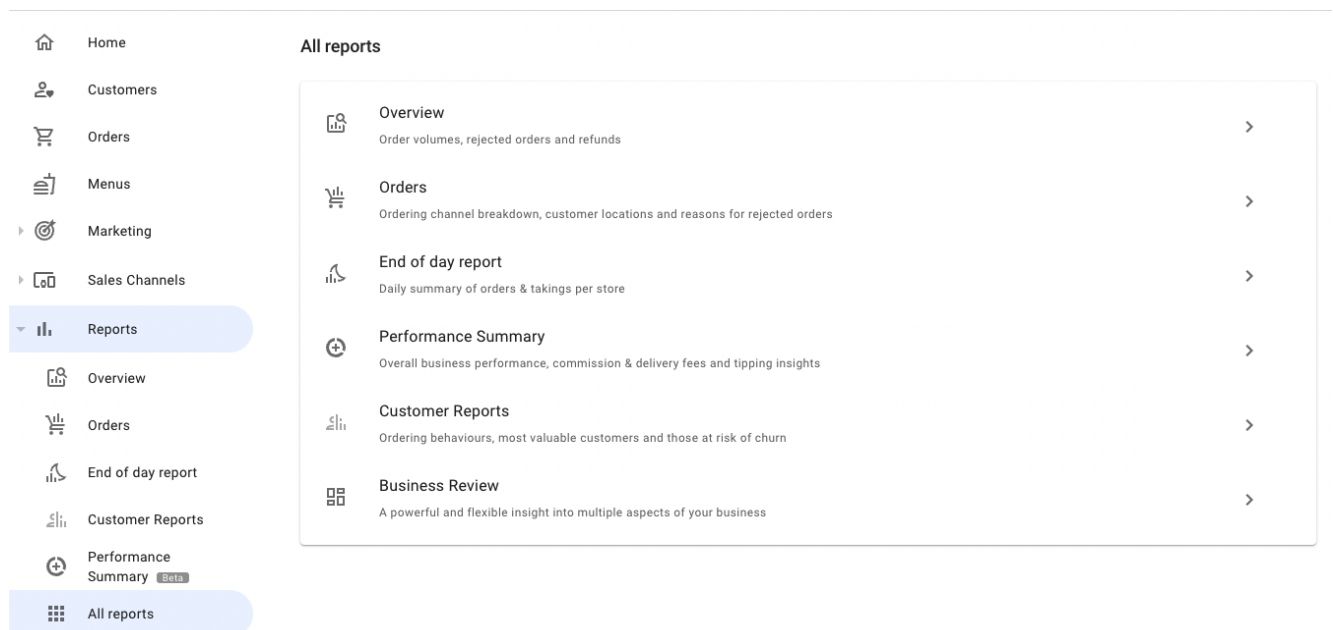


How To See & Use Business Review KPIs

Within the Flipdish Portal, the Business Review KPIs page will provide you with key insights and metrics pertaining to (about) your orders, customers, customers who have utilised loyalty & retention vouchers, and the performance of your menu items.

To access the Business Review KPIs page, please follow the below steps:

1. Login to your Flipdish [Portal](#).
2. Click on the **Reports** tab in the navigation bar on the left-hand side of the screen.
3. Select **Business Review KPIs** from the dropdown list of tabs.



Filters

The filters section, found at the top of the page, provides granularity for reading and understanding customer cohorts. The following is a list of the default set of filters and a brief explanation of what each does:

- **Stores** - Select from one or more published stores
- **Date Period** - Select a date period from an advanced set of preset options
- **Country** - Select from a list of operating countries for the stores in question

