

# KRAKEN KOFFEE 2023 HALF-TIME REVIEW

Welcome to the 2023 Sales Review Report for Kraken Koffee’s **NEW FLORIDA SALES REGION!** In the visuals below, you will learn all about our brilliant team’s performance across our three flagship stores. We’ll cover insights from a range of strategic areas, pinpoint specific opportunities for improvement, and forecast the second half of 2023.



So far in 2023, we have observed total sales of **\$6,98,812** across **1,49,116** transactions.

This yields an average order size of **\$4.69**. Average order size across our 3 new Florida stores ranges from **\$4.81** in Orlando to **\$4.66** in Tampa and **\$4.59** in Miami.

**Davy Jones' Sustainably Grown Organic Hot Chocolate Lg** is our strongest seller in terms of revenue but this varies by location.

For example, **Jolly Roaster's Dark Chocolate Lg** is our top earning product in Orlando and **Civet Cat** is our top earning product in our Tampa location.

The most popular time of day for our customers to spend money at our Florida locations is around **10 AM**.

**Monday** is our highest revenue-generating day of the week while **Saturday** is our lowest revenue-generating day.

What we are noticing, however, is that our sales don't really take off until 7 AM and have all but ended by 8 PM. Combined sales before 7 AM and after 7 PM amount to only **\$24,836**, a mere **3.6 %** of our total sales at this point in the year.

Accordingly, our management team is considering reevaluating our opening and closing times for all 3 of our new location to reflect the slower wind-up of sales and the steep drop off in the evening.

