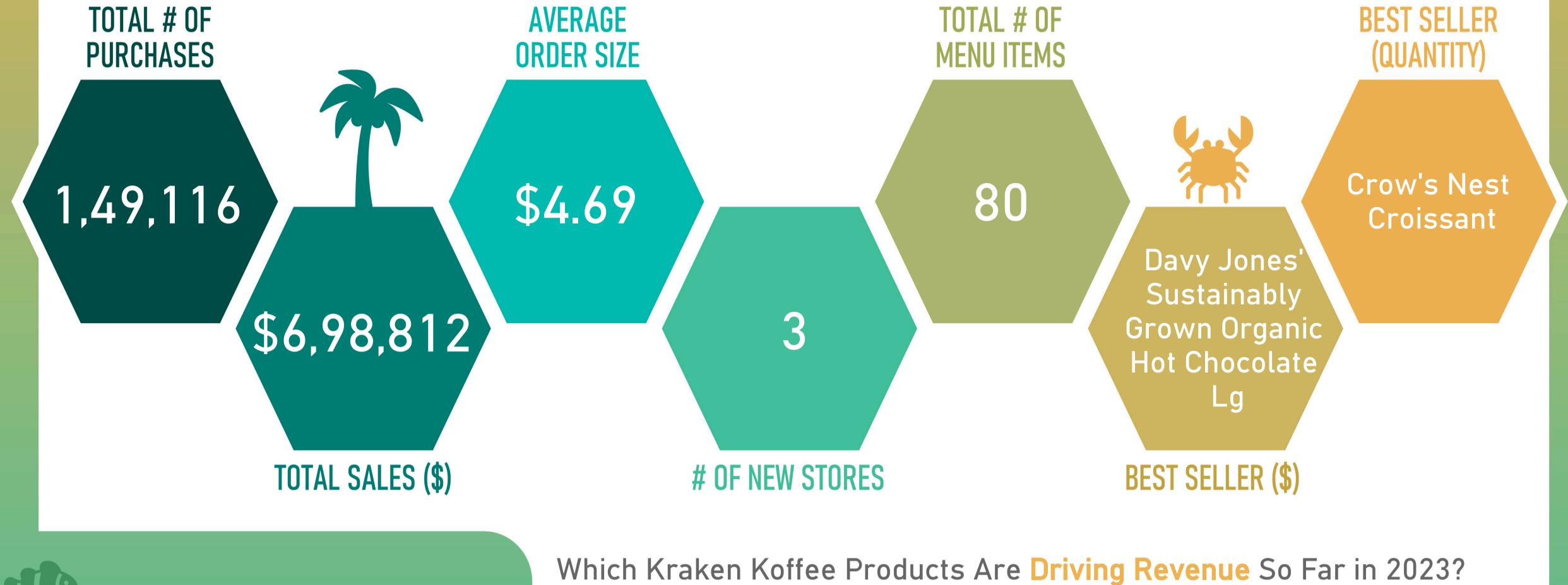


# KRAKEN KOFFEE 2023 HALF-TIME REVIEW

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 new Tampa location.

The **most popular time of day** for our customers to spend money at our Florida locations is around **10 AM** (no surprise--we're a coffee company, after all).

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 locations to reflect the slower wind-up of sales and the steep drop off in the evening.

