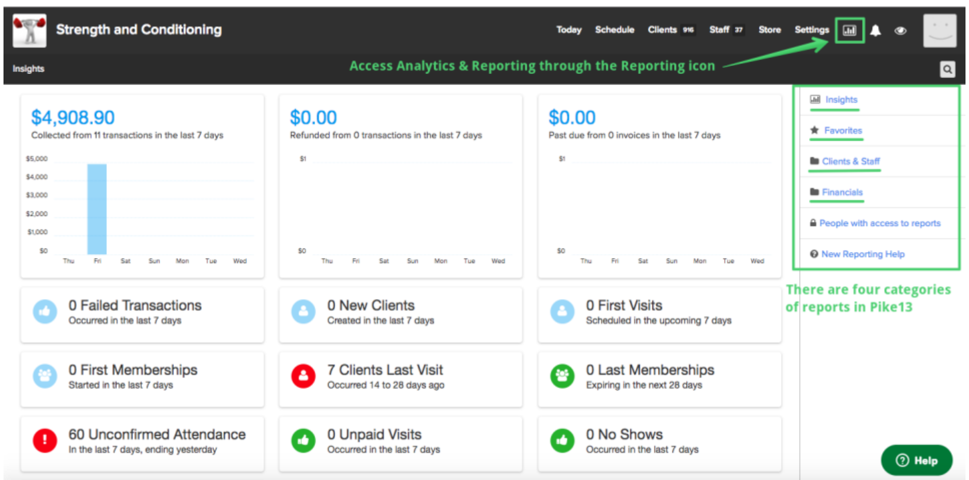
PIKE13 REPORTING OVERVIEW

Thank you for using Pike13 to support your business! There is a wealth of information just a few clicks away! To get there, let's talk about some basic reporting features in your site.

1. First, navigate to the reporting categories available in Pike13. At the top of any Pike13 page, select **Analytics & Reporting** found in the upper right of the navigation banner.

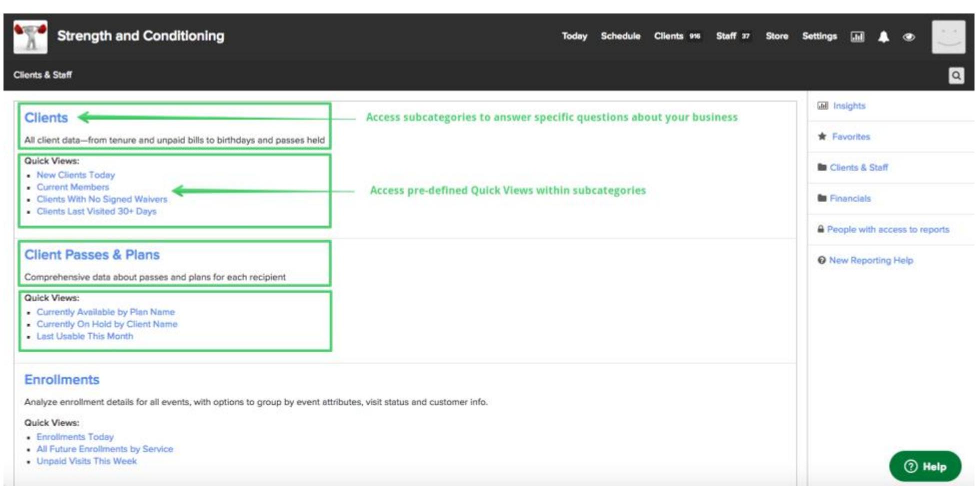
The initial view of reporting can be the **Insights dashboard (**see this Professional feature here), which provides a quick and easy overview of your key performance indicators. Green highlights areas of strength within your business while red highlights areas that require immediate attention. Blue indicates a neutral status in the data. Click on a tile to drill down to the detail view.

Next, select either **Clients & Staff** or **Financials** to access the subcategories and refine your view.

