



Mark Francesco **VIP**



Pizza Lover

Big Tipper

Bailey Dorsey

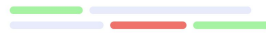
bailey.dorsey@gmail.com

Online Reviews

@baileydorsey

Aimee Crane

★★★★★



Food Facilities & Amenities Service

Casey Novak

casey.novak@gmail.com

\$68.34 15% ↑

Average Spend

Customer satisfaction

+13.5%



Lee Green

green.lee@gmail.com

\$500

Guest Lifetime Value

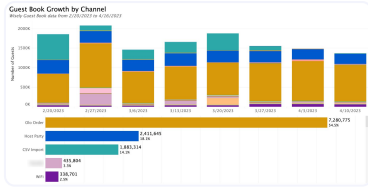
Olo Engage Analytics Suite Overview

FAST COMPANY



#1 IN DINING

Marketing and Growth Focused Reports



Guest Book Growth

Guest Data Enrichment

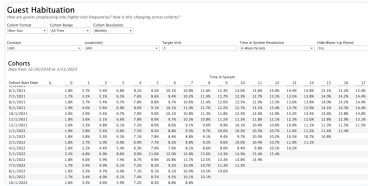
Category	Count
Total Guests	2,354,982
Guests with Email	~1,200,000
Guests with Phone	~800,000
Guests with Address	~600,000

Guest Data Enrichment

Guest Retention

Category	Count
Total Returning Guests	1,100,000
Guests with 1st Stay	~500,000
Guests with 2nd Stay	~300,000
Guests with 3rd Stay	~150,000

Guest Retention

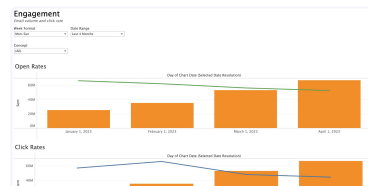


Guest Habitation

Campaign Banner Metrics

Metric	Value
Total Orders Retained	21.29%
Total Spend Retained	21.20%
Average Orders Lift	21.29%
Average Spend Lift	0.82%

Email Campaign Performance



Email Campaign Engagement

Email Campaign Trends

Category	Count
Total Guests	1,100,000
Guests with 1st Stay	~500,000
Guests with 2nd Stay	~300,000
Guests with 3rd Stay	~150,000

Email Campaign Trends

Email Automations Activity

Category	Count
Total Guests	1,100,000
Guests with 1st Stay	~500,000
Guests with 2nd Stay	~300,000
Guests with 3rd Stay	~150,000

Email Automations Activity

SMS Campaign Trends

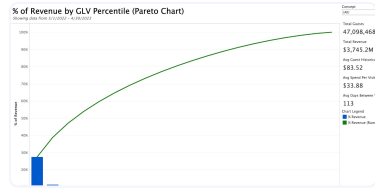
Category	Count
Total Guests	1,100,000
Guests with 1st Stay	~500,000
Guests with 2nd Stay	~300,000
Guests with 3rd Stay	~150,000

SMS Campaign Trends

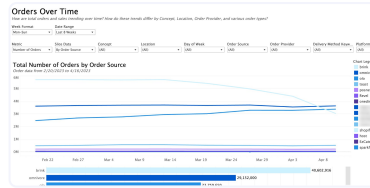
Answers to Key Questions

- What channels are driving the most guest data collection?
- What is our guest retention and frequency and how is it changing over time?
- How is external transaction data enrich guest data?
- How effective are our email campaigns on driving online orders and spend?
- Are we growing our guest email database?
- How engaged are guests with our email content?
- How is our email automations activity trending over time?
- Are we growing our guest phone number database?

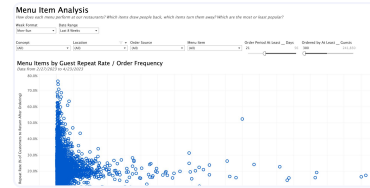
Operations Focused Reports



Revenue by GLV Percentile



Orders and Sales Over Time



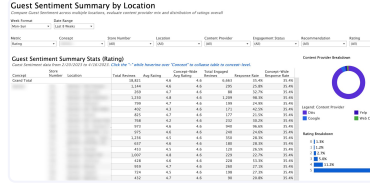
Menu Item Performance



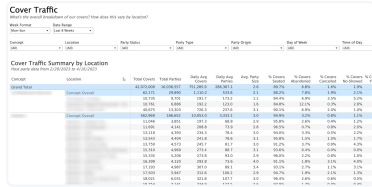
Sparkfly Offer Reporting



Guest Sentiment Trends



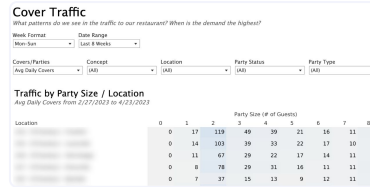
Waitlist/Reservation Focused Reports



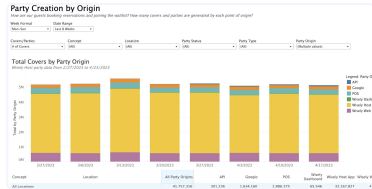
Overall Cover Traffic



Cover Traffic by Daypart



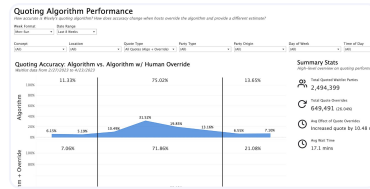
Cover Traffic by Party Size



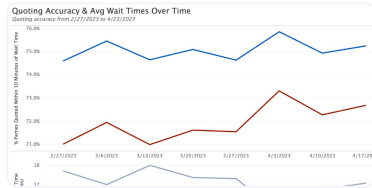
Party Creation by Origin



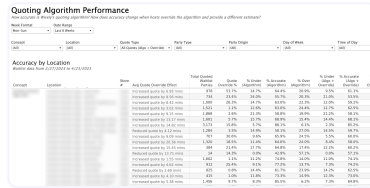
Party Creation by Type



Quoting Algorithm Performance



Quoting Algorithm Over Time



Quoting Algorithm by Location

Answers to Key Questions

- What is the overall breakdown of our covers?
- How do covers vary by location and daypart?
- What is the average party size of our cover traffic?
- How are guests booking reservations and joining the waitlist?
- How many covers and parties are generated by each point of origin?
- How accurately are we quoting wait times to guests?
- Does our wait quote accuracy vary by location?
- Is the accuracy of our wait quotes getting better or worse over time?

Waitlist/Reservation Focused Reports

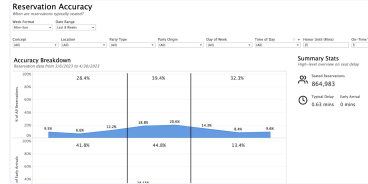


Reservation Utilization

Utilization by Time of Day / Day of Week
Party Utilization from 2/27/2023 to 4/23/2023

Day of Week	10-14:45	15:00	15:15	15:30	15:45	16:00	16:15	16:30	16:45	17:00
Monday	39%	43%	36%	47%	43%	53%	48%	57%	51%	75%
Tuesday	30%	36%	28%	41%	37%	52%	49%	48%	50%	69%
Wednesday	31%	41%	34%	47%	39%	51%	46%	54%	58%	75%
Thursday	34%	44%	34%	47%	40%	54%	52%	58%	60%	78%
Friday	53%	60%	56%	61%	63%	72%	70%	81%	94%	95%
Saturday	89%	91%	90%	91%	95%	96%	97%	97%	97%	98%
Sunday	85%	89%	81%	82%	79%	88%	86%	92%	91%	95%

Reservation Utilization by Daypart



Reservation Accuracy



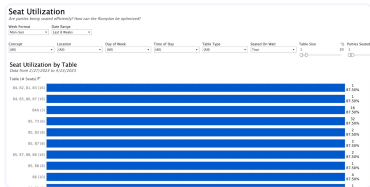
Reservation Accuracy Over Time



Guest Wait Times



Guest Seating Delay



Guest Seat Utilization

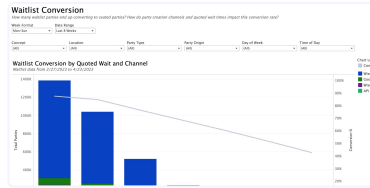
Answers to Key Questions

- How optimally have we been using our reservation availability?
- How does our reservation utilization vary by location and daypart?
- How often are parties seated early, on-time, or late compared to their reservation time?
- Is our reservation accuracy getting better or worse over time?
- How long do waitlist parties typically wait on average before being seated?
- When a party is actively waiting for a table, how long does it take to clear the table and seat the new party?
- How can our floorplan designs be optimized for capacity and throughput?

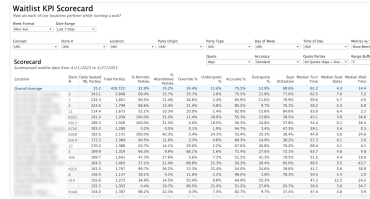
Waitlist/Reservation Focused Reports



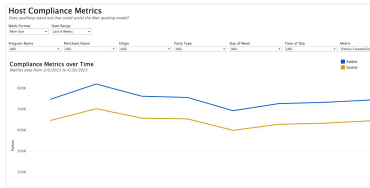
Waitlist Abandonment



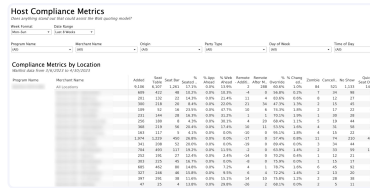
Waitlist Conversion



Waitlist KPIs



Host Compliance Trends

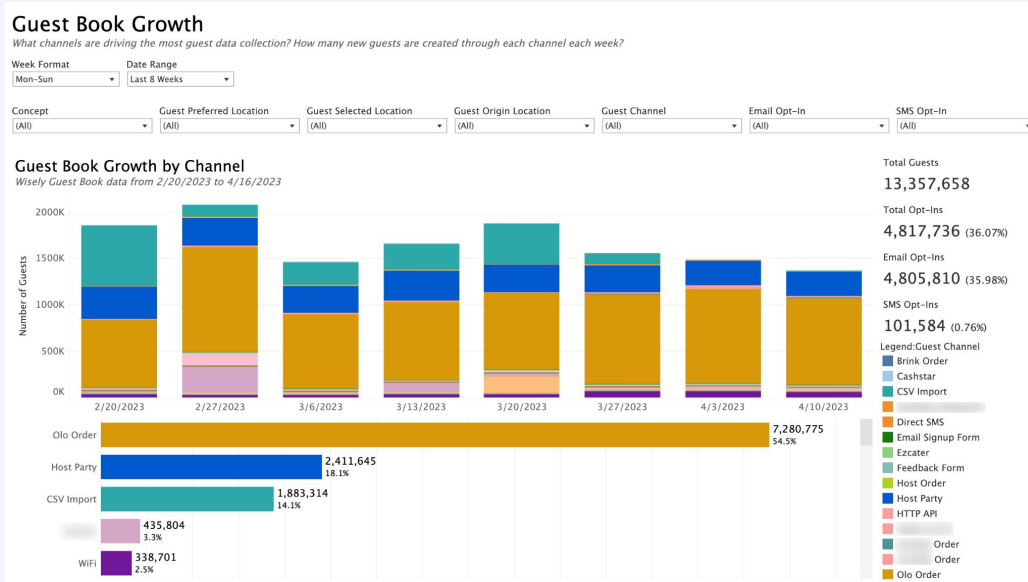


Host Compliance by Location

Answers to Key Questions

- How many of our waitlist parties end up leaving the waitlist without being seated?
- Does waitlist abandonment vary by location and daypart?
- How many waitlist parties end up converting to seated parties?
- How do party creation channels and quoted wait times impact waitlist conversion?
- How do each of our locations perform while running a wait?
- What opportunities are there to improve our wait time quoting?
- What percent of our waitlist parties cancel or never show up?

Analyze: Guest Book Growth



Guest Channel

(All)

(All)
 Host Order
 Host Party
 CSV Import

SMS Opt-in

(All)

(All)
 Null
 False
 True

Cancel Apply

Email Opt-in

(All)


(All)
 Null
 False
 True

Cancel Apply

Understand the channels driving guest data collection

- ✓ Analyze *email* and *SMS opt-in* rates to identify and amplify your best channels for first-party data capture
- ✓ Leverage filters to further drill down into trends by location, channel, or marketing opt-in status
- ✓ View growth by location over time using preset and customizable date ranges

olo Products:  Host  GDP  Sentiment  Marketing

 **Data Note:** Data is grouped by the time a Guest Book record is added and may differ from the 1st recorded visit or opt-in

Guest Book Growth Report: Key Terms and Definitions

Data Element Name	Data Element Description
Number of Guests	The count of all distinct guests, grouped by date they were added to the Guest Book.
Total Email/SMS Opt-Ins	The count of all distinct guests in the filtered set who are currently <i>Opted In</i> to email, SMS, or both.
Total Email/SMS Opt-In Rate	A calculation of: $(Opt-Ins\ for\ Given\ Channel) / (Total\ Number\ of\ Guests)$
(Filter) Guest Preferred Location	The name for the guest's preferred location, which is determined in the following order: <ol style="list-style-type: none">1) The location at which the guest has the highest recorded number of visits2) If there is a tie between multiple locations, the location at which the guest most recently visited3) If there is only one recorded visit, the value is the same as the <i>Guest Origin Location</i>4) If the guest has no recorded visits, the value is the same as the <i>Guest Selected Location</i>
(Filter) Guest Selected Location	The name for the guest's selected primary location. A guest will only have a <i>Selected Location</i> if they select it on the embedded web form or if it's assigned during a CSV import.
(Filter) Guest Origin Location	The name for the guest's first visit. It's possible for this value to be <i>No Location</i> if the guest has no visit history or if their record was imported without a designated location.
Guest Channel	The method through which the guest record was created. Common examples include: <ul style="list-style-type: none">• CSV Import: Imported to the Guest Book from a .csv file• Direct SMS: Responded to a direct SMS follow up to SMS opt-in with "Yes" or sent an opt-in keyword directly• Email Signup Form: Signed up via embedded email form.• Host Party: Created by booking a reservation or joining the waitlist remotely or in-restaurant• WiFi: Created by signing into social WiFi• Olo Order: Created by placing an order through Olo Ordering

Analyze: Guest Data Enrichment

Guest Data Enrichment

How does external transaction data enrich my existing guest data?

Concept (All) Primary Location (All) **2,354,982** total guests in filtered group
Table below shows only top 1,000 guests by default - expand this list by adjusting the Number of Results Number of Results: 1,000

First Visit Date: 1/1/2018 to 1/1/2025 Last Visit Date: 1/1/2018 to 1/1/2025
 Has Contact Info: (All) Opt In: (All) GLV Percentile Group: 95th Percentile (Top 5%) GLV Percentile Group (Per Primary Location): (All)

First Name	Last Name	Phone	Email	Opt In	Primary Location	RFM Quantile Segment	Historical GLV	Overall Num Visits	Overall Days Since Last Visit	Overall Mean Time Between Visits	Overall Spend
Opted Out						111	\$2,098,523.62	5,793	2	0	\$2,099,120.46
Opted In						111	\$724,823.25	4,955	2	0	\$724,823.25
Not Set						311	\$302,764.43	33	207	4	\$290,322.10
Not Set						411	\$229,267.28	1	47		\$65,325.48
Not Set						131	\$198,923.78	1	4		\$56,679.66
Opted Out						111	\$150,998.06	460	4	1	\$150,998.06
Opted Out						111	\$132,650.57	433	3	2	\$132,929.46
Not Set						141	\$132,615.86	1	4		\$37,786.44
Not Set						111	\$109,348.94	13	133	18	\$109,348.94
Opted In						111	\$101,915.40	495	2	1	\$101,915.40
Not Set						111	\$93,935.55	325	3	2	\$93,981.99
Not Set						111	\$90,058.17	50	9	10	\$90,557.11
Not Set						441	\$89,473.21	1	45		\$25,493.74
Not Set						111	\$83,333.07	360	2	1	\$83,333.07
Not Set						341	\$78,329.31	1	40		\$22,318.49
Opted Out						111	\$76,708.35	1,301	1	0	\$56,533.02
Not Set						211	\$76,390.67	1	16		\$21,766.11
Not Set						311	\$74,502.84	20	287	10	\$129,497.23
Not Set						131	\$69,341.92	1	7		\$19,757.70
Not Set						321	\$68,707.57	2	166	4	\$65,883.98
Not Set						111	\$66,565.29	2	3	1	\$18,966.55
Not Set						341	\$64,586.85	1	29		\$18,402.83
Not Set						111	\$62,308.44	3	100	18	\$62,308.44
Opted Out						111	\$60,560.74	321	3	1	\$60,560.74

Has Contact Info

(All)

(All)

False

True

Cancel Apply

Opt In

(All)

(All)

Not Set

Opted Out

Opted In

Cancel Apply

CLV Percentile Group

95th Percentile (Top 5%)

(All)

95th Percentile (Top 5%)

90th Percentile

85th Percentile


80th Percentile

75th Percentile

Understand how transactional data enriches guest profiles

- ✓ Analyze guest-level data based on Guest Lifetime Value (GLV) and other transactional data attributes
- ✓ Leverage filters to deep dive on specific guest cohorts such as marketing opt-in status and first and last visit date
- ✓ Identify your best guests using *Recency*, *Frequency*, and *Monetary* stack rankings

o Products:  GDP

 **Data Note:** Must have a payment processor integration and at least one form of capturing guest interactions

Guest Data Enrichment Report: Key Terms and Definitions

Data Element Name	Data Element Description
Opt-In	Indicated whether or not the guest has <i>Opted In</i> to email marketing, <i>Opted Out</i> , or has <i>Not Set</i> their preference yet.
Historical Spend Annualized	Annualized historical spend from the guest's first visit to the current date. If the guest has more than one year of history, only the most recent year of purchase history is evaluated.
GLV Percentile Rank - Overall	The rank of the guest's historical GLV relative to all guests in the <i>Concept</i> (aka Brand).
GLV Percentile Rank - By Primary Location	The rank of the guest's historical GLV relative to all guests in the <i>Concept</i> (aka Brand) belonging to the same <i>Primary Location</i> .
RFM Quantile Segment	<p>The rank of a guest's Recency, Frequency, and Monetary Spend relative to all guests on a four-point scale, where 1 is the best and 4 is the worst.</p> <ul style="list-style-type: none"> • Recency: How recently did this guest visit? • Frequency: How often does this guest visit? • Monetary Spend: How much has this guest spent historically?
Overall Mean Time Between Visits	The average number of days between visits made by a given guest, at a given <i>Concept</i> .
(Filter) GLV Percentile Group - Overall	View guests by their relative GLV where the 95% percentile includes the top 5% of guests, the 90th percentile includes the next top 5% of guests, and so on. Guests who have not visited in more than 1 year are not ranked and thus not included in any GLV.
(Filter) GLV Percentile Group - By Primary Location	The same as <i>GLV Percentile Group - Overall</i> but ranked for each <i>Primary Location</i> .
(Filter) Has Contact Info	If set to <i>True</i> , results will be filtered down to guests with a <i>Phone</i> or <i>Email</i> value in their guest record.

Analyze: Guest Retention

Guest Retention

How long are guests being retained? How is this changing across cohorts?