\$14,09,207

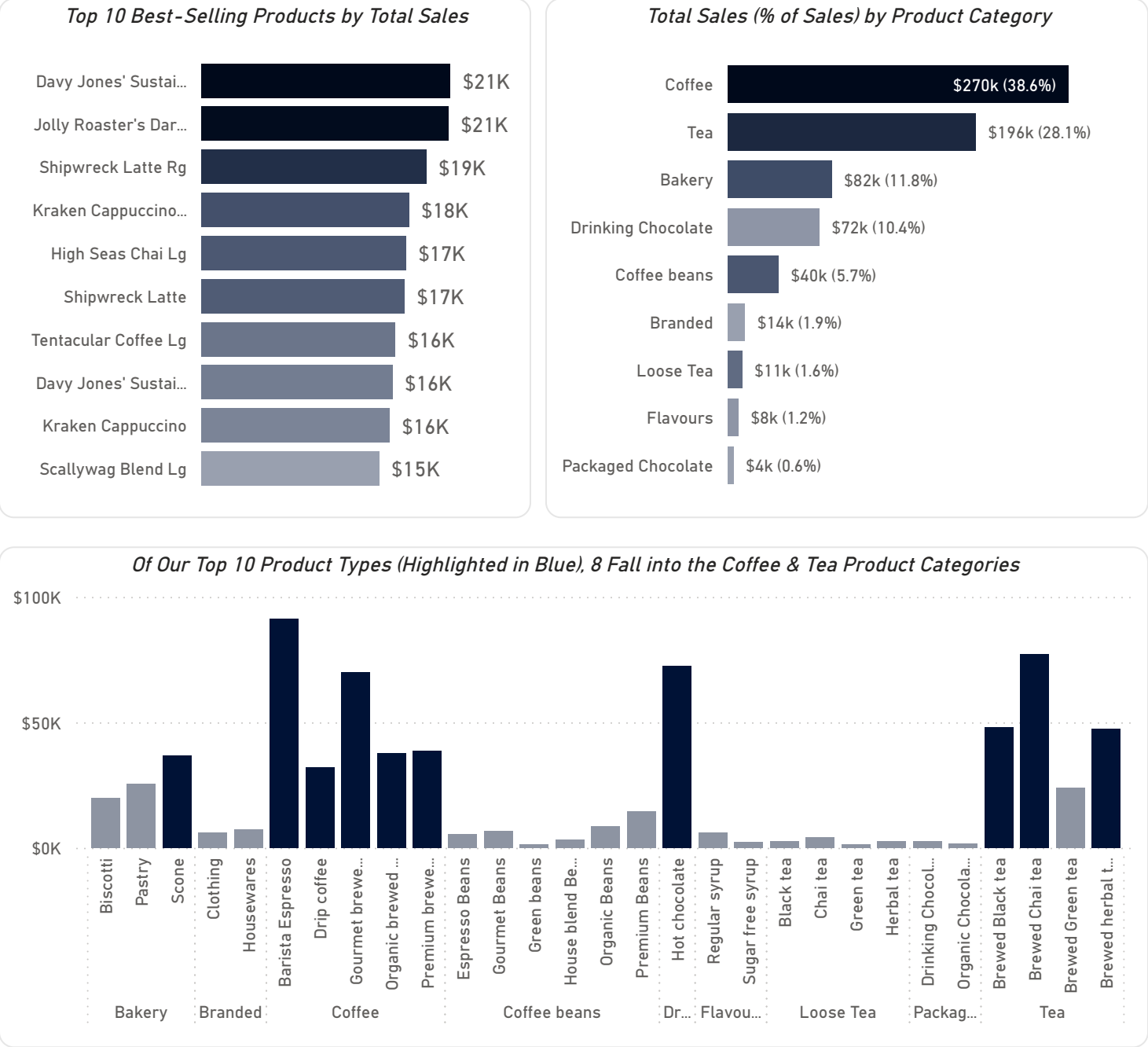
Full Year Sales Goal

Based on average daily sales so far in 2023, we believe **\$14,09,207** is a reasonable target for our first year sales across our 3 Florida locations.

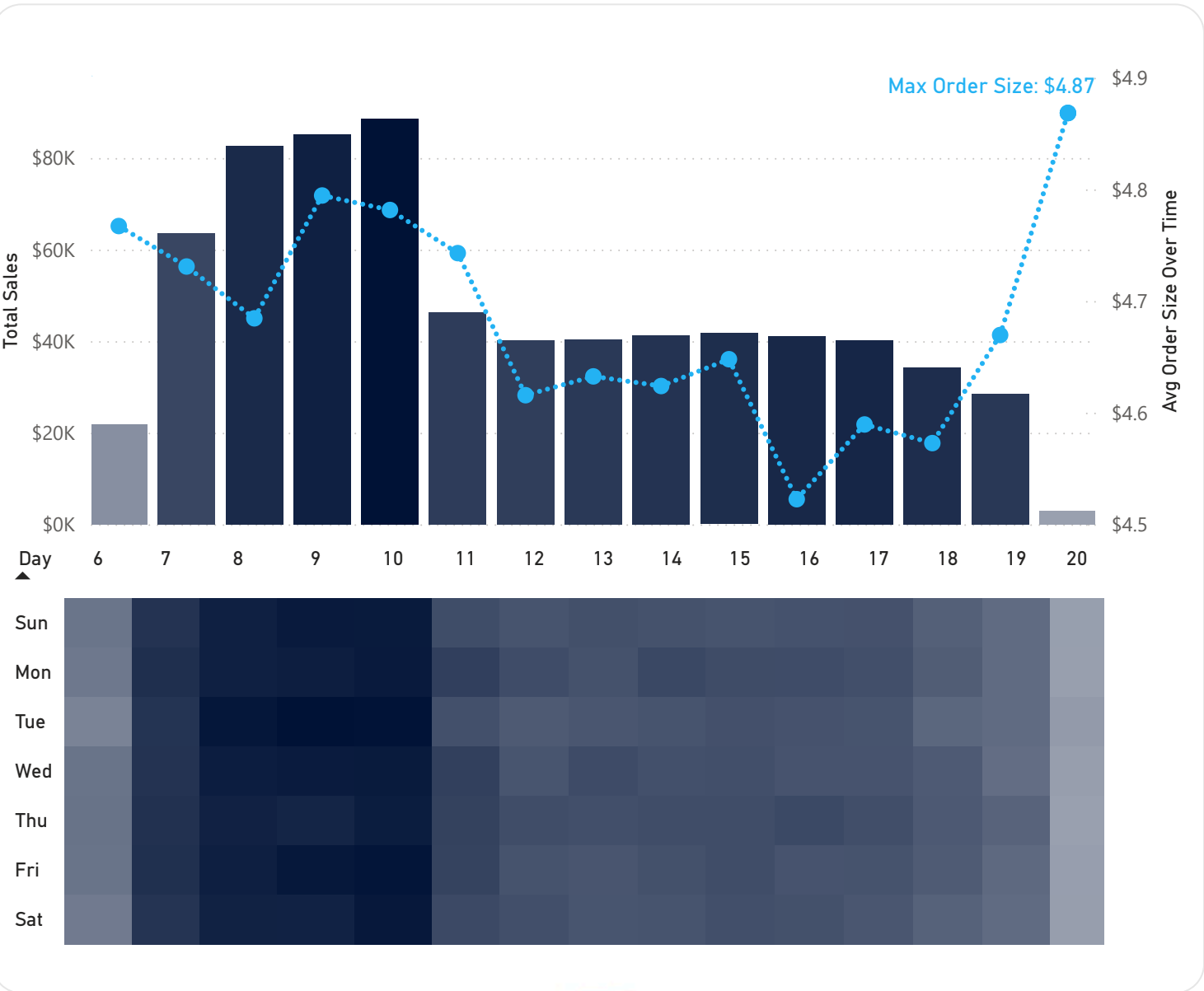
However, this does not fully account for the great momentum that we have seen in May and June of this year. Notice on the right that **average daily sales for January - March** were only **\$2,852** while **average daily sales for April - June** spiked to **\$4,859**.

