

# NCR SILVER PRO RESTAURANT EDITION

## Sample Reports Guide



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# Activity Summary



Activity Summary, the first screen you see when you log in to Back Office, provides a quick overview of your restaurant activity.

**Activity Snapshot** — Defaults to the current date and displays a visual snapshot of net sales and transactions. Compares the sales and transactions to the previous day and the same day of the previous week. You can also review the average sale, tips collected, taxes due, and the dollar amount of voids for the date selected. Activity Snapshot also provides a visual indication of cash payments compared to credit payments.

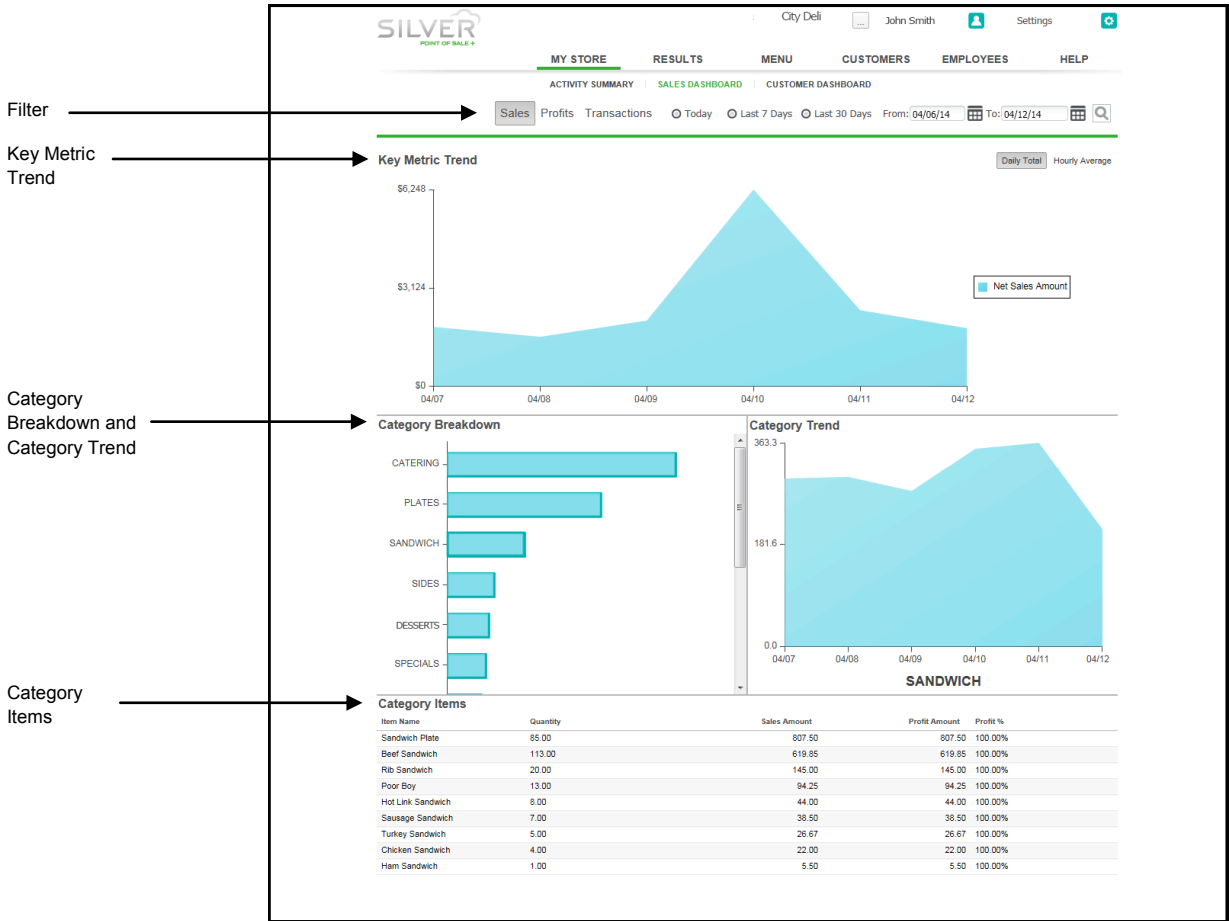
**Last Six Week Trend** — Displays a graphical trend of your sales or transactions for the previous six weeks.

