

# 9. Statistics

The **Statistics** page (available on the **Business** plan or higher) is a business analytics dashboard.


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# Introduction

The **Statistics** page (available on the **Business** plan or higher) is a business analytics dashboard.

1. Go to **Statistics** (under the Settings menu).
2. Choose the **scope** (current store, a specific store or all stores) and the **period** (Today, 7, 30 or 90 days, or a custom range).
3. Review the metric groups:
  - **Appointments & occupancy** — status mix, confirmation/cancellation rates, by day-of-week and hour, approximate occupancy.
  - **Customers** — total, new, active, returning, contactable.
  - **Team / Services / Spaces** — top and unused.
  - **Revenue** — collected amounts, average ticket, conversion (when payments are active).
  - **Notifications** — sent/failed/skipped, by event and channel.
  - **Public-page and menu views**.
  - **Booking insights** — peak day/hour, average lead time.

If your plan doesn't include advanced statistics, the page shows an **upgrade** card.

“ ?  — Statistics dashboard with the store/period selector and the metric cards. Statistics

# 9.1 How to read the numbers

- **Occupancy** is approximate ( $\text{bookings} \div \text{agenda slots} \times \text{columns}$ ) — use it to compare days/hours, not as exact accounting.
- **Revenue** only appears when a store in scope has **payments on** (amounts actually charged via Stripe).
- **Public-page/menu views** count **from the moment the feature shipped** — there's no earlier history.

# 9.2 Tips

“ ? **Scenario:** you find **Friday 18:00** is the peak and **Tuesday morning** is empty. Run a Tuesday morning promo (more services/lower price) and add staff on Friday afternoon.

- Use the "**All stores**" scope to compare stores; use a specific store for detail.
- Combine with **Notifications** (cancellation rate) and **Customers** (returning vs. dormant) to plan campaigns.

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**Next:** [Multi-store & teams](#).