



Coffee House Corp.

Overview

Product

Profit

Target vs Actual

Date

1/10/2012

27/8/2015

Area Code

- 203
- 206
- 209
- 210
- 212

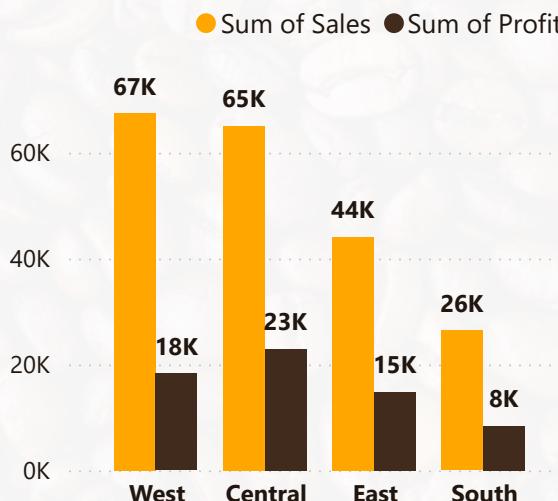
Store Count

149

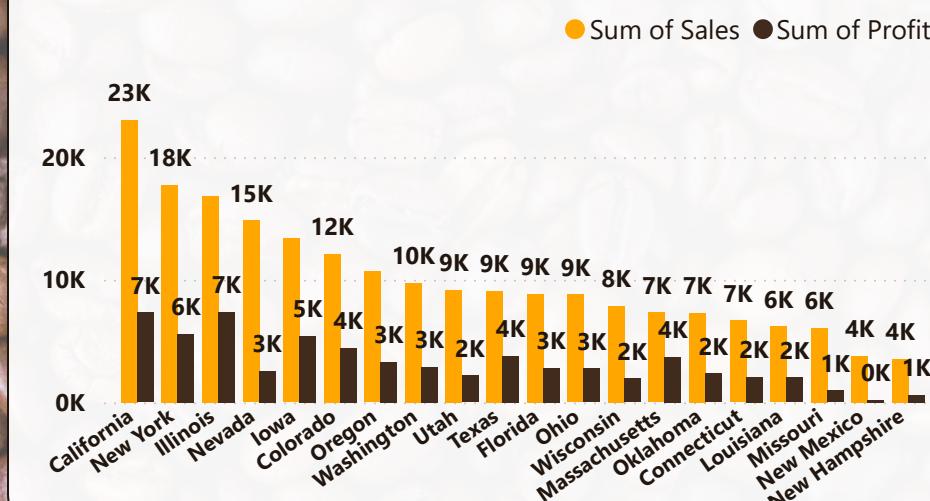
Total Profit

64K

Sales & Profit by Region



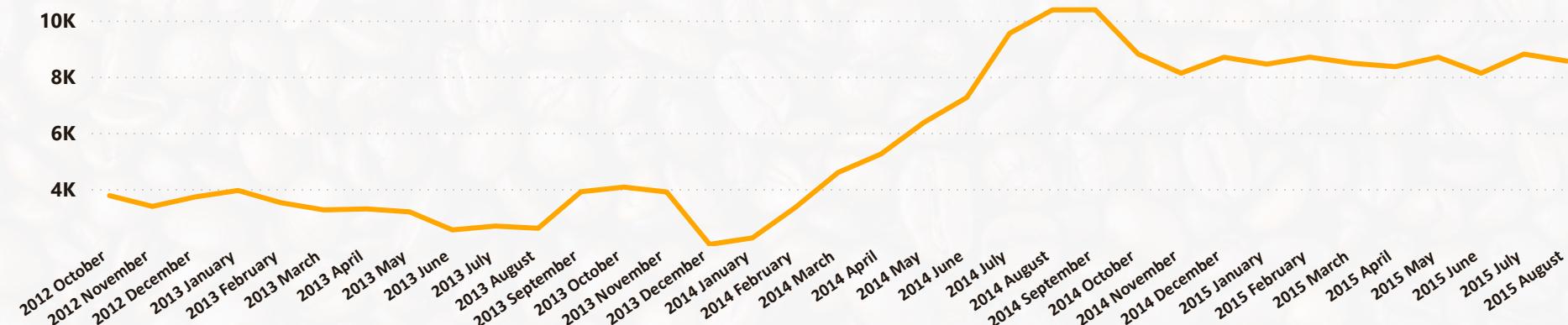
Sales & Profit by State



State

- California
- Colorado
- Connecticut
- Florida
- Illinois

Overall Sales Performance





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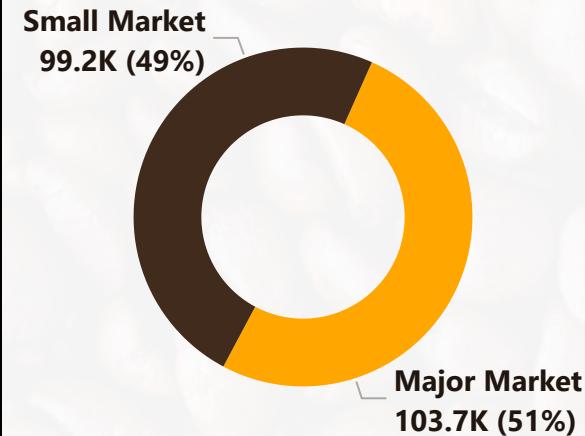
Area Code

- 203
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State

- California
