

HOW TO USE REPORTING DATA TO GROW YOUR BUSINESS

***FEATURING 8 POPULAR
PARTY CENTER SOFTWARE
REPORTS***

partycenter
software



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WE'RE SO GLAD YOU'RE HERE!
LET'S GROW TOGETHER.

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INTRODUCTION

Data is a **business asset**.

Collecting and analyzing customer data can help fuel your efforts to drive repeat business, market to new customers, and grow brand awareness.

Data can also expose **different opportunities** for your business to improve and help you discern what to focus on next.

Perhaps your data shows that it's time to rotate food items or redemption prizes that you have available. Or, your customer feedback surveys keep mentioning that service could be improved and it's time to offer some more coaching to your staff.

Whatever the scenario, data is king and can help you figure out what you need to do to better your day-to-day operations.



In this eBook, we offer **key recommendations** on where and how to collect relevant data that'll help drive business growth, how Party Center Software Reports can help you better understand your unique target demographic, how to market (or remarket) to your audience, and so much more!

At PCS, we're actively working to create the best content for FECs, event venues, and other verticals.

Please be sure to subscribe to our blog for more great content, follow us on social, and join the PCS Community Group on Facebook.

Let's grow together.



Party Center Software



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1

DATA FUELS BUSINESS GROWTH

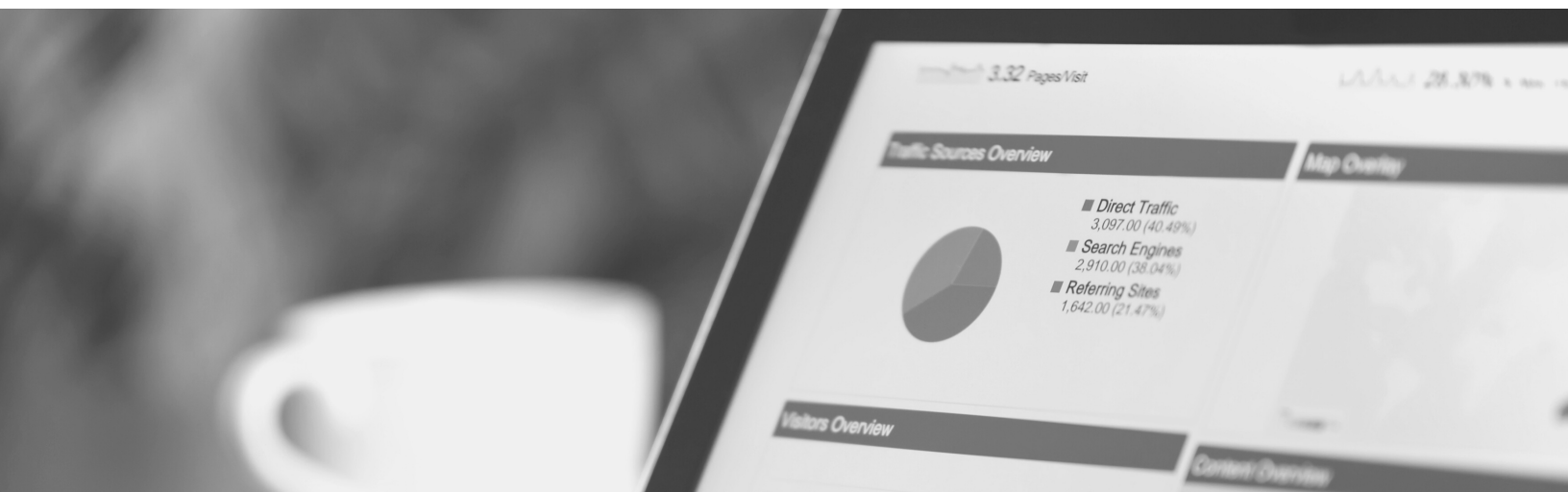


You're probably wondering: ***how can I collect relevant customer data?*** *There are so many reports, insights, and analytic tools out there.* ***What's the most important (and valuable) source of data I can use for my business?***

First, think of all of your **touchpoints**.

Where do you **interact** with your customers? You do so in person, of course, at your facility. But you also interact with them digitally, when they go onto your social profile or onto your website.

Consider capturing data both in-person and digitally, be it when customers come to your facility and try to log into your WiFi (Hownd offers a tool that asks users to fill out a form before they can connect to your WiFi) or when they hop onto your website and want to subscribe to your promo email newsletter (ask for their name & email!).



HOW TO COLLECT CUSTOMER DATA

Here are **the most popular tools top FECs use** to collect relevant data:

1. GOOGLE ANALYTICS

Google Analytics allows you to track a customer's journey throughout your website.

You can track:

1. What pages get viewed most often? Any trends? Is a specific attraction page more popular than another?
2. How many views does your online booking page receive?
3. How many views convert into parties from your online booking page?
4. Which page leads to them "bouncing," or leaving the site most often?
5. How many people visit your site daily, and what events cause that to spike?

If you know that a lot of people visit your website from Organic Search, you may want to focus on continuing to improve your Search Engine Optimization, so that your website ranks higher on Google.



HOW TO COLLECT CUSTOMER DATA

If a lot are coming from Facebook, then you'll want to focus on building up your posting consistency or targeting specific customers with tailored ads.

All of these actions are first derived from what the data says and can lead to **revenue growth for your business**.

