

I've been collecting this data since June of 2023 with the intent of using it to create a predictive model to forecast my sales and earnings. I'd like to start by explaining what the column headers represent and how the values are calculated.

- A. DATE = The date corresponding to the row values.
- B. AM/PM = Represents whether the shift was lunch or dinner. Each date has an entry for both AM & PM.
- C. MONTH = The month corresponding to the date in the row.
- D. DOW = The day of the week corresponding to the date in the row.
- E. SALES = A user input column where net sales from the corresponding shift are entered.
- F. CC TIPS = A user input column where credit card tips from the shift are entered.
- G. CASH = A user input where any cash tips are entered in their entirety.
- H. TIPOUT = A calculated column representing money taken from what was earned on the shift. This money is given to support staff like bartenders or bussers. It is calculated at a rate of 4% of SALES.
- I. WITHELD = A calculated column representing money taken to cover credit card processing fees. It is calculated at a rate of 1.68% of CC TIPS.
- J. CASH CLAIMED = A user input where cash tips are reported as earnings. If a customer pays with cash, we are required to report 8% of the final bill as cash tips. This is generally much less than the actual tip.
- K. NET CC TIPS = A calculated column representing all credit card tips retained by the server after the shift. It is calculated as follows: $\text{CC TIPS} - (\text{WITHELD} + \text{TIPOUT})$
- L. HOURS = A user input recording whole hours worked during the shift. For example, if 2 ½ hours are worked, 2 would be input here.
- M. MINUTES = A user input recording values less than completed hours. For example, 2 ½ hours would be input as 30 here.
- N. CONVERTED = A calculated column where HOURS and MINUTES are aggregated and converted. This time is converted from a base60 format to a base10 format to align with payroll time formatting. For example, if 2 is entered in the HOURS column & 45 in the MINUTES column, CONVERTED would show 2.75 as 45 minutes is 75% of an hour and the 2 from HOURS represents 2 complete hours.
- O. HOURLY PAY = A calculated column representing the total dollars earned as hourly pay. It is calculated as follows: $\text{CONVERTER} * 2.13$ (the 2.13 represents the \$2.13 per hour earned by servers in the state of Texas).
- P. GROSS = A calculated column representing total shift earnings pre-tax. This column represents total reported earnings. It is calculated as follows: $(\text{NET CC TIPS} + \text{CASH CLAIMED} + \text{HOURLY PAY}) - (\text{TIPOUT} + \text{WITHELD})$.
- Q. ACTUAL GROSS = A calculated column representing total shift earnings pre-tax. This column represents the actual total earnings. It is calculated as follows: $(\text{NET CC TIPS} + \text{CASH} + \text{HOURLY PAY}) - (\text{TIPOUT} + \text{WITHELD})$.
- R. SHIFT COUNT = A calculated column used to maintain an accurate count of shifts worked. It is calculated based off the value in the CONVERTED column, if the value is >0, a 1 is generated.

- S. AM SHIFTS = A calculated column used to identify lunch shifts. It is calculated by counting shifts where AM/PM is equal to AM and the corresponding value in CONVERTED is >0.
- T. PM SHIFTS FOLLOWING AN AM SHIFT= A calculated column used to help identify PM shifts directly following AM shifts. It is calculated as follows: If the row's AM SHIFTS value =1 & the next row's CONVERTED value is >0, a 1 is generated. When lunch and dinner shifts(AM & PM) are worked on the same day, it is considered a double. This classification will be handled by the next column.
- U. SINGLE/DOUBLE = A calculated column indicating whether a single shift was worked on a given day or both the AM & PM shift were worked. If both were worked, both the AM & PM rows for the corresponding days are marked as DOUBLE. If only 1 shift was worked on the corresponding day, it is marked SINGLE.