Cohort Format Cohort Range Cohort Resolution

Concept Location(s) Time in System Resolution Hide Warm-Up Period

Cohorts

Data from 12/30/2018 to 3/31/2023

Cohort Start Date	Time in System																			
	0	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19
6/1/2021	100.0%	6.9%	5.8%	5.1%	4.6%	4.1%	3.7%	3.3%	3.2%	3.4%	3.2%	2.8%	2.2%	2.2%	1.9%	1.6%	1.2%	1.1%	1.0%	
7/1/2021	100.0%	6.4%	5.4%	4.9%	4.2%	3.8%	3.4%	3.3%	3.4%	3.2%	2.7%	2.2%	2.1%	2.0%	1.5%	1.2%	1.1%	1.0%	1.0%	
8/1/2021	100.0%	6.6%	5.7%	4.8%	4.2%	3.8%	3.7%	3.8%	3.5%	2.9%	2.2%	2.0%	2.0%	1.7%	1.2%	1.2%	1.1%	1.0%	1.0%	
9/1/2021	100.0%	7.0%	5.5%	4.6%	4.2%	4.2%	4.2%	3.9%	3.0%	2.3%	2.1%	2.0%	1.7%	1.4%	1.3%	1.2%	1.1%	1.0%	1.0%	
10/1/2021	100.0%	6.4%	5.2%	4.7%	4.6%	4.5%	4.1%	3.2%	2.5%	2.2%	2.1%	1.7%	1.5%	1.5%	1.3%	1.2%	1.1%	1.1%	1.0%	
11/1/2021	100.0%	6.1%	5.1%	5.0%	4.7%	4.2%	3.2%	2.5%	2.2%	2.1%	1.6%	1.4%	1.4%	1.4%	1.2%	1.1%	1.1%	1.0%	0.5%	
12/1/2021	100.0%	5.7%	5.3%	4.8%	4.2%	3.1%	2.5%	2.2%	2.0%	1.5%	1.3%	1.3%	1.2%	1.3%	1.0%	1.0%	0.0%	0.4%		
1/1/2022	100.0%	6.6%	5.8%	4.8%	3.3%	2.7%	2.5%	2.2%	1.6%	1.4%	1.3%	1.2%	1.2%	1.3%	1.1%	1.0%	0.3%			
2/1/2022	100.0%	6.7%	5.5%	3.8%	3.1%	2.7%	2.4%	1.8%	1.6%	1.6%	1.4%	1.3%	1.4%	1.4%	1.1%	0.3%				
3/1/2022	100.0%	6.6%	4.7%	3.9%	3.5%	3.1%	2.5%	2.3%	2.1%	1.9%	1.8%	1.8%	1.8%	1.7%	0.4%					
4/1/2022	100.0%	5.5%	4.5%	3.9%	3.4%	2.7%	2.4%	2.2%	2.0%	1.9%	1.9%	1.8%	1.6%	0.4%						
5/1/2022	100.0%	8.5%	7.3%	6.6%	5.5%	5.1%	4.7%	4.3%	4.1%	4.0%	3.9%	3.1%	0.4%							
6/1/2022	100.0%	7.7%	6.6%	5.5%	4.9%	4.5%	4.2%	4.0%	3.8%	3.7%	2.9%	0.4%								
7/1/2022	100.0%	6.5%	5.2%	4.7%	4.2%	3.9%	3.7%	3.5%	3.4%	2.5%	0.3%									
8/1/2022	100.0%	6.2%	5.4%	4.7%	4.2%	4.1%	3.9%	3.7%	2.5%	0.1%										
9/1/2022	100.0%	6.6%	5.5%	4.8%	4.6%	4.4%	4.1%	2.5%	0.1%											
10/1/2022	100.0%	6.2%	5.2%	5.0%	4.7%	4.3%	2.3%	0.0%												
11/1/2022	100.0%	6.2%	5.5%	5.2%	4.7%	2.3%	0.0%													
12/1/2022	100.0%	6.0%	5.4%	4.9%	2.0%	0.0%														
1/1/2023	100.0%	6.8%	5.6%	1.7%																


Cohort Start Date	0	1	2	3	4	5
11/14/2022	100.0%	5.4%	5.1%	4.7%	4.3%	1.7%
11/21/2022	100.0%	5.4%	4.4%	4.3%	3.9%	0.7%
11/28/2022	100.0%	5.8%	5.3%	4.8%	3.9%	0.0%
12/5/2022	100.0%	5.7%	5.1%	4.6%	2.9%	
12/12/2022	100.0%	5.6%	4.9%	4.5%	1.8%	
12/19/2022	100.0%	5.2%	4.7%	4.2%	0.8%	
12/26/2022	100.0%	4.6%	4.2%	3.4%	0.0%	
1/2/2023	100.0%	5.8%	5.1%	3.1%		
1/9/2023	100.0%	6.1%	5.3%	2.1%		
1/16/2023	100.0%	6.1%	5.1%	0.9%		
1/23/2023	100.0%	6.1%	4.7%	0.0%		

Cohort Start Date	0	1	2	3	4	5	6
11/28/2019	100.0%	5.8%	5.3%	5.0%	2.8%	2.9%	3.5%
11/29/2019	100.0%	4.7%	4.2%	3.7%	1.9%	2.2%	2.5%
11/30/2019	100.0%	4.5%	3.8%	3.4%	1.8%	2.0%	2.1%
12/1/2019	100.0%	4.3%	4.2%	3.4%	2.0%	2.4%	2.2%
12/2/2019	100.0%	5.1%	5.0%	4.4%	2.5%	2.5%	2.7%
12/3/2019	100.0%	5.3%	5.4%	4.3%	2.2%	2.3%	2.6%
12/4/2019	100.0%	5.0%	5.1%	4.0%	2.0%	2.2%	2.3%
12/5/2019	100.0%	5.3%	5.3%	4.2%	2.0%	2.3%	2.5%
12/6/2019	100.0%	5.3%	5.3%	4.1%	2.2%	2.4%	2.6%
12/7/2019	100.0%	4.5%	4.6%	3.6%	1.9%	2.2%	2.3%
12/8/2019	100.0%	4.2%	4.2%	2.8%	1.9%	2.1%	2.2%
12/9/2019	100.0%	5.1%	4.8%	3.6%	2.2%	2.5%	2.8%

Understand guest retention trends over time

- ✓ Analyze what percent of guests acquired in a specific time period come back after defined intervals
- ✓ Leverage the *Cohort Resolution* filter to change the time period in which cohorts are measured
- ✓ View your data by specific location(s) to learn more about unit-level opportunities

o Products:  GDP

 **Data Note:** Must have a payment processor integration

Analyze: Guest Habituation

Guest Habituation

How are guests progressing into higher visit frequencies? How is this changing across cohorts?

Cohort Format Cohort Range Cohort Resolution
 Concept Location(s) Target Visit Time in System Resolution Hide Warm-Up Period

Cohorts

Data from 12/30/2018 to 3/31/2023

Cohort Start Date	Time in System																		
	0	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18
6/1/2021	1.8%	3.7%	5.4%	6.8%	8.1%	9.2%	10.1%	10.8%	11.6%	12.3%	13.0%	13.6%	14.0%	14.4%	14.8%	15.1%	15.2%	15.4%	15.6%
7/1/2021	1.7%	3.5%	5.1%	6.5%	7.6%	8.6%	9.4%	10.2%	11.0%	11.7%	12.3%	12.7%	13.1%	13.5%	13.8%	14.0%	14.2%	14.4%	14.5%
8/1/2021	1.8%	3.7%	5.4%	6.7%	7.8%	8.8%	9.7%	10.6%	11.4%	12.0%	12.5%	12.9%	13.3%	13.6%	13.8%	14.0%	14.2%	14.4%	14.5%
9/1/2021	1.9%	4.0%	5.6%	6.9%	8.0%	9.1%	10.1%	11.0%	11.7%	12.2%	12.7%	13.1%	13.4%	13.7%	13.9%	14.1%	14.3%	14.4%	14.6%
10/1/2021	2.0%	3.9%	5.4%	6.7%	7.9%	9.0%	10.1%	10.8%	11.3%	11.8%	12.3%	12.6%	12.9%	13.2%	13.4%	13.6%	13.8%	14.0%	14.1%
11/1/2021	1.8%	3.6%	5.1%	6.6%	7.8%	8.9%	9.7%	10.3%	10.8%	11.2%	11.5%	11.8%	12.1%	12.3%	12.6%	12.8%	12.9%	13.1%	13.2%
12/1/2021	1.6%	3.3%	4.8%	6.1%	7.2%	8.0%	8.6%	9.1%	9.6%	9.9%	10.1%	10.4%	10.6%	10.9%	11.1%	11.3%	11.5%	11.5%	
1/1/2022	1.9%	3.8%	5.4%	6.6%	7.5%	8.2%	8.8%	9.3%	9.7%	10.0%	10.2%	10.5%	10.7%	11.0%	11.2%	11.4%	11.4%		
2/1/2022	1.8%	3.8%	5.3%	6.3%	7.1%	7.8%	8.4%	8.8%	9.1%	9.4%	9.7%	10.0%	10.2%	10.5%	10.7%	10.8%			
3/1/2022	1.8%	3.7%	5.0%	6.0%	6.9%	7.7%	8.3%	8.8%	9.2%	9.6%	10.0%	10.4%	10.7%	11.0%	11.1%				
4/1/2022	1.6%	3.1%	4.4%	5.4%	6.3%	7.0%	7.6%	8.1%	8.6%	9.0%	9.4%	9.8%	10.1%	10.2%					
5/1/2022	2.2%	4.8%	6.9%	8.6%	9.9%	11.0%	12.0%	12.8%	13.6%	14.3%	14.9%	15.4%	15.4%						
6/1/2022	1.8%	4.0%	5.9%	7.4%	8.7%	9.9%	10.8%	11.7%	12.5%	13.3%	13.8%	13.9%							
7/1/2022	1.7%	3.4%	4.9%	6.1%	7.2%	8.2%	9.2%	10.0%	10.7%	11.3%	11.3%								
8/1/2022	1.6%	3.3%	4.7%	6.0%	7.1%	8.1%	9.1%	10.0%	10.5%	10.6%									
9/1/2022	1.7%	3.4%	4.9%	6.1%	7.4%	8.5%	9.5%	10.1%	10.1%										
10/1/2022	1.6%	3.3%	4.6%	5.9%	7.2%	8.3%	8.8%												
11/1/2022	1.5%	3.1%	4.6%	6.0%	7.2%	7.8%													
12/1/2022	1.4%	3.0%	4.4%	5.7%															
1/1/2023	1.7%	3.6%	5.1%	5.5%															
2/1/2023	1.7%	3.3%																	
3/1/2023	1.6%	2.0%																	

Time in System Resolution


Hide Warm-Up Period

Target Visit

Understand guest frequency trends over time

- ✓ Analyze what percent of guests achieve defined visit frequency goals over specific time periods
- ✓ Leverage the *Target Visits* filter to analyze different visit goals on demand directly in the UI
- ✓ View your data by specific location(s) to learn more about unit-level opportunities

o Products:  GDP

 **Data Note:** Must have a payment processor integration

Guest Retention and Habituation Reports: Key Terms and Definitions

Data Element Name	Data Element Description
Cohort	Guests are split into cohorts based on two data points: <ol style="list-style-type: none">1) Date of First Visit2) Location of First Visit
Time in System Resolution	The time period in which <i>Cohorts</i> are measured. There are four options: <ol style="list-style-type: none">1) Calendar Month2) 4-Week Periods3) Week4) Day
Cohort Resolution	How the <i>Cohort Start Date</i> is defined, which can be <i>Daily</i> , <i>Weekly</i> , or <i>Monthly</i> . For example, if set to <i>Monthly</i> the first cohort could be 1/1/2023 and the second cohort would be 2/1/2023, and so on.
% Visited in Period	For a particular period, the count of distinct guests from a <i>Cohort</i> to make a visit as a percentage of the entire <i>Cohort</i> . For example, if there are 500 guests in the cohort and 150 of them made a visit in the second time period, that would be 30%.
Target Visit	The user-defined goal for <i>Visit Frequency</i> to be analyzed in the report. For example, a <i>Target Visit</i> of "3" means the guest would need to visit the restaurant three times within the specified time period.
% Target Visit Achieved	For a particular <i>Target Visit</i> , this is the percent of cohort guests that have made at least that many visits. For example, if the <i>Target Visit</i> value was set to "3" and 200 of 500 guests had three or more visits, it would be 40%.
(Filter) Hide Warm Up Period	After integrating a new payment processor, early cohorts may not be an accurate representation because guests in these cohorts may be high-frequency, high-retention guests of even earlier cohorts for which we have no data.

Analyze: Email Campaign Performance

Campaign Banner Metrics

Campaign performance; recipient versus non-recipient group from 3/8/2023 to 4/4/2023 based on [redacted] launch. Displaying online orders only.

Date Resolution: Weeks | Date Range: 2 | Concept: Select a concept | Campaigns: (All) | Email Engagement: All


Total Orders Retained				Total Spend Retained			
21.29%				21.20%			
Recipient Total Orders Pre Period	Recipient Total Orders Post Period	Non-Recipient Total Orders Pre Period	Non-Recipient Total Orders Post Period	Recipient Total Spend Pre Period	Recipient Total Spend Post Period	Non-Recipient Total Spend Pre Period	Non-Recipient Total Spend Post Period
2,216	1,369	6,069	2,457	\$90,261.75	\$54,654.65	\$219,291.35	\$86,289.65
61.78%		40.48%		60.55%		39.35%	
Average Orders Lift <i>by returning orders</i>				Average Spend Lift <i>by returning spend</i>			
21.29%				0.82%			
Recipient Avg Orders Pre Period	Recipient Avg Orders Post Period	Non-Recipient Avg Orders Pre Period	Non-Recipient Avg Orders Post Period	Recipient Avg Spend Pre Period	Recipient Avg Spend Post Period	Non-Recipient Avg Spend Pre Period	Non-Recipient Avg Spend Post Period
79.14	48.89	216.8	87.75	\$40.73	\$39.92	\$36.13	\$35.12
61.78%		40.48%		98.01%		97.20%	

Segment Name	Campaign Da..	Orders	Spend	Avg Spend
[redacted]	4/13/2023	12.85%	10.82%	-2.16%
[redacted]	3/29/2023	17.83%	18.63%	2.42%
[redacted]	3/22/2023	21.34%	21.29%	0.90%
[redacted]	3/20/2023	22.70%	28.36%	9.26%
[redacted]	3/14/2023	19.37%	19.70%	2.06%

Understand how email campaigns influence sales

- ✓ Analyze the lift in online orders and sales that can be attributed to specific email campaigns
- ✓ Leverage the Date Resolution and Date Range filters to adjust the amount of time in the measurement window
- ✓ View data by *Email Opened* or *Email Clicked* user actions

o Products:  Marketing

 **Data Note:** Based on a retention window comparing orders/sales from the same cohort before and after the campaign

Email Campaign Performance Report: Key Terms and Definitions

Data Element Name	Data Element Description
Campaign Recipient	The <i>Treatment</i> population (aka test group) of guests that received the selected campaign email.
Campaign Non-Recipient	The <i>Control</i> population of guests that didn't receive the campaign email but did make a purchase within the selected date range prior to the date the campaign email was dispatched.
Lift Measure	The difference between the <i>Treatment's</i> percentage change of pre-campaign dispatch activity against the <i>Control's</i> percentage change of the same. In other words, a calculation of: $(Treatment\ campaign\ performance - Control\ campaign\ performance)$
Total Orders	The <i>amount</i> of orders in the time period selected.
Total Spend	The total <i>subtotal spend</i> by the end user on online orders in the time period selected.
Avg Orders	The orders averaged by day(s) in the time period selected. This is a calculation of: $(Total\ Orders) / Number\ of\ days)$
Avg Spend	The total subtotal spend averaged by day(s) in the time period selected. This is a calculation of: $(Total\ Spend / Number\ of\ days)$
Campaigns	The name of the email campaign sorted by start date.
Email Engagement	Filters the <i>Campaign Recipient</i> group based on their engagement with the email.

Email Campaign Performance Report: Key Data Considerations

Theme	Description
Report Methodology	<p>To assess campaign effectiveness, we use a <i>Retention Window</i> to compare order volume and sales from the same sample of customers, both before and after the campaign.</p> <p>As a result, the post-campaign order volumes and sales should <i>always</i> be less than pre-campaign since the post-campaign measurement window will only include the customers captured in the pre-campaign sample.</p> <p>Essentially, we are measuring how many guests who placed an order in the pre-campaign window came back after the campaign and placed an order. By definition, the post period calculation will <i>not include</i> net-new customers who were not captured in the pre-campaign measurement window.</p>
Date Range	The quantity of days/weeks before and after the campaign email dispatch
Date Resolution	A selection to qualify by day or week, the grouping of date data expressed by the Date Resolution Interval and expanding from the campaign email dispatch date.

Analyze: Email Campaign Trends

Trends

Weekly or Monthly view of email contacts and email stats

Date Resolution
 Weekly

Concept

List and Campaigns data

Program Name	Formatted Date	Date Resolution	Beginning of Period	New	Resubscribe	Unsubscribe	Unmailable	Period Delta	Net Growth %	End of Period	Sent	Delivered	Opens	% Opened	Clicks	% Clicked
	2022-06-27	Weekly	992,489	1,103	0	-130	0	973	0.10%	993,462	3,795,808	3,795,808	1,226,789	32.32%	32,412	0.85%
	2022-07-04	Weekly	993,462	3,010	0	-140	0	2,870	0.29%	996,332	2,988,454	2,988,454	789,006	26.40%	18,043	0.60%
	2022-07-11	Weekly	996,332	3,673	5	-136	0	3,542	0.36%	999,874	4,007,129	4,007,129	1,092,004	27.25%	19,062	0.48%
	2022-07-18	Weekly	999,874	3,660	7	-21,128	0	-17,461	-1.75%	982,413	3,428,583	3,428,583	844,743	24.64%	10,334	0.30%
	2022-07-25	Weekly	982,413	3,639	13	-104	0	3,548	0.36%	985,961	3,736,268	3,736,268	906,164	24.25%	12,855	0.34%
	2022-08-01	Weekly	985,961	3,996	31	-114	0	3,913	0.40%	989,874	2,961,419	2,961,419	752,277	25.40%	10,830	0.37%
	2022-08-08	Weekly	989,874	3,022	16	-103	0	2,935	0.30%	992,809	3,962,355	3,962,355	1,073,893	27.10%	33,812	0.85%
	2022-08-15	Weekly	992,809	8,299	207	-90	0	8,416	0.85%	1,001,225	2,906,588	2,906,588	544,343	18.73%	12,264	0.42%
	2022-08-22	Weekly	1,001,225	112,315	1,522	-33,176	0	80,661	8.06%	1,081,886	2,027,692	1,949,652	605,697	29.87%	23,784	1.17%
	2022-08-29	Weekly	1,081,886	3,147	37	-77	0	3,107	0.29%	1,084,993	3,055,843	2,929,544	807,596	26.43%	12,364	0.40%
	2022-09-05	Weekly	1,084,993	2,805	45	-98	0	2,752	0.25%	1,087,745	1,021,298	976,766	254,147	24.88%	3,714	0.36%
	2022-09-12	Weekly	1,087,745	4,162	42	-88	0	4,116	0.38%	1,091,861	2,191,156	2,093,492	556,991	25.42%	18,301	0.84%
	2022-09-19	Weekly	1,091,861	3,550	28	-87	0	3,491	0.32%	1,095,352	2,153,190	2,051,349	536,192	24.90%	25,210	1.17%
	2022-09-26	Weekly	1,095,352	3,621	48	-155	0	3,514	0.32%	1,098,866	6,037,488	5,726,150	1,436,348	23.79%	40,436	0.67%
	2022-10-03	Weekly	1,098,866	3,416	40	-82	0	3,374	0.31%	1,102,240	3,105,974	2,649,924	847,007	27.27%	22,364	0.72%
	2022-10-10	Weekly	1,102,240	4,133	45	-131	0	4,047	0.37%	1,106,287	4,156,200	3,923,077	1,421,312	34.20%	32,322	0.78%
	2022-10-17	Weekly	1,106,287	222,415	20,835	-101	-85	243,064	21.97%	1,349,351	3,924,245	3,646,872	1,405,518	35.82%	42,085	1.07%
	2022-10-24	Weekly	1,349,351	3,019	29	-93	0	2,955	0.22%	1,352,306	5,137,024	4,734,489	1,796,654	34.97%	25,383	0.49%
	2022-10-31	Weekly	1,352,306	3,053	24	-2,229	0	848	0.06%	1,353,154	3,923,684	3,580,734	1,361,673	34.70%	30,057	0.77%
	2022-11-07	Weekly	1,353,154	3,512	34	-8,651	-272	-5,377	-0.40%	1,347,777	6,535,329	5,937,843	2,236,275	34.22%	30,292	0.46%
	2022-11-14	Weekly	1,347,777	3,092	29	-5,145	-298	-2,322	-0.17%	1,345,455	3,337,085	3,035,237	1,158,972	34.73%	33,959	1.02%
	2022-11-21	Weekly	1,345,455	2,527	28	-4,894	-339	-2,678	-0.20%	1,342,777	3,896,863	3,533,610	1,342,841	34.46%	18,492	0.47%
	2022-11-28	Weekly	1,342,777	3,115	40	-7,860	-385	-5,090	-0.38%	1,337,687	6,417,501	5,823,947	2,173,586	33.87%	36,032	0.56%
	2022-12-05	Weekly	1,337,687	3,544	40	-4,340	-293	-1,049	-0.08%	1,336,638	3,894,369	3,526,491	1,331,411	34.19%	35,295	0.91%

