DOZEN BAKERY

FOH SALES ANALYSIS
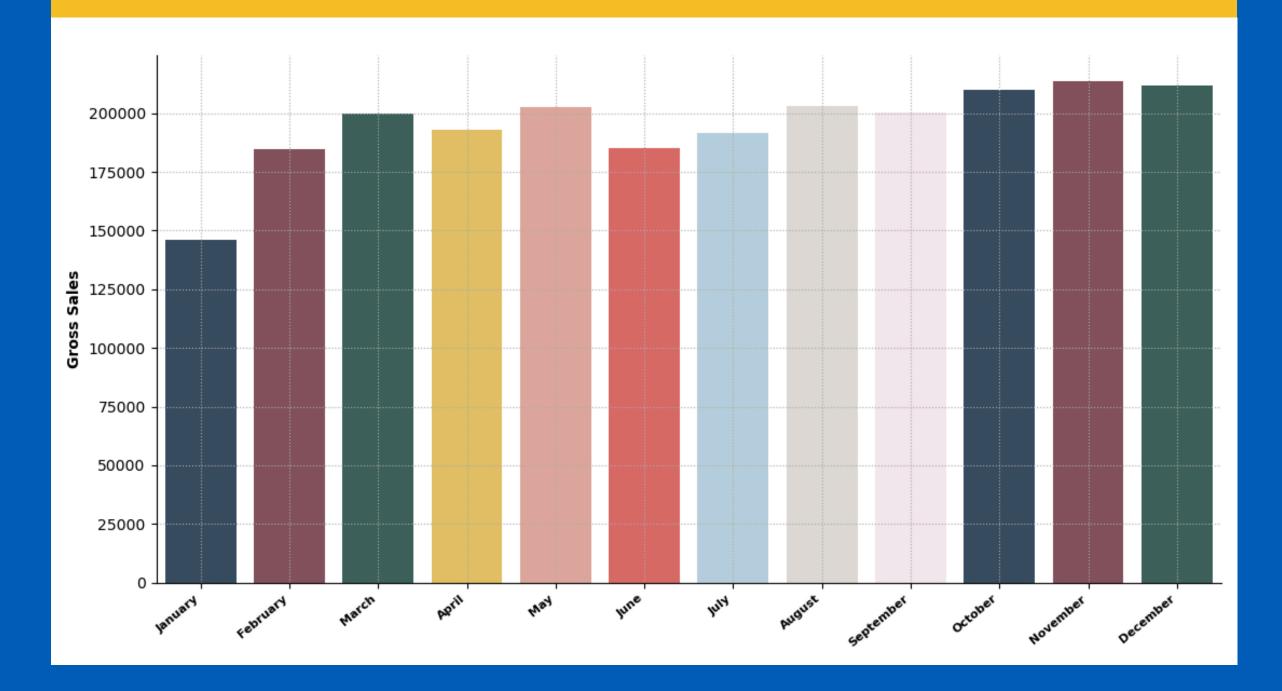
BY JONNY FARRO

GROSS SALES VISUALIZED
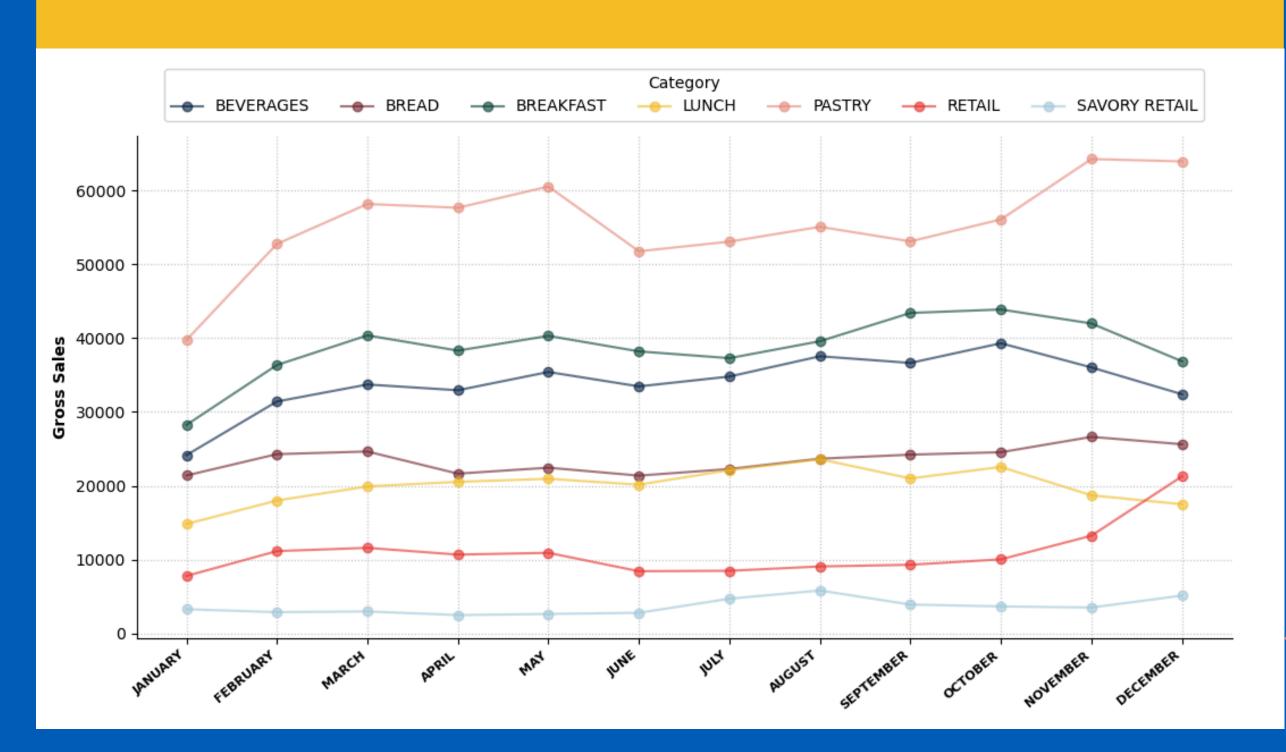
2024 TOTAL GROSS SALES EQUALED TO $2,224,306

SALES STAYED AT A STRONG AVERAGE OF $195,151 PER MONTH, WITH A SIGNIFICANT INCREASE DURING THE FINAL QUARTER

GROSS MONTHLY SALES

Gross Sales

200000

175000

150000

125000

100000

75000

50000

25000

0

January February March April May June July August September October November December

GROSS SALES BY CATEGORY

Category
- BEVERAGES
- BREAD
- BREAKFAST
- LUNCH
- PASTRY
- RETAIL
- SAVORY RETAIL

Y-axis: Gross Sales (0, 10000, 20000, 30000, 40000, 50000, 60000)

X-axis: JANUARY, FEBRUARY, MARCH, APRIL, MAY, JUNE, JULY, AUGUST, SEPTEMBER, OCTOBER, NOVEMBER, DECEMBER

PASTRIES CONSISTENTLY DRIVE THE HIGHEST SALES, REPRESENTING A KEY REVENUE STREAM.

WE SEE A SLIGHT SOFTENING IN SALES, FROM MAY TO OCTOBER, BUT NOTHING TOO DRAMATIC.