2. FORMS & WAIVERS

Forms allow you to capture great data, everything from the customer's name, phone number, email, birth date and so much more.

Digital waivers don't just help you protect your business. If you're a PCS customer, you can also use your digital waivers to ask customer-specific questions.

For instance, you can ask customers where they first heard about your facility, or you can capture more information about your most effective marketing channels (did they find you through Facebook, Instagram, or TikTok?). Then, you can choose whether to expand upon or look for new outlets to promote your business and attract new customers.



HOW TO COLLECT CUSTOMER DATA

You can embed forms on your website through email automation platforms, for example, and collect sign-up data for your newsletter.

You can also partner with a platform like Hownd and set up a free WiFi connection for customers while also using it as a tool to collect more data as mentioned previously.

This will allow you to send follow-up emails to customers that have already visited your facility and is another great way to **drive repeat business**.

3. SOCIAL MEDIA

Social media insights are a great way to gather more information about your customers.

On Facebook, for example, you can import your customer list and create a custom audience for ads retargeting.

This way, you can run advertisements directed toward that audience and track whether they effectively **increase bookings**.



HOW TO COLLECT CUSTOMER DATA

Facebook knows a lot about this custom audience you created, such as their demographic, location data, likes and dislikes, median income, and so forth.

You can then run ads at people who “look like” those who have already visited your FEC.

This is a great way to connect with new potential customers and **increase your brand awareness!**

By adding your Facebook Pixel to your website, you can also re-target website visitors on Facebook! If you’ve ever had an ad seemingly “follow you around,” that’s the Facebook Pixel at work.



FACEBOOK GUIDE

Check out our resource, How to Use Facebook to Grow Your FEC Party & Event Revenue, for more tips on Facebook for Business.



HOW TO COLLECT CUSTOMER DATA

4. FACILITY MANAGEMENT SOFTWARE

Your facility management software is a great resource for capturing data that you can then use to tailor your marketing activities toward your **target demographic**.

If you're a Party Center Software customer, you can pull various reports from your software that can help you identify new opportunities, like what type of parties are most frequently booked or who has an upcoming birthday so that you can email them a promo!

In chapter 2, we go over some of our favorite Party Center Software reports.

5. CUSTOMER SURVEYS

Customer feedback surveys are often overlooked, but they're a fantastic way to get data and information on how you can improve your party experience, facility, customer service, and more.



MAKING DATA ACTIONABLE

After you've captured the data, you have to put it into action. What's the point of setting up these systems if you don't use the information available at your fingertips!?

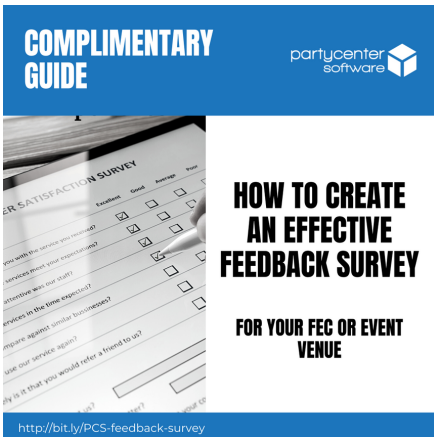
First, make sure to **schedule some time** to take a look at the information collected and develop a list of potential improvements you can make.

We recommend that you do this **annually, quarterly, and even monthly** to make sure that you're on track to meet your goals.

If you keep reading in your customer feedback surveys that your facility needs to improve its cleanliness, develop a plan for how you will do so. You may have to re-train staff or add a cleaning procedures list and schedule into your playbook.



MAKING DATA ACTIONABLE



CUSTOMER FEEDBACK GUIDE

Check out our resource, How to Create an Effective Feedback Survey, for more tips on how to survey your customers.

Perhaps you notice that one party package is doing better than another in terms of revenue, or, customers aren't really adding the add-ons you have available. Maybe it's time for a revamp of party packages & add-on items? You can work on adding better photos, descriptions, or simply rotating what you have available.

If you notice that your website performance isn't where you want it to be, it may be time to revamp your website or improve mobile compatibility!

The key here is to **set time aside every month or quarter** (or both) to look at the data and come up with ideas on how you can improve your business & marketing efforts.



2

PARTY CENTER SOFTWARE REPORTS



OUR TOP 8 REPORTS FOR BUSINESS GROWTH & IMPROVEMENT

Are you still using that giant binder or even post-it notes to keep track of your customers?

Hand-written logs or even an out-of-date point-of-sale aren't going to be the best at helping you create a database or associate transactions with a certain customer.

You need to have easily available, [digital information](#).

One of the greatest advantages of using an online booking software is how quickly the following questions can be answered by pulling a report:

- Who are your most loyal guests?
- What type of parties are most frequently booked?
- Who has an upcoming birthday? (So you can send a coupon to them in advance!)

If you're using Party Center Software as your booking solution, guest data is automatically collected as your guests complete the online booking process.



OUR TOP 8 REPORTS FOR BUSINESS GROWTH & IMPROVEMENT

You can customize the information they are required to enter or have the option of entering. New customers will have a profile created for them, and will be logged for future use.

Here's a list of our **top PCS 8 reports** that can help you grow your business!



PARTY CENTER SOFTWARE REPORTS:

1 CUSTOMER LOYALTY REPORT

This report allows you to see who your **top customers** are. You can easily sort by order date, which can help you understand how far in advance they book parties at your facility.

