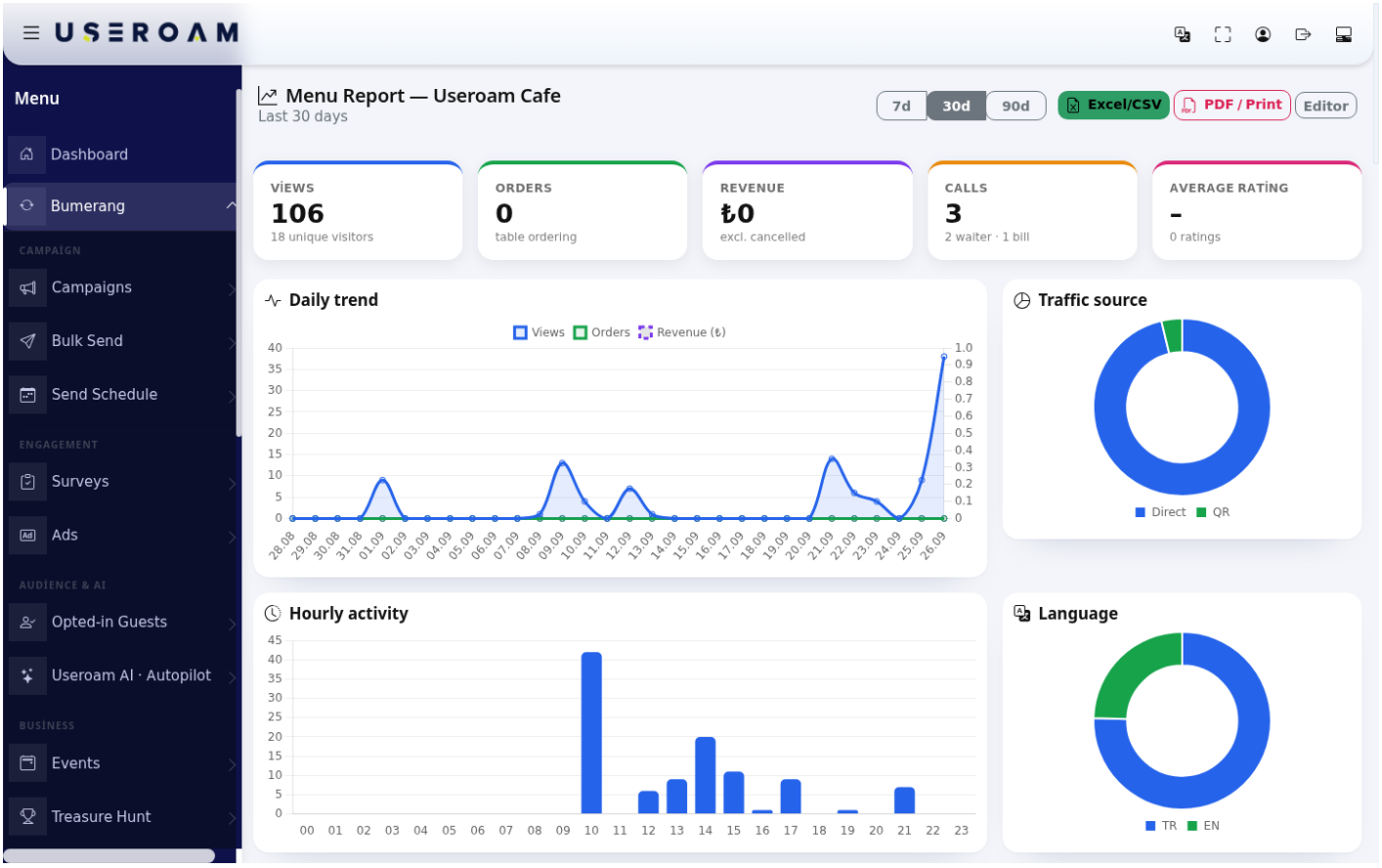
Menu Report

What is it for?

The **Menu Report** measures how well your digital menu works: how many people opened it, how many orders and calls came in, which items are looked at but rarely ordered, which items are ordered together, and what guests wrote. The header shows **Menu Report** with the menu name and the selected period (*Last 30 days*).

> **How do I open this screen?** Click **Report** on the menu card under **Restaurant → Menus**, or **Report** at the top of the Menu Editor.

