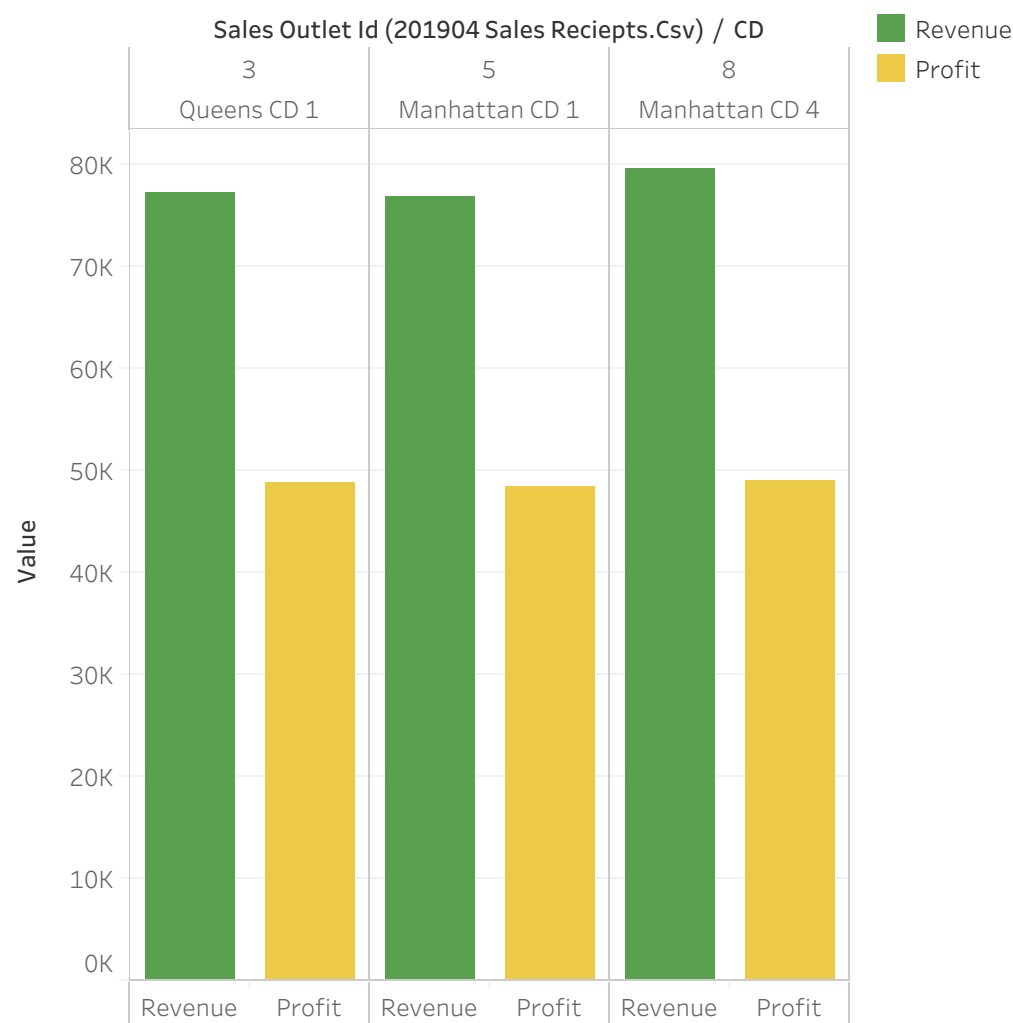


A detailed map of Times Square in New York City. The map shows a grid of streets including W 42nd St, W 43rd St, W 44th St, W 45th St, W 46th St, W 47th St, W 48th St, W 49th St, W 50th St, W 51st St, W 52nd St, W 53rd St, W 54th St, W 55th St, W 56th St, W 57th St, W 58th St, W 59th St, W 60th St, W 61st St, W 62nd St, W 63rd St, W 64th St, W 65th St, W 66th St, W 67th St, W 68th St, W 69th St, W 70th St, W 71st St, W 72nd St, W 73rd St, W 74th St, W 75th St, W 76th St, W 77th St, W 78th St, W 79th St, W 80th St, W 81st St, W 82nd St, W 83rd St, W 84th St, W 85th St, W 86th St, W 87th St, W 88th St, W 89th St, W 90th St, W 91st St, W 92nd St, W 93rd St, W 94th St, W 95th St, W 96th St, W 97th St, W 98th St, W 99th St, W 100th St. Landmarks include the Port Authority Bus Terminal, Times Square, and the 42nd Street-Port Authority. A large orange area is highlighted in the center of the map, and a blue circle is visible in the upper right quadrant. The map is credited to OpenStreetMap and Mapbox.

potential
existing

■ existing
■ potential

April Sales at Existing Stores



Revenue - Customer Loyalty

Product Group	Loyalty Members	Non-Loyalty ..	Line Item Amount	
Add-ons	988	1,781	988	91,572
Beverages	91,572	89,000		
Food	13,409	13,527		
Merchandise	1,486	3,088		
Whole Bean/Teas	6,869	11,917		

