COFFEE CUP ☕

Overview | Sales | COGS | Margin | Expenses | Profit | Products

This panel will provide the user an overview of the Key Performance Indicators (KPIs)

You can filter by **DATE** and **LOCALIZATION** in the left

Date
31/01/2018 📅
31/12/2019 📅

Market
All ▾

Province
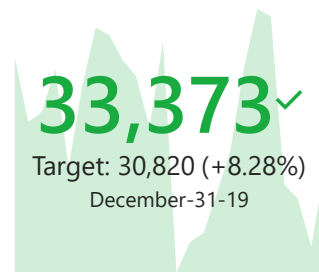All ▾

City
All ▾

Store#
All ▾

Market S...
All ▾

Sales vs Budget Sales	COGS vs Budget COGS	Margin vs Budget Margin	Expenses vs Budget Expenses	Profit vs Budget Profit
33,373✓	**14,907**!	**18,466**✓	**9,655**!	**8,811**!
Target: 30,820 (+8.28%)	Target: 13,460 (+10.75%)	Target: 17,360 (+6.37%)	Target: 7,690 (+25.55%)	Target: 9,670 (-8.88%)
December-31-19	December-31-19	December-31-19	December-31-19	December-31-19

● Sales
● COGS
● Margin

40K
30K
20K
10K
Jul 2018   Jan 2019   Jul 2019

● Margin
● Expenses
● Profit

20K
15K
10K
Jul 2018   Jan 2019   Jul 2019
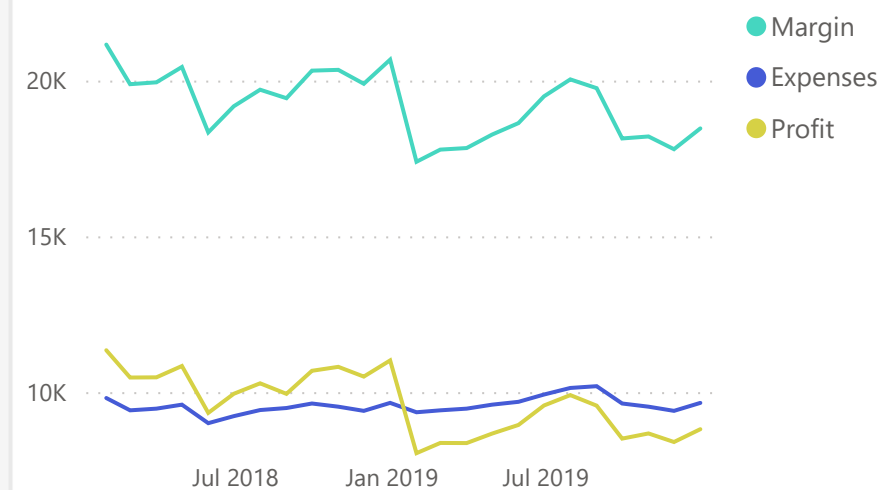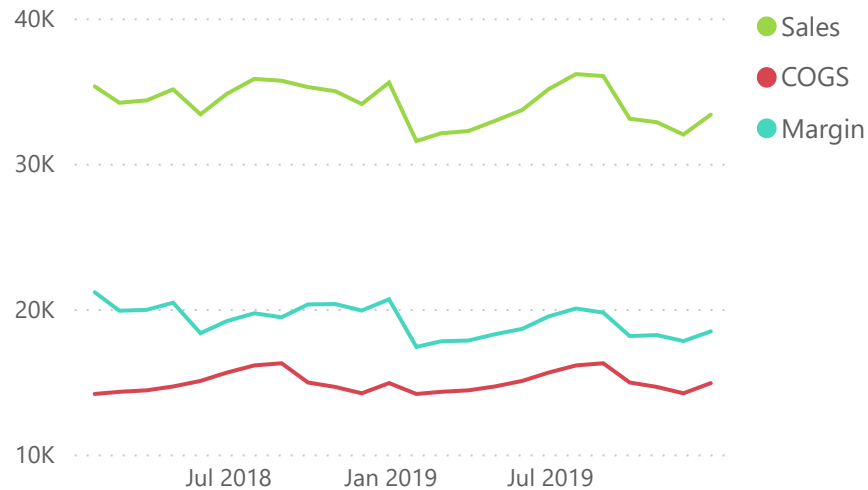
COFFEE CUP ☕

