

Reports & Analytics Module

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The Reports & Analytics module is designed with three parts:

- Reports
- Schedules
- Analytics – Visualization

It will be available in both:

1. eMenu Tables Dashboard – Tenant Dashboard
2. Internal Dashboard

♦ Core Requirements

- Dedicated Reports Section in the dashboard.
- Subcategories:
 - All Reports – Access to every available report.
 - Standard Reports – Pre-packaged reports included with the product.
 - My Reports – Custom reports created by the logged-in user.
 - Recent Reports – Last accessed reports within 7 and 30 days (up to 10 reports).
- New Report Button – Create custom reports with field selection.
- Report Details View – Full list view with filter options for every report.
- Export Options – CSV, PDF, XLSX.

1. eMenu Tables Dashboard – Tenant Dashboard

Reports

1.1. Custom Reports

- Tenants can select fields (customers and reservations), name the template, and save for reuse.

1.2. Reservation Reports

- Total Reservations – Count per day, week, month, or custom period.
- No-Shows – Number and percentage of no-shows with guest details.
- Cancellations – Number and percentage with captured reasons.
- Completed Reservations – Successfully honoured bookings.
- Reservation Status Summary – Active, pending, cancelled, completed.
- Reservation by Time Slot – Distribution of bookings across time slots.

- Reservation by Table / Area – Usage statistics per table, section, or floor.
- Reservation Trends – Peak demand hours, average party size, booking window trends (e.g., how many book same day vs. in advance).

1.3. Guest & Customer Reports

- Guest Frequency – Returning vs. new customers.
- Guest Retention – % of returning guests over time.
- Guest Demographics (if available) – Breakdown by source of booking (walk-in, web, app).
- Special Requests Tracking – Common dietary/allergy/special notes across bookings.

1.4. Table / Floor Utilization Reports

- Table Occupancy Rate – % booked vs. available.
- Peak Hours / Days – Identify busiest times for better staffing.
- Unused Capacity – Tables/time slots left unreserved.
- Turnover Time Report – Average table turnaround duration.

Schedule

- Create recurring schedules for reports.
- Configurable options: name, start/end date, frequency (once, daily, weekly, monthly), status (active/inactive), time zone.
- Scheduled reports auto-generate and are listed under "Schedules".

Analytics (Visualization)

- Graphs & Heatmaps – Peak booking times, occupancy heatmaps.
- Drill-Down Filters – Location, server, time of day, customer type.
- Trend Analysis – Seasonal/weekly trends in bookings and guest frequency.
- Predictive Demand Patterns (future scope) – Suggest expected peak hours.

2. Internal Dashboard

Reports

2.1. Reservation Reports

- Same as Tenant Reservation Reports (with cross-tenant aggregation).

2.2. Tenant Reports

- Total Tenants – Count of onboarded tenants.
- Active Tenants – Currently operating tenants.
- Inactive / Suspended Tenants – Non-operational.
- Newly Onboarded Tenants – Within a selected period.
- Churned Tenants – Left/did not renew.

2.3. Table / Floor Utilization Reports

- Occupancy Rate – Across tenants, per restaurant/floor.
- Peak Hours / Days – Global and tenant-level insights.
- Unused Capacity – Identify under-utilized restaurants.
- Average Turnover Time – Time between seatings, per tenant.

2.4. License & Compliance Reports

- License Status – Active, pending, expired, suspended.
- Renewal Forecast – Upcoming license renewals (7/15/30/60 days).
- Usage vs. Limits – Reservations, staff, tables vs. license limits.
- Tier History – Upgrade/downgrade activity per tenant.
- Compliance Reports – Document expiry tracking (leases, IDs).

2.5. Activity & Usage Reports

- Tenant Reservation Activity – Reservations made per tenant.
- Active vs. Inactive Tenants – Based on reservation activity.
- System Logins Report – Tenant admin/staff login frequency.
- Feature Utilization Report – Which modules/features tenants are using (reservations, notifications, floor management).
- Change Logs Report – Key configuration changes per tenant (table layouts, hours, capacity).

Analytics (Visualization)

- Tenant Performance Leaderboard – Rank by reservations, occupancy rate.
- Customer Retention by Tenant – Returning vs. new guests per tenant.
- Occupancy vs. License Utilization – Compare actual vs. licensed capacity.
- Reservation Growth Trend by Tenant – Month-over-month trends.
- Adoption Dashboard – Feature usage adoption rates across tenants.

MVP - Preset Reports

Tenant Dashboard Reports

1. Reservation reports

1.1. Reservations Summary Report

- Reservation Code / ID
- Guest Name
- Date & Time
- Restaurant Name (if multi-location)
- Reservation Source (web, app, phone, walk-in)
- Party Size
- Table/Tables Name
- Status

1.2. Reservation Summary by Time Slot Report

- Restaurant Name
- Time Slot (e.g., 6:00 PM – 7:00 PM)
- Number of Reservations
- Day of Week
- Average Party Size
- Tables Assigned
- Utilization Rate (per slot) = (Number of Booked Slots / Total Available Slots)*100

1.3. Reservation Summary by Table Report

- Restaurant Name
- Table ID / Name
- Floor Name
- Number of Reservations
- Total Guests Seated
- Utilization Rate (per table) = (Number of Booked Tables / Total Available Tables)*100

2. Table / Floor Utilization Reports

2.1. Table Occupancy Rate Report

- Table ID / Name
- Restaurant Name
- Total Available Slots (time-based)
- Booked Slots
- Occupancy % (Booked / Available) *100

2.2. Table Revenue & Turnover Report

- Table ID
- Restaurant Name
- Seating Duration
- Total Spend per Table - Sum of all orders billed at that table.
- Total Number of Guests Served - Total number of guests served at that table during the period.
- Average Spend per Table - Average bill value per table during the period.
- Average Spend per Cover - Total spend ÷ number of guests.

3. Guest & Customer Reports

3.1. Total Guest Directory Report

- Guest ID / Name
- Contact Number
- Email
- Last visit date and Time
- Total Visits
- Total Spend
- Average Spend per Visit - Total spend ÷ number of visits

3.2. Guest Frequency Report

- Guest ID / Customer ID
- Guest Name
- Contact Information
- Registration / First Visit Date
- Total Visits
- Visit Frequency for the time period
- Last Visit Date & Time
- Last Visited Restaurant

Note- The MVP will be as above with the 7 key reports which can be downloadable format from the system. This functionality will be later restricted once we have features added.