

Entrepreneurs who own businesses in niche locations (airports, amusement parks, schools, museums, etc.) need an easy way to track their performance. These business owners would like to view the productivity of sales relative to the operating standards of the locations these businesses are nested in. For example, a McDonald's at an airport location might have less sales at a certain time than expected, all because a flight was delayed and the expected customer base would not arrive at that time, but all the business owner would see is a lack of sales. These business owners need a visually intuitive tool to help make sense of sales numbers and communicate in unconventional locations, as special situations and predicaments happen all the time in these unconventional locations.