



THE WORLD OF COFFEE AND MORE

COFFEE SHOP ANALYSIS



Locations and offerings

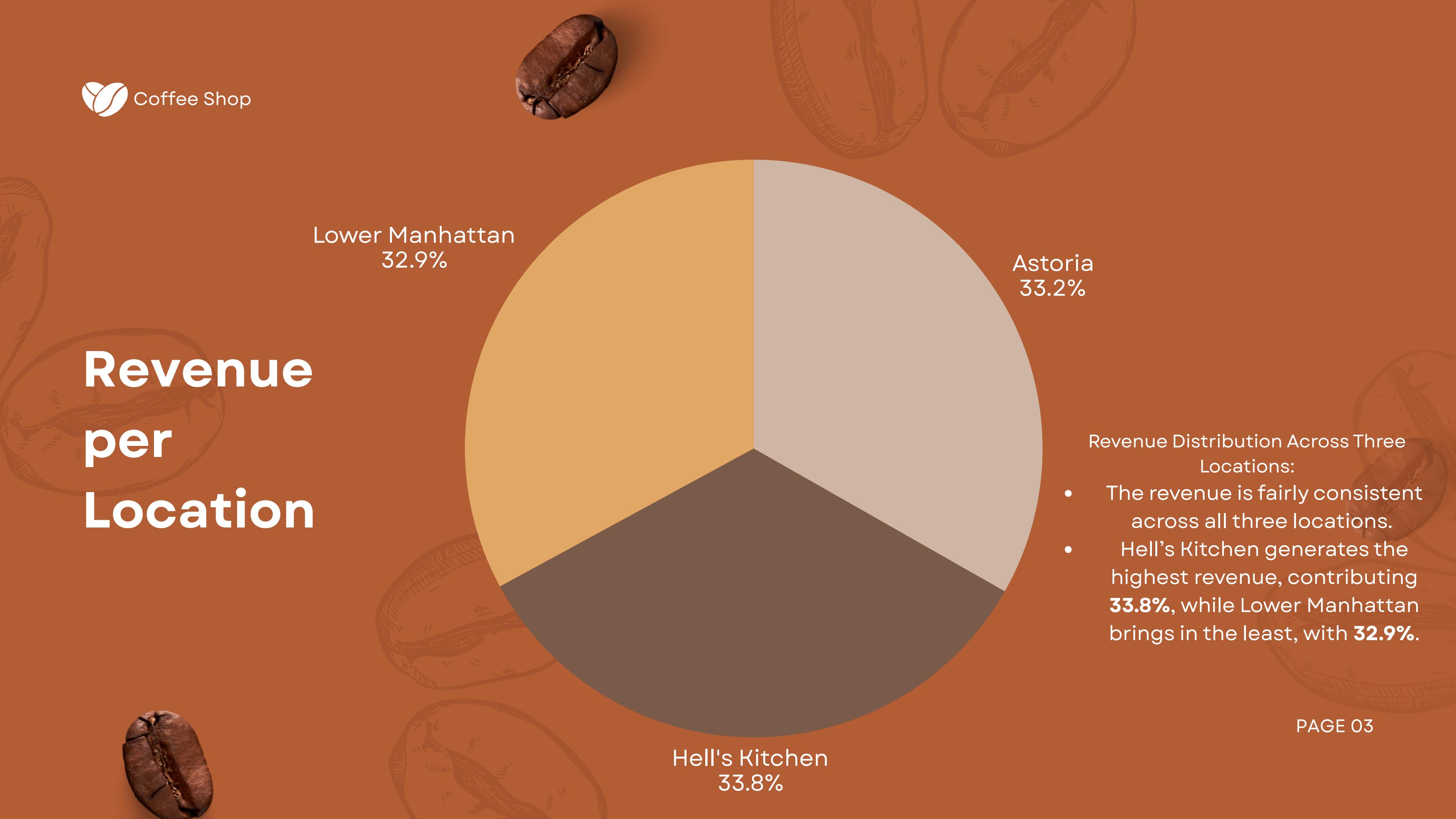
The coffee shops are comprise of three locations: Lower Manhattan, Hell's Kitchen, and Astoria.

The available product categories include:

- Bakery
- Branded
- Coffee
- Coffee Beans
- Drinking Chocolate
- Flavours
- Loose Tea
- Packaged Chocolate
- Tea



Revenue per Location



Lower Manhattan
32.9%

Astoria
33.2%

Hell's Kitchen
33.8%

Revenue Distribution Across Three Locations:

- The revenue is fairly consistent across all three locations.
- Hell's Kitchen generates the highest revenue, contributing **33.8%**, while Lower Manhattan brings in the least, with **32.9%**.



