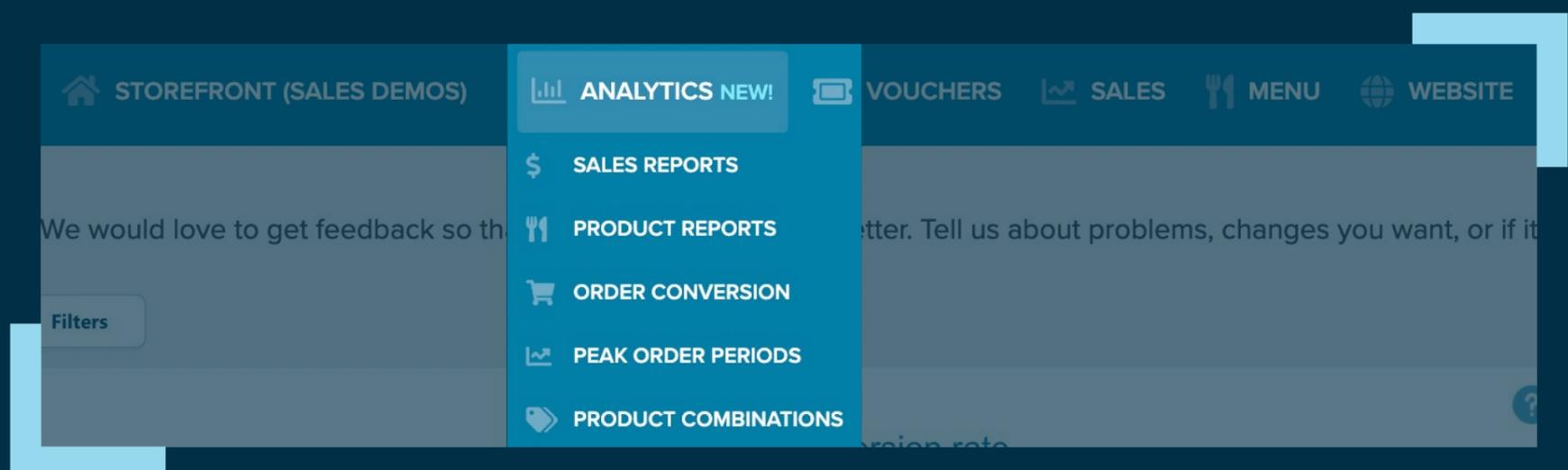


# Getting started with MOBI Analytics

## Accessing MOBI Analytics

You can access MOBI Analytics from the top navigation of your MOBI admin dashboard.



## Why MOBI Analytics?



**Know your business better:** Easily understand business performance through MOBI Analytics. Deep dive into sales and products with detailed insight and trend reports.



**Understand your guest behaviour:** With a single customer view, MOBI Analytics lets you truly understand your guests' behaviour. Get insight into what they order, when they order, and how they order, so you can foster more loyalty and strengthen relationships.



