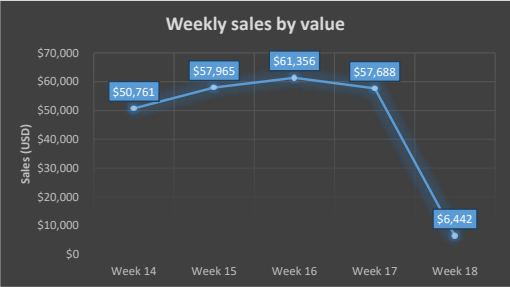
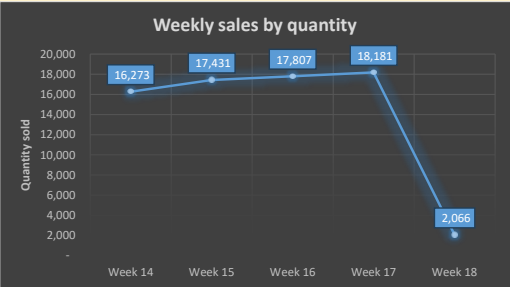


SALES PERFORMANCE

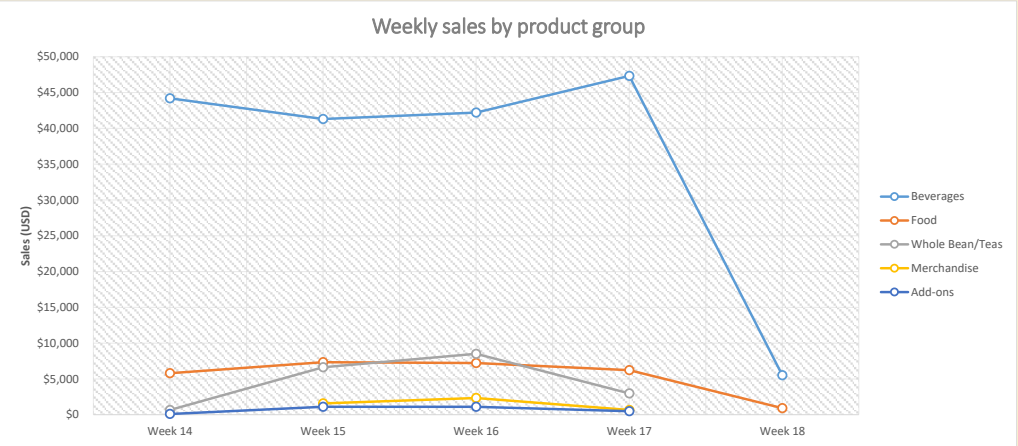
Sales (USD)	
Week 14	\$50,761
Week 15	\$57,965
Week 16	\$61,356
Week 17	\$57,688
Week 18	\$6,442
Grand Total	\$234,212



Quantity sold	
Week 14	16,273
Week 15	17,431
Week 16	17,807
Week 17	18,181
Week 18	2,066
Grand Total	71,758

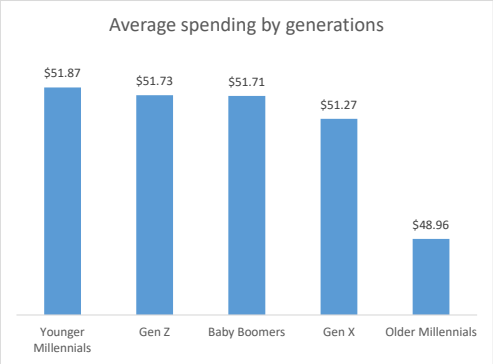


Sales by product group	Beverages	Food	Whole Bean/Teas	Merchandise	Add-ons
Week 14	\$44,204	\$5,803	\$658		\$96
Week 15	\$41,313	\$7,333	\$6,634	\$1,580	\$1,104
Week 16	\$42,203	\$7,220	\$8,508	\$2,332	\$1,094
Week 17	\$47,328	\$6,232	\$2,986	\$662	\$479
Week 18	\$5,523	\$920			
Grand Total	\$180,571	\$27,508	\$18,786	\$4,574	\$2,773