This panel will provide the user an understanding of Coffee Cup's **sales**

You can filter by **DATE** and **LOCALIZATION** in the left

Date

31/01/2018

31/12/2019

Market

All

Province

All

City

All

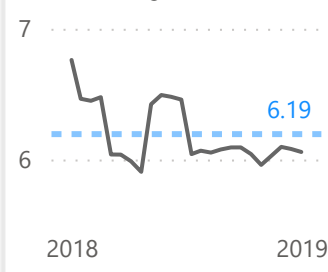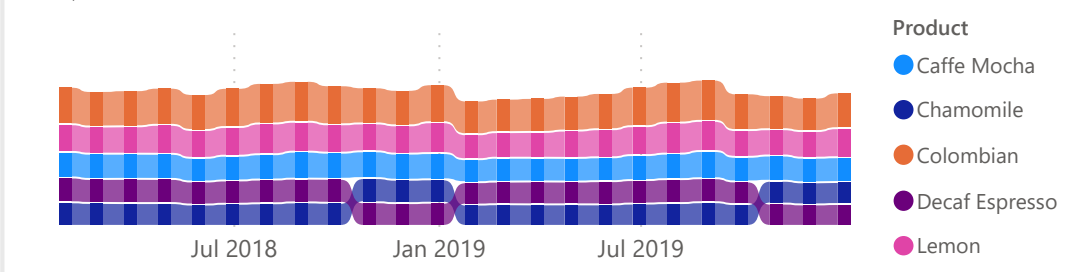**Store#**

All

Market S...

All

Sales vs Budget Sales

33,373 ✓

Target: 30,820 (+8.28%)

December-31-19

ROI Marketing

7

6.19

6

2018   2019

Core products

Top 5 | Bottom 5

Jul 2018   Jan 2019   Jul 2019

Product
- Caffe Mocha
- Chamomile
- Colombian
- Decaf Espresso
- Lemon

Sales by Date

● Sales
● Budget Sales

35K

34,159

31,090

30K

Jul 2018   Jan 2019   Jul 2019

Sales by Market

0.3M

0.2M

278,842

0.1M

198,404

148,319

131,551

0.0M

62,695

Atlantic   Central   Prairie   West   North
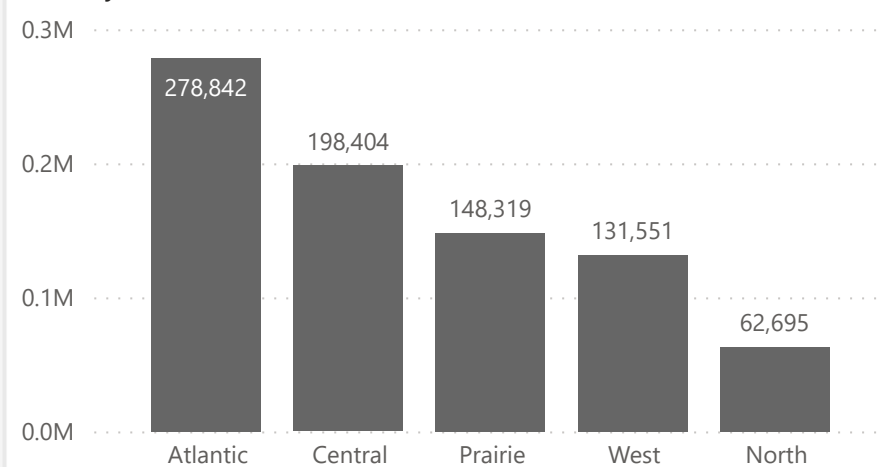
COFFEE CUP ☕