**Alerts** — Notifies you of unusual sales activity within the previous seven days, such as higher than normal sales or higher than normal price overrides. Click More to see additional information on the alert.

**Discounts & Offers** — Provides a snapshot demonstrating the impact of your discounts and offers. See the number of offers redeemed, the sales generated, and the types of discounts and offers redeemed.

**Email Campaigns** — Provides a snapshot demonstrating the impact of your email marketing campaigns. See the number of customers reached, the sales generated, and the types of emails sent through your email marketing campaign.

# Sales Dashboard



Sales Dashboard provides a real-time snapshot of your sales, including net sales, by category and by item, for your restaurant.

**Filter** — Allows you to view a snapshot of your business by sales, profits, or transactions, and select a time period to review.

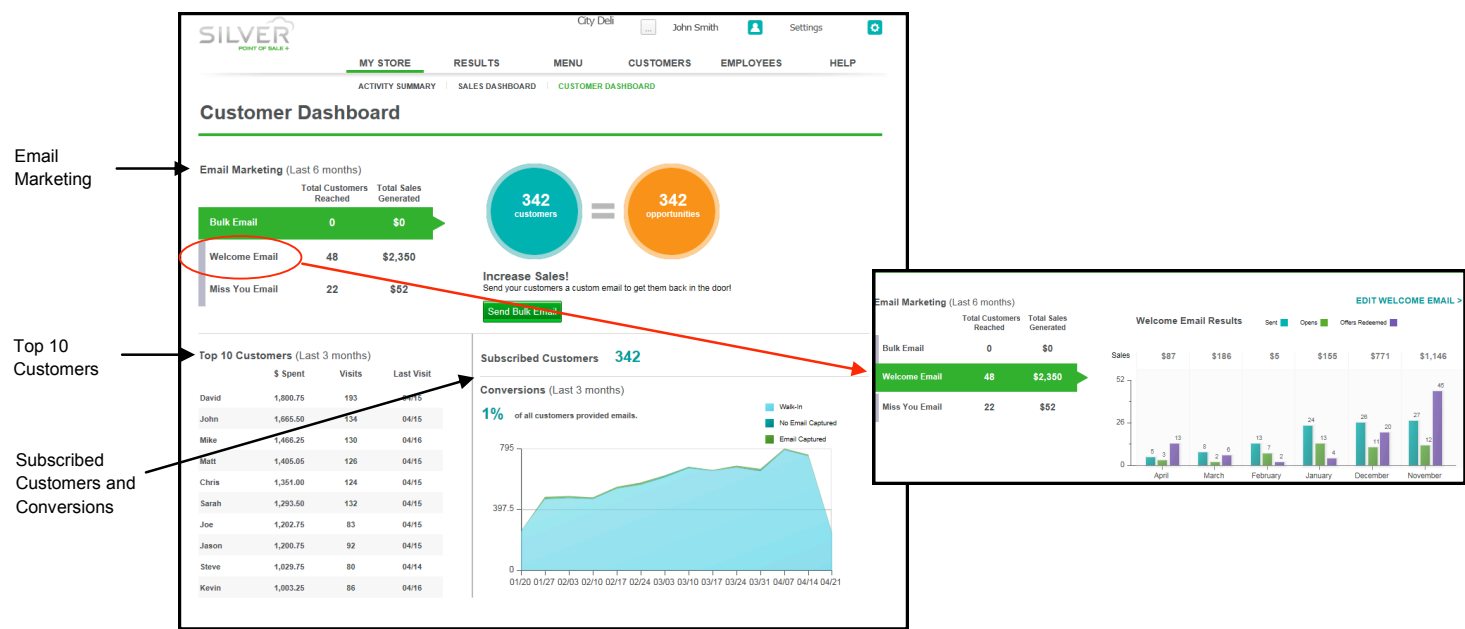
**Key Metric Trend** — Displays the results of the selections you made in the filter. Additionally, you can opt to review your data by daily total or hourly average.

**Category Breakdown and Category Trend** — Displays the results for each category and ranks the categories from highest to lowest according to your filter. Select a category to display a plot line to the right in Category Trend for the selected time period and metric.

**Category Items** — Provides a further analysis of your sales, enabling you to review the best and worst selling items within each category. You can sort each column to assist you with your analysis.