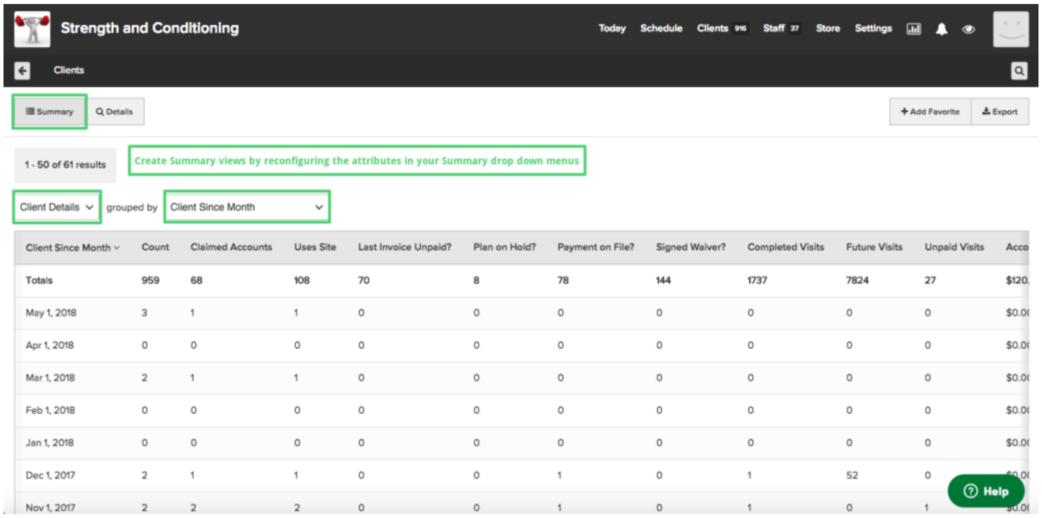


2. There are subcategories within each reporting category. Click on the headings to access the data of each subcategory, (For example, *Clients*, *Client Passes & Plans*, *Enrollments*, *etc.*) Check out our Help Center for more information regarding these subcategories.

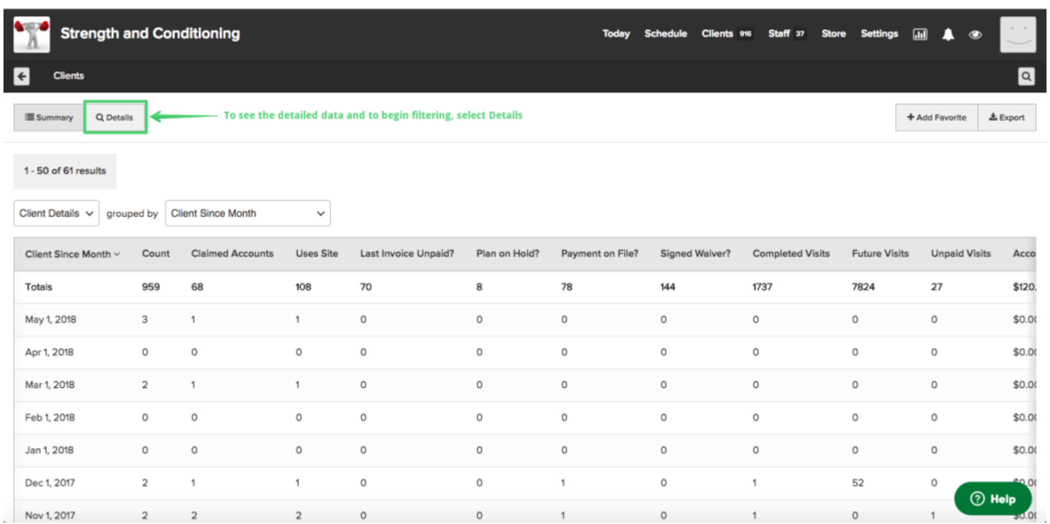
Quick Views are also available within each subcategory. These are pre-built reports where the filters, ordering, and grouping are already defined. They are good examples of how to structure a report and aim to answer our most frequently asked reporting questions.



3. The **Summary** View will be the initial landing point within any reporting subcategory. You can control how you view the summarized data by changing the attributes displayed and how they are grouped from the drop down menus in the top left of the Summary page.



4. To see the detailed data that the report summarizes, select **Details**. Add filters to refine your search in the Details of the report. To see the data totals again, select **Summary**.



5. You can save reports you've built for future use by adding them as a Favorite. Select the **+ Add Favorite** button in the upper right. On the resulting window, make sure **Save a New One** is checked, enter a name, a description for the report, and click **Save**. Clicking the **Export** button in the upper right, will send you a data file of the report. You can choose between a CSV or an Excel file. Download the report from the email sent to your inbox.