Revenue - Customer Loyalty by Store

	Loyalty Members	Non- Loyalty ..	Line Item Amount	
			<div></div>	
3	38,554	38,659	35,815	43,713
5	39,954	36,941		
8	35,815	43,713		

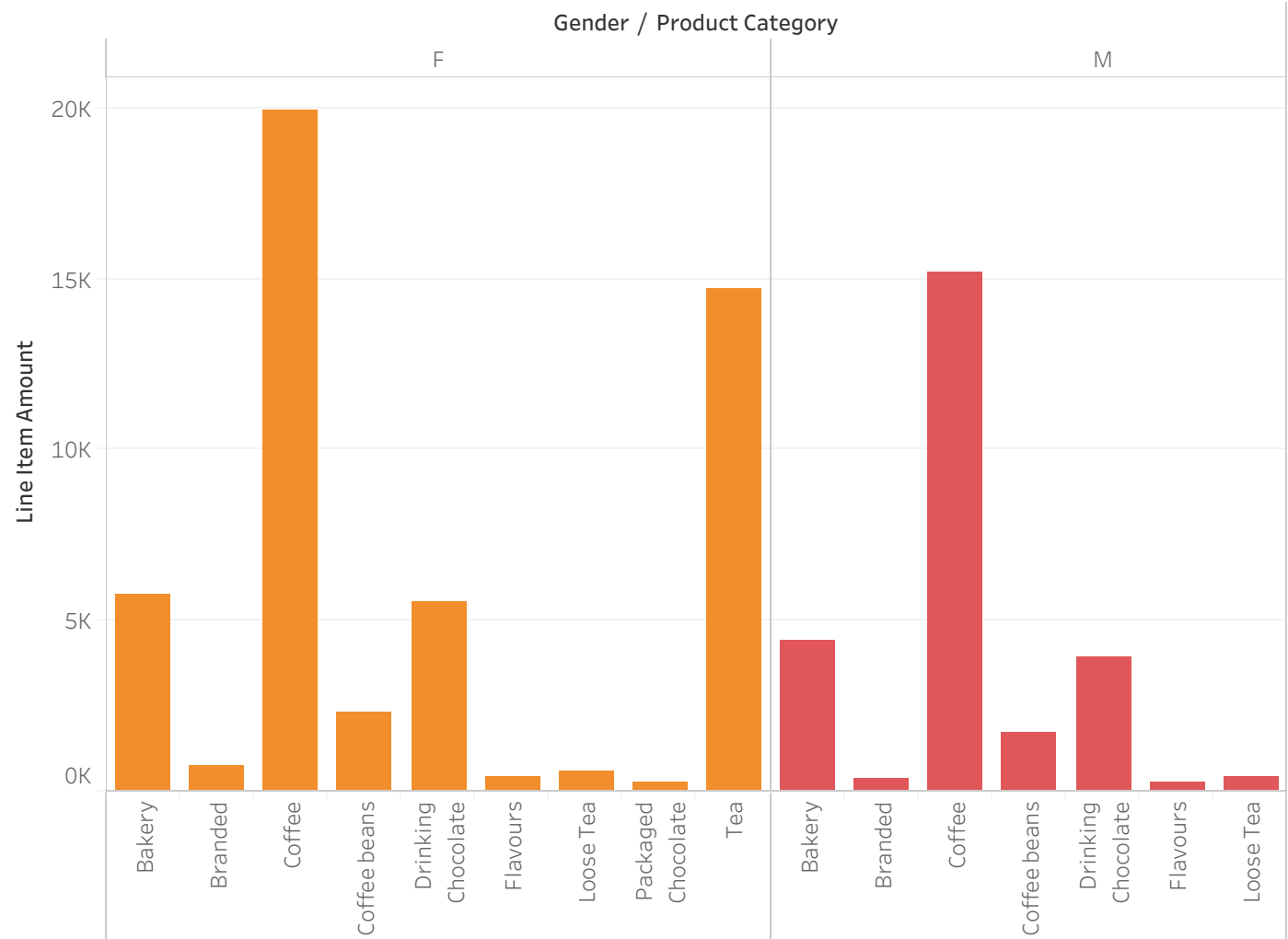
Purchases - Customer
Loyalty - Product

Product Group	Customer Id (group)		Count of 201904 sales r..	
	Loyalty Members	Non- Loyalty ..	82	19,777
Add-ons	782	1,466		
Beverages	19,777	18,869		
Food	3,781	3,835		
Merchandise	82	163		
Whole Bean/Teas	439	700		

