

Business Summary Report Kitomba Series 5.0

A number of new additions and improvements have been made to the Business Summary report. One section has been removed and that information has been extended and added as a new report.

New and existing features

- # Clients Buying
- Vouchers
- Category Sales
- Client Stats

K Business Summary Sunday, 14 Dec 2008 to Saturday, 27 Dec 2008 Sonic											
Note: Sales figures are all committed Invoices less all committed Credit Notes for the period, but excludes Voucher sales.											
GST inclusive		CREDIT SERVICES TO: Who did work				SALES % CALCULATION :		% of Clients			
Overall Totals					Appt Status		Vouchers		#	\$	
Client Sales	# sold	%	# Clients Buying	Avg per client	Total	Booked	4	Voucher Sales	18	3,421	
Services	1,052	152%	692	189	130,548	Confirmed	1	Vouchers Received	28	4,149	
Retail - Appointment	739	107%	362	39	27,091	Started	1	Client Stats			
Retail - Walk in	91	169%	54	81	4,349	Completed	692	Clients Billed (excl walk in retail)	692		
Unclassified	1				50			Clients Billed - walk in retail	54		
Total Sales					\$217	\$162,038					
Category Sales					# Clients Buying	Avg price	Gender Stats				
Products	480	69%	276	43	20,620	Female	608	88%	Client retention	526	76%
Cuts	485	70%	481	119	57,800	Male	68	10%	Average revisit period	5wk	1.0 d
Chem & Col	370	53%	347	159	58,809	Unknown	17	2%	New Clients	20	3%
Treatments	346	50%	258	30	10,312	Uninvoiced Appointments		3	New Client Rebooking	3	15%
B/W & Hairups	179	26%	177	67	11,927				New Client Retention	6	30%
								Staff requests	13	2%	

Overall Totals

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Services: This line records sales of everything in your Kitomba that has been classed as a 'Service'

Retail - Appointment: This shows sales of retail where the customer has also purchased a service. (I.e. they have come into the salon for an appointment and have purchased retail at the time the service was checked out)

Retail - Walk in: This shows sales of retail where the customer has not purchased a service, in this case the customer has only come to the salon for a retail purchase and has not had a service.

#Sold: This is the total number of items sold. If one client buys 2 retail products or has 2 services (cut and a colour) this is recorded as 2 items.

%: You can control the way this % is calculated from within Kitomba preferences. The options are

- **Percent of Clients** – this takes the number clients billed and divides it by the number of items sold. As some clients buy 2 or more items this percentage can exceed 100% (i.e. if you bill 100 clients but they purchase 150 services then the % will be 150% - an average of 1.5 services per client)
- **Purchase Rate** – this takes the number of clients who purchase a particular type as a percent of the total number of clients you have billed. (i.e. if you bill 100 clients and 30 of them buy one or more appointment retail items then your retail purchase rate will be 30%)

Note – the two above % are calculated differently for the walk-in retail line. They use the number of walk in clients billed i.e. if you sell 100 retail items to 50 walk-in retail customers, then the Percent of Clients will be %200.

Percent of Sales – this takes the amount of money you have made from the particular area as a percent of your overall takings. (i.e. if you make \$900 from services and \$1000 overall then 90% of your revenue is from services)

Clients buying

This shows the number of clients who bought an item of this type.

Note the numbers for Service and Walkin Retail are the same as the numbers on the right hand side under Client Stats → Clients billed and Clients billed - walk in retail. If one person comes in for two separate visits and two different bills are created they are counted as 2 client bills.

AvgPer Client

This is the average amount each client billed spends in the category. It is calculated by the spend in the category divided by the total Clients billed (excl walk-in clients)

Because these are averages it is not expected the 3 figures will add up to the figure in bold under total sales.

Note – the walk in client average is the average spend for walk in clients only. It will almost always be higher than appointment retail. (This is because by definition every walk in customer buys retail, whereas only some service clients buy retail)

Category Sales

You can now show up to six categories in the Category Sales area.

Category Sales	# sold	%	# Clients Buying	Avg price	Total
Products	480	69%	276	43	20,620
Cutting	485	70%	481	119	57,800
Perming	3	0%	3	134	402
Chemical & Colour	367	53%	346	159	58,407
Salon Treatments	346	50%	258	30	10,312

This section shows the sales stats for up to 6 of your favourite categories.

