



Weekly Data Collection Form

www.cellardoormetrics.com

Cellar Door Name	Week Beginning Monday							
Cellar Door	Mon	Tues	Wed	Thurs	Fri	Sat	Sun	Total
Visitors Count (#)								
Sales Transaction Count (#)								
Bottles / Units Sold (#)								
Wine Sales (Revenue)								
Merchandise and Produce Sales (Revenue)								
Service Sales (Revenue)								
Food & Beverage Sales (Revenue)								
Functions								
Guest Count (#)								
Function Sales (Revenue)								
Restaurant								
Guest Count (#)								
Food & Beverage Sales (Revenue)								
Accommodation								
Room Nights (#)								
Accommodation Sales (Revenue)								
<p>Data Collection Notes</p> <ol style="list-style-type: none"> 1. Bottles / units sold means single bottles of wine including promotional giveaways, but excluding tasting stock. 2. Sales Transaction Count is the total number of transactions of service, merchandise, bottles, food & bev. sales through your cellar door. 3. Merchandise and produce includes all non-wine products such as olive oil, preserves, gifts, merchandise etc. 4. Service sales includes all non-product sales such as tasting charges, winery tours etc. 5. Cellar door food and beverage includes all food and beverages served in the tasting room. This excludes any food and beverages served in a restaurant or café with a menu. 6. Restaurant food and beverages includes all food and beverages served in a restaurant or café with a menu. 7. Room nights is the number of rooms occupied, not the number of people occupying the rooms. <p>Weekly Data Entry</p> <p>After completion of data collection, data should be entered weekly at www.cellardoormetrics.com. After data entry CellarDoorMETRICS provides trend analysis for your cellar door and comparative analysis against other cellars in your region, state and nationally.</p>								