

Egger's Roast Coffee
Daniel Egger, Duke University
Business Metrics for Data-Driven

unable to pay for beans delivered - go bankrupt



Year 2

January	February	March	April	May	June	July	August	September	October	November	December
\$150,000	\$150,000	\$150,000	\$150,000	\$150,000	\$150,000	\$150,000	\$150,000	\$150,000	\$150,000	\$150,000	\$150,000
(\$10,000)	(\$10,000)	(\$10,000)	(\$10,000)	(\$10,000)	(\$10,000)	(\$10,000)	(\$10,000)	(\$10,000)	(\$10,000)	(\$10,000)	(\$10,000)
(\$100,000)	(\$100,000)	(\$100,000)	(\$100,000)	(\$100,000)	(\$100,000)	(\$100,000)	(\$100,000)	(\$100,000)	(\$100,000)	(\$100,000)	(\$100,000)
\$40,000.00	\$40,000.00	\$40,000.00	\$40,000.00	\$40,000.00	\$40,000.00	\$40,000.00	\$40,000.00	\$40,000.00	\$40,000.00	\$40,000.00	\$40,000.00
(\$470,000.00)	(\$430,000.00)	(\$390,000.00)	(\$350,000.00)	(\$310,000.00)	(\$270,000.00)	(\$230,000.00)	(\$190,000.00)	(\$150,000.00)	(\$110,000.00)	(\$70,000.00)	(\$30,000.00)
\$330,000.00	\$370,000.00	\$410,000.00	\$450,000.00	\$490,000.00	\$530,000.00	\$570,000.00	\$610,000.00	\$650,000.00	\$690,000.00	\$730,000.00	\$770,000.00

Return of original Capital invested - Jan



Year 2

January	February	March	April	May	June	July	August	September	October	November	December
\$400,000	\$400,000	\$400,000	800,000	800,000	800,000	800,000	800,000	800,000	800,000	800,000	800,000
\$1,200,000	\$1,200,000	\$1,200,000	\$2,400,000	\$2,400,000	\$2,400,000	\$4,800,000	\$4,800,000	\$4,800,000	\$4,800,000	\$4,800,000	\$4,800,000
(\$10,000)	(\$10,000)	(\$10,000)	(\$10,000)	(\$10,000)	(\$10,000)	(\$10,000)	(\$10,000)	(\$10,000)	(\$10,000)	(\$10,000)	(\$10,000)
(\$1,600,000)	(\$1,600,000)	(\$1,600,000)	(\$3,200,000)	(\$3,200,000)	(\$3,200,000)	(\$3,200,000)	(\$3,200,000)	(\$3,200,000)	(\$3,200,000)	(\$3,200,000)	(\$3,200,000)
(\$410,000.00)	(\$410,000.00)	(\$410,000.00)	(\$810,000.00)	(\$810,000.00)	(\$810,000.00)	\$1,590,000.00	\$1,590,000.00	\$1,590,000.00	\$1,590,000.00	\$1,590,000.00	\$1,590,000.00
(\$1,620,000.00)	(\$2,030,000.00)	(\$2,440,000.00)	(\$3,250,000.00)	(\$4,060,000.00)	(\$4,870,000.00)	(\$3,280,000.00)	(\$1,690,000.00)	(\$100,000.00)	\$1,490,000.00	\$3,080,000.00	\$4,670,000.00

Does it get better, ever?

no...only if... sales level off...