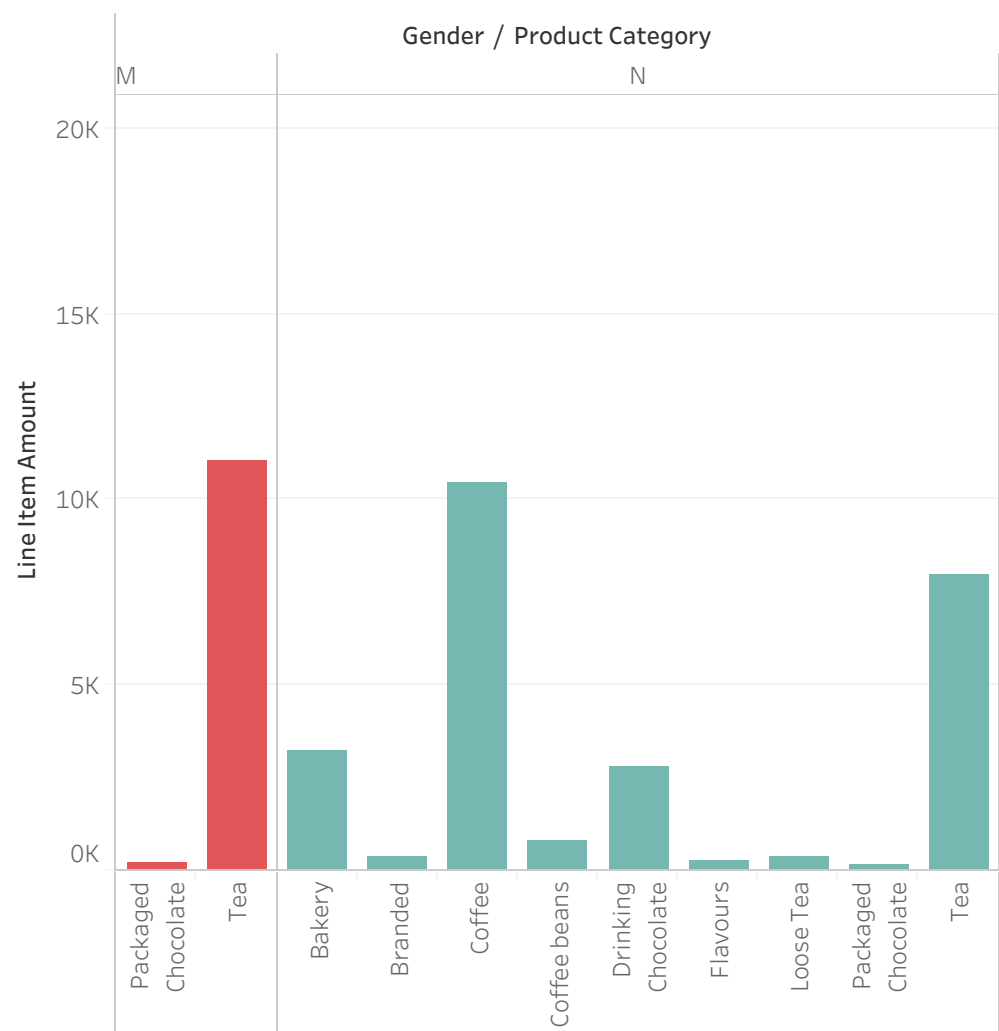
Purchases -
Customer Loyalty by
Store

Customer Id (group)		Count of 201904 sales r..	
	Loyalty Members	Non-Loyalty ..	
3	8,593	8,236	
5	8,549	7,445	
8	7,719	9,352	