# Customer Dashboard



Customer Dashboard enables you to identify your top customers and evaluate your marketing efforts to your customers.

**Email Marketing** — Displays a quick snapshot of your email marketing campaigns for the previous six months. See which email campaigns you used, how many customers you reached, and the sales generated from the different types of email campaigns. Select an email campaign to see a graph demonstrating how many emails were sent, opened, and redeemed for the time period.

**Top 10 Customers** — Displays your top 10 customers in terms of dollars spent. You can sort the list by dollars spent, number of visits, or last visit.

**Subscribed Customers and Conversions** — Displays your effectiveness in capturing customer email information during the previous three months. Subscribed Customers identifies the number of email addresses you captured. Conversions provides a snapshot of your efforts in capturing email addresses from your customers.



## Store Summary

City Deli		Store Summary	
14750 Trinity Blvd. Ft. Worth, TX 76155		Sunday, April 06, 2014 - Saturday, April 12, 2014	
	<u>Quantity</u>	<u>Total</u>	<u>Average</u>
<b>Gross Sales</b>	<b>755</b>	<b>\$16,098.41</b>	<b>\$21.32</b>
Discounts	12	\$30.38	\$2.53
Overrides	0	\$0.00	\$0.00
Returns	2	\$3.20	\$1.60
Inclusive Taxes	-	\$0.00	-
<b>Net Sales</b>	<b>755</b>	<b>\$16,064.83</b>	<b>\$21.28</b>
Taxes	-	\$967.53	-
Gratuities	0	\$0.00	\$0.00
Tips	7	\$105.82	\$15.12
<b>Ticket Total</b>	<b>755</b>	<b>\$17,138.18</b>	<b>\$22.70</b>
<u>Payment Types</u>	<u>Quantity</u>	<u>Tip Amount</u>	<u>Amount</u>
CASH	347	\$0.00	\$9,181.84
CREDIT	408	\$105.82	\$7,850.52
	<u>Quantity</u>	<u>Amount</u>	<u>Total Amount</u>
Payins	1	\$20.27	
Payouts	9	\$217.70	
Deposits	0	\$0.00	
<u>Tax Categories</u>	<u>Rate %</u>	<u>Taxable Subtotal</u>	<u>Amount</u>
Food Tax	8.2500	\$4,275.00	\$0.00
Tax Override	0.0000	\$11,789.83	\$972.63
<u>Discount Names</u>	<u>Quantity</u>	<u>Discount Amount</u>	
\$2.00 off	1	\$2.00	
10%	2	\$9.63	
Police Discount	2	\$3.63	
Senior Citizen Discount	7	\$15.12	
<u>Voids</u>	<u>Quantity</u>	<u>Voiced Amount</u>	
Voiced Items	74	\$1,558.59	

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## Sales Summary

City Deli		Sales Summary				
14750 Trinity Blvd. Ft. Worth, TX 76155		Thursday, March 13, 2014 - Saturday, April 12, 2014				
<u>Business Day</u>	<u>Transaction Qty.</u>	<u>Tax Amount</u>	<u>Returned Qty.</u>	<u>Returned Amt.</u>	<u>Item Sales Qty.</u>	<u>Net Sales Amt.</u>
4/12/2014	78	\$152.43	0	\$0.00	248	\$1,847.72
4/11/2014	175	\$199.30	0	\$0.00	380	\$2,415.94
4/10/2014	127	\$162.79	0	\$0.00	277	\$6,248.37
4/9/2014	141	\$172.40	0	\$0.00	309	\$2,089.39
4/8/2014	127	\$129.82	2	\$3.20	253	\$1,574.09
4/7/2014	109	\$150.79	0	\$0.00	249	\$1,889.32
4/5/2014	64	\$129.63	0	\$0.00	186	\$1,571.13
4/4/2014	174	\$207.08	4	\$32.25	376	\$2,510.29
4/3/2014	154	\$172.73	0	\$0.00	351	\$2,093.33
4/2/2014	162	\$178.11	0	\$0.00	364	\$3,153.99
4/1/2014	151	\$189.86	0	\$0.00	301	\$2,301.45
3/31/2014	90	\$112.29	0	\$0.00	199	\$1,361.35
3/28/2014	44	\$113.94	0	\$0.00	135	\$1,380.65
3/28/2014	136	\$185.99	1	\$3.25	355	\$2,602.80
3/27/2014	99	\$117.82	1	\$218.75	242	\$1,428.22
3/26/2014	137	\$181.91	0	\$0.00	316	\$2,204.49
3/25/2014	124	\$157.50	1	\$8.50	295	\$1,909.25
3/24/2014	122	\$130.05	0	\$0.00	253	\$1,737.31
3/23/2014	63	\$93.30	0	\$0.00	155	\$1,130.60
3/21/2014	171	\$184.70	2	\$14.50	333	\$2,237.84
3/20/2014	137	\$207.79	1	\$173.30	381	\$3,518.56
3/19/2014	104	\$133.55	0	\$0.00	229	\$1,618.91
3/18/2014	112	\$199.35	0	\$0.00	240	\$4,410.16
3/17/2014	96	\$113.99	0	\$0.00	236	\$1,381.69
3/15/2014	74	\$133.84	0	\$0.00	195	\$1,634.67
3/14/2014	139	\$182.64	1	\$5.50	329	\$4,305.39
3/13/2014	117	\$151.02	0	\$0.00	307	\$1,980.76
<b>Total</b>	<b>3225</b>	<b>\$4,244.62</b>	<b>13</b>	<b>\$459.25</b>	<b>7,491</b>	<b>\$62,537.67</b>

