

Philz Coffee quantifies store “personality” with Euclid Analytics

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 capture aggregate customer information across a variety of measures—from unique visitor 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 stores.

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 strategy 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 continually have insight into local patterns and continue to provide a locally oriented experience for their customers.

For more information please email us at info@euclideanalytics.com



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 1 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.

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I’ve always dreamed of analytics for a brick and mortar equivalent that goes beyond transaction data. The information available through Euclid giving us a richer picture of how customers interact with our business. This has helped us improve the customer experience and our bottom line.”



Jacob Jaber, CEO