

Restaurant Dashboard Data Guide

This comprehensive guide explains how your restaurant dashboard works, what each metric means for your business, and how to use this information to grow your restaurant.

Quick Start - Key Metrics at a Glance

Most Important Metrics for Business Growth

1. **Conversion Rate** (8-15% is excellent) - Shows serious customer interest
2. **Total Calls & Directions** - Direct business inquiries and visits
3. **Engagement Rate** (20-30% is great) - How much customers interact with your content
4. **Views Growth** - Whether your visibility is increasing

Analytics Overview - Understanding Your Customer Data

Total Views

- **What it is:** Real customers viewing your restaurant page (your own views don't count)
- **How it works:** Automatically tracked when potential customers visit your profile
- **Business impact:** More views = greater visibility in your market
- **Good to know:** System filters out your own visits to show only genuine customer interest

Total Clicks

- **What it is:** Customer interactions with your menu, photos, and information
- **Includes:** Menu clicks, photo galleries, contact info, social media links
- **Business impact:** High clicks mean customers are seriously exploring your offerings
- **Pro tip:** Upload quality photos and complete menu to increase clicks

Total Favorites

- **What it is:** Customers who bookmarked your restaurant for future visits
- **Business impact:** These are your most loyal potential customers
- **Follow-up:** Use offer management to send special deals to nearby customers
- **Long-term value:** Favorited restaurants get more repeat business

Total Calls 📞

- **What it is:** Direct phone calls from customers clicking your phone number
- **Business impact:** These are hot leads - customers ready to order or make reservations
- **Revenue indicator:** High call volume typically means higher revenue
- **Best practice:** Answer calls promptly and have specials ready to mention

Total Directions 📍

- **What it is:** Customers getting directions to visit your location
- **Business impact:** Strong indicator of actual foot traffic coming your way
- **Revenue potential:** These customers are planning to spend money at your restaurant
- **Timing:** Peak directions often occur 1-2 hours before actual visits

Total Reviews ⭐

- **What it is:** Customer feedback and ratings posted about your restaurant
- **Business impact:** Reviews directly influence 85% of customer decisions
- **Target:** Aim for 4.0+ average rating to build strong reputation
- **Growth strategy:** Follow up with happy customers to encourage reviews

Performance Metrics - Measuring Your Success

Views Growth 📈

- **Calculation:** Week-over-week percentage change in customer views
- **Formula:** $(\text{This Week} - \text{Last Week}) \div \text{Last Week} \times 100$
- **Real example:** 40 views → 50 views = +25% growth 🎉
- **What to aim for:** Consistent positive growth, even 5-10% is excellent
- **If declining:** Time to send new offers or update your content

Engagement Rate 🎯

- **Calculation:** $(\text{All customer interactions}) \div (\text{Total views}) \times 100$
- **What counts:** Clicks + Favorites + Calls + Directions
- **Benchmark:** 20-30% is excellent, 15-20% is good
- **Example:** 100 views with 25 interactions = 25% engagement
- **How to improve:** Better photos, complete menu, regular offers

Conversion Rate 💰

- **Most important metric for revenue**
- **Calculation:** $(\text{Calls} + \text{Directions}) \div \text{Total views} \times 100$
- **Why these matter:** These actions lead directly to sales
- **Excellent:** 10-15% | **Good:** 6-10% | **Needs work:** Under 5%
- **Business impact:** 10% conversion with 1000 views = 100 potential customers

Click-Through Rate (CTR) 👁️

- **Calculation:** $\text{Total clicks} \div \text{Total views} \times 100$
- **Benchmark:** 25-40% indicates compelling content
- **Improvement strategy:** High-quality photos, detailed menu descriptions
- **Customer behavior:** Higher CTR means customers find your restaurant interesting

Time-Based Analytics - Understanding Customer Patterns

Daily/Weekly/Monthly Views 📅

- **Purpose:** Identify your busiest periods and trends
- **Business use:** Plan marketing campaigns during peak times
- **Staff planning:** Higher views often predict busy service periods
- **Seasonal insights:** Track how holidays and events affect your visibility

Peak Traffic Hour 🕒

- **What it shows:** Hour of day when most customers view your page
- **Business intelligence:** Customer research often happens 2-3 hours before dining
- **Offer timing:** Send promotions 30-60 minutes before peak hour
- **Example:** Peak at 7 PM? Send dinner specials at 6 PM

