

Successful Reporting *What reports help your business the most? We'll explore Point of Rental's most popular reports and show you how to find them, read them, and understand how they'll help you implement better practices.*

Point of Rental Software has a lot of reports. You could spend your entire work day looking at reports. Don't you have something better to do? You must like data, and do we have data. But what does the data mean? What reports are of particular strategic interest to your business? What follows are a few of my personal favorites.

Analysis Reports

1. Item Analysis

a. **Item Utilization Report**- What percentage of the time in a given month is your equipment out on rent and what is the return on investment of that rental? High utilization and high ROI means you got a good thing going, raise the rates. Low utilization and low ROI, you have a dog, may have to lower rates to get it to move or just no one cares to rent those albanian rabbit traps you got a good deal on.

b. **Item Utilization Trend**- Same idea but it gives you the opportunity to look at the data over three different time periods to make comparisons and see a trend.

c. **Fleet Utilization**- What percentage of your fleet is out on rent at the moment and what is the value of the fleet out on rent? Is it better to have ten \$10 items out or one \$100 dollar item out? What is the sound of one hand clapping?

d. **Inactive Rental and Sale Items**- Two reports that look at what has not been renting or selling since a given date. Can you even find the items on this list? Do your employees know they exist and what they are for? Should you give up and sell this junk off or toss in the dumpster?

e. **Missed Rental**- If you or your employees are entering missed rentals then this will tell you what you are missing and why. If not, you don't know what you are missing. Before you go to New Orleans to the ARA show this year, run this to get some idea of what your customers are asking for that they are not getting.

f. **Item Rate Percentage Analysis**- This report compares the price rates of your rental inventory to the cost and gives you a percentage comparison to help determine how quickly you will pay for an item.

2. Customer Analysis

a. **Inactive Customer Report**- Who has stopped renting from you? Run this for account customers first and look at who hasn't rented since 2015. Did they go out of business or did the competition squeeze you out or did you make them mad? Pick up the phone and call them, maybe they are just waiting by the phone to make up.

3. Transaction Analysis

a. **Open Contract Reports**- What is the current value of the open contracts you have on rent now?

b. **Sub-Rental Analysis**- Is it worth it? Assuming you are using the subrental process, this report will give you the profit, break even, or loss info on those sub rentals you are doing.

c. **Contracts opened per Day or by hour**-What days or times, historically, are you taking the most orders? Are you staffed appropriately to handle the business?

4. Reservation Analysis

a. **Reservation Value Report**- What is the value of your reservations?

b. **Reservation value by Salesman**-What is the value of your reservations by salesman? Who is bringing home the bacon?

c. **Reservation Cancellation Report**- Why there isn't any bacon.

Income Analysis

Aging Analysis

Purchase Order Analysis

Employee Analysis

Override Reports

1. **Price Override or Discount override**- Who is changing prices or giving discounts and how much? Are they raising or lowering prices? Is this acceptable? Maybe security settings need to be adjusted.
2. **Modification of completed contracts**- Who has been modifying completed contracts and why? Do they have permission to do so or did they get a password they should not have?
3. **Quantity Change**- Who is changing the quantities of your inventory? Are they changing the quantity of an item down and then putting it in the trunk of their car to take home?

Inventory Reports

1. **Inventory Count**- A report that gives you a tool to count your inventory and subsequently update the quantities.
2. **Miscellaneous Item Usage**- You may have miscellaneous rental or sale items in your database to handle exceptional inventory situations. Are they an easy out for your counter folks or do you really need to set up your inventory properly to track costs and income on these items?
3. **Item Repair detail**- From an item record you can get a history of those repairs with detailed information.

Basic Information in spreadsheets

1. Spreadsheet generation from most grid screens.
2. Database Management tools for generating data spreadsheets
3. Spreadsheets from existing reports.