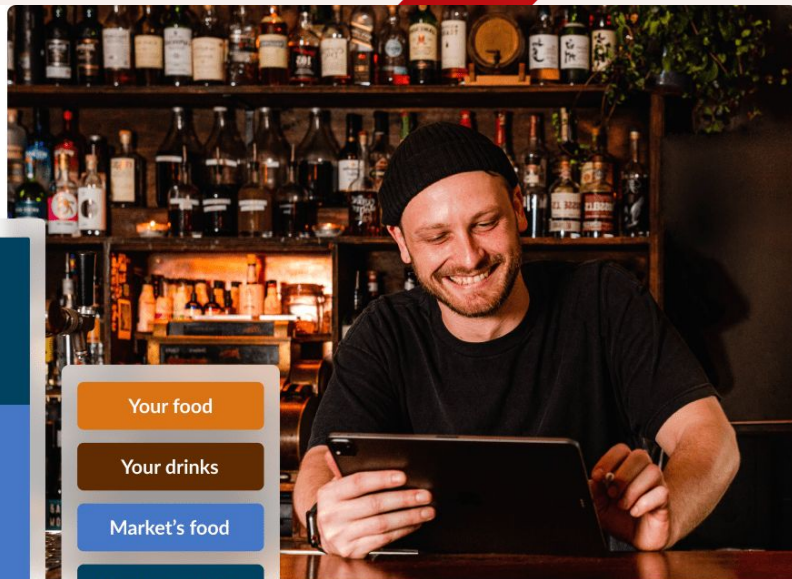
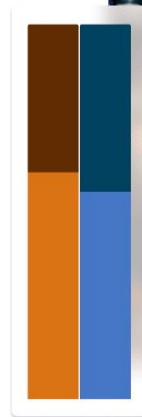




# Benchmarks & Trends

Enablement guide for Lightspeed  
partners



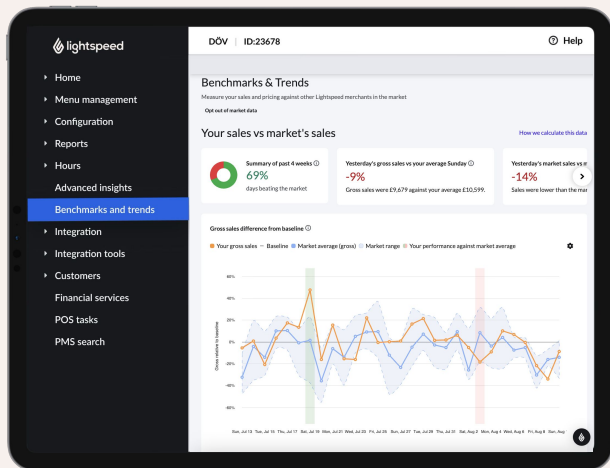


# What is Benchmark & Trends?

It's a way to **outperform** the competition.

Benchmarks & Trends presents key metrics on merchants' sales, staff and competitors, so they can make confident and data-driven decisions to maximise success.

*It empowers our customers to stay agile, capitalise on trends and plan for long-term growth.*



**Make confident and data-driven decisions to maximize success for their restaurants.**

✓ **Benchmarks & Trends presents key metrics within their market about:**

- their sales
- their staff
- their competitors

*\*Only available and included for free in our Pro plan*



(Click anywhere to watch the video)





# Benchmarks & Trends - Features and Insights

## Market Comparisons

*How have I performed against the market over the past month?*  
*Business felt slow yesterday, what happened?*  
*Was it a normal day for **me**?*  
*Was it a normal day for **them**?*  
*Is my business healthy?*

### Personalised benchmarks

Merchants can understand how their restaurant compares against similar restaurants in their market for more meaningful and actionable insights.

#### How to read this?

The chart shows:

- the merchant's gross sales
- the market's average gross sales
- the sales range compared to a baseline\*.
- performance outliers (highest and lowest performing days **compared to the market avg.**)

\*This baseline is the average gross sales *from the last four weeks* for the same day.