To add a category to this list, tick the box under the category in the cards tab.



The calculations here are similar to the ones for Client Sales. The one difference is we have Avg Price here rather than Avg per Client.

Avg Price this is the average amount spent on each item from these categories. (I.e. if you sell 100 chemical services for \$10,000 the average price of a chemical service would be \$100). If you prefer to know what the average spend per customer is you can divide the total by the number of billed clients on the right of the main report.

Note: if you need more detail on more categories you can find this information in the Sales Analysis or Sales breakdown by staff and category reports.

Vouchers – Sales and Received

Has been moved to the right hand side of the report

Vouchers	#	\$
Voucher Sales	18	3,421
Vouchers Received	28	4,149

By default Kitomba expects accrual accounting, thus the sale of a voucher is not included in your total sales figures. The sale is effectively added in when the voucher is redeemed. This prevents double counting of voucher sales and ensures staff will get rewarded for services if they are paid for by voucher. If you prefer cash based accounting and need to count the voucher when it's sold you can add the voucher sales figure to you total sales and then minus the voucher received figure. More detailed voucher information on vouchers is available in the two voucher reports.

Voucher Statistics and Voucher Trace Report

Client Stats

This area shows information about the clients themselves. Most of the figures are based on your appointment book.

Client Stats

Clients Billed (excl walk in retail)	692	
Clients Billed - walk in retail	54	
Clients - Appointment	693	
Rebookings (within 24hr)	450	65%
Client retention	526	76%
Average revisit period	5wk	1.0 d
New Clients	20	3%
New Client Rebooking	3	15%
New Client Retention	6	30%
Staff requests	13	2%

Clients Billed: This is the total number of client bills. This number is used to calculate many of the averages and percentages in the sales sections above. This excludes walk in clients. If one person comes in for two separate visits and two different bills are created they are counted as 2 client bills.

Clients Billed - walk in retail: A walk in bill is one where there is only Retail items and no service item. This indicates the client did not come into the salon for a service (appointment) but just walked in off the street and purchased a retail product. A walk in bill could be for a casual customer, or could be for an existing customer who usually gets a service but on this occasion has just popped in to buy some retail.

Clients Appointment: The number of appointments within the period. If one client comes in for 2 or more services in one day this is a single appointment, but if the same client comes in for 2 different appointments on different days this is 2 appointments. This number will often be higher than the clients Billed above, this will be due to un-invoiced appointments, this number is shown on the business summary or you can run the appointments – Un-invoiced report for details of these. This number is used in calculations below.

Due to multi service appointments and the ability for an appointment to have more than one status it is possible that the total of all the different status in the centre of the business summary adds to a higher number than client appointments. This is normal and does not indicate any calculation problems.

Rebooking (within 24hr): This is the number of clients who have rebooked a future appointment. If the future appointment was made at the time of the original appointment then it is counted as a rebooking otherwise it is retention (see below). A 24hr cut off is used to cover instances when the client needs to pop home, check their diary and then rebooks the future appointment.

Client Retention: This is a measure of the clients who are actually coming back to the salon, this doesn't matter if they rebooked at the time or if they received marketing material and decided to make a new appointment or if it just took them a few days to decide to come back. This number will be higher than rebooking but has more a direct impact on your revenue.

Average revisit period: For those clients who are returning to the salon this shows on average how long it is before their next visit.

New Clients: These are your new clients within the period. This is driven off the new client flag on the appointment screen.

New Client Rebooking: The number of new clients who have rebooked.

New Client Retention: The number new clients retained.

Staff requests: On each there is a requested tick box that can be used to identify that service as one that was specifically requested with that staff person. A small R is shown on the calendar and the total of these requests is recorded here for each staff person.

Moved Features

Appointment Services

Finish Colour	35%	7
45 Minute Colour	30%	6
Mens cut and finish	15%	3
Ladies Cut & Blow	15%	3
Foils T-section	5%	1
All Other:	0%	0
Total		20

This section previously showed your top 7 services. It was too small to provide enough information so it has been moved to its own detailed report – Appointment Statistics. This is similar to the existing Service Statistics report but focuses on appointments themselves rather than service sales. The report displays the average time and number of each type of appointment.