| Overview | Sales | **COGS** | Margin | Expenses | Profit | Products |
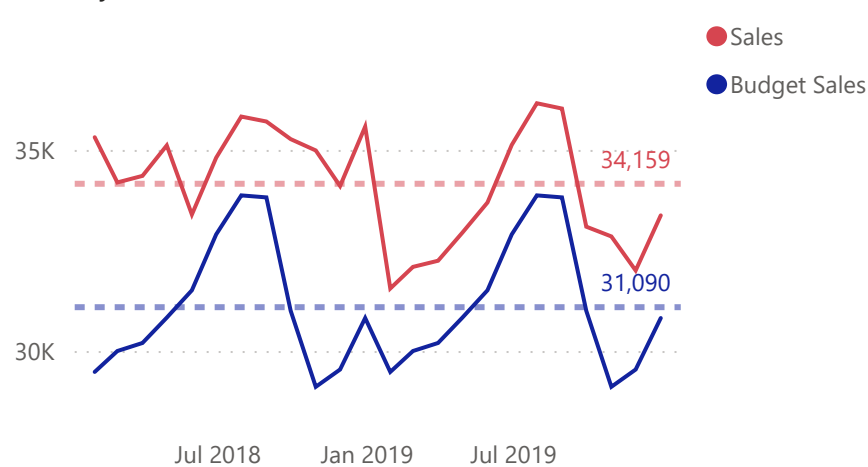
This panel will provide the user an understanding of Coffee Cup's **cost of goods sold (COGS)**

You can filter by **DATE** and **LOCALIZATION** in the left

Date
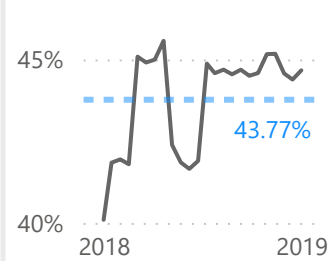31/01/2018
31/12/2019
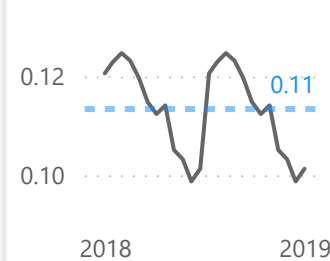
Market
All

Province
All

City
All

Store#
All

Market S...
All

Top 5 | Bottom 5

COGS vs Budget COGS
14,907 !
Target: 13,460 (+10.75%)
December-31-19

COGS to Sales ratio
45%
43.77%
40%
2018 — 2019

Inventory turnover
0.12
0.11
0.10
2018 — 2019

Products with low level of stock
Product
● Amaretto
● Caffe Latte
● Earl Grey
● Mint
● Regular Espresso
2018 — 2019
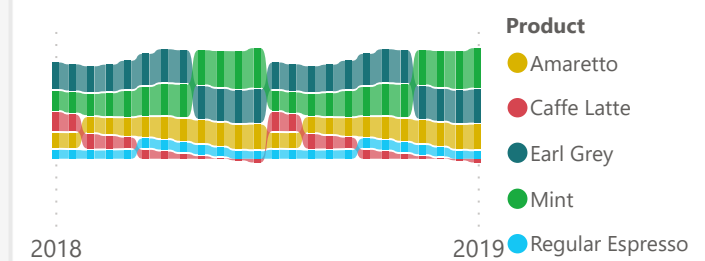
COGS by Date
● COGS
● Budget COGS
16K
14K — 14,945
12K — 13,245
Jul 2018 | Jan 2019 | Jul 2019

COGS by Market
120,562
89,464
61,988 | 60,168
26,490
Atlantic | Central | Prairie | West | North
100K / 50K / 0K
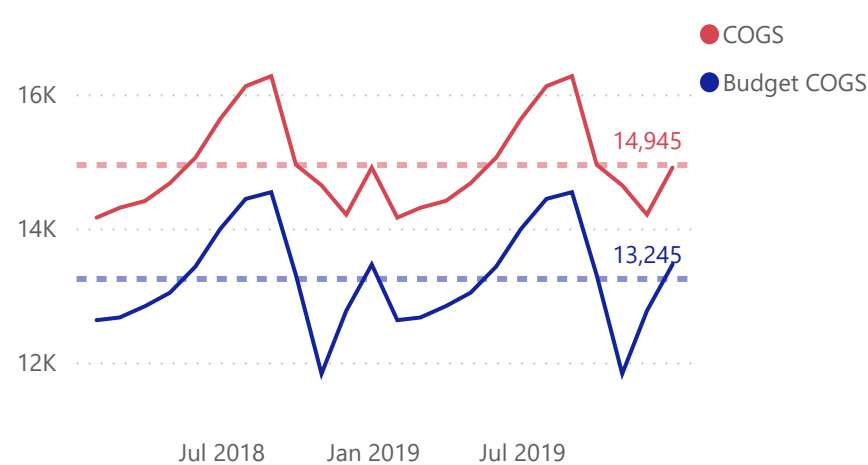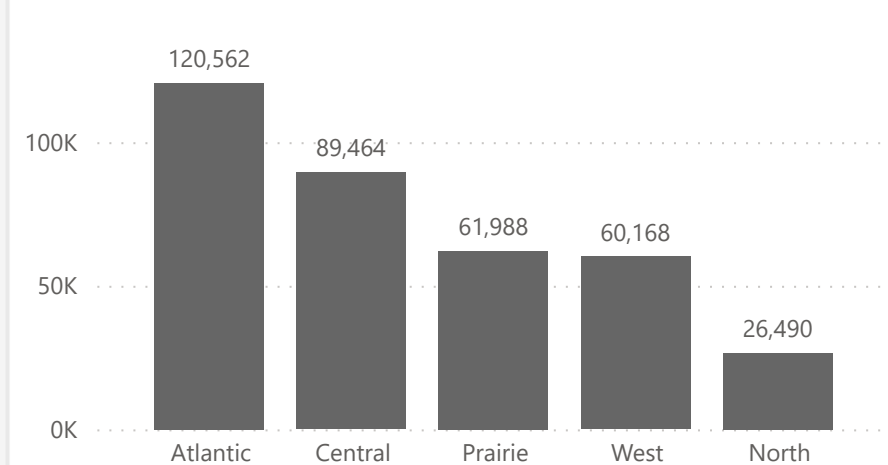
This panel will provide the user an understanding of Coffee Cup's **gross margin**

