**Monday Coffee Expansion Recommendations**  
Prepared for: Monday Coffee Leadership Team

**Executive Summary**

Based on comprehensive analysis of sales data, customer metrics, and market potential, it is recommended Pune, Delhi, and Jaipur as the top three cities for Monday Coffee's physical locations. These cities offer the optimal balance of revenue potential, customer base, and operational efficiency.

**Top 3 Recommended Cities**

**1. Pune**

Key Advantages:

Highest total revenue across all cities

High average sales per customer

Low average rent per customer (most cost-effective operations)

**2. Delhi**

Key Advantages:

Largest addressable market (7.7M estimated coffee consumers)

High existing customer base (68 customers)

Average rent per customer is low under 500

**3. Jaipur**

Key Advantages:

Largest existing customer base (69 customers)

Low average rent per customer

Average sales per customer is better compared to other cities

**Data Sources:** Monday Coffee Sales Database (2023)