Date Resolution

Monthly

Weekly

Monthly

Concept


(All)

(All)

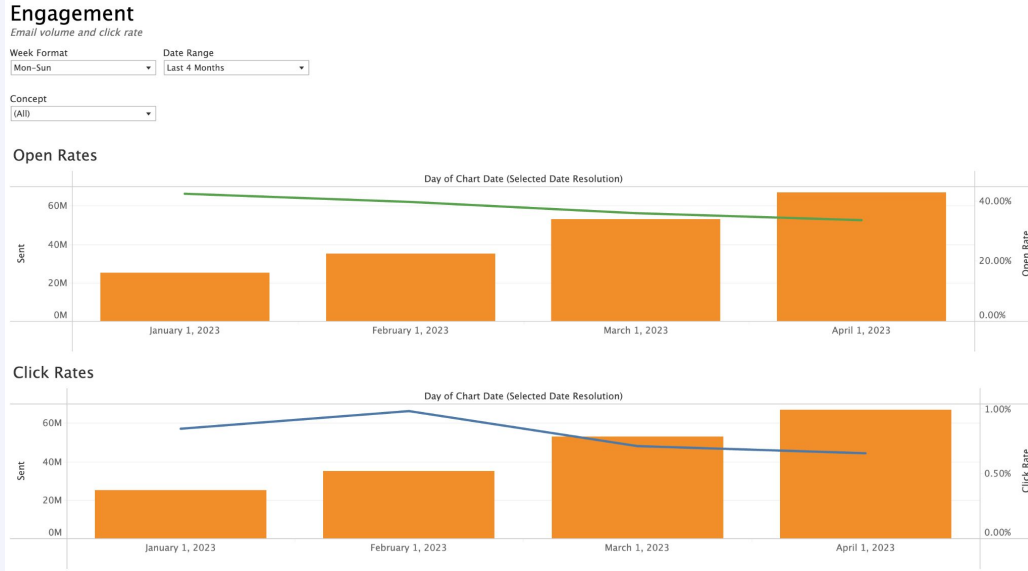
Understand the net growth of mailable contacts over time

- ✓ Analyze key email campaign performance metrics such as *New Opt-Ins*, *Unsubscribes*, *Unmailable*, and more
- ✓ Identify trends in guest email engagement over time to understand the impact of marketing optimizations
- ✓ View data by a weekly or monthly *Date Resolution* based on your needs

 Products:  Marketing

 **Data Note:** Data is limited to the Email Campaigns tool only (i.e. does *not* include Automations activity)

Analyze: Email Campaign Engagement



Week Format

- Mon-Sun
- Sun-Sat
- Mon-Sun
- Tue-Mon
- Wed-Tue
- Thu-Wed


Date Range

- Last 4 Months
- Yesterday
- Last 7 Days
- Last 14 Days
- Last 28 Days
- Last Week

Understand email engagement trends over time

- ✓ Analyze email campaign performance by *Open Rate* and *Click Rate* to determine if guests are seeing your messages
- ✓ Leverage the *Week Format* filter to align performance analysis with other business intelligence tools
- ✓ View data using predefined or custom date ranges

 Products:  Marketing

 **Data Note:** Data is limited to the Email Campaigns tool only (i.e. does *not* include Automations activity)

Email Campaign Trends/Engagement Reports: Key Terms and Definitions

Data Element Name	Data Element Description
Period	The <i>time interval</i> for the metrics and stats that are tabulated weekly or monthly.
New	The first occurrence of an opt-in at the <i>program</i> and <i>user level</i> .
Resubscribe	The user <i>opt-in</i> event <i>subsequent</i> to an <i>opt-out</i> .
Unsubscribe	The user <i>opt-out</i> event <i>subsequent</i> to an <i>opt-in</i> .
Unmailable	The user email bounce event where the user can no longer be emailed to.
Period Delta	The net change of mailable contacts for the <i>Period</i> .
Beginning of Period	The <i>mailable count</i> of email contacts at the <i>beginning</i> of the Period.
End of Period	The <i>mailable count</i> of email contacts at the <i>end</i> of the Period.
Net Growth %	A calculation of: $(Period\ Delta) / (Beginning\ of\ Period)$
Date Resolution (List and Campaigns Dashboard)	A selection to qualify by <i>Week</i> or <i>Month</i> .

Analyze: Email Automations Activity

Automations Email Activity

How is automations email activity trending over time? Per concept? Per automation?

Date Range: Last 8 Weeks

Displayed Metric: Total Sent | Concept: (All) | Automation Id: (All) | Automation Name: (All)


Weekly Emails Per Automation: Total Emails Sent
Data from 3/6/2023 to 4/30/2023

Concept	Automation Id	Automation Name	3/6/2023	3/13/2023	3/20/2023	3/27/2023	4/3/2023	4/10/2023	4/17/2023	4/24/2023
			9	7	6	8	2	3	5	11
			106	133	93	93	99	113	105	69
			685	723	614	609	512	546	547	606
			2,669	2,629	2,693	2,649	2,471	2,467	2,480	2,510
			685	779	673	710	820	710	753	715
Athena Grill	195	Email Sign Up Guests - Welcome		1	2					2
	732	3PD (user updated)		1						
	1014	Birthday			1		1		1	
	4188	Testing Global Opt-In Segment/Auto...	2	1	3	4				
	4729	Test for Jessica M	3	1	1	1	4		3	
	4882	*Punch code test		1	2				1	
			825	1,114	972	936	892	910	863	911
			478	403	424	500	515	573	463	752
			96	171	103	93	115	80	36	52
			4,542	4,364	4,477	4,280	4,406	4,175	4,104	4,344
			8,544	8,762	8,519	8,865	9,099	8,353	8,574	9,133
			301,313	8,017	4,508	5,127	4,494	4,151	4,205	4,823
						3,022	3,312	3,635	3,635	3,674
			31	41	57	38	45	31	61	50
			8	15	6	8	12	11	8	4
			11	9	6	4	6	9	3	4
			219	234	171	184	263	429	210	49
			19	19	19	22	20	17	19	16
						1,697				

Understand email automation KPI trends over time

- ✓ Analyze important email metrics such as *Total Sent*, *Total Delivered*, *Total Clicked*, *Delivery Rate*, *Click Rate*, and more
- ✓ Leverage the *Automation Id* and *Automation Name* filters to hone in on specific campaign types
- ✓ View data by predefined or custom date ranges based on your needs

o Products:  Marketing

 **Data Note:** Must be using at least one email automation

Displayed Metric

Total Sent

- Total Sent
- Total Delivered
- Total Opened
- Total Clicked
- Delivery Rate (%)
- Open Rate (%)

Date Range

Last 8 Weeks

- Last Week
- Last 2 Weeks
- Last 4 Weeks
- Last 8 Weeks
- All Time
- Custom Range

Automation Id

(All)

Automation Name

(All)

Automations Email Activity Report: Key Terms and Definitions

Data Element Name	Data Element Description
Emails Sent	The distinct count of email history IDs for a given automation.
Emails Delivered	The distinct count of email history IDs with a valid <i>delivered_at</i> timestamp.
Emails Opened	The distinct count of email history IDs with a valid <i>opened_at</i> timestamp.
Emails Clicked	The distinct count of email history IDs with a valid <i>clicked_at</i> timestamp.
(Filter) Automation ID	The unique identifier for an automation.
(Filter) Automation Name	The display name in the Automations Dashboard.

Analyze: SMS Campaign Trends

Trends

Weekly or Monthly view of sms contacts and sms stats

Date Resolution

Monthly

Concept

(All)

List and Campaigns data

Program Name	Formatted Date	Date Resolution	Beginning of Period	New	Resubscribe	Unsubscribe	Period Delta	Net Growth %	End of Period	Sent	Unsubscribe %
	2021-07-01	Monthly	0	143	0	-3	140		140		
	2021-08-01	Monthly	140	298	0	-22	276	197.14%	416		15.71%
	2021-09-01	Monthly	416	235	0	-15	220	52.88%	636	1	3.61%
	2021-10-01	Monthly	636	236	1	-9	228	35.85%	864		1.42%
	2021-11-01	Monthly	864	179	0	-18	161	18.63%	1,025		2.08%
	2021-12-01	Monthly	1,025	203	2	-14	191	18.63%	1,216		1.37%
	2022-01-01	Monthly	1,216	190	2	-12	180	14.80%	1,396		0.99%
	2022-02-01	Monthly	1,396	179	0	-18	161	11.53%	1,557		1.29%
	2022-03-01	Monthly	1,557	281	1	-25	257	16.51%	1,814		1.61%
	2022-04-01	Monthly	1,814	250	1	-14	237	13.07%	2,051		0.77%
	2022-05-01	Monthly	2,051	250	3	-19	234	11.41%	2,285		0.93%
	2022-06-01	Monthly	2,285	249	2	-8	243	10.63%	2,528	2	0.35%
	2022-07-01	Monthly	2,528	273	0	-48	225	8.90%	2,753	6,709	1.90%
	2022-08-01	Monthly	2,753	233	1	-77	157	5.70%	2,910	9,277	2.80%
	2022-09-01	Monthly	2,910	182	0	-10	172	5.91%	3,082		0.34%
	2022-10-01	Monthly	3,082	546	0	-26	520	16.87%	3,602	311	0.84%
	2022-11-01	Monthly	3,602	766	0	-89	677	18.80%	4,279	12,283	2.47%
	2022-12-01	Monthly	4,279	840	0	-130	710	16.59%	4,989	16,178	3.04%
	2023-01-01	Monthly	4,989	926	2	-49	879	17.62%	5,868		0.98%
	2023-02-01	Monthly	5,868	1,019	1	-55	965	16.45%	6,833	1,292	0.94%
	2023-03-01	Monthly	6,833	1,222	0	-227	995	14.56%	7,828	21,766	3.32%
	2023-04-01	Monthly	7,828	1,252	0	-386	866	11.06%	8,694	47,441	4.93%
	2023-05-01	Monthly	8,694	1,531	0	-244	1,287	14.80%	9,981	27,447	2.81%
	2023-06-01	Monthly	9,981	523	0	-279	244	2.44%	10,225	28,635	2.80%

Date Resolution

Monthly
Weekly
Monthly

Concept

(All)
 (All)


Test Campaign

No
(All)
No
Yes

Understand the net growth of SMS contacts over time

- ✓ Analyze subscriber growth by week or month to measure the effectiveness of your messaging content and cadence
- ✓ Identify the specific SMS campaigns and tactics driving unsubscribes using the *Campaign Stats* report
- ✓ Leverage the *Test Campaign* filter to exclude test campaigns from analysis

 Products:  Marketing

 **Data Note:** For SMS Campaigns only (i.e. does not include Automations activity)

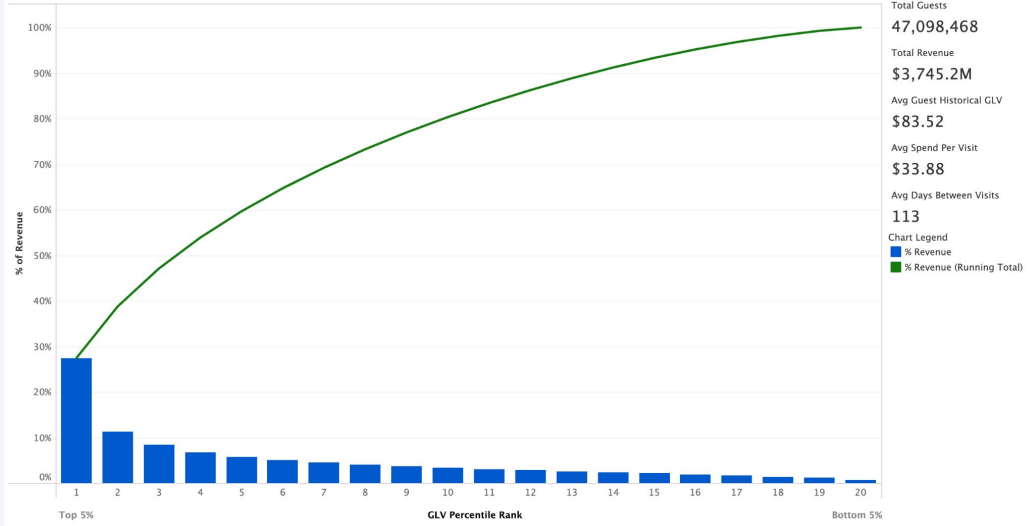
SMS Campaign Trends Report: Key Terms and Definitions

Data Element Name	Data Element Description
Period	Time interval for the metrics and stats that are tabulated (weekly or monthly).
New	First occurrence of an opt-in at the program and user level.
Resubscribe	User opt-in event subsequent to an opt-out.
Unsubscribe	User opt-out event subsequent to an opt-out.
Period Delta	Net change of messageable contacts for the period.
Beginning of Period	Messageable count of SMS contacts at the beginning of the period.
End of Period	Messageable count of SMS contacts at the end of the period.
Net Growth %	Period delta divided by beginning of the period: $(\text{Period Delta}) / (\text{Beginning of Period})$
(Filter) Date Resolution - List and Campaigns Dashboard	A selection to qualify by <i>Week</i> or <i>Month</i> .
(Filter) Test Campaign	The default is set to No , which excludes campaigns with 'Test' in the title. This can be toggled to Yes to include those campaigns.

Analyze: Revenue by GLV Percentile

% of Revenue by GLV Percentile (Pareto Chart)

Showing data from 5/1/2022 - 4/30/2023



Total Guests
47,025,626

Total Revenue
\$3,717.8M

Avg Guest Historical CLV
\$83.04


Avg Spend Per Visit
\$33.50

Avg Days Between Visits
113

Understand total revenue distribution by guest cohorts

- ✓ Analyze how revenue is distributed by each group of a guest base by Guest Lifetime Value (GLV)
- ✓ Identify which percentage of guests are contributing most to the bottom line to optimize marketing and engagement
- ✓ View guest economics metrics like *Average Spend Per Visit* by guest cohort

olo Products:  GDP

 **Data Note:** Must have a payment processor integration

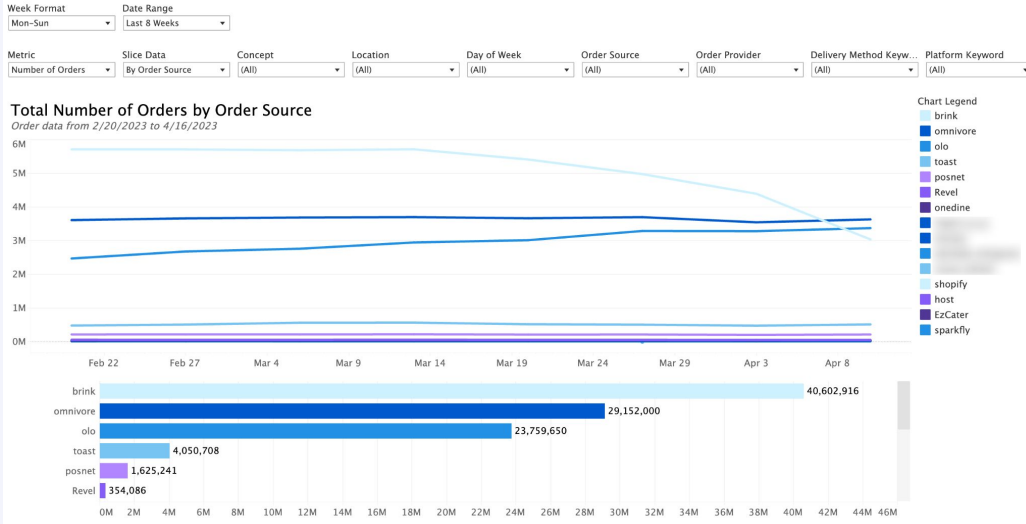
Revenue by GLV Percentile Report: Key Terms and Definitions

Data Element Name	Data Element Description
Historical Spend Annualized	The annualized historical spend from the guest's first visit to the current date. If the guest has more than one year of history, only the most recent year of purchase history is evaluated.
GLV Percentile Rank	The rank of the guest's historical GLV relative to all guests in the <i>Concept</i> (aka Brand). Guests are grouped in cohorts labeled "1" to "20" with each number representing a 5% range. For example, 1 equals the top 5% of guests, 2 equals the next 5% of guests, and so on.
% of Revenue	The percent of total revenue that a GLV Percentile Rank accounts for. For example, in the report referenced on the previous slide, the top-5% of guests make account for 27% of total revenue.
(Chart Type) Pareto Chart	<p>A Pareto chart is a type of chart that contains both bars and a line graph, where individual values are represented in descending order by bars, and the cumulative total is represented by the line. This makes it easier to see how each successive GLV Percentile Rank contributes to the total percentage.</p> <p>For example, in the report on the previous slide the first two GLV percentiles add up to 39%, which is reflected by the position of the line graph over the second percentile.</p>
(Data Note) Data Annualization	GLV and Revenue are both limited to the last year of transaction history. If a guest has less than a full year of transaction history, their historical GLV is annualized to the last year.

Analyze: Orders and Sales Over Time

Orders Over Time

How are total orders and sales trending over time? How do these trends differ by Concept, Location, Order Provider, and various order types?



Metric

Number of Orders

Total Sales

Number of Orders

Slice Data

By Order Source

Overall

By Concept

By Location

By Order Source

Delivery Method Keyw...

(All)

(All)

curbside

dine_in

dispatch

Understand total orders and sales performance trends

- ✓ Analyze how different *Order Sources* and *Delivery Methods* contribute to overall business growth
- ✓ Leverage the *Slice Data* filter to see data by Order Provider, Platform, Delivery Method, and more
- ✓ View performance by *Day of Week* to identify trends in dayparts

Products:

Data Note: Data will only populate for locations with Olo Ordering or an integrated Order Provider

Orders and Sales Performance Report: **Key Terms and Definitions**

Data Element Name	Data Element Description
Total Number of Orders	The total count of distinct orders in the filtered set of orders.
Total Sales	The total sum of the <i>Total Value</i> sent to Olo by the <i>Order Provider</i> from the filtered set of orders.
(Filter) Order Source	The name of the integrated <i>Order Source</i> . Common examples include <i>Olo</i> , <i>Omnivore</i> , and the name of the <i>POS</i> .
(Filter) Order Provider	The name of the integrated <i>Order Provider</i> .
(Filter) Delivery Method Keyword	The <i>delivery_method</i> field sent to Olo by the <i>Order Provider</i> . Common examples include <i>delivery</i> , <i>dine in</i> , and <i>pickup</i> .
(Filter) Platform Keyword	The <i>platform_used</i> field sent to Olo by the <i>Order Provider</i> . Common examples include <i>call center</i> , <i>kiosk</i> , and <i>mobile web</i> .

Analyze: Menu Item Performance

Menu Item Analysis

How does each menu perform at our restaurants? Which items draw people back, which items turn them away? Which are the most or least popular?

