

2023 HALF-YEAR REVIEW

TOTAL # OF PURCHASES

149,116

AVERAGE ORDER SIZE

\$4.69

TOTAL # OF NEW ITEMS

80

BEST SELLER (QUANTITY)

Crow's Nest Croissant

TOTAL SALES

\$698,812

OF NEW STORES

3

BEST SELLER(\$)

Davy Jones' Sustainably Grown Organic Hot Chocolate Lg

So far in 2023, we have observed total sales of **\$698,812** across **149,116** 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.

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

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 7AM and have all but ended by 8PM, Combined sales before **7AM** and after **7PM** amount to only **\$24,836**, a mere 3.6% of our total sales at this point in the year.

\$1.41M

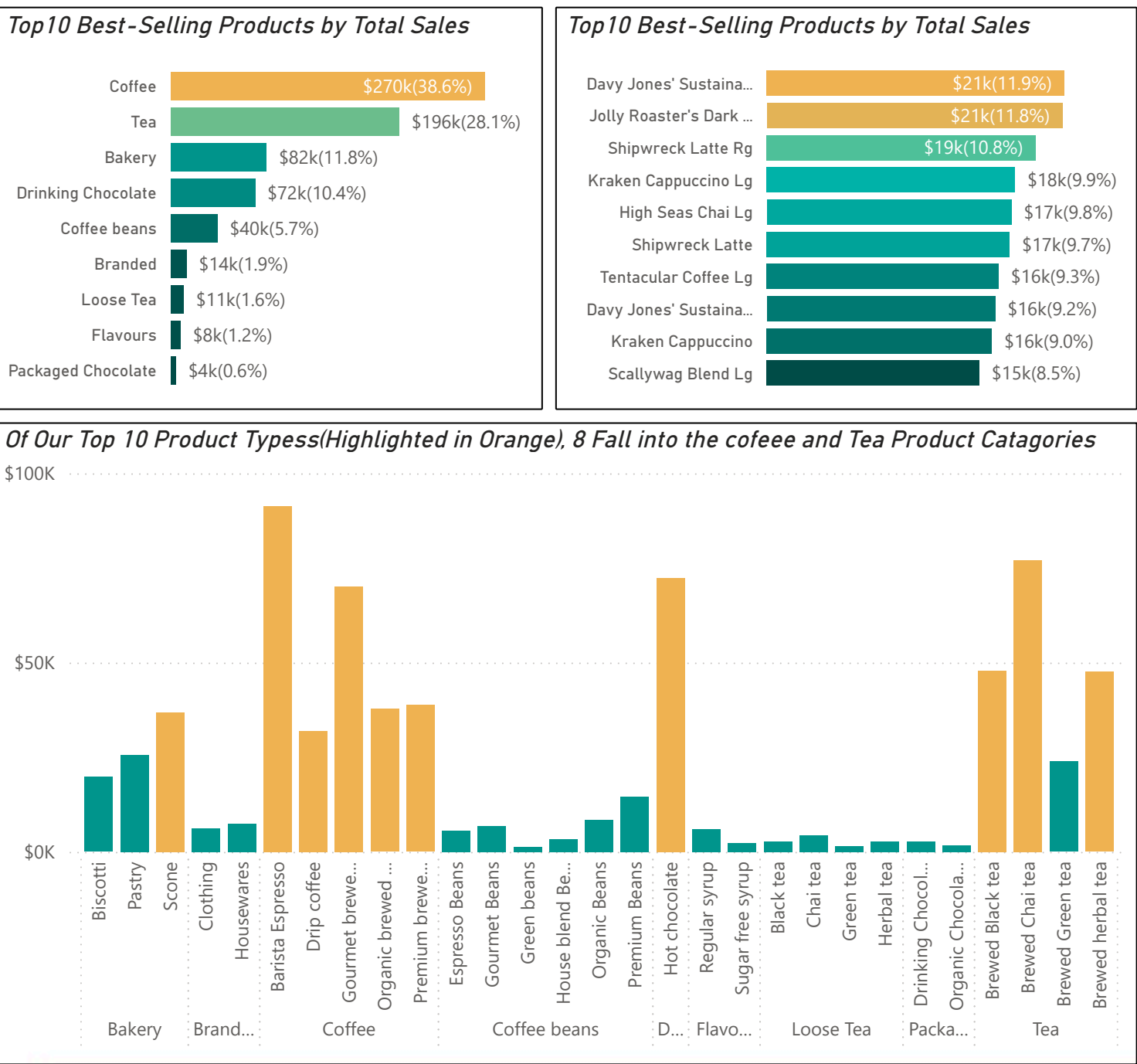
Full Year Sales Goal

Based on average daily sales so far in 2023, we believe **\$1,409,207** 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 the **average daily sales** for January - March were only **149,116** while **average daily sales** for April - June spiked to **\$4.69**.

