THE FORTUNE TELLER

1. From the main screen select the REPORTS button then choose GOALS/FORTUNE TELLER.



The following screen will appear:

×	•			Scenarios for	12 Month Sales Projecti	ions		Print	Exit	
		S	cenario #1 (Current	:)]
# Active Clients Active Client Retention	0	Month	Total R Monthly	levenue Weekly	Daily	Monthly Service \$	Monthly Retail	Service Income	Retail Income	
	0,0		Monthly	weekiy	Dally	Service \$,,			
New Per Month	0	May June		·						
New Client Retention	0°	July								
Frequency (Visits)	0	August								
Avg. Service Ticket	0	September October								
Avg. Retail Ticket	0	November								
Total Sales	0	December								
	-	Januarv February								
Retail % of Total Sales	0 ⁶	March								
Service Commission %	0 %	April								
Retail Commission %	0 %					,	,	r		
Total Annual Income	0	Total]						
# Active Clients	0		Scenario #2 (What	if?)						-
Active Client Retention	0%		Total Reve	nue		Monthly	Manthh	Service	Retail Income	
		Month	Monthly	Weekly	Daily	Service \$	Monthly Retail \$	Income	Retail Income	
New Per Month	0	Мау	,	1			1			
New Client Retention	0 %	June								Difference in Annual S
Frequency (Visits)	0	July								
Avg. Service Ticket	0	August September								
Avg. Retail Ticket	0	October								Difference In Annual In
Total Sales	0	November December								
		January								
Retail % of Total Sales	0 %									Percentage Difference
	0%	February								
Retail % of Total Sales Service Commission % Retail Commission %	0%	February March April								

2. In the upper left-hand corner, you will use the dropdown to choose "All Operators" (this is the entire business) or an individual by name.

12 1	Nonth Sales Projections	
	All Operators Angie Christian	•

3. Upon selecting either "All..." or an individual the software will begin calculating totals. This could take a few moments.