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Store Summary, a report available under Results, enables you to review a summary of your sales activity for a selected time period. You can review:

- Gross sales
- Net sales
- Ticket total
- Payment types
- Cash transactions
- Tax categories
- Discounts
- Voids

Sales Summary, a report available under Results, enables you to review your sales for the past month and look for sales trends. For each business day, you can review:

- Transaction quantity
- Tax amount
- Returned quantity and amount
- Item sales quantity
- Net sales amount

## Employee Activity

City Deli		Employee Activity									
14750 Trinity Blvd. Ft. Worth, TX 76155 0130		Sunday, April 06, 2014 - Saturday, April 12, 2014									
		Discounts		Returns							
Employee Name	Gross Sales	Qty	\$ Amount	Qty	\$ Amount	Inclusive Taxes	Net Sales	# of Trans.	Avg. Sales	Voids	
Aaron Baker	\$72.75	1	\$6.60	0	\$0.00	\$0.00	\$66.15	10	\$6.62	\$0.00	
Jason Scott	\$22.25	2	\$5.00	0	\$0.00	\$0.00	\$17.25	3	\$5.75	\$0.00	
John Smith	\$1,218.75	9	\$59.01	0	\$0.00	\$0.00	\$1,159.74	148	\$7.84	\$10.00	
Annie Huff	\$1,423.50	6	\$29.30	0	\$0.00	\$0.00	\$1,394.20	188	\$7.42	\$23.75	
Bill Jones	\$1,331.75	1	\$8.50	1	\$3.50	\$0.00	\$1,319.75	134	\$9.85	\$29.75	
Lori Magee	\$39.00	0	\$0.00	0	\$0.00	\$0.00	\$39.00	6	\$6.50	\$0.00	
BethTie	\$4,011.50	1	\$3.75	0	\$0.00	\$0.00	\$4,007.75	389	\$10.30	\$0.00	
Tripp Pearson	\$2,459.75	3	\$19.80	0	\$0.00	\$0.00	\$2,439.95	302	\$8.08	\$2.50	
Chico Colagne	\$155.50	5	\$38.50	0	\$0.00	\$0.00	\$117.00	20	\$5.85	\$7.25	
Kevin Brady	\$7,853.25	5	\$20.35	1	\$1.00	\$0.00	\$7,831.90	809	\$9.68	\$2.50	
Tom Johnson	\$758.75	2	\$13.20	1	\$5.00	\$0.00	\$740.55	103	\$7.19	\$0.00	
Billie Smith	\$646.50	4	\$20.95	0	\$0.00	\$0.00	\$625.55	76	\$8.23	\$8.75	
Rhonda Dean	\$1,061.50	2	\$16.00	0	\$0.00	\$0.00	\$1,045.50	127	\$8.23	\$9.50	
Sonja Highsmith	\$1,763.50	3	\$20.20	0	\$0.00	\$0.00	\$1,743.30	212	\$8.22	\$11.25	
Robert Davidson	\$5.75	1	\$5.75	0	\$0.00	\$0.00	\$0.00	1	\$0.00	\$0.00	
Jenny McCutcher	\$886.25	0	\$0.00	0	\$0.00	\$0.00	\$886.25	97	\$9.14	\$3.75	
Brett Markman	\$2,266.75	5	\$54.95	1	\$1.00	\$0.00	\$2,210.80	258	\$8.57	\$52.00	
<b>Totals</b>	<b>\$25,977.00</b>	<b>50</b>	<b>\$321.86</b>	<b>4</b>	<b>\$10.50</b>	<b>\$0.00</b>	<b>\$25,644.64</b>	<b>2883</b>	<b>\$8.90</b>	<b>\$161.00</b>	