SAVORY RETAIL PRESENTS A SIGNIFICANT GROWTH OPPORTUNITY DUE TO ITS CURRENTLY LOW PERFORMANCE COMPARED TO OTHER CATEGORIES.
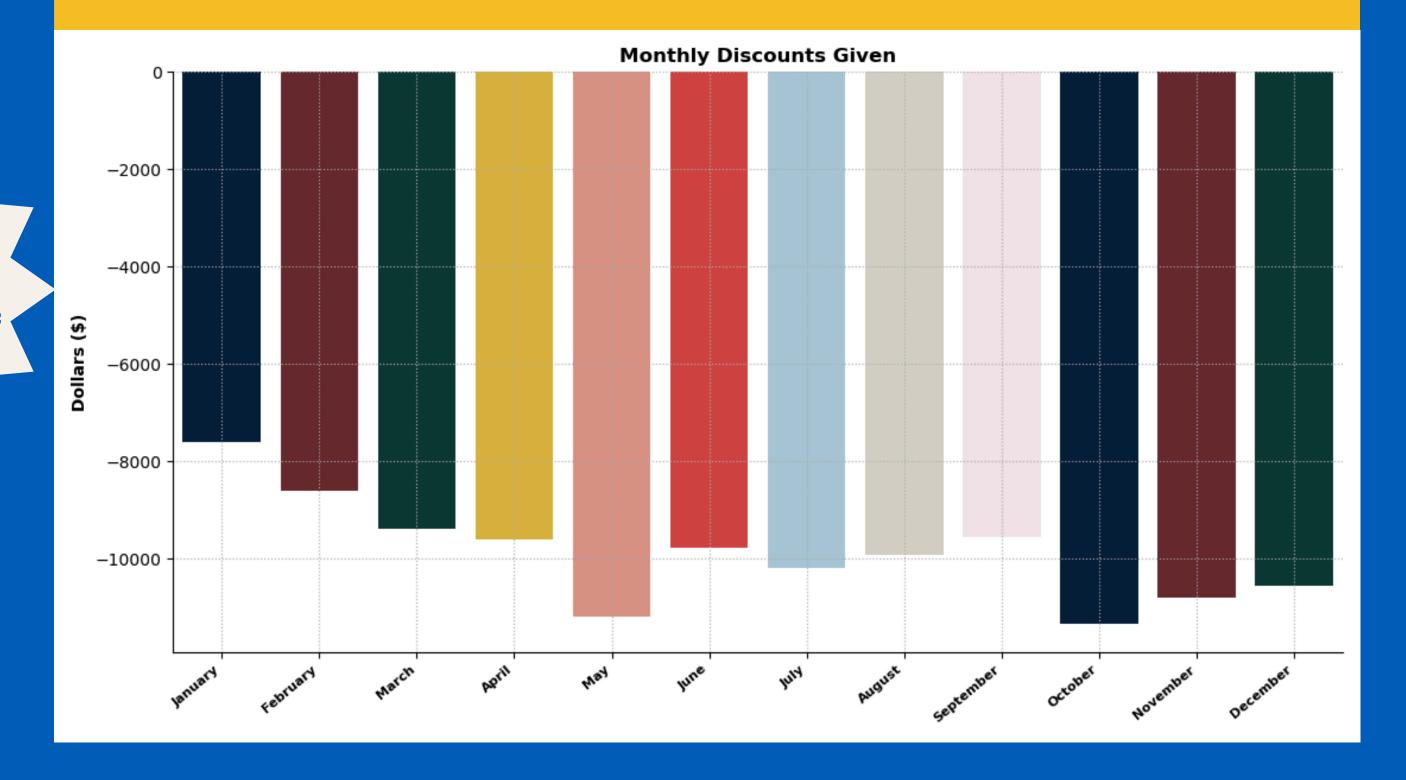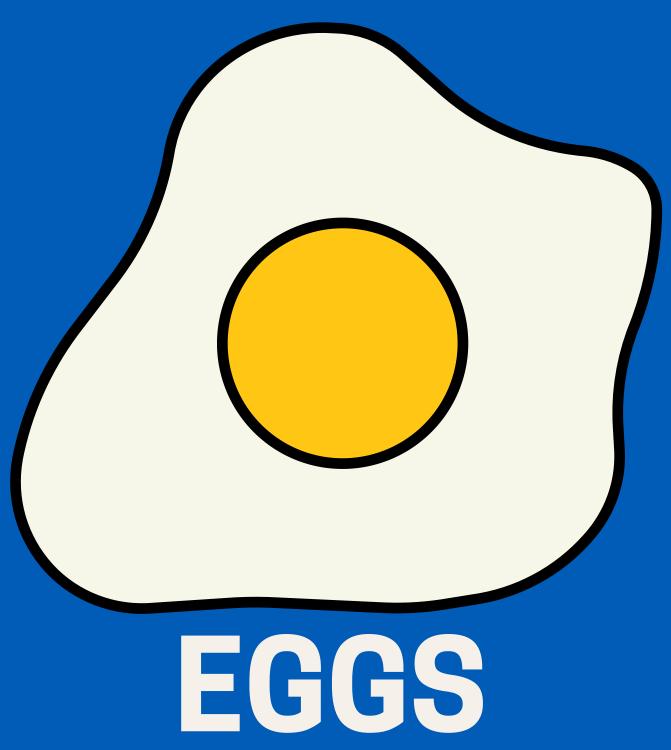
DI$COUNTS

2024 TOTAL DISCOUNTS EQUALED $118,547

KEY POINTS

THE MONTHLY AVERAGE OF DISCOUNTS GIVEN: $9879

2024 HAD A A DISCOUNT RATE OF 5.33% RELATIVE TO TOTAL GROSS SALES

Monthly Discounts Given

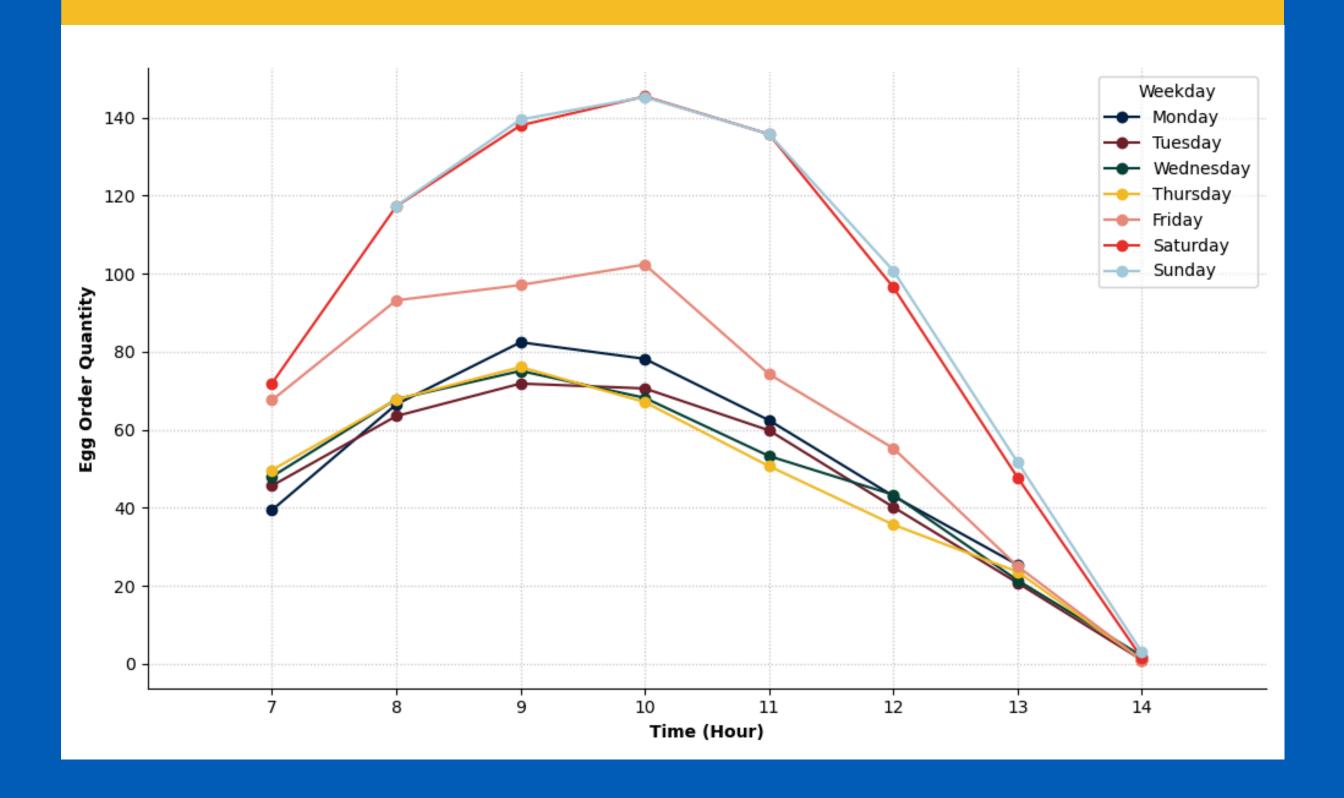Bar chart titled "Monthly Discounts Given" with y-axis labeled "Dollars ($)" ranging from 0 to -10000, and x-axis showing months January through December.