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.

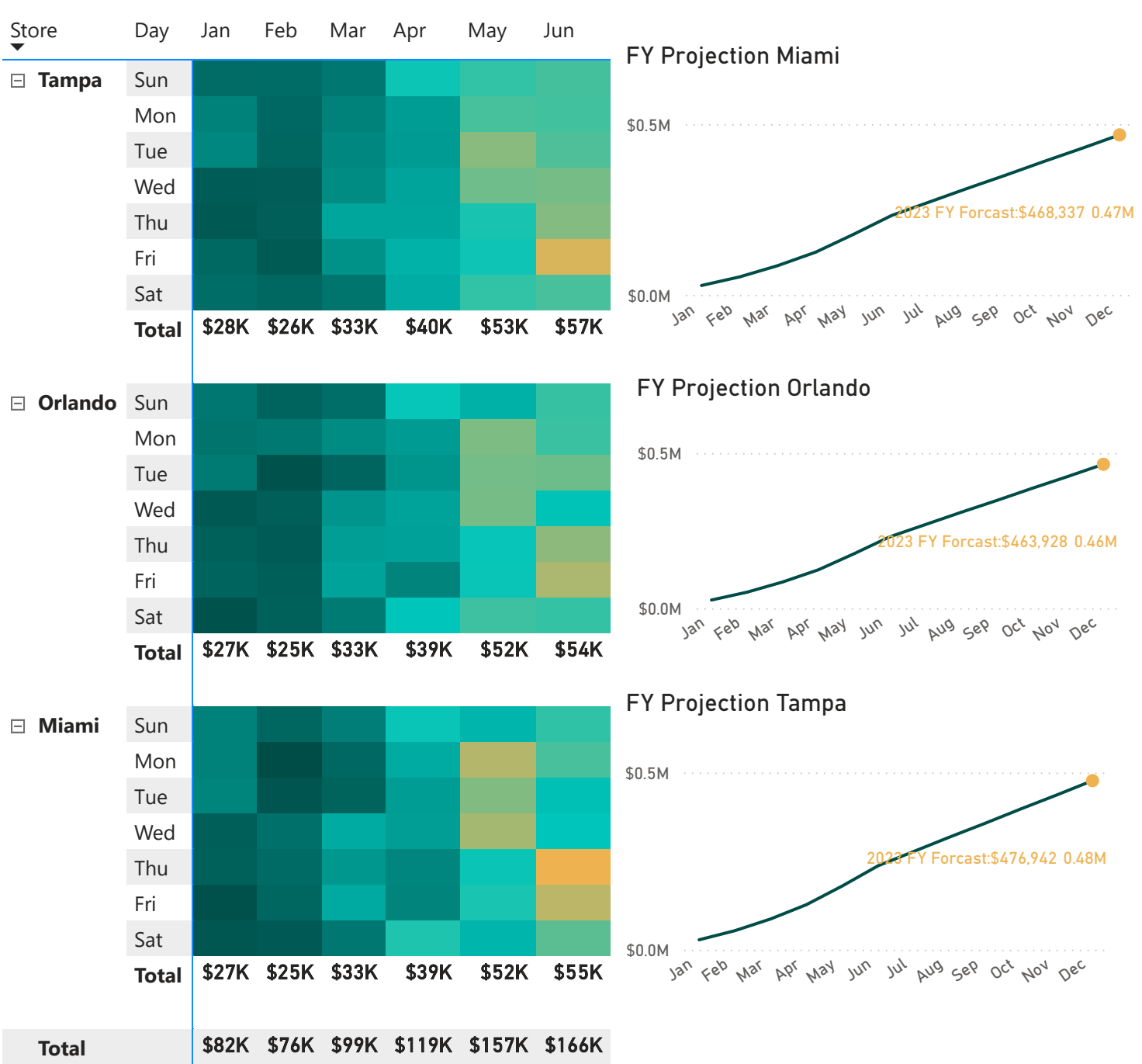
Which Products Are Driving Revenue So Far in 2023?