This report also highlights how much **total revenue** you've earned from top customers, what they purchased, their email, whether you can solicit, and so much more.



Search by Order Number, Customer, or the Last 4 Digits of a Credit Card

[SCHEDULE](#) | [ORDERS](#) | [POINT OF SALE](#) | [REPORTS](#) | [CUSTOMERS](#) | [ADMIN](#) | [MY SCHEDULE](#) | [TIME CLOCK](#) | [PC PAY MERCHANT TRACK](#)

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Customer Loyalty

Date Range: 10/05/2021 - 03/22/2022
 Date Type: Order Date
 Facilities: Party Center Software

Customer Name	Total Revenue	Do Not Solicit	Email	Phone	Address	City	State
Drahos, Courtney	\$6,521.26	False	courtney@partycentersoftware.com	17249900230	3140 Drahos Court	Pittsburgh	PA
Borne, Lucas	\$4,290.46	False	Lucas@Party.com	778-447-5593	2977 Olly Street	Pheonix	AZ
McCormack, Orion	\$2,780.98	False	omccormack@gqtmovies.com	916-804-1169	123 Main St	SAC	CA
Mock, Molly	\$2,273.73	True	mollymockrr@gmail.com	456-351-5645	123 Rainbow Room Rd	Johnstown	PA
Naygeboren, Josh	\$1,986.39	True	josh@lerinque.com	124-525-5855	123 Le Rinque Drive	Montreal	Quebec
Chambers, Bethany	\$1,827.17	True	Chambersfam@gmail.com	3044128140	100 Main Street	Wheeling	WV
Klopfert, Tyler	\$1,573.91	False	tyler.klopfert@cedarfair.com	916-804-1169	987 Main St	Sac	CA
Reyes, Celina	\$1,394.33	False	info@tmbuk2edu.ca	124-525-5588	154 Learn st	Brampton	Ontario
Cribbs, Samantha	\$1,370.69	True	samanthacribbsphotography@yahoo.com	154-522-5662	123 Newborn Road	Indiana	PA
Puddin, Lindsey	\$1,322.93	True	happyjoe121@gmail.com				
Mcniel, Emma	\$1,191.94	True	shopatemmamallines@gmail.com	125-425-2556	6901 Lee Highway Suite 100	Chattanooga	TN
Degler, Linda	\$1,118.64	True	lindadegler@yahoo.com	155-415-5122	223 Climb Fun Way	Bedford	NH
Kelley, Meghan	\$1,091.05	True	wypgm@whetyourpalette.com	502-438-8865	Paint Place way	Louisville	KY
Allen, Lateria	\$1,085.43	False	lnallen82@gmail.com	916-899-8110	54 Party St	SAC	CA
Comeau, Renee	\$1,069.20	True	oceanadventuresminigolf@gmail.com	154-255-8662	176 Ohara Drive	Port Char	FL
Ballard, Don	\$1,064.93	False	donald.ballard@outlook.com	916-899-8110	167 Main St	Sac	CA
Thompson, George	\$1,038.01	True	georgewt94@gmail.com	145-281-2336	1254 Fun lane	Kidsworld	UK
Gagliardi, Cambrie	\$1,004.03	True	cambrie.gagliardi@suntancity.com	124-546-6222	332 Soap City lane	Knoxville	TN
Palmer, Patty	\$997.37	True	partypattyfamily@gmail.com				
Price, Tara	\$951.16	False	taramarieprice@gmail.com	916-899-8110	125 Main St	Elk City	OK
Fernades, Sonja	\$949.92	True	info@signature.je	1-235-224-5225	251 Tour Bus City	Jersey	Jersey
Stanley, Jessica	\$941.76	True	jessica@fununkansascity.com				
Bailey, Mandy	\$940.01	True	mandy@tiebreakers.com	125-455-8999	125 Historic Nature Trail	Gallitlburg	TN



PARTY CENTER SOFTWARE REPORTS:

1

CUSTOMER LOYALTY REPORT

You can easily export this report as an Excel or CSV file, and import or upload the information into an email automation platform to remarket to your customers.

Using this list, you may want to consider setting up a special VIP party for top customers to test new attractions, a new game, or any new product or feature you'd like to introduce.

These customers are valuable **brand advocates** that help spread the word about your business!

A great time to pull this report would be annually when you usually build your marketing plan for the year, as well as quarterly, so you can pivot where necessary.

With this data, you can plan your next email campaign or social posts ahead of time and continue to nurture your customers effectively.



PARTY CENTER SOFTWARE REPORTS:

2

PARTY STATISTIC REPORT

This report allows you to pull **party statistics by year, month, week, and day**. It also allows you to compare data from one year to another and provides an event, revenue, or average ticket graph.

With this data, you'll get a better idea of the popularity and profitability of any given party option.



