

Glow & Go Salon – Dashboard Analysis Report

1. Chart-by-Chart Analysis

1.1 Customer Type

New Customers: 52%
Returning Customers: 48%

- ✓ There is a healthy balance between new and returning customers. However, the slightly higher percentage of new customers indicates that marketing efforts are effectively attracting new clients.

1.2 Peak Days

Top Performing Day: Tuesday (241K)
Followed by: Saturday (239K), Sunday (238K), and Monday (235K)
Lowest Days: Thursday, Wednesday, and Friday (224K each)

- ✓ Weekdays—especially Tuesday—drive the highest revenue. On the other hand, mid-to-late week (Thursday–Friday) shows lower engagement, suggesting an opportunity for promotional activities on these days.

1.3 Service Revenue

Haircut: 34.19%
Massage: 33.25%
Facial: 32.56%

- ✓ Haircut services generate the highest portion of revenue, but all services are closely aligned. This shows balanced customer interest across offerings.

1.4 Channel Revenue




Top Channel: Flyers (0.42M)
Followed by: Facebook (0.41M), Google Ads & Instagram (0.40M each)

- ✓ Traditional advertising (flyers) is surprisingly the most effective in generating revenue, even slightly outperforming digital platforms

1.5 Ad Cost by Channel

Highest Cost Channels: Flyers & Facebook (27K each)
Lowest Cost: Instagram (25K)

- ✓ Flyers deliver the highest revenue with equal ad spending as Facebook, suggesting better ROI from traditional print advertising.

Ad Analysis							
Ad Channel	No of Booking	Revenue	Ad Cost	Profit			
Facebook	509	411K	27K	387K			
Flyers	509	418K	27K	394K			
Google Ads	495	399K	26K	375K			
Instagram	487	397K	25K	373K			
Total	2000	1,625K	104K	1,529K			

1.6 Profit Trending (Jan 2023 – Oct 2024)

Shows fluctuations in both total profit and adjusted profit
Peak observed around July 2023 and October 2024

- ✓ While profit trends fluctuate, there's a noticeable rise in October 2024, possibly due to seasonal demand or successful campaigns.

1.7 Price Adjustment (%)

Interpretation:
Useful for forecasting potential impacts of various discount strategies on total profit.

2. Key Performance Indicators (KPIs)

Total Bookings: 2,000
Total Revenue: 1.6M
Total Profit: 1.5M
Total Cost: 96K
Advertising Cost: 104K
Leading Service: Haircut (34.19%)

3. Staff Performance

Top Performer – Taylor

- Taylor has the **highest total revenue contribution** at **37.06%**, significantly outperforming the others.
- Dominates in **Facial services** (39.32%) and **Massage services** (38.03%).
- Performs consistently across all service types.

Alex

- Contributes **31.51%** of total revenue.
- Stronger performance in **Haircut services** (33.11%) compared to other categories.
- Needs improvement in Facial and Massage service generation.

Jordan

- Slightly behind Alex with **31.43%** total revenue.
- Has a relatively balanced distribution across all services, with Haircut (32.92%) being his strongest area.
- Lowest contribution in Massage (30.08%).

Service Revenue across Staff					
employee	Facial	Haircut	Massage	Total	
Taylor	39.32%	33.97%	38.03%	37.06%	
Alex	29.45%	33.11%	31.88%	31.51%	
Jordan	31.23%	32.92%	30.08%	31.43%	

4. Insights Summary

- The business operates with a very high profit margin, as costs are significantly low compared to revenue.
- Flyers remain a strong revenue-driving channel, outperforming even digital platforms.
- Customer retention is healthy but could be improved with loyalty initiatives.
- Weekday performance is stronger than weekends, especially on Tuesdays.
- Service distribution is balanced, with Haircuts being the top performer.