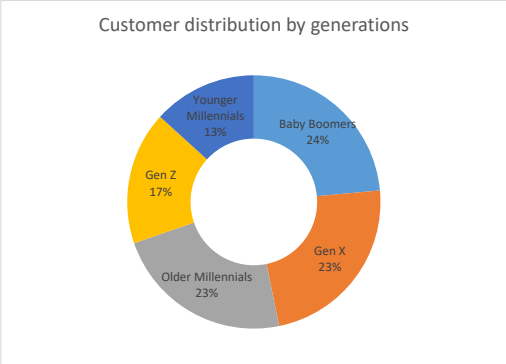
CUSTOMER SPENDING BY GENERATIONS

Average transaction value		
Younger Millennials		\$51.87
Gen Z		\$51.73
Baby Boomers		\$51.71
Gen X		\$51.27
Older Millennials		\$48.96
Grand Total		\$51.00



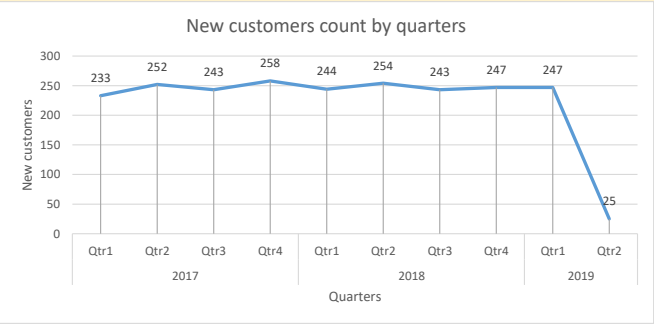
CUSTOMER COUNT BY GENERATIONS

Number of customers	
Baby Boomers	529
Gen X	522
Older Millennials	515
Gen Z	382
Younger Millennials	298
Grand Total	2,246

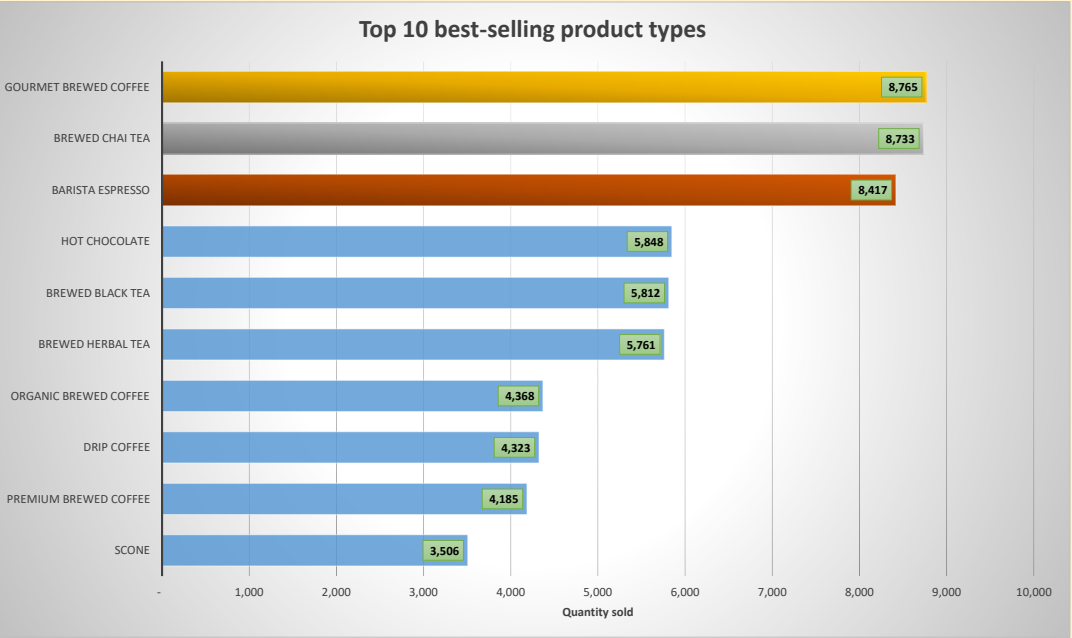


NEW CUSTOMERS PER QUARTER

Number of customers		
2017		
Qtr1		233
Qtr2		252
Qtr3		243
Qtr4		258
2018		
Qtr1		244
Qtr2		254
Qtr3		243
Qtr4		247
2019		
Qtr1		247
Qtr2		25

