

# Data Concepts

## Dashboard

A customizable visual aggregation of available analytics and performance

- performance
- analytics
- status
- insights
- add new
- customize
- Google Analytics

## Analytics

An analysis of a restaurant's or chain's performance over time

- employee
- restaurant
- chain
- marketing
- filter
- customize

## Performance

How something being measured does over time

- employee
- restaurant
- chain
- marketing
- campaign
- filter
- modify
- date range

## Status

How something is currently performing

- employee
- restaurant
- chain
- marketing
- campaign
- hide/view
- filter

## Insight

An actionable observation based on analytics

- actionable advice
- related data
- take recommended action

## Notification

A way of drawing the user's attention to something important

- details
- related info
- date
- dismiss
- delete
- take action

## Report

A summary of performance for a set period of time

- details
- date
- view

## Marketing

The methods used to attract and upsell customers

- campaign
- social media
- performance
- status
- add new
- filter

## Campaign

A targeted marketing method to attract and upsell customers

- marketing
- restaurant
- chain
- add new
- edit
- remove
- complete
- repeat

## Acquisition

How new customers are gained

- customer
- restaurant
- chain
- marketing
- campaign
- performance
- modify
- date range
- filter

# Employee Management Concepts

## Employee

A nonmanagement user employed by the restaurant; performance is tracked over time

- basic information
- analytics
- performance
- permissions
- edit
- remove

## Manager

A decision-making employee working for the restaurant, usually has employees

- basic information
- analytics
- performance
- employees
- add new
- edit
- remove

## Mentor

An employee who helps another to improve at a specific skill, not necessarily a manager

- mentees
- mentee goals
- add mentee
- remove mentee

## Me

Where I see and manage my information

- basic information
- details
- permissions
- customization options
- add
- edit
- social media profile

## My Employees

A directory of employees working at a restaurant or chain

- employee
- add new
- filter
- batch edit
- batch remove
- address books/contacts

## Schedule

A calendar of events and shifts at a restaurant

- employee
- event
- calendar
- shift
- add event
- add shift
- assign (employee)
- share
- edit
- calendar tools

## Shift

A period of time when an employee is scheduled to work

- employee
- time
- edit
- share
- calendar

## Goal

An objective of an individual employee

- status
- performance
- details
- add
- edit
- remove
- complete

# Customer Management Concepts

## Customer

The end user of a restaurant; engagement with the restaurant is tracked over time

- basic information
- feedback
- loyalty status
- engagement data
- add new
- remove
- edit
- merge

## Reservation

An agreement between the customer and the restaurant for a table at a specific time and date

- time
- table
- location
- party size
- customer
- assign to table
- add
- edit
- remove
- decline

## Table

A place where a group of customers sit, order food, etc.

- location
- status
- analytics
- upcoming reservations
- order
- edit reservations
- pay

## Order

A customer's request for food, typically from the menu

- price
- recipe
- customer
- special requests
- table
- add
- edit
- delete

## My Customers

A directory of customers

- customer
- add new
- filter
- batch edit
- batch remove
- address books/contacts

## Loyalty

A program that tracks and rewards repeat customers

- customer
- loyalty status
- edit
- apply to order
- Starbucks

## Payment

The amount of money owed for an order

- price
- order
- customer
- loyalty
- discount
- apply discount
- accept payment

## Feedback

A customer-supplied report about their experience with a restaurant

- rating
- review
- analytics
- flag
- follow up

# Restaurant & Food Concepts

## Chain

Multiple restaurants by a central entity

- restaurant
- performance
- status
- analytics
- groups
- insights
- add
- edit
- remove
- manage

## Restaurant

A place where food is prepared and served

- performance
- status
- insights
- analytics
- employees
- movement
- manage
- edit
- remove

## Movement

How customers and employees move around a restaurant

- restaurant
- employee
- customer
- status
- analytics
- insight
- map

## Recipe

A dish prepared by the restaurant, can be on the menu

- menu status
- ingredient status
- ingredients
- instructions
- add
- edit
- remove
- add to menu
- cookbook

## My Recipes

A database of and management tools for recipes

- recipe
- add new
- filter
- batch edit
- batch remove
- cookbook

## Inventory

The restaurant's stock of ingredients

- ingredient
- status
- analytics
- order
- edit
- adjust

## Ingredient

What a restaurant needs to prepare a recipe

- status
- analytics
- order

## Menu

The recipes currently offered at a restaurant, often lists ingredients

- recipe
- ingredient
- inventory status
- add
- edit
- archive