EGGS

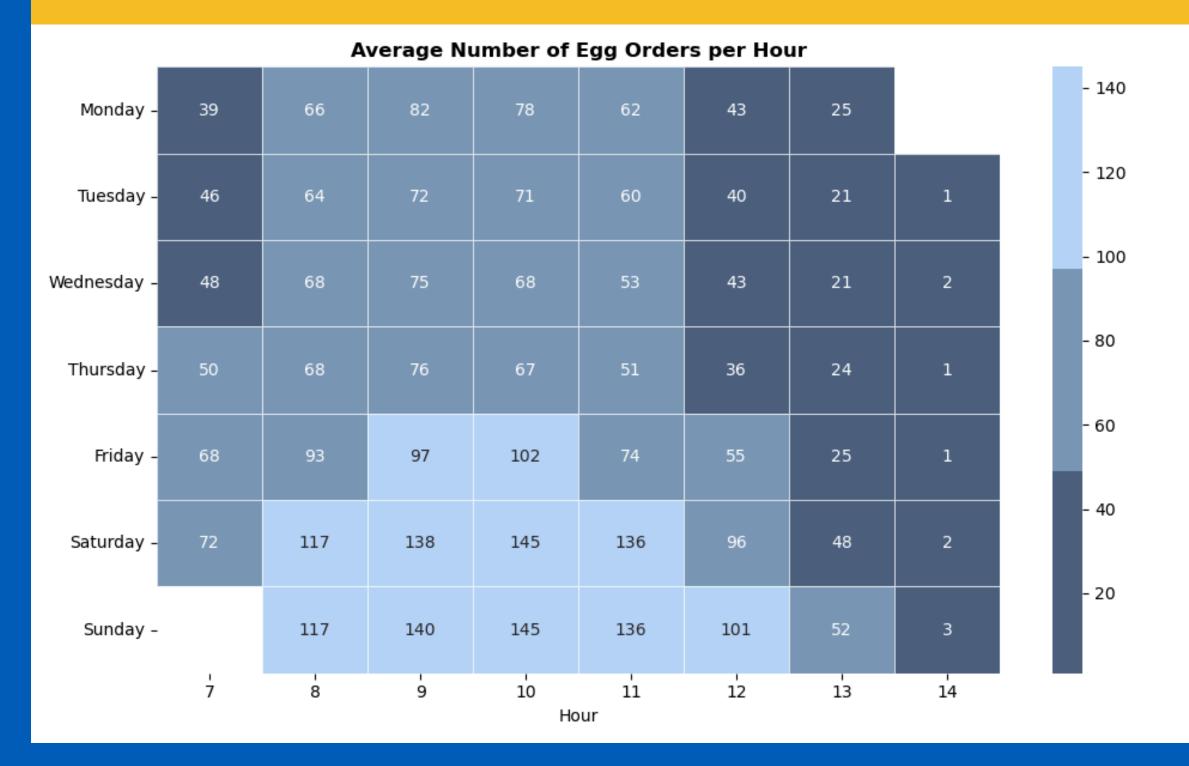AVERAGE EGG ORDER QUANTITY BY HOUR AND WEEKDAY
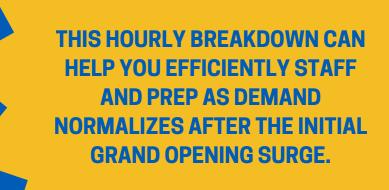
THIS CHART SHOWS AVERAGE EGG ORDER QUANTITIES FOR EACH OPERATING HOUR

LEVERAGE THESE AVERAGES TO IMPROVE STAFFING AND PREPARATION FOR ANTICIPATED DAILY AND HOURLY ORDER VOLUMES.
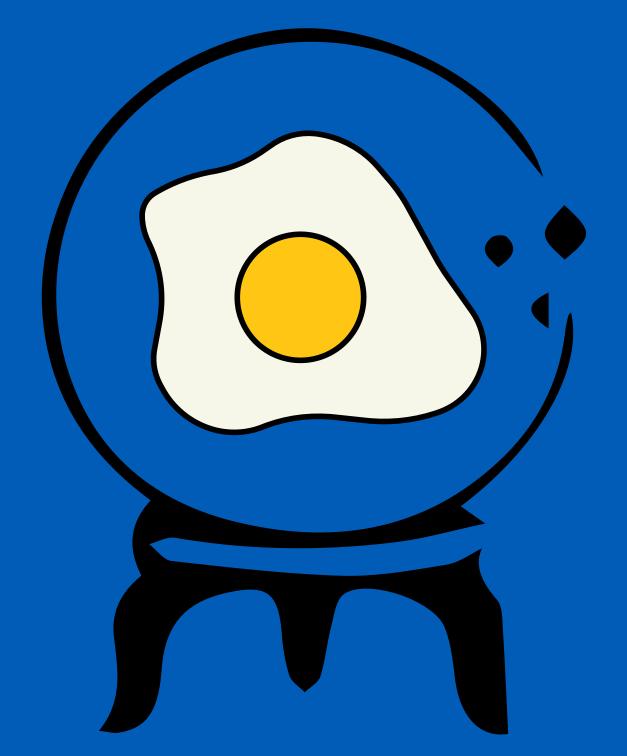
EGG ORDER HEATMAP

Average Number of Egg Orders per Hour

	7	8	9	10	11	12	13	14
Monday	39	66	82	78	62	43	25	
Tuesday	46	64	72	71	60	40	21	1
Wednesday	48	68	75	68	53	43	21	2
Thursday	50	68	76	67	51	36	24	1
Friday	68	93	97	102	74	55	25	1
Saturday	72	117	138	145	136	96	48	2
Sunday		117	140	145	136	101	52	3

Hour

THIS HOURLY BREAKDOWN CAN HELP YOU EFFICIENTLY STAFF AND PREP AS DEMAND NORMALIZES AFTER THE INITIAL GRAND OPENING SURGE.

EGG DEMAND PREDICTIONS FOR NEW HOURS

(* BASED ON DATA FROM CURRENT HOURS)

LOW

Guesstimated Egg Demand (Low)

	14	15	16	17	18
Monday	36.6	11.1	0.0	0.0	0.0
Tuesday	41.4	22.8	0.0	0.0	0.0
Wednesday	29.6	6.2	0.0	0.0	0.0
Thursday	38.1	21.2	0.0	0.0	0.0
Friday	44.8	27.6	0.0	0.0	0.0