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## Device Activity

City Deli		Device Activity									
14750 Trinity Blvd. Ft. Worth, TX 76155		Sunday, April 06, 2014 - Saturday, April 12, 2014									
		Discounts		Returns							
Device Name	Gross Sales	Qty	\$ Amount	Qty	\$ Amount	Net Sales	# of Trans.	Avg. Sales	Clears		
Store iPad 1	\$16,192.00	20	\$119.00	2	\$6.00	\$16,067.00	1819	\$8.83	\$32.00		
Store iPad 2	\$9,785.00	30	\$202.86	2	\$4.50	\$9,577.64	1064	\$9.00	\$129.00		
<b>Totals</b>	<b>\$25,977.00</b>	<b>50</b>	<b>\$321.86</b>	<b>4</b>	<b>\$10.50</b>	<b>\$25,644.64</b>	<b>2883</b>	<b>\$8.90</b>	<b>\$161.00</b>		

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Employee Activity, a report available under Results, enables you to review the sales activity for each employee and to check for any unusual activity, such as excessive discounts or returns. For a selected time period, you can review:

- Gross sales
- Quantity and amount of discounts
- Quantity and amount of returns
- Inclusive taxes collected
- Net sales
- Number of transactions
- Average sales per employee
- Dollar amount of voids

Device Activity, a report available under Results, enables you to review the sales activity entered through each device and to check for any unusual activity, such as excessive discounts or returns. For a selected time period, you can review:

- Gross sales
- Quantity and amount of discounts
- Quantity and amount of returns
- Net sales
- Number of transactions
- Average sales per device
- Dollar amount of clears

