# HAND & STONE\* Action Guide: Using the Liabilities Reports in Power BI

# Memberships

The membership liability report reflects the value of every credit that has accrued for a member. Use this report to monitor trends, ensure service delivery aligns with usage, and spot signs of disengagement. Always export to CSV (not Excel) for accurate detail, and review data monthly to stay ahead of liability buildup.

### Gift Cards

This report shows all outstanding gift card balances, including both active and expired cards. As with memberships, export via CSV and start from 1/1/2001 to ensure a full historical view.

# "On Demand" Reporting

### **Liabilities Reports**

The Liabilities tool in Power BI provides a clear snapshot of your spa's membership and gift card balances for any selected date range. It's an easy way to view and aggregate liabilities by spa location.

This report helps franchisees understand how much service value is owed to clients and track liability trends. With flexible filtering options, you can analyze liabilities by date and location to ensure accurate financial oversight.

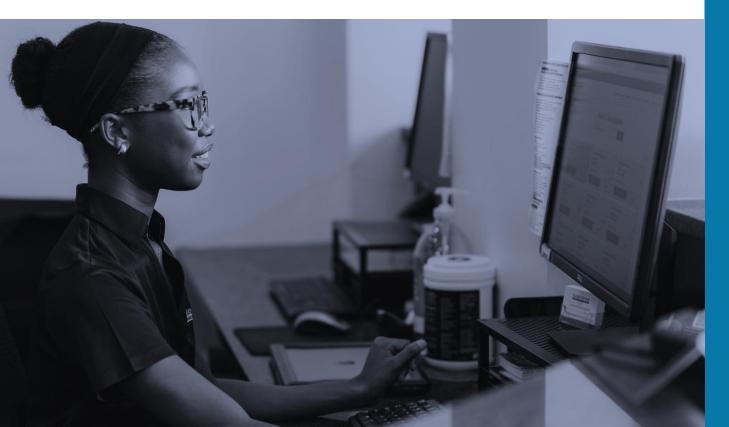
Unlike Zenoti's native reports, this tool uses improved categorization and structure, making it a more accurate and reliable source for understanding true liability.

## How To

- 1. Select Spa Name.
- Choose your desired Date Range for the most complete view on the gift cards report, we recommend starting from 1/1/2001.
- 3. Click View Report.
- To analyze the data in detail, click Export → CSV (do not export to Excel, which may misformat the data). CSV ensures a clean, line-by-line export.

### **Need Help?**

For detailed, step-bystep instructions including screenshots – click <u>HERE</u>. This walks you through pulling and exporting the report with ease.



# **Common Pitfalls**

Misinterpreting Liabilities as
Revenue: Liabilities represent
services owed—not income
earned. Avoid factoring these
balances into your monthly
revenue goals, as they have not
yet been redeemed or realized.

Ignoring Liability Build-Up: An increasing liability balance without corresponding redemptions can indicate member disengagement or potential staffing and capacity limitations. Regular review helps you take proactive action.