Week Format: Mon-Sun | Date Range: Last 8 Weeks

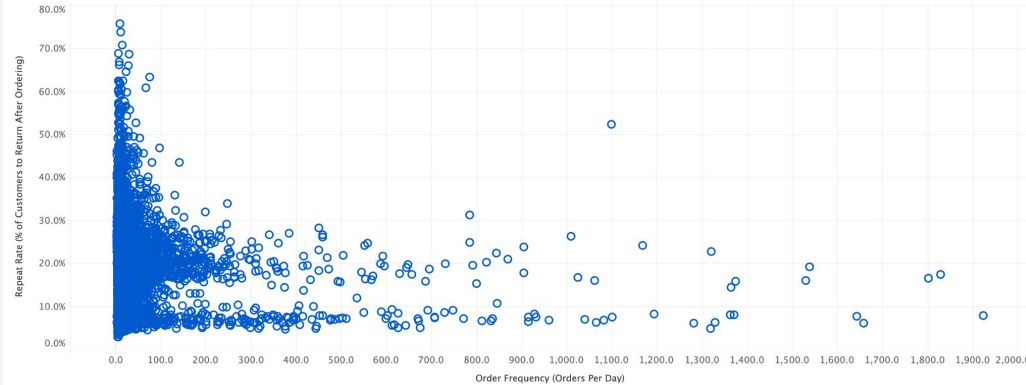
Concept: (All) | Location: (All) | Order Source: (All) | Menu Item: (All)

Order Period At Least __ Days: 21 | 56

Ordered by At Least __ Guests: 300 | 241,850

Menu Items by Guest Repeat Rate / Order Frequency

Data from 2/27/2023 to 4/23/2023



Menu Item

(All) ▾

Ribs

- Full Beef Ribs
- Full Rack Ribs
- Full Ribs Meal
- Full Slab Of Ribs

Order Period At Least __ Days

21 | 56


Ordered by At Least __ Guests

300 | 241,850

Understand what menu items are driving guest frequency

- ✓ Analyze how each menu item draws guests back or turns them away over time by *Order Source*
- ✓ Leverage the *Order Period At Least* and *Ordered By At Least* filters to customize the evaluation parameters
- ✓ View data by *location* to learn how guest behavior varies by region

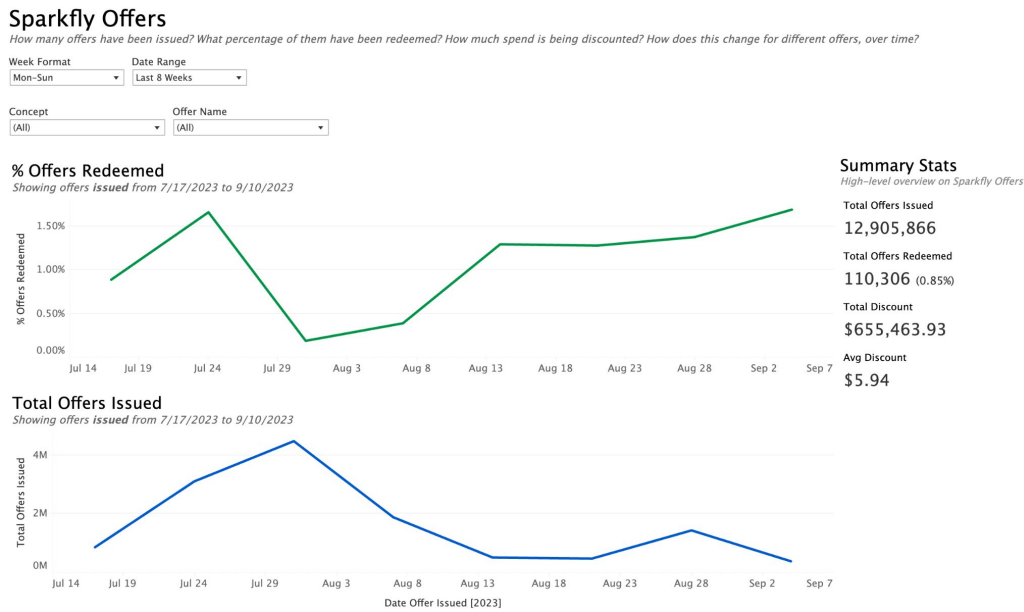
olo Products:  GDP

 **Data Note:** Must have an integrated POS/Order Provider and an integrated Credit Card Processor

Menu Item Performance Report: Key Terms and Definitions

Data Element Name	Data Element Description
Total Customers	The total count of distinct customers who have ordered a given item.
Total Repeat Customers	The total count of distinct customers who have ordered a given item <i>and</i> have made at least one return visit since ordering that item, up to the present date.
Repeat Rate	A calculation <i>per Ordered Menu Item</i> of: $(Total\ Repeat\ Customers) / (Total\ Customers)$
Total Orders	The total count of distinct orders that included a given item.
Order Period	The number of days between the first order including the item and the most recent order including the item.
Order Frequency	A calculation of: $(Total\ Orders) / (Order\ Period)$ - Calculated <i>per Ordered Menu Item</i>
(Filter) Menu Item	The name of an orderable menu item, as it appears in the order source data.
(Filter) Order Period At Least __ Days	Limits the results to menu items that have an order period greater than or equal to the value entered.
(Filter) Ordered by At Least __ Guests	Limits the results to menu items that been ordered by a number of guests greater than or equal to the value entered.


Analyze: Sparkfly Offers Report



Understand offer issuances and redemptions over time

- ✓ Analyze all digital wallet offers issued over time and what percent of those are offers are being redeemed
- ✓ Identify the specific offers driving guest redemption to inform your future promotions strategy
- ✓ View offers reporting by location to explore store and regional trends

o Products:  GDP  Marketing

 **Data Note:** Requires a Sparkfly subscription and integration

Concept (All)	Offer Name (All)	Date Range Last 8 Weeks
<input checked="" type="checkbox"/> (All)	<input checked="" type="checkbox"/> (All) <input checked="" type="checkbox"/> Breakfast BOGO <input checked="" type="checkbox"/> 10% Off Next Visit <input checked="" type="checkbox"/> 15% Off Online Orders	<input type="checkbox"/> Last Week <input type="checkbox"/> Last 2 Weeks <input type="checkbox"/> Last 4 Weeks <input type="checkbox"/> Last 8 Weeks <input type="checkbox"/> All Time

Sparkfly Offers Report: Key Terms and Definitions

Data Element Name	Data Element Description
Total Offers Issued	The total number of Sparkfly offers issued and processed through Olo Engage GDP, grouped by the <i>Issuance Date</i> .
Total Offers Redeemed	The total number of Sparkfly offers redeemed and processed through Olo Engage GDP, grouped by the <i>Issuance Date</i> .
% Offers Redeemed	A calculation of: $[\text{Total Offers Redeemed}] / [\text{Total Offers Issued}]$
Total Discount	The total dollar amount discount applied to checks associated with an offer redemption.
Avg Discount	The average dollar amount discount applied to a given check associated with an offer redemption. This is a calculation of: $[\text{Total Discount}] / [\text{Total Offers Redeemed}]$
Offer Name (Filter)	The name of the specific Offer, as provided by Sparkfly.
Redemption Location (Filter)	The name of the Location at which an Offer was redeemed, as provided by Sparkfly. Depending on the Sparkfly configuration, this may not match the Engage Merchant Name for a given location.
Data Grouped by Issuance Date (Global Filter)	All aggregated data in this report is grouped by Offer Issuance Date to keep counts consistent and comparable between redemptions and issuances.

Analyze: Guest Sentiment Trends

Guest Sentiment Trends

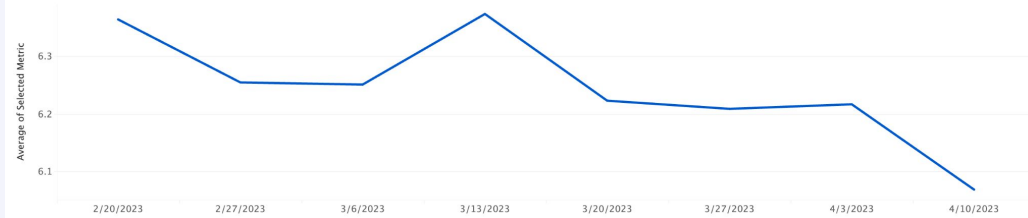
Explore trends in your reviews over time – use the *Slice Data* filter to cut this chart by different dimensions

Start of Week: Mon-Sun | Date Range: Last 8 Weeks

Metric: Rating | Slice Data: Overall | Concept: (All) | Store Number: (All) | Location: (All) | Content Provider: (All) | Engagement Status: (All) | Recommendation: (All) | Rating: (All)

Weekly Average Rating

Guest Sentiment data from 2/20/2023 to 4/16/2023



Weekly Total Reviews

Guest Sentiment data from 2/20/2023 to 4/16/2023



Legend: Data Slice
■ Overall

Metric

Rating

Sentiment Score

Rating

Slice Data

Overall

Overall

By Content Provider

By Concept

By Location

Rating

(All)

(All)

0

1

1.5

Understand guest feedback trends over time

- ✓ Analyze how store operations initiatives are positively or negatively impacting guest perception of your brand
- ✓ Leverage the *Engagement Status* filter to evaluate how responding to reviews impacts guest sentiment
- ✓ View data by location to see where additional support may be needed

o Products:  Sentiment

 **Data Notes:** Review data grouped by the original posted review date; all dates and timestamps are in UTC

Analyze: Guest Sentiment by Location

Guest Sentiment Summary by Location

Compare Guest Sentiment across multiple locations, evaluate content provider mix and distribution of ratings overall

Week Format: Mon-Sun | Date Range: Last 8 Weeks

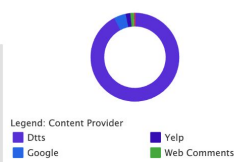
Metric: Rating | Concept: [] | Store Number: (All) | Location: (All) | Content Provider: (All) | Engagement Status: (All) | Recommendation: (All) | Rating: (All)

Guest Sentiment Summary Stats (Rating)

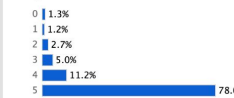
Guest Sentiment data from 2/20/2023 to 4/16/2023. Click the "-" while hovering over "Concept" to collapse table to concept-level.

Concept	Store Number	Location	Total Reviews	Avg Rating	Concept-Wide Avg Rating	Total Engaged Reviews	Response Rate	Concept-Wide Response Rate
Grand Total			18,821	4.6	4.6	6,663	35.4%	35.4%
	1,144		4.6	4.6	295	25.8%	35.4%	
	269		4.7	4.6	88	32.7%	35.4%	
	1,230		4.8	4.6	1,209	98.3%	35.4%	
	799		4.7	4.6	199	24.9%	35.4%	
	402		4.3	4.6	171	42.5%	35.4%	
	825		4.7	4.6	177	21.5%	35.4%	
	768		4.2	4.6	232	30.2%	35.4%	
	973		4.6	4.6	940	96.6%	35.4%	
	975		4.6	4.6	240	24.6%	35.4%	
	1,236		4.5	4.6	350	28.3%	35.4%	
	637		4.6	4.6	180	28.3%	35.4%	
	453		4.5	4.6	120	26.5%	35.4%	
	1,007		4.8	4.6	229	22.7%	35.4%	
	428		4.6	4.6	228	53.3%	35.4%	
	959		4.7	4.6	260	27.1%	35.4%	
	724		4.5	4.6	198	27.3%	35.4%	
	432		4.7	4.6	90	20.8%	35.4%	
	757		4.6	4.6	236	31.2%	35.4%	
	803		4.7	4.6	190	23.7%	35.4%	
	428		4.6	4.6	103	24.1%	35.4%	
	763		4.7	4.6	164	21.5%	35.4%	
	209		4.5	4.6	59	28.2%	35.4%	
	515		4.5	4.6	136	26.4%	35.4%	

Content Provider Breakdown



Rating Breakdown



Content Provider: (All) []
 (All)
 App Feedback
 Bar Survey
 Bing
 Dtts
 Email Survey


Recommendation: (All) []
 (All)
 None
 Negative
 Neutral
 Positive

Engagement Status: (All) []
 (All)
 Cannot Contact
 Engaged
 Review Removed
 Unengaged

Understand aggregate guest feedback and engagement

- ✓ Analyze reviews across multiple locations to identify and fix emerging trends before they negatively impact sales
- ✓ Leverage the *Content Provider* filter to easily see where your biggest advocates and detractors congregate
- ✓ View each location's *Response Rate* to diagnose areas for better engagement

o Products:  Sentiment

 **Data Notes:** Review data grouped by the original posted review date; all dates and timestamps are in UTC

Guest Sentiment Reports: Key Terms and Definitions

Data Element Name	Data Element Description
Total Reviews	The total distinct count of reviews, excluding any deleted reviews.
Rating	The numerical rating provided by the reviewer.
Global Avg. Rating	The average (mean) rating from all reviews within your organization.
Sentiment Score	An Olo custom value based on a text analysis algorithm. Please note it is not available for all reviews.
Global Avg. Sentiment Score	The average (mean) <i>Sentiment Score</i> from all reviews within your organization.
Response Rate	A calculation of $[Total\ Engaged\ Reviews] / [Total\ Reviews]$ for all filtered reviews posted within the filtered date range.
Engaged Reviews	The distinct count of guest reviews or surveys that the <i>Brand</i> replied or engaged with.
(Filter) Content Provider	The original platform/source provider of the review (e.g. web survey, Yelp, Google, etc.).
(Filter) Engagement Status	Indicates whether or not the review has marked as <i>Engaged</i> in Sentiment, either manually or automatically from a collected response.

Analyze: Guest Net Promoter Score (NPS)

NPS Summary Stats

View high-level metrics on NPS over a given period of time

Week Format: Mon-Sun | Date Range: Last 4 Weeks
 Concept: (All) | Location: (All) | Day of Week: (All) | Source: (All) | Email Opt In: (All) | SMS Opt In: (All)

Company-Wide

NPS
61.8
 Total Responses
57,686
 Promoters
43,729 (75.81%)
 Passives
5,855 (10.15%)
 Detractors
8,102 (14.05%)

NPS By Location

Data from 4/3/2023 to 4/30/2023

Concept	Location	NPS	Responses	Promoters	Passives	Detractors
		25.0	44	26	3	15
		4.6	130	61	14	55
		31.0	58	32	12	14
		54.5	99	71	11	17
		59.4	106	78	13	15
		56.6	76	55	9	12
		53.6	69	49	8	12
		30.2	106	64	10	32
		75.6	41	35	2	4
		27.4	84	51	5	28
		24.7	77	42	12	23
		25.0	16	9	2	5
		69.0	87	69	9	9
		68.0	75	60	6	9
		74.6	67	57	3	7
		23.7	38	22	3	13
		81.8	55	50	0	5
		44.6	56	38	5	13
		60.0	75	56	8	11
		27.9	111	65	12	34
		34.0	47	28	7	12
		42.9	49	34	2	13
		54.7	53	39	4	10
		71.7	46	38	3	5

Source

(All)

- (All)
- Dine-In Survey
- Email Survey
- Friends & Family Survey
- Nps Surveys
- Olo Feedback
- Olo Test Survey

Email Opt In

(All)

- (All)
- Null
- False
- True

Cancel Apply

SMS Opt In

(All)

- (All)
- Null
- False
- True


Cancel Apply

Understand overall guest satisfaction in a given period

- ✓ Analyze overall NPS and *Promoters*, *Passives*, and *Detractors* percentages in a given time period
- ✓ Leverage the *Source* filter to evaluate the most common origin of *Promoters* and *Detractors*
- ✓ View data by *location* to identify units that may need additional support


Products:


 Marketing Sentiment


Data Note: Uses Olo surveys with 0-10 or 1-10 rating scales only

Analyze: Guest NPS Over Time

NPS Over Time

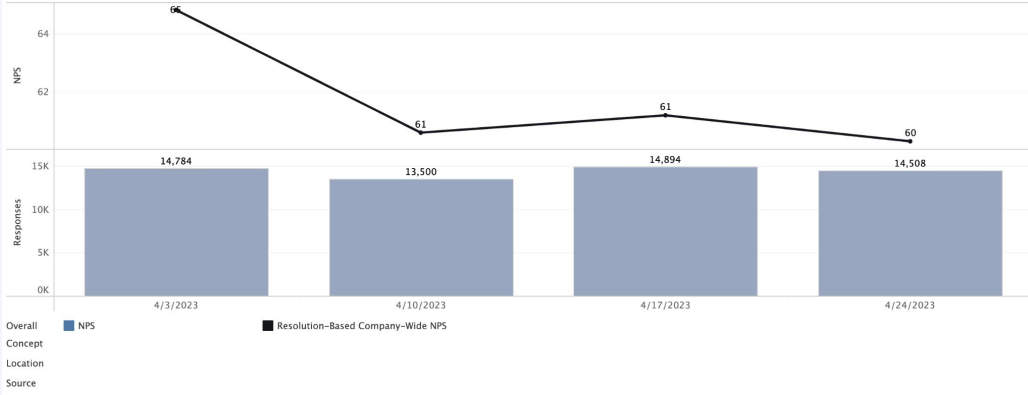
View NPS overall changes, or compare trends between ownerships, markets, and locations

Week Format: Mon-Sun | Date Range: Last 4 Weeks

Data Shown: Overall | Concept: (All) | Location: (All) | Day of Week: (All) | Source: (All) | Email Opt In: (All) | SMS Opt In: (All)

NPS Over Time (Company-Wide)

Data from 4/3/2023 to 4/30/2023



Data Shown

Overall

- Overall
- By Location
- By Source
- By Concept

Date Range

Last 4 Weeks

- Yesterday
- Last 7 Days
- Last 14 Days
- Last 28 Days
- Last Week
- Last 2 Weeks

Day of Week

(All)

- (All)
- Sunday
- Monday
- Tuesday

Understand trends over time in guest satisfaction

- ✓ Analyze NPS overall and by *Location*, *Source*, and *Concept* to measure operational effectiveness
- ✓ Leverage the *Day of Week* filter to evaluate how guest satisfaction changes by daypart
- ✓ View the *Raw Survey Response Data* tab to drill down into individual survey details

Products: Marketing Sentiment

Data Note: Uses Olo surveys with 0-10 or 1-10 rating scales only

Guest NPS Reports: Key Terms and Definitions

Data Element Name	Data Element Description
NPS	A calculation of <i>(% of Promoters) - (% of Detractors)</i> that results in scores on a scale of -100 to 100.
Promoters	People who responded to the survey with a rating of 9-10, indicating they are more likely to actively promote the restaurant.
Passives	People who responded to the survey with a rating of 7-8, indicating they are less likely to refer others with enthusiasm.
Detractors	People who responded to the survey with a rating of 0-6, indicating they are more likely to discourage people from the restaurant.
(Filter) Source	The name of the Olo survey, as it appears in the Dashboard.
(Filter) Email Opt In	Indicates whether or not the guest has opted in to email marketing.
(Filter) SMS Opt In	Indicates whether or not the guest has opted in to SMS marketing.

Analyze: Overall Cover Traffic

Cover Traffic

What's the overall breakdown of our covers? How does this vary by location?