Hour

I'VE DEVELOPED A DEMAND FORECASTING MODEL THAT INCORPORATES HISTORICAL HOURLY SALES AND PINPOINTS THE ONSET OF DEMAND DECLINE TO PREDICT FUTURE VOLUME.
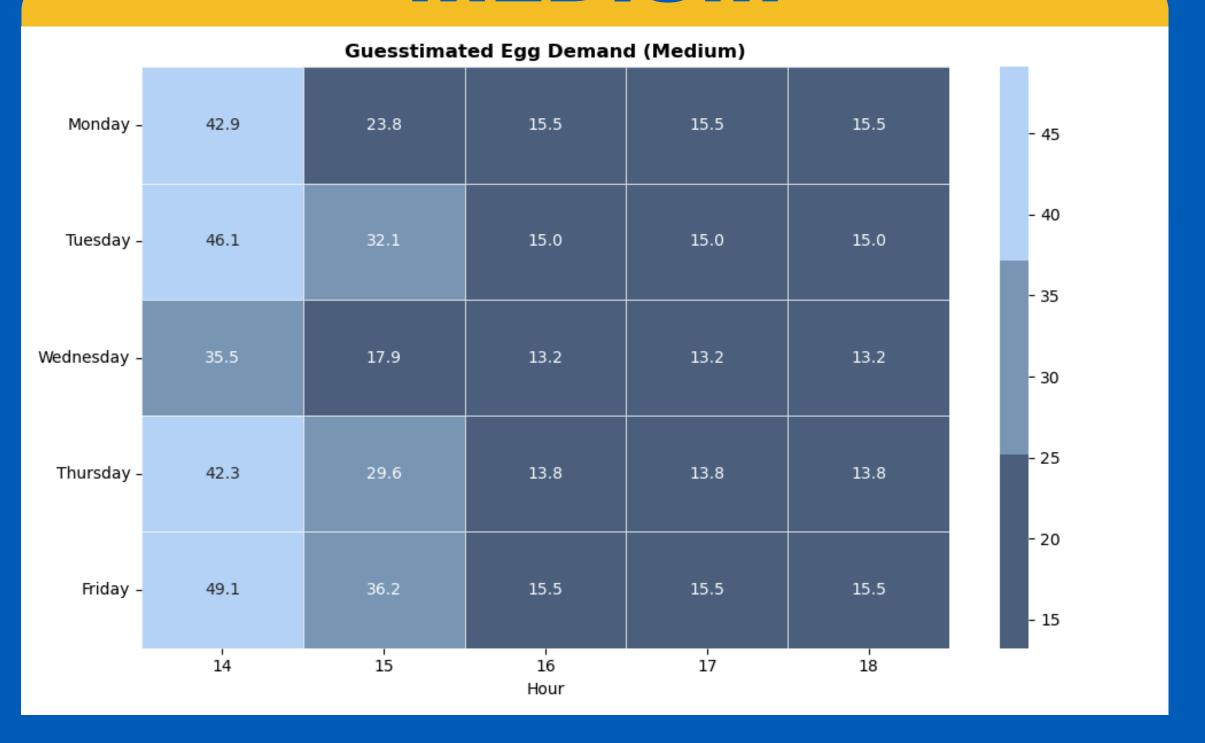
THIS DEMAND FORECAST IS A PROJECTION BASED ON HISTORICAL DATA AND CURRENT TRENDS. IT DOES NOT ACCOUNT FOR UNFORESEEN VARIABLES RELATED TO THE NEW OPERATING HOURS AND SEATING CAPACITY, AND SHOULD BE USED AS A GUIDE RATHER THAN A DEFINITIVE PREDICTION.
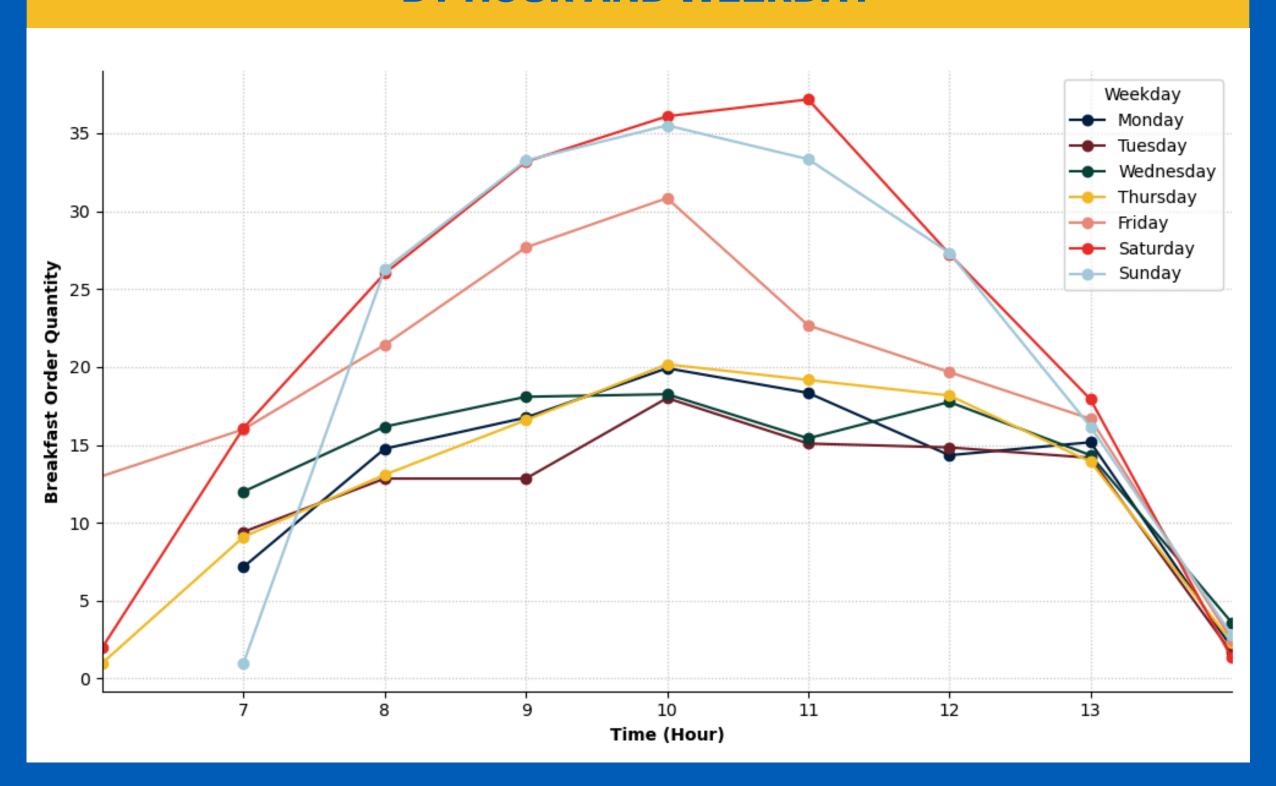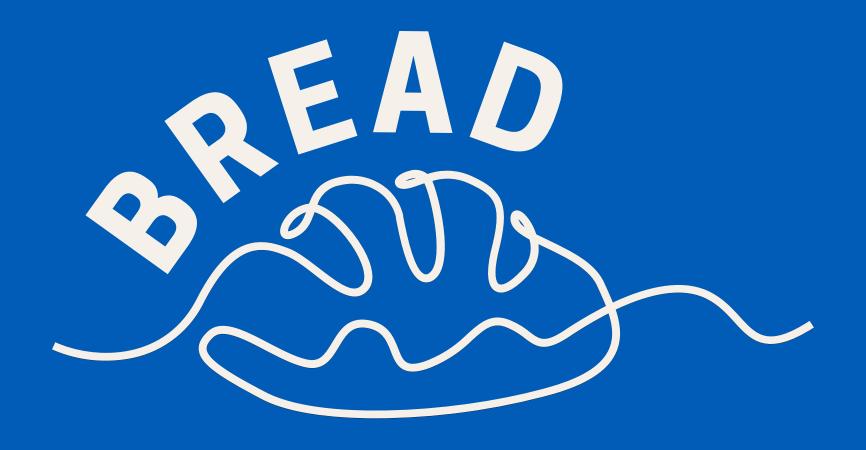
MEDIUM

Guesstimated Egg Demand (Medium)

	14	15	16	17	18
Monday	42.9	23.8	15.5	15.5	15.5
Tuesday	46.1	32.1	15.0	15.0	15.0
Wednesday	35.5	17.9	13.2	13.2	13.2
Thursday	42.3	29.6	13.8	13.8	13.8
Friday	49.1	36.2	15.5	15.5	15.5

Hour

HIGH

Guesstimated Egg Demand (High)

	14	15	16	17	18
Monday	49.3	36.6	31.0	31.0	31.0
Tuesday	50.7	41.4	30.0	30.0	30.0
Wednesday	41.3	29.6	26.5	26.5	26.5
Thursday	46.5	38.1	27.5	27.5	27.5
Friday	53.4	44.8	31.0	31.0	31.0