- Colorado
- Connecticut
- Florida
- Illinois

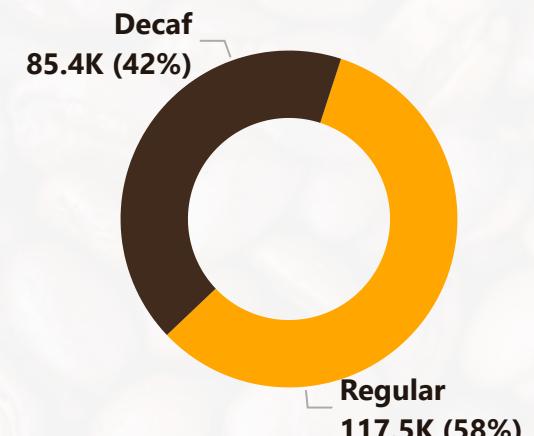
Sales by Market Size



Sales of Products

Colombian	Chamo...	Decaf E...	Darjeeli...
30.8K	19.3K	18.9K	17.8K
Lemon	Earl Grey	Caffe ...	Green...
24.0K	16.5K	8.7K	8.5K
Caffe Mocha	Decaf Irish ...	Mint	Re...
21.7K	14.8K	Amaretto	6.7K

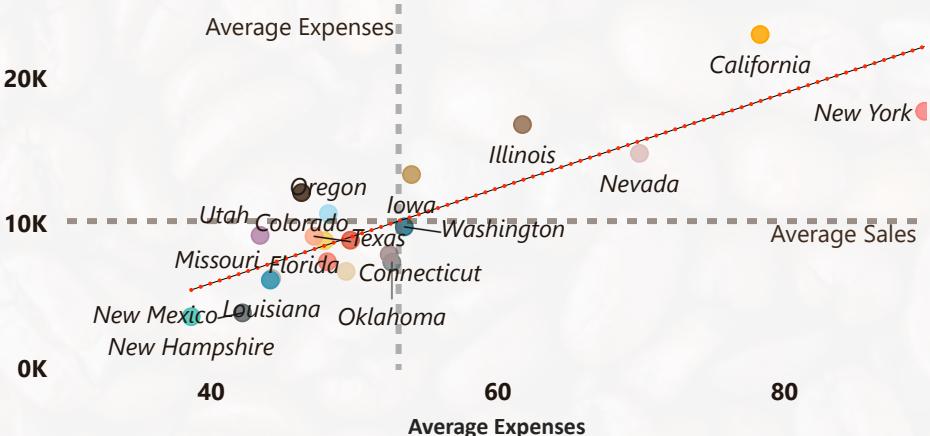
Sales of Product Category



Product Sales Response to Marketing



Spending Efficiency





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Illinois

Most and Least Profitable Product

Colombian

Lemon

Decaf Espresso

Chamomile

Earl Grey

Decaf Irish C...

