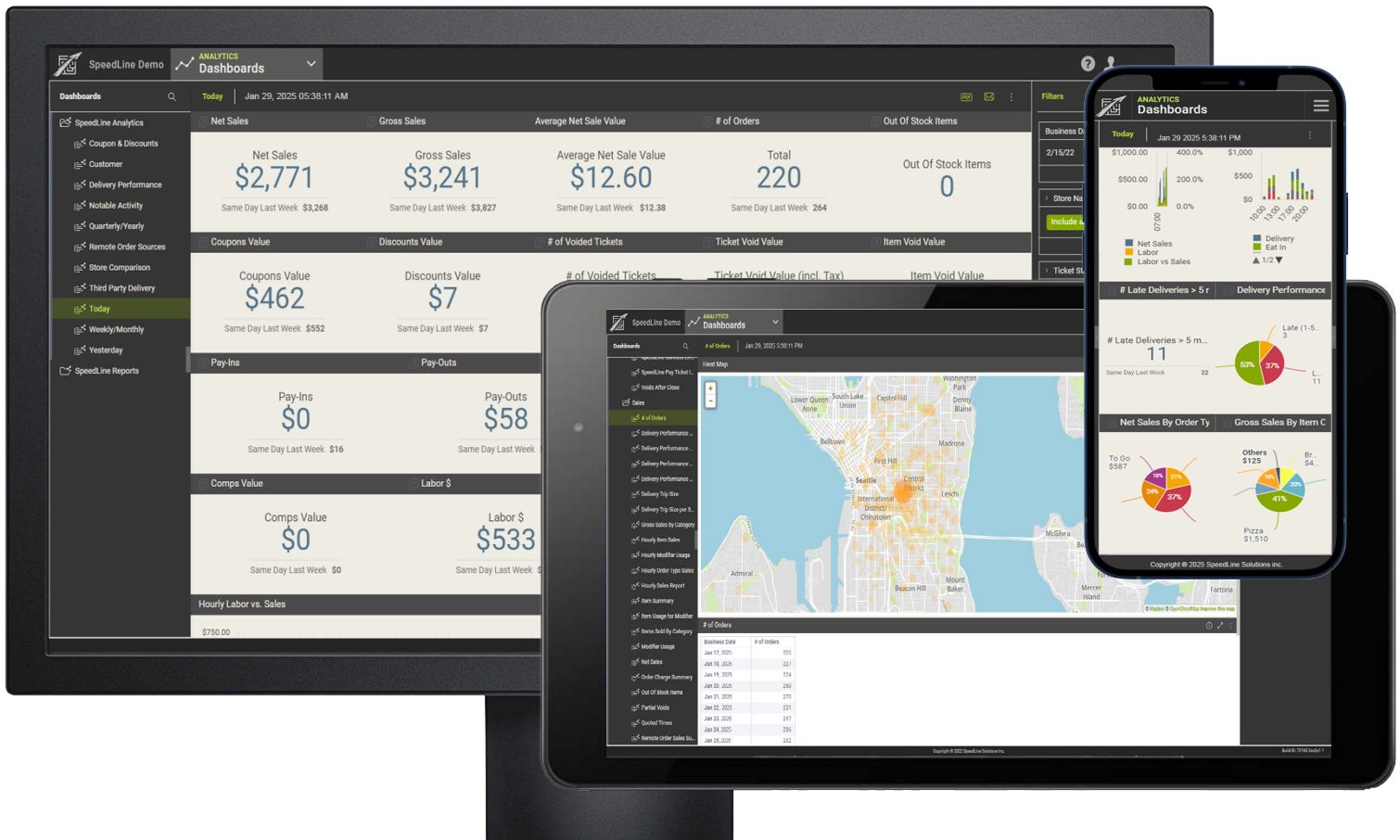# SpeedLine

Cloud Reporting & Analytics

Understand What Drives Your Pizza Delivery Business

The Power to Make Sound Decisions: Multi-Store Cloud Reporting & Analytics for Your SpeedLine POS System

Make business decisions based on real-time data that you can access anywhere, anytime

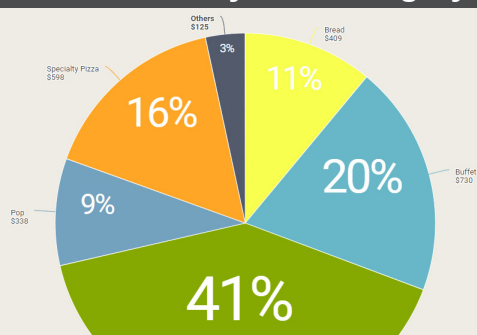Cloud Reporting & Analytics provides the ability to:

- Review dashboards of key metrics and easily drill into the underlying data when investigating further into performance

- View the most commonly used in-store reports

- Filter data by time period, store, and more, to focus on your key targets

- Get email alerts when a value varies from the threshold you set

- Export data, reports, or dashboards to various formats such as Excel, CSV, or PDF