Search by Order Number, Customer, or the Last 4 Digits of a Credit Card

Logged in as: Laura Canales | Facility

SCHEDULE | ORDERS | POINT OF SALE | **REPORTS** | CUSTOMERS | ADMIN | MY SCHEDULE | TIME CLOCK | PC PAY MERCHANT TRACK

File View Export 1 of 1 Show Filters

Party Statistics
Date Range: 02/09/2022 - 03/22/2022
Date Type: Order Date
Order Statuses: Open
Facilities: Party Center Software

Party Name	Order Status	Sale Average	Sale Total	In House Party	Online Party	Percent	Adult Total	Child Total	General Total	Adult Average	Child Average	General Average	Facility Name
Best Weekday Party	Open	\$396.00	\$2,375.98	3	3	28.6%	47	73	0.00	7.80	12.20	0.00	Party Center Software
Laser Tag Combat	Open	\$301.96	\$1,509.78	0	5	23.8%	0	0	64.00	0.00	0.00	12.80	Party Center Software
Trampoline Adventure	Open	\$634.40	\$1,268.80	0	2	9.5%	0	0	40.00	0.00	0.00	20.00	Party Center Software
Ultimate Bowling	Open	\$404.90	\$1,214.71	2	1	14.3%	28	32	0.00	9.30	10.70	0.00	Party Center Software
Deluxe Per Person	Open	\$428.56	\$857.12	2	0	9.5%	0	0	46.00	0.00	0.00	23.00	Party Center Software
Unlimited Attraction Party	Open	\$607.27	\$607.27	0	1	4.8%	10	18	0.00	10.00	18.00	0.00	Party Center Software
Better Weekend Party	Open	\$214.50	\$429.00	2	0	9.5%	30	30	0.00	15.00	15.00	0.00	Party Center Software
Totals		\$426.80	\$8,262.66	9	12	100.0%	115	153	150.00	6.01	7.99	7.97	



PARTY CENTER SOFTWARE REPORTS:

3

CUSTOMER DETAIL REPORT

This report will deliver an overview of all **customer accounts** at your facility. It includes information about your guests, as well as their dependents.

You can check out customer birthday months, orders, last order date, and more. With this data, you can effectively re-market and identify your target customers.

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Order Search

Search by Order Number, Customer, or the Last 4 Digits of a Credit Card

Logged in as: Laura Cavell | Facility ID: 2

SCHEDULE | ORDERS | POINT OF SALE | REPORTS | CUSTOMERS | ADMIN | MY SCHEDULE | TIME CLOCK | PC PAY MERCHANT TRACK

File View Export 1 of 7 Show Filters

Customer Detail
Customer Type: Customers with Orders
Date Range: 02/17/2021 - 03/22/2022
Order Date
Age Range: All Ages
Only Customer with Dependents: False
Facilities: Party Center Software
Birth Months: No Birthday, January, February, March, April, May, June, July, August, September, October, November, December

Customer							Dependent						
Name	Last Order Date	Last Party Date	Age	Birthdate	Gender	Waiver Date	Waiver Status	Name	Age	Birthdate	Gender	Waiver Date	Waiver Status
Alexadru, Vlad	05/11/2021	05/14/2021				01/07/2021	Expired	Alexandru, Christina	6	12/14/2015	Female	01/07/2021	Expired
Allen, Lateria	11/18/2021	11/23/2021				11/04/2021	Confirmed	Allen, Meg	9	11/18/2012	Female	11/04/2021	Confirmed
Allen, Tami	12/15/2021	12/15/2021			Female			Allen, Ashlyn	6	02/11/2016	Female		
Allman, Judy	04/07/2021	04/07/2021						Allman, Suzy	10	11/14/2011	Female		
Alpizar, Alberto	11/23/2021	11/23/2021	29	02/12/1993									
Alpizar, Alberto	11/23/2021	11/30/2021				11/23/2021	Confirmed	Alpizar, Jennifer	15	09/16/2006	Female	11/23/2021	Confirmed
Bailey, Mandy	02/15/2022	03/01/2022						Bailey, Joey	8	05/12/2013	Male		
Baker, Crystal	01/06/2022	01/05/2022	32	05/05/1989		12/28/2021	Confirmed	Baker, Ivy	6	11/10/2015	Female	12/28/2021	Confirmed
Ballancore, Lee	05/11/2021	06/16/2021				04/07/2021	Unconfirmed	Ballancore, Don	4	04/11/2017	Male	04/07/2021	Unconfirmed
Ballard, Don	12/13/2021	11/19/2021						Ballard, Karen	18	07/17/2003	Female		
Bander, Shea	11/09/2021	12/02/2021						Bander, Ted	11	12/18/2010	Male		
Barnett, Mike	03/18/2021	03/18/2021				06/25/2020	Expired	Barnett, Jamie	10	06/06/2011	Female	06/25/2020	Expired
Barnett, Tonya	11/30/2021	11/17/2021				11/16/2021	Expired	Barnett, Megan	12	11/13/2009		11/16/2021	Expired
Batdorf, David	10/20/2021	10/26/2021				10/20/2021	Confirmed	Batdorf, Dave Jr	15	02/02/2007		10/20/2021	Confirmed
Batdorf, David	10/20/2021	10/26/2021				10/20/2021	Confirmed	Batdorf, Meg	16	10/18/2005	Female	10/20/2021	Confirmed
Beaver, Linsey	04/22/2021	05/26/2021						Beaver, Meg	12	04/15/2009	Female		



PARTY CENTER SOFTWARE REPORTS:

4 ORDERS BY PRODUCT

This report allows you to see **every product sold** via your online store, point-of-sale, in-house, and online party booking module.

You can also see the order status, whether it's pending or closed, and any open quotes for parties that you may have. You can use this data to determine what's selling in your online store, or what items might need to be rotated.

