**Recommendation #1: Increase Marketing for Weekends**

**Summary/ Recommendations:** Our analysis shows that the store generates significantly less revenue on weekends compared to weekdays. This pattern represents a critical gap in performance. In industries such as restaurants and services, weekends are traditionally the highest-revenue periods. Customers typically have more free time, engage in social activities, and are more willing to spend disposable income on dining and leisure. In order to drive performance on the weekends, we recommend weekend promotions and events /experiences for customers to drive foot traffic!

**Supporting Evidence:** Analysis from Q1.4 shows the revenue distribution by day of week is consistently higher Monday through Friday, averaging ~$10.7M per day (range: $10.6M–$10.8M). On Saturday and Sunday, the revenue drops to ~$6M, which is nearly 42% lower than weekdays. There is a significant missed opportunity for the store because the potential upside is ~$470M–$500M in unrealized sales if weekend revenue matched weekday averages of around ~10.7M. This way the store could generate an additional ~$9-10M per week.

**Recommendation #2: Highlight Brooklyn Store Profits/Sales Long-Term**

**Summary/ Recommendation:** We looked at how the Brooklyn store was performing revenue wise on a daily basis, but also overall. In the short-term, it would be beneficial to dive more into understanding why the Philadelphia store is ‘underperforming’ and perform research to gain more insights into this store. In the long-term, we recommend prioritizing and focusing on Brooklyn more due to its growth potential and its high daily revenue. There is a significant difference in revenue between the two stores daily. In addition, performance is higher in cities with less taxes. In the future, we recommend opening new stores in less taxable cities. **Supporting Evidence:** Based on our analysis from Q3.1 into the store, we have learned that Brooklyn has the highest revenue per day, with $131,922.71 compared to $118,398,80. The Brooklyn store has been open for less time, only 173days compared to 365days for Philadelphia. This means that despite being open for less time, this store is generating higher revenue per day. Moreover, from 3.2 the tax rate in Brooklyn is 0.04% in comparison to 0.06% in Philadelphia. The higher performance store is located in an area with a lower tax rate.

**Recommendation #3: Promote Business to New Customers to Increase Market Share**

**Summary/ Recommendation:** For sustainable growth, we recommend tapping into a new customer market using *penetration pricing strategy*. This approach involves setting prices slightly lower than our competitors to attract customers who have not yet tried our offerings by encouraging trial purchases and new customer discounts and loyalty cards. Once these customers experience our product and perceive its value, we can gradually adjust prices to improve margins while retaining their loyalty. This can lead to increasing our customer base and reduce the overdependencies on repeat buyers, leading to a more long-term expansion of the brand..

**Supporting Evidence:** From Q4.2, our analysis shows that 920 out of 930 i.e., 98.92% of the customers were recurring, leaving just 10 unique first-time customers 1.08 %. If repeat customers already make up a large share of your sales, it suggests the existing demographic is **close to saturation.** Additional marketing spend on the same group will yield diminishing returns.