Owners:

* Net profit from an order or set of orders, calculated based on the difference between the inventory price and sale price of each item
* How many orders include a specific item to monitor popularity
* Inventory counts after a certain period to maintain a consistent stock
* Which landscapers have the most appointments, to monitor performance
* Which months have the most and least number of appointments scheduled

Managers:

* Appointments scheduled on a given date or within a given date range for scheduling
* Orders placed on a given date or within a given time frame for planning
* Appointments associated with a certain landscaper to monitor availability
* Appointments associated with a certain customer to monitor regularity
* Number of items in a set of orders to allow for adequate preparation
* Times and days with the most appointments and orders for planning