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Order Search
Search by Order Number, Customer, or the Last 4 Digits of a Credit Card

SCHEDULE | ORDERS | POINT OF SALE | REPORTS | CUSTOMERS | ADMIN | MY SCHEDULE | TIME CLOCK | PC PAY MERCHANT TRACK

File View Export 1 of 1 Show Filters

Orders by Product

Date Range: 03/09/2022 - 03/22/2022
Date Type: Order Date
Order Type: In House Party Order, Point of Sale Order, Online Party Order, Online Store Order
Order Statuses: Open
Products: All Products
Product Categories: All Categories
Facilities: Party Center Software
Users: All Active Users

Product	Category	Order Type	Order #	Order Status	Order Date	Order Time	Party Date	Party Time	Quantity	Customer	User	Facility Name
Deluxe Per Person	Parties	In House	1930	Open	03/14/2022	10:12 AM	03/21/2022	4:00 PM	1	Diane Gore	Megan Hawkins	Party Center Software
Better Weekend Party	Parties	In House	1936	Open	03/14/2022	12:29 PM	03/19/2022	10:30 AM	1	Molly Mock	Courtney Drahos	Party Center Software
Best Weekday Party	Parties	In House	1935	Open	03/14/2022	12:30 PM	03/15/2022	2:00 PM	1	Marsha Jalomo	Megan Hawkins	Party Center Software
Souvenir Bowling Pin	Party Add-ons	In House	1935	Open	03/14/2022	12:30 PM	03/15/2022	2:00 PM	1	Marsha Jalomo	Megan Hawkins	Party Center Software
Better Weekend Party	Parties	In House	1945	Open	03/15/2022	6:58 AM	03/19/2022	2:00 PM	1	Josh Gootee	Courtney Drahos	Party Center Software
Ultimate Bowling	Parties	In House	1960	Open	03/18/2022	11:52 AM	03/22/2022	2:00 PM	1	Charles Wilshire	Megan Hawkins	Party Center Software
Nacho's	Food	In House	1961	Open	03/21/2022	8:12 AM	03/21/2022	12:00 PM	1	Fawn Eaton	Megan Hawkins	Party Center Software
Ultimate Bowling	Parties	In House	1961	Open	03/21/2022	8:12 AM	03/21/2022	12:00 PM	1	Fawn Eaton	Megan Hawkins	Party Center Software
Cupcakes-1 Dozen	Food	In House	1961	Open	03/21/2022	8:12 AM	03/21/2022	12:00 PM	1	Fawn Eaton	Megan Hawkins	Party Center Software
Large Sausage Pizza	Food	In House	1961	Open	03/21/2022	8:12 AM	03/21/2022	12:00 PM	1	Fawn Eaton	Megan Hawkins	Party Center Software
Jump Session	Admission	Point of Sale	1922	Open	03/11/2022	6:57 AM			1	IsQuickInvoice	Courtney Drahos	Party Center Software
Jump Session	Admission	Point of Sale	1951	Open	03/16/2022	5:07 PM			1	IsQuickInvoice	Megan Hawkins	Party Center Software
Large Cheese Pizza	Food	Online Booking	1919	Open	03/10/2022	9:51 AM	03/18/2022	4:00 PM	1	Josh Gootee		Party Center Software
Balloon Centerpiece	Party Add-ons	Online Booking	1919	Open	03/10/2022	9:51 AM	03/18/2022	4:00 PM	1	Josh Gootee		Party Center Software
Unlimited Attraction Party	Parties	Online Booking	1919	Open	03/10/2022	9:51 AM	03/18/2022	4:00 PM	1	Josh Gootee		Party Center Software
Large Pepperoni Pizza	Food	Online Booking	1919	Open	03/10/2022	9:51 AM	03/18/2022	4:00 PM	1	Josh Gootee		Party Center Software
Buffalo Wings Platter	Food	Online Booking	1919	Open	03/10/2022	9:51 AM	03/18/2022	4:00 PM	1	Josh Gootee		Party Center Software
Large Sausage Pizza	Food	Online Booking	1923	Open	03/11/2022	7:24 AM	03/18/2022	4:00 PM	1	Rob Thrasher		Party Center Software
Balloon Centerpiece	Party Add-ons	Online Booking	1923	Open	03/11/2022	7:24 AM	03/18/2022	4:00 PM	1	Rob Thrasher		Party Center Software
Cupcakes-1 Dozen	Food	Online Booking	1923	Open	03/11/2022	7:24 AM	03/18/2022	4:00 PM	1	Rob Thrasher		Party Center Software
Goody Bags	Party Add-ons	Online Booking	1923	Open	03/11/2022	7:24 AM	03/18/2022	4:00 PM	13	Rob Thrasher		Party Center Software
Best Weekday Party	Parties	Online Booking	1923	Open	03/11/2022	7:24 AM	03/18/2022	4:00 PM	1	Rob Thrasher		Party Center Software
Fruit Platter	Food	Online Booking	1923	Open	03/11/2022	7:24 AM	03/18/2022	4:00 PM	1	Rob Thrasher		Party Center Software
Nacho's	Food	Online Booking	1923	Open	03/11/2022	7:24 AM	03/18/2022	4:00 PM	1	Rob Thrasher		Party Center Software
Go-Kart Ride Two Races	Admission	Online Booking	1928	Open	03/14/2022	9:50 AM	03/25/2022	4:00 PM	10	Diane Gore		Party Center Software
Tokens	Party Add-ons	Online Booking	1928	Open	03/14/2022	9:50 AM	03/25/2022	4:00 PM	3	Diane Gore		Party Center Software



PARTY CENTER SOFTWARE REPORTS:

5 INVOICE BALANCE REPORT

This report shows you all of your orders and **whether payments were made**. As mentioned above, keeping track of your deposits, especially during these times, is critical.

