

# TOP SPENDING CLIENTS

Tools > Reports > Clients > Top Spending Clients

The Top Spending Clients report displays a list of your top 20 clients in order of the total amount spent within the given time frame. If you wish to view more or fewer clients, you can change the number of clients listed in the report through your report options. The report includes the number of transactions for each client, their total spend, and their average spend. Figures are also displayed for the entire business as a reference to determine how much of the business total is generated by the top 20 clients. You can also view the clients' contact details. This report will help you analyse client data, and can assist with targeting communications towards higher spending clients.

## Top Spending Clients

From **Monday, 4 April, 2016**  
 To **Sunday, 24 April, 2016**  
 Time Period **21 Days (3.0 Weeks)**



Client	Email	Phone	Num Tickets	Average Spend	Total Spend
Danielle Moore		0488 444 888	3	\$76.00	\$228.00
Amanda Phillips		0411 333 555	2	\$104.00	\$208.00
Sarah Jane Walters		0444 000 447	2	\$93.00	\$186.00
Suzie Christiansen		0499 333 777	1	\$175.44	\$175.44
Taliah Gibson		0466 222 622	1	\$156.00	\$156.00
Judy Harrington		0444 666 212	1	\$151.00	\$151.00
Elouise Penn		0488 777 222	5	\$28.60	\$143.00
Natasha Grey		0455 252 552	2	\$67.50	\$135.00
Olivia Black		0433 666 111	1	\$125.00	\$125.00
Joanna Fitzroy	joanna.fitzroy5@email.com	0483 303 808	2	\$57.50	\$115.00
Britney Curtis		0412344444	1	\$100.00	\$100.00
Gina Stevenson	zoe.stevenson9999@gmail.com	0400 444 000	1	\$100.00	\$100.00
Pia Sharma		0455 222 101	1	\$95.00	\$95.00
Yvette Potter		0455666556	1	\$81.00	\$81.00
Aaron Douglas		0404 440 004	1	\$80.00	\$80.00
Regina Windsor		0411 666 000	1	\$80.00	\$80.00
Tammy Neilson		0444 000 333	1	\$80.00	\$80.00
Kayla Jones	kaylajones@email.com	0400 444 999	1	\$75.00	\$75.00
Maria Brown		0444 000 400	1	\$75.00	\$75.00
Oliver Jackson		0477 333 000	1	\$73.44	\$73.44
<b>Top 20 Total</b>			<b>30</b>	<b>\$82.06</b>	<b>\$2,461.88</b>
			46% of total	\$19.44 above site average	61% of total
<b>Business Total</b>			<b>64</b>	<b>\$62.62</b>	<b>\$4,007.66</b>

**NUM TICKETS**  
 The number of transactions the client has had processed through the Point of Sale within the given date range.

**AVERAGE SPEND**  
 The average amount spent by the client on a single visit. This is the total spend divided by the number of tickets.

**TOTAL SPEND**  
 The total amount spent by the client within the given date range.

**PERCENTAGES**  
 This section shows how much of the business total is generated by the top 20 clients.

**TOP 20 TOTAL**  
 The total combined values for the top 20 clients.

**BUSINESS TOTAL**  
 The total combined values for all clients. This is included in the report for easy comparison.

**CLIENT**  
 The client's name, email and phone number are displayed so that you can easily contact a client if required.