Busy Days

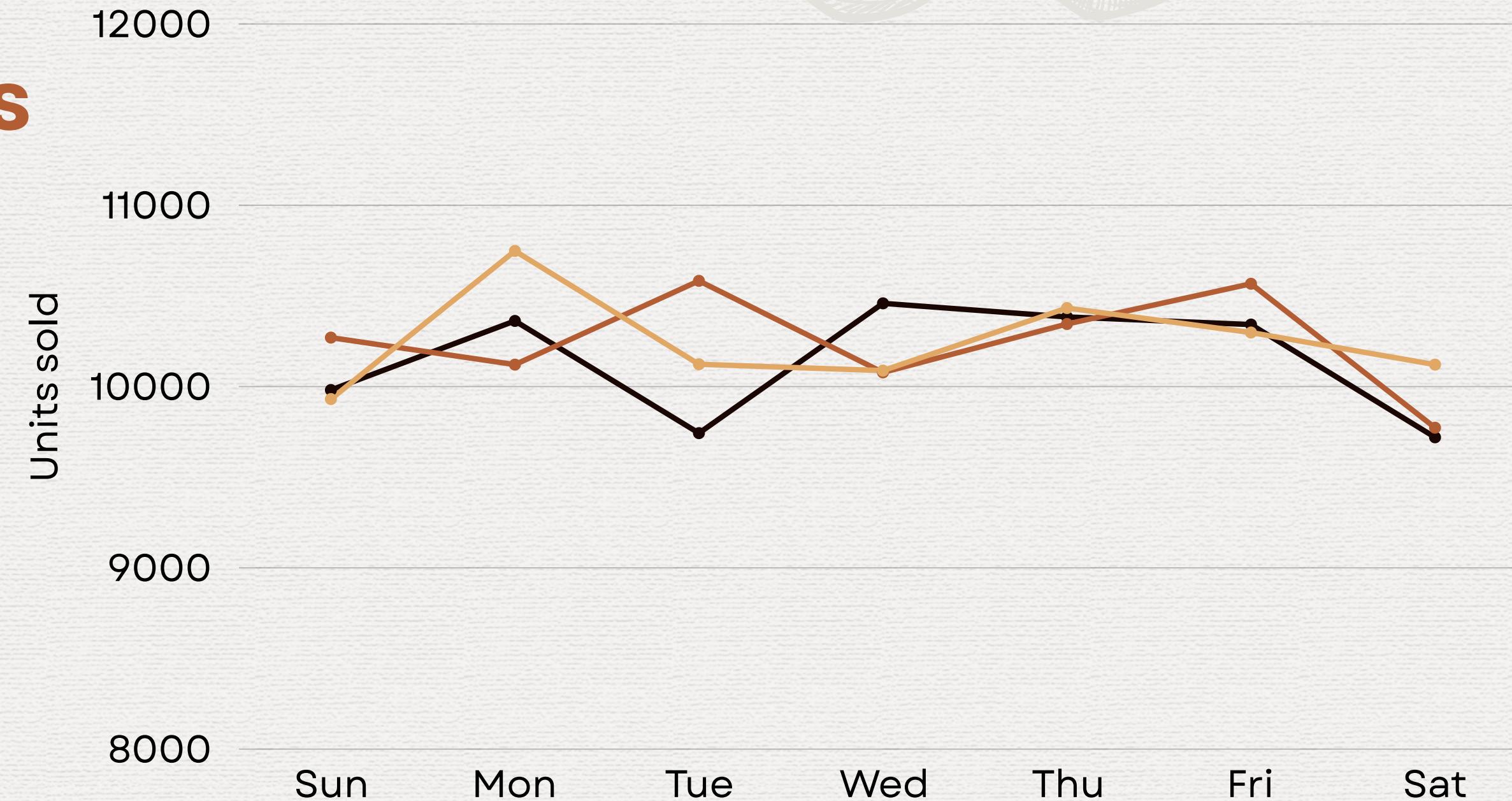
DAY_NAME	Astoria	Hell's Kitchen	Lower Manhattan	Grand Total	Percentage	Rank
Sun	32795.18	33685.63	31849.5	R 98330.31	14.07%	6
Mon	33928.29	33389.51	34359.48	R 101677.28	14.55%	1
Tue	31816.76	34846.47	32792.71	R 99455.94	14.23%	5
Wed	34244.63	33779.09	32289.82	R 100313.54	14.35%	4
Thu	34140.37	33468.06	33159.35	R 100767.78	14.42%	3
Fri	33472.75	34743.18	33157.07	R 101373	14.51%	2
Sat	31845.93	32599.23	32449.32	R 96894.48	13.87%	7