Invoice Balance Report

» Displays Invoice Total, Payments Made and Balance Remaining both at the Ending ("Through") Date Range selected, as well as Total Payments Made and Current Balance which is calculated at the time the report is ran.

» Zero-Balance Orders are defined as any Invoice that does not have an Open Balance ("Balance Remaining") as of the Ending Date selected.
» Some Orders may show a positive Balance Remaining as of the Ending Search Date and a zero Current Balance, which is the intended functionality of this report in terms of displaying Unbalanced Orders as of the Ending Search Date selected.

» Cancelled Orders, if selected, are reported by their Event Date or Order Date as selected, not the Cancellation Date of the Order.

» Orders are listed (sorted) ascending by either Order Date or Event Date, based on your selection.

» Headers are duplicated every 50 rows to make the report easier to read.

[Export to CSV](#) [Print Report](#)

Search & Organize By: ☒ Order Date ☐ Event Date

Order Types: ☒ Events ☒ Point of Sale ☒ Online Booking ☒ Online Store

Date Range: From: Through:

Include Zero-Balance Orders: ☐ Yes ☒ No

Show Only Cancelled Orders: ☐ Yes ☒ No

Event Orders															
Order Date	Order #	Reserved By	Customer	Email	Phone	Status	Guest(s) of Honor - People	Guest(s) of Honor - Organizations	Event Start Date	Order Total	Tip	Payments as of 3/22/2022 12:00 AM	Balance as of 3/22/2022 12:00 AM	Total Payments as of 3/22/2022 4:51:11 PM	Current Balance as of 3/22/2022 4:51:11 PM
3/1/2022	1903	Megan Hawkins	Leigh Anne Filkins	info@paintyourheartout.com	124-526-3352	Open Order	Jackie Filkins		3/18/2022 2:00:00 PM	\$335.23	\$0.00	\$0.00	\$335.23	\$0.00	\$335.23
3/2/2022	1907	Megan Hawkins	Joyce Lubanas	nikolubansa@gmail.com	125-555-6888	Open Order	Lilly Lubanas		3/24/2022 12:00:00 PM	\$321.52	\$0.00	\$0.00	\$321.52	\$0.00	\$321.52
3/14/2022	1930	Megan Hawkins	Diane Gore	partywheelz1@gmail.com	916-804-4115	Open Order		Vintage Grace Church	3/21/2022 4:00:00 PM	\$535.60	\$0.00	\$200.00	\$335.60	\$200.00	\$335.60
3/14/2022	1936	Courtney Drahos	Molly Mock	mollymockm@gmail.com	456-351-5645	Open Order	Cyndi Mock		3/19/2022 10:30:00 AM	\$214.50	\$0.00	\$100.00	\$114.50	\$100.00	\$114.50
3/14/2022	1935	Megan Hawkins	Marsha Jalomo	info@credbtlvelanes.com	916-804-1169	Open Order	Marcus Jalomo		3/15/2022 2:00:00 PM	\$309.95	\$0.00	\$0.00	\$309.95	\$0.00	\$309.95
3/15/2022	1945	Courtney Drahos	Josh Gootee	josh@funatthepark.com	124-555-5222	Open Order	Isalah Gootee		3/19/2022 2:00:00 PM	\$214.50	\$0.00	\$0.00	\$214.50	\$0.00	\$214.50
3/21/2022	1961	Megan Hawkins	Fawn Eaton	playdaylic@yahoo.com	142-542-2562	Open Order	Mary Eaton		3/21/2022 12:00:00 PM	\$424.28	\$0.00	\$0.00	\$424.28	\$0.00	\$424.28
Event Order Totals:										\$2,355.58	\$0.00	\$300.00	\$2,055.58	\$300.00	\$2,055.58
Point-Of-Sale Orders															
Order Date	Order #	Created By	Customer	Email	Phone	Status				Order Total	Tip	Payments as of 3/22/2022 12:00 AM	Balance as of 3/22/2022 11:59 PM	Total Payments as of 3/22/2022 4:51:11 PM	Current Balance as of 3/22/2022 4:51:11 PM
2/24/2022	1889	Megan Hawkins	POS			Open Order				\$7.95	\$0.00	\$0.00	\$7.95	\$0.00	\$7.95
3/11/2022	1922	Courtney Drahos	POS			Open Order				\$7.95	\$0.00	\$0.00	\$7.95	\$0.00	\$7.95
3/16/2022	1951	Megan Hawkins	POS			Open Order				\$7.95	\$0.00	\$0.00	\$7.95	\$0.00	\$7.95
Point-Of-Sale Order Totals:										\$23.85	\$0.00	\$0.00	\$23.85	\$0.00	\$23.85
Online Booking Orders															
Order Date	Order #	Customer	Email	Phone	Status	Guest(s) of Honor - People	Guest(s) of Honor - Organizations	Event Start Date	Order Total	Tip	Payments as of 3/22/2022 12:00 AM	Balance as of 3/22/2022 11:59 PM	Total Payments as of 3/22/2022 4:51:11 PM	Current Balance as of 3/22/2022 4:51:11 PM	
2/24/2022	1881	James Park	James@party.com	916-888-8888	Open Order	EJ Park, Paxton Park		3/23/2022 12:00:00 PM	\$485.92	\$0.00	\$149.50	\$336.42	\$149.50	\$336.42	
2/24/2022	1882	Donna Tanner	donna@lux214.com	916-804-1159	Open Order	Garrett Luther		3/31/2022 12:00:00 PM	\$305.71	\$0.00	\$85.00	\$220.71	\$85.00	\$220.71	
2/25/2022	1890	Corey Labar	corey@impactpoconos.com	838-399-2222	Open Order	Carter Labar		3/22/2022 10:00:00 AM	\$276.16	\$0.00	\$85.00	\$191.16	\$85.00	\$191.16	



