



DIGMENU USER GUIDE

Overview and analytics

See at a glance what still needs doing, and learn how many guests open your menu and which dishes they look at.

Overview and analytics

The **Overview** page is the home page of your business dashboard. The **Analytics** page shows how guests use your menu. **Analytics** simply means numbers about visits.

What you need before you start

- A published menu (Guide 8). Numbers appear after guests start visiting.

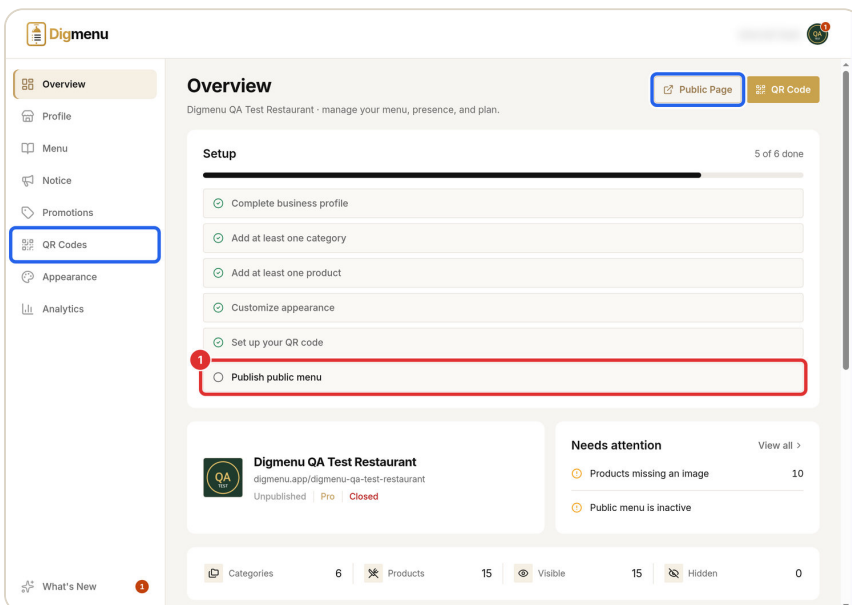
Time needed: About 3 minutes

Where in Digmenu: Sidebar → Overview and Analytics

1 Click "Overview" in the left menu

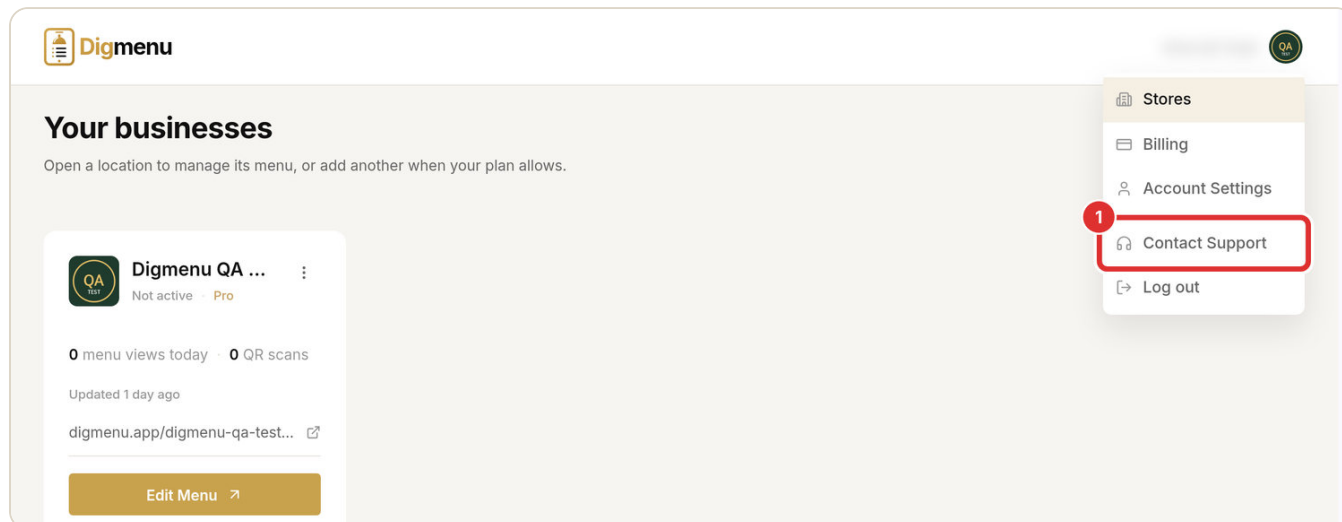
You see:

- **Setup:** your checklist, for example "5 of 6 done".
- **Needs attention:** things to fix, for example "Products missing an image".
- How many categories and products you have, and how many are visible or hidden.
- **Performance:** menu views over time.
- **Plan usage, Recent activity and Subscription status.**



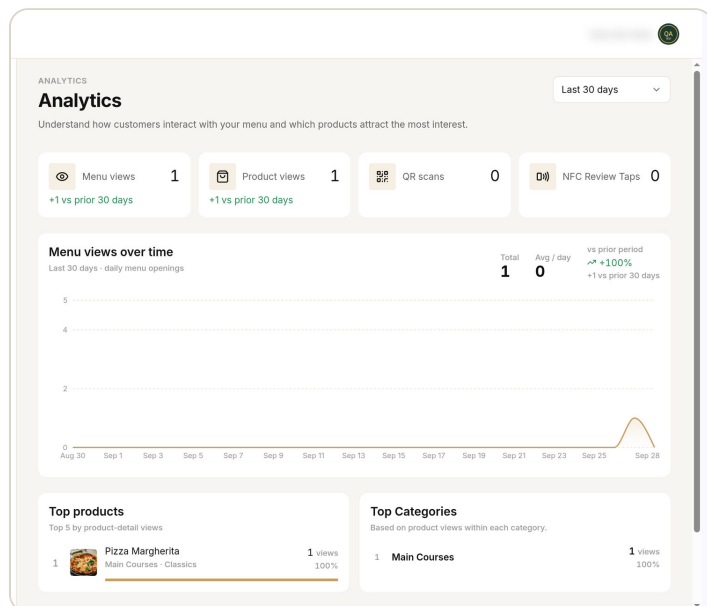
2 More than one restaurant: "Stores"

Click your profile picture in the top-right corner. Click **Stores**. You see **Your businesses**. Click **Edit Menu** on a business to open it. You can add another business when your plan allows it.



3 Click "Analytics" in the left menu

Choose a time range at the top right: today, or the last 7, 30 or 90 days. You see **Menu views**, **Product views** (guests opened a dish), **QR scans** and **NFC Review Taps**.



Good to know: Analytics is part of Pro. You can use it during your free trial.

4 See your most popular dishes

Scroll down. **Menu views over time** shows busy days. **Top products** and **Top categories** show what guests look at most.

Tip: Put your most viewed dishes at the top of their category (Guide 5), and give them a great photo (Guide 6).

Done! You know how your menu is doing. **Next step:** Guide 12, Account settings.