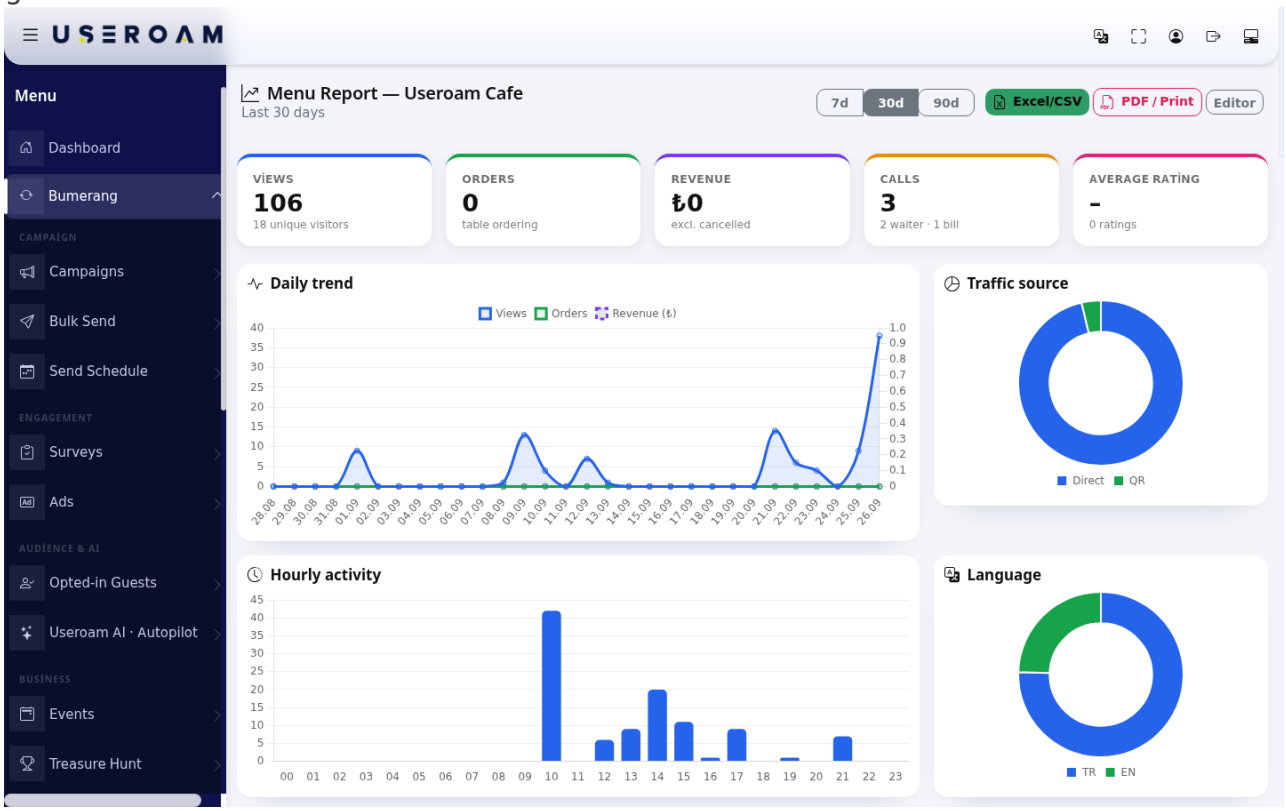


When do I use it?