PARTY CENTER SOFTWARE REPORTS:

6 TIP REPORT

This report shows **any tips your employees have received** throughout the day, week, or month. This is a great report to pull daily to record and make sure any tips are paid out to your employees.



Order Search
Search by Order Number, Customer, or the Last 4 Digits of a Credit Card

SCHEDULE | ORDERS | POINT OF SALE | REPORTS | CUSTOMERS | ADMIN | MY SCHEDULE | TIME CLOCK | PC PAY MERCHANTTRACK

Orders with Tips

Displays Point of Sale and Event Orders and their Host(s) and Customer where Tips exist.
Report excludes Cancelled and Deleted Orders.
An Event or Online Booking entry that is missing a Customer is most likely an Order that is Pending Review (in progress).

Date range: From: 06/07/2011 Through: 03/22/2022 [Get Report](#) [Print Report](#)

Date	Order Type	Order #	Package	Host(s)	Customer	Tip Amount
Thu, Mar 18, 2021	Online Booking	725	Laser Tag Combat		Michael Ford	\$50.00
March Total:						\$50.00

Date	Order Type	Order #	Package	Host(s)	Customer	Tip Amount
Tue, May 11, 2021	Events	930	Unlimited Attraction Party	none	William Heimbichner	\$50.00
May Total:						\$50.00

Report Total: \$100.00
Report Total excludes Deleted and Cancelled Orders

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PARTY CENTER SOFTWARE REPORTS:

7 VENDOR REPORT

This report shows all **vendor information** and is especially useful for staff. It helps to make sure that you order enough pizzas for private events or that you know who to contact if you need redemption prizes.

With this report, you can quickly determine what needs to get ordered for what party or event.

The screenshot shows the Party Center Software interface. At the top left is the logo. To its right is an "Order Search" box with the text "Search by Order Number, Customer, or the Last 4 Digits of a Credit Card". Below this is a navigation bar with links: SCHEDULE, ORDERS, POINT OF SALE, REPORTS, CUSTOMERS, ADMIN, MY SCHEDULE, TIME CLOCK, and PC PAY MERCHANTTRACK. The main content area is titled "Vendor Report". It contains a form with the following elements: "Generate report for:" followed by a date range from 11/17/2021 to 03/22/2022; a "Vendors:" section with a "Toggle All" link and a list of checkboxes for "None", "Bakery", "Kitchen", "Party Goodies", and "Tokens / Game Room Cards"; a "Mark checklist as complete:" checkbox; and a "Generate" button. At the bottom of the page is a copyright notice: "© Copyright Party Center Software, LLC. 2022 - Privacy Policy & Terms of Use".



PARTY CENTER SOFTWARE REPORTS:

7

VENDOR REPORT

The information in this report can be easily integrated with your Quickbooks or other accounting system so long as products have the same name in both systems.

This allows you to **track inventory** and easily run a report of what you sold, and import said report into Quickbooks to track sales. This way, you can also determine what food items should be rotated.

To: Kitchen

Fax#:

From: Party Center Software

Fax#:

Phone: 916-804-1166

Order #	Event date	Delivery	Parent	Child	Guests	Item	Comments
1259	11/17/2021	1:00 PM	Oberemok, Zhanna	Meg Oberemok (11)	10	1 - Large Pepperoni Pizza	
1259	11/17/2021	1:00 PM	Oberemok, Zhanna	Meg Oberemok (11)	10	1 - Large Sausage Pizza	
1335	11/17/2021	12:00 PM	Ponder, Shelby	Fonz Ponder (12)	10	1 - Ice Cream Cups - 1 Dozen	
1335	11/17/2021	1:00 PM	Ponder, Shelby	Fonz Ponder (12)	10	1 - Fruit Platter	
1460	11/19/2021	11:00 AM	Ballard, Don	Karen Ballard (19)	10A 10C	1 - Large Pepperoni Pizza	
1467	11/19/2021	5:00 PM	Drahos, Courtney	Mack Drahos (3)	5A 11C	1 - Large Cheese Pizza	



PARTY CENTER SOFTWARE REPORTS:

STEP 8 EVENT SCHEDULE

Daily Schedule

Displays an at a glance view of daily events

Report range: From: 03/01/2022 Through: 03/08/2022

Get Report

Export to CSV

Print Report

Sorted by date.