Orders Summary

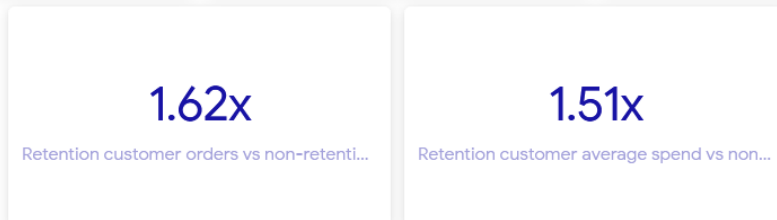
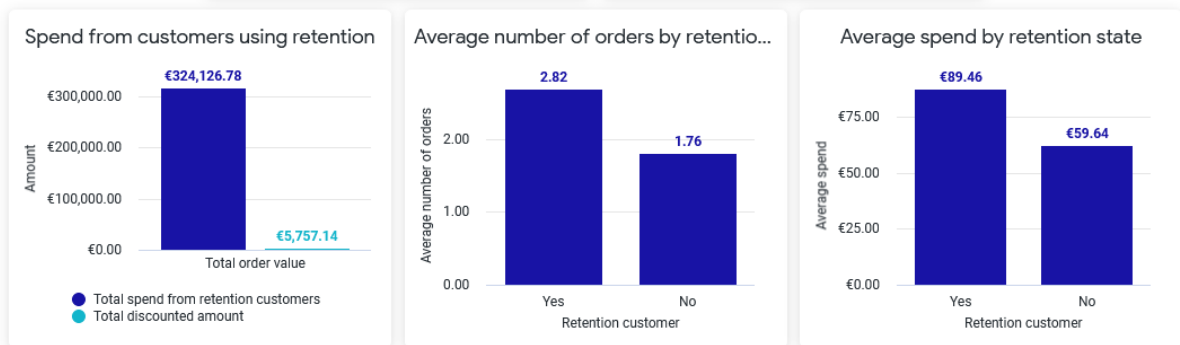
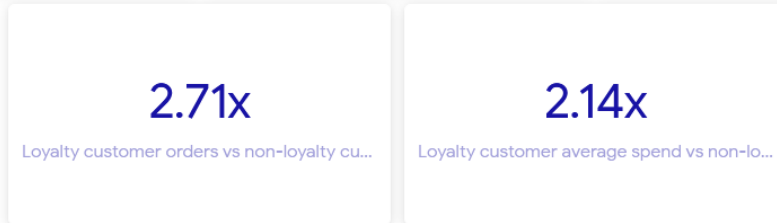
A high level examination of key order metrics, including a breakdown of orders by channel (iOS/Android/Web/Kiosks/QRCode), by collection type (Delivery/Collection), by channel & collection type, rejected orders, reasons for said rejected orders, and an order breakdown on a store-by-store level.



Loyalty & Retention

An examination of loyalty and retention vouchers applied to orders. A breakdown of the total spend, average number of orders, and average spend for those customers that have used loyalty & retention vouchers, split up into loyalty and retention sections.

This section also includes a 'Voucher Type Summary' table providing key metrics for Loyalty, Retention and First Order vouchers.



Voucher type summary						
Voucher type	Total orders	Number of customers	Total order value	Total discounted amou	Average order value	
Loyalty	1,224	987	€45,167.85	€31,090.53	€36.90	
Retention	592	511	€25,673.89	€8,431.25	€43.37	
First Order	12	12	€412.35	€46.31	€34.36	

Customer Performance

This section displays key customer metrics including the number of repeat customers, new customers, unique customers, and some order metrics on a customer basis such as the average order value and average spend per customer depending on whether or not they have opted in to marketing.



Average order value by channel

Channel	Average order value
iOS	€34.64
Web	€34.44
Android	€33.58

Average spend per customer per opt-in status

Opt-in Status	Average spend
Opted in to marketing	€65.23
Not opted in	€55.17

Top Menu Items

In this section you can find a table of most to least ordered menu items available on the menus for the chosen stores.

Most to least ordered items		
	Item name	Times ordered
1	Margherita	4,179
2	Pizza Diavola	3,433
3	Marinara	3,308
4	Coke	2,406
5	Potato Wedges	2,269
6	Garlic Bread	1,769
7	Family Meal Deal	1,713
8	Meal Deal for 3	1,627
9	Meal Deal for 2	1,493
10	Fanta	1,192
11	Tiramisu	1,030
12	Pasta Carbonara	1,002
13	Lasagna	870
14	Kids Meal Deal	731
15	Risotto	552
16	Coke Zero	536