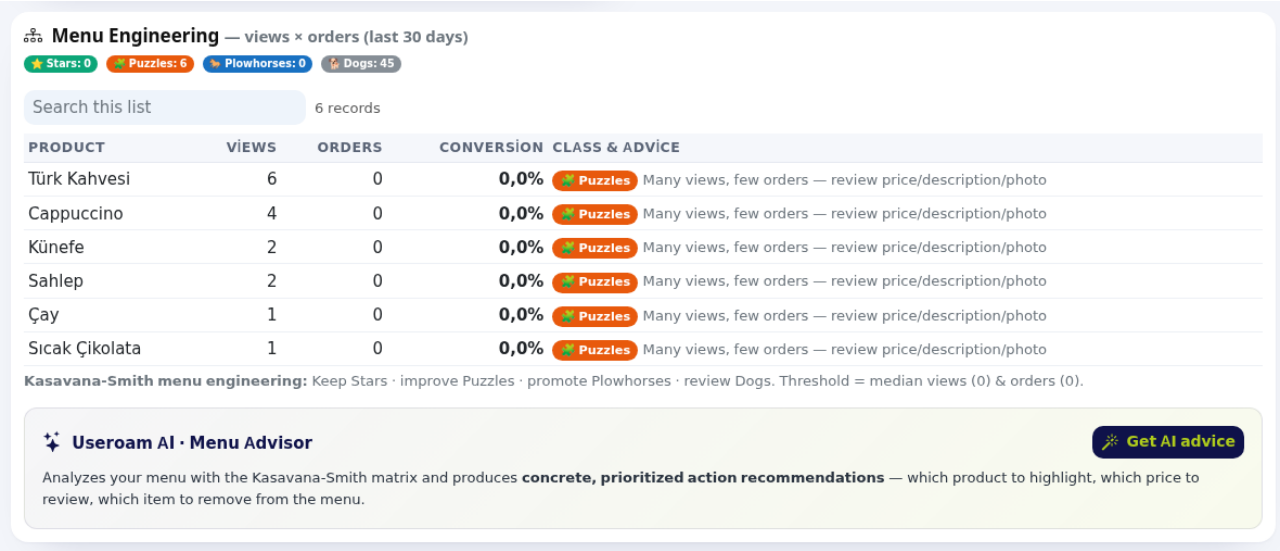
- Before reviewing menu prices and layout.
- When deciding which item to promote or remove.
- When preparing a combo or "goes well with" suggestion.
- To read the feedback guests left on the welcome page.

Step by step

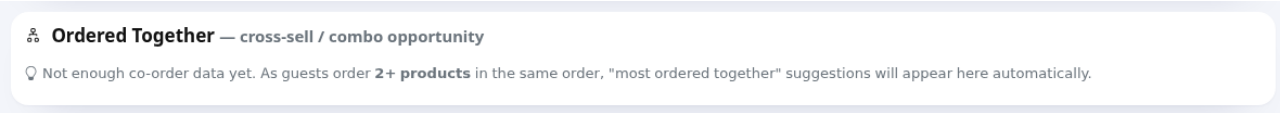
1. Choose the period at the top right: **7d**, **30d** or **90d** (days). The report is recalculated for that period. **Excel/CSV** downloads a summary, **PDF / Print** opens a print view, **Editor** goes back to the Menu Editor.



2. In the Menu Engineering table, check each item's class and apply the advice; click **Get AI advice** if you like.



3. Find combo opportunities in the Ordered Together table.



Summary cards and charts

Card / chart	What it shows
Views	How often the menu was opened; unique visitors below ("*18 unique visitors*").
Orders	Orders from tables (*table ordering*); *ordering off* when disabled.
Revenue	Value of table orders (*excl. cancelled*).
Calls	Waiter calls and bill requests ("*2 waiter · 1 bill*").
Average rating	Average product rating and number of ratings.
Daily trend	Views, orders and revenue per day.
Traffic source	Where guests came from: **Direct**, **QR**, **Campaign** and the Wi-Fi login page.
Hourly activity	Menu opens by hour.
Language	The language guests opened the menu in.
Table breakdown	Views per table (when table QRs are used).
Best sellers	Product and quantity.

Menu Engineering

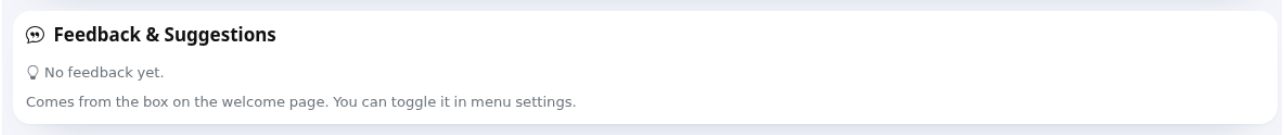
For each item the table shows **Views** (detail opens), **Orders**, **Conversion** and **Class & Advice**. Classes follow the Kasavana-Smith method; the threshold is the median of views and orders. Above the table you see how many items fall in each class.

Class	Meaning	Advice
Stars	Many views, many orders.	Protect and highlight.
Puzzles	Many views, few orders.	Review price, description and photo.
Plowhorses	Low visibility, high sales.	Move it up the menu.
Dogs	Low interest, low sales.	Consider removing it from the menu.