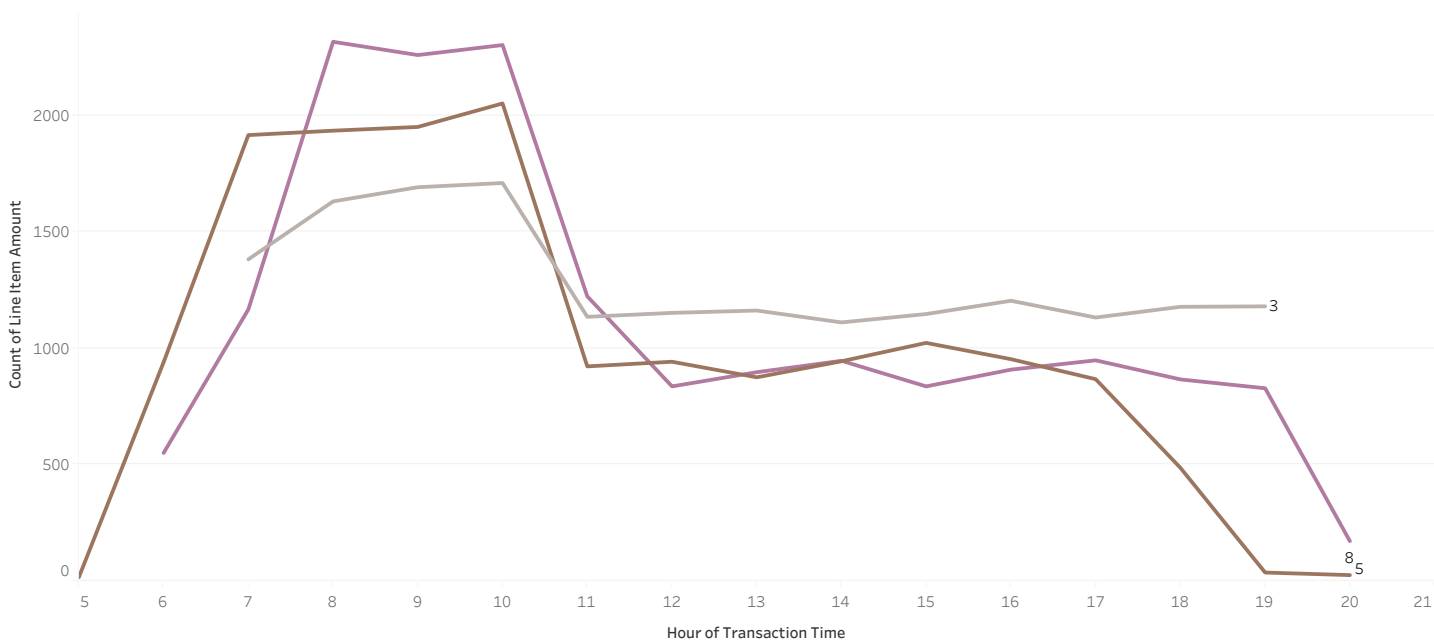
Product Sales at Each Location



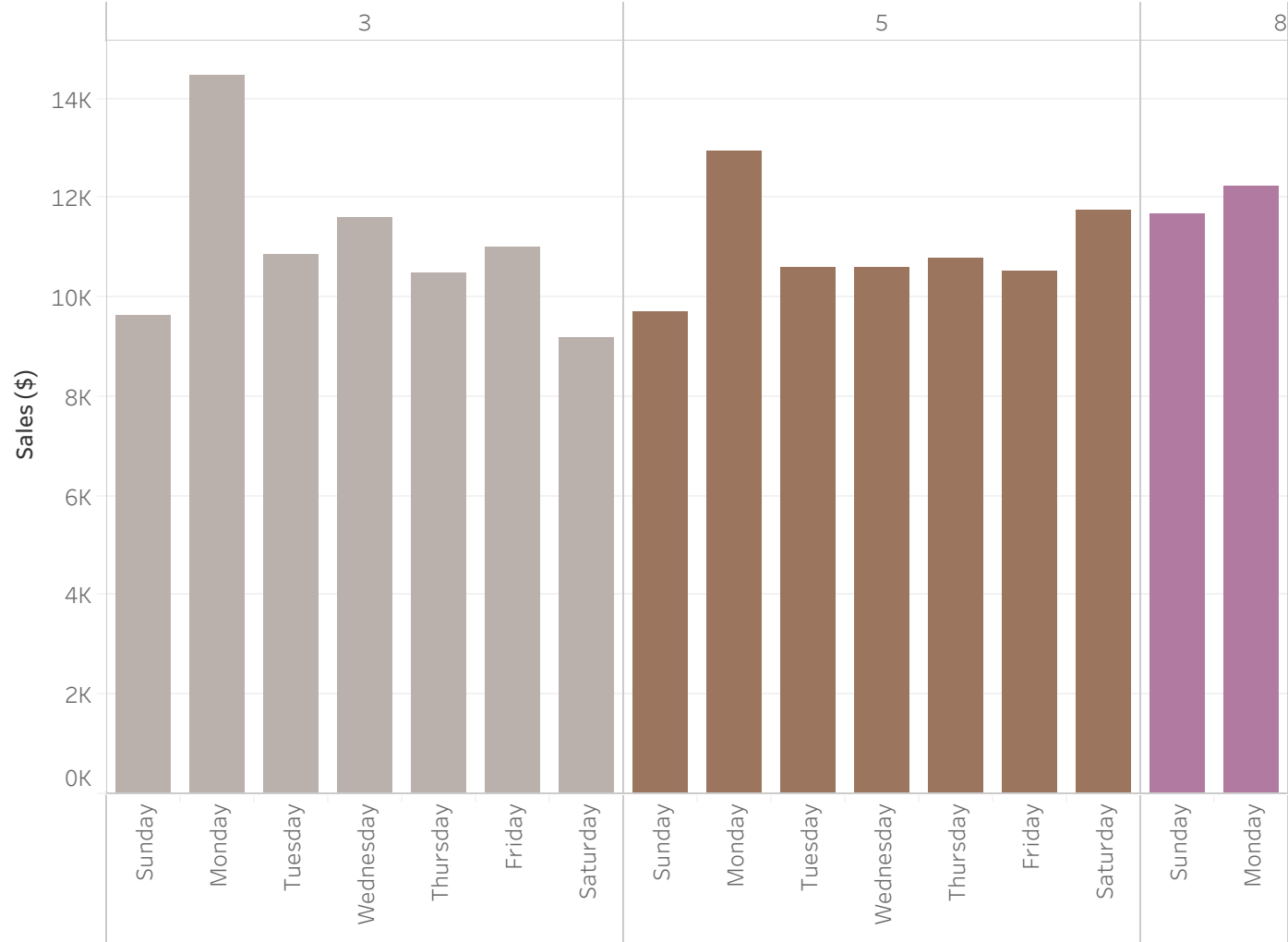
Product Sales at Each Location



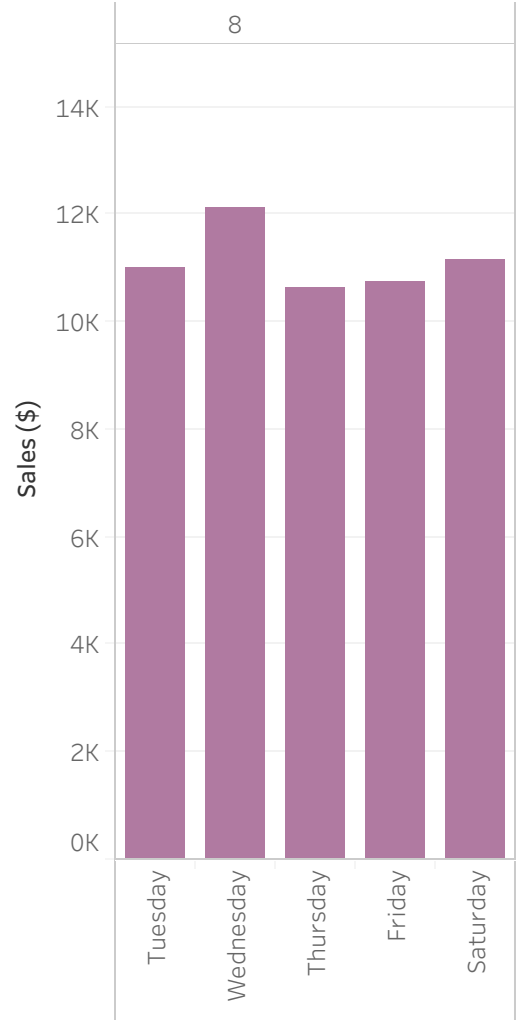
Monthly Transactions by Time of Day



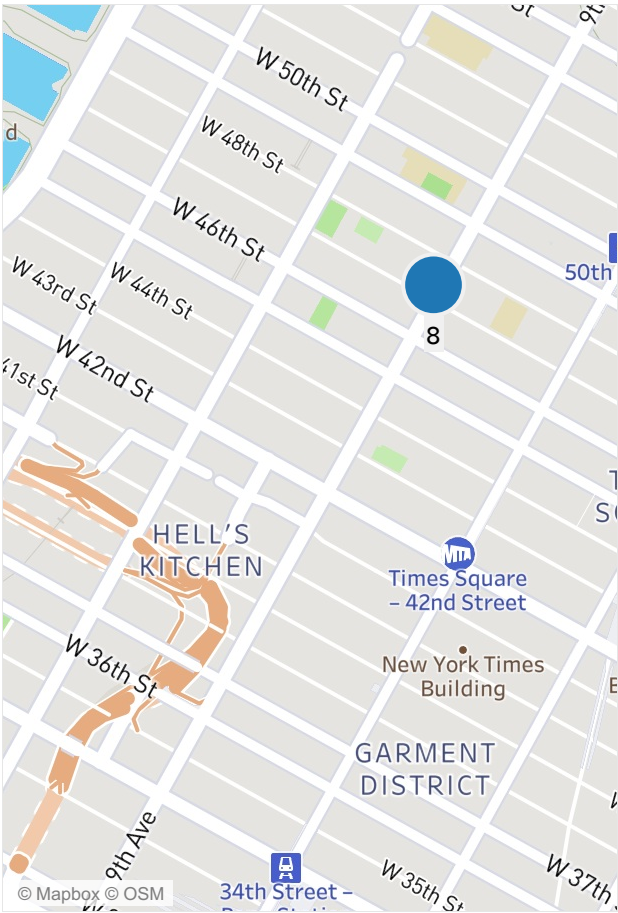
Monthly Transactions by Weekday



Monthly Transactions by Weekday

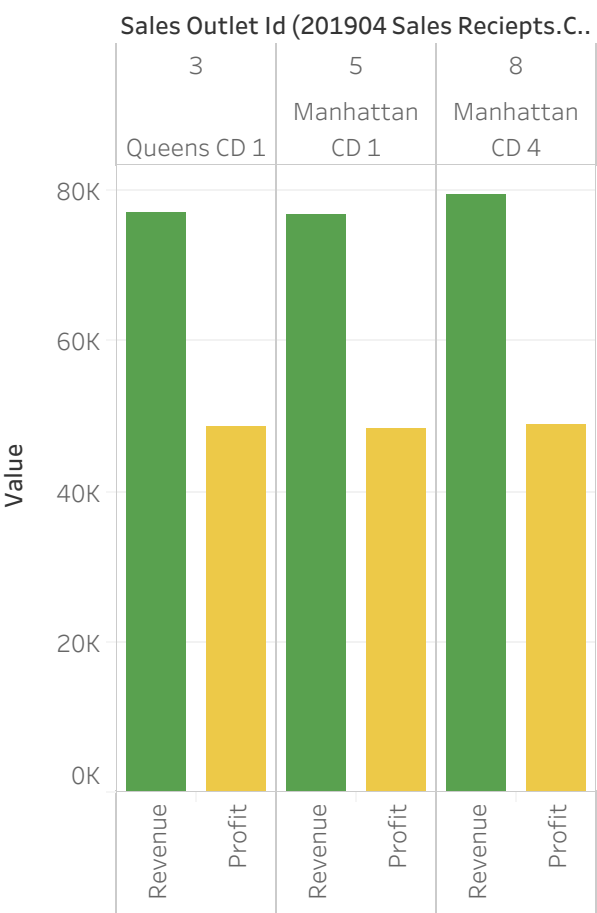


Existing & Potential Locations



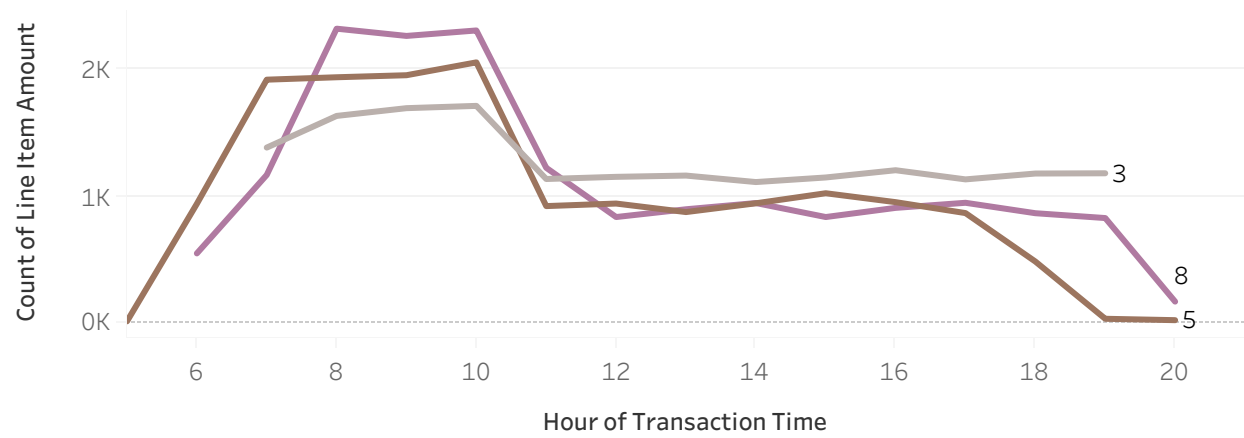
Stores ■ existing ■ potential

April Sales at Existing Stores

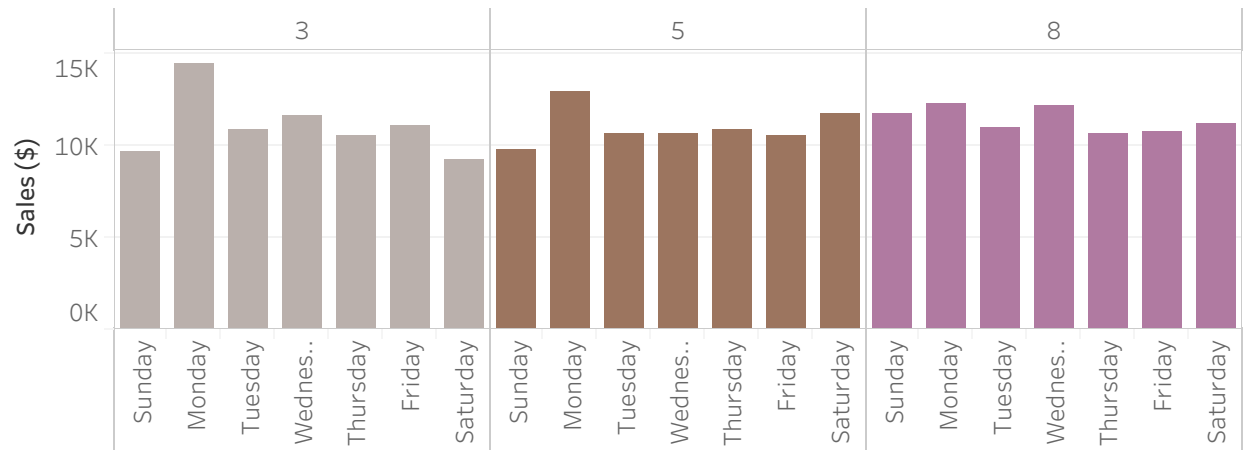


■ Revenue ■ Profit

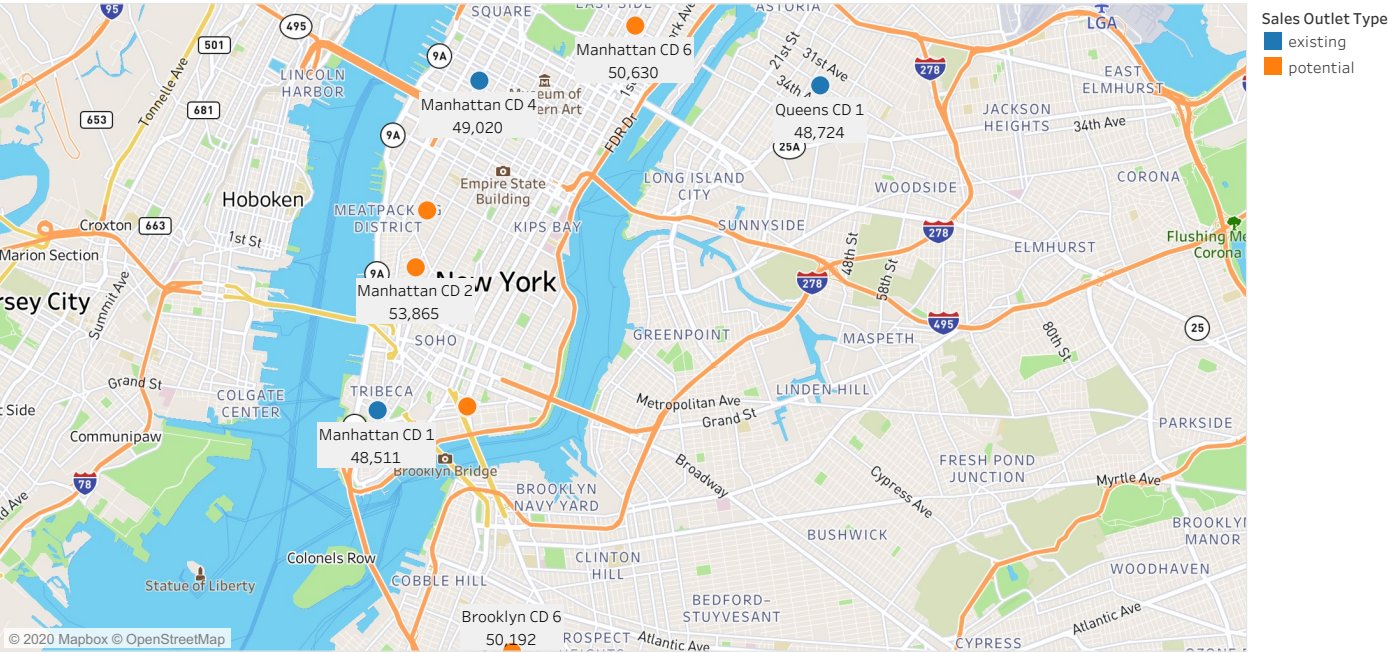
Monthly Transactions by Time of Day



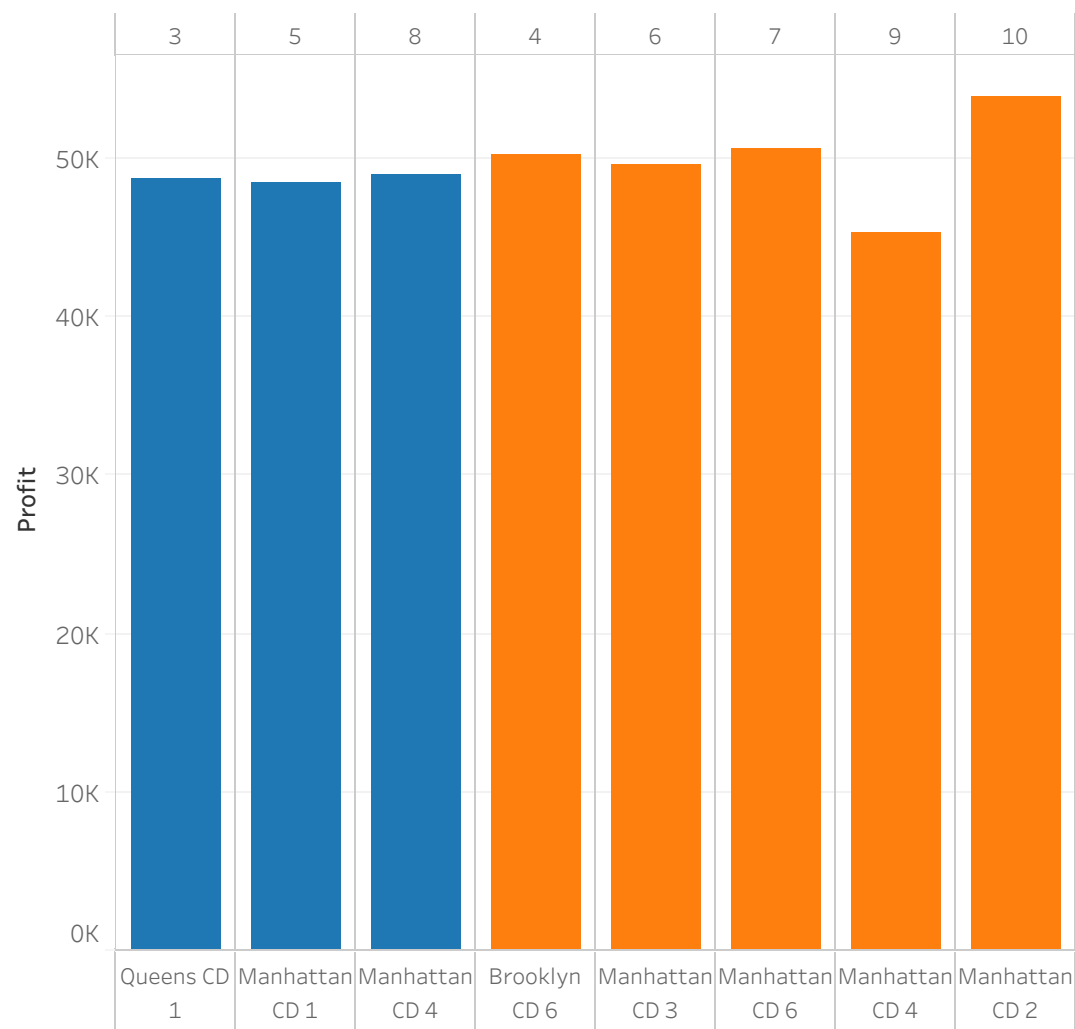
Monthly Transactions by Weekday



Modeled Profits at Potential Locations