Week Format: Date Range:

Concept: Location: Party Status: Party Type: Party Origin: Day of Week: Time of Day:

Cover Traffic Summary by Location

Host party data from 2/20/2023 to 4/16/2023

Concept	Location	Total Covers	Total Parties	Daily Avg Covers	Daily Avg Parties	Avg. Party Size	% Covers Seated	% Covers Abandoned	% Covers Cancelled	% Covers No-Showed	% Covers Not Yet Seated
Grand Total		42,072,009	16,036,557	751,285.9	286,367.1	2.6	89.7%	6.8%	1.6%	1.9%	0.0%
	Concept Overall	62,171	29,890	1,110.2	533.8	2.1	88.2%	7.8%	1.9%	2.1%	0.0%
		10,735	9,701	191.7	173.2	1.1	84.4%	6.9%	3.5%	5.2%	0.0%
		10,761	6,886	192.2	123.0	1.6	84.8%	12.1%	0.3%	2.8%	0.0%
		40,675	13,303	726.3	237.6	3.1	90.1%	6.9%	2.0%	1.0%	0.0%
	Concept Overall	562,969	186,652	10,053.0	3,333.1	3.0	94.9%	3.2%	0.8%	1.1%	0.0%
		11,046	3,851	197.3	68.8	2.9	95.8%	2.6%	0.4%	1.2%	0.0%
		11,691	4,141	208.8	73.9	2.8	96.5%	0.7%	0.8%	2.0%	0.0%
		13,118	4,393	234.3	78.4	3.0	94.0%	3.3%	0.5%	2.2%	0.0%
		13,543	4,404	241.8	78.6	3.1	95.8%	1.5%	1.0%	1.7%	0.0%
		13,759	4,573	245.7	81.7	3.0	91.2%	3.7%	0.9%	4.3%	0.0%
		15,310	4,969	273.4	88.7	3.1	93.6%	6.4%	0.0%	0.0%	0.0%
		15,335	5,206	273.8	93.0	2.9	96.0%	2.2%	0.8%	1.0%	0.0%
		16,399	4,120	292.8	73.6	4.0	91.1%	1.8%	3.1%	4.0%	0.0%
		17,193	4,987	307.0	89.1	3.4	93.1%	2.7%	1.1%	3.1%	0.0%
		17,503	5,947	312.6	106.2	2.9	94.7%	1.9%	2.1%	1.3%	0.0%
		18,021	6,031	321.8	107.7	3.0	96.4%	2.6%	0.6%	0.5%	0.0%
		18,754	7,141	334.9	127.5	2.6	97.9%	1.7%	0.0%	0.4%	0.0%
		19,606	6,554	350.1	117.0	3.0	94.7%	1.6%	2.1%	1.7%	0.0%
		19,688	7,007	351.6	125.1	2.8	94.7%	4.2%	0.6%	0.4%	0.0%
		19,690	6,537	351.6	116.7	3.0	94.5%	4.5%	0.1%	0.9%	0.0%
		19,915	7,336	355.6	131.0	2.7	96.3%	2.4%	0.6%	0.7%	0.0%
		22,512	8,119	402.0	145.0	2.8	97.1%	1.8%	0.3%	0.8%	0.0%

Party Type

- (All)
- App Ahead Waitlist
- Call Ahead Waitlist
- Future Reservation
- Same Day Reservation

Party Origin

- (All)
- API
- Google
- POS


Party Status

- (All)
- Abandoned
- Cancellation
- No-Show

Understand cover traffic performance

- ✓ Analyze cover traffic by channel to uncover areas of strength and future marketing opportunities
- ✓ Identify which locations have the best and worst abandoned cover percentage to diagnose operations issues
- ✓ View data using custom time periods to investigate specific moments in time

 Products:  Host

 **Data Note:** Data is grouped by the time the party was seated (if not seated, the expected seated time is used)

Analyze: Cover Traffic by Daypart

Traffic by Time of Day / Location

Avg Daily Covers from 2/27/2023 to 4/23/2023

Location	16:00	16:15	16:30	16:45
	7	7	9	
	4	5	4	
	14	13	15	
	2	3	3	
	8	11	10	
	6	6	7	
	4	5	5	
	9	9	9	
	2	2	3	
	11	10	11	
	4	3	3	
	7	8	11	
	8	7	9	

Traffic by Day of Week / Location

Avg Daily Covers from 2/27/2023 to 4/23/2023

Location	Monday	Tuesday	Wednesday
	190	171	200
	114	122	111
	112	111	111
	192	197	197
	137	173	173
	19	35	35
	116	117	117
	135	127	127
	53	58	58
	137	145	145
	79	94	94
	157	195	195
	150	171	171
	112	112	112

Traffic by Time of Day / Day of Week


Avg Daily Covers from 2/27/2023 to 4/23/2023

Day of We..	Time of Day														
	15:45	16:00	16:15	16:30	16:45	17:00	17:15	17:30	17:45	18:00	18:15	18:30	18:45	19:00	19:15
Monday	3,660	5,223	5,598	6,853	8,461	11,282	12,541	14,495	15,469	16,576	15,367	15,596	14,067	13,566	11,282
Tuesday	3,806	5,382	6,102	7,433	9,473	12,992	14,387	16,611	17,590	19,082	17,363	17,969	15,840	15,429	13,566
Wednesday	4,149	5,856	6,387	8,203	10,262	14,117	15,502	17,801	18,870	20,058	18,820	19,040	16,817	16,579	13,566
Thursday	4,509	6,517	7,241	9,202	11,279	15,518	16,975	19,333	20,179	22,097	20,514	20,930	18,916	18,977	16,579
Friday	7,129	10,364	11,488	14,553	18,103	24,162	26,036	29,153	29,904	32,578	30,820	32,412	30,627	31,292	28,103
Saturday	15,371	19,053	20,070	22,672	25,922	31,951	32,065	34,099	34,089	36,793	34,517	35,288	32,862	33,584	29,904
Sunday	13,334	15,732	15,534	16,817	18,240	21,642	20,762	22,128	21,656	22,785	20,738	20,376	18,137	17,596	14,553

Understand cover traffic trends by daypart

- ✓ Analyze daypart trends by time of day, day of week, and time of day to identify when demand is strongest
- ✓ Leverage *Party Status*, *Party Type*, and *Party Origin* filters to deep dive on your traffic sources and channels
- ✓ View guest cover traffic data by location to uncover areas for improvement

ojo Products:  Host

 **Data Note:** Data is grouped by the time the party was seated (if not seated, the expected seated time is used)

Analyze: Cover Traffic by Party Size

Cover Traffic

What patterns do we see in the traffic to our restaurant? When is the demand the highest?

Week Format: Mon-Sun | Date Range: Last 8 Weeks

Covers/Parties: Avg Daily Covers | Concept: (All) | Location: (All) | Party Status: (All) | Party Type: (All) | Party Origin: (All)

Traffic by Party Size / Location


Avg Daily Covers from 2/27/2023 to 4/23/2023

Location	Party Size (# of Guests)									
	0	1	2	3	4	5	6	7	8+	
	0	17	119	49	39	21	16	11	28	
	0	14	103	39	33	22	17	10	21	
	0	11	67	29	22	17	14	11	20	
	0	8	78	29	31	16	11	11	33	
	0	7	37	15	13	9	12	11	20	
	0	15	110	45	38	21	19	12	27	
	0	18	86	35	31	22	19	12	26	
	0	13	77	33	26	16	13	9	21	
	0	13	120	53	38	24	18	14	21	
	0	10	102	38	40	23	18	14	32	
	0	6	22	12	12	7	10	7	12	
	0	6	73	33	27	23	12	12	23	
	0	7	74	37	33	18	17	13	17	

Understand cover traffic trends by party size

- ✓ Analyze average *Party Size* to optimize restaurant floor plans and maximize throughput
- ✓ Leverage *Party Status*, *Party Type*, and *Party Origin* filters to deep dive on your traffic sources and channels
- ✓ View guest cover traffic data by location to uncover areas of improvement

ojo Products:  Host

 **Data Note:** Data is grouped by the time the party was seated (if not seated, the expected seated time is used)

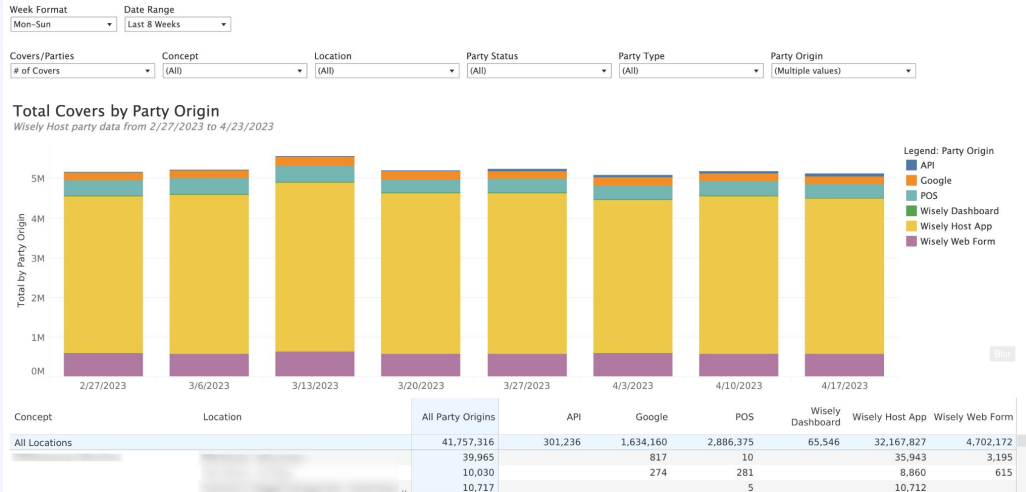
Cover Traffic Reports: Key Terms and Definitions

Data Element Name	Data Element Description
Avg Daily Covers	The <i>average</i> daily count of all distinct parties in the filtered set of parties (includes days when 0 covers are present).
Total Covers	The <i>sum</i> of all party sizes in the filtered set of parties.
Avg Daily Parties	The <i>average daily sum</i> of all party sizes in the filtered set of parties (includes days when 0 parties are present).
Total Parties	The <i>count</i> of all distinct parties in the filtered set of parties.
(Filter) Party Type	<p>App Ahead Waitlist: Party that joined the waitlist remotely via a third party Guest App / Guest API event.</p> <p>Call Ahead Waitlist: Party created via the Host App/Dashboard/POS, marked as <i>Call Ahead</i>.</p> <p>Future Reservation: Party with a booked reservation at a given time, created some day <i>prior</i> to the reservation.</p> <p>Same Day Reservation: Party booked with a reservation at a given time, created on the <i>same</i> day of the reservation.</p> <p>Walk In No Waitlist: Party that walked in without joining the waitlist.</p> <p>Walk In Waitlist: Party that walked in and joined the waitlist.</p> <p>Web Ahead Waitlist: Party that joined the waitlist remotely via a Wisely Embedded Web Form or Google.</p>
(Filter) Party Origin	<p>API: Party created via a Guest API event.</p> <p>Google: Party created via Google.</p> <p>Guest App: Party created via a Guest App.</p> <p>POS: Party created via a POS event.</p> <p>Wisely Dashboard/App/Form: Party created via the Wisely Dashboard, Host App, or Embedded Web Form.</p>
(Filter) Party Status	<p>Seated at Table/Bar: Include parties that were seated at a table/bar.</p> <p>Abandoned: Include parties that abandoned the waitlist.</p> <p>No Show: Include parties that were marked as a no-show</p> <p>Cancellation: Include parties that were cancelled.</p> <p>Not Yet Seated: Include future parties that are not yet seated.</p>

Analyze: Party Creation by Origin

Party Creation by Origin

How are our guests booking reservations and joining the waitlist? How many covers and parties are generated by each point of origin?



Covers/Parties

- # of Covers
- # of Parties
- % of Total Covers
- % of Total Parties

Party Type

- (All)
- (All)
- App Ahead Waitlist
- Call Ahead Waitlist
- Future Reservation
- Same Day Reservation


Party Status

- (All)
- (All)
- Abandoned
- Cancellation
- No-Show

Understand the origin of covers and parties over time

- ✓ Analyze the distribution of guest reservations and waitlist signups by technical source
- ✓ Leverage the *Party Type* and *Party Status* filters to evaluate trends based on specific guest behavior
- ✓ View data by *Location* to diagnose issues and opportunities by unit

o Products:  Host

 **Data Note:** All data is grouped by the time of party creation

Analyze: Party Creation by Type

Party Creation by Type

How are our guests booking reservations and joining the waitlist? How many covers and parties are generated by each type of party?



Covers/Parties

- # of Covers
- # of Parties
- % of Total Covers
- % of Total Parties

Party Origin

- (Multiple values)
- (All)
- API
- Google
- POS

Party Status

- (All)
- (All)
- Abandoned
- Cancellation
- No-Show

Understand the type of covers and parties over time

- ✓ Analyze the distribution of guest reservations and waitlist signups by party type
- ✓ Leverage the *Party Origin* and *Party Status* filters to evaluate trends based on specific guest behavior
- ✓ View data by *Location* to diagnose issues and opportunities by unit

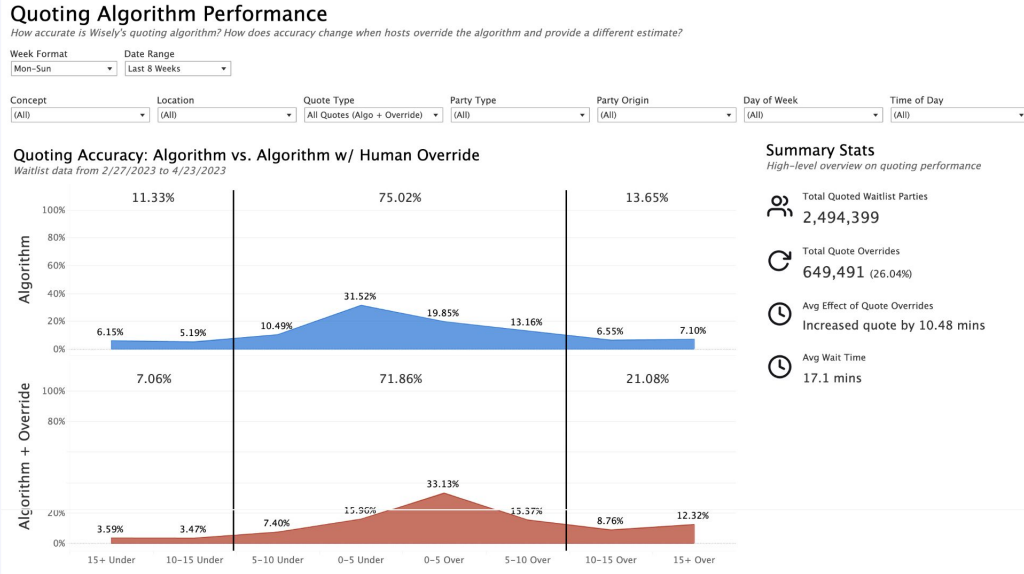
o Products: Host

Data Note: All data is grouped by the time of party creation

Party Creation Reports: Key Terms and Definitions

Data Element Name	Data Element Description
# of Covers	The sum of all <i>Party Sizes</i> in the filtered set of parties.
% of Total Covers	The percentage of total <i>Covers</i> by <i>Party Type/Origin</i> .
# of Parties	The count of all distinct <i>Parties</i> in the filtered set of parties.
% of Total Parties	The percentage of total <i>Parties</i> by <i>Party Type/Origin</i> .
(Filter) Party Type	<p>App Ahead Waitlist: Party that joined the waitlist remotely via a third party Guest App / Guest API event.</p> <p>Call Ahead Waitlist: Party created via the Host App/Dashboard/POS, marked as <i>Call Ahead</i>.</p> <p>Future Reservation: Party with a booked reservation at a given time, created some day <i>prior</i> to the reservation.</p> <p>Same Day Reservation: Party booked with a reservation at a given time, created on the <i>same</i> day of the reservation.</p> <p>Walk In No Waitlist: Party that walked in without joining the waitlist.</p> <p>Walk In Waitlist: Party that walked in and joined the waitlist.</p> <p>Web Ahead Waitlist: Party that joined the waitlist remotely via a Wisely Embedded Web Form or Google.</p>
(Filter) Party Origin	<p>API: Party created via a Guest API event.</p> <p>Google: Party created via Google.</p> <p>Guest App: Party created via a Guest App.</p> <p>POS: Party created via a POS event.</p> <p>Wisely Dashboard/App/Form: Party created via the Wisely Dashboard, Host App, or Embedded Web Form.</p>
(Filter) Party Status	<p>Seated at Table/Bar: Include parties that were seated at a table/bar.</p> <p>Abandoned: Include parties that abandoned the waitlist.</p> <p>No Show: Include parties that were marked as a no-show</p> <p>Cancellation: Include parties that were cancelled.</p> <p>Not Yet Seated: Include future parties that are not yet seated.</p>

Analyze: Quoting Algorithm Performance



Summary Stats

High-level overview on quoting performance

- Total Quoted Waitlist Parties: 2,494,399
- Total Quote Overrides: 649,491 (26.04%)
- Avg Effect of Quote Overrides: Increased quote by 10.48 mins
- Avg Wait Time: 17.1 mins

Quote Type

- All Quotes (Algo + Override)
- All Quotes (Algo + Override) Overrides Only

Party Type

- (All)
- (All)
- App Ahead Waitlist
- Call Ahead Waitlist
- Walk In Waitlist
- Web Ahead Waitlist

Cancel Apply

Party Origin

- (All)
- (All)
- API
- Google
- Wisely Host App
- Wisely Web Form

Cancel Apply

Understand guest perceived accuracy of wait times

- ✓ Analyze the accuracy of Olo's quoting algorithm based on guests' quoted wait time ranges
- ✓ Identify the impact of *manual overrides* to estimated wait times by host staff on quote accuracy
- ✓ View data by actual system quoted time or by accuracy within quoted buffer

Products: Host

Data Note: View all data nuances on the *Key Data Considerations* slide

Analyze: Quoting Algorithm Over Time

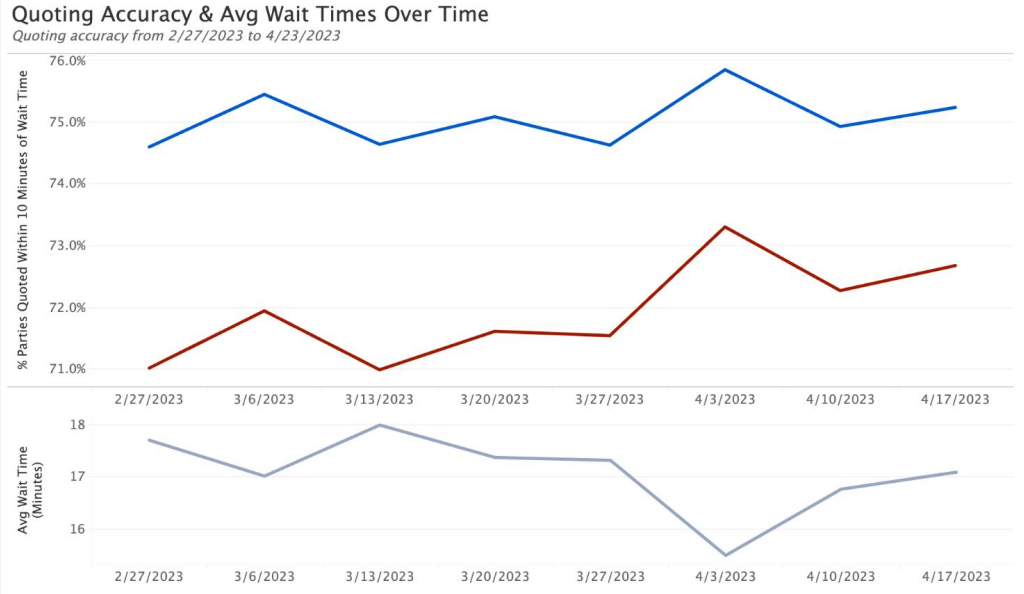


Chart Legend

- % Accurate (Algorithm)
- % Accurate (Algo + Override)
- Avg Wait Time



Total Quote Overrides
649,446 (26.04%)




Avg Effect of Quote Overrides
Increased quote by 10.48 mins

Understand quote accuracy and wait times trends

- ✓ Analyze the relationship between *quoting accuracy* and *average wait time* to better measure the operational effectiveness
- ✓ Leverage the *Date Range* filter to evaluate progress in quoting accuracy over time
- ✓ View data by *location* to evaluate where additional support and training is needed

olo Products:  Host

 **Data Note:** View all data nuances on the *Key Data Considerations* slide

Analyze: Quoting Algorithm by Location

Quoting Algorithm Performance

How accurate is Wisely's quoting algorithm? How does accuracy change when hosts override the algorithm and provide a different estimate?