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# Labor Shifts


City Deli  
14750 Trinity Blvd.  
Ft. Worth, TX 76155

Labor Shifts

Sunday, April 06, 2014 - Saturday, April 12, 2014

		Clock In		Pay		
Employee	Job Code	Time In	Time Out	Total Hours	Total Pay	Declared Tips
Aaron Baker	Manager	4/12/2014 2:03 PM	4/14/2014 7:43 AM	41.67	0.00	0.00
Aaron Baker	Manager	4/11/2014 1:48 PM	4/12/2014 2:03 PM	24.25	0.00	0.00
Aaron Baker	Manager	4/8/2014 6:04 AM	4/11/2014 1:48 PM	79.74	0.00	0.00
<b>Employee 'Aaron Baker' Total</b>				<b>145.66</b>	<b>0.00</b>	<b>0.00</b>
John Smith	Cashier	4/12/2014 10:01 AM	4/12/2014 11:22 PM	13.35	113.50	0.00
John Smith	Cashier	4/11/2014 10:02 AM	4/12/2014 12:00 AM	13.95	118.61	0.00
John Smith	Cashier	4/10/2014 10:01 AM	4/10/2014 11:58 PM	13.95	118.54	0.00
John Smith	Cashier	4/9/2014 10:03 AM	4/9/2014 10:35 PM	12.54	106.58	0.00
John Smith	Cashier	4/7/2014 11:47 AM	4/7/2014 11:41 PM	11.90	101.16	0.00
John Smith	Cashier	4/6/2014 9:58 AM	4/6/2014 11:10 PM	13.19	112.12	0.00
<b>Employee 'John Smith' Total</b>				<b>78.88</b>	<b>670.51</b>	<b>0.00</b>
Bill Jones	Kitchen	4/12/2014 4:28 AM	4/12/2014 4:19 PM	11.85	97.74	0.00
Bill Jones	Kitchen	4/11/2014 4:31 AM	4/11/2014 2:44 PM	10.22	84.27	0.00
Bill Jones	Kitchen	4/10/2014 4:32 AM	4/10/2014 12:41 PM	8.16	67.33	0.00
Bill Jones	Kitchen	4/9/2014 4:27 AM	4/9/2014 12:37 PM	8.17	67.37	0.00
Bill Jones	Kitchen	4/6/2014 4:28 AM	4/6/2014 12:53 PM	8.42	69.44	0.00
<b>Employee 'Bill Jones' Total</b>				<b>46.82</b>	<b>386.15</b>	<b>0.00</b>
Annie Huff	Server	4/12/2014 10:00 AM	4/12/2014 2:02 PM	4.04	29.29	0.00
Annie Huff	Server	4/8/2014 2:01 PM	4/8/2014 9:56 PM	7.92	57.39	0.00
Annie Huff	Server	4/6/2014 2:06 PM	4/6/2014 10:31 PM	8.42	61.01	0.00
<b>Employee 'Annie Huff' Total</b>				<b>20.38</b>	<b>147.69</b>	<b>0.00</b>
Lori Magee	Server	4/10/2014 4:51 PM	4/10/2014 10:10 PM	5.32	38.60	0.00
Lori Magee	Server	4/8/2014 5:58 PM	4/8/2014 10:31 PM	4.54	32.93	0.00
Lori Magee	Server	4/8/2014 11:00 AM	4/8/2014 2:30 PM	3.50	0.00	0.00
<b>Employee 'Lori Magee' Total</b>				<b>13.36</b>	<b>71.53</b>	<b>0.00</b>
Jason Scott	Kitchen	4/12/2014 4:28 AM	4/12/2014 9:28 AM	5.01	36.31	0.00
Jason Scott	Kitchen	4/11/2014 4:31 AM	4/11/2014 12:47 PM	8.27	59.95	0.00
Jason Scott	Kitchen	4/8/2014 4:26 AM	4/8/2014 9:30 AM	5.07	36.72	0.00
Jason Scott	Kitchen	4/6/2014 4:28 AM	4/6/2014 9:23 AM	4.92	35.68	0.00
<b>Employee 'Jason Scott' Total</b>				<b>23.27</b>	<b>168.66</b>	<b>0.00</b>
Beth Tire	Bar	4/12/2014 1:57 PM	4/12/2014 11:16 PM	9.32	67.56	0.00
Beth Tire	Bar	4/11/2014 2:07 PM	4/11/2014 11:27 PM	9.33	67.67	0.00
Beth Tire	Bar	4/9/2014 6:03 PM	4/9/2014 10:31 PM	4.46	32.34	0.00
Beth Tire	Bar	4/7/2014 2:05 PM	4/7/2014 10:17 PM	8.19	59.40	0.00
<b>Employee 'Beth Tire' Total</b>				<b>31.30</b>	<b>226.97</b>	<b>0.00</b>

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# Tip Summary

City Deli

14750 Trinity Blvd.  
Ft. Worth, TX 76155

Tip Summary

Sunday, April 06, 2014 - Saturday, April 12, 2014

Employee Name	Date	Sales (Pre-Tax)	Gratuity	Electronic Tips	% of Sales
John Smith	4/7/2014	\$1,889.32	\$0.00	\$29.09	2 %
John Smith	4/12/2014	\$1,847.72	\$0.00	\$45.00	2 %
Bill Jones	4/9/2014	\$2,089.39	\$0.00	\$30.00	1 %
Bill Jones	4/10/2014	\$6,248.37	\$0.00	\$1.73	0 %
<b>Total</b>		<b>\$12,074.80</b>	<b>0.00</b>	<b>105.82</b>	<b>1 %</b>

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Labor Shifts, a report available under Results, enables you to review the times your employees clock in and clock out on the POS app and the total hours worked for a selected time period. For the time period, you can review:

- Job code worked
- Time in
- Time out
- Total hours worked
- Total pay
- Declared tips

Tip Summary, a report available under Results, provides a report of the total amount of tips declared per employee, per day. For a selected time period, you can review:

- Pre-tax sales
- Gratuity
- Electronic tips
- The percentage of sales