- Our busiest days are Mondays and Fridays, generating 30% of the week's revenue
- Our least busy days are weekends (Sat and Sun), generating just under 28% of the week's revenue
- Perhaps we may re-asses the trading hours on weekends and/or introduce specials



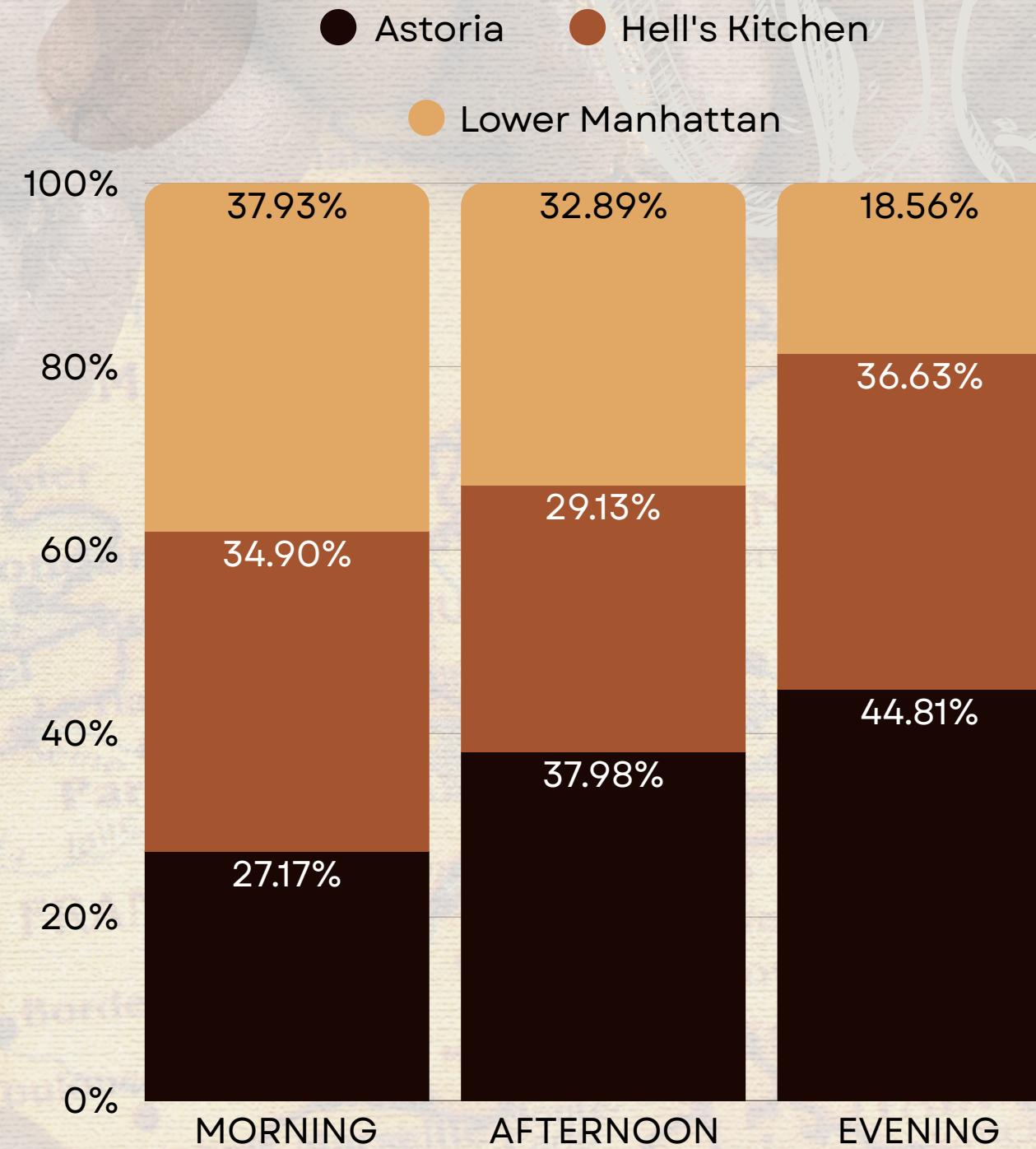


Busy Days



- The overall trend among the three shops indicates strong performance during the weekdays, while weekends see a decline.
- It may be beneficial for the coffee shops to explore diversifying their product offerings and to introduce specials on weekends.
- Perhaps we may also re-asses the trading hours on weekends.