Hour

BREAKFAST
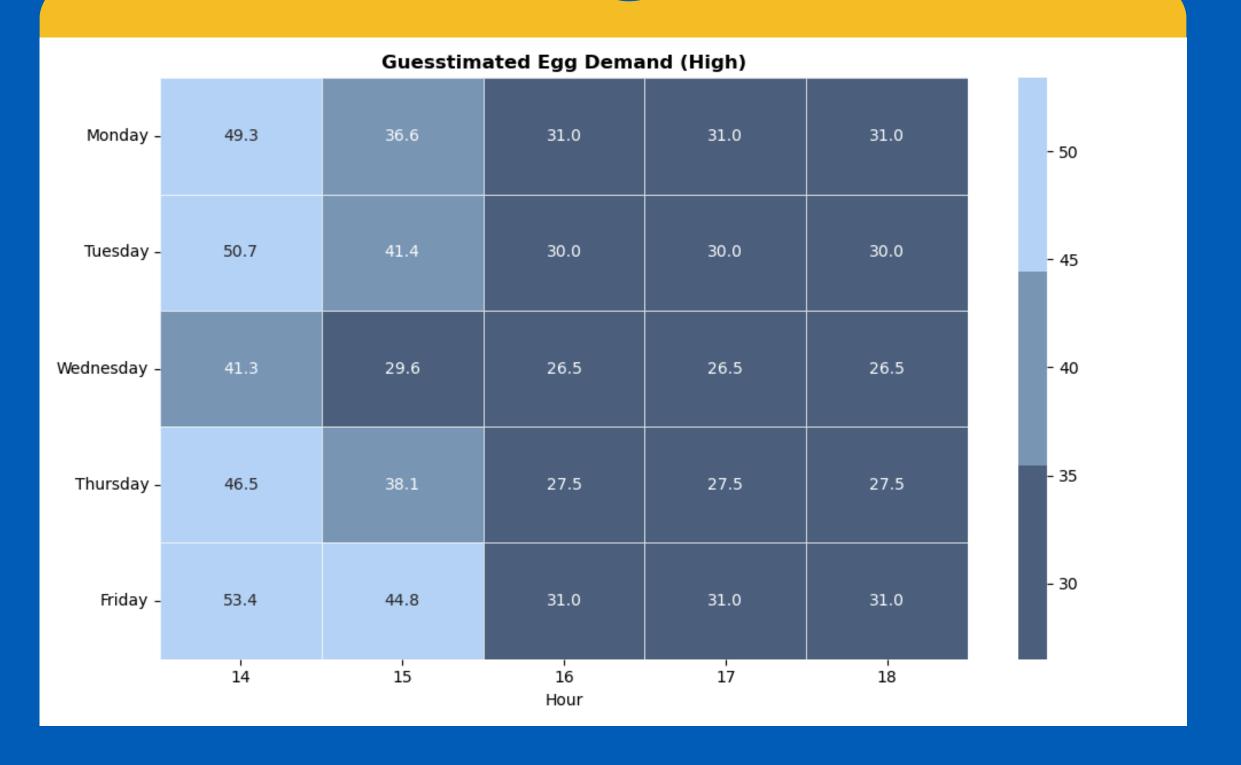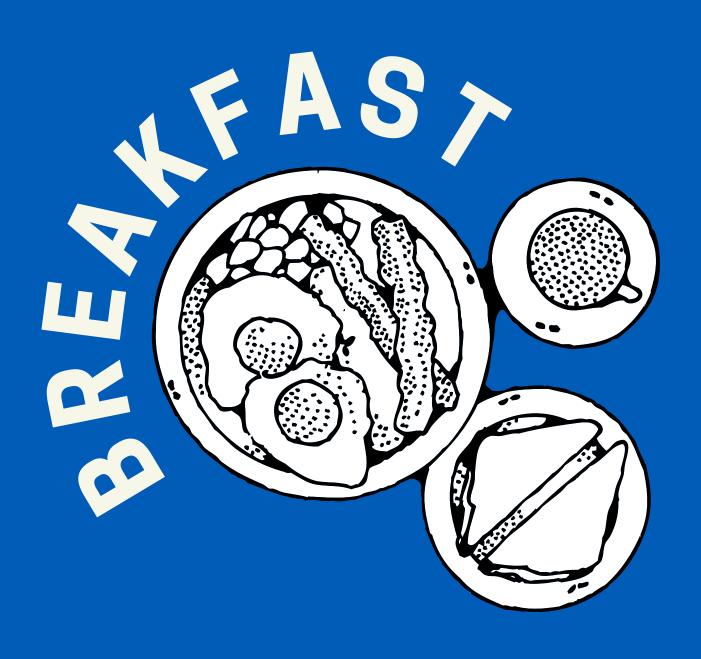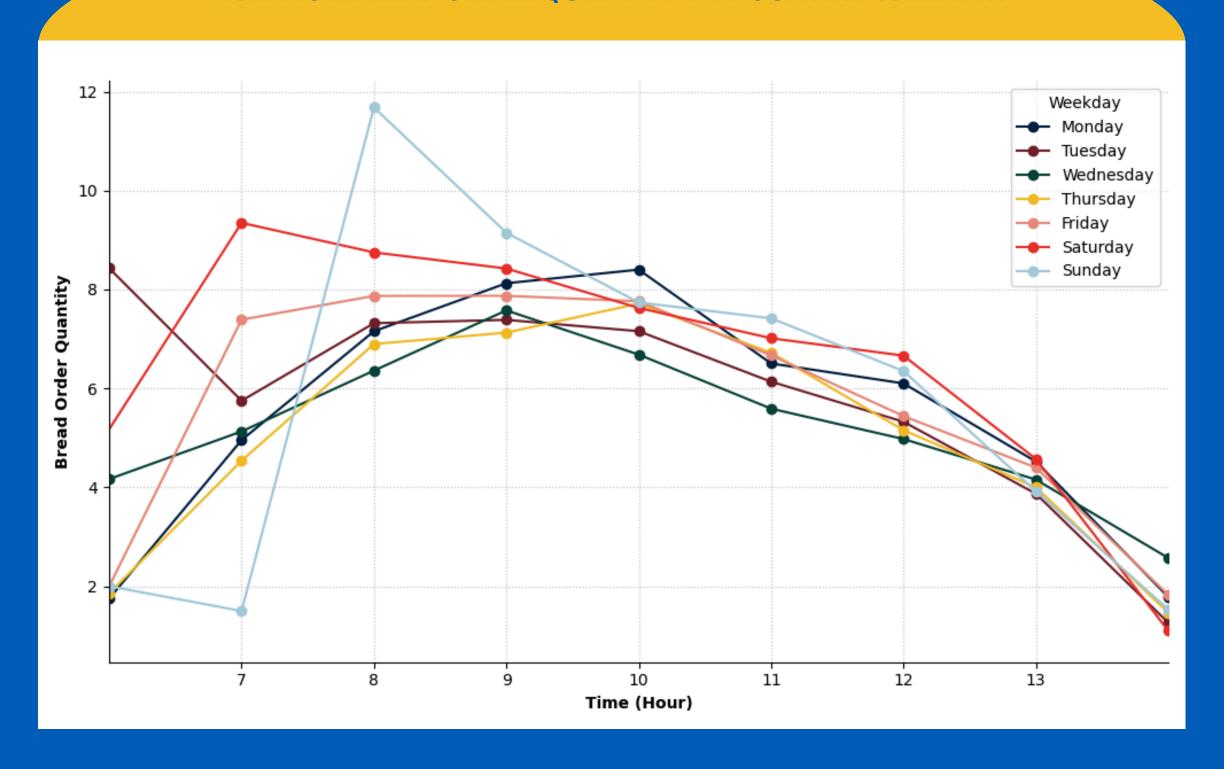