Week Format: Date Range:
 Concept: Location: Quote Type: Party Type: Party Origin: Day of Week: Time of Day:

Accuracy by Location

Waitlist data from 2/27/2023 to 4/23/2023

Concept	Location	Store #	Avg Quote Override Effect	Total Quoted Waitlist Parties	Quote Override %	% Under (Algorithm)	% Accurate (Algorithm)	% Over (Algorithm)	% Under (Algo + Override)	% Accurate (Algo + Override)	% Over (Algo + Override)
			Increased quote by 6.95 mins	978	53.7%	14.7%	64.4%	20.9%	9.5%	61.1%	29.3%
			Increased quote by 9.56 mins	734	23.4%	24.0%	55.7%	20.3%	21.0%	53.5%	25.5%
			Increased quote by 8.42 mins	1,000	26.3%	14.7%	63.0%	22.3%	12.0%	59.2%	28.8%
			Increased quote by 3.02 mins	1,521	1.1%	12.6%	63.0%	24.4%	12.7%	62.5%	24.8%
			Increased quote by 9.15 mins	1,868	2.6%	21.3%	58.8%	19.9%	21.2%	58.1%	20.7%
			Increased quote by 13.17 mins	1,601	5.7%	15.7%	68.9%	15.4%	14.4%	68.1%	17.4%
			Increased quote by 14.82 mins	3,173	15.8%	5.7%	88.1%	6.1%	2.3%	85.2%	12.5%
			Reduced quote by 4.12 mins	1,284	3.5%	14.9%	58.1%	27.0%	14.5%	59.7%	25.9%
			Increased quote by 9.09 mins	707	30.6%	9.6%	65.9%	24.5%	5.5%	60.0%	34.5%
			Increased quote by 20.36 mins	1,320	18.5%	11.4%	64.6%	24.0%	8.4%	58.0%	33.6%
			Increased quote by 15.45 mins	384	21.4%	17.7%	64.8%	17.4%	12.2%	60.2%	27.6%
			Reduced quote by 13.71 mins	14	14.3%	0.0%	42.9%	57.1%	0.0%	57.1%	42.9%
			Increased quote by 1.55 mins	1,602	1.1%	11.2%	74.8%	14.0%	11.0%	74.1%	14.9%
			Increased quote by 4.62 mins	912	25.4%	9.1%	77.2%	13.7%	7.3%	74.2%	18.4%
			Reduced quote by 2.60 mins	825	0.8%	14.4%	61.7%	23.9%	14.2%	62.5%	23.3%
			Increased quote by 4.10 mins	415	1.0%	11.8%	73.3%	14.9%	12.3%	73.0%	14.7%
			Increased quote by 5.38 mins	1,456	9.7%	8.3%	85.5%	6.2%	7.3%	84.8%	8.0%
			Increased quote by 0.93 mins	963	2.7%	16.0%	58.0%	24.8%	16.1%	58.5%	25.4%
			Reduced quote by 5.32 mins	869	1.0%	22.1%	46.0%	31.9%	22.0%	46.0%	32.0%
			Increased quote by 10.97 mins	317	25.9%	12.9%	66.2%	20.8%	12.3%	54.9%	32.8%
			Increased quote by 5.60 mins	681	14.0%	9.5%	75.2%	15.3%	8.4%	73.7%	17.9%
			Increased quote by 9.89 mins	326	8.3%	18.1%	56.1%	25.8%	18.4%	55.8%	25.8%
			Increased quote by 11.06 mins	1,046	10.4%	10.3%	80.1%	9.7%	7.8%	77.0%	14.7%

Date Range

Day of Week

(All)
 Monday
 Tuesday
 Wednesday


Time of Day

(All)
 0:00
 1:00
 5:00

Understand the impact of wait quote overrides by staff

- ✓ Analyze how quoted wait time was increased or decreased compared to the algorithm by store location
- ✓ Identify top performers and areas for improvement by deep diving into data by *Day of Week* and *Time of Day*
- ✓ View data by *Party Type* and *Party Origin* to identify problem areas

o Products:  Host

 **Data Note:** View all data nuances on the *Key Data Considerations* slide

Quoting Algorithm Performance Reports: Key Terms and Definitions

Data Element Name	Data Element Description
Quoted Waitlist Party	Any waitlist party given an algorithm quote with a wait time greater than 0 minutes.
Quote Override	Occurs when a staff member overrides the suggested algorithm quote and provides their own wait estimate.
Algorithm Quote	The quote time generated by Olo's Quoting Algorithm.
Padding/Override	No Padding & No Override: No padding or manual override was applied to the quote. Padding Only: Padding was applied to the quote but no override. Override Only: An override was applied to the quote but no padding. Padding & Override: Both a manual override and padding was applied to the quote.
Quoted Wait	The wait time quoted to the guest, either direct from the algorithm or the estimated wait time resulting from a manual override.
Actual Wait Time	If notified, the <i>Created Time</i> to <i>Notified Time</i> . If not notified, the <i>Created Time</i> to <i>Seated Time</i> . <ul style="list-style-type: none">• Created Time: When the <i>Party</i> was created in Host.• Notified Time: When the <i>Party</i> was notified that their table was ready via SMS.
Avg Wait Time	The average <i>Actual Wait Time</i> for all quoted waitlist parties.
Algo Quote Diff	The difference between the algorithm's quote and the guests' actual wait time: $(Actual\ Wait\ Time) - (Raw\ Algorithm\ Quote)$
Quoted Wait Diff	Accuracy of Algorithm + Override: $(Actual\ Wait\ Time) - (Midpoint\ of\ Quoted\ Wait)$. For example, if the quoted wait time was 10-20 minutes, the midpoint of the quoted wait would be 15 minutes.

Quoting Algorithm Performance Reports: Key Terms and Definitions (Cont.)

Data Element Name	Data Element Description
(Filter) Quote Type: All Quotes	Includes all quotes, both algorithm generated that the host accepted and quotes the host chose to override.
(Filter) Quote Type: Overrides Only	Includes only quotes that the host chose to override.
(Filter) Party Type	<p>App Ahead Waitlist: Party that joined the waitlist remotely via a third party Guest App / Guest API event.</p> <p>Call Ahead Waitlist: Party created via the Host App/Dashboard/POS, marked as <i>Call Ahead</i>.</p> <p>Future Reservation: Party with a booked reservation at a given time, created some day <i>prior</i> to the reservation.</p> <p>Same Day Reservation: Party booked with a reservation at a given time, created on the <i>same</i> day of the reservation.</p> <p>Walk In No Waitlist: Party that walked in without joining the waitlist.</p> <p>Walk In Waitlist: Party that walked in and joined the waitlist.</p> <p>Web Ahead Waitlist: Party that joined the waitlist remotely via a Wisely Embedded Web Form or Google.</p>
(Filter) Party Origin	<p>API: Party created via a Guest API event.</p> <p>Google: Party created via Google.</p> <p>Guest App: Party created via a Guest App.</p> <p>POS: Party created via a POS event.</p> <p>Wisely Dashboard/App/Form: Party created via the Wisely Dashboard, Host App, or Embedded Web Form.</p>

Quoting Algorithm Performance Reports: Key Data Considerations

Theme	Description
No POS Parties	Any parties created via a POS event (e.g. check created) are excluded from these reports.
No Reservations	Any parties with a reservation time are excluded from these reports.
No Quick-Seated Parties	Any parties that are quick-seated are excluded from these reports.
Valid Quoted Wait	Any parties <i>without a quoted wait time, a quoted wait max of 0, or no associated algorithm quote</i> are excluded from these reports.
Properly Deleted	Any parties that meet any of the following conditions are excluded from this report: <ul style="list-style-type: none">• Party was never deleted from the Host App• Party was deleted within 10 minutes of being created• Party was deleted more than 300 minutes after being created• Party was deleted within 10 minutes of being seated• Party was deleted more than 300 minutes after being seated
Valid Party Size	Parties with a party size of 0 are excluded from these reports.
Not Seated At Bar	Parties marked "Seated at Bar" are excluded from these reports.
Has Actual Wait Time	Parties that do not have an <i>Actual Wait Time</i> value are excluded from these reports. This occurs for parties that were not seated or were seated more than 300 minutes after being created.

Analyze: Reservation Utilization

Reservation Utilization

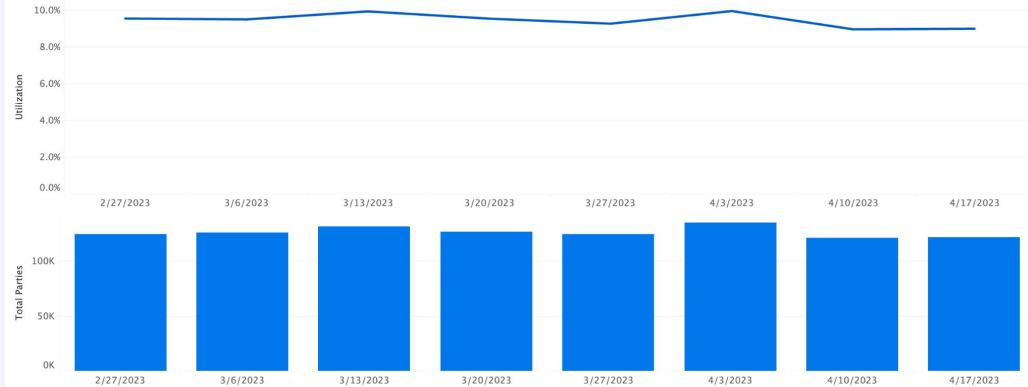
How optimally have we been utilizing our reservation availability?

Week Format: Mon-Sun | Date Range: Last 8 Weeks

Utilization Metric: Party Utilization | Concept: (All) | Location: (All) | Reservation Type: (All) | Day of Week: (All) | Time of Day: (All) | Cancellations/No-Shows: Include | Blocked Slots: Exclude

Utilization Over Time

Party Utilization from 2/27/2023 to 4/23/2023



Utilization Metric: Party Utilization

Reservation Type: (All) [checked] Dine-In [checked] Dinner [checked] Lunch [checked] Patio [checked]

Cancellations/No-Shows: Include [checked] Exclude

Blocked Slots: Exclude [checked] Include

Understand reservation availability trends over time

- ✓ Analyze how optimally restaurant reservation capacity is being used by *Party* or *Cover*
- ✓ Leverage the *Blocked Slots* and *Cancellations/No-Shows* filters to further examine guest behavior
- ✓ View data by *Reservation Type* to uncover opportunities for growth

o Products: Host

Data Note: Data is grouped by *location*, *time of day*, and *day of week* reservation availability slots

Analyze: Reservation Utilization by Daypart

Utilization by Time of Day / Day of Week

Party Utilization from 2/27/2023 to 4/23/2023

Day of Week	30	Time of Day													
		14:45	15:00	15:15	15:30	15:45	16:00	16:15	16:30	16:45	17:00	17:15	17:30	17:45	18:00
Monday	%	39%	43%	36%	47%	43%	53%	48%	57%	51%	75%	72%	87%	87%	91%
Tuesday	%	30%	36%	28%	41%	37%	52%	49%	48%	50%	69%	71%	85%	87%	92%
Wednesday	%	31%	41%	34%	47%	39%	51%	46%	54%	58%	75%	79%	88%	90%	93%
Thursday	%	34%	44%	34%	47%	40%	54%	52%	58%	60%	78%	82%	91%	93%	95%
Friday	%	53%	60%	56%	61%	63%	72%	70%	81%	94%	95%	97%	96%	96%	97%
Saturday	%	89%	91%	90%	91%	95%	96%	97%	97%	97%	98%	96%	99%	99%	96%
Sunday	%	85%	89%	81%	82%	79%	88%	86%	92%	91%	96%	95%	97%	96%	95%

Utilization by Time of Day / Location

Party Utilization from 2/27/2023 to 4/23/2023

Location	11:45	12:00	12:15	12:30	12:45
	85%	91%	91%	90%	83%
	56%	78%	63%	68%	54%
	91%	92%	95%	93%	96%
	95%	96%	98%	98%	98%
	54%	80%	65%	80%	67%
	74%	84%	77%	82%	84%
	36%	65%	54%	73%	53%
	86%	91%	91%	93%	94%
	92%	95%	93%	96%	96%
	34%	54%	33%	52%	36%
	73%	90%	81%	81%	70%

Utilization by Day of Week / Location


Party Utilization from 2/27/2023 to 4/23/2023

Location	Monday	Tuesday	Wednesday
	73%	71%	75%
	43%	41%	46%
	82%	81%	80%
	88%	87%	88%
	61%	57%	61%
	73%	66%	67%
	44%	45%	50%
	84%	77%	82%
	93%	93%	92%
	35%	31%	34%
	65%	57%	62%
	33%	33%	36%

Understand reservation availability by daypart

- ✓ Analyze restaurant reservation capacity by *Time of Day* and *Day of Week* to inform and optimize daypart strategy
- ✓ Leverage the *Date Range* filter to evaluate how changes to operations and marketing are impacting bookings
- ✓ View data by *location* to identify units that may need additional support

ojo Products:  Host

 **Data Note:** Data is grouped by *location*, *time of day*, and *day of week* reservation availability slots

Reservation Utilization Reports: Key Terms and Definitions

Data Element Name	Data Element Description
Party Utilization	A calculation of: <i>(# of reservation parties that booked slots) / (# of total slots)</i>
Cover Utilization	A calculation of: <i>(# of reservation covers that booked slots) / (total cover capacity of slots)</i>
(Filter) Time of Day	The <i>Time of Day</i> , in 15-minute increments, of reservation slots.
(Filter) Day of Week	The <i>Weekday</i> , from Monday through Sunday, of reservation slots.
(Filter) Cancellations/No Shows	The ability to include/exclude parties that cancelled or no-showed from the <u>numerator</u> of the <i>Utilization</i> metrics.
(Filter) Blocked Slots	The ability to include/exclude reservation slots that were intentionally blocked by staff from the <u>denominator</u> of the <i>Utilization</i> metrics.

Analyze: Reservation Accuracy



Party Origin

(All)

- (All)
- Google
- TripleSeat
- Wisely Dashboard

Party Type

(All)

- (All)
- Future Reservation
- Same Day Reservation

Cancel Apply

Honor Until (Mins)

15


On-Time Within (Mins)

5

Understand when reservations are typically seated

- ✓ Analyze how often parties are seated early, on-time, or late compared to their reservation time
- ✓ Leverage the *Honor Until (Mins)* and *On-Time Within (Mins)* filters to customize the evaluation parameters
- ✓ View data by *Party Origin* and *Party Type* to identify guest and staff trends

o Products:  Host

 **Data Note:** Parties that were not seated or did not have a reservation are excluded from this report

Analyze: Reservation Accuracy Over Time

Reservation Accuracy

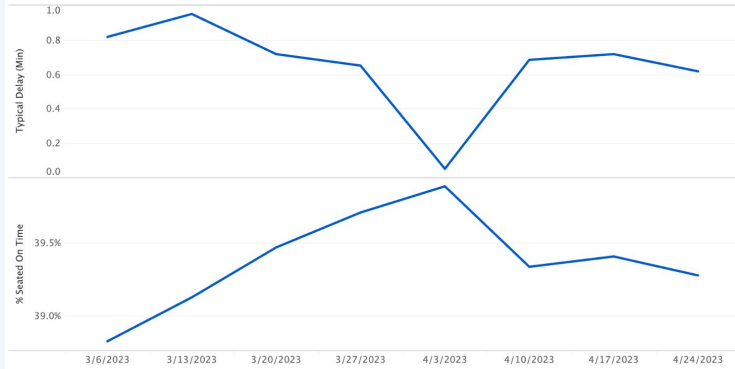
When are reservations typically seated?

Week Format: Mon-Sun | Date Range: Last 8 Weeks

Concept: (All) | Location: (All) | Party Type: (All) | Party Origin: (All) | Day of Week: (All) | Time of Day: (All) | Party Arrival: All Reservations | Honor Until (Mins): 15 | On-Time Within (Mins): 5

Accuracy and Delay over Time

Weekly reservation accuracy from 3/6/2023 to 4/30/2023



Summary Stats

High-level overview on seat delay

	Seated Reservations
	Typical Delay
	Early Arrival
	Late Arrival

864,983
0.63 mins
0 mins
1.8 mins

Day of Week

(All) [v]

(All)
 Monday
 Tuesday
 Wednesday

Time of Day

(All) [v]

(All)
 0:00
 1:00
 6:00

Party Arrival

All Reservations [v]

All Reservations
Early/On-Time Arrival
Late Arrival

Understand reservation delays and seated time trends

- ✓ Analyze how the percentage of reservations *Seated On Time* and their *Typical Delay* changes over time
- ✓ Leverage the *Day of Week* and *Time of Day* filters to evaluate how performance changes by daypart
- ✓ View data by *location* to identify units that need additional support

Products: Host

Data Note: Parties that were not seated or did not have a reservation are excluded from this report

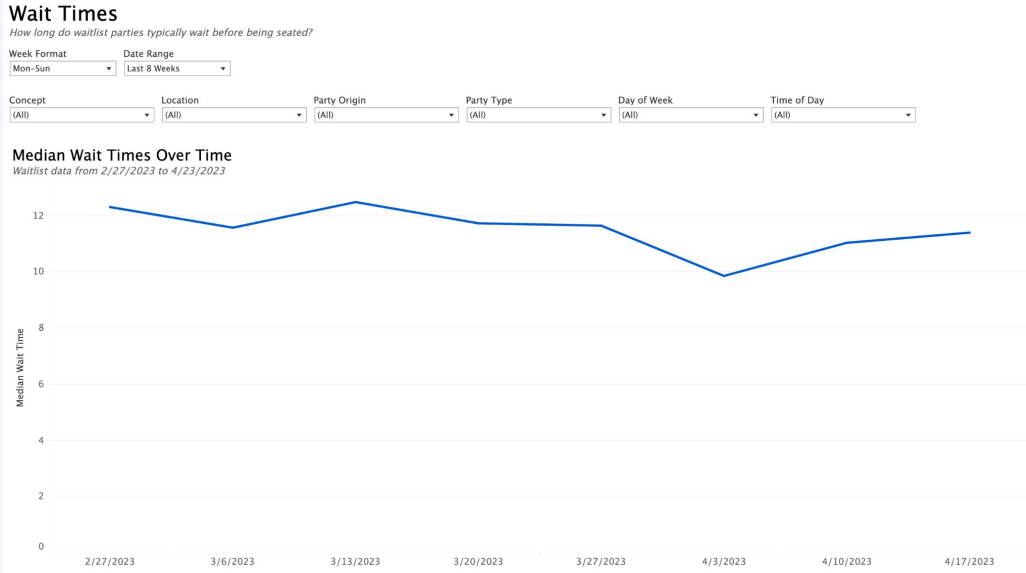
Reservation Accuracy Reports: Key Terms and Definitions

Data Element Name	Data Element Description
Reservations Seated	The total count of all reservations seated within the given filters and time window.
Seated 5 Min Early	The percent of reservations seated <i>over</i> 5 minutes <i>before</i> the reservation time.
Seated Within 5 Min	The percent of reservations seated <i>within</i> 5 minutes of the reservation time.
Seated 5 Min Late	The percent of reservations seated <i>over</i> 5 minutes <i>after</i> the reservation time.
Typical Delay (Mins)	The median minutes of seating delay experienced by the guest, calculated from <i>Reservation Time</i> .
Early/On-Time Arrival	The same as <i>Typical Delay (Mins)</i> but for reservations that check in early.
Late Arrival	The same as <i>Typical Delay (Mins)</i> but for reservations that check in late. <i>Check-In Time</i> is used in place of <i>Reservation Time</i> .
(Filter) Party Type	<p>App Ahead Waitlist: Party that joined the waitlist remotely via a third party Guest App / Guest API event.</p> <p>Call Ahead Waitlist: Party created via the Host App/Dashboard/POS, marked as <i>Call Ahead</i>.</p> <p>Future Reservation: Party with a booked reservation at a given time, created some day <i>prior</i> to the reservation.</p> <p>Same Day Reservation: Party booked with a reservation at a given time, created on the <i>same</i> day of the reservation.</p> <p>Walk In No Waitlist: Party that walked in without joining the waitlist.</p> <p>Walk In Waitlist: Party that walked in and joined the waitlist.</p> <p>Web Ahead Waitlist: Party that joined the waitlist remotely via a Wisely Embedded Web Form or Google.</p>

Reservation Accuracy Reports: Key Terms and Definitions (Cont.)

