

CODE	DESCRIPTION	NOTES
GROSS TTL	positive plus + returns + promos	does not incl. activated, reloaded or redeemed gift cards, tax, deleted items does incl. make a wish and co-brand sales
GROSS	gross ttl + tax total	
TOTAL SALES	gross ttl + return	reports to total sales line in sales reporting interface
TAXABLE 1 TOTAL	dollar value of items linked to tax rate 1	
TAXABLE 2 TOTAL	dollar value of items linked to tax rate 2	
NO TAX	count and dollar value as no tax key is pressed	
NON-TAXABLE TTL	dollar value of items sold that are not linked to a tax table	
TAX TOTAL	total tax collected for items sold - tax calculated on each item rung and not at sale total	
SALES	gross - tax total+ deletes + returns - activated and reloaded gift cards	deletes and returns are removed as they are negative \$amounts
NET SALES	transaction count and dollar value for net sales gross - tax total + deletes + returns - activated and reloaded gift cards - promos - discounts - coupons - fundraiser donations	
ADJ SALES	net sales + tax total	
NO SALE COUNT	number of times that no sale was pressed	cash drawer opened outside of a transaction
ALL VOID	dollar value and count of voided transactions	
DELETE	count and dollar value as delete key is pressed	
RETURN	count and dollar value as refund key is pressed	
AUDIT	count and dollar value of zero and negative sales	includes fundraiser donations
VCDAMT	all void + coupons + discounts	includes fundraiser donations, does not include voids (error corrects)
VCD to NET	vcdamt to net sales	
GSTAMT	dollar value of all like its, love its, gotta have its, package items, waffle products, beverages and specialty items	
GSTCNT	count of all like its, love its, gotta have its, package items, waffle products, beverages and specialty items	
GSTAVG	gstamt / gstcnt guest check average	guest average
CHK AVG	net sales / transaction count	check average
<i>SNGL SPACE</i>		<i>space in report</i>
LIKE IT ISB	count and dollar value for like it sized items	includes egift and catering
LOVE IT ISB	count and dollar value for love it sized items	includes egift and catering
GOTTA HV ISB	count and dollar value for gotta have it sized items	includes egift and catering
LLG TOTAL	total count and dollar value for like it, love it, and gotta have it sized items	includes egift and catering
LK %	like it total / LLG TOTAL	includes egift and catering
LVGH %	love it + gotta have it / LLGTOTAL	includes egift and catering

ORIGINAL TTL	count and dollar value for signatures sold	includes egift
ORIGNL %	total signature count / LLGTOTAL	includes egift
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KID ZONE ISB	count and dollar value for kid items sold	
<i>SNGL SPACE</i>		<i>space in report</i>
REG MIX IN TTL	count and dollar value for mix-ins sold	includes catering mix-in, extra boost, yogurt mix-in
ORIG MIX IN TTL	mix-in count for signatures sold	two mix-ins are counted for each signature
MIX-IN %	total mix-in count / LLG TOTAL	
WFL PL TTL	count and dollar value for plain waffles sold	
WFL DIP TTL	count and dollar value for dipped waffles sold	
<i>SNGL SPACE</i>		<i>space in report</i>
WFL %	plain waffle total / LLG TOTAL	
DIP %	dipped waffle total / LLG TOTAL	
WCDP %	plain and dipped waffles / LLG TOTAL	
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SPECIALTY TTL	total count and dollar value for sundaes, banana splits, yogurt, and hot stone items sold	
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MINE	count and dollar value for mines sold	
OURS	count and dollar value for ours sold	
EVERYBODY'S	count and dollar value for everybody's sold	
32 OZ G&G	count and dollar value for cold stone at home's sold	
PACKAGE TTL	total count and dollar value for above items sold	includes 7.5oz catering item and rocky mountain sales
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SODA	count and dollar value for sodas sold	
WATER	count and dollar value for water sold	
SHAKE / MALT	count and dollar value for shakes sold	includes eGift
SMOOTHIE	count and dollar value for smoothies sold	includes eGift
COFFEE	count and dollar value for all coffee drinks sold	includes hot chocolate, iced and blended coffees
BEVERAGE TTL	count and dollar value for all beverages sold	
MAW	count and dollar value for make a wish stars sold	includes business stars
<i>SNGL SPACE</i>		<i>space in report</i>
SM RND KID	count and dollar value for small round kids cakes sold	
LG RND KID	count and dollar value for large round kids cakes sold	
SM REC KID	count and dollar value for small rec kids cakes sold	
LG REC KID	count and dollar value for large rec kids cakes sold	
SM RND SIG	count and dollar value for small round signature cakes sold	includes custom and catering cakes