•			Scenarios for 12 M	Nonth Sales Projection	S		Print	Exit
	s	cenario #1 (Current)						
1645		Total Reve	enue		Monthly	Monthly Retail	Service Income	Retail Income
79.5%	Month	Monthly	Weekly	Daily	Service \$	Ś		
64 67	May	135854 86	31375.26	6275 05	126073 31	9781 55	37821 99	978.1
	June	138111.51	31896.42	6379.28	128167.48	9944.03	38450.25	994.4
	July	140368.16	32417.59	6483.52	130261.65	10106.51	39078.50	1010.0
7.61	August		32938.76			10268.99	39706.75	1026.
92.26								1043.
								1059.3
59.7								1075.
1779197.28								1091.
								1108.1
7.2%								1124.
30 %								1140. 1156.
	April	160678.02	37108.09	/421.62	149109.20	11568.82	44/32.76	1156.
[10]%								
508138.74	Total	1779197.28			1651095.08	128102.20	495328.53	12810.
1645		Scenario #2 (What if?))					
		Total Revenue	•					
79.5 %	M			D-II.				Retail Income
64.67	Month	Monthly	Weekly	Daily	Service \$	Retail \$	Income	
36.21 %	May	135854.86	31375.26	6275.05	126073.31	9781.55	37821.99	978.1
	June							994.
7.61	July							1010.
92.26	August							1026.
	September	144881.47	33459.92	6691.98	134450.00	10431.47	40335.00	1043.
						10593.94	40963.25	1059.3
59.7	October	147138.12	33981.09	6796.22	136544.17			
59.7 1779197.28	October November	149394.77	34502.26	6900.45	138638.34	10756.42	41591.50	
1779197.28	October November December	149394.77 151651.41	34502.26 35023.42	6900.45 7004.68	138638.34 140732.51	10756.42 10918.90	41591.50 42219.75	1075. 1091.
	October November December January	149394.77 151651.41 153908.06	34502.26 35023.42 35544.59	6900.45 7004.68 7108.92	138638.34 140732.51 142826.68	10756.42 10918.90 11081.38	41591.50 42219.75 42848.00	1091. 1108.
1779197.28	October November December January February	149394.77 151651.41 153908.06 156164.72	34502.26 35023.42 35544.59 36065.76	6900.45 7004.68 7108.92 7213.15	138638.34 140732.51 142826.68 144920.86	10756.42 10918.90 11081.38 11243.86	41591.50 42219.75 42848.00 43476.26	1091.0 1108.1 1124.3
1779197.28 7.2 % 30 %	October November December January February March	149394.77 151651.41 153908.06 156164.72 158421.36	34502.26 35023.42 35544.59 36065.76 36586.92	6900.45 7004.68 7108.92 7213.15 7317.38	138638.34 140732.51 142826.68 144920.86 147015.02	10756.42 10918.90 11081.38 11243.86 11406.34	41591.50 42219.75 42848.00 43476.26 44104.51	1091. 1108. 1124. 1124.
1779197.28	October November December January February	149394.77 151651.41 153908.06 156164.72	34502.26 35023.42 35544.59 36065.76	6900.45 7004.68 7108.92 7213.15	138638.34 140732.51 142826.68 144920.86	10756.42 10918.90 11081.38 11243.86	41591.50 42219.75 42848.00 43476.26	1091. 1108. 1124.
	1645 79.5% 64.67 36.27% 7.61 92.26 59.7 1779197.28 7.2% 30 % 10 % 508138.74 1645 79.5 %	So 1645 79.5% Month 64.67 June July July Audust September October November December June January 72% March April 10 % 508138.74 Total 1645 79.5 % Month July July April July July March July May July May July	Scenario #1 (Current) 1645 Total Rev. 79.5% Month Monthly 64.67 June 135854.86 36.2% June 142624.81 92.26 Auoust 142624.81 92.26 September 144831.47 92.26 November 143934.77 97.7% November 143934.77 1779197.28 December 151651.41 30.% February 156164.72 7.3% Fabruary 156308.06 10.% Total 1779197.28 508138.74 Total 1779197.28 508138.74 Total 1779197.28 1645 Scenario #2 (What if?) 79.5 % Month Monthly 138111.51 138111.51 7.61 June 133111.51 7.61 June 133111.51 7.61 June 133111.51 7.61 June 133111.51 7.61 Juny 142624.81<	Scenario #1 (Current) 1645 Total Revenue 79.5% Month Monthly Weekly 64.67 May 135854.86 13175.26 36.27% June 1338111.51 31896.42 392.26 September 1442624.81 32938.76 92.26 October 147138.12 333961.09 95.97 November 149394.77 34502.26 1779197.28 December 151651.41 35023.42 1779197.28 December 151654.72 36065.76 30 % April 160678.02 37108.09 10 % Total 1779197.28 508138.74 Total 1779197.28 1645 Scenario #2 (What if?) 79.5 % Month Monthly Weekly 13854.86 31375.26 31386.42 36.21 % June 135854.86 31375.26 92.26 Month Monthly Weekly	Scenario #1 (Current) 1645 Total Revenue Monthly Daily 64.67 May 135854.86 13175.26 6275.05 36.27* June 135854.86 13175.26 6275.05 36.27* June 135854.86 13175.26 6275.05 36.27* June 135854.86 13175.26 6379.28 36.27* June 142624.81 32938.76 6587.75 92.26 October 1447138.12 33981.09 6796.22 59.7 November 143934.77 34502.26 6990.045 0ctober 151651.41 35023.42 7004.68 1779197.28 December 1518614.72 36065.76 7121.35 30 March 158421.36 36586.692 7317.38 30 March 158421.36 36586.692 7317.38 30 March 1779197.28 Total 1779197.28 1645 Scenario #2 (What if?) Total Revenue 63275.05 79.5	Scenario #1 (Current) 1645 Total Revenue Month Monthly Weekly Daily Monthly 64.67 May 135854.86 31375.26 6275.05 126073.31 36.27% June 133811.51 13896.42 6379.28 128167.48 36.27% June 140368.16 32417.59 6483.52 1332616.52 7.61 August 142624.81 3293.76 6587.75 132358.2 92.26 September 144713.12 33931.09 6796.22 6900.45 138638.34 1779197.28 December 143934.77 34602.26 6900.45 138638.34 1779197.28 December 151651.41 35023.42 7004.68 140732.51 13908.06 35544.59 7108.92 142826.68 140732.51 14909.20 15842.136 36566.92 7317.38 147015.02 30 % April 160678.02 37108.09 7421.62 149109.20 10 % Scenario #2 (What if?) <t< td=""><td>Scenario #1 (Current) Month Monthly Weekly Daily Monthly Monthly Retail 79.5% Month 135854.86 1375.26 6275.05 126073.31 9781.55 36.27% June 135854.86 13375.26 6379.28 12807.3.1 9781.55 36.27% June 135854.86 13175.26 6483.52 128067.48 9944.03 92.26 September 1442624.81 32938.76 6587.75 132355.82 10268.99 92.26 November 147138.12 33981.99 6591.98 134544.17 10593.94 1779197.28 December 151651.41 35023.42 7004.68 140732.51 10918.90 1779197.28 December 151651.47 365567 7213.15 144920.86 11243.86 30 % March 158421.36 36586.92 7317.38 147015.02 11406.34 400 % Weekly Daily Keekly Daily Keekly 149109.20 11568.82 10 %</td><td>Scenario #1 (Current) Month Total Revenue Monthly Monthly Monthly Service \$ S 64.67 May 135854.86 31375.26 6275.05 126073.31 9781.55 37821.99 36.27* June 131811.51 31896.42 6379.28 130261.65 10106.51 39078.50 7.61 August 144262.481 32938.76 6687.75 132255.82 10268.99 39706.57 92.26 October 144713.12 33891.09 66796.22 136544.17 10593.94 409353.00 92.26 October 14713.12 33891.09 6796.22 136544.17 10593.94 409353.25 1779197.28 December 151651.41 35023.42 7004.68 140732.51 10918.90 42219.75 13anuar 15561.64.72 3606.57 72.13 144820.68 11081.38 42840.00 7.2* March 158421.36 36586.92 7317.38 147015.02 11406.34 44104.51 10 %</td></t<>	Scenario #1 (Current) Month Monthly Weekly Daily Monthly Monthly Retail 79.5% Month 135854.86 1375.26 6275.05 126073.31 9781.55 36.27% June 135854.86 13375.26 6379.28 12807.3.1 9781.55 36.27% June 135854.86 13175.26 6483.52 128067.48 9944.03 92.26 September 1442624.81 32938.76 6587.75 132355.82 10268.99 92.26 November 147138.12 33981.99 6591.98 134544.17 10593.94 1779197.28 December 151651.41 35023.42 7004.68 140732.51 10918.90 1779197.28 December 151651.47 365567 7213.15 144920.86 11243.86 30 % March 158421.36 36586.92 7317.38 147015.02 11406.34 400 % Weekly Daily Keekly Daily Keekly 149109.20 11568.82 10 %	Scenario #1 (Current) Month Total Revenue Monthly Monthly Monthly Service \$ S 64.67 May 135854.86 31375.26 6275.05 126073.31 9781.55 37821.99 36.27* June 131811.51 31896.42 6379.28 130261.65 10106.51 39078.50 7.61 August 144262.481 32938.76 6687.75 132255.82 10268.99 39706.57 92.26 October 144713.12 33891.09 66796.22 136544.17 10593.94 409353.00 92.26 October 14713.12 33891.09 6796.22 136544.17 10593.94 409353.25 1779197.28 December 151651.41 35023.42 7004.68 140732.51 10918.90 42219.75 13anuar 15561.64.72 3606.57 72.13 144820.68 11081.38 42840.00 7.2* March 158421.36 36586.92 7317.38 147015.02 11406.34 44104.51 10 %

