**New Cafe Report**

After comparing the three locations, I found that the first site is located at a street corner with heavy traffic, but its rent is very high, and its revenues, compared to the other two locations, are lower.

As for the second location, it is situated next to a college, making it an ideal spot for university students. It is also a quiet area. The third location is in a new shopping complex, which is bound to have a promising future.

Therefore, the real comparison lies between Location 2 and Location 3, as their revenues are quite similar. Location 2 had revenues of 201,222.9 over the past seven months, slightly higher than Location 3, which generated 200,452.3.

Regarding the higher profit, I recommend Location 2. However, I believe Location 3 will have a promising future in the shopping complex because it operates throughout the day and experiences high demand during busy periods. In contrast, Location 2 mainly sees peak demand only between 5 PM and 10 PM.

Additionally, it's crucial to note that Location 2 will heavily depend on university students, and during holidays, it may experience low demand. Therefore, I recommend Location 3 due to its bright future and expect an increase in revenues in the future.

* **Therefore, my suggestions for increasing profits for Mr. Ajoy are:**

1. Distribute staff shifts throughout the day to accommodate customer flow.

2. The most popular orders are latte, Americano with milk, cappuccino, and Cortado, so these should always be available.

3. Distribute flyers and create a social media page to raise awareness about the new café and attract more customers.

4. Implement discounts at the end of each month due to the decrease in customers during that time.

5. Ensure the place is quiet and play soft music to enhance the experience while enjoying the drinks.

**Location 1**

**1. Best-selling coffee🡪** **Espresso, Americano with milk**

**2. Busiest times🡪** **12pm: 5pm**

**3. Best-selling days 🡪** **from 1 to 10 of the month**

**4. Best-selling months🡪** **Apr, Jun and Mar**

**5. Most commonly used payment method🡪** **Cash**

**6. Average bill amount🡪** **200$**

**7. Total revenue for all months🡪** **199796$**

**Location 3**

**1. Best-selling coffee🡪** **Latte, Americano with milk**

**2. Busiest times🡪 10Am: 9pm**

**3. Best-selling days 🡪** **from 3 to 15 of the month**

**4. Best-selling months🡪** **May, Jun and Feb**

**5. Most commonly used payment method🡪 Cash**

**6. Average bill amount🡪** **200, 45$**

**7. Total revenue for all months🡪** **200,452. 3$**

**Location 2**

**1. Best-selling coffee🡪** **Americano with milk, cortado**

**2. Busiest times🡪** **5pm: 10pm**

**3. Best-selling days 🡪** **from 5 to 15 of the month**

**4. Best-selling months🡪** **Mar, Jan and Jun**

**5. Most commonly used payment method🡪** **Card**

**6. Average bill amount🡪** **201$**

**7. Total revenue for all months🡪** **201,222. 9$**