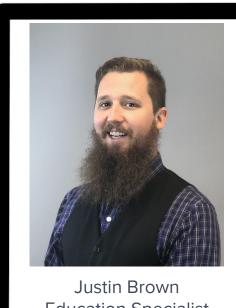


# The Power of Data Genie GUIDE

November16th 2:00 PM EST



**Education Specialist** 



Jen Montano **Education Specialist** 







# Ask a Question at Any Time!

Questions will be addressed at the end of the webinar.

**Please note**: This webinar is being recorded. The recording will be sent out after the webinar.





- What data genie excels at
- How to Open a Data Genie View
- Manipulating the Pivot Table
- Saving the report view

- Using graphs
- Scheduling an email
- Exporting the report
- A Brief Explanation of each view and best fields to use for basic reporting
- Questions & Answers

## **C** What Data Genie Excels At

- Ability to manipulate data
- High levels of detail
- Fully customizable
- Custom filter options



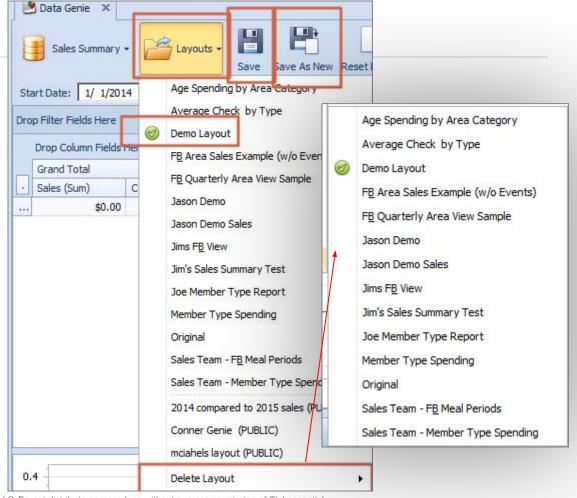
## ← How to Open a Data Genie View

- Navigate to the Interactive reports module in CMA
- Select Data Genie from the module options
- Select a View from the view dropdown

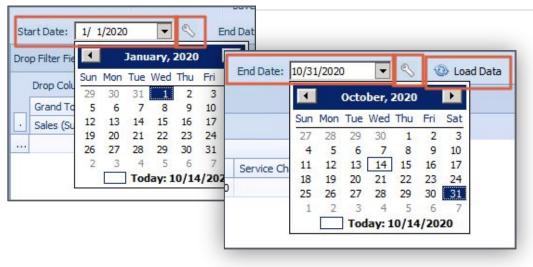


# **C** Selecting Premade Layouts

- Pre-made layouts are available for selection
- Save any updates to that layout
- Save the changes as a new layout
- Delete any *non-public* layout from the list



## Choose Date Range & Load Data



Customize Date Parameter **Customize Date Parameter** Specific Date First Day of Month Option: Specific Date Add/Subtract: Add/Subtract: Days Current Day First Day of Month Preview Date: Preview Date: 10/1/2020 Last Day of Month First Day of Year Clear Last Day of Year Save First Day of Week Last Day of Week

First, select a start date and an end date.
Use the wrench icon next to each of these dates to customize the range by options such as:

- Specific Date
- Current Day
- First day of the Month
- Last Day of the Month
- First Day of the Year
- Last Day of the Year
- First Day of the Week
- Last Day of the Week

Then add/subtract days to find the dynamic start/end dates.

Finally, select Load Data.

## Building the report view (Adding Columns or Rows)

Right click in the field area to open the entire field list to the right of the grid.

Different fields enter different areas

Arrows show where the field will go

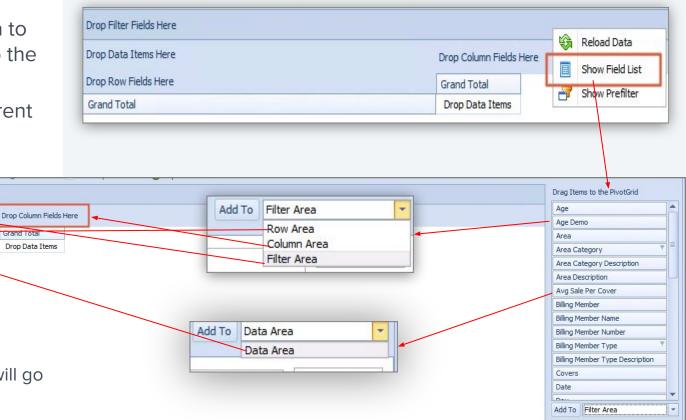
Drop Filter Fields Here

Drop Data Items Here

Drop Row Fields Here

Start Date: 10/ 1/20

Grand Total





#### **Building The Report View (Sorting and Filters)**

Day of Week

Discount

Employee

Gratuity

Hour of Day

Join Date

Sorting by a single field.