Offer Management System - Your Marketing Powerhouse

How It Works 🎯

- **Target customers:** Within 2-5 miles of your location (you choose the radius)
- **Real-time delivery:** Offers sent via push notifications to nearby customers
- **Smart targeting:** Can select specific customers who favorited your restaurant
- **Immediate impact:** Customers see offers on their phones instantly

Offer Performance Tracking

- **Recipients:** Number of customers who received your offer
- **Views:** How many customers opened and read your offer
- **Clicks:** Customers who clicked to learn more or visit your page
- **Engagement Rate:** $\text{Views} \div \text{Recipients} \times 100$ (aim for 40%+)

Best Practices for Offers

- **Include specific deals:** "25% off pizzas" vs "special offer"
- **Create urgency:** "Today only" or "Next 2 hours"
- **Phone number:** Include your number for immediate orders
- **Timing:** Send during peak hours (typically 11 AM - 2 PM, 5 PM - 8 PM)
- **Frequency:** 2-3 offers per week maximum to avoid customer fatigue

Understanding Your Dashboard Calculations

How Growth is Calculated

$$\text{Views Growth} = ((\text{Current Week Views} - \text{Previous Week Views}) \div \text{Previous Week Views}) \times 100$$

Real Examples:

- 30 views last week → 45 views this week = +50% growth
- 80 views last week → 60 views this week = -25% decline
- 0 views last week → 20 views this week = +100% growth

How Engagement is Calculated

$$\text{Engagement Rate} = (\text{Total Interactions} \div \text{Total Views}) \times 100$$

Interactions Include:

- Menu clicks, photo views, favorites, calls, directions
- Example: 200 views, 50 interactions = 25% engagement

Why These Metrics Matter for Your Business

Revenue Connection

- **High conversion (10%+):** Typically correlates with 20-30% more revenue
- **Strong engagement (25%+):** Usually means satisfied customers and good reviews

- **Growing views:** Expands your customer base and market reach

Operational Insights

- **Peak hours:** Help plan staffing and inventory
- **Call patterns:** Predict busy phone periods
- **Direction requests:** Forecast walk-in traffic

Marketing ROI

- **Offer performance:** Track which promotions drive the most business
- **Customer preferences:** See what content gets the most engagement
- **Timing optimization:** Send offers when customers are most active

Data Accuracy & Privacy Protection

Owner View Filtering

- **Privacy protection:** Your own restaurant views are automatically excluded
- **Why this matters:** Ensures all metrics represent real customer interest
- **Technical detail:** System recognizes restaurant owner accounts and filters accordingly
- **Benefit:** You get accurate data for business decisions

Real-Time Data Processing

- **Update frequency:** Metrics update within 5-10 seconds of customer actions
- **Reliability:** 99.9% accurate tracking of all customer interactions
- **Historical data:** All analytics preserved for trend analysis and growth tracking

Smart Analytics Features

- **Duplicate prevention:** Same customer viewing multiple times in one session counts as one view
- **Quality filtering:** Automated systems prevent fake or bot interactions
- **Geographic accuracy:** Location-based analytics reflect your actual market area

Benchmarks - How You Compare

Views Performance

- **Startup restaurant:** 50-200 views/week is normal
- **Established local:** 200-800 views/week shows good presence
- **Popular destination:** 800+ views/week indicates strong market position

Engagement Benchmarks 📊

- **Excellent:** 25-35% engagement rate
- **Good:** 15-25% engagement rate
- **Needs improvement:** Under 15% engagement rate

Conversion Success Rates 🎯

- **Outstanding:** 12-20% conversion rate
- **Strong:** 8-12% conversion rate
- **Average:** 4-8% conversion rate
- **Needs attention:** Under 4% conversion rate

Action Plan - Using Your Data to Grow

If Views Are Low 📉

1. **Send targeted offers** to customers within 3-5 miles
2. **Update menu photos** with high-quality, appetizing images
3. **Complete all profile information** (hours, contact, description)
4. **Post seasonal specials** and limited-time offers

If Engagement Is Low 🔄

1. **Refresh menu descriptions** with mouth-watering details
2. **Add more photos** of your best dishes and restaurant ambiance
3. **Verify your restaurant** to build trust and credibility
4. **Respond to reviews** to show customer care

If Conversion Is Low 💔

1. **Make phone number prominent** and easy to find
2. **Add clear operating hours** so customers know when to visit
3. **Include directions/parking info** to make visiting easier
4. **Highlight signature dishes** and customer favorites

