

Sunrise Caffe Analysis (2023)

Finance Analysis



Fall	Spring	Summer	Winter	Afternoon	Evening	Morning	Night	New		Returning	
Breakfast Meals		Coffee	Drinks		Pastries	Email	Facebook	Flyers	Google Ads	Instagram	

Total_Revenue

245K

Total_Profit

185K

Total_Conversion

4K

Total_Ad_Spend

43K

Conversion_Rate

10.05%

Return_Rate

56.14

ROAS

5.64

ROI

10.05%

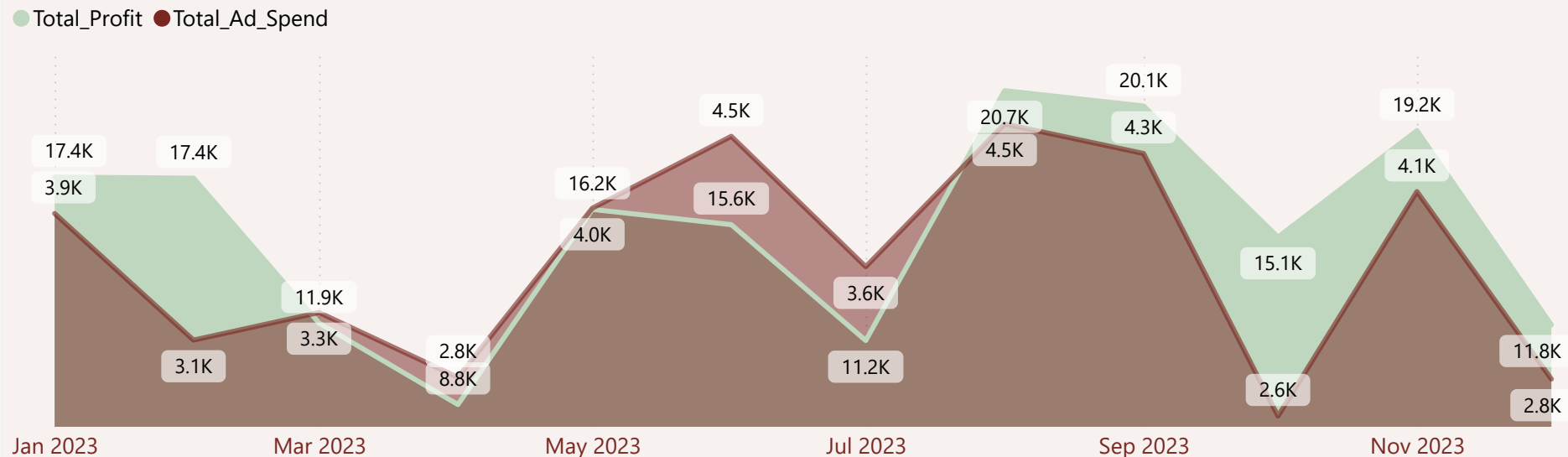
Avg_Revenue_per_Conversion

56.14

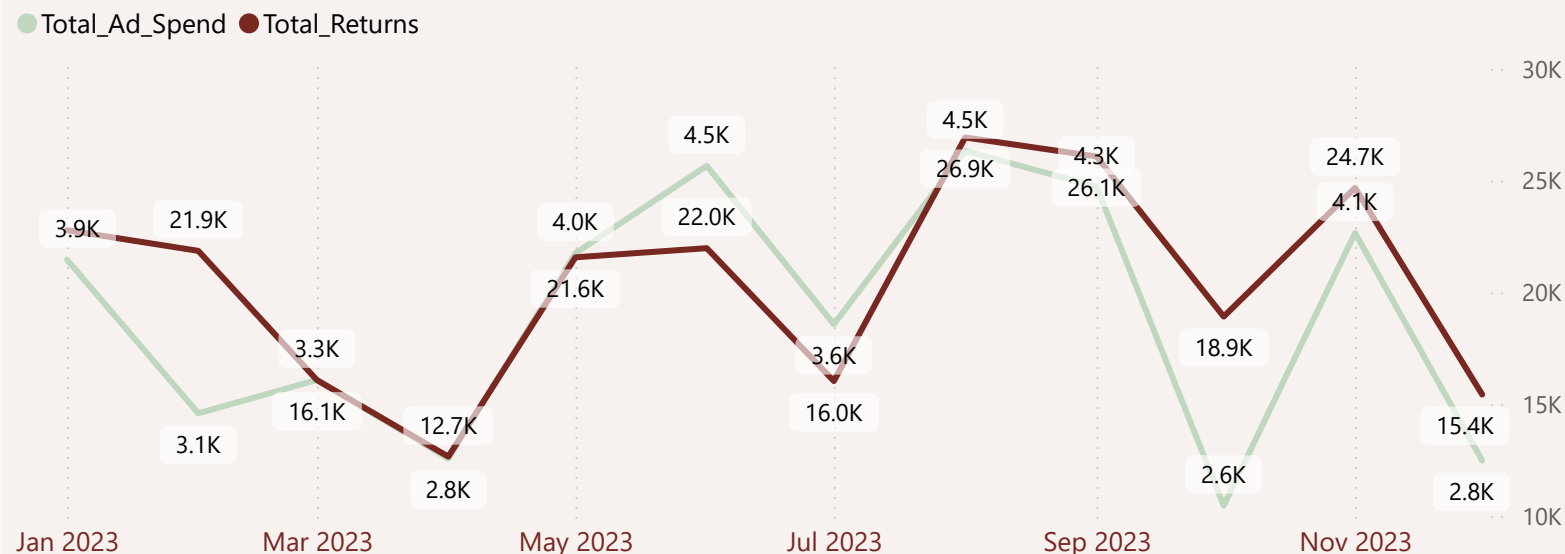
Profit_Margin

75.63%

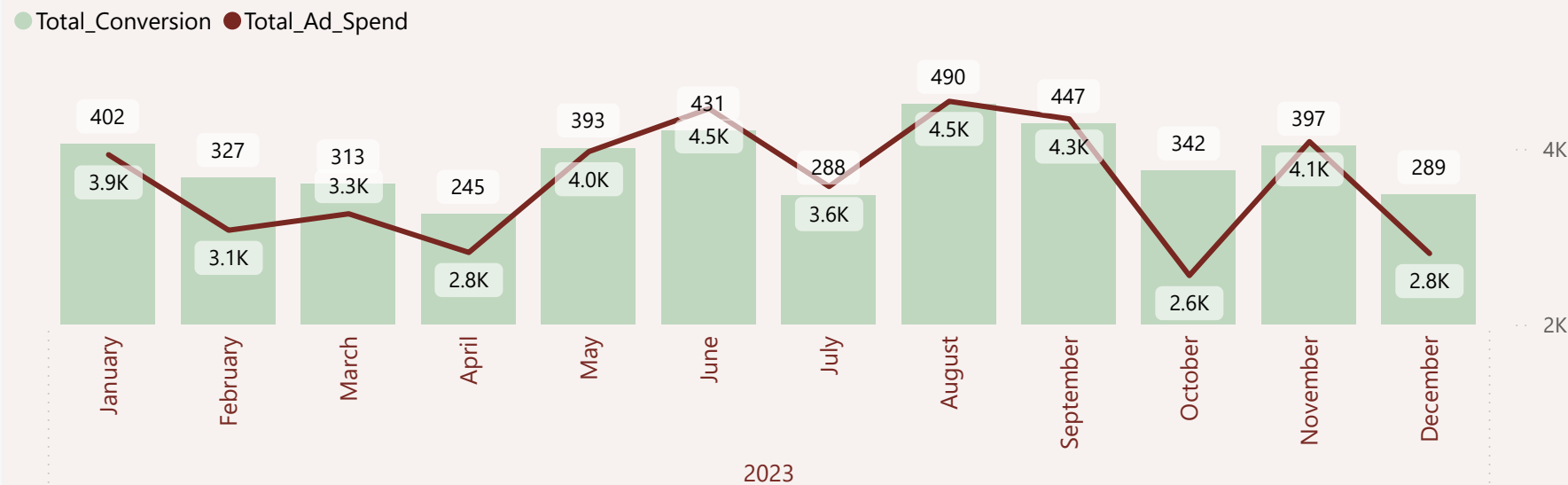
Total_Profit and Total_Ad_Spend by Year and Month