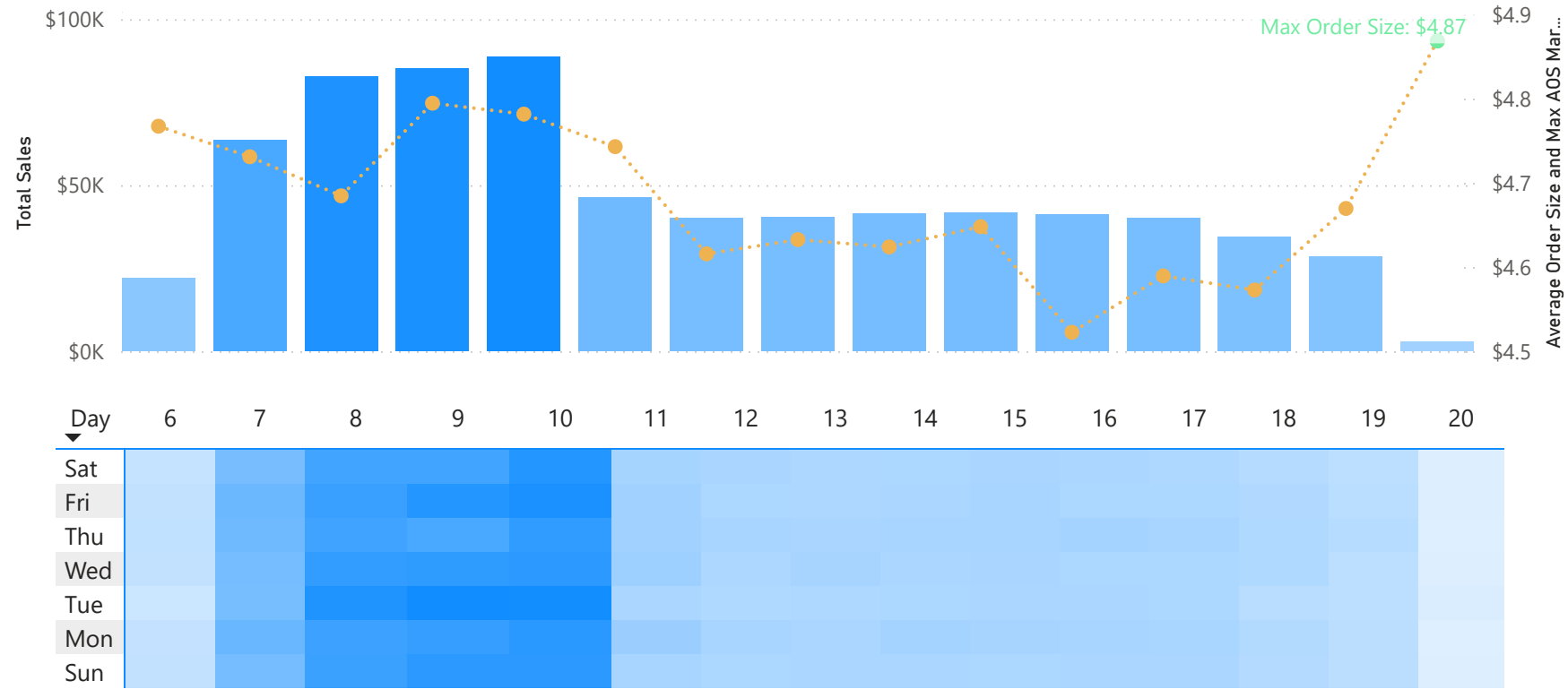


At What Time of Day Do Our Florida Locations See the Most Revenue?

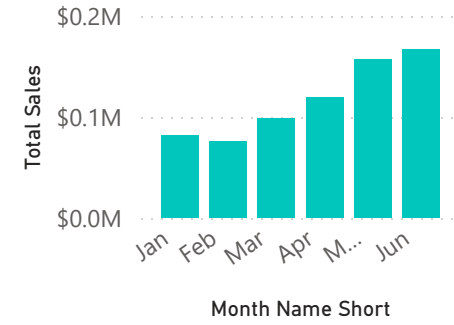


Based on Current Performance, What Do We Forecast for Sales for 2023?

