

The Menu Item Analysis Report has a number of different uses, and the first time you look at it, it can be confusing. So, below is a walkthrough of the MIA, defining each area as simply as possible. The report showing below was pulled with NONE as the Menu Item Category. Menu Item Categories will be explained in a separate document.

Menu Item Analysis

4/20/2026 - 4/30/2026

Show All(s): All Locations

Item	Price	Cost	Margin	Cost %	Qty	Sales	Sls %	Theo Cost	Profit	Category
ISUB - G Alta Vista Vive Cab Sauv	11.00	0.00	11.00	0.0 %	6	66.00	34.9	0.00	66.00	Star
Barrios - Plantain Tostones	5.00	0.00	5.00	0.0 %	4	20.00	10.6	0.00	20.00	Star
Barrios - 8 Shrimp	16.00	0.00	16.00	0.0 %	1	16.00	8.5	0.00	16.00	Star
K324 - London Fog	7.00	0.00	7.00	0.0 %	2	14.00	7.4	0.00	14.00	Star
Barrios - Extra Fajita Pork	14.00	0.00	14.00	0.0 %	1	14.00	7.4	0.00	14.00	Star
PUB - Hugo Spritz	12.50	0.00	12.50	0.0 %	1	12.50	6.6	0.00	12.50	Star
Cheevers Cafe - 4oz Salmon	8.00	0.00	8.00	0.0 %	1	8.00	4.2	0.00	8.00	Star
Mex Rad - \$ Extra queso fresco	1.50	0.00	1.50	0.0 %	3	4.50	2.4	0.00	4.50	Dog
Barrios - Sub steak ON SIDE	4.00	0.00	4.00	0.0 %	1	4.00	2.1	0.00	4.00	Dog
Barrios - Black Russian Mod	4.00	0.00	4.00	0.0 %	1	4.00	2.1	0.00	4.00	Dog
Barrios - 2 Shrimp/No Butter	4.00	0.00	4.00	0.0 %	1	4.00	2.1	0.00	4.00	Dog
ISUB - Side Pim Cheese	3.00	0.00	3.00	0.0 %	1	3.00	1.6	0.00	3.00	Dog
K324 - Add Whip Cream	1.00	0.00	1.00	0.0 %	2	2.00	1.1	0.00	2.00	Dog
Barrios - Ramiken Queso	2.00	0.00	2.00	0.0 %	1	2.00	1.1	0.00	2.00	Dog
Cheevers Cafe - Sliced Avocado	2.00	0.00	2.00	0.0 %	1	2.00	1.1	0.00	2.00	Dog
PUB - Sliced Avocado	2.00	0.00	2.00	0.0 %	1	2.00	1.1	0.00	2.00	Dog
PUB - Baguette	2.00	0.00	2.00	0.0 %	1	2.00	1.1	0.00	2.00	Dog
PUB - 2 Eggs Over Ez	2.00	0.00	2.00	0.0 %	1	2.00	1.1	0.00	2.00	Dog
Cheevers Cafe - Extra Egg	2.00	0.00	2.00	0.0 %	1	2.00	1.1	0.00	2.00	Dog
K324 - Filthy (1oz Brine)	1.00	0.00	1.00	0.0 %	1	1.00	0.5	0.00	1.00	Dog
K324 - Vanilla Soft Top	1.00	0.00	1.00	0.0 %	1	1.00	0.5	0.00	1.00	Dog
K324 - EXTRA Chocolate Chips	1.00	0.00	1.00	0.0 %	1	1.00	0.5	0.00	1.00	Dog
PUB - Sourdough Toast	1.00	0.00	1.00	0.0 %	1	1.00	0.5	0.00	1.00	Dog
K324 - 1/2 Shot Espresso	0.75	0.00	0.75	0.0 %	1	0.75	0.4	0.00	0.75	Dog
ISUB - Add Chow Chow	0.50	0.00	0.50	0.0 %	1	0.50	0.3	0.00	0.50	Dog
Totals & Averages	4.33	0.00	4.33	0.0 %	37	189.25	100.0	0.00	189.25	
Grand Totals & Averages	4.33	0.00	4.33	0.0 %		189.25		0.00	189.25	

1. Name – The name of the item is what is imported from your POS (typically, though not always, the Long Name or the Item Name). The information prior to that (ISUB - , Barrios - , etc) is the location name it was pulled from.
2. Price – Price is the average price sold, not the actual item price. So, if you sell the Item for \$8 in house, but \$10 for your Third party, and it has been Comped or whatever, the price would be different than one would expect. It is, however, an accurate reflection of what you are making on the average button press on the POS during the timeframe you pulled the report for.
3. Cost – This is what the cost of the item is, based on the recipe attached. As you can see, none of these items have a cost associated, so they either don't have a recipe attached yet, or the recipe isn't reflecting any cost.
4. Margin – The margin is simply the difference between the Price and the Cost.
5. Cost % - This is the "Food" cost.
6. Qty – Number of button presses on the POS during the chosen timeframe.

7. Sales – Total dollar sales during this timeframe.

8. Sls % - -Percent of total Sales Dollars as reflected on this report

9. Theo Cost – Cost of the recipe times amount sold

10. Profit – Amount left from Sales \$ - Theo. Cost.

11. Category – This rates where it falls on the Category Ranking Scale. Until all the information is filled out, this column doesn't serve a lot of purpose. The Category Ranking Scale needs to know volume sold, cost, and price in order to accurately reflect:

A. Star

B. Opportunity

C. Puzzle

D. Dog