You can filter by **DATE** and **LOCALIZATION** in the left

Date

31/01/2018
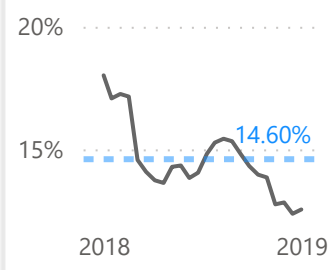
31/12/2019

Market

All

Province

All

City

All

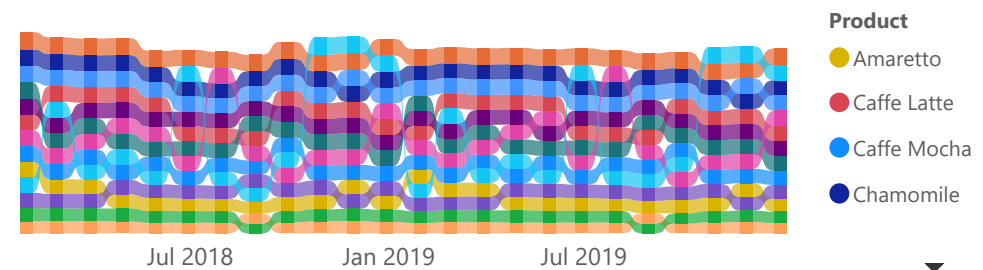**Store#**

All

Market S...