Get AI advice on the **Useroam AI · Menu Advisor** card analyses your menu with this matrix and writes concrete, prioritised advice ("*Useroam AI is analyzing your menu...*"). With too little data: "*Not enough view/order data for meaningful advice yet.*"; if unavailable: "*Useroam AI is unavailable right now, please try again shortly.*" or "*Connection problem, please try again.*"

Other sections

- **Ordered Together** (*cross-sell / combo opportunity*): **Product A**, **Product B**, **Together** (how many times), **Opportunity** (*Combo menu or "goes well with" suggestion*). With no data yet it fills up as guests order 2 or more products in one order.
- **Product interest (detail opens)**: how often each product's detail was opened; items never opened are listed as **Never viewed** (consider promoting them or adding photos).
- **Feedback & Suggestions**: messages from the welcome page box (**Date**, **From** or **Anonymous**, **Feedback**); new ones have a **new** badge, cleared with **Mark all as read**. With none: "*No feedback yet.*" The box is switched on and off in Menu Settings.



- **Product dwell time**: how long guests stayed on a product's detail (**Opens**, **People**, **Average**, **Longest**, **Total**, **Measured**). Items viewed long but ordered rarely attract interest but something is missing.
- **Showcase performance**: how long each item was visible in the list and how often its detail was opened (**Views**, **Avg. look**, **Detail opens**, **Conversion**, **Assessment**). Assessments: "*Seen but not opened: review photo, title and price*", "*Average interest: a richer description may help*", "*Strong interest: keep it near the top of the menu*".



PRODUCT	VİEWS	AVG. LOOK	DETAİL OPENS	CONVERSİON	ASSESSMENT
Serpme Kahvaltı	1	1697.0 sn	0	0.0%	
Menemen	1	1697.0 sn	0	0.0%	
Sucuklu Yumurta	1	1696.0 sn	0	0.0%	
Bal Kaymak Tabağı	1	1696.0 sn	0	0.0%	
Cappuccino	9	172.3 sn	4	44.4%	Strong interest: keep it near the top of the menu
Latte	4	319.8 sn	0	0.0%	
Çay	3	392.3 sn	1	33.3%	
Sıcak Çikolata	3	392.3 sn	1	33.3%	
Espresso	4	30.5 sn	0	0.0%	
Türk Kahvesi	3	28.0 sn	6	200.0%	
Sahlep	2	6.5 sn	2	100.0%	
Çikolatalı Sufle	3	2.7 sn	0	0.0%	
Künefe	3	2.7 sn	2	66.7%	
Cheesecake	3	2.0 sn	0	0.0%	
Tiramisu	3	2.0 sn	0	0.0%	
Fırın Sütlaç	2	2.0 sn	0	0.0%	
Dondurma (3 Top)	2	2.0 sn	0	0.0%	

Search this list above the tables filters rows.

Other on-screen texts

The hints, counters, waiting and status texts below appear on screen as written (numbers and names are examples; "..." is replaced with your data).

- *Last ... days*
- *Order count*
- *Revenue (TL)*
- *... waiter · ... bill*
- *views × orders (last ... days)*
- *Kasavana-Smith menu engineering:*
- *Keep Stars · improve Puzzles · promote Plowhorses · review Dogs. Threshold = median views (...) & orders (...).*
- *Analyzes your menu with the Kasavana-Smith matrix and produces concrete, prioritized action recommendations: which product to highlight, which price to review, which item to remove from the menu.*
- *Products guests buy together in the same order: for combo menus or cross-selling. Recommendations get stronger as orders grow.*
- *Not enough co-order data yet. As guests order 2+ products in the same order, "most ordered together" suggestions will appear here automatically.*
- *Consider promoting, adding photos to, or reviewing products that never get viewed.*
- *Comes from the box on the welcome page. You can toggle it in menu settings.*

- *How long guests stayed after opening a product. Items viewed longest but rarely ordered may need a price or description review.*
- *No product detail opened yet. This fills up as guests tap products in the menu.*
- *How long each item stayed visible in the list and how often its detail was opened. Items seen a lot but rarely opened need a better photo, title or price.*
- *No visibility data yet. This table fills up as guests browse the menu.*
- *... records*
- *No records match your search.*

Frequently asked questions

Why are orders and revenue 0?

Table ordering is off, or guests use the general QR instead of table QRs. Turn on **Accept orders from the QR** in Menu Settings and stick table QRs on the tables.

All items show as Dogs.

A new menu has little data; the threshold is a median, so classes become meaningful after a few weeks. Choose a longer period (**90d**).

Related pages

- Menu Editor · Online Menu
- Operations Screen (Calls and Orders)

Revizyon #6
tugay tarafından 11 Ağustos 2026 10:31:54 oluşturuldu
tugay tarafından 26 Eylül 2026 08:22:44 güncellendi