

Dashboard (Home Screen)

The Dashboard is the home screen you land on after signing in. It gathers the **live view of your business** onto one page: how many guests are connected right now, what your campaigns are returning, who your guests are, and whether legal logging is healthy. The data refreshes automatically **every 20 seconds**.

“ **How do I open this screen?** It opens straight after you sign in. From anywhere else, choose **Dashboard** in the left menu.

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Useroam Demo

11.08.2026 · İşletmenizin canlı görünümü

Canlı — 20 sn'de bir yenilenir

Şu an bağlı misafir

10

Bugünkü oturum

0

Bu hafta tekil misafir

0

Medyan kalış (30g)

0 sn

AKTİF · yarı otomatik

Useroam AI · Otopilot

1

onay bekleyen öneri

Anket puanlarında yükseliş fark ettim

Yapıldı

8 anket yanıtını okudum

Yapıldı

66 uykuda misafiriniz için geri çağırma hazırladım

Onay bekliyor

Anket puanlarında yükseliş fark ettim

Yapıldı

8 anket yanıtını okudum

Yapıldı

Anket puanlarında yükseliş fark ettim

Yapıldı

Önerileri incele

6

Aktif kampanya

4

Gönderim · 30g

2

Tıklama · 30g

0 %

Geri dönen misafir

0 ₺

Net kazanım · 30g

Bumerang döngüsü

Gönderimden geri dönüşe — son 30 gün

Komuta merkezi →

4

Gönderim

2

Tıklama

0

Dönüş

Her 100 gönderimden 0'i misafiri işletmenize geri getirdi.

En iyi kampanyalar

Son 30 gün, dönüşe göre

Hoş Geldin

1 gönderim

Hoş Geldin Hediyesi

1 gönderim

5. Ziyaret = Bedava Kahve

1 gönderim

Ziyaret trendi

Tekil ziyaretçi ve oturum — son 30 gün · toplam 0 ziyaretçi

Yeni / Dönen misafir

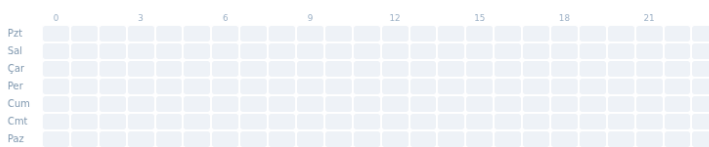
Misafirlerinizin %0'ı tekrar geliyor

Yeni 0 · Dönen 0

Detaylı analiz →

Saat x gün yoğunluk haritası

En yoğun zamanınız: -



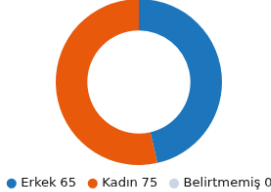
Son 5 Bağlantı

55*****62	Giriş Yapıldı
55*****60	Giriş Yapıldı
54*****82	Giriş Yapıldı
53*****19	Giriş Yapıldı
53*****99	Giriş Yapıldı

Tüm bağlantılar

Misafir profili

140 kayıtlı misafir



Nereden geliyorlar?

Kayıtlı misafirlerin ilk 5 ili

İzmir	20
Ankara	18
Bursa	18
Adana	17
Gaziantep	17

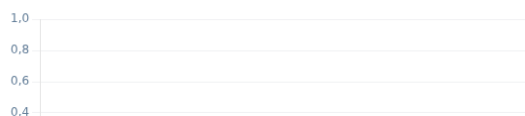
Kayıt kanalı

Misafirler nasıl giriş yapıyor



5651 canlı log akışı

Log verisi alınamadı



5651 imzalama

Bekleyen 0 bytes, İmzalanacak 0 bytes

İmzalanacak	0% · 10 GB
Sonraki imzalama	23s 5dk

Lisans

Aktif

31.12.2099

Cihaz

Sophos

The top of the page shows your business name, today's date and the "Live — refreshes every 20 sec" indicator.

1. Live summary cards

The four cards in the top row show the current state:

- **Guests online now:** the number of devices with an open session on your network. The fastest signal of how busy the venue is.
 - **Sessions today:** total sessions opened since the start of the day.
 - **Unique guests this week:** the number of *distinct* guests who connected this week (a returning guest counts once).
 - **Median dwell (30d):** the *median* — not the average — time guests stayed over the last 30 days. Using the median means one unusually long session cannot distort the figure.
-

2. Useroam AI · Autopilot

A summary of the AI layer. The card header shows the operating mode (*ACTIVE · semi-automatic*) and the number of **suggestions awaiting approval**.

Below it, Autopilot's recent actions are listed; each row is either **Done** or **Pending approval** — for example "noticed a rise in survey scores", "read 8 survey responses", "prepared a win-back for 66 dormant guests".

The **Review suggestions** button takes you to **Bumerang → Useroam AI · Autopilot**, where you approve or reject the pending actions.

“ **What does semi-automatic mean?** Autopilot performs the analysis and preparation itself, but waits for your approval before anything is sent to a guest.

3. Bumerang performance strip

Five summary figures for the marketing layer:

- **Active campaigns:** how many campaigns are currently live.
- **Sends · 30d:** messages sent to guests over the last 30 days.

- **Clicks · 30d:** clicks on the links in those messages.
- **Returning guests:** the number and share of guests who came back after a send.
- **Net revenue · 30d:** the estimated net revenue attributed to campaigns.

The Bumerang loop

Shows the funnel from send to return: **Sends → Clicks → Returns**. The sentence underneath states the result plainly: "*X out of every 100 sends brought a guest back to your business.*" The **Command centre** button opens the Bumerang summary page.

Top campaigns

Ranks the last 30 days' campaigns **by returns**, with campaign name, sends and returns on each row. This is where you see which offer actually works.

4. Visits and guest behaviour

- **Visit trend:** a 30-day chart of unique visitors and sessions, with the period total below it.
 - **New / returning guests:** what share of your guests come back — the most direct measure of your loyalty work. The **Detailed analytics** button opens **Analytics and Reports → Visit Analytics**.
 - **Hour × day heatmap:** a heat map crossing the days of the week (Mon–Sun) with hours (0–21). Your busiest slot is named above it. Use it for staff planning and for choosing when to send campaigns.
-

5. Last 5 connections

Lists the five most recent guests to sign in, with their phone numbers **masked** (for example 55*****62) and their status (*Logged in*). The **All connections** link opens the full list.

6. Guest profile

- **Registered guest count** and the gender split (Male / Female / Not stated).
- **Where do they come from?** The top 5 provinces of your registered guests, with counts.
- **Registration channel:** how guests log in (SMS / WhatsApp) — it shows which portal module is actually being used.

7. Legal logging and system status

- **5651 live log stream:** the real-time flow of logs from your device. If it reads "*Log data could not be retrieved*", check the syslog configuration on the firewall.
- **5651 signing:** the **Pending**, **Signed** and **To be signed** values (percentage and total quota, e.g. 0% · 10 GB) plus the **Next signing** countdown. If the quota is filling up, keep the 90% warning enabled under **Settings → Notifications**.
- **License:** status (Active) and expiry date.
- **Device:** the brand and address of the connected firewall (for example *Sophos 10.255.255.1*).

“ **Related pages: Bumerang → Summary, Analytics and Reports → Visit Analytics, Analytics and Reports → 5651 Logs, Settings → Device Settings.**

Revizyon #5

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