Location sales per Daylight category



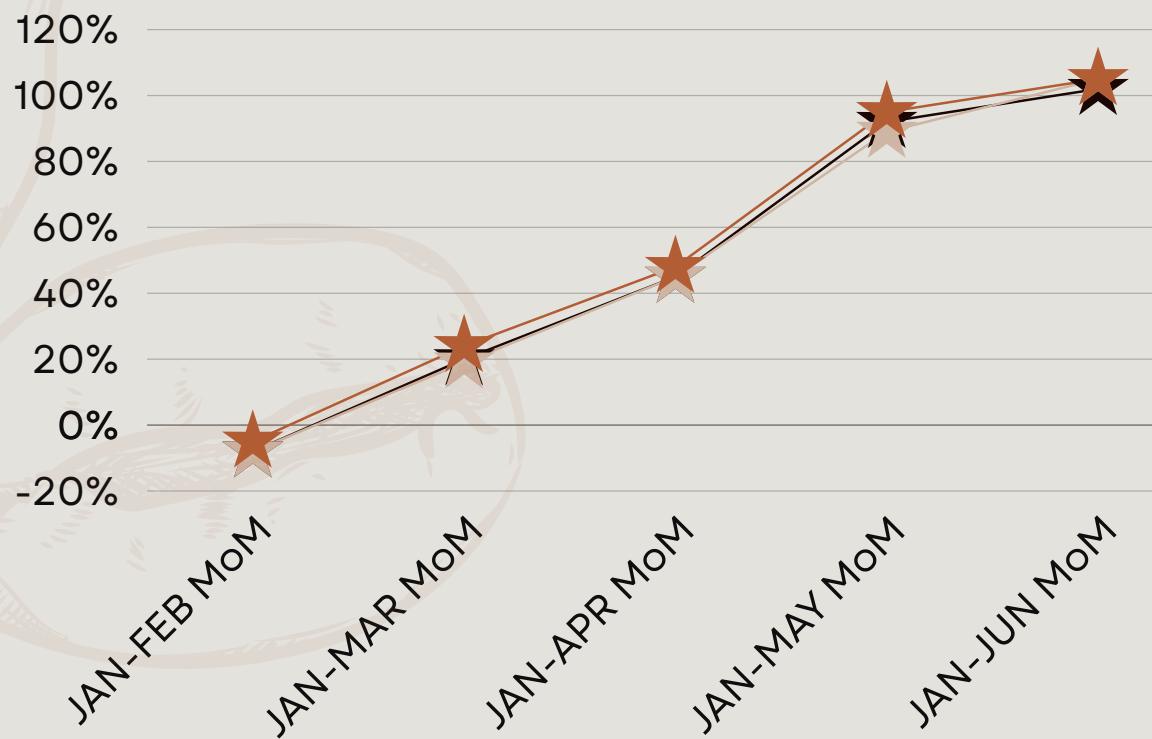
- The graph above offers insights into the busiest and quietest periods for each location throughout the day.
- Among the three locations, only Hell's Kitchen demonstrates consistent sales across the entire day.
- Lower Manhattan shows a particularly low evening output of just 18%, making it the weakest performer during any time of day among the three locations.
- As mentioned earlier, several factors could contribute to this issue, such as its positioning in a business district that becomes quiet in the evenings or its proximity to a less secure area.
- Possible **solutions** may include introducing **delivery services**, launching **promotions during off-peak hours**, **revamping the menu to better suit the local market during off-peak hours**, or reassessing **evening trading hours**.