Data Element Name	Data Element Description
(Filter) Party Origin	API: Party created via a Guest API event. Google: Party created via Google. Guest App: Party created via a Guest App. POS: Party created via a POS event. Wisely Dashboard/App/Form: Party created via the Wisely Dashboard, Host App, or Embedded Web Form.
(Filter) Party Arrival	All Reservations: View all reservation parties Early/On-Time Arrivals: View only reservation parties that were seated early or on time Late Arrivals: View only reservation parties that were seated late
(Filter) Honor Until (Mins)	Sets the amount of time that hosts are expected to honor for a reservation.
(Filter) On-Time Within (Mins)	Sets the amount of time a party may arrive after their reservation and still be considered <i>Early/On-Time</i> . For example, if a party shows up at 7:02 for a 7:00 reservation with the parameter set to 5 minutes, they would be considered <i>On-Time</i> . <ul style="list-style-type: none">• All Reservations: View all reservation parties• Early/On-Time Arrivals: View only reservation parties that were seated early or on time• Late Arrivals: View only reservation parties that were seated late

Analyze: Guest Wait Times




Date Range	Party Origin	Party Type
Last 8 Weeks	(All)	(All)
Yesterday	<input checked="" type="checkbox"/> (All)	<input checked="" type="checkbox"/> (All)
Last 7 Days	<input checked="" type="checkbox"/> API	<input checked="" type="checkbox"/> App Ahead Waitlist
Last 14 Days	<input checked="" type="checkbox"/> Google	<input checked="" type="checkbox"/> Call Ahead Waitlist
Last 28 Days	<input checked="" type="checkbox"/> Wisely Host App	<input checked="" type="checkbox"/> Walk In Waitlist
Last Week	<input checked="" type="checkbox"/> Wisely Web Form	<input checked="" type="checkbox"/> Web Ahead Waitlist
Last 2 Weeks		

Understand typical wait times for parties on the waitlist

- ✓ Analyze trends over time for how long waitlist parties typically wait on average to be seated
- ✓ Leverage the *Party Origin* and *Party Type* filters to evaluate how wait times differ by waitlist channel and source
- ✓ View insights by any combination of *Time of Day*, *Day of Week*, and *Location*

olo Products:  Host

 **Data Note:** View all data nuances on the *Key Data Considerations* slide

Guest Wait Times Report: Key Terms and Definitions

Data Element Name	Data Element Description
Total Parties	The count of all distinct parties in the filtered set of parties.
Median Wait Time	<p>The average wait time for all parties. If Notified, defined as <i>Created Time to Notified Time</i>. If Not Notified, defined as <i>Created Time to Seated Time</i>.</p> <ul style="list-style-type: none"> Created Time: When the <i>Party</i> was created in Host. Notified Time: When the <i>Party</i> was notified that their table was ready via SMS.
(Filter) Party Type	<p>App Ahead Waitlist: Party that joined the waitlist remotely via a third party Guest App / Guest API event.</p> <p>Call Ahead Waitlist: Party created via the Host App/Dashboard/POS, marked as <i>Call Ahead</i>.</p> <p>Future Reservation: Party with a booked reservation at a given time, created some day <i>prior</i> to the reservation.</p> <p>Same Day Reservation: Party booked with a reservation at a given time, created on the <i>same</i> day of the reservation.</p> <p>Walk In No Waitlist: Party that walked in without joining the waitlist.</p> <p>Walk In Waitlist: Party that walked in and joined the waitlist.</p> <p>Web Ahead Waitlist: Party that joined the waitlist remotely via a Wisely Embedded Web Form or Google.</p>
(Filter) Party Origin	<p>API: Party created via a Guest API event.</p> <p>Google: Party created via Google.</p> <p>Guest App: Party created via a Guest App.</p> <p>POS: Party created via a POS event.</p> <p>Wisely Dashboard/App/Form: Party created via the Wisely Dashboard, Host App, or Embedded Web Form.</p>

Guest Wait Times Report: Key Data Considerations

Theme	Description
No POS Parties	Any parties created via a POS event (e.g. check created) are excluded from these reports.
No Reservations	Any parties with a reservation time are excluded from these reports.
No Quick-Seated Parties	Any parties that are quick-seated are excluded from these reports.
Valid Quoted Wait	Any parties <i>without a quoted wait time, a quoted wait max of 0, or no associated algorithm quote</i> are excluded from these reports.
Properly Deleted	Any parties that meet any of the following conditions are excluded from this report: <ul style="list-style-type: none">• Party was never deleted from the Host App• Party was deleted within 10 minutes of being created• Party was deleted more than 300 minutes after being created• Party was deleted within 10 minutes of being seated• Party was deleted more than 300 minutes after being seated
Valid Party Size	Parties with a party size of 0 are excluded from these reports.
Not Seated At Bar	Parties marked "Seated at Bar" are excluded from these reports.

Analyze: Guest Seating Delay

Seat Delay

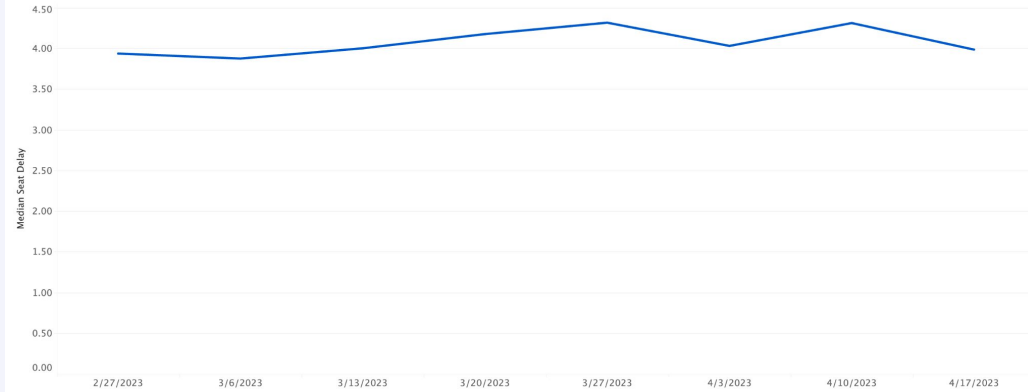
When a party is actively waiting for a table, how long does it take to clear the table from the previous party and seat them?

Week Format: Mon-Sun | Date Range: Last 8 Weeks

Concept: (All) | Location: (All) | Party Origin: (All) | Party Type: (All) | Day of Week: (All) | Time of Day: (All)

Median Seat Delay Over Time

Median seat delay between parties from 2/27/2023 to 4/23/2023



Date Range

- Last 8 Weeks
- Yesterday
- Last 7 Days
- Last 14 Days
- Last 28 Days
- Last Week
- Last 2 Weeks

Party Origin

- (All)
- (All)
- API
- Google
- Wisely Host App
- Wisely Web Form


Party Type

- (All)
- (All)
- App Ahead Waitlist
- Call Ahead Waitlist
- Walk In Waitlist
- Web Ahead Waitlist

Understand how long parties actively wait for a table

- ✓ Analyze how long it takes on average to clear a table from a previous party and seat a new party
- ✓ Leverage the *Party Origin* and *Party Type* filters to evaluate how table turnover differs by waitlist channel and source
- ✓ View insights by any combination of *Time of Day*, *Day of Week*, and *Location*

o Products:  Host

 **Data Note:** View all data nuances on the *Key Data Considerations* slide

Seat Delay Report: Key Terms and Definitions

Data Element Name	Data Element Description
Total Parties	The count of all distinct parties in the filtered set of parties.
Seat Delay	<p>The number of minutes between the previous party being marked finished and the new party being seated. Please note that if a POS integration has been enabled, the party is marked finished at the time the check is closed.</p> <p>Example Seat Delay:</p> <ul style="list-style-type: none"> • Party A is seated at Table 1 • Party B waits to be seated at Table 1 • Party A is marked finished at 12:05 • Party B is seated at 12:10 <p>The seat delay in this instance would be five minutes.</p>
(Filter) Party Type	<p>App Ahead Waitlist: Party that joined the waitlist remotely via a third party Guest App / Guest API event.</p> <p>Call Ahead Waitlist: Party created via the Host App/Dashboard/POS, marked as <i>Call Ahead</i>.</p> <p>Future Reservation: Party with a booked reservation at a given time, created some day <i>prior</i> to the reservation.</p> <p>Same Day Reservation: Party booked with a reservation at a given time, created on the <i>same day</i> of the reservation.</p> <p>Walk In No Waitlist: Party that walked in without joining the waitlist.</p> <p>Walk In Waitlist: Party that walked in and joined the waitlist.</p> <p>Web Ahead Waitlist: Party that joined the waitlist remotely via a Wisely Embedded Web Form or Google.</p>
(Filter) Party Origin	<p>API: Party created via a Guest API event.</p> <p>Google: Party created via Google.</p> <p>Guest App: Party created via a Guest App.</p> <p>POS: Party created via a POS event.</p> <p>Wisely Dashboard/App/Form: Party created via the Wisely Dashboard, Host App, or Embedded Web Form.</p>

Seat Delay Report: Key Data Considerations

Theme	Description
Has Seat	<p>Any parties without a valid Seat Delay value are excluded from this report. To have a valid Seat Delay value, a party must meet these requirements:</p> <ul style="list-style-type: none">• Joined the waitlist• Waited for, and ultimately seated at, a table that was occupied by another party• Was seated at the table for some time between 10 and 300 minutes
No Reservations	<p>Any parties with a reservation time are excluded from this report.</p>
Valid Quote Wait	<p>Any parties <i>without a quoted wait time, a quoted wait max of 0, or no associated algorithm quote</i> are excluded from these reports.</p>
Properly Deleted	<p>Any parties that meet any of the following conditions are excluded from this report:</p> <ul style="list-style-type: none">• Party was never deleted from the Host App• Party was deleted within 10 minutes of being created• Party was deleted more than 300 minutes after being created• Party was deleted within 10 minutes of being seated• Party was deleted more than 300 minutes after being seated

Analyze: Guest Seat Utilization

Seat Utilization

Are parties being seated efficiently? How can the floorplan be optimized?

Week Format: Mon-Sun | Date Range: Last 8 Weeks

Concept: (All) | Location: (All) | Day of Week: (All) | Time of Day: (All) | Table Type: (All) | Seated On Wait: True | Table Size: 1 | Parties Seated: 20 | 850

Seat Utilization by Table

Data from 2/27/2023 to 4/23/2023

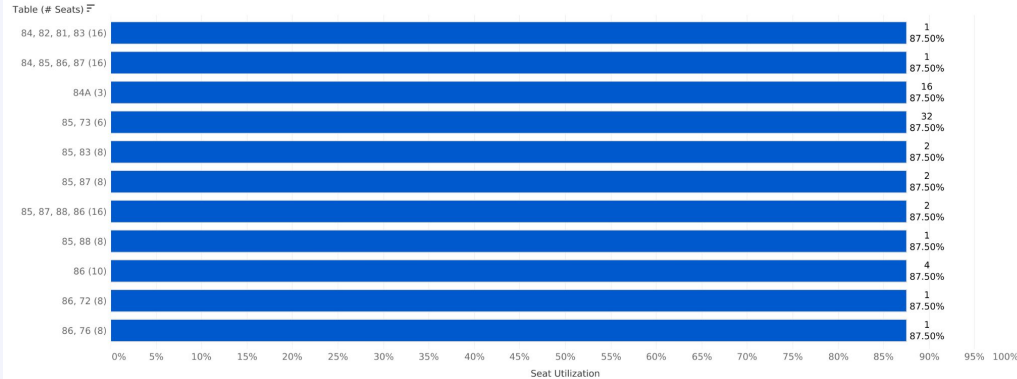


Table Type

(All)

- (All)
- Single Tables
- Table Combinations

Cancel Apply

Seated On Wait

True

- (All)
- False
- True

Cancel Apply

Day of Week


(All)

- (All)
- Sunday
- Monday
- Tuesday

Understand seat utilization of each table on the floorplan

- ✓ Analyze the efficiency of floorplan designs to maximize guest revenue and throughput
- ✓ Leverage the *Table Type* and *Seated On Wait* filters to customize the analysis and identify trends
- ✓ View insights by any combination of *Time of Day*, *Day of Week*, and *Location*

o Products:  Host

 **Data Note:** Tables without a valid seating capacity registered in the Host App are not included in reporting

Seat Utilization Report: Key Terms and Definitions

Data Element Name	Data Element Description
Seat Utilization	<p>The total covers in the time frame as a percentage of the max capacity of the table. For example, let's assume a table with a capacity of four seats two parties in one day, and one party has two covers and the other has three covers.</p> <p>The Seat Utilization would be: 62.5%</p> <ul style="list-style-type: none">Utilization = $100 * (2+3)/(4 \times 2)$
Capacity	The maximum number of <i>Covers</i> that may be seated at a particular table.
Parties	The number of <i>Parties</i> seated at a particular table in the time period.
Covers	The number of <i>Covers</i> seated at a particular table in the time period.
Average Party Size	The average number of <i>Covers</i> in a party in the time period.
(Filter) Table Type	A party may be seated at a single table or spread across multiple tables, so the <i>Table Type</i> value can be <i>Single</i> or <i>Combination</i> .
(Filter) Seated on Wait	If set to <i>True</i> , the <i>Party</i> was not immediately seated (e.g. a Waitlist Party).
(Filter) Table Size	Limits the results to certain tables or combinations based on their <i>capacity</i> (e.g. Table B can seat four people).
(Filter) Parties Seated	Limits the results to certain tables or combinations based on the <i>number of parties seated in them</i> in the specified time frame.

Analyze: Waitlist Abandonment

Waitlist Abandonment

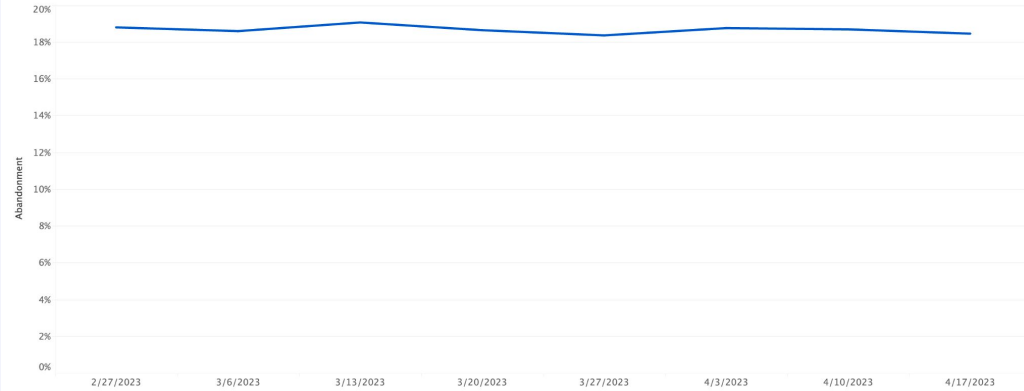
How many of our waitlist parties end up leaving the waitlist?

Week Format: Mon-Sun | Date Range: Last 8 Weeks

Concept: (All) | Location: (All) | Party Origin: (All) | Party Type: (All) | Day of Week: (All) | Time of Day: (All)

Abandonment Over Time

Waitlist data from 2/27/2023 to 4/23/2023



Date Range

- Last 8 Weeks
- Yesterday
- Last 7 Days
- Last 14 Days
- Last 28 Days
- Last Week
- Last 2 Weeks

Party Origin

- (All)
- (All)
- API
- Google
- Wisely Host App
- Wisely Web Form


Party Type

- (All)
- (All)
- App Ahead Waitlist
- Call Ahead Waitlist
- Walk In Waitlist
- Web Ahead Waitlist

Understand how many potential guests

- ✓ Analyze trends over time about how many waitlist parties end up leaving without being seated
- ✓ Leverage the *Party Origin* and *Party Type* filters to evaluate how waitlist abandonment differs by channel
- ✓ View insights by any combination of *Time of Day*, *Day of Week*, and *Location*

o Products:  Host

 **Data Note:** View all data nuances on the *Key Data Considerations* slide

Waitlist Abandonment Report: **Key Terms and Definitions**

Data Element Name	Data Element Description
Total Parties	The count of all distinct <i>Parties</i> in the filtered set of parties.
Seated Parties	The count of all distinct <i>Parties</i> in the filtered set of parties <i>that were seated</i> .
Abandoned Parties	The count of all distinct <i>Parties</i> in the filtered set of parties <i>that were not seated</i> .
Abandonment Percentage	A calculation of: $(Abandoned\ Parties) / (Total\ Parties)$
Wait Max	The higher bound of the estimated wait time range in minutes, as quoted to the party.
Wait Est Max	The max of the range of the estimated wait time, based on the restaurant's quote bucket configuration.
Seated to First Course Mins	The time in minutes from when the guest is seated to when the first meal stage is marked.
(Filter) Party Type	<p>App Ahead Waitlist: Party that joined the waitlist remotely via a third party Guest App / Guest API event.</p> <p>Call Ahead Waitlist: Party created via the Host App/Dashboard/POS, marked as <i>Call Ahead</i>.</p> <p>Future Reservation: Party with a booked reservation at a given time, created some day <i>prior</i> to the reservation.</p> <p>Same Day Reservation: Party booked with a reservation at a given time, created on the <i>same</i> day of the reservation.</p> <p>Walk In No Waitlist: Party that walked in without joining the waitlist.</p> <p>Walk In Waitlist: Party that walked in and joined the waitlist.</p> <p>Web Ahead Waitlist: Party that joined the waitlist remotely via a Wisely Embedded Web Form or Google.</p>
(Filter) Party Origin	<p>API: Party created via a Guest API event.</p> <p>Google: Party created via Google.</p> <p>Guest App: Party created via a Guest App.</p> <p>POS: Party created via a POS event.</p> <p>Wisely Dashboard/App/Form: Party created via the Wisely Dashboard, Host App, or Embedded Web Form.</p>

Waitlist Abandonment Report: Key Data Considerations

Theme	Description
No POS Parties	Any parties created via a POS event (e.g. check created) are excluded from these reports.
No Reservations	Any parties with a reservation time are excluded from these reports.
No Quick-Seated Parties	Any parties that are quick-seated are excluded from these reports.
Valid Quoted Wait	Any parties <i>without a quoted wait time, a quoted wait max of 0, or no associated algorithm quote</i> are excluded from these reports.
Properly Deleted	Any parties that meet any of the following conditions are excluded from this report: <ul style="list-style-type: none">• Party was never deleted from the Host App• Party was deleted within 10 minutes of being created• Party was deleted more than 300 minutes after being created• Party was deleted within 10 minutes of being seated• Party was deleted more than 300 minutes after being seated
Valid Party Size	Parties with a party size of 0 are excluded from these reports.
Not Seated At Bar	Parties marked "Seated at Bar" are excluded from these reports.

Analyze: Waitlist Conversion

Waitlist Conversion

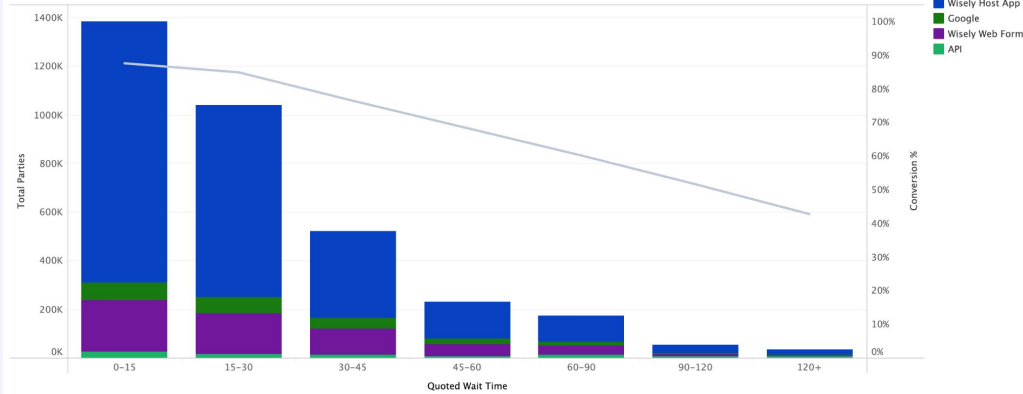
How many waitlist parties end up converting to seated parties? How do party creation channels and quoted wait times impact this conversion rate?

Week Format: Date Range:

Concept: Location: Party Type: Party Origin: Day of Week: Time of Day:

Waitlist Conversion by Quoted Wait and Channel

Waitlist data from 2/27/2023 to 4/23/2023



Date Range

Last 8 Weeks

Yesterday

Last 7 Days

Last 14 Days

Last 28 Days

Last Week

Last 2 Weeks

Party Origin

(All)

(All)

API

Google

Wisely Host App

Wisely Web Form

Party Type

(All)

(All)

App Ahead Waitlist

Call Ahead Waitlist


Walk In Waitlist

Web Ahead Waitlist

Understand how quoted wait time impacts conversion rate

- ✓ Analyze how many waitlist parties end up converting to seated parties based on their quoted wait time
- ✓ Leverage the *Party Origin* and *Party Type* filters to evaluate how waitlist conversion rate differs by source and channel
- ✓ View insights by any combination of *Time of Day*, *Day of Week*, and *Location*

o Products:  Host

 **Data Note:** View all data nuances on the *Key Data Considerations* slide

Waitlist Conversion Report: Key Terms and Definitions

Data Element Name	Data Element Description
Waitlist Party	Any <i>Waitlist Party</i> quoted with a wait time greater than 0 minutes.
Quoted Wait Time	The quoted wait time provided to the guest remotely or at the host stand (midpoint of each quoted wait time grouped into standardized bins, e.g. 0-15 minutes, 15-30 minutes, etc.).
Seated Wisely Host App Parties	The total number of Wisely Host App Parties that were created <i>and seated</i> .
Total Wisely Host App Parties	The total number of Wisely Host App Parties that were created.
Conversion Rate	The percentage of Total Wisely Host:App Parties that were seated, defined as a calculation of: <i>(Seated Wisely Host App Parties) / Total Wisely Host App Parties</i>
Total Observed Parties	The total number of created parties.
% of Observed Parties	The percentage of total created parties that were seated.