For example: if you would look at Saturday's sales, the baseline is based on the gross sales from the last four Saturdays.





# Benchmarks & Trends - Features and Insights

## Food & Drinks Mix and Price

*What's my food vs drink % over time?*

*Am I pricing my food too low?*

*Am I pricing my drinks too high?*

*Should we adjust pricing?*

### Identify new opportunities

Merchants can uncover untapped potential and areas of improvement (e.g. adjusting menus, pricing strategies, etc.)

### How to read this?

- Food and beverage order split: The merchant's total sales attributed to food vs beverage, compared to the split across the market
- Food Price point: The merchant's average price of all food items sold compared to the median average food price of the market.
- Beverages Price point: The merchant's average price of all drink items sold compared to the median average drink price of the market.





# Benchmarks & Trends - Features and Insights



*How to read this?*

*This chart displays a merchant's hourly traffic compared to the market. The activity is shown as a percentage of the merchant's busiest hour of the week.*

*For example:*

- *If their busiest time is 12 pm on Wednesday, that hour is the baseline = 100%.*
- *Hourly activity is shown relative to this baseline, so if they have half as many visitors at 5 pm on Wednesday as at 12 pm, this will be 50%.*
- *he market's hourly traffic is compared to the market's busiest hour that day.*

## Hourly Activities

*Was I busier than usual at rush hour?*

*Was I losing business to them in my closing hours?*

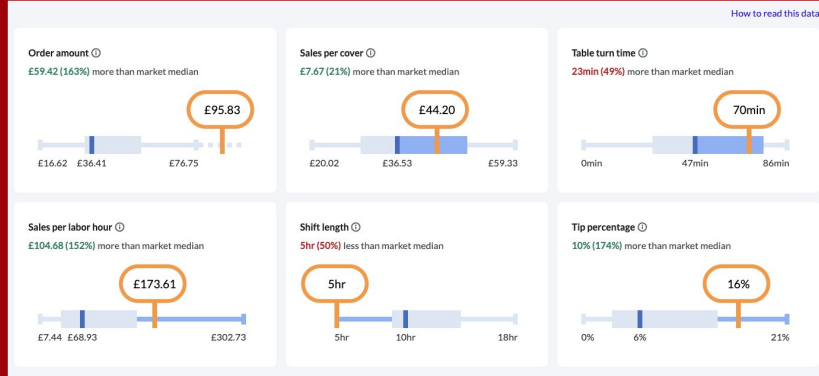
*Should we adjust opening hours and staff planning?*

*Streamline operations*

*Merchants can compare key performance metrics against competitors to boost efficiency, cut costs and improve the guest experience. This can be adjusting opening hours or improving the staff training programme...*



# Benchmarks & Trends - Features and Insights



## Sales & Service Metrics

*I've been selling less than them, what went wrong?*

*Order amount was too low?*

*Table turn time is not fast enough?*

*Can my avg tip % help me understand customer satisfaction relative to competitors?*

### Make data-backed decisions

Merchants can go beyond their gut feeling, leveraging market and competitor insights to make informed decisions for sustainable growth.

### How to read this?

Merchants' key sales metrics are displayed in comparison to the market median, minimum and maximum.



# Benefits & positioning

## Maximise success with actionable sales and menu insights



*Lightspeed customers with B&T will better understand their sales, menu and competitors, to make informed decisions and drive better results.*

- Know if you're **selling more or less than the market average** - by hour, day, week or month
- Understand where your revenue originates and **focusing your efforts**
- Compare your food and drink prices against the local market, so you can **optimise your pricing strategy**
- Understand if sales fluctuations are **market-wide** or if there are **underlying issues with your menu, pricing or service**

## Stay ahead of trends and uncover opportunities



*Lightspeed Benchmarks & Trends empowers restaurants to stay agile, capitalise on trends and plan for long-term growth.*