LRG RND SIG	count and dollar value for large round signature cakes sold	includes custom and catering cakes
SM REC SIG	count and dollar value for small rec signature cakes sold	includes 8 layer, custom and catering cakes
LG REC SIG	count and dollar value for large rec signature cakes sold	includes custom and catering cakes
PETITE	count and dollar value for petite cakes sold	
CUPCAKES	count and dollar value for single and 6pack cupcakes sold	includes catering cupcakes
COOKIES	count and dollar value for single and 4pack cookie sandwiches and oreo sandwiches sold	includes catering cookies and oreos
SPECIAL PIE	count and dollar value for pies sold	
CAKE / PIE TTL	count and dollar value for above items sold	
CAKE to NET	cake / pie count to net	
RETAIL	total count and dollar value for retail items sold	candles
T-SHIRTS	count and dollar value for t-shirts sold	
HATS	count and dollar value for hats sold	
CO-BRAND	count and dollar value for co-brand items sold	the name of the co-brand concept is listed on the actual store report
RETAIL TTL	count and dollar value for above items sold	
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CATERING	total dollar value for small and large pan catering items and catering charges	other catering items report to the "like" item
MISC	total dollar value for all miscellaneous items sold	includes soup
OTHER TTL	count and dollar value for "other" items sold	includes blimpie and cereality sales for co-brands, soup, make a wish stars
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PROMOTION	count and dollar value for items that were rung as a promo	promo items are automatically removed from the category, but are included in gross ttl
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EMPLOYEE	count and dollar value for employee discounts rung	
MANAGER	count and dollar value for manager discounts rung	
STORE	count and dollar value for store discounts rung	
STORE 1	count and dollar value for store specific discounts rung	
STORE 2	count and dollar value for store specific discounts rung	
STORE 3	count and dollar value for store specific discounts rung	
% DISCNT TTL	total dollar value for above listed discounts and coupons	
<i>SNGL SPACE</i>		<i>space in report</i>
CPN OPEN	count and dollar value for coupons entered without a plu number	includes Costco
CPN PLU	count and dollar value for coupons entered with a plu number	
FNDR	count and dollar value for items that were rung as a fundraiser donation	
COUPON TTL	count and dollar value for all coupons	
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PAID IN	count and dollar value for monies received with no transaction to balance	

CAKE DEPOSIT	count and dollar value for monies received for cake deposit	
CAT DEP	count and dollar value for monies received for catering deposit	
PHONE DEP	count and dollar value for monies received for phone order deposit	
R/A TOTAL	total count and dollar value for all paid ins	
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PULL	dollar value of cash pulled from register with out a transaction to balance cash	
CHARGE TIPS	entered tips	non-integrated
REPAIR / MAINT	dollar value of cash pulled from register for repair and maintenance	
PRODUCT	dollar value of cash pulled from register for product	
OFFICE SUPPLIES	dollar value of cash pulled from register for office supplies	
CHARGE TIPS	dollar value of cash tips pulled from the register	
P/O TOTAL	total of all paid outs	
<i>SNGL SPACE</i>		<i>space in report</i>
VLINK REFUND	count and dollar value for gift card refunds	integrated gift cards
VLINK ACTIVATE	count and dollar value for gift card activations	integrated gift cards
VLINK INCREMENT	count and dollar value for gift card reloads	integrated gift cards
VLINK REDEMPTION	count and dollar value for gift card redemptions	integrated gift cards
VLINK CANCEL	count and dollar value for gift card voids	integrated gift cards
VLINK INQUIRY	gift card balance inquiries	integrated gift cards
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VISA	transaction count and dollar value for visa cards	integrated credit cards
MASTER CARD	transaction count and dollar value for mastercard	integrated credit cards
VISA + MC	total of visa + mastercard	integrated credit cards
AMEX	transaction count and dollar value for american express cards	integrated credit cards
DISCOVER	transaction count and dollar value for discover cards	integrated credit cards
CHARGE TTL	total dollar value for all sales tendered as credit	integrated credit cards
CHARGE TIP	entered tips	integrated credit cards
ACTIVATE	count and dollar value for gift card activations	non-integrated gift cards
RELOAD	count and dollar value for gift cards reloads	non-integrated gift cards
GC SOLD TOTAL	total dollar value for gift card sales	non-integrated gift cards
<i>DOUBLE SPACE</i>		<i>space in report</i>
GC REDEEM	count and dollar value for gift cards redeemed	non-integrated gift cards
CHARGE TOTAL	count and dollar value for charge cards	non-integrated credit cards
CASH IN DRAWER	transaction count and dollar value for cash	
CASH OWED	cash in drawer + credit cards	
DRAWER TOTAL	cash in drawer + credit cards + gift card redemptions	

<i>SNGL SPACE</i>		<i>space in report</i>
EAT IN	count and dollar value for eat in orders	
TAKE OUT	count and dollar value for take out orders	
FUND RAISER	count and dollar value for fundraiser orders	
DRIVE THRU	count and dollar value for drive thru orders	
DEST TOTAL	count and dollar value of destination keys above	
3% ADV	advertising amount	
6% ROY	royalty amount	
<i>SNGL SPACE</i>		<i>space in report</i>
ONLINE CAKES	transaction count and dollar value for online cakes	

July 5, 2011