Waitlist Conversion Report: Key Data Considerations

Theme	Description
No POS Parties	Any parties created via a POS event (e.g. check created) are excluded from these reports.
No Reservations	Any parties with a reservation time are excluded from these reports.
No Quick-Seated Parties	Any parties that are quick-seated are excluded from these reports.
Valid Quoted Wait	Any parties <i>without a quoted wait time, a quoted wait max of 0, or no associated algorithm quote</i> are excluded from these reports.
Properly Deleted	Any parties that meet any of the following conditions are excluded from this report: <ul style="list-style-type: none">• Party was never deleted from the Host App• Party was deleted within 10 minutes of being created• Party was deleted more than 300 minutes after being created• Party was deleted within 10 minutes of being seated• Party was deleted more than 300 minutes after being seated
Valid Party Size	Parties with a party size of 0 are excluded from these reports.
Not Seated At Bar	Parties marked "Seated at Bar" are excluded from these reports.

Analyze: Waitlist KPIs

Waitlist KPI Scorecard

How do each of our locations perform while running a wait?

Week Format: Mon-Sun | Date Range: Last 7 Days

Concept: (All) | Store #: (All) | Location: (All) | Party Origin: (All) | Party Type: (All) | Day of Week: (All) | Time of Day: (All) | Metrics w/ Limited Data: Show Metrics For Locat...

Quote: Algo | Accuracy: Standard | Quote Parties: All Quotes (Algo + Ove...) | Range Buffer (Minutes): 5

Scorecard

Summarized waitlist data from 4/21/2023 to 4/27/2023

Location	Store #	Daily Seated WL Parties	Total Parties	% Remote Parties	% Abandoned Parties	Override %	Underquote %	Accurate %	Overquote %	Seat Utilization	Median Turn Time	Median Seat Delay	Median Wait Time	Median Seated Party Size
Overall Average		25.2	419,722	32.9%	19.2%	24.4%	11.6%	75.5%	12.9%	68.6%	61.2	4.3	14.4	2.7
5		343.1	2,848	69.4%	15.7%	25.7%	2.6%	75.5%	21.9%	77.0%	62.5	7.6	5.2	2.0
7		234.3	1,851	69.5%	11.4%	26.6%	2.4%	85.9%	11.6%	76.9%	59.6	5.7	4.5	3.0
6		222.6	1,799	68.6%	13.4%	21.4%	4.8%	85.5%	9.7%	76.1%	58.2	5.5	6.8	2.0
11		214.4	1,673	52.1%	10.3%	20.0%	1.4%	82.9%	15.6%	84.6%	63.8	6.4	2.2	2.0
K031		191.0	1,939	100.0%	31.0%	11.4%	20.8%	55.3%	23.8%	38.5%	45.1	3.8	34.6	2.0
K013		189.3	1,928	100.0%	31.3%	5.0%	19.0%	56.3%	24.8%	37.8%	54.4	0.1	36.4	2.0
8700		183.3	1,289	0.2%	0.5%	0.1%	1.9%	94.7%	3.4%	67.3%	59.1	3.4	0.3	2.0
K009		182.6	2,141	100.0%	40.3%	5.4%	24.3%	55.4%	20.3%	38.4%	44.9	5.6	34.6	2.0
K014		172.3	1,364	99.5%	11.6%	2.3%	0.8%	84.3%	14.9%	38.2%	57.3	0.1	3.0	2.0
12		170.3	1,388	63.7%	14.1%	29.0%	2.2%	67.0%	30.8%	79.2%	68.4	4.1	4.1	2.0
3		169.9	1,319	66.3%	9.9%	86.1%	1.6%	71.4%	27.0%	72.1%	63.7	4.6	4.8	2.0
300		169.7	1,641	47.3%	27.6%	5.6%	7.2%	51.5%	41.3%	79.5%	51.5	4.4	18.9	2.0
		164.3	1,463	27.1%	21.4%	88.8%	21.3%	50.3%	28.4%	65.0%	69.5	3.5	43.7	3.0
K010		161.0	1,767	99.7%	36.2%	23.3%	21.4%	54.0%	24.6%	39.6%	41.1	5.6	38.8	2.0
8		156.4	1,147	38.1%	4.5%	11.8%	2.2%	96.0%	1.8%	78.3%	59.5	5.4	2.0	2.0
019		155.6	1,273	34.9%	14.5%	55.4%	9.8%	64.9%	25.3%		47.3	12.2	24.2	3.0
		155.3	1,353	0.4%	19.7%	89.5%	21.9%	51.2%	27.0%	93.7%	56.0	3.0	34.7	2.0
K048		154.0	1,387	98.2%	22.3%	0.3%	7.5%	82.7%	9.7%	37.4%	57.4	4.8	3.9	2.0
1		151.0	1,153	48.6%	8.3%	45.9%	3.9%	84.7%	11.4%	69.5%	59.4	4.5	3.3	3.0
K005		144.4	1,403	100.0%	27.9%	0.0%	22.9%	64.1%	13.0%	46.7%	41.7	4.7	23.6	2.0
		132.4	1,088	0.2%	14.8%	72.8%	7.7%	58.2%	34.1%	66.8%	74.2	7.1	29.3	3.0
		131.0	268	0.0%	2.2%	0.0%	0.4%	25.6%	74.0%		57.8	0.0	19.6	3.0

Quote

Algo

Algo

Algo + Override

Accuracy

Standard

Standard

Guest-Perceived

Quote Parties

All Quotes (Algo + Ove...)

All Quotes (Algo + Override)

Overrides Only


Range Buffer (Minutes)

5

Understand multiple key waitlist metrics at once

- ✓ Analyze operations performance while running a waitlist for all units and by each individual location
- ✓ Leverage the *Accuracy*, *Range Buffer*, and *Quote Parties* filters to tailor your analysis to your needs
- ✓ View data by any combination of *Party Origin*, *Party Type*, and *Daypart*

o Products:  Host

 **Data Note:** View all data nuances on the *Key Data Considerations* slide

Waitlist KPI Scorecard Report: Key Terms and Definitions

Data Element Name	Data Element Description
Daily Seated WL Parties	The daily average count of all distinct seated <i>Parties</i> in the filtered set of parties.
Total Parties	The total count of all distinct <i>Parties</i> in the filtered set of parties.
% Remote Parties	The total count of all distinct <i>Parties</i> in the filtered set of parties <i>that joined remotely</i> , expressed as a percentage.
% Abandoned Parties	The percentage of <i>Parties</i> that were <i>not seated</i> .
Override %	The percentage of quotes that were manually overridden by the host.
Quoting Accuracy	Underquote: Quoted wait time 10+ minutes less than their actual wait. Accurate: Quoted wait time within 10 minutes of their actual wait. Overquote: Quoted wait time 10+ minutes more than their actual wait.
Seat Utilization	The percentage of seats utilized by all seated parties (e.g. party of 3 seated at a 4-top would be 75%).
Median Wait Time	The median wait time for all seated parties. If notified, defined as <i>created time to notified time</i> . If not notified, defined as <i>created time to seated time</i> .
Median Seated Party Size	The median <i>Party Size</i> for all seated parties.
Median Turn Time	The median time <i>from seated to finished</i> for each party.
Median Seat Delay	The median time <i>between parties at a given table</i> . This is only calculated if the second party is actively waiting while the first party is still seated.

Waitlist KPI Scorecard Report: Key Terms and Definitions (Cont.)

Data Element Name	Data Element Description
(Filter) Range Buffer	When using <i>Guest Perceived Accuracy</i> , the amount of buffer you want to give on either side of the quoted range. For example, a 5-minute buffer on a 10-20 minute quote would make the quote accurate if the wait was between 15-25 minutes.
(Filter) Quote: Algo	The quoted wait time provided by the algorithm.
(Filter) Quote: Algo + Override	The quoted wait time with a manual override by the host.
(Filter) Accuracy: Standard	The <i>accuracy</i> of the quoted wait time provided by the algorithm.
(Filter) Accuracy: Guest-Perceived	The <i>accuracy</i> of the quoted wait time including the <i>Range Buffer</i> .
(Filter) Quote Parties: All Quotes - Algo + Overrides	View all quotes, both algorithm and manual override.
(Filter) Quote Parties: Overrides Only	View quotes for manual overrides only.
(Filter) Metrics w/ Limited Data	By default, some metrics are only shown for locations with 10+ daily seated

Waitlist KPI Scorecard Report: Key Data Considerations

Data Element Name	Data Element Description
No POS Parties	Any parties created via a POS event (e.g. check created) are excluded from these reports.
No Reservations	Any parties with a reservation time are excluded from these reports.
No Quick-Seated Parties	Any parties that are quick-seated are excluded from these reports.
Valid Quoted Wait	Any parties <i>without a quoted wait time, a quoted wait max of 0, or no associated algorithm quote</i> are excluded from these reports.
Properly Deleted	Any parties that meet any of the following conditions are excluded from this report: <ul style="list-style-type: none">• Party was never deleted from the Host App• Party was deleted within 10 minutes of being created• Party was deleted more than 300 minutes after being created• Party was deleted within 10 minutes of being seated• Party was deleted more than 300 minutes after being seated
Valid Party Size	Parties with a party size of 0 are excluded from these reports.
Not Seated At Bar	Parties marked "Seated at Bar" are excluded from these reports.

Analyze: Host Compliance Trends

Host Compliance Metrics

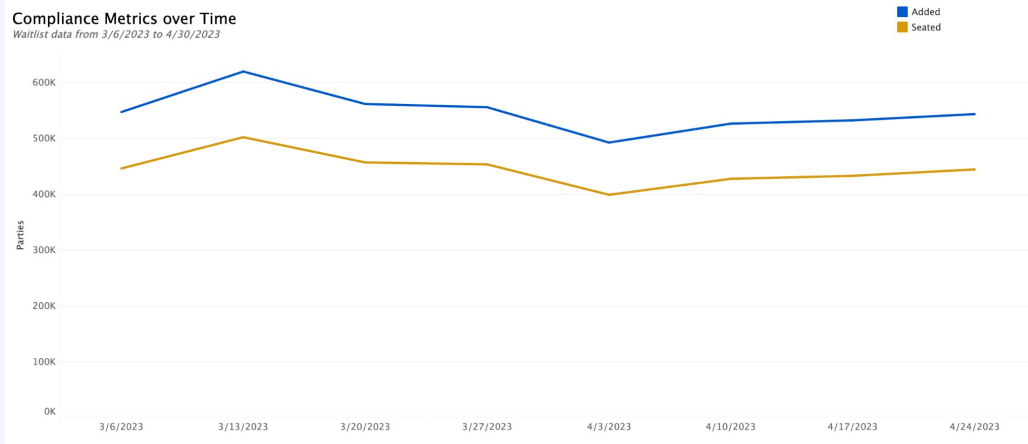
Does anything stand out that could assist the Wait quoting model?

Week Format: Mon-Sun | Date Range: Last 8 Weeks

Program Name: (All) | Merchant Name: (All) | Origin: (All) | Party Type: (All) | Day of Week: (All) | Time of Day: (All) | Metric: Parties Created/Seated

Compliance Metrics over Time

Waitlist data from 3/6/2023 to 4/30/2023



Metric: Parties Created/Seated

- Waitlist Parties
- Parties Created/Seated
- % App Ahead
- % Web Ahead
- Remote - Additional Wait
- % Override
- % Changed Size

Metric: Parties Created/Seated

- % Seated at Table
- % Seated at Bar
- % Zombie
- % No Show
- % Cancellation
- % Deleted Shortly After Seated (10 Mins)
- % Remote - Checkin After Max Quote
- % Seated at Bar over Seated


Party Type: (All)

- (All)
- app_ahead_waitlist
- call_ahead_waitlist
- future_reservation
- same_day_reservation
- walk_in_no_waitlist

Understand waitlist behavior and trends over time

- ✓ Analyze guest and staff behavior to increase the efficiency of your front-of-house operations
- ✓ Leverage the *Metrics* filter to evaluate KPIs like Parties Created/Seated, Percent Override, and Percent No Show
- ✓ View data by *Party Type* to identify areas for improvement

olo Products:  Host

 **Data Note:** Requires a valid algorithm wait time quote for *Parties*; data aggregated hourly based on party creation time

Analyze: Host Compliance by Location

Host Compliance Metrics

Does anything stand out that could assist the Wait quoting model?

Week Format: Mon-Sun | Date Range: Last 8 Weeks

Program Name: (All) | Merchant Name: (All) | Origin: (All) | Party Type: (All) | Day of Week: (All) | Time of Day: (All)

Compliance Metrics by Location

Waitlist data from 3/6/2023 to 4/30/2023

Program Name	Merchant Name	Added	Seat Table	Seat Bar	Seated ..	% Ahead	% App Ahead	% Web Ahead	Remote - Additi..	Remote After M..	% Override	% Chang ed..	Zombie	Cancell..	No Show	Quick Seat D..	% Delete..
	All Locations	9,106	6,107	1,261	17.1%	0.0%	13.9%	2	288	60.6%	1.0%	84	521	1,133	98	2.3%	
609		422	48	10.2%	0.0%	10.3%	-4	0	56.8%	0.2%	7	34	98	9	2.1%		
201		132	22	14.3%	0.0%	21.4%	11	4	83.6%	0.6%	8	12	27	3	2.3%		
300		218	20	8.4%	0.0%	22.0%	21	34	47.3%	1.3%	2	15	45	1	0.5%		
109		52	16	23.5%	0.0%	47.7%	10	6	74.3%	1.8%	2	17	22	0	0.0%		
231		144	28	16.3%	0.0%	31.2%	1	1	70.1%	1.9%	1	30	28	1	0.7%		
256		180	8	4.3%	0.0%	30.1%	4	20	68.4%	1.1%	5	19	44	3	1.7%		
368		219	56	20.4%	0.0%	17.4%	10	11	53.5%	1.6%	4	31	58	4	1.8%		
163		117	5	4.1%	0.0%	0.0%	-10	0	95.1%	1.8%	4	15	22	0	0.0%		
1,974		1,229	450	26.8%	0.0%	0.0%	-17	0	57.4%	0.8%	11	74	210	47	3.8%		
341		208	52	20.0%	0.0%	0.0%	-19	0	89.4%	0.0%	3	34	44	5	2.4%		
704		493	117	19.2%	0.0%	11.5%	-2	0	63.9%	1.4%	2	33	59	11	2.2%		
252		191	27	12.4%	0.0%	2.4%	-14	0	70.2%	0.4%	1	12	21	6	3.1%		
303		225	45	16.7%	0.0%	0.0%	-8	0	75.9%	0.0%	1	15	17	7	3.1%		
685		462	80	14.8%	0.0%	7.2%	4	1	78.7%	1.6%	6	45	92	2	0.4%		
327		246	46	15.8%	0.0%	9.5%	6	4	72.2%	1.4%	2	13	20	3	1.2%		
397		291	38	11.6%	0.0%	15.1%	14	10	75.8%	1.2%	2	28	38	4	1.4%		
47		25	4	13.8%	0.0%	29.8%	-26	2	68.1%	0.0%	2	5	11	1	4.0%		
86		42	16	27.6%	0.0%	36.0%	-12	9	60.5%	1.8%	1	5	22	2	4.8%		
95		48	2	4.0%	0.0%	52.6%	-1	16	21.1%	2.2%	0	3	42	2	4.2%		
331		270	17	5.9%	0.0%	28.7%	3	33	40.8%	0.4%	1	14	29	9	3.3%		
427		229	113	33.0%	0.0%	28.8%	7	17	4.7%	1.0%	2	14	69	11	4.8%		
160		100	5	4.8%	0.0%	38.8%	-2	25	46.9%	1.0%	4	8	43	3	3.0%		
740		564	46	7.5%	0.0%	30.3%	7	95	52.8%	1.6%	13	45	72	6	1.1%		

Date Range: Last 4 Months

- Yesterday
- Last 7 Days
- Last 14 Days
- Last 28 Days
- Last Week

Day of Week: (All)

- (All)
- Monday
- Tuesday
- Wednesday

Time of Day: (All)

- (All)
- 0:00
- 1:00
- 6:00

Understand how effectively locations use the Host app

- ✓ Analyze multiple key Host app metrics at once for all units and by each individual location
- ✓ Leverage the *Day of Week* and *Time of Day* filters to uncover performance trends by daypart
- ✓ View data by Origin and Party Type to identify areas for improvement

o Products: Host

Data Note: Requires a valid algorithm wait time quote for *Parties*; data aggregated hourly based on party creation time

Host Compliance Reports: Key Terms and Definitions

Data Element Name	Data Element Description
Waitlist Parties	The count of all distinct parties in the filtered set of parties.
Parties Created/Seated	Displays the <i>Waitlist Parties Seated</i> metric alongside the <i>Waitlist Parties</i> metric.
% Web Ahead	The percent of <i>Waitlist Parties</i> that have joined via <i>Web</i> .
% App Ahead	The percent of <i>Waitlist Parties</i> that have joined via <i>App</i> .
Remote – Additional Wait	A calculation of: <i>(Median Wait Time for remote parties) - (Median Wait Time for walk ins)</i>
% Override	The percent of <i>Waitlist Parties</i> for which the generated quote was <i>manually overridden</i> .
% Changed Size	The percent of <i>Waitlist Parties</i> that have changed in size from the time of waitlist join. The <i>Size in Waitlist</i> does not necessarily equal the <i>Size of Party Seated</i> .
% Seated at Table	The percent of <i>Waitlist Parties</i> that are <i>Seated at Table</i> .
% Seated at Bar	The percent of <i>Waitlist Parties</i> that are <i>Seated at Bar</i> .
% Zombie	The percent of <i>Waitlist Parties</i> that are <i>Zombie Parties</i> . A <i>Zombie Party</i> is one that has never been seated and is deleted over 30 minutes past the <i>Max Quoted Wait Time</i> . These are parties a host may want to trim or groom off the waitlist.
% No Show	The percent of <i>Waitlist Parties</i> that never arrive or get seated and are marked as <i>No Show</i> . The <i>Zombie</i> classification takes priority and these two metrics are non-overlapping.

Host Compliance Reports: Key Terms and Definitions (Cont.)

Data Element Name	Data Element Description
% Cancellation	The percent of <i>Waitlist Parties</i> that are marked <i>Cancelled</i> and leave the waitlist.
% Deleted Shortly After Seated (10 Mins)	The percent of <i>Parties Seated at Table</i> that are deleted within 10 minutes of getting seated.
% Remote - Check-in After Max Quote	The percent of <i>Waitlist Parties</i> that that joined remotely and arrived late. These parties may end up with a wait time not representative of table availability. In other words, the host is <i>not responsible</i> for this delay.
% Seated at Bar over Seated	The percent of <i>Total Seated Parties</i> that are <i>Seated at Bar</i> .
Party Type	<p>App Ahead Waitlist: Party that joined the waitlist remotely via a third party Guest App / Guest API event.</p> <p>Call Ahead Waitlist: Party created via the Host App/Dashboard/POS, marked as <i>Call Ahead</i>.</p> <p>Future Reservation: Party with a booked reservation at a given time, created some day <i>prior</i> to the reservation.</p> <p>Same Day Reservation: Party booked with a reservation at a given time, created on the <i>same day</i> of the reservation.</p> <p>Walk In No Waitlist: Party that walked in without joining the waitlist.</p> <p>Walk In Waitlist: Party that walked in and joined the waitlist.</p> <p>Web Ahead Waitlist: Party that joined the waitlist remotely via a Wisely Embedded Web Form or Google.</p>
Party Origin	<p>API: Party created via a Guest API event.</p> <p>Google: Party created via Google.</p> <p>Guest App: Party created via a Guest App.</p> <p>POS: Party created via a POS event.</p> <p>Wisely Dashboard/App/Form: Party created via the Wisely Dashboard, Host App, or Embedded Web Form.</p>