-reference your reports by section, sales category, menu category, and menu item on the same hourly breakdown to pinpoint your ideal time for a promotion. For example, if your restaurant is empty between 4:00 pm and 6:00 pm, consider running an after-work special with half-price apps.

- 2 **Optimize your holiday sales** by referencing your sales from last year and assessing whether you can cut back on staff this year to increase profit. For example, if you notice your patio sales on Labor Day last year were lacklustre, reduce the amount of staff in that section this year.
- 3 **Re-evaluate your menu** using reports. Run a food cost report alongside a report on your sales total per menu item to see what's selling and what's falling flat. You may be able to boost bestselling items by adding pictures of them on your menu or calling them out as popular, which can entice more sales. Or you may need to make some tough choices about your menu to make sure your offerings resonate as much as they can with your customers.



WHAT IS CLOUD REPORTING?

Cloud reporting takes the data entered into your POS and makes it available and accessible on any device (desktop, mobile, and tablet). Reports in the cloud are great for visualizing and organizing data over long periods of time, so you can really dive in and make some high-level, strategic decisions about the future of your restaurant.





TYPES OF REPORTS

Know what you're looking for: here are several types of POS reports you can analyze. We've also outlined what you can do with each type of report, so you can act on the analytics you've gathered. Time to maximize profits with data!



Sales

These reports can be divided into two categories: sales (money in) and cost (money out).

Money in reports include any report that details incoming funds. **Money out reports** are cost-based reports such as credit card refund totals, food cost reports, and labor totals: anything that takes money out of the restaurant.

You can break down your sales reports in various ways: by menu category, section of the restaurant, table, or waiter.

Cost-based reports are ones like food cost, alcohol cost, deleted item reports, and voids.

Some of the top reports restaurants are most concerned with are waiter tips, menu item/menu category sales, discounts and voids, hours and shifts, and the gross margin report.

What you can do with the data:

- **Revise your menu:** Know what's selling and what's not. You may need to make some tough choices, like remove a dish that has sentimental value because it's just not resonating with your customers.
- **Assess staff performance:** Based on sales by waiter, reward rockstars with the recognition they deserve – and assign them to your busiest sections to maximize customer experience and profits. Find out what may be happening with waiters who aren't doing so hot so that you can improve performance.
- **Cut costs:** Is your labor/sales ratio out of whack between lunch and dinner? You may want to reduce staff at certain times of the day to save money.

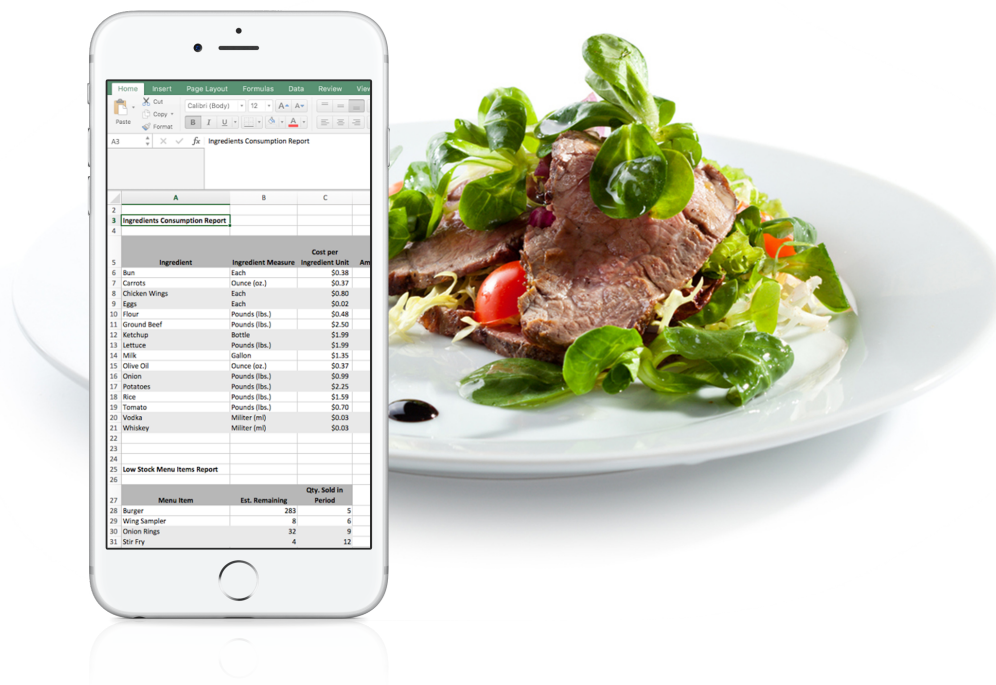


Food & Menu

Your food and menu reports will provide details on your bestsellers, worst sellers, modifiers, and food costs. You might decide to nix that pale ale that doesn't seem to be selling, or you may notice sales patterns over longer periods that will help you with your seasonal menu tweaking. Menu reports will also allow you to see your inventory status, so you can minimize waste and encourage upselling when necessary.