Total_Ad_Spend and Total_Returns by Year and Month



Total_Conversion and Total_Ad_Spend by Year and Month



Sunrise Caffe Analysis (2023)
Segments Analysis



January

February

March

April

May

June

July

August

September

October

November

December

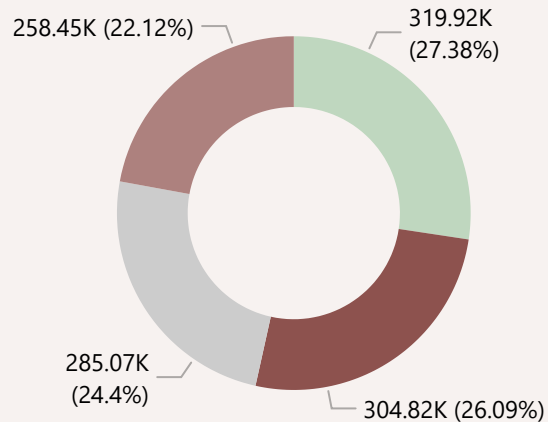
Qtr 1

Qtr 2

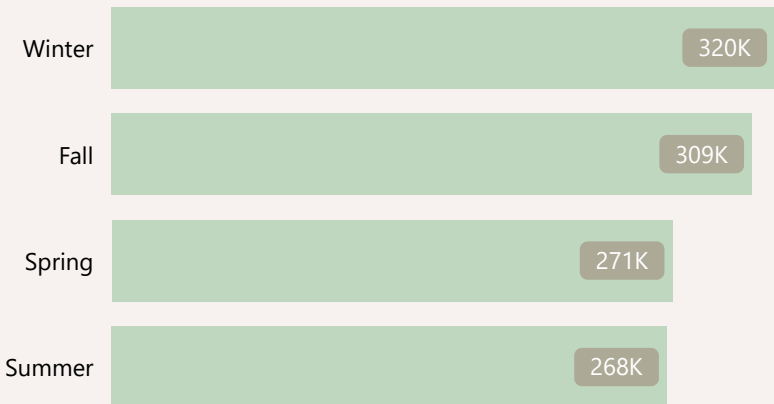
Qtr 3

Qtr 4

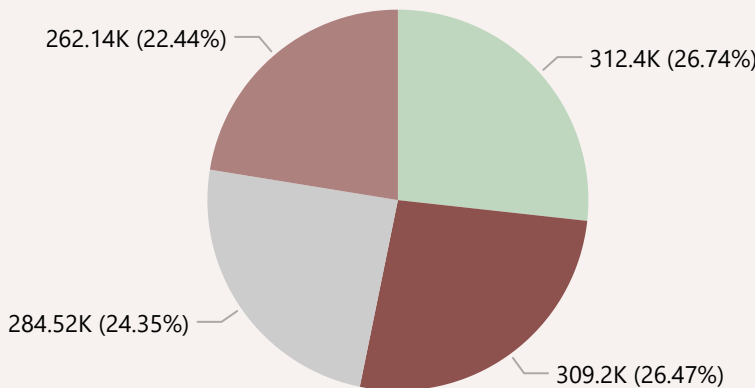
Total_Returns by Time of Day



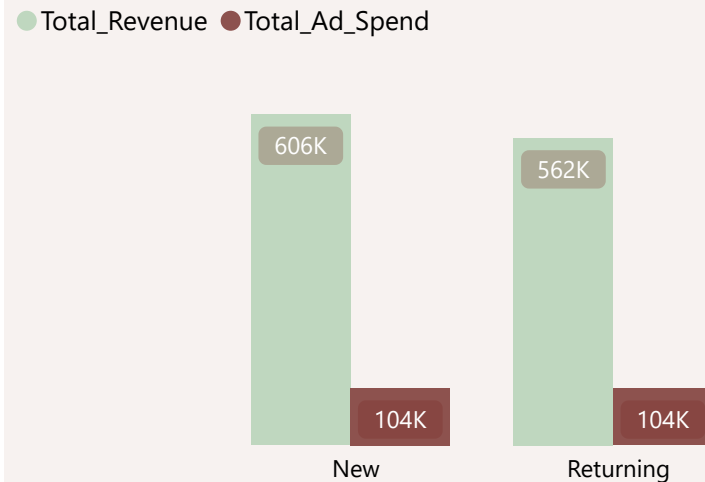
Total_Revenue by Season



Total_Returns by Category

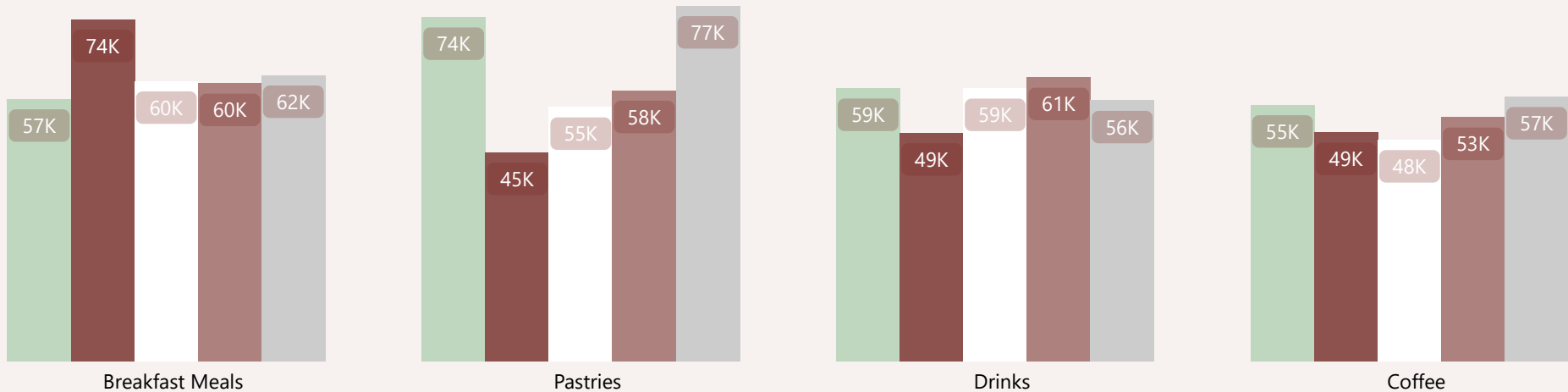


Total_Revenue and Total_Ad_Spend by Customer Type



Total_Revenue by Category and Channel

Channel: Email, Facebook, Flyers, Google Ads, Instagram



Total_Revenue by Channel