## \$14,09,207

Full Year Sales Goal

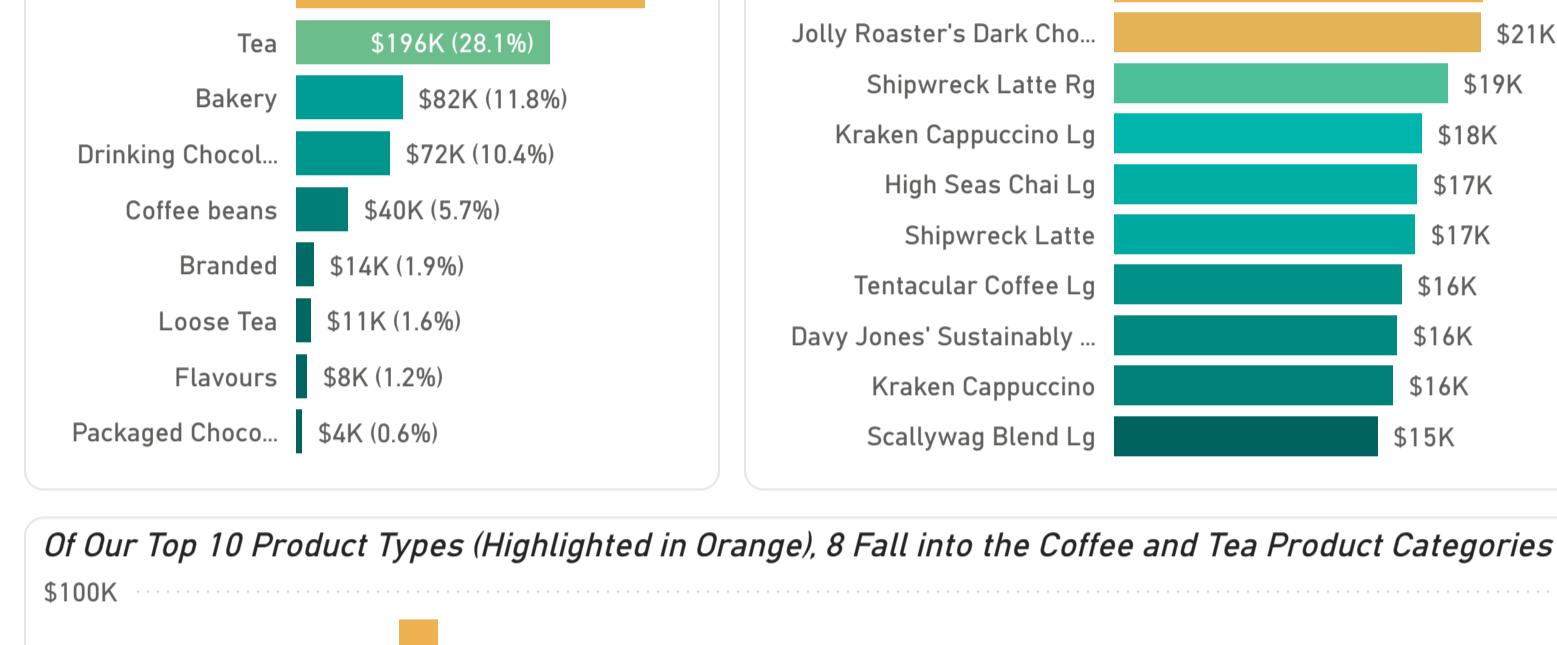
Based on average daily sales so far in 2023, we believe **\$14,09,207** is a reasonable target for our first year of sales across our 3 Florida locations.

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**.

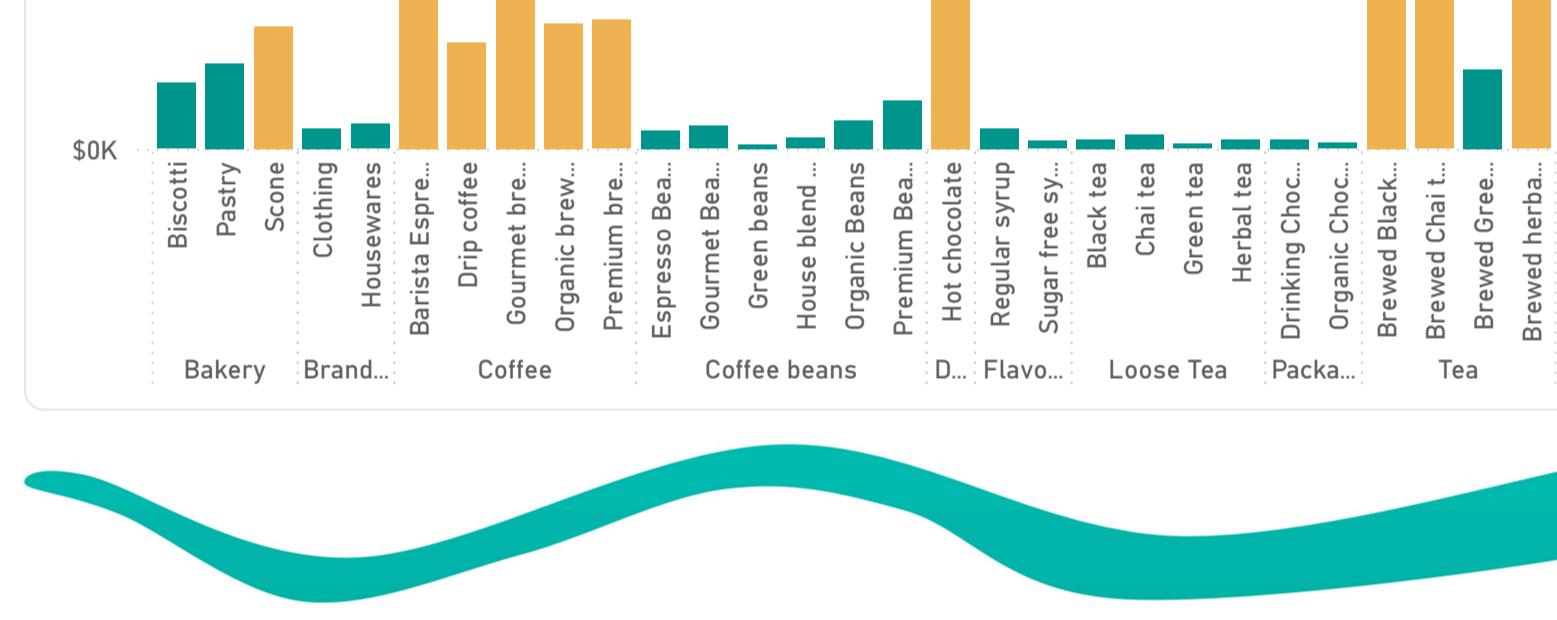
If we can sustain that exceptional growth, we feel confident that our new offices can help us blow the above sales target out of the water (yes, that's a nautical pun).

