

## Key Performance Indicator #2 Daily/Weekly Recap



Date	Day of week	Location	Bartenders	Ounces Poured	Cost of Ounces	Actual - Revenue	Potential = Revenue	(Lost Sales)	Actual - Pour Cost %	Potential = Pour Cost %	Shrinkage	Shrinkage Goal
1/30/04	Friday	front bar	Kate, Shawn K., Will	683.5	\$305.14	\$1,750.50	\$2,083.15	(\$332.65)	17.43%	14.65%	2.78%	NO
1/31/04	Saturday	front bar	Brett S., Ishmael, Shawn K.	743.75	\$321.29	\$1,905.25	\$2,220.80	(\$315.55)	16.86%	14.47%	2.40%	YES
2/1/04	Sunday	front bar	Brett S., Shannon	78.96	\$37.46	\$193.00	\$241.71	(\$48.71)	19.41%	15.50%	3.91%	NO
2/2/04	Monday	front bar	Jeff, Kevin	99.43	\$45.54	\$298.00	\$328.40	(\$30.40)	15.28%	13.87%	1.41%	YES
2/3/04	Tuesday	front bar	Kevin, Shawn K.	181.46	\$77.82	\$542.25	\$507.41	\$34.84	14.35%	15.34%	-0.99%	YES
2/5/04	Thursday	front bar	Shawn K., Woody	504.64	\$208.94	\$1,512.26	\$1,483.28	\$28.29	13.82%	14.09%	-0.27%	YES

**Ounces Poured** - this number is actual ounces poured per that particular day. Calculated by entering each empty bottle and weighing all open bottles within each price category (wells, calls, premium, etc...).

**Cost of Ounces** - a composite cost average taken across all inventory price categories for that day. (liquor ounces displaced per category) X (average category cost per ounce).

**Potential Revenue** - amount of money that should have been collected.

**Lost Sales** - by subtracting the actual revenue from the potential revenue we can determine the sales that were lost due to inefficiencies or theft at the bar.

**Shrinkage %** - shrinkage is missing or displaced inventory. Shrinkage % shows how far off the actual pour cost is from what it should have been. When the pour cost is as close to zero as possible, the establishment will increase profits and recover lost sales.

**Shrinkage Goal** - if the shrinkage % is lower than the "preset" leeway (i.e. 2.5%), the goal is achieved. Any number higher than the leeway, the goal is not achieved.