7.0K

6.0K

3.2K

Darjeeling

Caffe Mocha

Caffe Latte

7.0K

4.7K

2.7K

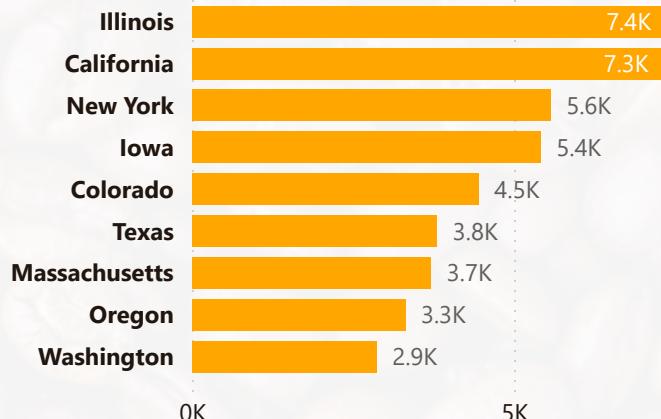
Regular Espresso

Amaretto

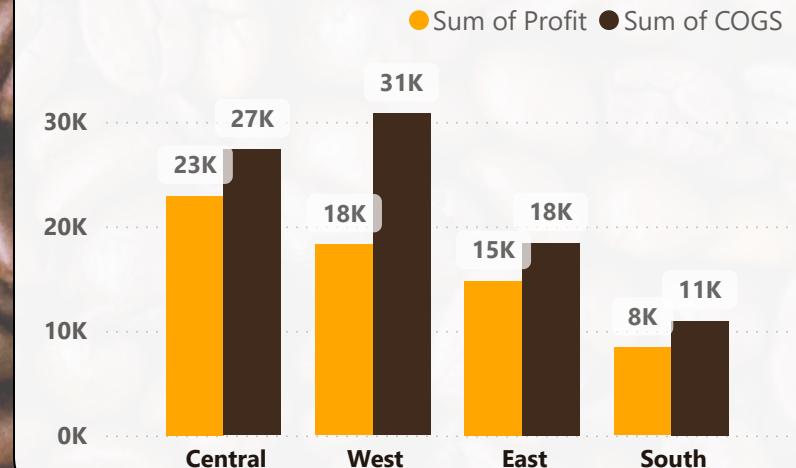
3.4K

Mint

Profit by State



COGS and Profit Margin by Region





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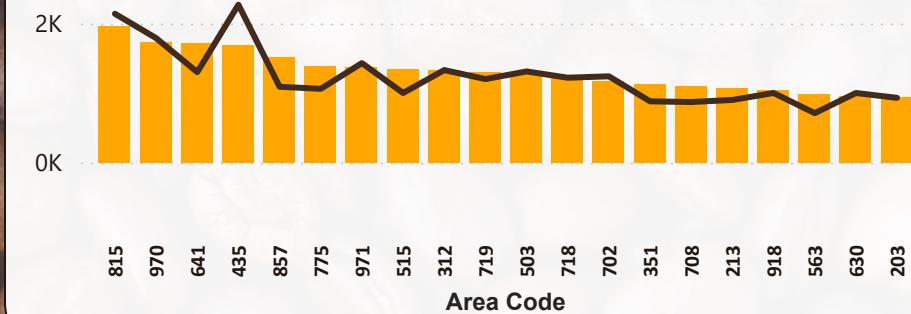
Target vs Actual Sales by Area Code

● Sum of Sales ● Sum of Target Sales



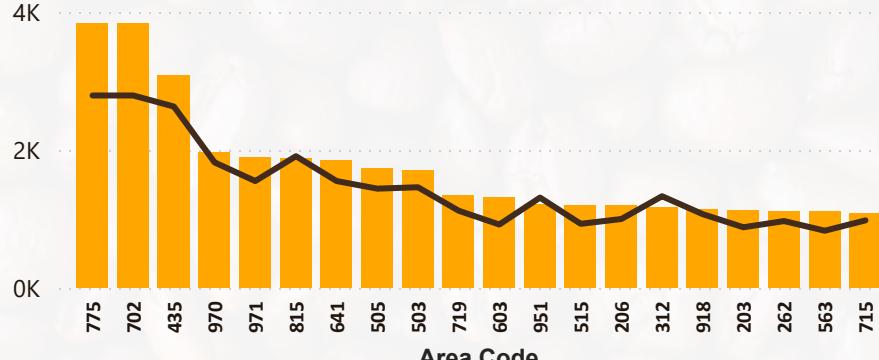
Target vs Actual Profit by Area Code

● Sum of Profit ● Sum of Target Profit



Target vs Actual COGS by Area Code

● Sum of COGS ● Sum of Target COGS



Target vs Actual Margin by Area Code

● Sum of Margin ● Sum of Target Margin

