

Philz Coffee quantifies store “personality” with Euclid Analytics



Philz Coffee, a San Francisco Bay Area institution, has been voted best handmade coffee by SF Weekly readers for the last two years. Having grown from one original store deep in the Mission District to 10 today, a private Facebook campus location, and featured placement on Virgin American flights, Philz is fast becoming a regional powerhouse with legions of ferociously devoted fans.

The Challenge

Philz is a rapidly expanding Bay Area coffee house chain with global ambitions. A key to their strategy is maintaining a neighborhood feel by staying attuned to each store’s unique customer base. As they have grown larger, understanding each store’s “personality” and customer patterns has proven increasingly challenging.

The Solution

By installing Euclid sensors, Philz was able to measure aggregate in-store activity across a variety of metrics—from average visit frequency to the percentage of outside foot traffic that entered the store. This data helped Philz CEO Jacob Jaber to quickly identify differences across their locations.

One of the key differences that Jacob already intuitively knew was that people were spending different amounts of time at each of the store locations. But he needed to quantify these differences and add certainty. The Euclid platform helped by displaying the average time customers spent within the store, as well as providing a breakdown of the percentage of customers that stayed for various lengths of time. With this information, Jacob was able to group the stores into strategic clusters:



In their [SoMa \(San Francisco\)](#) and [Mission](#) stores, nearly 60% of their customers were more on the go, staying less than 15 minutes. In these locations they chose to prioritize streamlining the store layout in order to help customers get in and out as quickly as possible.



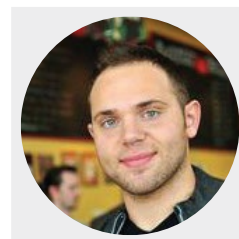
In the [Berkeley](#) and [San Jose](#) locations Euclid data showed that dwell time was much higher, with more than 35% of their customers staying more than 40 minutes. In response, Philz added seating and offered more food items to convert the increased dwell time from a cost to added revenue.

The Euclid Analytics platform remains an integral tool as Philz continues to add new stores. By staying on top of the metrics, they are able to keep track of activity patterns by location and continue to provide the best coffee experience for their customers.

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I've always dreamed of analytics for brick and mortar that go beyond transaction data. The information available through Euclid is helping us improve the customer experience and our bottom line.

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Jacob Jaber, CEO