4. "This screen is broken up into two parts. Scenario #1 which is the top half of the screen shows you a 12-month projection based on your real sales data. The bottom half of the screen shows the same information, but with the ability to change the real numbers to "possible" or "what if" numbers. This allows you to see what the business impact will be if you hit the "what if" numbers. This will allow you to forecast where the company will be based on both your "actual" figures, and a "potential forecast" based on achieving your specific goals."

5. Now we will describe the fields on the left of the screen.

A: # Active Clients: The number of unique clients that came in for a service or retail within the 3 months prior to the current month. example: If we currently are in April 2024 the 3-month prior would be 01/01/2024 to 03/31/2024

B: Active Client Retention: The percentage of clients that came in 4 months ago, for a service or retail, and that returned at least once within 90 days of that visit. example: If we currently are in April 2024 the date range would be 12/01/2023 to 12/31/2023. If a client came in on 12/12/2023 then it would see if they came in again within the date range 12/13/2023 to 03/12/2024

C: New Per Month: The number of unique first-time clients that came in for a service or retail within the 3 months prior to the current month. This number is then divided example: If we currently are in April 2024 the 3-month prior would be 01/01/2024 to 03/31/2024.

D: New Client Retention: The percentage of first-time clients that came in 4 months ago, for a service or retail, and that returned at least once within 90 days of that visit. example: If we currently are in April the date range would be 12/01/2024 to 12/31/2024 and if a client came in on 12/12/2023 then it would see if they came in again within the date range 12/13/2023 to 03/12/2024

E: Frequency of Visit: Total visits within prior 3 months' time four (this gives you projected total visits in a year, client returning on different day would be second visit) divided by the "#active clients".

F: Avg service Ticket: The sum of all service sales within the prior 3 months divided by the number of unique transactions that included a service for the same period.

G: Avg Retail Ticket: The sum of all retail sales within the prior 3 months divided by the number of unique transactions that included a retail item for the same period.

H: Total Sales = The sum of all service and retail sales for the prior 3 months.

I: Retail % of Total: Sum of all retail sales divided by "total sales"

J: Service Commission % - Enter the amount of commission you pay your service provider. This number defaults to 30% but should be changed to what you actually give.

K: Retail Commission % Enter the amount of commission you pay your service provider. This number defaults to 10% but should be changed to what you actually give.

L: Total Annual Income: (sum of services X service commission) + (sum of retail X retail commission) (X=Times)

6. As an example, let's say the image below is your real last 3 to 4 months of data:

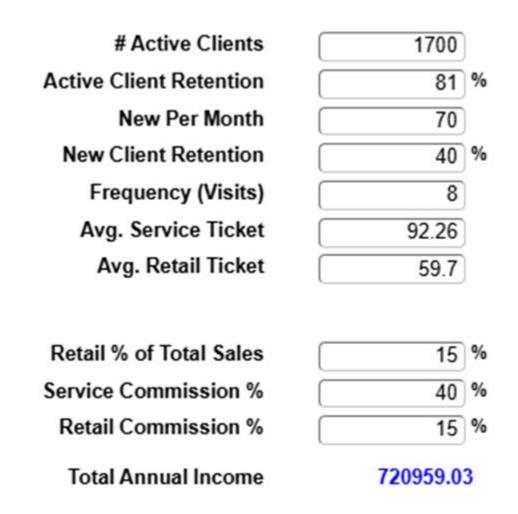
Active Clients
Active Client Retention
New Per Month
New Client Retention
Frequency (Visits)
Avg. Service Ticket
Avg. Retail Ticket

1645
79.5%
64.67
36.21%
7.61
92.26
59.7

Retail % of Total Sales Service Commission % Retail Commission % Total Annual Income

7.	2%
30	%
10	%
508138.7	6

Now let's say you changed your actual numbers in the "What If" scenario to the image below:



These new numbers will translate into a "new" total sales and total annual income for the year based on your hopeful projections.

Along with that, you will see on the right of the screen your actual business impact.

Business Impact

Difference in Annual Sales

\$209,655.20

Difference In Annual Income

\$212,820.27

Percentage Difference

11.78%

You can see the impact on your business as a whole, or you can see an individual staff member's potential numbers based on goals you 've set for them.