

Benchmarks

The Benchmarks Report with CSV Export is specifically designed for use with communityhbenchmark.com

The values tracked on this report are all tallied by Month/Year and are:

Tasting Room Benchmarks:

- Total Visitors
- Total Tasters
- Total Orders
- Wine Sales
- Non-Wine Sales
- Wine Club Signups

Wine Club Benchmarks:

- Total Members
- Total Shipments
- Wine Club Revenue
- Total Signups
- Total Cancels

The report can be run in Historical or Current Mode and either Monthly, Quarterly, Annually or by Date Range