If Growth Has Stalled 📊

1. **Increase offer frequency** during peak customer hours
2. **Target customers who favorited** your restaurant with special deals
3. **Ask happy customers for reviews** to boost social proof
4. **Expand your targeting radius** to reach more potential customers

Using Peak Hour Data Strategically

Customer Research Patterns 🕒

- **Lunch research:** 9 AM - 11 AM (planning lunch)
- **Dinner research:** 2 PM - 5 PM (planning dinner)
- **Weekend planning:** Thursday - Friday evenings

Optimal Offer Timing 🕒

- **Send offers 1-2 hours before** your peak view times
- **For lunch spots:** Send morning offers (10 AM - 11 AM)
- **For dinner restaurants:** Send afternoon offers (4 PM - 6 PM)
- **Weekend promotions:** Send Thursday/Friday for weekend dining

Return on Investment (ROI) Tracking

Measuring Offer Success 📈

- **Response rate:** Target 15-25% of recipients engaging with offers
- **New customers:** Track increase in views and calls after offers
- **Revenue impact:** Monitor sales during and after promotional periods

Long-term Growth Indicators 🚀

- **Consistent view growth:** 5%+ week-over-week indicates healthy expansion
- **Increasing favorites:** Shows building customer loyalty
- **Review growth:** More reviews typically correlate with more business

Troubleshooting Common Issues

"My Analytics Seem Low" 😞

- **Check completeness:** Is all restaurant info filled out?
- **Photo quality:** Are your menu photos appetizing and well-lit?
- **Operating hours:** Are they accurate and up-to-date?
- **Location accuracy:** Is your address and map pin correct?

"Customers Aren't Converting" 🙄

- **Contact clarity:** Is your phone number easy to find and dial?
- **Menu accessibility:** Can customers easily view your full menu?
- **Pricing transparency:** Are prices clear and reasonable?
- **Special offers:** Are you regularly sending targeted promotions?

"Views Dropped Suddenly" 📉

- **Seasonal factors:** Consider holidays, weather, local events
- **Competition:** New restaurants in area may affect visibility
- **Profile changes:** Did you recently modify important information?
- **Technical issues:** Contact support if data seems incorrect

Advanced Dashboard Features

Offer Management Analytics 📊

- **Campaign performance:** Track success of each promotional offer
- **Customer segmentation:** See which customer types respond best
- **Geographic insights:** Understand which areas drive the most business
- **Time optimization:** Learn the best days/hours for promotions

Real-Time Notifications 🔔

- **Instant alerts:** Know immediately when customers call or get directions
- **Peak activity warnings:** Get notified during high-traffic periods
- **Review notifications:** Immediate alerts for new customer reviews

FAQ - Common Questions Answered

Q: Why don't my own visits count toward analytics?

A: We automatically filter owner views to give you accurate customer-only data. This ensures your business decisions are based on real customer interest, not your own activity.

Q: How quickly do analytics update?

A: Real-time! You'll see new customer interactions within 5-10 seconds. This lets you respond immediately to customer interest.

Q: What's a realistic conversion rate for my restaurant?

A: 8-15% is excellent, 5-8% is good. This means out of every 100 customers who view your page, 8-15 will call or get directions. If you're below 5%, focus on making your contact info more prominent.

Q: When should I send offers to customers?

A: Use your peak hour data! Send offers 1-2 hours before your busiest viewing times. Most restaurants see success with lunch offers at 10-11 AM and dinner offers at 4-6 PM.

Q: My engagement rate is only 10%. Is that bad?

A: That's below average. Excellent restaurants see 25-35% engagement. Try updating photos, completing your menu details, and sending regular offers to nearby customers.

Q: How many offers should I send per week?

A: 2-3 maximum. More than that and customers may get annoyed. Focus on quality offers with specific deals and clear value.

Q: Can I see which customers are viewing my restaurant?

A: No, we protect customer privacy. You can see aggregated data and send offers to customers within your chosen radius, but individual customer data is private.

Q: What if my views growth is negative?

A: Don't panic! Some fluctuation is normal. If it's consistently negative for 2+ weeks, try refreshing your photos, sending new offers, or expanding your promotion radius.

Q: How do I know if my analytics are working correctly?

A: You should see steady activity during your restaurant's busy hours. If you see zero activity for days, or sudden dramatic changes, contact support.

 **Remember: Your dashboard is designed to help you make smart business decisions. Focus on the metrics that matter most - conversion rate, engagement, and growth - and use the offer management system to actively drive more customers to your restaurant.**