- Be ready to **quickly adapt** your menu, pricing or promotions to **give customers what they want**, when they want it
- Compare your peak hours to the market average and **make strategic adjustments**
- **Anticipate changes** in demand and plan inventory and staffing to maximise success
- Easily **understand your data and market insights** with smart graphs and summary cards

## Enhance service and operational efficiency



*Merchants can learn how their service compares and where they can improve with hourly sales data and key performance benchmarks.*

- **Diagnose inefficiencies** at a glance with insights into table turn times, average shift length and sales per labour hour
- Track sales per cover to identify upselling opportunities and **increase average spend**
- Identify peak hours to **optimise staffing and reduce unnecessary labour costs**
- Get a feel for **guest satisfaction** by comparing your average tip percentage against the market's



# Key selling points for customers



**You won't get this anywhere else!**

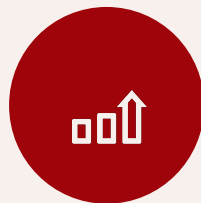
These insights you can't get through POS or generic reports.

See local, apples-to-apples comparisons for meaningful and actionable insights.



**We don't compare your pub to all – just the right ones.**

It's not about averages across the country. We match your business to similar ones nearby so the data reflects your world.



**It's not just reporting, it's decision-making.**

From menu pricing to staffing, B&T helps you act, not just analyse.

Make make confident decisions backed by market and competitor insights to maximise success.



**It answers the 'why' behind your numbers.**

This is the perfect place to make your point, but keep it succinct. Two or three sentences should do the trick.



# How do we know it **matters** to customers?



→ **45%** expect competition to be more intense than last year ⇒ *know the competition*

→ **98%** say higher labor costs are an issue. **97%** cite higher food costs ⇒ *uncover profits*

→ **74%** actively seeking ways to streamline operations with technology ⇒ *make informed decisions*



# Solving real business problems with B&T

## Costs are rising on everything

*"I want to know if I'm pricing my drinks too high/low."*

⇒ Benchmark & Trends can help with that. In the 'Food & Drinks Mix and Price' report you can see how your drink prices compare to similar restaurants nearby. If you're priced above or below average, you'll know in just a few clicks.

## Hiring, training and retaining staff is harder than ever

*"We're slammed at lunchtime. Before hiring more staff, we want to know if it's us or the market."*

⇒ Exactly the kind of insight B&T provides. The 'Hourly Activities' report compares your lunch rush to the market. If others are quieter, there may be an efficiency issue worth digging into.

## Guests are spending less

*"New staff say their tips are lower than at their old job. Can we check that?"*

⇒ Yes, the 'Sales & Service Metrics' report shows tip averages by hour and day. You can see if your tipping is below market, and when.



# When to pitch **Benchmark & Trends**

Moment	How to Pitch
LS Payments	<i>"With LS Payments, you unlock deeper reporting, including Benchmarks &amp; Trends, which shows how your performance stacks up against similar restaurants."</i>
Advanced Insights	<i>"You already value data. B&amp;T takes it to the next level — showing how your sales, prices, and even tips compare to the market."</i>
Customer talks about performance or reporting	<i>"If you're already tracking your own data, B&amp;T adds context — showing how you perform against similar venues nearby."</i>
Customer talks about pricing, staffing, tips, or sales patterns	<i>"That's exactly what B&amp;T is built for. It helps you answer those kinds of questions with confidence."</i>





## ⚠ Important Note: Regional Availability of B&T

While Benchmarks & Trends is a powerful tool, it depends on having enough Lightspeed merchants in a region to generate meaningful market insights.

To create a comparison pool, we need:

- At least 10 similar merchants (e.g. quick service, upscale dining)
- Within a gradually expanding radius (up to 500 miles / 800 kms)
- And 4 weeks of historical data

*If a customer is outside a dense market (like Gibraltar or smaller regions with fewer Lightspeed users) B&T may not show data right away, or at all.*

**Core EMEA markets** like the **UK, DE, FR, BE, NL, and CH** are where we have the stronger merchant density, and where B&T can be most confidently pitched.

