



Free Whitepaper

Club Prophet Systems — Executive Reporting Dashboard™

At 10,000 feet, your course gains a whole new perspective...

Executive Reports instantly make sense of the tens of thousands of POS Transactions.

Course Analysis

1. Which Vendor provides my best (or worst) ROI?
2. My Revenue vs. the Industry
3. Revenue Per Available Tee Time
4. Revenue Per Department
5. What are my busy and slow times?
6. What are my Revenue Margins per round?
7. The Good, The Bad, and The Ugly of Course Utilization - look here

Customer Analysis

1. Who did we lose? Who did we Gain? Who is due to renew?
2. What customer class generates the most (and least) revenue?

Demographics

1. What percent of customer records has emails, postal code, etc.?
2. What postal code generates the most (or least) income?

Reservations

1. Where are my reservations originating?
2. Breakdown by day of the week.

Plus Targeted Email Marketing!

A High-Level look at
"The Good, The Bad, and The Ugly"

| Tee Time (Weekend) | Jan | Feb | March | April | May |
|--------------------|---------|---------|---------|---------|---------|
| 7 | 23.05 % | 17.05 % | 17.61 % | 13.54 % | 18.71 % |
| 8 | 69.14 % | 54.85 % | 49.44 % | 29.86 % | 44.12 % |
| 9 | 36.33 % | 46.92 % | 45.73 % | 19.14 % | 31.12 % |
| 10 | 29.30 % | 39.45 % | 34.88 % | 12.89 % | 25.12 % |
| 11 | 26.56 % | 26.17 % | 26.56 % | 5.86 % | 14.12 % |
| 12 | 39.84 % | 59.77 % | 32.50 % | 5.86 % | 11.12 % |
| 13 | 39.84 % | 59.77 % | 39.69 % | 23.36 % | 28.82 % |
| 14 | 26.95 % | 57.42 % | 41.88 % | 9.67 % | 18.13 % |
| 15 | 17.97 % | 28.91 % | 13.13 % | 6.25 % | 10.96 % |
| Average | 34.33 % | 43.37 % | 33.49 % | 14.05 % | 22.71 % |

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"Heretofore, many decisions by a golf course manager were based on intuition. That tactical approach usually leads to strategic failure. Until now, the golf industry has lacked the tools, the intellectual capital, and the practical experience to predict and plan for revenue increases. Club Prophet's new Executive Reporting Series is based on sound principles and common-sense solutions so that the course owner can achieve the promised results."

J. J. Keegan, Managing Principal of Golf Convergence

Club Prophet Systems is the industry leader in cutting-edge technologies for the golf business. With over 1,000 installations worldwide and available in multiple languages, CPS continues to raise the bar for excellence in business management software. Our modular design lets you mix and match to suit your needs.

Call Club Prophet Systems today for a **FREE** consultation and demo of the POS Express suite at 1-800-793-1872. Internationally dial 011-724-274-0380. Learn how Club Prophet Systems can help you.



Call NOW for a free demo

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[Click Here to get your FREE whitepaper of an operating facility viewed thru the eyes of the Executive Reports Dashboard™.](#)