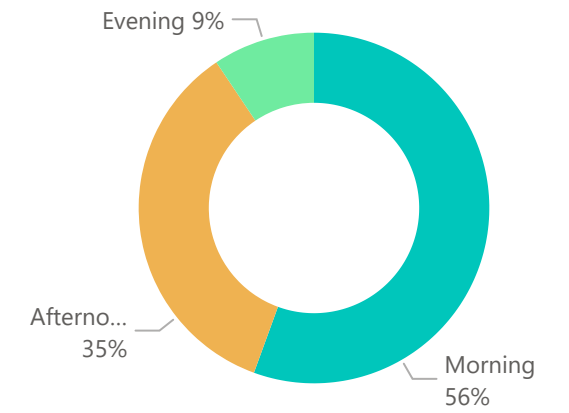




Total Sales by Month Name Short

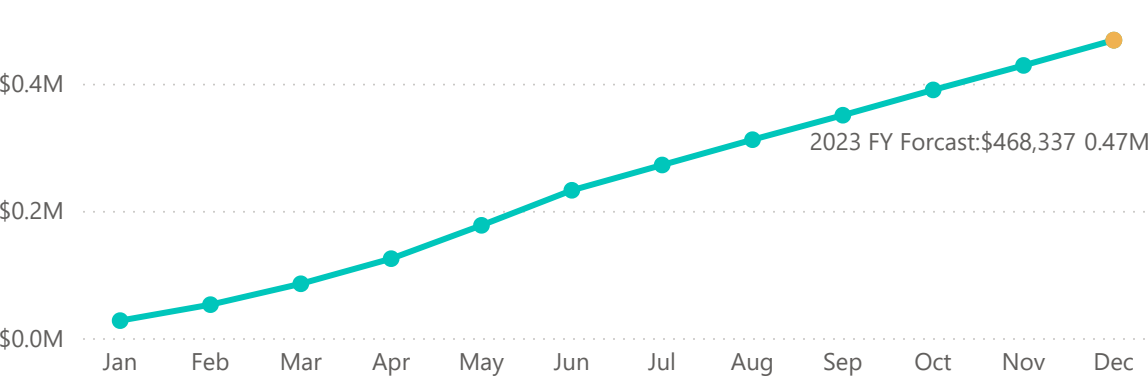


Total Sales by Time of Day

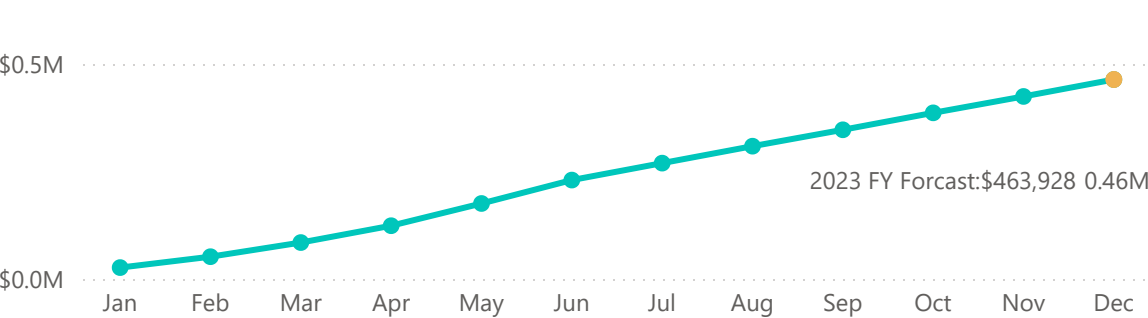


Store	Day	Jan	Feb	Mar	Apr	May	Jun
Miami	Sun						
	Mon						
	Tue						
	Wed						
	Thu						
	Fri						
	Sat						
Total		\$27,314	\$25,105	\$32,835	\$39,478	\$52,429	\$55,083
Orlando	Sun						
	Mon						
	Tue						
	Wed						
	Thu						
	Fri						
	Sat						
Total		\$26,543	\$25,320	\$32,889	\$39,159	\$51,700	\$54,446
Tampa	Sun						
	Mon						
	Tue						
	Wed						
	Thu						
	Fri						
	Sat						
Total		\$27,821	\$25,720	\$33,111	\$40,304	\$52,599	\$56,957
Total		\$81,678	\$76,145	\$98,835	\$118,941	\$156,728	\$166,486

Forecast, Forecast Marker and Forecast Label by Month Short



Forecast, Forecast Marker and Forecast Label by Month Short



Forecast, Forecast Marker and Forecast Label by Month Short