Click the small **drop down arrow** within the field.

To filter click the small **Filter Icon** next to the drop down Icon.

Select whichever fields are desired or un-check any non-necessary ones

then select **OK**.

Filters remain even if field is removed from pivot table



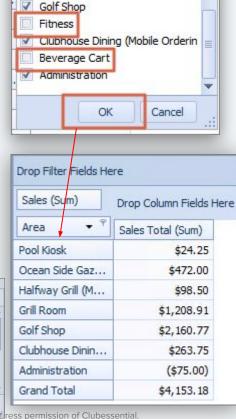
Hour of Day

(Show All)

Cancel

Grand 8

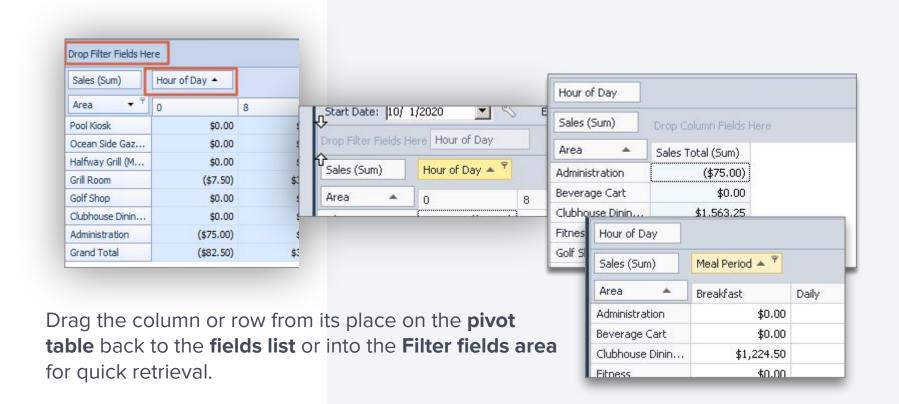
Drop



Halfway Grill (Mobile Ordering)