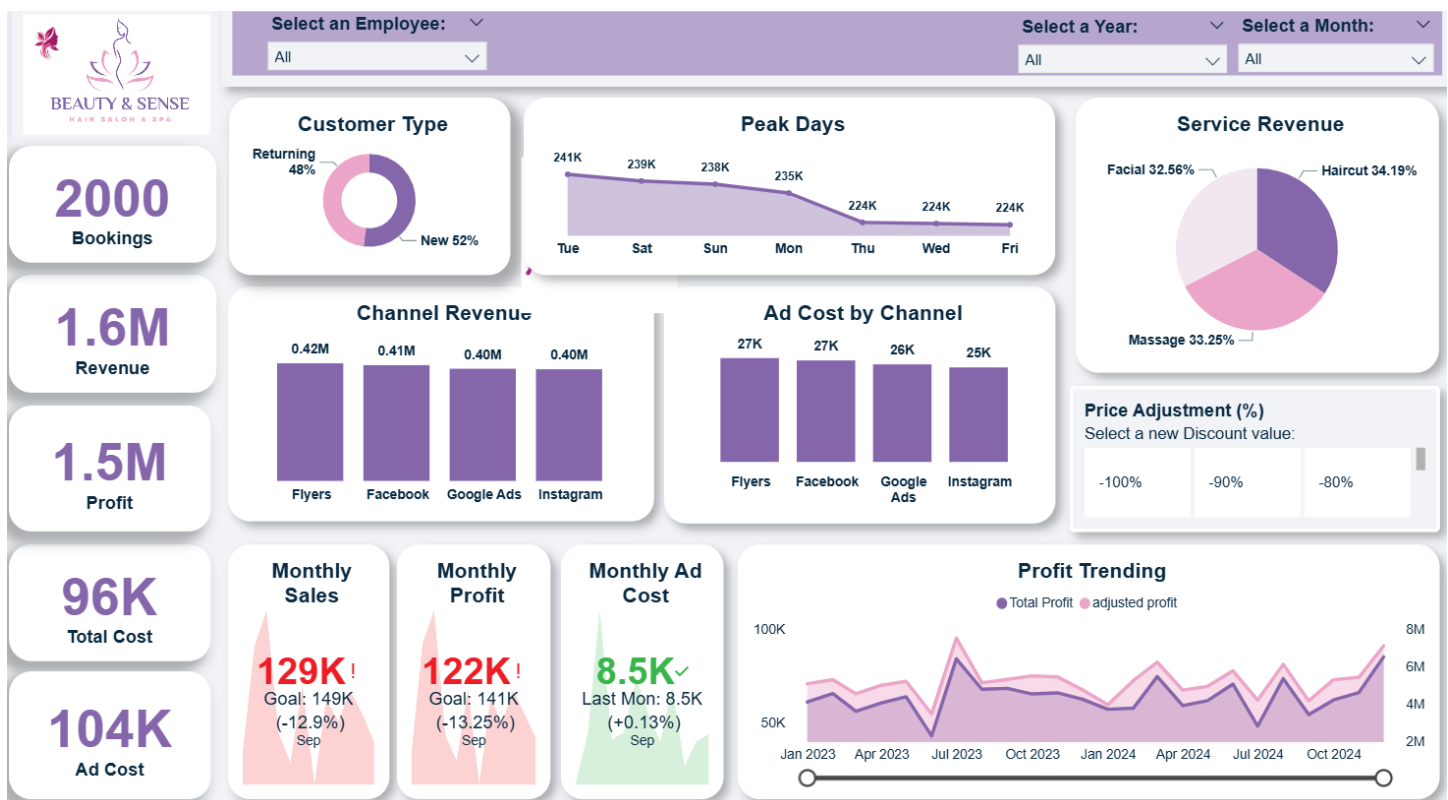
5. Additional Features

To enhance monitoring and analysis, KPI cards have been integrated into the dashboard. These cards clearly visualize key metrics such as:

- Monthly Sales compared to the previous month.
- Monthly Profit trend.
- Monthly Advertising Costs with percentage change.

In addition, dynamic filters for selecting specific ****months**** and ****years**** have been implemented, allowing users to analyze performance over custom time periods. This makes the dashboard flexible, interactive, and insightful for short- and long-term decision making.

6. Final Dashboard



7. Recommendations

1. Boost Sales on Low-Performance Days: Introduce mid-week promotions (Wednesday–Friday) to balance weekly revenue distribution.
3. Maximize ROI from Flyers: Continue or even increase investment in flyers, as they show the best revenue returns.
4. Enhance Facial Services: Explore opportunities to improve and market facial treatments, which slightly lag behind other services.
5. Retain Returning Customers: Introduce loyalty programs to encourage more frequent visits from existing clients.
6. Utilize Discount Simulation: Use the price adjustment feature to test the impact of different discount levels on profit before applying them.