


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

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