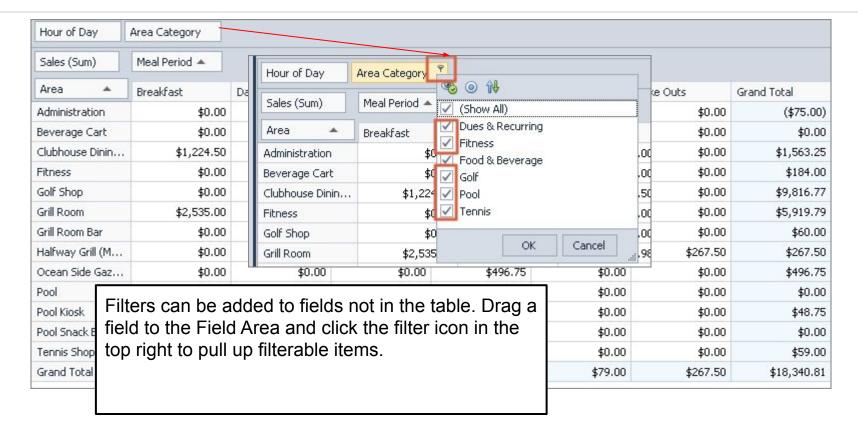
✓ Grill Room

## **←** Building The Report View (Removing Columns or Rows)



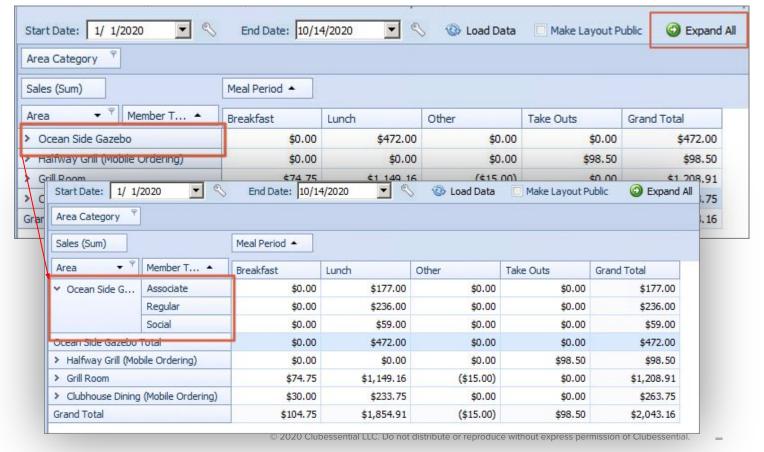


#### Adding a filter to the Fields Area





## **Building The Report View (Multiple Rows and Columns)**

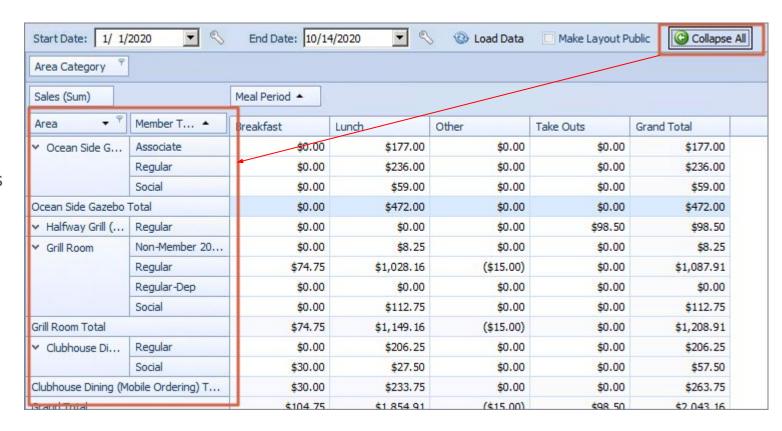


Click the arrow on an individual row or column to expand that next layer of detail.

Clicking **Expand All** will expand every layer in the grid.

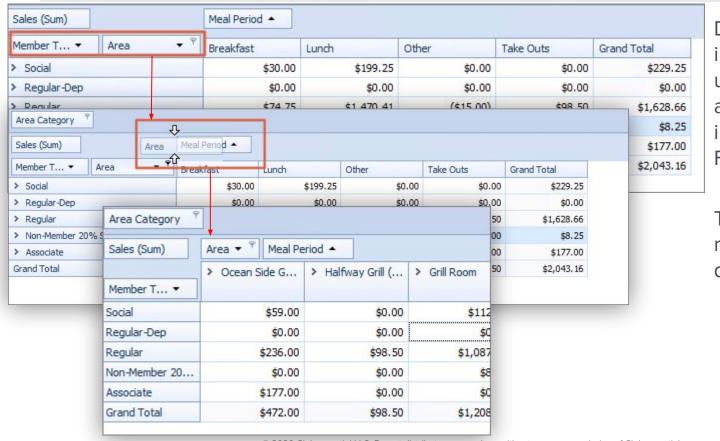
## **C** Collapsing Fields

The club can choose to collapse any number of expanded columns or rows or choose to **Collapse All**.



## G

#### **Building The Report View (Multiple Rows and Columns)**



Drag any column or row into a different location until the indicator arrows highlight where in the pivot table the Field will land.

Then the columns be be rearranged as much as desired.

© 2020 Clubessential LLC. Do not distribute or reproduce without express permission of Clubessential.



#### **Using Custom Pre-Filters**

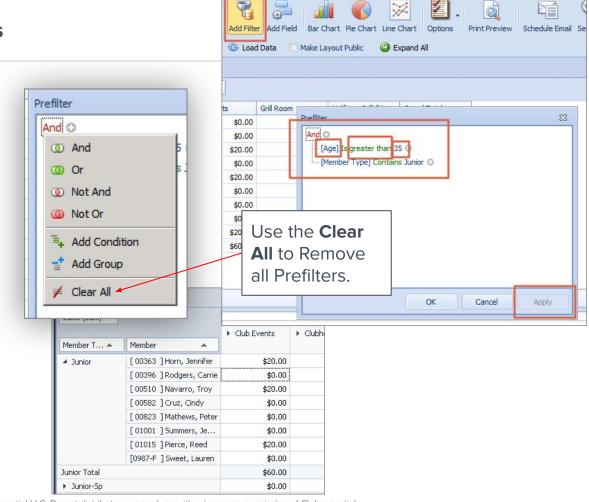
#### Click Add Filter.

Select from the Plus Icon to add as many AND, OR, NOT AND, NOT OR filters as desired.

Within the filter the Blue indicates a **Field** and the Green is the **Expression**.

The final portion is what filter criteria are in place.

Click **Apply** after all criteria are placed.



## **Adding a Custom Field**

Select the Add Field.

Choose a Caption, Display Type and Field Name.