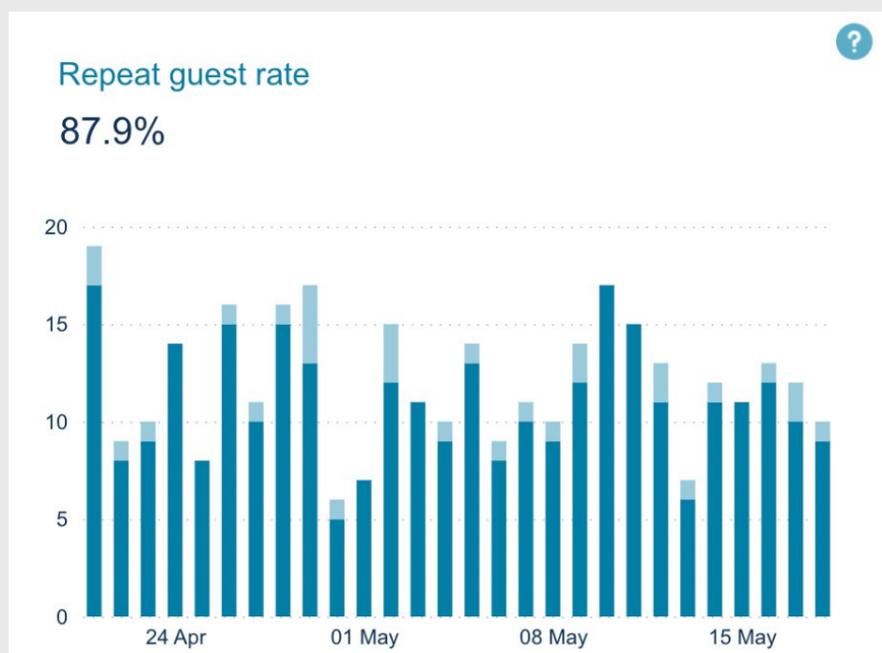
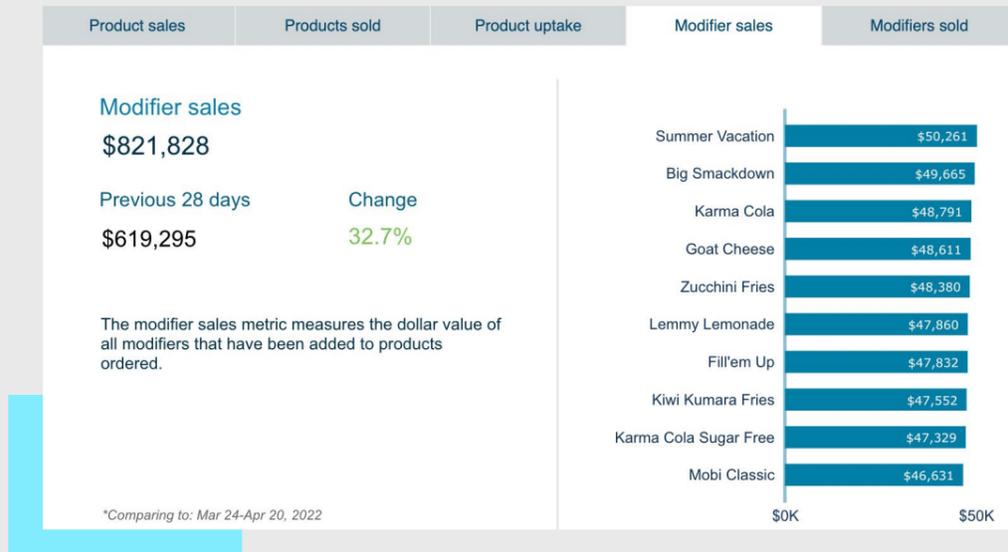
**Actionable insights to grow your business:** Data is everywhere, but with real insight comes the ability to make change, to increase revenue, and to drive your brand forward. Insight is your competitive differentiator.

# Feature highlights



## Track guest behaviour

Get to know your guests in detail. Know how and what they order, how they pay, what modifiers they choose, you name it. Now you can cater to their exact needs.



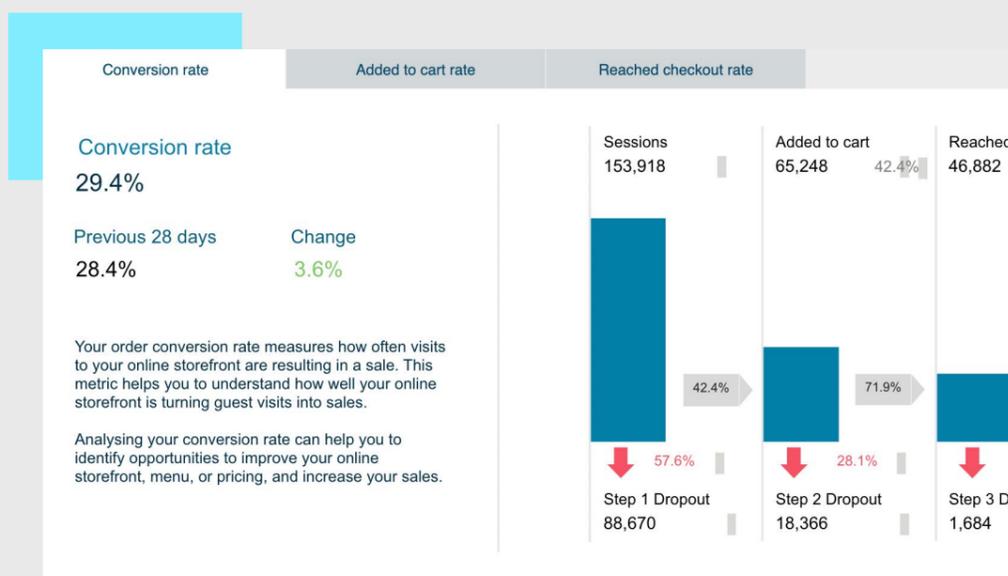
## The value of returning guests realised

Loyal guests are worth more. So by tracking your new versus returning guest rate and understanding the average order value for each, you can ensure your marketing and loyalty campaigns are working for you.



