

10 Salon & Spa Software Reports That Will Help Grow Your Business

Data-driven decisions are critical in beauty and wellness, but accessing metrics is often challenging. Meevo's reporting capabilities provide instant access to essential business data. This cheat sheet highlights 10 reports every beauty business needs.

Report #	Report Name	Description
MA200	Growth Indicators Analysis	A powerful report that displays KPI metrics for each employee, including productivity, service and retail sales, average ticket, rebooking, retention, and more.
MA075	Retention Projection	Projected new and repeat client retention for the business over the next 3 months, with calculations that include clients who are projected to be retained, clients who are already retained, and clients who do not have an appointment booked.
MA225	Sales Statistics	For a comparative date range; displays client counts, sales, average tickets, and refunds processed with a percent change between the date ranges.
AQ070	Appointment Recall Listing	Clients due in for services within the date range along with their membership status, service due in for, when the service was last performed, and more.
MR129	Growth Indicators Analysis	Liabilities (gift cards, packages/package tips, points, and client account credits) that were purchased, redeemed, or refunded within the date range, including starting and ending value, offsite redemptions, expired liabilities, and more.
MR080	Register Summary	All register activity within the date range for each drawer: service and retail sales and refunds, liabilities (packages & gift cards/eGift cards), memberships, fees and service charges, payment types collected, liabilities redeemed, and tax collected.
AQ210	Missed Opportunities	Missed opportunities created within the date range, including the date and time of the missed opportunity, the service, reason for the missed opportunity, and more.
MR090	Business Overview	Business-level overview of sales, various client and appointment statistics, and top 5 for service sales, manufacturer sales, product sales, and discounts used.
AQ225	Appointment List By Filter	Appointments scheduled within the date range that match the selected filter criteria. Filters include Appointments Booked Online, New Clients, Unassigned Appointments, No Shows, Clients with Multiple Appointments, Standing Appointments, and much more.
Ranking Tool	Sales Rankings	View appointments grouped by category, such as couples, bridal parties, and events. The report also lets users choose how they filter appointments.