- Summarize the data from one, two, or all of your locations or compare them side by side
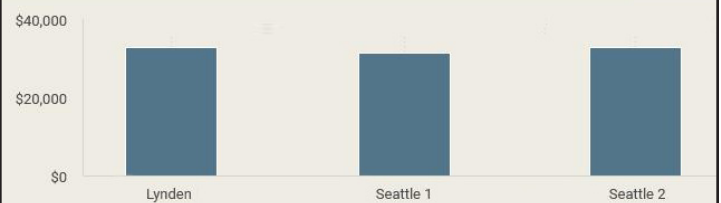
Reporting in the Cloud

The SpeedLine reports that you rely on are readily available in the cloud, making Reporting & Analytics the most powerful reporting tool we've ever created.
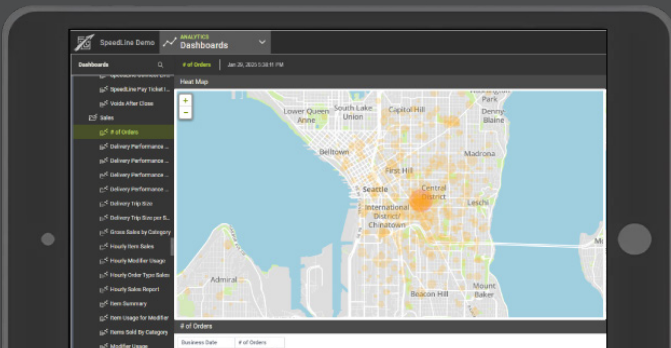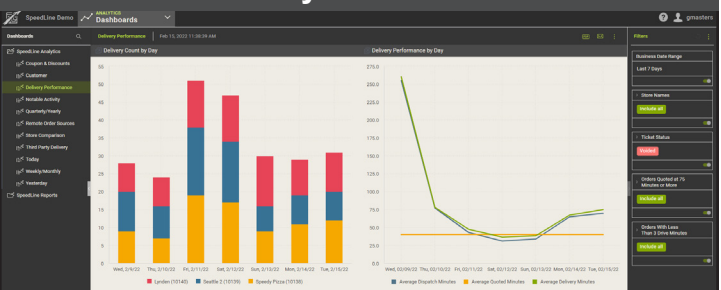
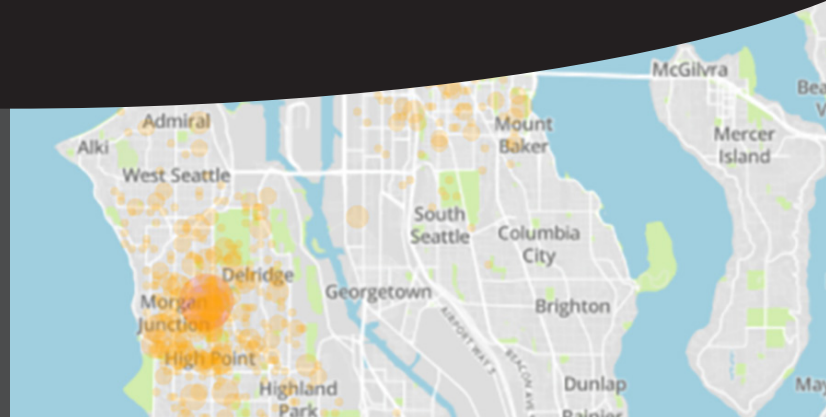### Gross Sales by Item Category

Net Sales

Delivery Performance

Store Order Delivery Performance

SPEEDLINE

Cloud Reporting & Analytics Includes

Daily Overview

- Provides a snapshot of daily sales, discounts, voids, labor costs, and more
- Drill down into details with a simple click for deeper insights

Historical Performance

- Analyze trends with up to 3 years of historical data with weekly, monthly, quarterly and yearly reports
- Breakdown metrics such as sales, comp values, and more

Coupon & Discounts

- Track coupon performance, discount totals, comps, credits issued, and voids
- Map coupon usage across your market area for targeted marketing efforts

Notable Activity

- Identify unusual activity, such as discounts after saving tickets or voids after ticket closure
- Monitor changes in online ordering hours

Customer Insights

- Heat maps and charts show customer locations, order sources, and spending
- Analyze areas with returning and new customers for more targeted marketing

Remote Order Sources

- Breakdown of where external orders come from (e.g., online ordering, DoorDash, Uber Eats and Grubhub)
- Compare revenue of different remote order services

Delivery Performance

- Overview of key delivery metrics: on-time vs. late deliveries, dispatch and delivery times, trip size, deliveries per hour, etc.

Third-Party Delivery

- Compare in-store deliveries with DoorDash deliveries using the DoorDash Drive feature
- Track on-time vs. late pickups, average pick-up times, etc.

Store Comparison

- For multi-store owners, compare key metrics of different locations in one view
- No need for multiple tabs or reports to assess the performance of your store

Real-Time Access, Email Report Subscriptions & Alerts

- Set up real-time pulse alerts to automatically trigger email notifications when thresholds are reached for key metrics (e.g., voided tickets, late deliveries), and ensure recurring email report subscriptions are in place to provide regular visibility in addition to real-time alerts