

# iCAFE - Promo Analysis

## Introduction

One of the benefits of having a system like iPOS is that it can store, track, and report on all the sales made in many different ways. It is important to any successful business to track and analyse the result of promotional activity. This document explains how to read the Promo Analysis report from iPOS and how to get the most from it.

## Promo Analysis

Here is what the Promo Analysis looks like for a typical store.

### PROMO ANALYSIS My Store

Dates : 19-Nov-2007 to 25-Nov-2007  
Gross Sales: \$51,538.90  
Covers : 1726

Promo	Promo Covers	Promo \$	Promo %	Table Covers	Table \$
<b>1.11 Food Promo</b>					
<u>\$\$ Discount Food</u>	19	\$287.50	0.6%	42	\$1,246.45
<u>2 for 1 Lunch</u>	10	\$177.32	0.3%	25	\$571.14
<u>Birthday Meal</u>	3	\$79.77	0.2%	16	\$457.86
<u>Entertainment Card 25% (Special)</u>	19	\$93.52	0.2%	17	\$453.50
<u>Entertainment Card \$30 (Special)</u>	4	\$109.09	0.2%	28	\$664.14
<u>Food Promo 2</u>	5	\$64.59	0.1%	16	\$377.05
<u>Frequent Diner Discount</u>	173	\$982.16	1.9%	292	\$7,936.41
<u>Gift Certificate (used)</u>	1	\$18.18	0.0%	3	\$64.14
<u>Kids Eat Free</u>	43	\$357.09	0.7%	106	\$2,279.50
<u>QA 50% Food</u>	1	\$13.61	0.0%	4	\$106.77
<u>Staff 25% Food</u>	5	\$12.58	0.0%	6	\$94.23
<u>Staff 50% Food</u>	40	\$369.56	0.7%	31	\$951.27
<u>Staff 100% Food</u>	12	\$238.27	0.5%	7	\$238.27
<u>Store 25% Food</u>	2	\$10.44	0.0%	2	\$58.50
<u>Store 50% Food</u>	1	\$6.45	0.0%	2	\$47.59
<u>Store 100% Food</u>	13	\$251.91	0.5%	26	\$692.64
<b>SubTotal</b>	<b>351</b>	<b>\$3,072.05</b>	<b>6.0%</b>	<b>623</b>	<b>\$16,239.45</b>
<b>1.21 Beverage Promo</b>					
<u>Store 25% Beverage</u>	22	\$34.82	0.1%	22	\$622.49
<u>Store 100% Beverage</u>	16	\$159.77	0.3%	15	\$447.91
<b>SubTotal</b>	<b>38</b>	<b>\$194.59</b>	<b>0.4%</b>	<b>37</b>	<b>\$1,070.40</b>
<b>Total Promo</b>	<b>389</b>	<b>\$3,266.65</b>	<b>6.3%</b>	<b>660</b>	<b>\$17,309.85</b>

The report can be calculated for any date range. In this example I have a week to keep the numbers small but representative. At the top of the report it displays the date range and the important information about sales for the whole store.

Dates : **19-Nov-2007 to 25-Nov-2007**

Gross Sales: **\$51,538.90**

Covers : **1726**

This is very important. Promotions cost money to run, but they also make a return. The purpose of this report is to help you decide if this promotion is making a worthwhile return. Therefore the raw data on how many promos and the related discount must be tempered with the corresponding sales at the same time.

The GROSS SALES is before any promo activity (but after GST - See UNDERSTANDING Sales for more information on terms). GROSS SALES - the TOTAL PROMO line of this report = NET SALES.

The left hand side of the report lists each of the promos that were used during the date range. Each line is hyperlinked into the PROMO JOURNAL for more detail on which dockets the promos where used.

The right hand side of the report contains 2 groups of columns. The first group is about the promo itself. These 3 columns are

Promo Covers The number of covers (guests) that had discounted (promo) meals

Promo \$ The value of the all the discounts (promo) given to those guests. (Not the value of their meals)

Promo % Gross The percentage of Gross Sales that this promos equals

The second group of columns is about the Gross Sales of the table on which the promo appeared. The idea here is that most promotions relate to the rest of the table. The purpose of the promo is to attract diners other than the diner with the discounted meal.

Table Covers The number of covers (guests) at the table with the guest that was discounted. (includes the Promo Covers)

Table \$ Gross The Gross Sales of the Table including the meals of Promo Covers.

The way to read this report is then, using Birthday Meal as an example like this.

There were 3 Birthday Meals at a cost of \$79.77 which brought in \$457.86 of Gross Sales.

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