What you can do with the data:

- **Decide on seasonal specials:** Was there a summer dish from last year that knocked it out of the park? Iterate on that dish this year and know you're on the right track with your seasonal menu.
- **Tweak food modifiers:** That blue cheese burger add-on hasn't sold well in months. It doesn't need to be on your list of modifiers. But you have noticed that people love your pear and brie flatbread – why not add 'brie' as a burger topping to see how it performs?
- **Design your holiday prix fixe:** Last year's Valentine's Day menu was a hit, so you may want to make sure you have some of the same dishes on this year's menu.
- **Manage inventory:** The days of having to 86 a menu item mid-service are over. Ingredient-level inventory tracking helps you make granular purchase order decisions so you have enough to sell – with minimal waste.
- **Identify theft:** Look at menu item sales reporting to know what you've sold and compare it against your inventory reports. This combination of reports can show you any discrepancy – which might point to sticky fingers.





Labor

Labor reports go beyond the classic staff and shift reports. Sales by section and server voids, deletes, no sales, and credit card totals can all give you insight into staff activities during a shift.

What you can do with the data:

- **Understand staff stress:** Are you noticing a higher number of deleted items during a particular time of day? You may be short-staffed during that shift. Consider scheduling one more server to ease the stress, improve staff morale, and increase service. (See how it's all related?)
- **Assess staff performance:** Compare staff sales reports to hours worked: are your rockstars working the most hours? If not, you may want to consider bumping up their hours to keep customers happy.
- **Cut costs:** You know your labor makes up a massive portion of your overall costs. Check your labor reports regularly against seasons, holidays, times of days, etc. to make sure you schedule the exact amount of staff when you need them – and not when you don't.
- **Prevent theft:** Track deleted items with the deleted items report; does one waiter delete items like it's going out of style? This may be an indicator of theft, which you can address head on with all available knowledge.



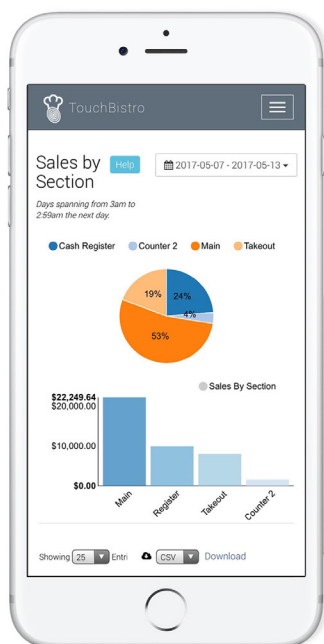


Marketing & Customer Experience

Reporting and guest experience may seem like different sides of the coin, but there are ways to pull out information that can help you make decisions that will impact your customers.

What you can do with the data:

- **Make smart floor plan decisions:** Need to move tables in the dining room for an event or party? Check your sales by table reports to see which areas in your venue do better than others. Leave these sections intact so they can continue to shine during your special event.
- **Set customer expectations:** Check your low inventory totals report or available menu item report to know what to watch during tonight's dinner shift – and avoid the dreaded ordering an 86'd item.
- **Improve customer experience:** A sales by section report comparing dining room to patio will help you decide where you should schedule more staff – so that your service remains on point.





CONCLUSION

Your point of sale is more than a [cash register that tracks sales](#). POS technology is now taking the pain out of reporting and analytics and making it easier for restaurateurs to [make data-driven decisions](#).

When you use data to optimize your menu, empower top-performing staff, and map out the future of your restaurant, you'll be doing everything you can to make sure your restaurant succeeds in a world that is increasingly producing and relying on data. In such a competitive industry, data is now necessary to increase sales and lower costs, understand your customer and improve their experience, and ultimately make informed business decisions.

[Request a Free Demo](#)

Let us know how we can help you make more informed decisions for your business. That's what we're here for.



TouchBistro is an iPad POS and integrated payments solution built for restaurant people, by restaurant people. It helps thousands of restaurateurs across the world run better businesses and makes managing a restaurant easier.

www.touchbistro.com | Speak to a Software Sales Representative today **1-855-363-5252**