


Jackrabbit Dance

Business Intelligence Dashboard: Quick-Reference Glossary







Using Jackrabbit's Business Intelligence Dashboard is an easy way to streamline and view a huge amount of valuable information on your business in one convenient location!

Even though we've made the information as accessible as possible, we know jumping right in may seem overwhelming, so we've put together this **Quick-Reference Glossary** to help you understand and utilize your unique business information to its full potential!

Let's go over the reports and dashboards you'll find in your **Business Intelligence Dashboard** and learn how they can help:





- **Monthly Summary -**

A lot can change in a month! Check out this section for a summary of enrollments, including ending enrollments and student count by month in a visual chart for comparison and a table format with more details and insights.

How Does This Help Me?

A monthly summary makes it easy to make sure you're on track to meet your goals along the way instead of waiting until the end of the year or season. All of the important information for the month is in one convenient place, whether you are looking at a single location or many.

- **Yearly Summary -**

Sometimes it's easier to look at the big picture! View this section for a summary of Ending Enrollments and Ending Student count, as well as the data and details behind the numbers.

How Does This Help Me?

Like a monthly summary, but larger, the Yearly Summary puts KPIs, or key performance indicators, over the past twelve months into perspective so you can see what changed, what needs to change and begin to recognize trends in your business.



- **Students Overview –**

The Overview Dashboard in the Students Report gives a broad look at just how many students were enrolled at the start of the month, how many new students you had, and how many students dropped each month. With the line graphs and bar charts, you can easily compare this data to other months, or even years, to get an idea of how successful your classes are doing in regards to enrollment over time.

How Does This Help Me?

Do you have the capacity for all of your active students? What about the right amount of staff to match? Is there a trend related to the number of drops you see at certain times of the year or is there an opportunity to dive deeper? You'll need to analyze your student numbers to be sure.

- **Students Duration –**

The Duration Dashboard in the Students Report gives some important KPIs related to how many active students you have, the average age when they enter and exit your program, and the average lifetime of your students. In addition, you can see retention compared to churn month over month and year over year.

How Does This Help Me?

Knowing the age that a student begins with your studio and the age when they leave is helpful to know for planning class schedules as well as client satisfaction. If the average student's lifetime begins and ends within a small window, it may be time to expand your class offerings to accommodate more age groups and styles. If your offerings are already fairly wide, this information can help you zero in on other issues within your studio that may be causing students to leave. In addition, churn is a great KPI to check if you've recently tried a new marketing campaign or made some big customer experience improvements like switching to a studio management software to measure its effectiveness.

• **Class Enrollments -**

In the Enrollments Dashboard of the Classes Report, you'll be able to view trends in your studio's enrollment history, such as the number of active enrollments, average enrollment and drop age, and average months of enrollment. Are your programs catering to the right age groups? Filter by instructors, categories, location, room, and more to get down to the specifics.

How Does This Help Me?

Enrollment age and length of enrollment both can play a huge part in planning out the future of your dance studio. Looking at these numbers can help you determine the age demographic you should try to cater to and in turn, your class offerings and curriculum. Length of enrollment helps with this as well. If students drop off after a certain time period, you can use this information to decide whether to offer classes that go beyond what you currently offer to retain enrollments for a longer period of time.

• **Classes -**

The Classes Dashboard gives you quick insight into how full your classes are in comparison to openings you have when looking at your program as a whole or by various categories.

How Does This Help Me?

This is a fantastic way to get a quick pulse check on enrollment at your dance studio. At a glance, you can see if your classes are meeting your expectations with real data instead of relying on your gut. If a particular class consistently underperforms and doesn't draw enough students, you can decide to replace it with another that traditionally brings in more enrollments or something new entirely.



- **Revenue Summary**

The Revenue Summary Dashboard breaks down your earnings by month and year so you can take a granular look at how your studio is performing overall versus by program, class, instructor, transaction type, and session so you can identify what's going great and what could use some TLC. In addition, you'll have insight into your unapplied payments by month and year.

How Does This Help Me?

Looking at your revenue in various ways helps you determine which classes and programs are most successful financially and where there's an opportunity to try something else. The same goes for instructors. Who is your top performing instructor and who needs some additional mentoring and coaching? Making adjustments and pairing the right instructor with the right class can help you reach your revenue goals.

So, what do you think? Are you ready to start using your business' data to help it improve and grow? Our Business Intelligence Dashboard is just one of the many ways Jackrabbit Dance can help your dance studio reach its full potential.

Don't just take our word for it though, sign up for a free trial and see just how much of a difference Jackrabbit Dance can make for you.

[Sign Up for a Free Trial](#)

Already a Jackrabbit user and have questions about your Business Intelligence Dashboard? Send us an email at Dashboard@Jackrabbittech.com.

Our team is standing by, ready to help!



Jackrabbit Dance