

Main KPIs - Jan 2021

Total Sales (€)

3.49M

Total Orders

400k

Total Customers

163k

Average Basket (€)

8.72

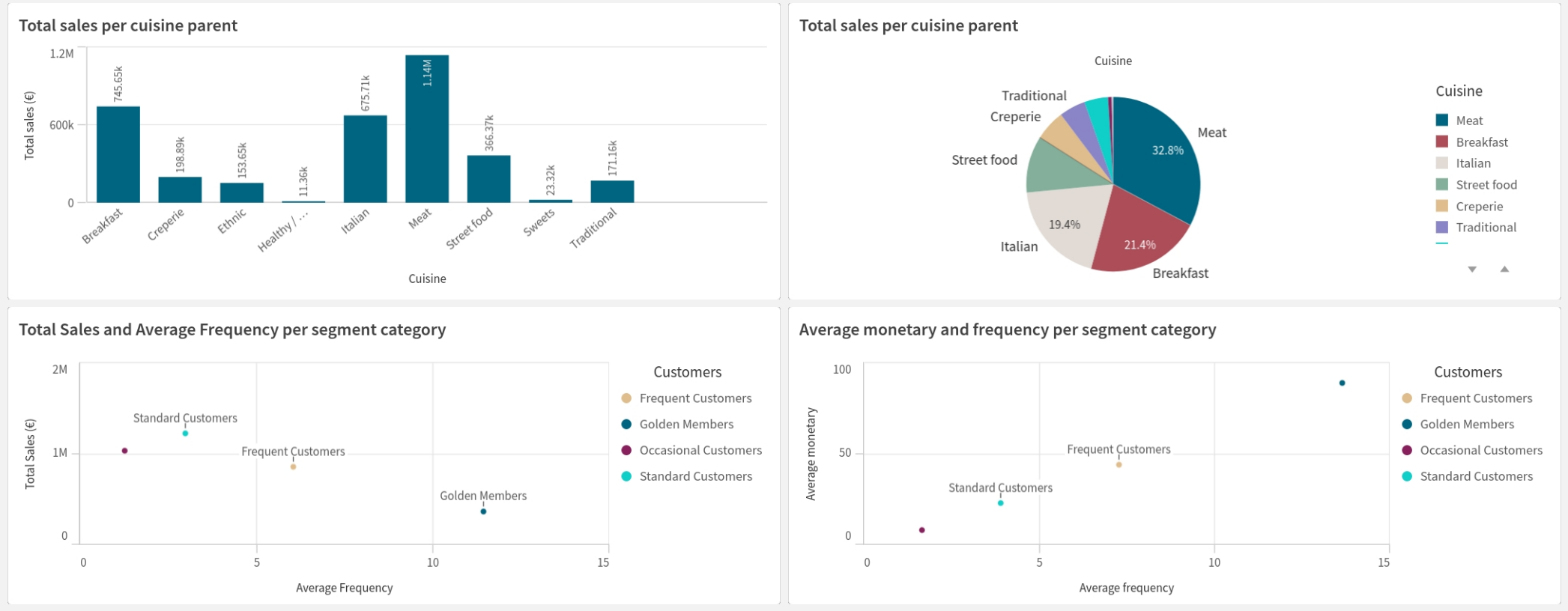
Average Order Frequency

2.45

Breakfast Sales (€)

745.7k

Total Sales per Cuisine and Customer Category (Segment)

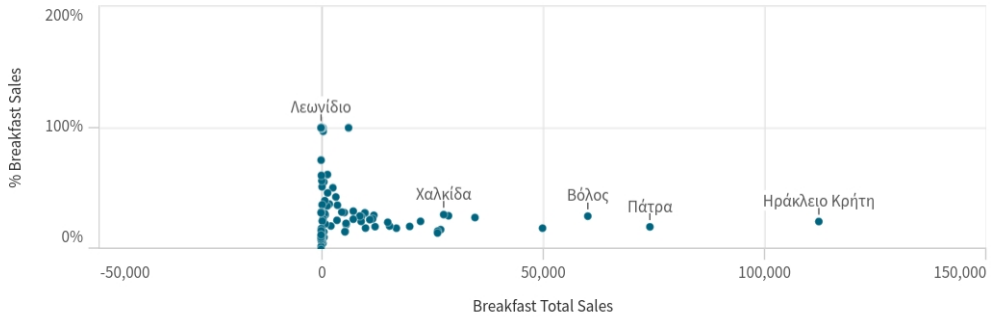


Breakfast Sales per Segment Category and City

Breakfast sales per segment category

Customer Segment	Q	Breakfast Sales	Other Sales (Except Breakfast)	% Breakfast Sales	No Of Customers
Totals		745,652	2,743,628	21%	162,954
Golden Members		102,220	266,953	28%	3,870
Frequent Customers		206,317	652,833	24%	16,705
Occasional Customers		205,801	829,464	20%	98,580
Standard Customers		231,314	994,378	19%	43,799

Breakfast sales per city



Breakfast Total Sales

745.7k

Total sales and % Total Sales per Segment , Cuisine

if([Segment K-me... Q		Values	
cuisine_parent Q			
		Total Sales	% Total Sales
+	Frequent Customers	859,150	24.6%
+	Golden Members	369,174	10.6%
+	Occasional Customers	1,035,265	29.7%
+	Standard Customers	1,225,693	35.1%