AVERAGE BREAKFAST ORDER QUANTITY BY HOUR AND WEEKDAY
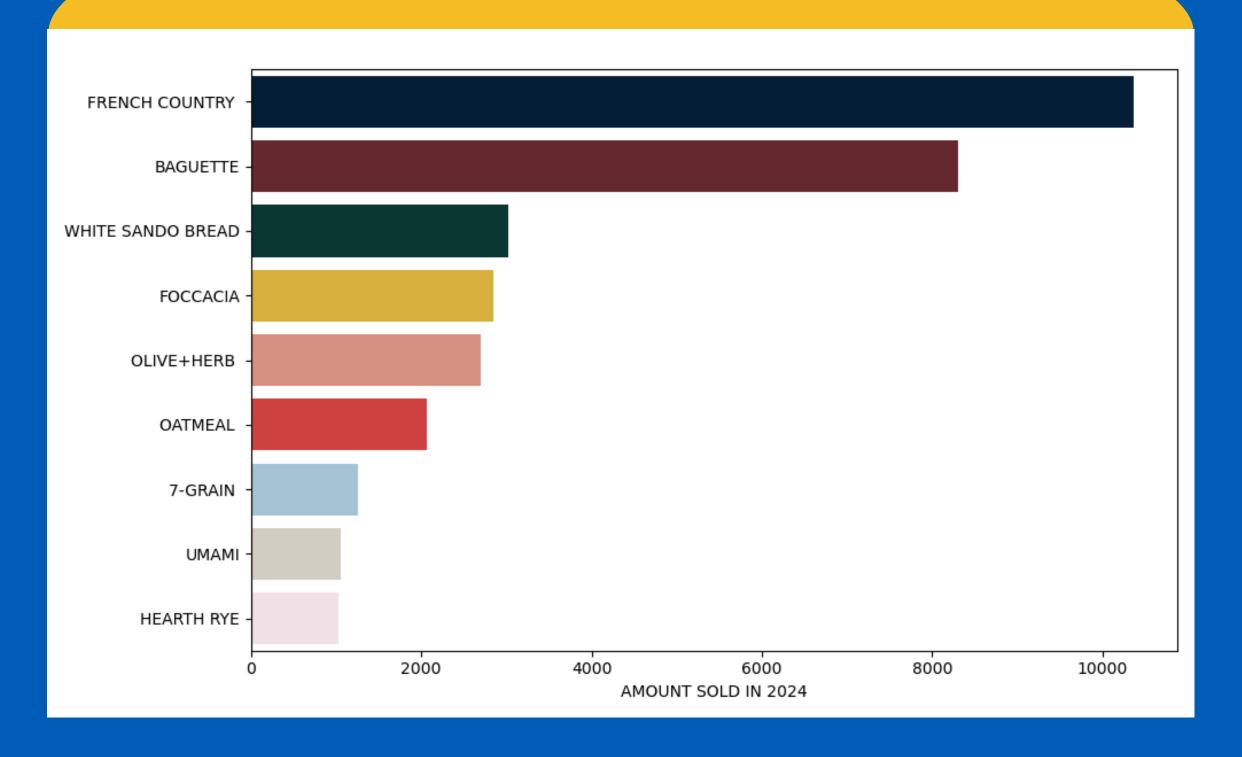
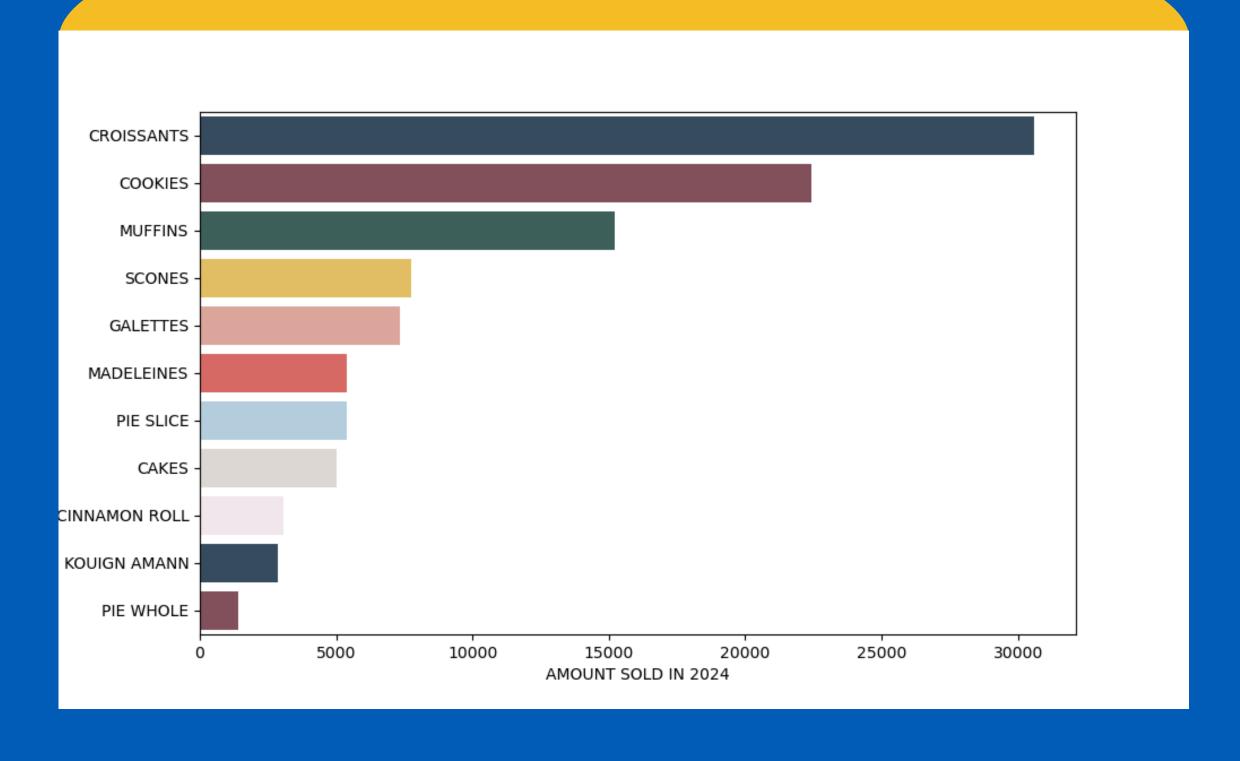AVERAGE BREAD ORDER QUANTITY BY HOUR AND WEEKDAY