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**.

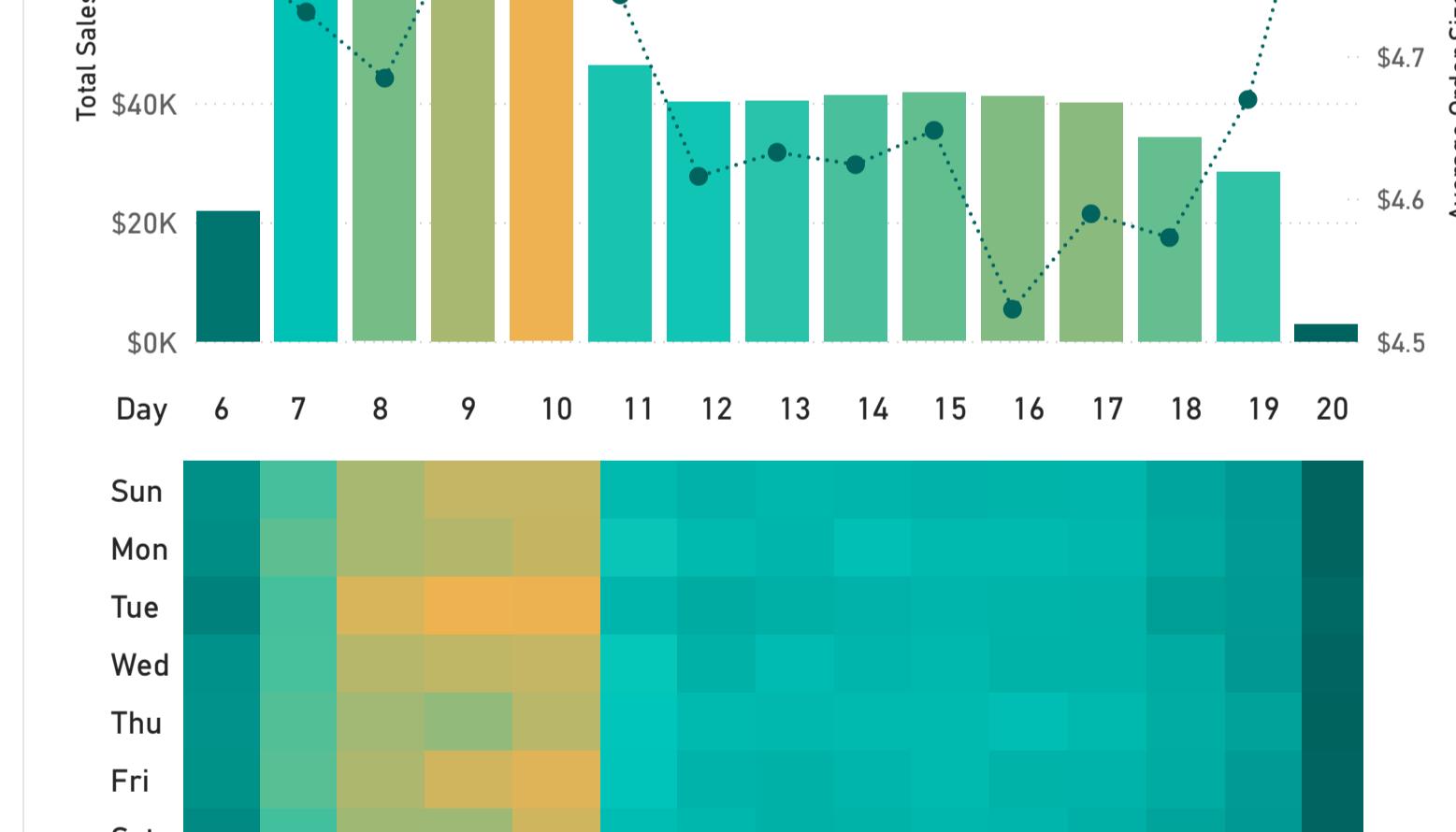
## Which Kraken Koffee Products Are **Driving Revenue** So Far in 2023?



## Of Our Top 10 Product Types (Highlighted in Orange), 8 Fall into the Coffee and Tea Product Categories



## 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?