If we can sustain that exceptional growth, we feel confident that our new offices can help us blow the above sales target out of the water. Even though the above number is our goal, we would be thrilled to see our 3 new Florida offices hit our **stretch goal of \$15,92,839**.

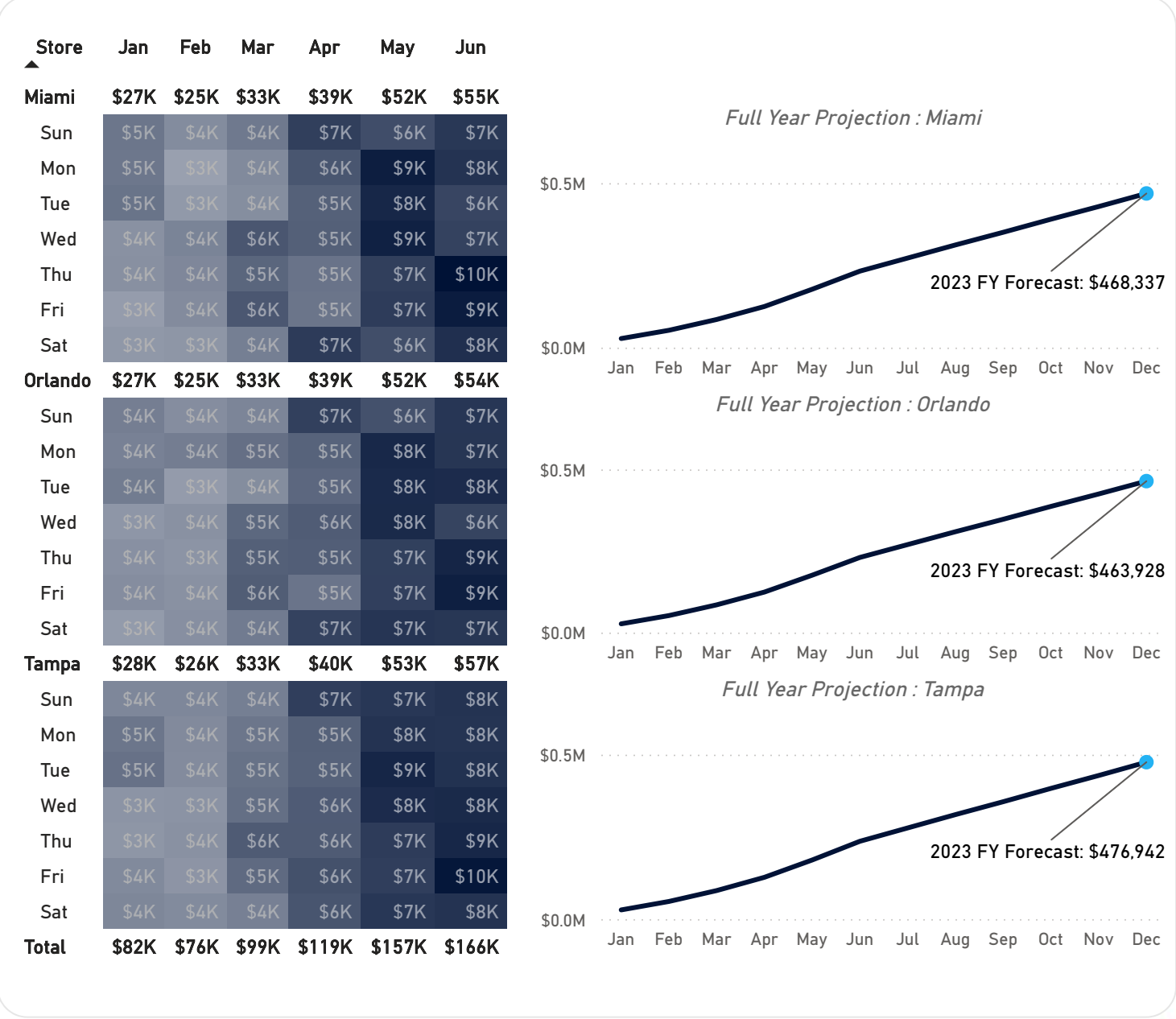
## Which Kraken Koffee Products Are Driving Revenue So far in 2023?