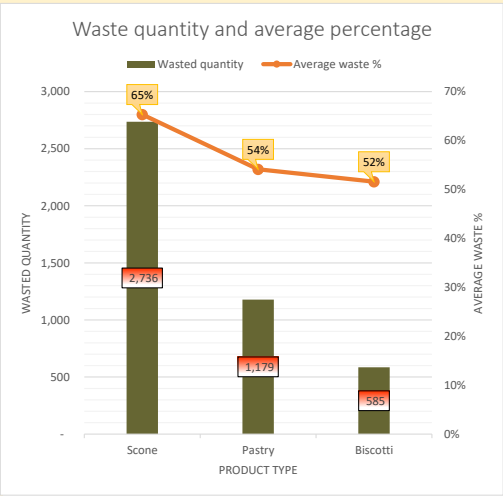


PRODUCT ANALYSIS



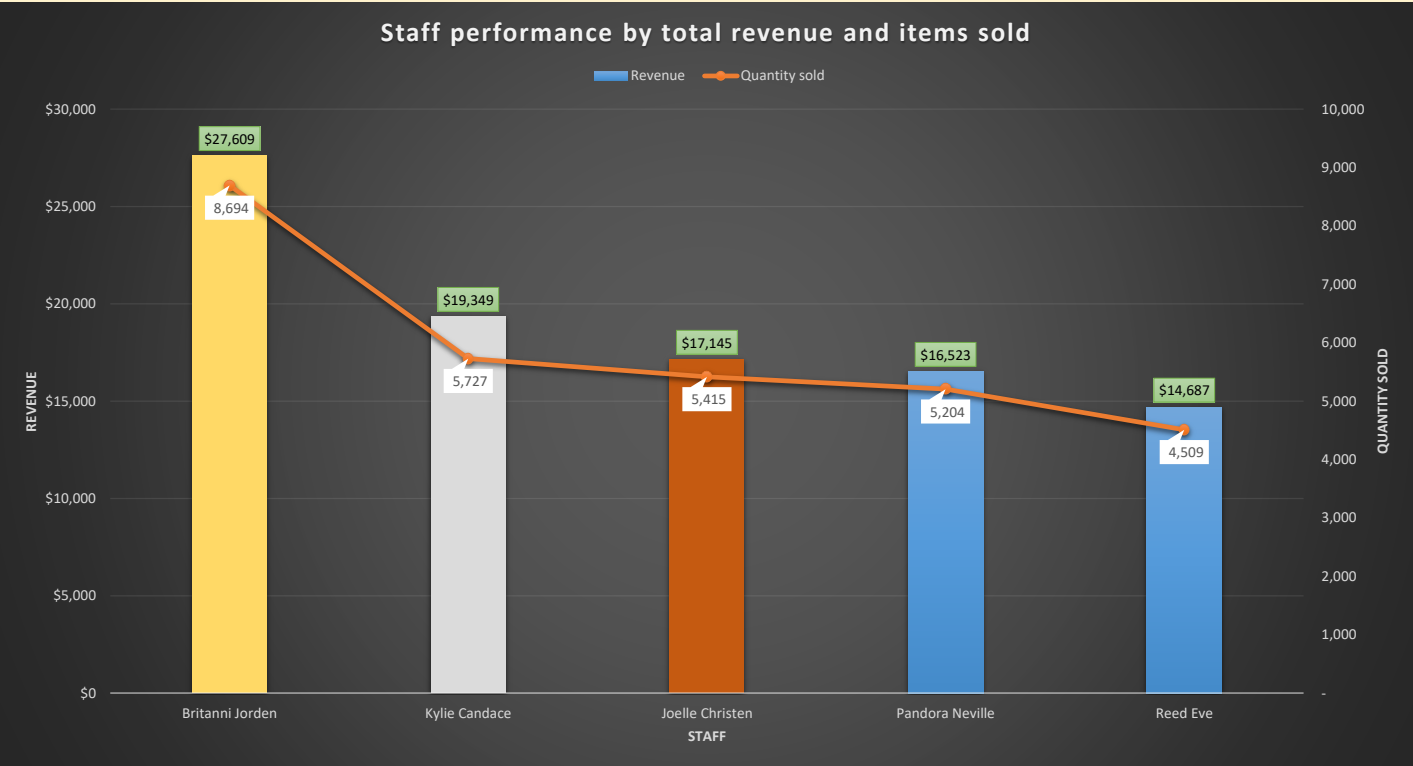
	Quantity sold
Gourmet brewed coffee	8,765
Brewed Chai tea	8,733
Barista Espresso	8,417
Hot chocolate	5,848
Brewed Black tea	5,812
Brewed herbal tea	5,761
Organic brewed coffee	4,368
Drip coffee	4,323
Premium brewed coffee	4,185
Scone	3,506
Brewed Green tea	2,893
Regular syrup	2,500
Pastry	2,336
Biscotti	1,922
Sugar free syrup	966
Housewares	176
Chai tea	151
Premium Beans	146
Organic Beans	137
Gourmet Beans	120
Black tea	103
Espresso Beans	100
Herbal tea	99
Drinking Chocolate	86
Clothing	79
House blend Beans	65
Organic Chocolate	65
Green tea	48
Green beans	48
Grand Total	71,758