Profits by Store Location




Population Breakdown

	Cd Short Title / Sales Outlet Id						
	Queens	Manhat	Manhattan CD 4		Brookly	Manhat	Manhat
	CD 1	tan CD..	8	9	n CD 6	tan CD..	tan CD..
	3	5	8	9	4	6	7
Pop 2010	191,105	60,978	103,245	103,245	104,709	163,277	142,745
Under18 Rate (Nyccdin..	15	13	8	8	21	11	9
Over65 Rate	13	13	13	13	10	18	18
Pct Served Parks (Nycc..	63	100	94	94	94	100	91
Pct Hh Rent Burd (Nycc..	37	30	34	34	29	38	35
Poverty Rate (Nyccdin..	18	9	11	11	10	19	10
Crime Rate per 1k	11	7	18	18	8	15	12
Public Schools	27	19	29	29	24	42	16
Male 20s	10	9	10	10	5	10	11
Male 30s	11	12	12	12	11	10	10
Male 40s	7	7	9	9	8	6	6
Male 50s	5	5	7	7	5	6	5
Male 60s	4	5	6	6	4	5	5
Women 20s	11	11	11	11	8	11	13
Women 30s	11	11	10	10	12	7	9
Women 40s	6	7	6	6	8	6	6
Women 50s	6	5	5	5	5	6	6
Women 60s	5	5	5	5	4	6	6

Sales Outlet Type

 existing

 potential

Population Breakdown

	Cd Shor.. Manhat tan CD.. 10
Pop 2010	90,016
Under18 Rate (Nyccdin..	13
Over65 Rate	13
Pct Served Parks (Nycc..	100
Pct Hh Rent Burd (Nycc..	30
Poverty Rate (Nyccdin..	9
Crime Rate per 1k	15
Public Schools	8
Male 20s	9
Male 30s	12
Male 40s	7
Male 50s	5
Male 60s	5
Women 20s	11
Women 30s	11
Women 40s	7
Women 50s	5
Women 60s	5

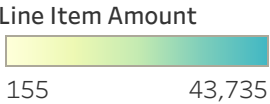
Sales Outlet Type

 existing

 potential

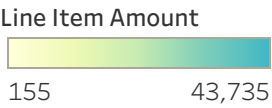
Sales by Gender Age

		Gender / Age (group)							M	Line Item Amount	
	Unknown	F									
	Non-Loyalty ..	18 - 19	20-29	30-39	40-49	50-59	60-69	18 - 19		155	43,735
3	38,659	504	3,993	3,994	3,400	3,823	3,497	289			