All

Margin vs Budget Margin

18,466 ✓

Target: 17,360 (+6.37%)
December-31-19

Gross margin ROI

20%

15% 14.60%

2018   2019

Margin ratio by products

Product
- Amaretto
- Caffe Latte
- Caffe Mocha
- Chamomile

Jul 2018   Jan 2019   Jul 2019

Margin by Date

22K

● Margin
● Budget Margin

20K

19,214

18K
17,845

16K

Jul 2018   Jan 2019   Jul 2019

Margin by Market

200K

158,280

150K

108,940

100K
86,331

71,383

50K
36,205

0K
Atlantic   Central   Prairie   West   North

COFFEE CUP ☕

| Overview | Sales | COGS | Margin | **Expenses** | Profit | Products |
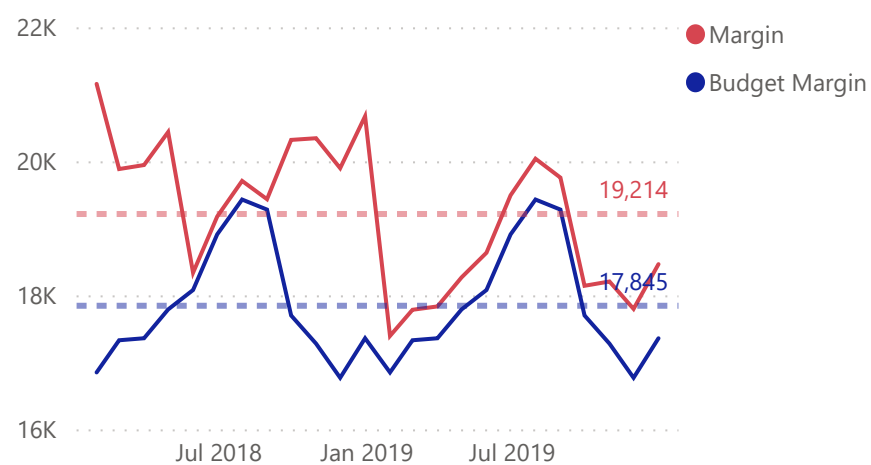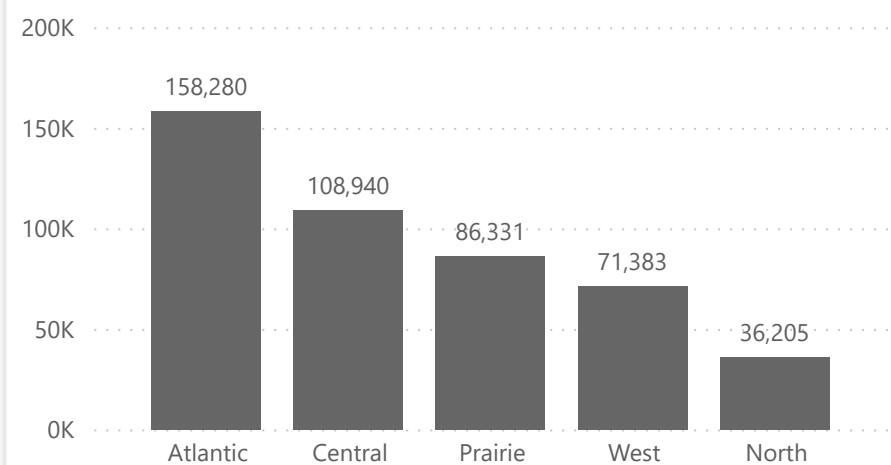
This panel will provide the user an understanding of Coffee Cup's **expenses**

You can filter by **DATE** and **LOCALIZATION** in the left

Filters

Date

31/01/2018 📅

31/12/2019 📅

Market

All ▼

Province

All ▼

City

All ▼

Store#

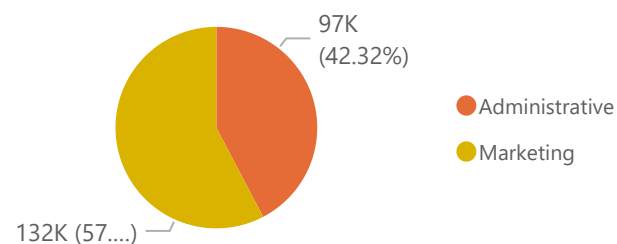All ▼

Market S...

All ▼

Expenses vs Budget Expenses

9,655 !

Target: 7,690 (+25.55%)
December-31-19

Expenses categories

- 97K (42.32%) Administrative
- 132K (57....) Marketing
- ● Administrative
- ● Marketing

