

THE GRAVITY SYSTEM

Sales Intelligence and Forecasting System

Thirty printable operating tools for daily intelligence, forecasting, labor planning, and continuous learning

Record → Explain → Compare → Forecast → Staff → Review → Preserve

Published by Thomas Monroe Books

Created by Thomas Butler

Release 1.2 | August 2026

How to use these forms

Use the digital workbook for calculations and ongoing control. Use these pages for field capture, meetings, approvals, coaching, backup, or locations that need a printable workflow. Enter facts before interpretations; sign approvals where required; transfer material decisions into the workbook.

01 System Charter

Location: _____ Period/Date: _____ Owner: _____

[illegible]

Manager review / explanation: _____

Decision / next action: _____

Approved by: _____ Date: _____

See the linked glossary in the operating manual for controlled definitions.

02 Data Definition Register

Location: _____ Period/Date: _____ Owner: _____

Metric	Business definition	Source system	Cutoff	Owner	Known limitation	Effective date

Manager review / explanation: _____

Decision / next action: _____

Approved by: _____ Date: _____

See the linked glossary in the operating manual for controlled definitions.

03 Daily Sales Intelligence Journal & Revision Record

Location: _____ Period/Date: _____ Owner: _____

Original date / weekday	Sales / guests / labor	Weather and timing	School / event / promotion	Operating conditions	Sales effect	Lesson for next year
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Discovery date	Late factor learned	Prior understanding	Revised understanding	Evidence / editor / approval
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Manager review / explanation: _____

Decision / next action: _____

Approved by: _____ Date: _____

See the linked glossary in the operating manual for controlled definitions.

04 Weather & Condition Log

Location: _____ Period/Date: _____ Owner: _____

Date	Temperature range	Precipitation	Timing	Severity	Travel/traffic effect	Observed sales effect

Manager review / explanation: _____

Decision / next action: _____

Approved by: _____ Date: _____

See the linked glossary in the operating manual for controlled definitions.

05 School Calendar

Location: _____ Period/Date: _____ Owner: _____

School/system	Date	Status or event	Expected demand effect	Actual effect	Next-year note

Manager review / explanation: _____

Decision / next action: _____

Approved by: _____ Date: _____

See the linked glossary in the operating manual for controlled definitions.

06 Searchable Event History

Location: _____ Period/Date: _____ Owner: _____

Event name	Event type	Occurrence date	Weekday/ weekend	Start/end time	Weather/ temperature/ rain	Attendance/ traffic
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Sales/guests/labor	Next-year lesson
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Manager review / explanation: _____

Decision / next action: _____

Approved by: _____ Date: _____

See the linked glossary in the operating manual for controlled definitions.

07 Promotion & Pricing Log

Location: _____ Period/Date: _____ Owner: _____

Offer/change	Channel	Start/end	Target	Expected lift	Actual lift	Margin note
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Decision

Manager review / explanation: _____

Decision / next action: _____

Approved by: _____ Date: _____

See the linked glossary in the operating manual for controlled definitions.

08 Operating Disruption Log

Location: _____ Period/Date: _____ Owner: _____

Date/time	Disruption	Affected capacity	Duration	Sales/labor effect	Response	Follow-up

Manager review / explanation: _____

Decision / next action: _____

Approved by: _____ Date: _____

See the linked glossary in the operating manual for controlled definitions.

09 Comparable-Day Candidate Register

Location: _____ Period/Date: _____ Owner: _____

[illegible]

Manager review / explanation: _____

Decision / next action: _____

Approved by: _____ Date: _____

See the linked glossary in the operating manual for controlled definitions.

10 Comparable-Day Scoring Sheet

Location: _____ Period/Date: _____ Owner: _____

Candidate	Weekday score	Season score	Calendar score	Weather score	Promotion score	Capacity score
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Total	Weight					
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Manager review / explanation: _____

Decision / next action: _____

Approved by: _____ Date: _____

See the linked glossary in the operating manual for controlled definitions.

11 Comparable-Day Approval Record

Location: _____ Period/Date: _____ Owner: _____

Forecast period	Selected dates	Weights	Excluded outliers	Approver	Approval date	Notes

Manager review / explanation: _____

Decision / next action: _____

Approved by: _____ Date: _____

See the linked glossary in the operating manual for controlled definitions.

12 Daily Forecast Builder

Location: _____ Period/Date: _____ Owner: _____

Forecast date	Comparable baseline	Trend %	Price/mix %	Weather %	Event %	Promotion %

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Capacity %	Incremental known sales	Low	Most likely	High	Confidence
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Manager review / explanation: _____

Decision / next action: _____

Approved by: _____ Date: _____

See the linked glossary in the operating manual for controlled definitions.

13 14-Day Forecast

Location: _____ Period/Date: _____ Owner: _____

Date	Weekday	Low	Most likely	High	Confidence	Primary driver
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Labor hours	Owner
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Manager review / explanation: _____

Decision / next action: _____

Approved by: _____ Date: _____

See the linked glossary in the operating manual for controlled definitions.

14 Weekly Forecast Summary

Location: _____ Period/Date: _____ Owner: _____

[illegible]

Manager review / explanation: _____

Decision / next action: _____

Approved by: _____ Date: _____

See the linked glossary in the operating manual for controlled definitions.

