



Quisine Analytics

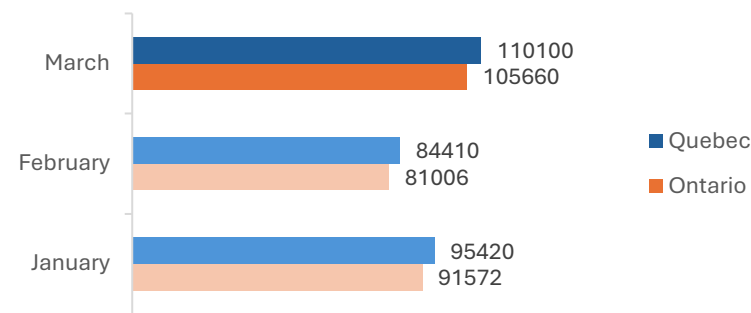
Data Visualization Report – Quarterly Analysis of Average Daily Covers & Sales (Jan–Mar)

Executive Summary

Over the first quarter of the year, Quisine Analytics observed a consistent performance trend across its Quebec and Ontario branches. A dip in February was followed by a strong recovery in March, likely influenced by seasonal dining behavior and a resurgence in consumer interest. This recovery was most prominent in key urban centers such as Quebec City and Toronto, which demonstrated leadership in both growth trajectory and operational consistency.

Quarterly Performance Overview

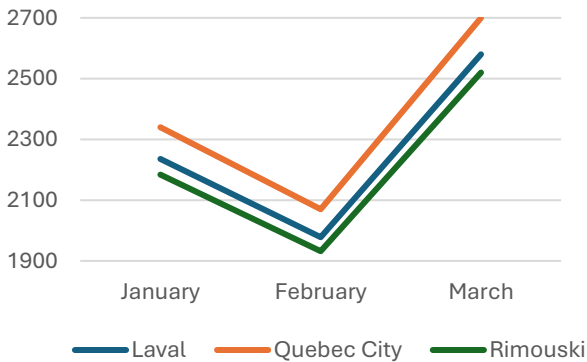
Average Covers by Province



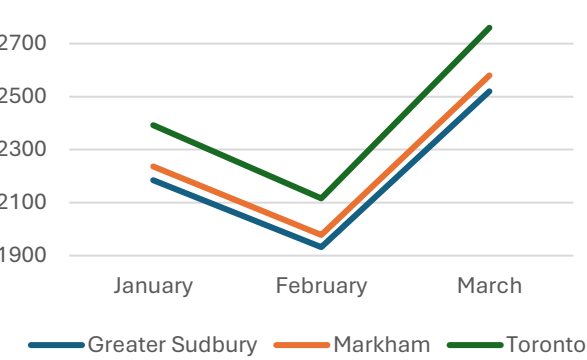
The comparative analysis of average daily covers across January, February, and March reveals a positive growth arc culminating in March. While both Quebec and Ontario locations experienced a February downturn—possibly due to harsh winter conditions or reduced tourism—each province rebounded significantly the following month. Quebec branches maintained higher daily average covers throughout the quarter, highlighting stronger guest traffic overall.

Regional Performance Overview

Monthly Average Covers Trend- Qubec Region



Monthly Average Covers Trend- Ontario Region

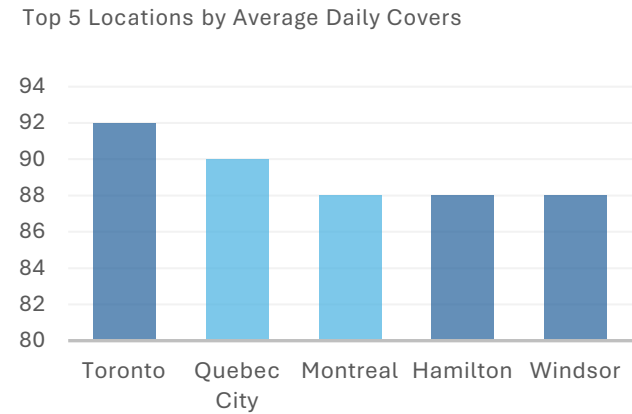


Quebec City consistently led the province, ending March with the highest average daily covers among Quebec locations. This strong performance reflects sustained customer engagement and menu alignment with local preferences.



In **Toronto**, performance accelerated rapidly through the quarter. By March, it surpassed Quebec City with an impressive **2,760 daily covers**, marking it as the top-performing location. This growth may be linked to successful menu targeting—particularly the popularity of vegetarian poutine—and well-timed promotional initiatives.