In other markets, you can reframe it by saying: *"Benchmarks & Trends is available, but it requires a minimum number of local Lightspeed merchants to unlock insights. If your area doesn't meet the threshold yet, it may take some time to activate."*



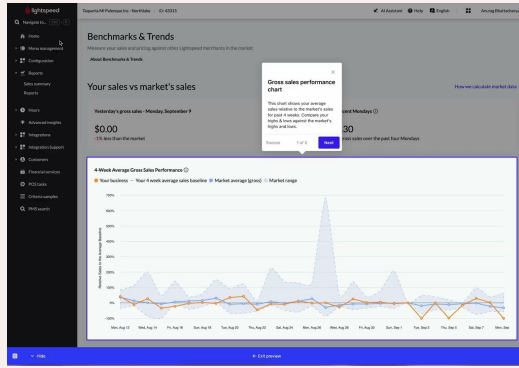
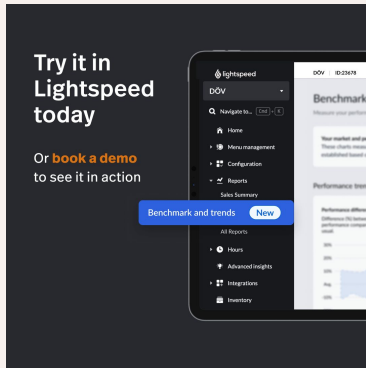
**Reminder:** B&T should **not** be the sole reason for selling Pro packages.

Pro also includes high-value tools like **extra Tableside and KDS licenses**, which you will learn about and can be great selling points in less developed B&T markets.





# FAQs



## How is it activated?

**Customers on the Pro plan:** They will receive immediate access. While Lightspeed Payments and Advanced Insights are not required, access to Benchmarks & Trends requires a minimum number of Lightspeed merchants in your market.

If the local merchant count falls below this threshold, unfortunately, Benchmarks & Trends will not be available at this time.

**Non-Pro customers:** They can find out more info and look at a possible upgrade with your guidance.

## How do we define “market”?

We classify businesses into cohorts based on their concept type (i.e. as seen in Salesforce) and the key metrics most important to those concepts (e.g. average order amount, average number of covers, etc.). We then compare similar businesses within a relatively close proximity.

## What data do you use for Benchmarks & Trends?

Lightspeed uses anonymized customer content data from Lightspeed merchants who are located within a close geographic range and operate within a similar concept type. To protect the privacy of your business, we've taken steps to ensure that all data shared within this product is fully anonymized, meaning no identifying details about your business are revealed.





# FAQs (cont.)

## Why can I not see Benchmarks & Trends in my Back Office?

Benchmarks & Trends uses data from Advanced Insights, therefore you must first ensure you are subscribed to Advanced Insights – if you are not, then please reach out to your Account Manager. In addition, Benchmarks & Trends requires a minimum number of Lightspeed merchants within your market. If the number of local merchants is below this threshold, then unfortunately you will be unable to access Benchmarks & Trends at this time.

## How do you define Food and Drink items?

Food and Drinks are classified using a versatile classification model that ingests all of your business's menu items and classifies as a Food, Drink, or Other.

## What if I don't want to be included in the market data?

You can opt out of having your data included in others' "market"; see the [opt out process](#) here. However, this also means you will no longer have access to Benchmarks & Trends.

## How often is the data updated?

The data is updated daily.

## Can I define my own "market"?

Currently, we do not allow merchants to define their own market or classification. However, this is a future enhancement we are exploring.





“

**Upsell opportunities & higher revenue:** Benchmarks & Trends is only available in the Pro tier

”

*B&T should not be the sole reason for selling Pro.  
Pro also includes high-value tools like **extra Tableside and KDS licenses**, which can be great selling points in less developed B&T markets.*





**"It's exactly the kind of innovative differentiator we need in market"**

*Our Guiding Principles ensure that we develop the right features for our target customers. The creation of Benchmarks and Trends is driven by research and data from existing businesses using Lightspeed, as well as insights from potential new accounts.*

- Dax Dasilva, CEO