## Conquer your conversion rate

By being able to see where your guests drop out of the sales funnel and your overall conversion rate, you can change your menu, make design adjustments, or prioritise certain channels in order to increase revenue.

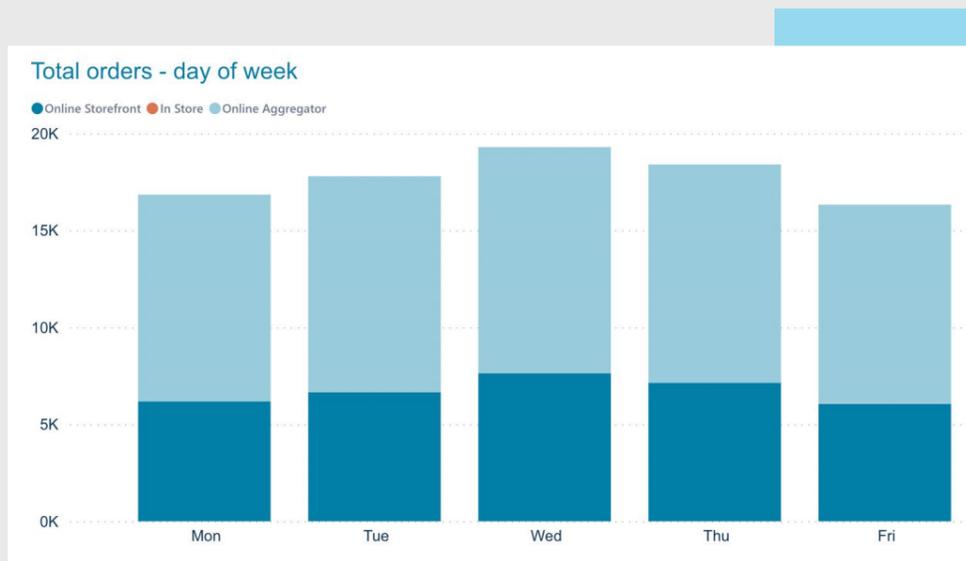


# Feature highlights



## Optimise your efforts

With the right information comes the ability to optimise your campaigns, promotions and discounts, ensuring they deliver on your brand's objectives.



## The detail you need to succeed

Deep dive into sales and product reports, seeing trends and detailed insight that enables you to make more informed decisions.



## Prioritise more profitable products

Optimise your menu by knowing which products are the most valuable, when, and what sells together.

Top 10 products

Rank	Mon	Tue	Wed	Thu	Fri
1	Deli Delight	Deli Delight	Deli Delight	Deli Delight	Deli Delight
2	Mobi House Fries	Gingerella	Gingerella	Gingerella	Gingerella
3	Gingerella	Mobi House Fries	Mobi House Fries	Mobi House Fries	Mobi House Fries
4	Big Smackdown	Big Smackdown	Summer Vacation	Goat Cheese	Summer Vacation
5	Karma Cola	Lemmy Lemonade	Big Smackdown	Summer Vacation	Karma Cola Sugar Free
6	Summer Vacation	Summer Vacation	Zucchini Fries	Big Smackdown	Goat Cheese
7	Karma Cola Sugar ...	Zucchini Fries	Goat Cheese	Mobi Classic	Big Smackdown
8	Lemmy Lemonade	Kiwi Kumara Fries	Mobi Classic	Kiwi Kumara Fries	Zucchini Fries
9	Zucchini Fries	Goat Cheese, Karma...	Lemmy Lemonade, K...	Zucchini Fries	Kiwi Kumara Fries

## FAQ

To learn more about MOBI Analytics and how it can help you take your brand to the next level, check out our support articles available at [support.mobi2go.com](https://support.mobi2go.com). If you have questions about this product, don't hesitate to reach out to our team at [support@mobiHQ.com](mailto:support@mobiHQ.com).

The digital partner of hospitality

MOBI