Tue, Mar 1, 2022

Start	End	Customer	Guest(s) of Honor	No.	Actual No.	Hosts	Payments
Unlimited Attraction Party							(view order)
12:00 PM	1:30 PM	Mandy Bailey	Joey Bailey (M) (9) as of 5/12/2022	16C 10A	16C 10A		\$683.06
Details: peanut allergy --loves unicorns Jack --X SUE --X Bob							
Add-ons		Qty	Delivery	Notes			
Balloon Archway		1					
Large Cheese Pizza		1	1:00 PM				
Large Pepperoni Pizza		1	1:00 PM				
Veggie Platter		1	1:00 PM				
Buffalo Wings Platter		1	1:00 PM				

Wed, Mar 2, 2022

Start	End	Customer	Guest(s) of Honor	No.	Actual No.	Hosts	Payments
Best Weekday Party							(view order)
10:00 AM	11:30 AM	Orion McCormack	Matt McCormack (M) (8) as of 11/13/2022	12C 5A	12C 5A		\$2,500.00
Details:							
Deluxe Per Person							(view order)
12:00 PM	1:30 PM	Kyla Paluck	Megan Paluck (F) (12) as of 3/2/2022	17	17		\$286.01
Details:							
Add-ons		Qty	Delivery	Notes			
Ice Cream Cups - 1 Dozen		1					
Best Weekday Party							(view order)
2:00 PM	3:30 PM	Sonja Fernades	Jackie Fernades (F) (8) as of 6/9/2022	19C 21A	19C 21A		\$526.28
Details: type of bbq sauce peanuts allg.							
Add-ons		Qty	Delivery	Notes			
Balloon Archway		1					
Fruit Platter		1	3:00 PM				
Buffalo Wings Platter		1	3:00 PM				
Buffalo Wings Platter		1	3:00 PM				
Unlimited Attraction Party							(view order)
2:00 PM	3:30 PM	Lucas Borne	Greyson Borne (M) (11) as of 11/29/2022	10C 10A	10C 10A	Rebecca Twomey	\$457.34
Details:							
Add-ons		Qty	Delivery	Notes			
Large Pepperoni Pizza		1	3:00 PM				



PARTY CENTER SOFTWARE REPORTS:

STEP 8 EVENT SCHEDULE

This report outlines **all parties & events you have scheduled** at your facility daily, weekly, and monthly.

It also shows all revenue that'll be generated, tips, and links to the Closeout Summary Report which allows you to see how much money was generated by end of day.

By accessing the Closeout Summary, you can also filter by User to see how each staff member did, as well as by POS terminal. You can retrieve the invoice, cash, credit card total for the day.



CONCLUSION

Data can fuel a lot of creative marketing and business growth activities that in turn, will help to **grow your business.**

Using our PCS Reports, you can pull a report based on birthday month or product purchased via online store, and send specific emails with an offering or promo code to get those customers to visit your online store or facility once again.

You can also improve day-to-day operations by asking for customer feedback. Pull a Customer Loyalty Report and set up a private event for your top customers to test out new products, menu items, and more.

Ask them what you can do to improve their experience and your facility. This will inform what your next strategic move should be!

Over time, try to identify any patterns that can help you maximize your efforts.



CONCLUSION

You may notice seasonal changes, differences in the sort of package items that are most popular amongst your customer segments, and whether you get more repeat visitors or first-time guests!

The opportunities to use data to grow business are endless.

If you need help pulling any reports, please be sure to contact your Customer Success Manager.



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FREE RESOURCES

***FOR THE FAMILY
ENTERTAINMENT
CENTER INDUSTRY***



At Party Center Software, we're dedicated to helping our industry grow. We've prepared a few guides to help you continue learning & building your business.

COMPLIMENTARY GUIDE





**HOW TO USE
INSTAGRAM**

**TO GROW YOUR FEC PARTY
& EVENT REVENUE**

<http://bit.ly/PCS-Instagram>

INSTAGRAM GUIDE

Looking to grow your business Instagram? Gain some followers? Generate more revenue without having to spend on ads or promos? Download this complimentary guide today to get started!

COMPLIMENTARY GUIDE





**BUILDING A
MARKETING
PLAN**

**FOR YOUR FEC OR EVENT
VENUE**

<http://bit.ly/PCS-marketing-101>

MARKETING GUIDE

Effectively marketing your FEC or event venue doesn't have to feel like rocket science. This guide will help you create a marketing plan that is actionable, intentional, and data-backed.

COMPLIMENTARY GUIDE





**BUILDING A
PLAYBOOK**

**FOR YOUR FAMILY
ENTERTAINMENT CENTER**

<http://bit.ly/PCS-playbook>

PLAYBOOK GUIDE

A playbook is a collection of best practices, processes, and procedures. In short, anything and everything related to how you run your business. This guide will walk you through all of the steps to build your unique company playbook.



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USING DATA TO DISCOVER BUSINESS OPPORTUNITIES



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Devin Hanson, Hownd

Laura Cañellas, Party Center Software

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Want to see what Party Center Software can do for you? Discover how our platform can help you book more parties and streamline your business.

By requesting a demo, you'll get:

- A personalized tour of the software and how it can meet your specific needs.
- Pricing options based on your needs.
- A Q&A with one of our Customer Success Consultants.

REQUEST DEMO