Growth Patterns



● Astoria ● Hell's Kitchen

● Lower Manhattan



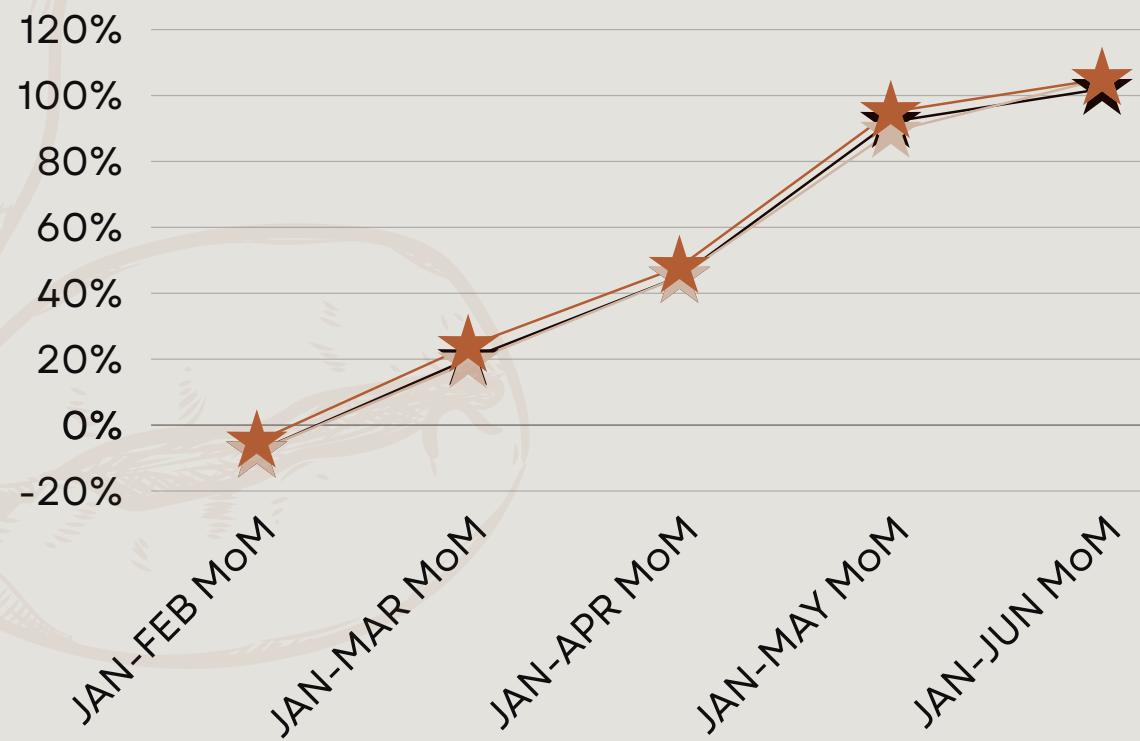
Year to date growth %

- Revenue from the three locations has been steadily increasing.
- This growth could be attributed to several factors, including weather conditions, market expansion, and the timing of new product launches.
- The coffee shops have experienced growth of over 100% in 6 months, which is remarkable