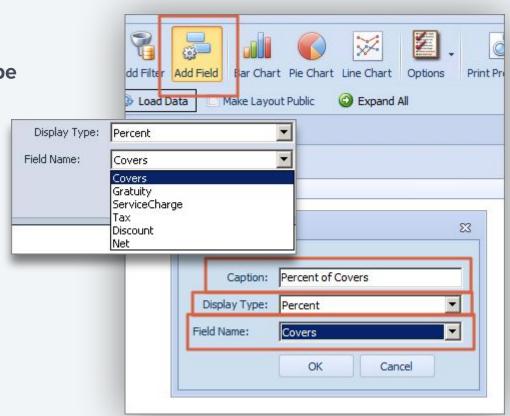
#### **Display type** can be:

- User Defined Formula
- Percent
- Variation

#### Field Name can be

- Covers Gratuity
- Service Charge
- Tax
- Discount
- Net

Press **OK**.

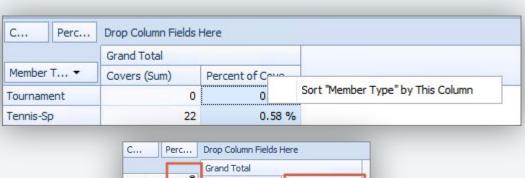


## Sorting By Specific Column

To sort by a specific Column, right click and select from the sorting options.

Then select the sort icon in the field sorting by.

To **remove** the sort, right click again on the column and deselect the previously sorted option. Or click **Remove All Sorting**.

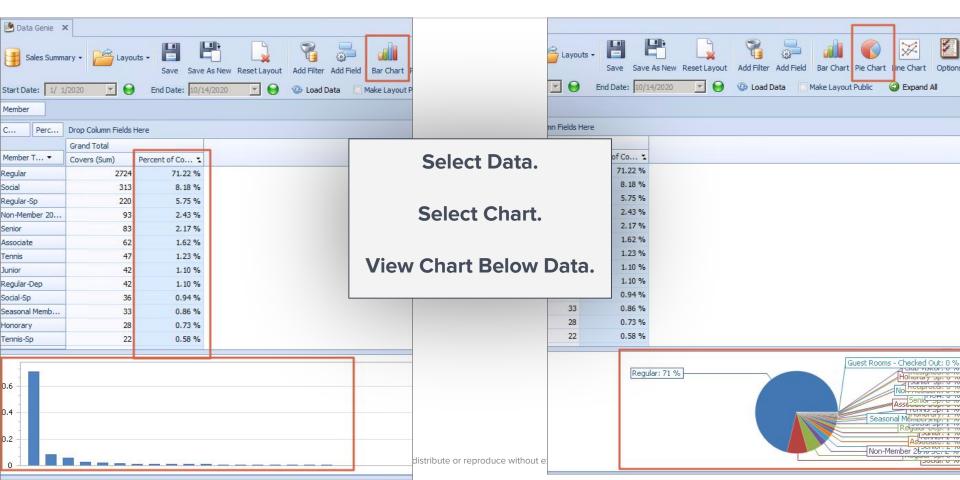


|               |       | Grand Tot  |      |                 |
|---------------|-------|------------|------|-----------------|
| Member T      | . + ° | Covers (Si | um)  | Percent of Co 🖫 |
| Regular       | Mem   | ber Type   | 2724 | 71.22 %         |
| Social        | 1.0   | Del Type   | 313  | 8.18 %          |
| Regular-Sp    |       | 220        |      | 5.75 %          |
| Non-Member 20 |       | 3          | 93   | 2.43.00         |

| C Perc        | Drop Column Fields Here |               |          |                                   |  |  |
|---------------|-------------------------|---------------|----------|-----------------------------------|--|--|
|               | Grand Total             |               |          |                                   |  |  |
| Member T ▼    | Covers (Sum)            | Percent of Co |          |                                   |  |  |
| Regular       | 2724                    | 71.22         | <b>V</b> | Sort "Member Type" by This Column |  |  |
| Social        | 313                     | 8.18          |          | Remove All Sorting                |  |  |
| Regular-Sp    | 220                     | 5.75 %        | %        |                                   |  |  |
| Non-Member 20 | 93                      | 2.43 %        | %        |                                   |  |  |

© 2020 Clubessential LLC. Do not distribute or reproduce without express permission of Clubessential.

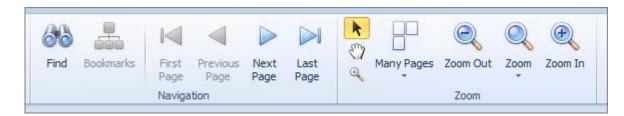
## **←** Working With Charts





- Use scale to fit the information on the correct number of pages.
- Use Margins to increase or decrease the margins
- Use the Export to and Email As tools to build the doc in a variety of formats.









## Scheduling an Email

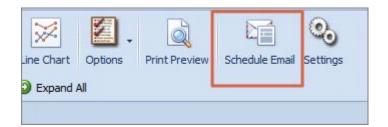
Click on **Schedule Email**.

