

## ezPulse Metrics list

Sn o	Metric Name	Description	Category
1	# of Service Invoices	Total number of Invoices that had at least one service	Spend Analysis
2	# of Invoices w/o Products	Total number of invoices that with no product sale.	Spend Analysis
3	Average Service Time	Average time spent per customer ( in hours).	Operational Metrics
4	Utilization	% of Service, recovery, paid block hours over total scheduled hours.	Operational Metrics
5	Service Collections	Pre-tax Service collections.	Collections Reporting (cash based)
6	Collections	Pre-tax payments collected.	Collections Reporting(cash based)
7	# of Invoices with Products	Total number of invoices which has both products and services.	Spend Analysis
8	Average Feedback	Rating for invoices serviced in the time-period where feedback is submitted.	Guest Analysis
9	Average Product Spend	Average product spend on closed invoices	Spend Analysis
10	Service Sales	Service sales on an accrual basis.	Accrual Basis reporting
11	Membership Collections	Pre-tax membership collections	Membership Reporting
12	Sales per hour	Total Sale pre-tax per hour.	Accrual Basis reporting
13	Product Collections	Pre-tax product collections	Collections Reporting (cash based)
14	Average Service Spend	Average Service spend from all closed invoices	Spend Analysis
15	Rebooking %	Number of invoices rebooked for any future date on the same day as the service.	Guest Analysis
16	Average Invoice Spend	Average Spend per invoice.	Spend Analysis
17	Gift card Sales	Pre-tax sales for gift cards.	Accrual Basis reporting
18	# new guests	# customers who have visited for the first time.	Guest Analysis
19	Package Sales	Package Sales including all payment types- Accrual	Accrual Basis reporting
20	Product to Service Ratio	Ratio of Product to service collections.	Collections Reporting (cash based)

21	# of Guest Visits	Total number of guests that have visited (includes first visits)	Guest Analysis
22	Sales Accrual	All Sales on an accrual basis.	Accrual Basis reporting
23	Package Collections	Total package collections on a cash basis	Collections Reporting (cash based)
24	Product Sales	Total product sales on an accrual basis.	Accrual Basis reporting
25	Product \$ Per Hr	Product sales per hr on an accrual basis.	Accrual Basis reporting
26	Service \$ Per Hr	Service sales per hr on an accrual basis.	Accrual Basis reporting
27	Num. of Memberships sold	Total number of memberships sold.	Membership Reporting
28	Num. of Rec Memberships Sold	Total number of recurring memberships sold.	Membership Reporting
29	Num. of Non Rec Memberships Sold	Total number of non recurring memberships sold.	Membership Reporting
30	Num. of Memberships Cancelled	Total number of memberships cancelled	Membership Reporting
31	Product To Service Ratio Accrual	Product To Service Ratio Accrual	Accrual Basis reporting
32	Sales Excluding Gift Cards	Sales Excluding Gift Cards	Accrual Basis reporting
33	Num of Paused Memberships	Number of memberships paused during the selected date range	Membership Reporting
34	Total # of Paused Memberships	Total number of memberships that are in paused state as on the selected date	Membership Reporting
35	Total # of Active Memberships	Total number of memberships that are in active state as on the selected date	Membership Reporting
36	Total # of Cancelled Memberships	Total number of memberships that are in cancelled state as on the selected date	Membership Reporting
37	Average Spend by Cust Incl Tax	Average spend per invoice including tax.	Spend Analysis
38	Average Product Spend Inc Tax	Average product spend by invoice including tax.	Spend Analysis
39	Average Service Spend Inc Tax	Average service spend by invoice including tax.	Spend Analysis
40	Collection Incl Tax	Total collections on a cash basis including tax.	Collections Reporting (cash based)

41	Service Collections Incl Tax	Total service collections on a cash basis including tax.	Collections Reporting (cash based)
42	Product collectons Incl Tax	Total product collections on a cash basis including tax.	Collections Reporting (cash based)
43	Package collections Incl Tax	Total package collections on a cash basis including tax.	Collections Reporting (cash based)
44	Membership collections Incl Tax	Total membership collections on a cash basis including tax.	Collections Reporting (cash based)
45	Product Sales Incl Tax	Total Product sales on an accrual basis including tax.	Accrual Basis reporting
46	Service Sales Incl Tax	Service sales on an accrual basis including tax.	Accrual Basis reporting