5	36,962	451	3,218	3,095	2,929	2,927	2,708	202			
8	43,735	718	2,990	2,682	3,030	3,609	2,648	155			



Sales by Gender Age

	Gender / Age (group)				
	M				
	20-29	30-39	40-49	50-59	60-69
3	2,582	2,849	2,760	2,910	3,101
5	1,769	1,895	2,145	2,354	1,697
8	2,596	2,741	1,845	2,697	3,059

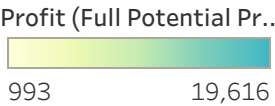


Age and Gender Profit Predictions

	0	F					Profit (Full Potential Pr..
	Non-Loyalty Members	18-19	20s	30s	40s	50s	
4	16,238	993	2,161	2,091	1,986	1,986	99319,616
6	13,476	1,111	2,223	2,164	2,164	2,199	
7	15,446	1,098	2,221	2,097	2,010	2,033	
9	10,658	1,005	2,219	2,010	2,010	2,010	
10	19,616	1,005	2,185	2,010	2,010	2,010	

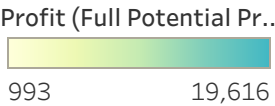
Age and Gender Profit Predictions

	F	M				
	60s	18-19	20s	30s	40s	50s
4	1,986	993	2,079	2,132	1,986	1,986
6	2,099	1,099	2,224	2,193	2,181	2,099
7	2,010	1,087	2,209	2,092	2,010	2,010
9	2,010	1,005	2,219	2,138	2,010	2,010
10	2,010	1,005	2,156	2,074	2,010	2,010



Age and Gender Profit Predictions

	M
	60s
4	1,986
6	2,140
7	2,126
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Male 20s	10	9	10	10	5	10	11	9	

Sales by Gender Age

	Gender / Age (group)												
	Unkn..	F						M					
	Non-												
	Loyal..	18 - 19	20-29	30-39	40-49	50-59	60-69	18 - 19	20-29	30-39	40-49	50-59	60-69
3	####	504	3,993	3,994	3,400	3,823	3,497	289	2,582	2,849	2,760	2,910	3,101
5	####	451	3,218	3,095	2,929	2,927	2,708	202	1,769	1,895	2,145	2,354	1,697
8	####	718	2,990	2,682	3,030	3,609	2,648	155	2,596	2,741	1,845	2,697	3,059

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