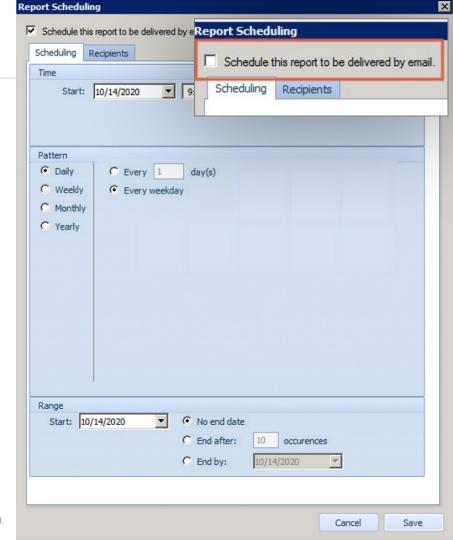
Select the **Schedule this report to be delivered by email** checkbox.

Click on the **Scheduling** tab.

Choose **Recipients**.

Save.







#### **Scheduling an Email - Recipients**

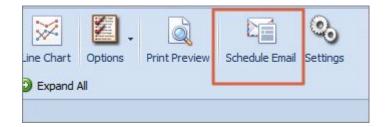
Click on **Schedule Email**.

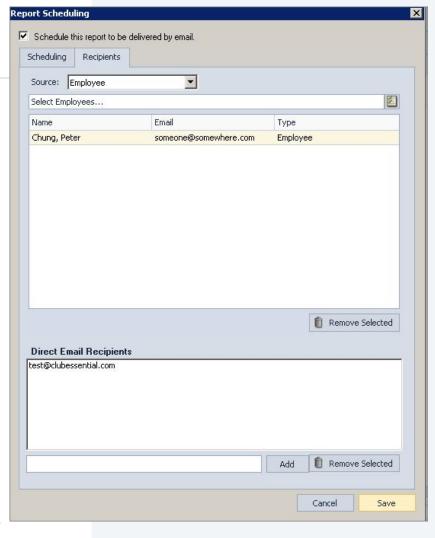
Select the **Schedule this report to be delivered by email** checkbox.

Click on the **Scheduling** tab.

Choose Recipients.

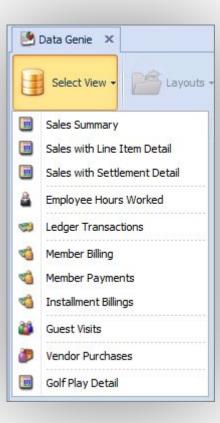
Save.







## The Different Data Genie Views and What They Do



- Sales Summary
- Sales with line Item Detail
- Sales with Settlement Detail
- Employee Hours Worked
- Ledger Transactions
- Member Billing
- Member Payments
- Installment Billing
- Guest Visits
- Vendor Purchases
- Golf Play Detail



**Sales Summary** is an overview of all sales within a time range.

Can include totals, minimums, maximums and averages from:

- Sales \$
- Covers
- Average Sale Per cover
- Discounts
- Gratuity
- Service Charge
- Tax



# **C** Sales Summary Column and Row Fields

These can be dragged to the column or row portion of the pivot table.

There is also the **Add**To button at the bottom of the list.

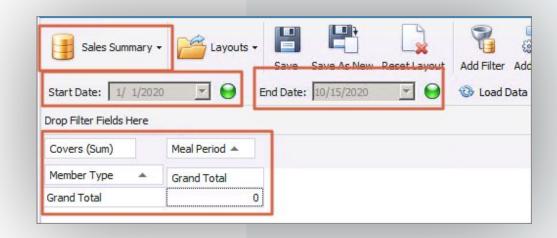




#### **Good Startup Fields for Sales Summary**

## **Sales Summary**

Dynamic Date Range
Covers Data field
Member Type in Row
Meal Period in Column

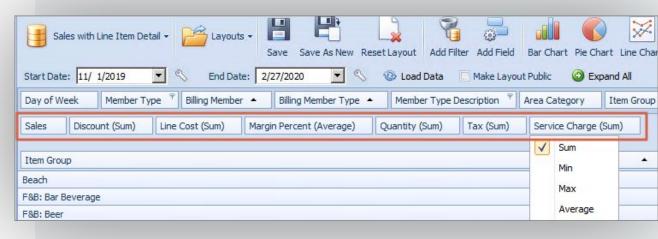




Sales With Line Item Detail is a sales report with focus on items in each purchase.