Growth Patterns

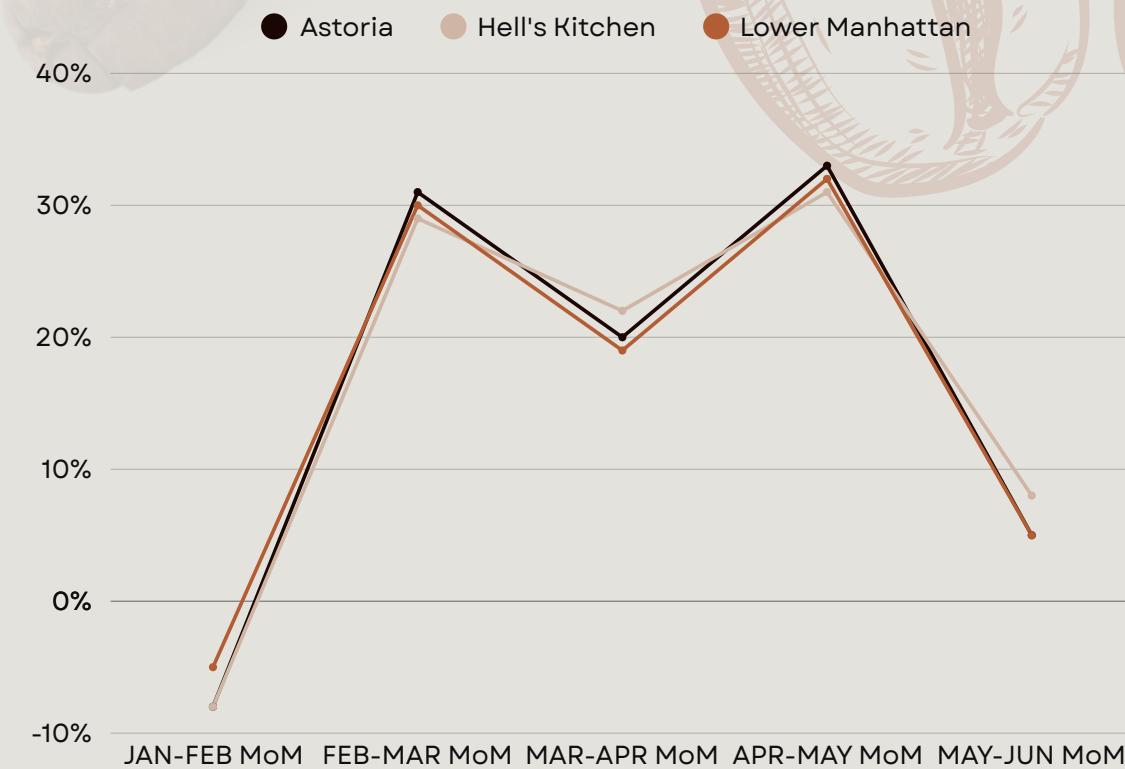


● Astoria ● Hell's Kitchen
● Lower Manhattan



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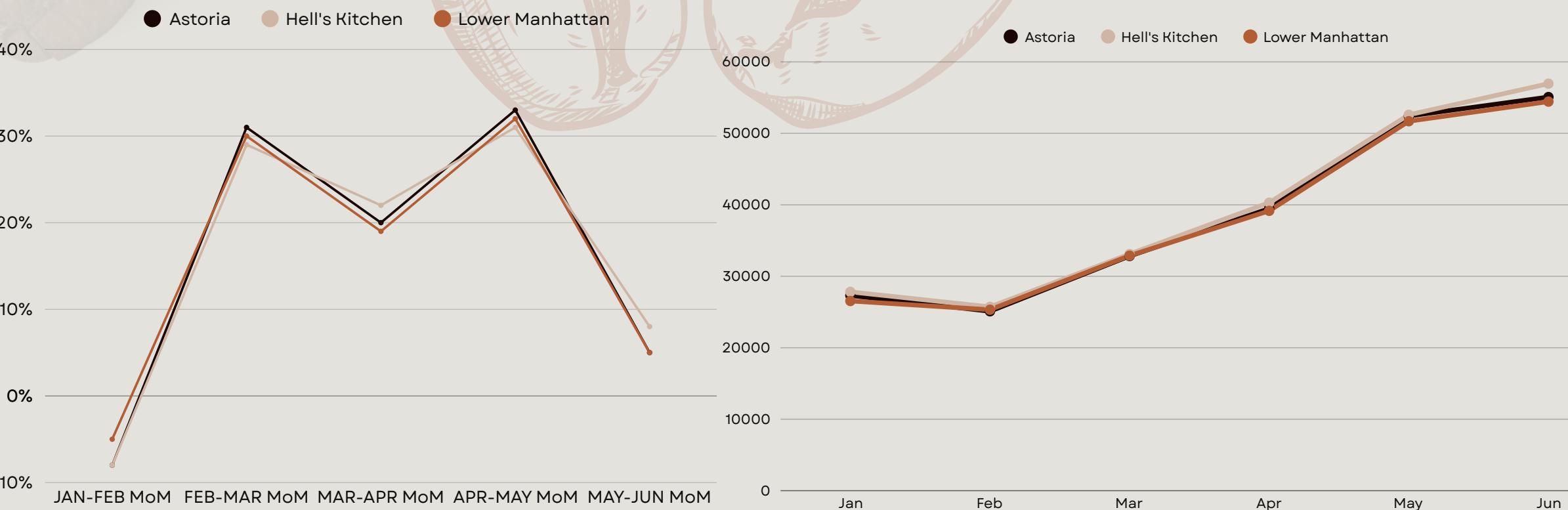
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Month on Month (MoM) growth %

- Over the past six months, the three locations have witnessed remarkable month-to-month growth.
- The typical growth target for coffee shops comparable to ours is approximately 5% per month.
- Our coffee shop has achieved month-to-month growth rates reaching as high as 33%, significantly surpassing market expectations.
- While the month-to-month growth rates are impressive, the coffee shop should anticipate stabilization, similar to the trend observed from May to June, at around 5%.