Branch Performance Highlights

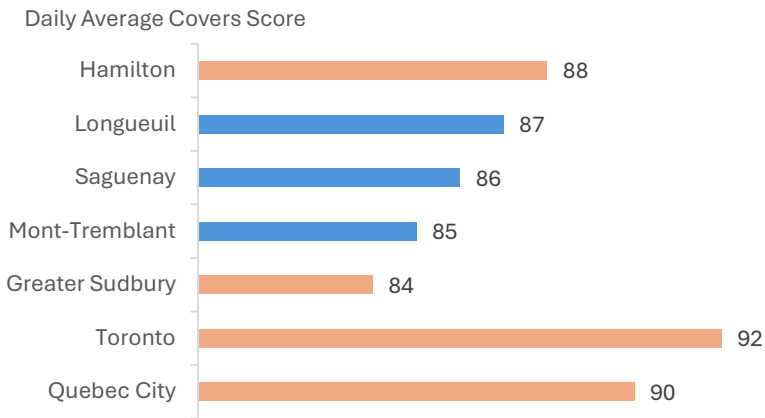


The "Top 5 Branches by Average Daily Covers" reinforce the strength of high-volume urban outlets:

- **Toronto:** 92 covers/day
- **Quebec City:** 90 covers/day
- **Hamilton, Windsor, Montreal:** 88 covers/day

These branches exhibit consistent throughput, indicating strong customer retention and operational efficiency. They offer valuable blueprints for mid- and low-performing branches seeking to enhance performance.

Performance Distribution – Daily Average Cover Scores



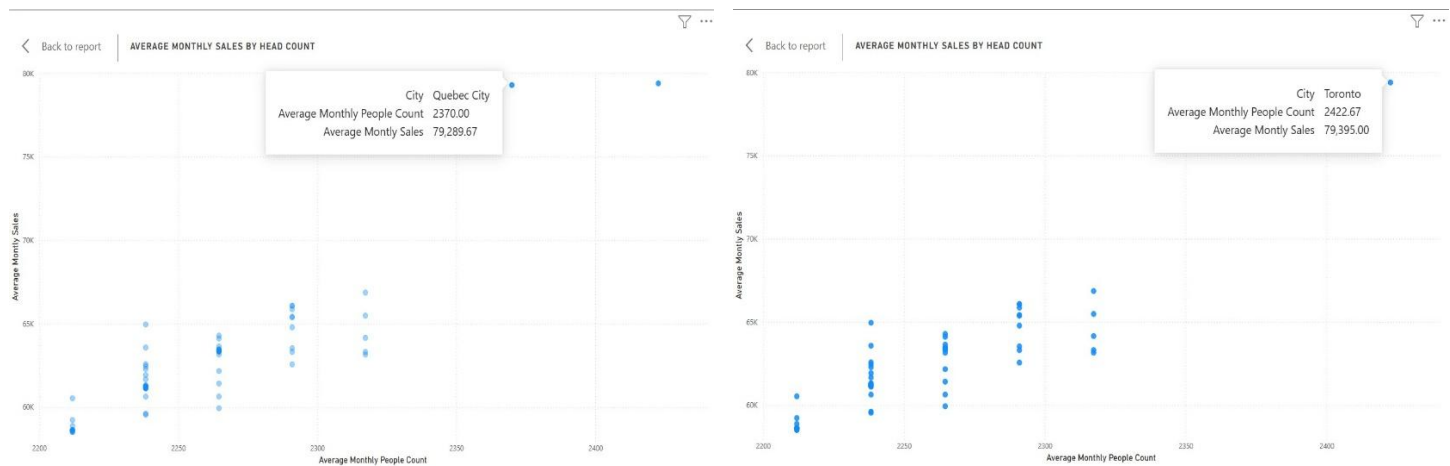
Horizontal bar chart comparisons underline:

- **Top Tier:** Toronto (92), Quebec City (90), Hamilton (88)
- **Mid Tier:** Longueuil (87), Saguenay (86), Mont-Tremblant (85)
- **Bottom Tier:** Greater Sudbury (84)

The tight clustering among mid-tier cities suggests similar market or operational conditions, while Greater Sudbury’s lower score points to potential challenges in service quality, menu appeal, or customer outreach that warrant further investigation.



Sales Efficiency Analysis: Average Monthly Sales vs. Covers



The scatter plot illustrates a clear relationship between branch foot traffic and sales. **Toronto** and **Quebec City** are standout performers, each recording average monthly covers around **2,400** and sales nearing **\$80,000**. This strong correlation reflects not only high guest volumes but also **superior revenue generation per cover**. Their performance validates both cities as **operational benchmarks** and supports the expansion of **region-specific menu strategies** to maximize unit economics in other locations.

Strategic Recommendations

- Benchmarking Toronto & Quebec City:** Examine branch-level tactics—especially marketing and menu strategies—that fueled March’s surge.
- Replicating Success:** Share best practices from Toronto’s vegetarian poutine performance and Quebec City’s smoked-meat poutine popularity across relevant locations.
- Seasonality Planning:** Anticipate February-like dips with targeted winter promotions or loyalty campaigns to flatten performance troughs.
- Cross-Branch Talent Rotation:** Temporarily assign high-performing managers from Toronto or Quebec City to mid-tier branches as part of a **mentorship exchange program**, helping to uplift culture and drive execution.
- Customer Feedback Integration:** Combine average covers and sales with sentiment analysis from guest feedback or review platforms to better understand what drives performance beyond the numbers.
- Branch-Level Innovation Incentives:** Launch a **Quarterly Innovation Challenge** among branches to pilot new menu items, service models, or community events.