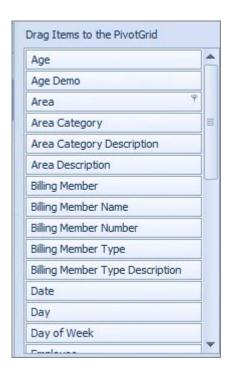
Can include totals, minimums, maximums and averages from:

- Sales
- Discount
- Line Cost
- Margin Percent
- Quantity
- Tax
- Service Charge





#### Sales With Line Item Detail Column and Row Fields

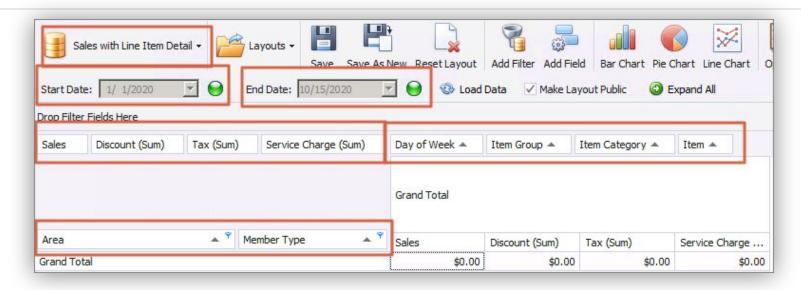








#### **Good Startup Fields for Sales with Line Item Detail**



#### Sales with Line Item Detail

Dynamic Date Range

Sales Discount (Sum) Tax (Sum), Service Charge (Sum) Data Fields

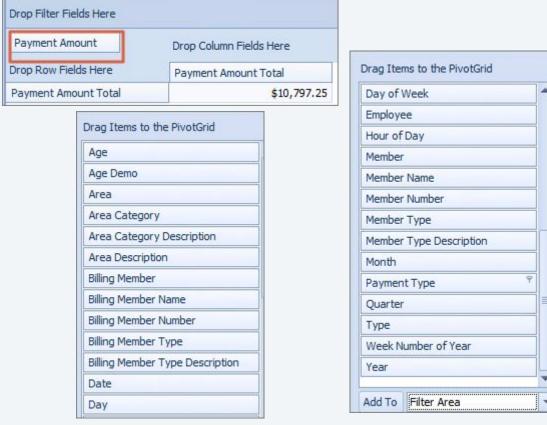
Area, Member Type Row Fields

Day of Week, Item Group, Item Category, Item Column Fields

## **C** Sales with Settlement Detail

Sales With Settlement
Detail is a sales report
focused on how
members paid for their
tickets.

The only Data Field Item in this report is the **Payment Amount**.



© 2020 Clubessential LLC. Do not distribute or reproduce without express permission of Clubessential.



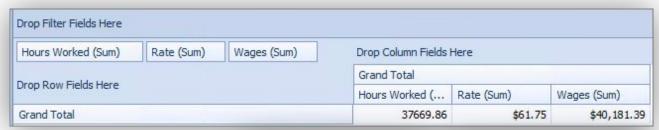


#### **Sales with Settlement Detail**

Dynamic Date Range
Payment amount Data Field
Member type, Billing Member Row Field
Payment Type Column Field

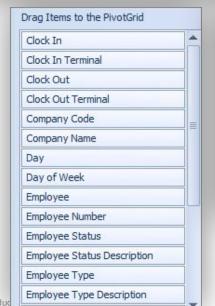


#### **Employee Hours Worked**



Employee Hours Worked report audits employee shifts and hours worked. Includes Sum, Minimums, Maximums and Averages from:

- Hours Worked
- Rate
- Wages







#### **Good Startup Fields for Employee Hours Worked**

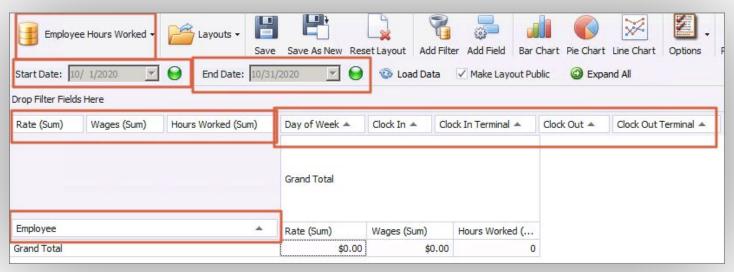
#### **Employee Hours Worked**

Dynamic Date Range

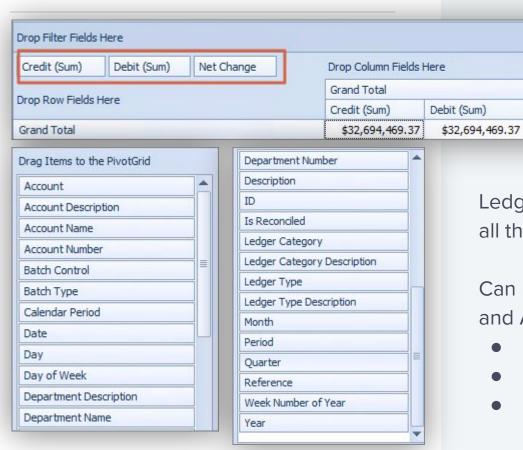
Rate (Sum), Wages (Sum), Hours Worked (Sum) Data Fields

**Employee Row Field** 

Day of Week, Clock In, Clock in Terminal, Clock Out, Clock out Terminal Column Fields



## **C** Ledger Transactions



Ledger Transactions report will display all the General Ledger information.