Expenses categories over time

- ● Administrative
- ● Marketing

6K
4K

2018   2019
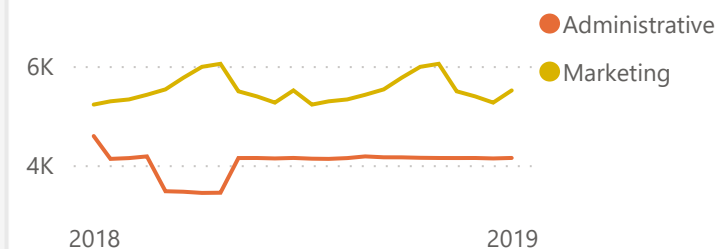
Cost of goods sold by Date

- ● Expenses
- ● Budget Expenses

10K
8K
6K
4K

2018   2019

9,569
7,063
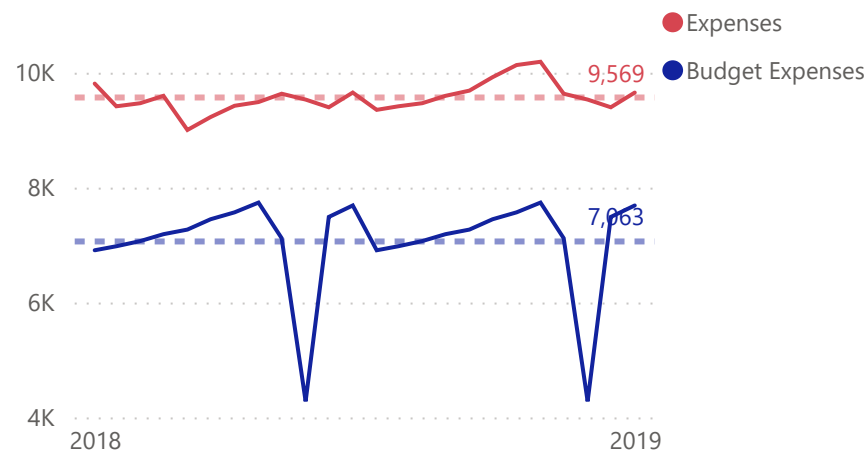
Adm. costs and Mkt. costs by Market

- ● Adm. costs
- ● Mkt. costs

	Atlantic	Central	Prairie	North	West
Total	80,248	53,264	39,221	23,429	33,500
Mkt. costs	46,574	32,028	22,005	10,624	21,243
Adm. costs	33,674	21,236	17,216	12,805	12,257

80K
60K
40K
20K
0K

| Overview | Sales | COGS | Margin | Expenses | **Profit** | Products |
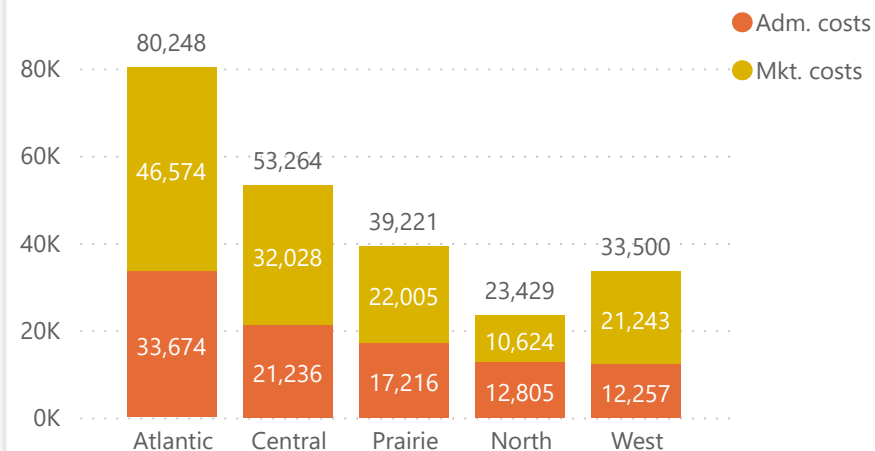
COFFEE CUP

This panel will provide the user an understanding of Coffee Cup's **profit**

You can filter by **DATE** and **LOCALIZATION** in the left

Date
31/01/2018
31/12/2019

Market
All

Province
All

City
All
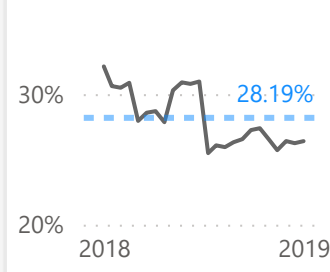
Store#
All

Market S...
All

Profit vs Budget Profit

8,811
Target: 9,670 (-8.88%)
December-31-19

EBIT to Sales
30%
28.19%
20%
2018   2019

Ebit to Sales by Store# and Province
50%
0%
2370 2050 2300 2001 708 917 309 900 618 224

Province
● Alberta
● Newfoundland
● PEI
● Quebec

Profit by Date
● Profit
● Budget Profit
12K
10,782
10K
9,645
8K
Jul 2018   Jan 2019   Jul 2019