TOP BREAD TYPES

Amount sold in 2024 by bread type:
- FRENCH COUNTRY
- BAGUETTE
- WHITE SANDO BREAD
- FOCCACIA
- OLIVE+HERB
- OATMEAL
- 7-GRAIN
- UMAMI
- HEARTH RYE

AMOUNT SOLD IN 2024
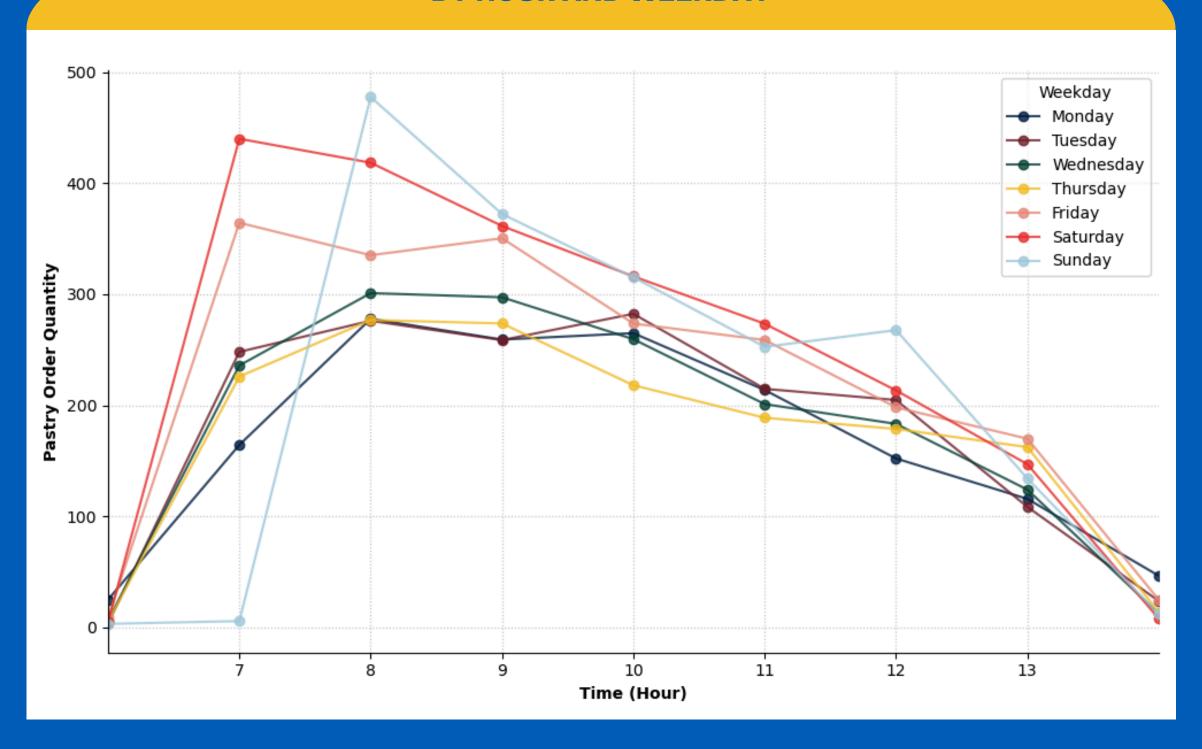
PASTRIES
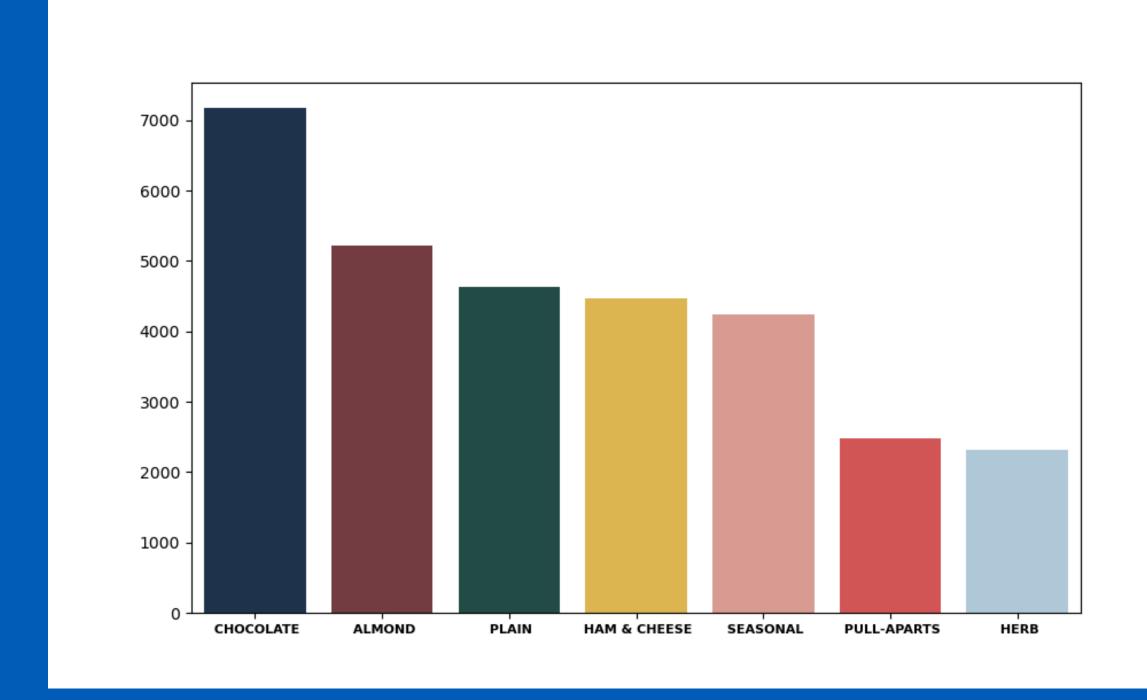
AVERAGE PASTRY ORDER QUANTITY
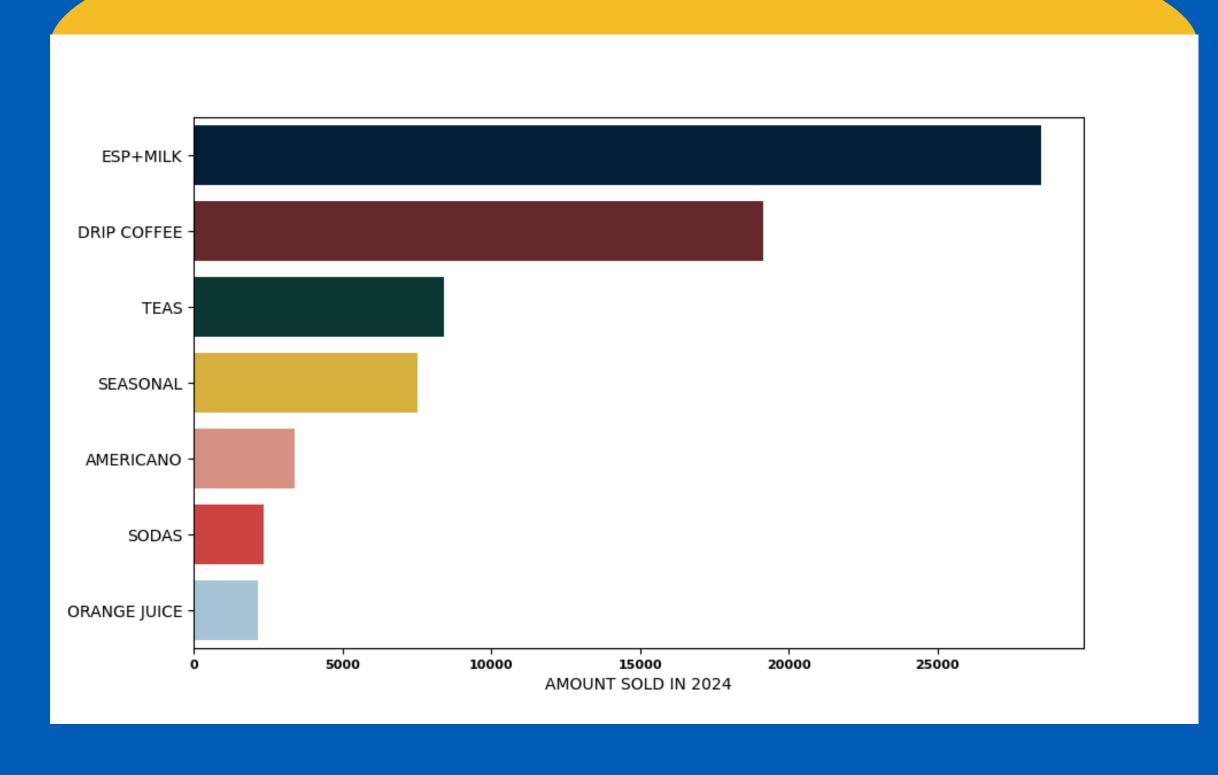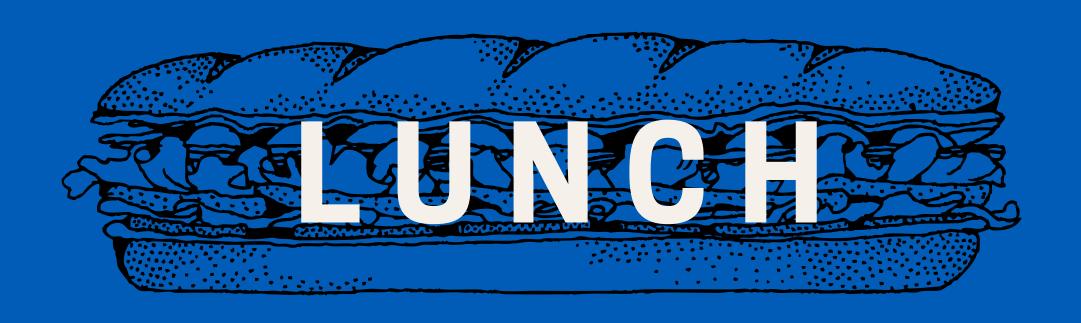BY HOUR AND WEEKDAY