Can pull Sum, Minimums, Maximums and Averages data by:

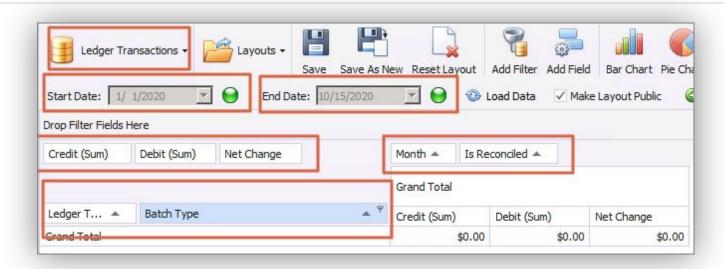
- Credit
- Debit
- Net Change

Net Change

\$0.00



## **Good Startup Fields for Ledger Transactions**



#### **Ledger Transactions**

Dynamic Date Range Credit (Sum), Debit (Sum), Net Change Data Fields Ledger Type, Batch Type Row Fields Month, Is Reconciled Column Fields

## **G** Member Billing



Member Billing report focuses exclusively on items charged to members via month end wizard. Billing, Minimums, and Late fee items can all be filtered in this report. The data fields used include Sum, Minimums, Maximums and Averages from

- Service Charge
- Sub Total
- Tax
- Total





### **Good Startup Fields for Member Billing**

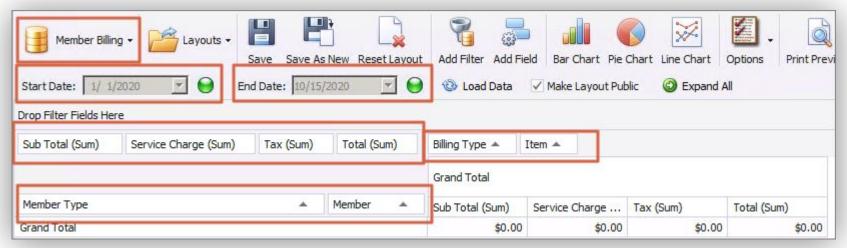
### **Member Billing**

Dynamic Date Range

Sub Total (Sum) Service Charge (Sum) Tax (Sum) Total (Sum) Data Fields

Member Type, Member Row Fields

Billing Type, Item Column Fields



# **G** Member Payments

Member Payments report only shows member payments.

Includes Sum,
Minimum, Maximum
and Average on the
only Data Field,
Amount.



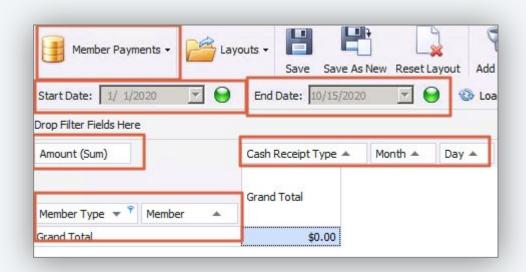




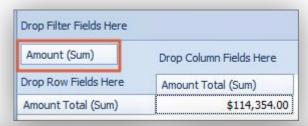
### **Member Payments**

Dynamic Date Range Amount (Sum) Data Field Member Type, Member Row Fields

Cash Receipt Type, Month, Day Column Fields









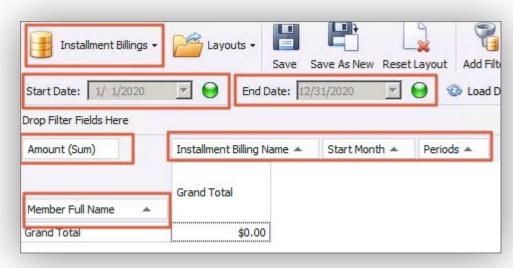
Installment Billings report is only Interested in any installment billings connected to individual members.

Single Data Field, Amount, can be Summed, Min'd, Maxed, and Averaged.