## At What Time of Day Do Our Florida Locations See the Most Revenue?



## Based on Current Performance, What Do We Forecast for Sales for 2023?



Store

|         |       |       |       |        |        |        |
|---------|-------|-------|-------|--------|--------|--------|
| Jan     | Feb   | Mar   | Apr   | May    | Jun    |        |
| Miami   | \$27K | \$25K | \$33K | \$39K  | \$52K  | \$55K  |
| Sun     | \$5K  | \$4K  | \$4K  | \$7K   | \$6K   | \$7K   |
| Mon     | \$5K  | \$3K  | \$4K  | \$6K   | \$9K   | \$8K   |
| Tue     | \$5K  | \$3K  | \$4K  | \$5K   | \$8K   | \$6K   |
| Wed     | \$4K  | \$4K  | \$6K  | \$5K   | \$9K   | \$7K   |
| Thu     | \$4K  | \$4K  | \$5K  | \$5K   | \$7K   | \$10K  |
| Fri     | \$3K  | \$4K  | \$6K  | \$5K   | \$7K   | \$9K   |
| Sat     | \$3K  | \$3K  | \$4K  | \$7K   | \$6K   | \$8K   |
| Orlando | \$27K | \$25K | \$33K | \$39K  | \$52K  | \$54K  |
| Sun     | \$4K  | \$4K  | \$4K  | \$7K   | \$6K   | \$7K   |
| Mon     | \$4K  | \$4K  | \$5K  | \$5K   | \$8K   | \$7K   |
| Tue     | \$4K  | \$3K  | \$4K  | \$5K   | \$8K   | \$8K   |
| Wed     | \$3K  | \$4K  | \$5K  | \$6K   | \$8K   | \$6K   |
| Thu     | \$4K  | \$3K  | \$5K  | \$5K   | \$7K   | \$9K   |
| Fri     | \$4K  | \$4K  | \$6K  | \$5K   | \$7K   | \$9K   |
| Sat     | \$3K  | \$4K  | \$4K  | \$7K   | \$7K   | \$7K   |
| Tampa   | \$28K | \$26K | \$33K | \$40K  | \$53K  | \$57K  |
| Sun     | \$4K  | \$4K  | \$4K  | \$7K   | \$7K   | \$8K   |
| Mon     | \$5K  | \$4K  | \$5K  | \$5K   | \$8K   | \$8K   |
| Tue     | \$5K  | \$4K  | \$5K  | \$5K   | \$9K   | \$8K   |
| Wed     | \$3K  | \$3K  | \$5K  | \$6K   | \$8K   | \$8K   |
| Thu     | \$3K  | \$4K  | \$6K  | \$6K   | \$7K   | \$9K   |
| Fri     | \$4K  | \$3K  | \$5K  | \$6K   | \$7K   | \$10K  |
| Sat     | \$4K  | \$4K  | \$4K  | \$6K   | \$7K   | \$8K   |
| Total   | \$82K | \$76K | \$99K | \$119K | \$157K | \$166K |