TOP CROISSANT TYPES

TOP PASTRY TYPES

Pastry Type	Amount Sold in 2024
CROISSANTS	~30500
COOKIES	~22500
MUFFINS	~15000
SCONES	~7700
GALETTES	~7300
MADELEINES	~5300
PIE SLICE	~5300
CAKES	~4900
CINNAMON ROLL	~3000
KOUIGN AMANN	~2800
PIE WHOLE	~1400

AMOUNT SOLD IN 2024
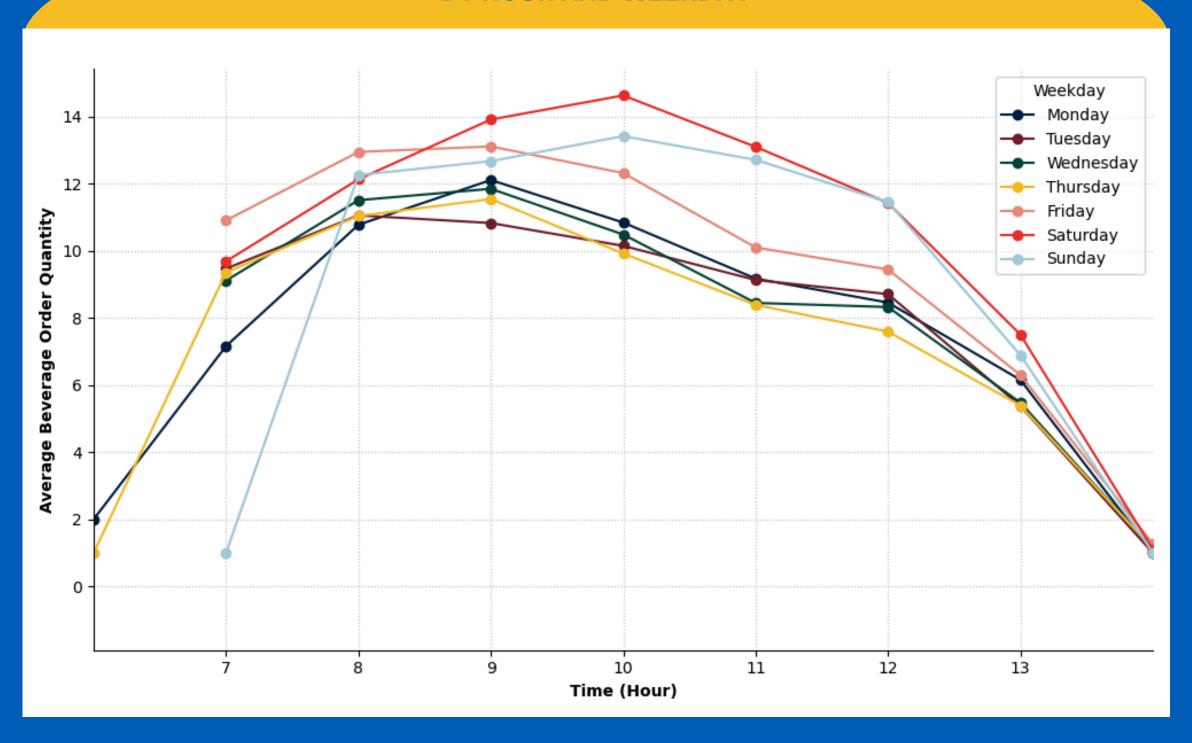
BEVERAGES

AVERAGE BEVERAGE ORDER QUANTITY
BY HOUR AND WEEKDAY

LUNCH
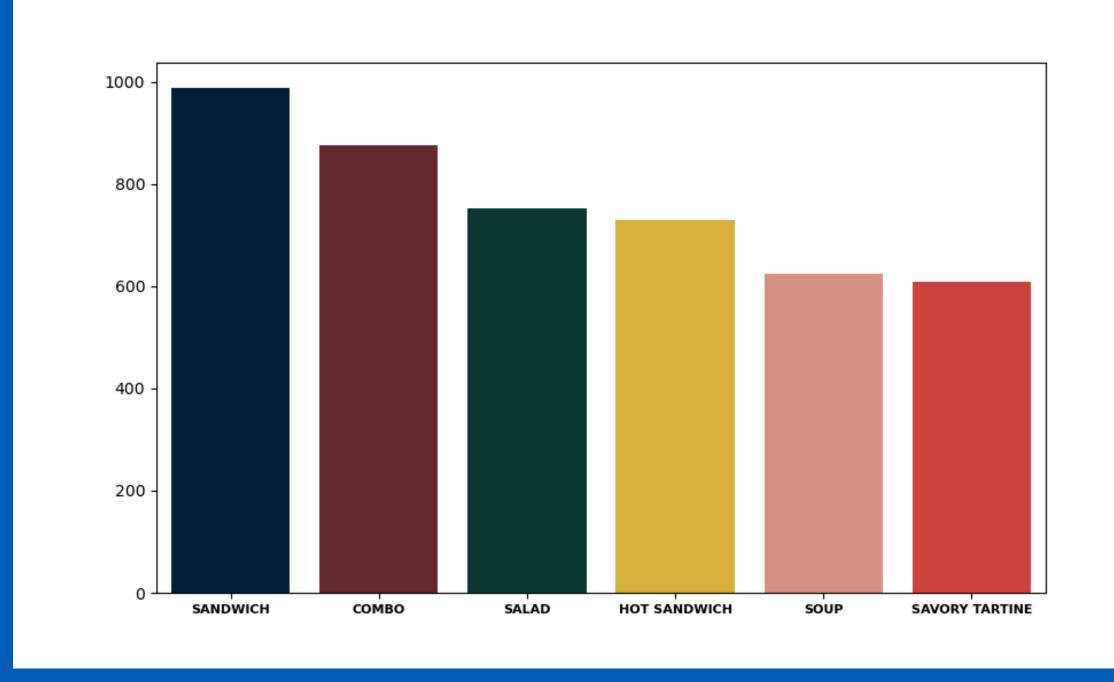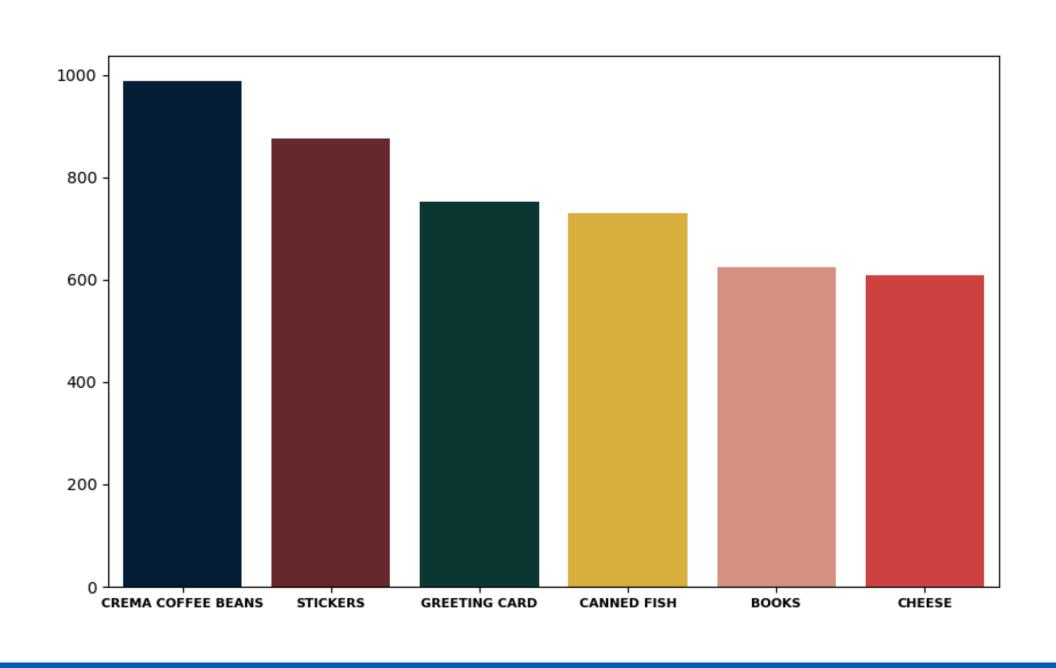
MOST POPULAR LUNCH ORDER

RETAIL
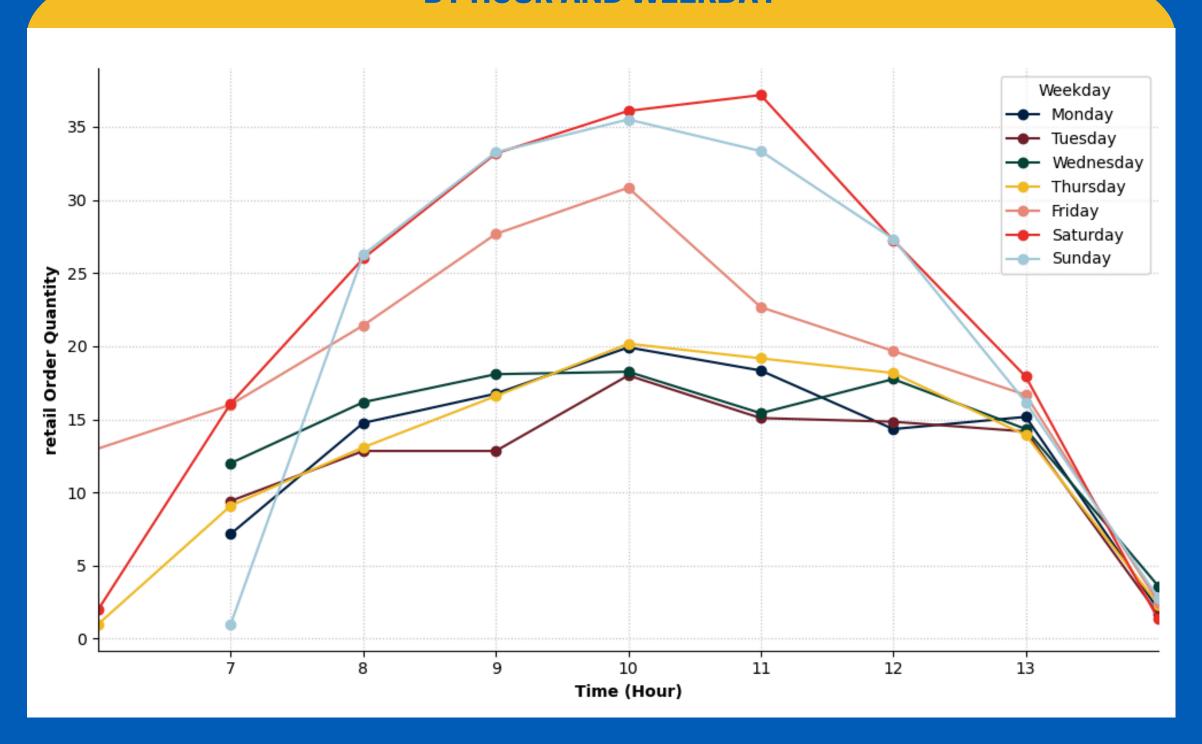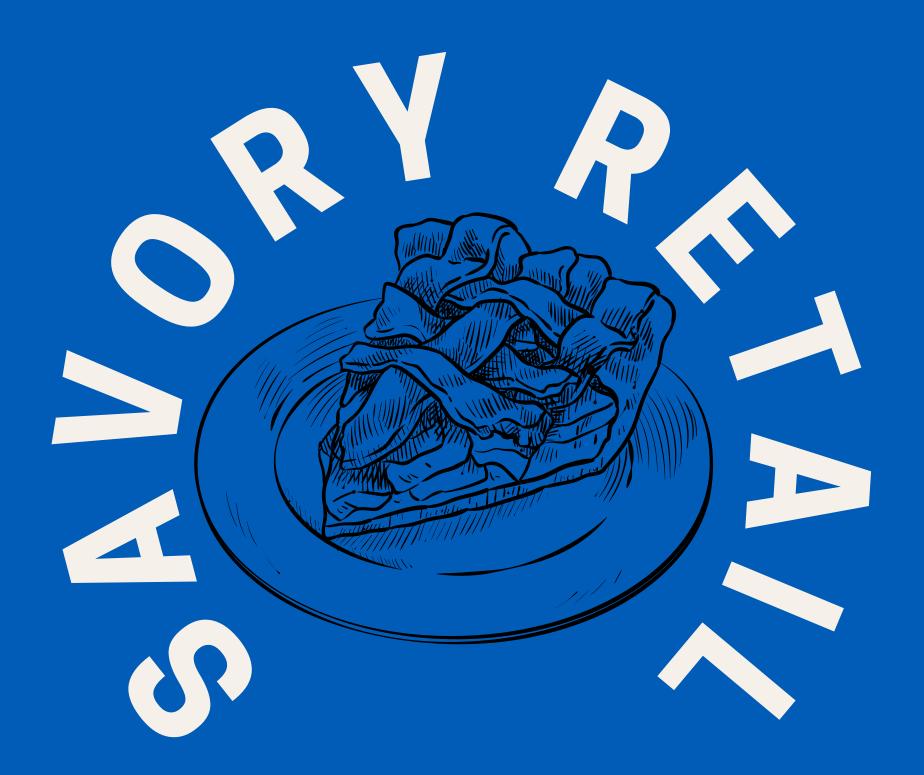
MOST POPULAR RETAIL ITEMS

SAVORY RETAIL

MOST POPULAR SAVORY RETAIL ITEMS