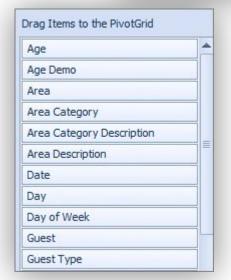
### **Good Startup Fields for Installment Billing**

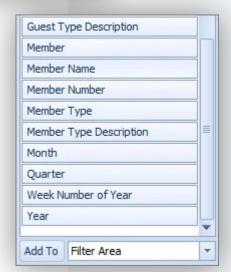
Dynamic Date Range
Amount (Sum) Data Field
Member Full Name Row Field
Installment Billing Name, Start Month,
Periods Column Fields



## **G**uest Visits







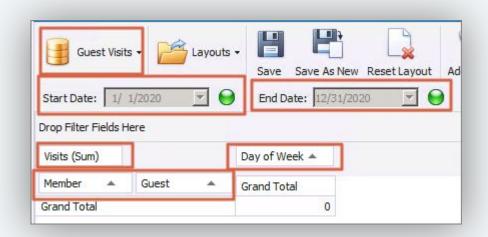
Guest Visits report considers the number of visits a guest of a member has made.

This report only brings in one data field - Visits. Uses Sum, Min, Max, and average.



#### **Guest Views**

Dynamic Date Range Visits (Sum) Data Field Member, Guest Row Fields Day of Week Column Fields



## **C** Vendor Purchases



Vendor Purchases shows the club all purchases made from vendors within the selected date range.

Can pull Sum, Minimums, Maximums and Averages data by

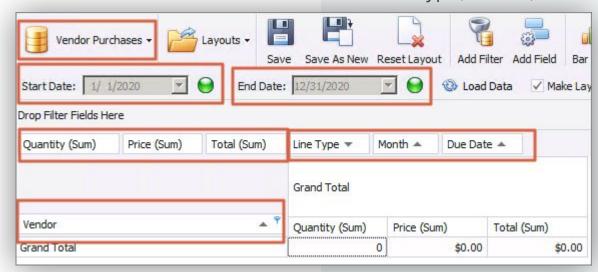
- Quantity
- Price
- Total



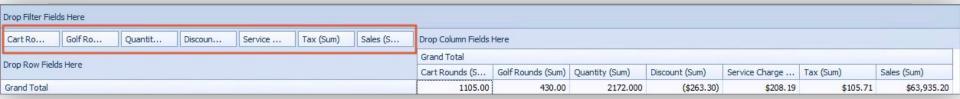
### **Good Startup Fields for Vendor Purchases**

#### **Vendor Purchases**

Dynamic Date Range
Quantity (Sum), Price (Sum), Total (Sum) Data Fields
Vendor Row Field
Line Type, Month, Due Date Column Fields



# **Golf Play Detail**



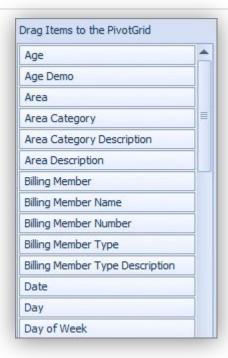
Golf Play Detail report focuses on items sold in the pro shop that have a round of golf associated with them.

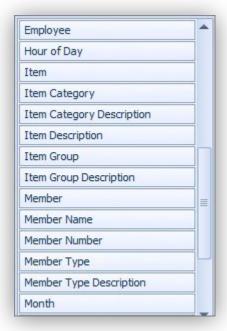
Sum, Minimums, Maximums and Averages data by

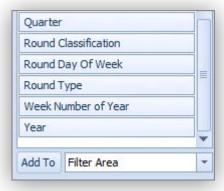
- Cart Rounds
- Golf Rounds
- Discount
- Quantity
- Service Charge
- Tax
- Sales



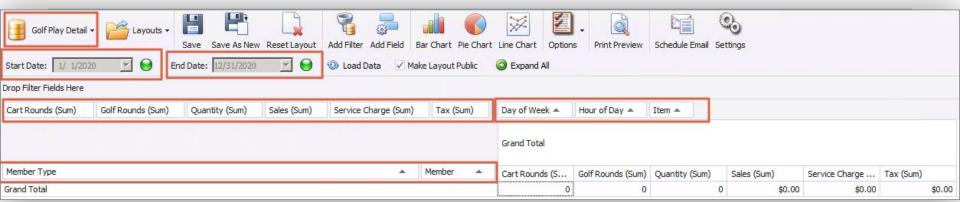
### Golf Play Detail Column and Row Fields







# Good Startup Fields for Golf Play Detail



### **Golf Play Detail**

Dynamic Date Range

Cart Rounds (Sum), Gold Rounds (Sum), Quantity (Sum), Sales (Sum), Service Charge (Sum), Tax (Sum) Data Fields

Member Type, Member Row Fields

Day of Week, Hour of Day, Item Column Fields