15 Monthly Forecast

Location: _____ Period/Date: _____ Owner: _____

Week	Low	Most likely	High	Actual	Variance	Revision note
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Manager review / explanation: _____

Decision / next action: _____

Approved by: _____ Date: _____

See the linked glossary in the operating manual for controlled definitions.

16 YTD Trading-Day Analysis

Location: _____ Period/Date: _____ Owner: _____

Metric	Current YTD	Prior YTD normalized	Variance	Variance %	Explanation

Manager review / explanation: _____

Decision / next action: _____

Approved by: _____ Date: _____

See the linked glossary in the operating manual for controlled definitions.

17 Guest & Average Check Bridge

Location: _____ Period/Date: _____ Owner: _____

Period	Sales change	Guest-count effect	Average-check effect	Price/mix effect	Channel effect	Unexplained

Manager review / explanation: _____

Decision / next action: _____

Approved by: _____ Date: _____

See the linked glossary in the operating manual for controlled definitions.

18 Daypart Forecast

Location: _____ Period/Date: _____ Owner: _____

Date	Daypart	Sales	Guests	Avg check	Orders/ reservations	Driver
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Confidence

Manager review / explanation: _____

Decision / next action: _____

Approved by: _____ Date: _____

See the linked glossary in the operating manual for controlled definitions.

19 Channel Forecast

Location: _____ Period/Date: _____ Owner: _____

Date	Dine-in	Takeout	Delivery	Catering	Other	Total
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Capacity issue						
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Manager review / explanation: _____

Decision / next action: _____

Approved by: _____ Date: _____

See the linked glossary in the operating manual for controlled definitions.

20 Labor Standards Register

Location: _____ Period/Date: _____ Owner: _____

Role/daypart	Target SPLH	Target GPLH	Minimum people	Minimum hours	Effective date	Approver

Manager review / explanation: _____

Decision / next action: _____

Approved by: _____ Date: _____

See the linked glossary in the operating manual for controlled definitions.

21 Minimum Coverage Matrix

Location: _____ Period/Date: _____ Owner: _____

Daypart	Manager	FOH	BOH	Driver/other	Opening hours	Closing hours
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Rationale

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Manager review / explanation: _____

Decision / next action: _____

Approved by: _____ Date: _____

See the linked glossary in the operating manual for controlled definitions.

22 Labor Demand Calculator

Location: _____ Period/Date: _____ Owner: _____

Daypart	Forecast sales	Forecast guests	Sales-based hours	Guest-based hours	Minimum coverage	Fixed work

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Event hours	Recommended hours	Manager adjustment
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Manager review / explanation: _____

Decision / next action: _____

Approved by: _____ Date: _____

See the linked glossary in the operating manual for controlled definitions.

23 Daypart Labor Deployment Plan

Location: _____ Period/Date: _____ Owner: _____

Time block	Forecast demand	Required roles	Scheduled roles	Required hours	Scheduled hours	Gap
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Action

Manager review / explanation: _____

Decision / next action: _____

Approved by: _____ Date: _____

See the linked glossary in the operating manual for controlled definitions.

24 Production & Prep Translation

Location: _____ Period/Date: _____ Owner: _____

Item/category	Forecast units	On hand	Prep need	Yield	Labor minutes	Start time
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Owner

Manager review / explanation: _____

Decision / next action: _____

Approved by: _____ Date: _____

See the linked glossary in the operating manual for controlled definitions.

25 Forecast Assumption Register

Location: _____ Period/Date: _____ Owner: _____

Assumption	Evidence	Direction	Magnitude	Owner	Confidence	Expiration/ review

Manager review / explanation: _____

Decision / next action: _____

Approved by: _____ Date: _____

See the linked glossary in the operating manual for controlled definitions.

26 Forecast Revision Log

Location: _____ Period/Date: _____ Owner: _____

Timestamp	Original forecast	Revised forecast	Change	Reason	New evidence	Changed by
Approved by						

Manager review / explanation: _____

Decision / next action: _____

Approved by: _____ Date: _____

See the linked glossary in the operating manual for controlled definitions.

27 Forecast-vs-Actual Review

Location: _____ Period/Date: _____ Owner: _____

Date	Forecast	Actual	Variance	Error %	Labor plan	Actual labor
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Root cause	Corrective action
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Manager review / explanation: _____

Decision / next action: _____

Approved by: _____ Date: _____

See the linked glossary in the operating manual for controlled definitions.

28 Accuracy & Bias Scorecard

Location: _____ Period/Date: _____ Owner: _____

Period	Forecast days	MAPE	Bias	Within 5%	Within 10%	Largest miss
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Learning

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Manager review / explanation: _____

Decision / next action: _____

Approved by: _____ Date: _____

See the linked glossary in the operating manual for controlled definitions.

29 Annual Intelligence Calendar

Location: _____ Period/Date: _____ Owner: _____

Recurring date/event	Typical timing	Weather sensitivity	Historical sales effect	Labor effect	Planning lead time	Next action

Manager review / explanation: _____

Decision / next action: _____

Approved by: _____ Date: _____

See the linked glossary in the operating manual for controlled definitions.

30 Management Action & Learning Log

Location: _____ Period/Date: _____ Owner: _____

Date	Finding	Decision/action	Owner	Due date	Status	Verified result
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Knowledge preserved

Manager review / explanation: _____

Decision / next action: _____

Approved by: _____ Date: _____

See the linked glossary in the operating manual for controlled definitions.