**Customer level information to be displayed in dash board(time frame filter)**

1. Date of joining as a customer - s

2. Customer default preference - default starch in dry cleaning yes/no. - s

3. 3 options for starch - low starch, medium starch, high starch (n)

4. Red flag - in case of problematic customers, else green flag - to be displayed when showing customer

Profile and search list - s

5. \* customer in case of top-25 in the store(n)

1. Based on order value

2. Based on number of orders

6. Average order value of the customer, average amount / garment by service type,

Average garment count / order - s

7. Maximum order value of the customer till date - s

8. Minimum order value of the customer till date - s

9. Frequency of orders, average turnaround time for the customers - (once in

Every 10 days or 15 days or a month) -s

10. Total order value serviced to the customer till date -s

11. Perfume spray - yes/no - s

12. Any complaints lodged till date - text box to be entered only by area manager

plant manager - text entry

13. Number of complaints till date

14. Discounts value availed till date

15. Damages paid till date

16. Referrals given till date

17. Special days for customer (birth days/anniversaries etc…)(s)

18. Google location(s)

19. Average order processing time for this customer (from receipt to delivery) - s

20. Average amount collection duration of customer (n)

21. Service wise revenues till date(s)

22. Service wise items served till date for the customer(s)

23. Customer communication log

**Store level information to be displayed in dash board(time frame filter)**

1. Total number of orders, delivered orders, pending deliveries (in-route or at store) - by value and by

Count - with up & down indicators in terms of percentages and numbers

2. Total collections, outstanding collections (delivered & un-delivered)

3. Outstanding orders pending from cu

4. Average turnaround time from cu to the store for orders with up & down indicators in terms of

Percentages and numbers

5. Average order value, average amount / garment by service type, Average garment count / order

6. Average pick up time, delivery time, pick up boy assignment response time, delivery boy assignment Response time. With up & down indicators in terms of percentages and numbers

7. Pending delivery orders of the store (with in store filter & to be received from cu filter)

8. Service wise revenue & orders count by percentages & revenues& order counts

9. Total no of customers at store, no of active customers and passive customers at store, no of new Customers added to the store, with up & down indicators in terms of percentages and numbers.

Customer retention rate

10. No of red flagged customers at store

11. No of new leads at store level

12. Total no of complaints at the store

13. Total order value serviced till date in the store

14. Total discounts value availed till date

15. Total damages paid till date

16. Average order processing time for this customer (from receipt to delivery)

17. Overall ranking of stores in company - by revenues and by order count

18. Area manager contact details

19. Assets at store (display only)

20. Day’s promotional message sending option

Total item wise count processed for all services till date- with service filter

Pending stock - due processing at store

Pending stock - due delivery at store