Growth Patterns



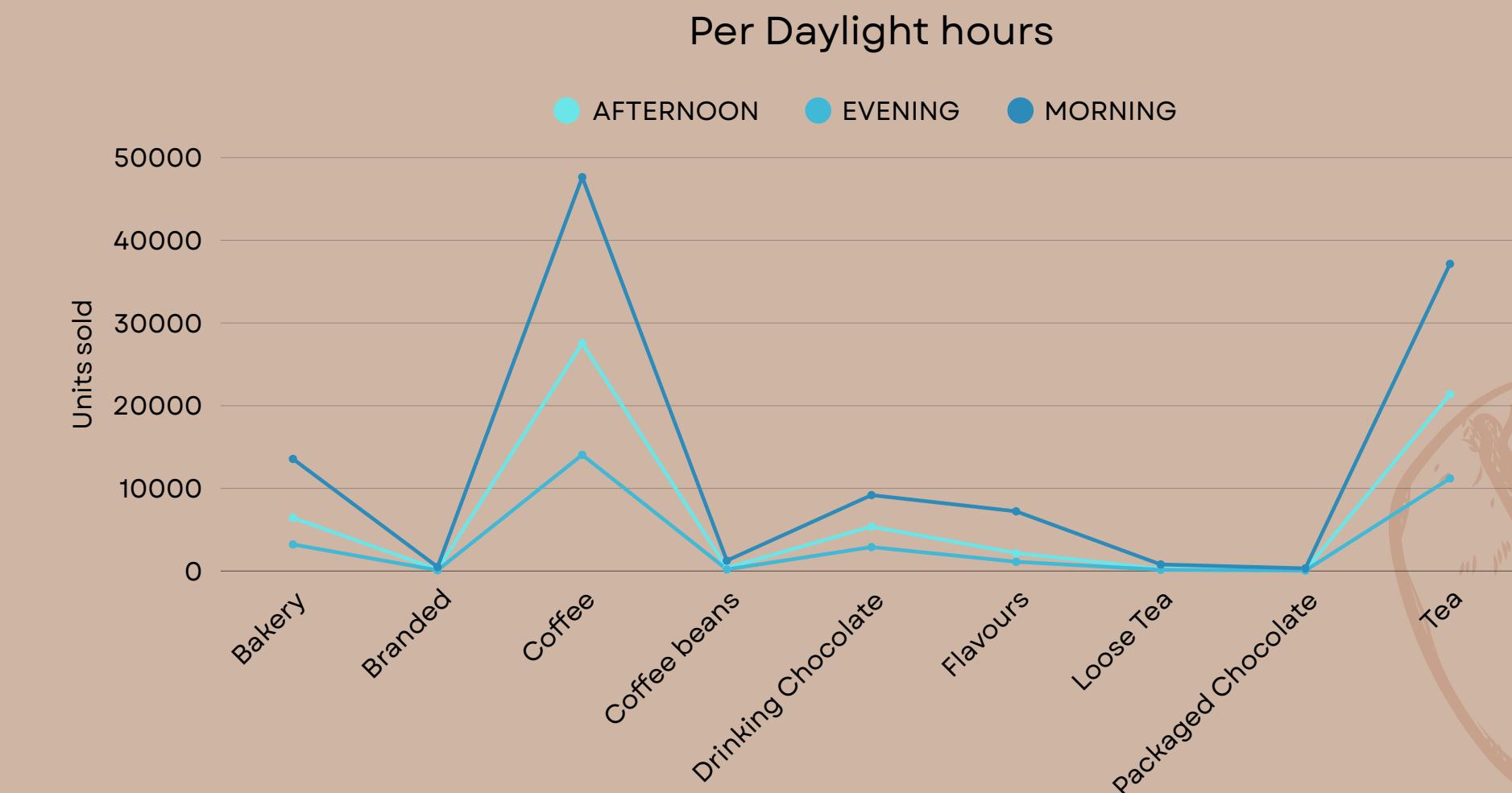
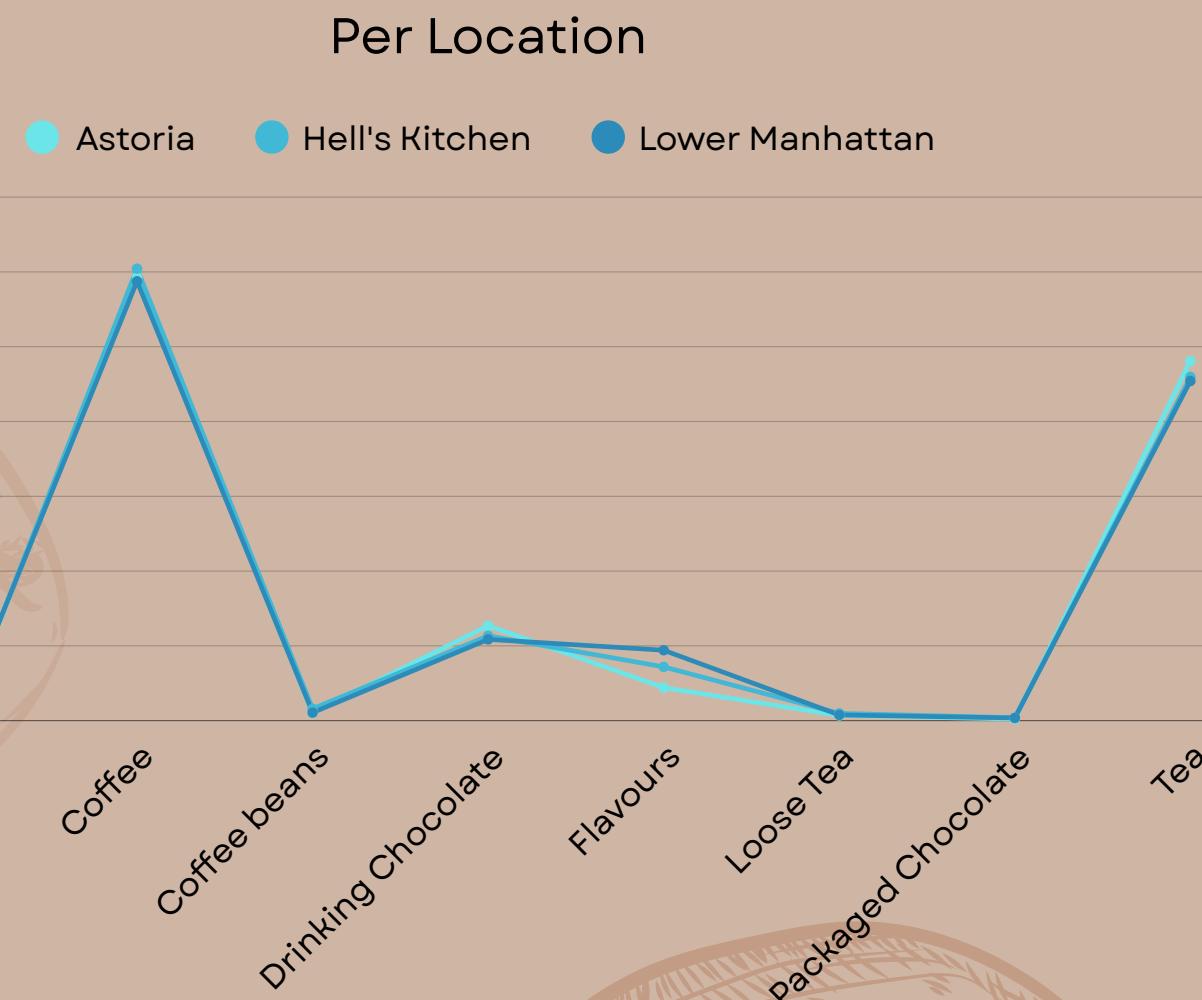
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Aggregate Monthly Growth

- All three coffee shops experienced a decline in sales from January to February.
- However, each shop observed a strong increase in units sold over the following five months.
- It's crucial to highlight that **weather conditions may have significantly influenced the sales patterns**.
- In Manhattan and Astoria, winter typically lasts from December to February.
- This indicates that these areas had shorter daylight hours compared to the subsequent five months.
- Less daylight hours usually translates to less consumer traffic, resulting in less sales**

Product Categories



- The product category performance per store displays consistent results across all three locations.
- Our top-selling categories are clearly Coffee, with Tea following closely behind.
- Additionally, our Bakery category is also performing well.
- Conversely, our lowest-selling categories include coffee beans, loose tea, branded items, and packaged chocolates.
- However, there's no need for concern, as these products appear to serve as inputs for our main offerings.

- The distribution of product categories across time buckets mirrors that of product categories by location.
- Our key offerings—coffee, tea, and baked goods—consistently rank as top sellers, no matter the hour.
- However, coffee shops shouldn't be disheartened by lower sales in other categories, as their main role is to support the sales of tea and coffee.
- It might be beneficial for the coffee shop to consider running promotions on these products.
- Additionally, the coffee shop could explore the option of commercializing these input products, similar to Nando's approach with their sauce.



THANK YOU.