Profit by Province
40K   37,822
30K   29,661
20K   22,056
                        18,051
10K   10,938
                                  6,863 6,581
                                          3,572 2,623
0K
British Colu... Quebec Nova Scotia Alberta Newfoundland Ontario PEI Saskatchewan New Brunswick Manitoba Yukon Nunavut Northwest Terri...
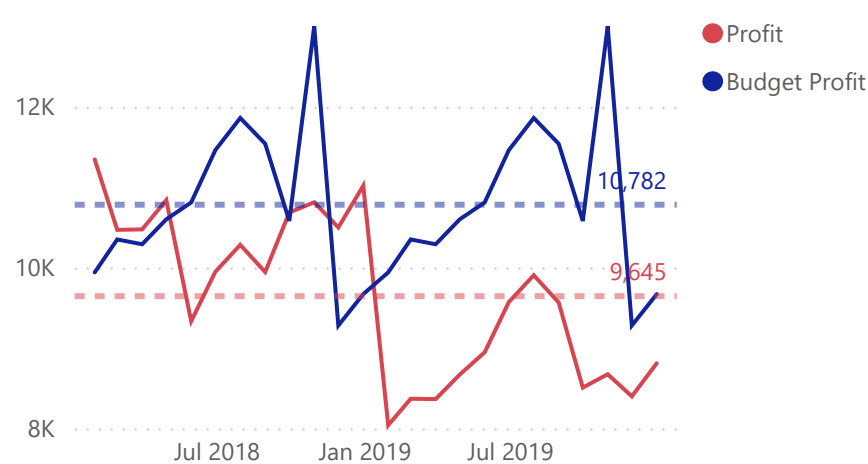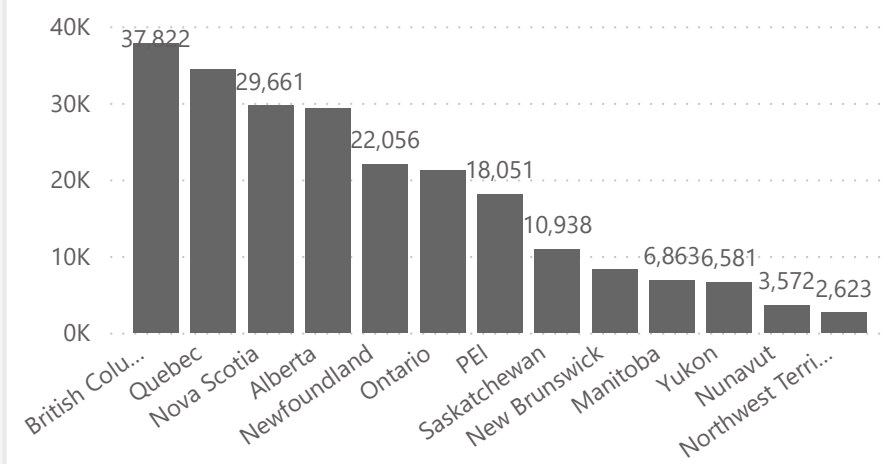
COFFEE CUP

This panel will provide the user an understanding of Coffee Cup's **products and inventories**

