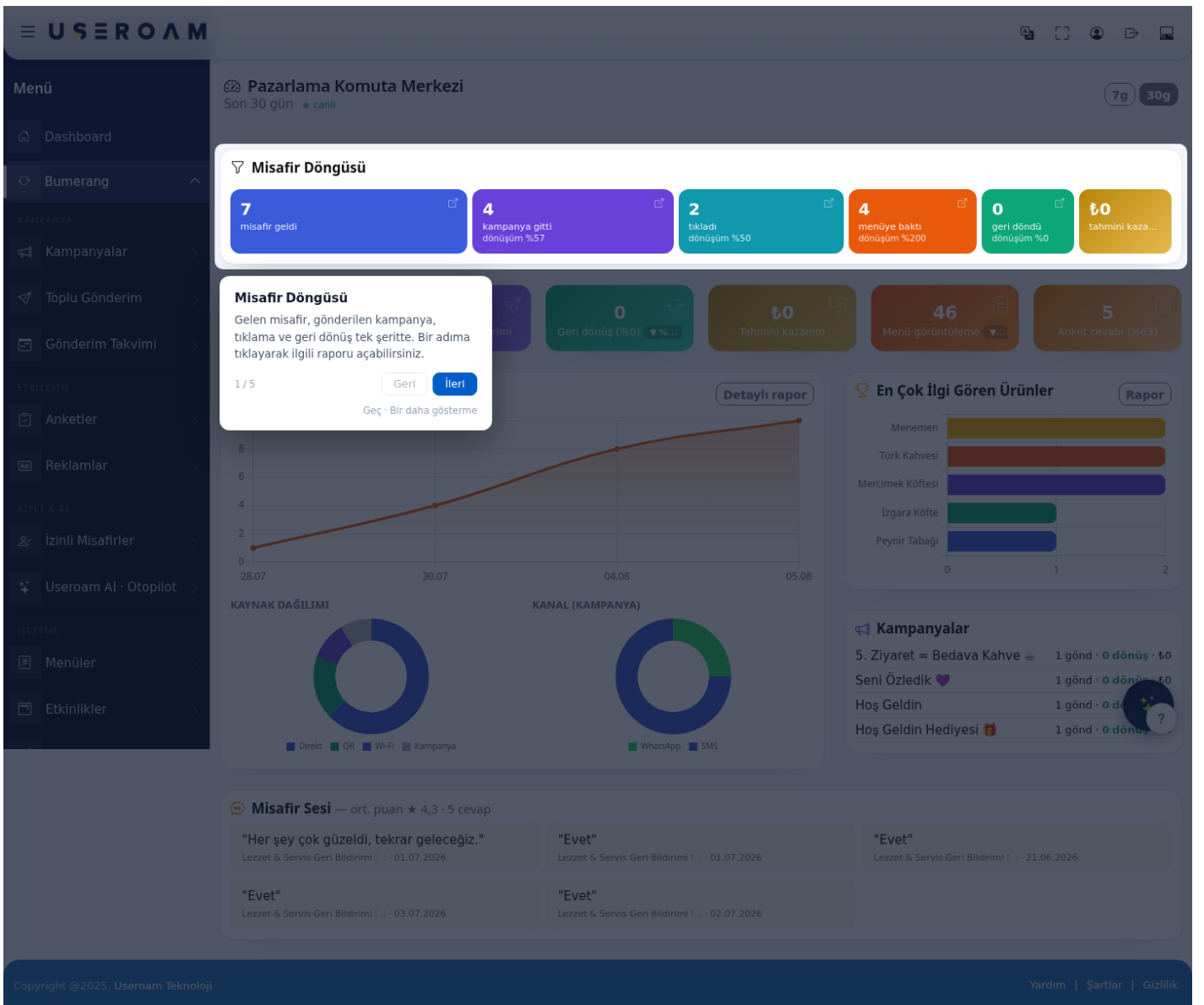


Summary

The Marketing Command Centre is Bumerang's **one-page summary**: did guests come in, did campaigns go out, were they clicked, did anyone return. This is the screen to open in the weekly meeting.

“ How do I open this screen? From the left menu, go to **Bumerang** → **ANALYTICS** → **Summary**. The **Command centre** button on the Dashboard brings you here too.



Switch the period with the **7d** / **30d** buttons at the top.

1. The Guest Cycle

Shows the marketing funnel in a single strip, with a count and a **conversion rate** against the previous step at each stage:

guests arrived → campaigns sent → clicked → viewed the menu → returned → estimated revenue

“ **How to read it:** whichever step the conversion collapses at is where the problem is. High sends with low clicks means a weak message; high clicks with no returns means the offer is not attractive enough. **Click a step to open the matching report.**

2. Summary cards

Each card shows the period's value and the change against the previous period (▲/▼):

- **Unique guests**
- **Campaign sends**
- **Returns** (and the rate)
- **Estimated revenue**
- **Menu views**
- **Survey responses** (and the rate)

3. Charts and breakdowns

- **Menu View Trend:** how menu views moved over the period. The **Detailed report** link takes you deeper.
 - **SOURCE BREAKDOWN:** which channel guests came from.
 - **CHANNEL (CAMPAIGN):** the SMS / WhatsApp split of your campaigns.
 - **Most Popular Products:** the most-viewed items on the menu; the **Report** button opens the product performance report.
-

4. Campaigns

Lists the period's campaigns with the **sends** · **returns** · **revenue** triple, so you can see at a glance which scenario is working.

5. Voice of the Guest

Shows the **average score** and **response count** from surveys along with recent guest comments; under each comment you see which survey it came from and when.

“ When the average drops, look for the reason in the comment text — the number tells you there is a problem, the comments tell you what it is.

“ **Related pages: Bumerang → Bumerang Reports, Campaigns, Guest 360°, Surveys.**

Revizyon #2

tugay tarafından 11 Ağustos 2026 07:35:21 oluşturuldu

tugay tarafından 11 Ağustos 2026 08:20:11 güncellendi