	Wasted quantity	Average waste %
Scone	2,736	65%
Pastry	1,179	54%
Biscotti	585	52%
Grand Total	4,500	58%



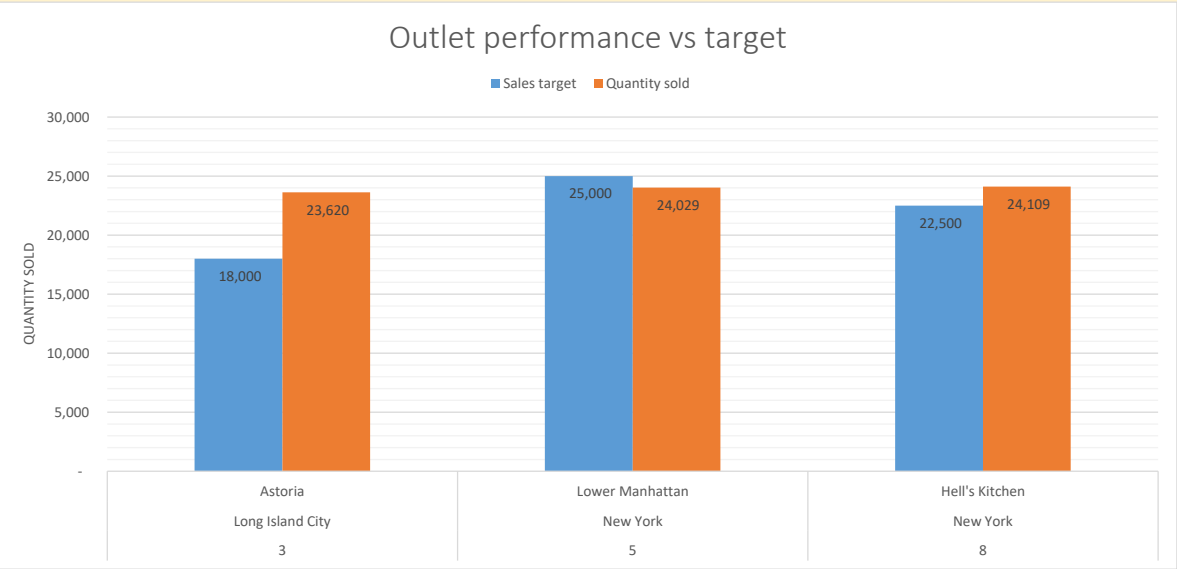
STAFF PERFORMANCE

Row Labels	Quantity sold	Average order value
Britanni Jorden	8,694	\$12.29
Kylie Candace	5,727	\$8.61
Joelle Christen	5,415	\$7.63
Pandora Neville	5,204	\$7.36
Reed Eve	4,509	\$6.54
Ronan Magee	4,474	\$6.36
Quail Octavia	4,299	\$6.26
Damon Sasha	3,978	\$5.72
Amela Chadwick	3,563	\$5.06
Tamekah Maya	3,278	\$5.10
Orson Benedict	3,200	\$4.58
Tatum Laurel	3,070	\$4.41
Ainsley Evelyn	3,065	\$4.49
Remedios Mari	2,889	\$4.08
Joseph Byron	2,696	\$3.92
Xena Rahim	2,229	\$3.52
Adrian Macon	1,710	\$2.43
Kelsey Cameron	929	\$1.41
Peter Paloma	673	\$1.09
Ezekiel Rashad	640	\$0.99
Caldwell Veda	477	\$0.75
Hamilton Emi	360	\$0.59
Aline Melanie	292	\$0.48
Ima Winifred	258	\$0.42
Berk Derek	129	\$0.17



OUTLET PERFORMANCE

Outlet ID	City	Neighborhood	Sales target	Quantity sold	Sales vs target	Difference	
3	Long Island City	Astoria	18,000	23,620	✓	5620	31.22%
5	New York	Lower Manhattan	25,000	24,029	✗	-971	-5.39%
8	New York	Hell's Kitchen	22,500	24,109	✓	1609	8.94%



	Wasted quantity	Wastage value
5	1,590	\$5,429
3	1,467	\$4,997
8	1,443	\$4,935
Grand Total	4,500	\$15,361

