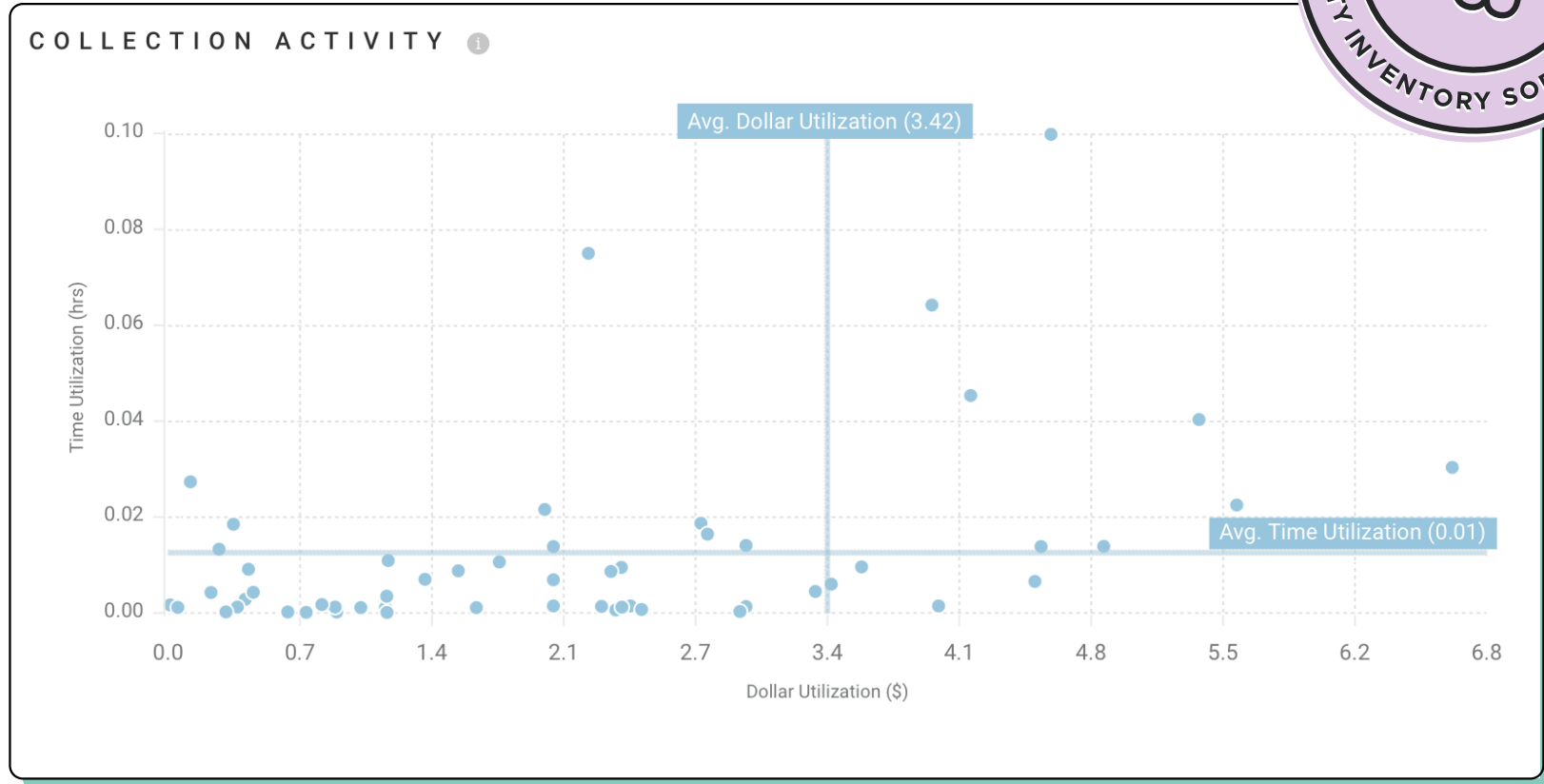


How to use the

Collection Activity Metric



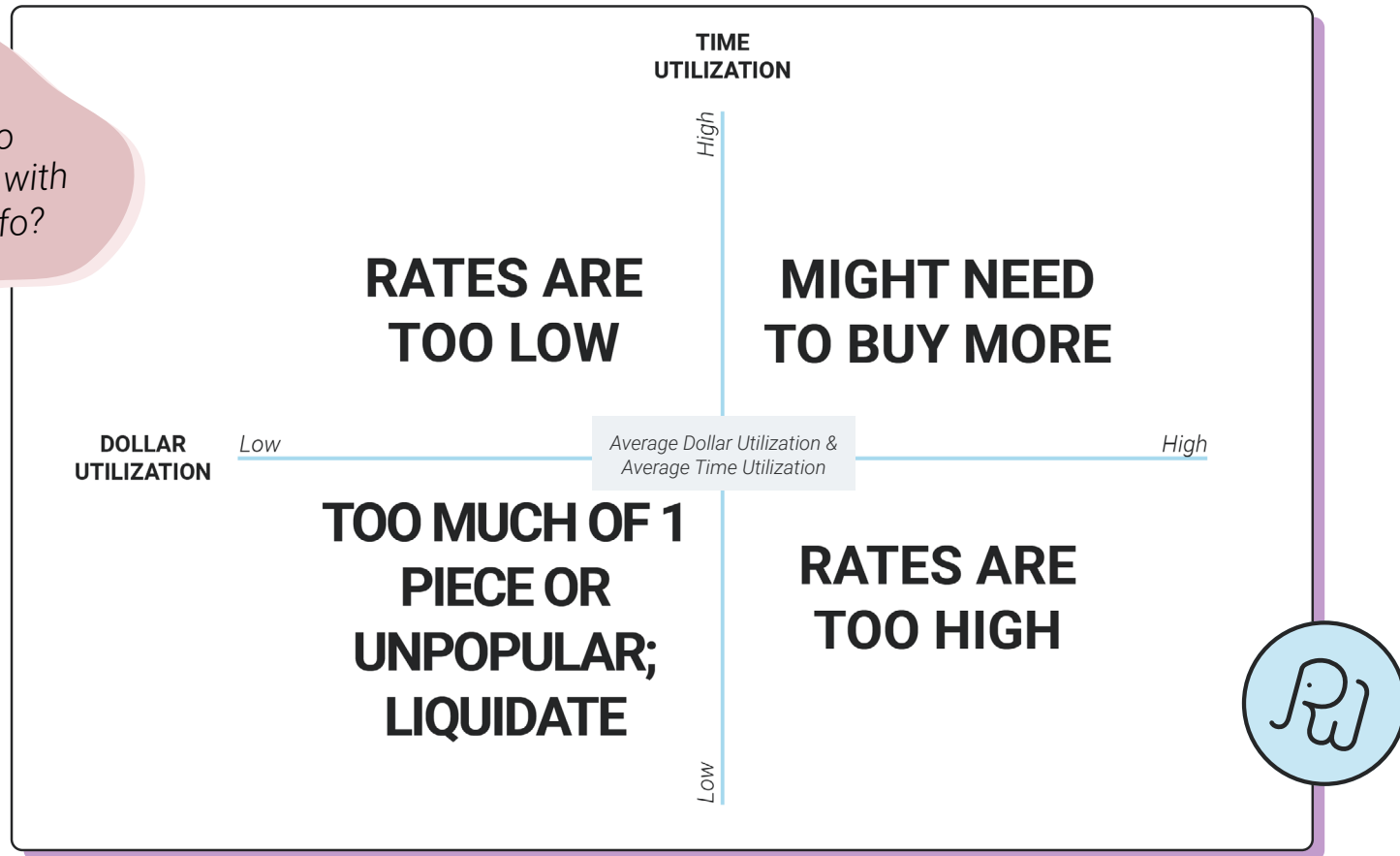
RW's Collection Activity Metric shows you how your Inventory Collection is performing (particularly in relation to other Items). Use this chart to see what's going out most frequently, least frequently (or not at all) as well as how much revenue each piece has generated in the last 12 months.

Seeing these two metrics in connection with one another gives you a great picture of your Collection's Activity.

For Items that have High Time Utilization but Low Dollar Utilization (it goes out all the time but isn't making you a lot of money), you'll want to consider raising your rates.

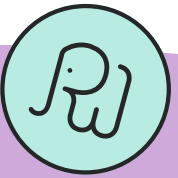
For Items that have High Time Utilization and High Dollar Utilization (your best performers), you might need to buy more of that piece or similar pieces that can fill the same needs.

*But
what do
you do with
this info?*



For Items that are Low in both Time & Dollar Utilization (these pieces are just sitting around twiddling their thumbs), you likely have too much of one piece or it is unpopular. Implement the [Utilization Liquidation Worksheet](#).

For Items with High Dollar Utilization but Low Time Utilization (making money when they go out but they go out rarely), consider that your rates may be too high. If you lower the rates, it may make more money for you overall.



In order to make these decisions, you'll want to essentially overlay this graphic over your Collection Activity Metric.

The concentric circles can help you know how urgently you should attend to Items in your Collection. Those that are closest to the average (within the purple circle) likely don't need changes.

But for the Items farther from the center circle (including those outside of any circles here), you'll definitely want to make a decision (raise prices, liquidate, etc.).