You can filter by **DATE** and **LOCALIZATION** in the left

Date
31/01/2018
31/12/2019
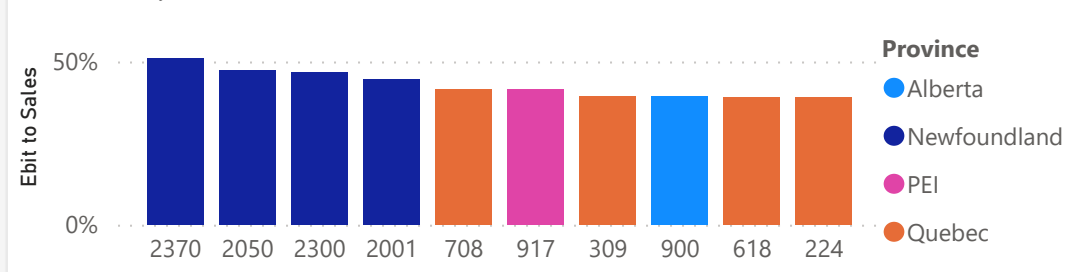
Market
All

Province
All

City
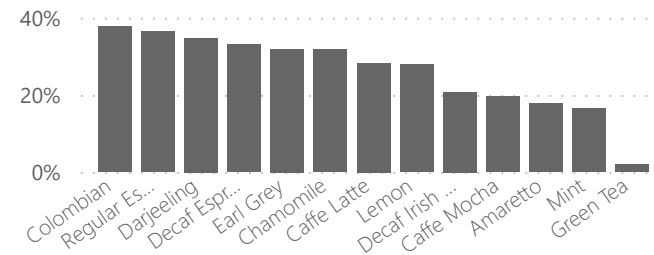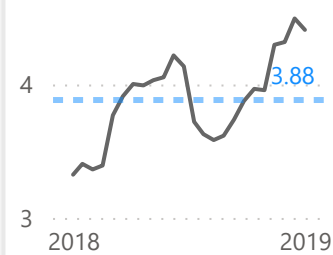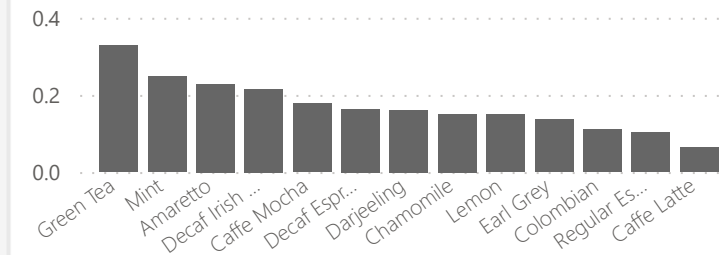All

Store#
All

Market S...
All

Profit margin % by Product

40%
20%
0%

Colombian, Regular Es..., Darjeeling, Decaf Espr..., Earl Grey, Chamomile, Caffe Latte, Lemon, Decaf Irish ..., Caffe Mocha, Amaretto, Mint, Green Tea

Inventory to sales

4 — 3.88
3
2018 — 2019

Inventory to sales by Product

0.4
0.2
0.0

Green Tea, Mint, Amaretto, Decaf Irish ..., Caffe Mocha, Decaf Espr..., Darjeeling, Chamomile, Lemon, Earl Grey, Colombian, Regular Es..., Caffe Latte

Losses by Product and Market

Market ● Atlantic ● Central ● North ● West

Earl Grey
Regular Es...
Amaretto
Caffe Mocha
Decaf Irish ...
Mint
Green Tea

-5K — 0K

Inventory by Product

0.4M
0.3M
0.2M
0.1M
0.0M

Caffe Mocha, Lemon, Colombian, Decaf Irish Cream, Decaf Espresso, Darjeeling, Chamomile, Green Tea, Earl Grey, Mint, Amaretto, Regular Espresso, Caffe Latte
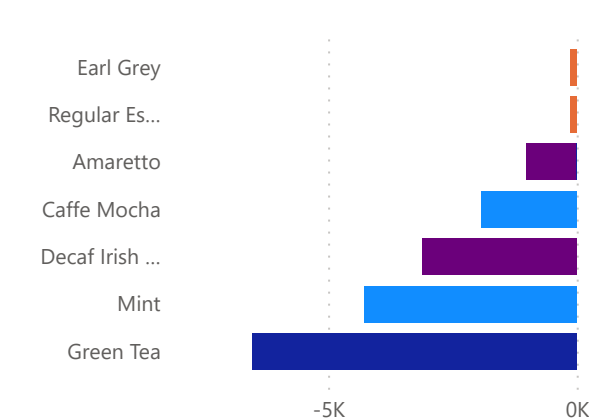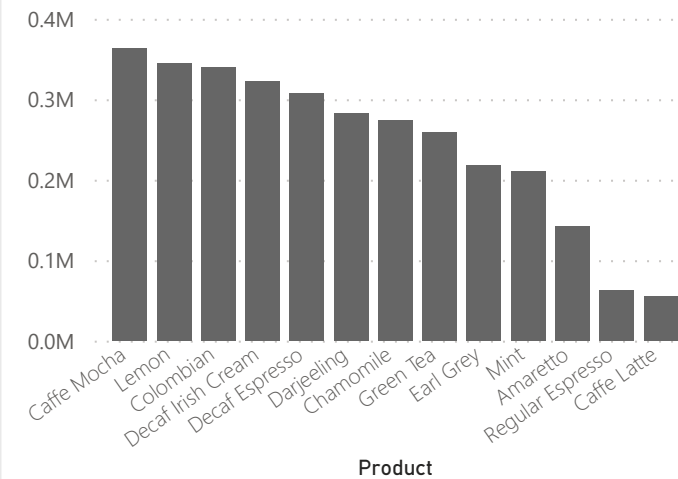
Product

Negative inventory by Product and Province

0K
-10K
-20K
-30K
-40K

● Alberta
● Newfou...
● Quebec
● Yukon

Colombian, Caffe Latte