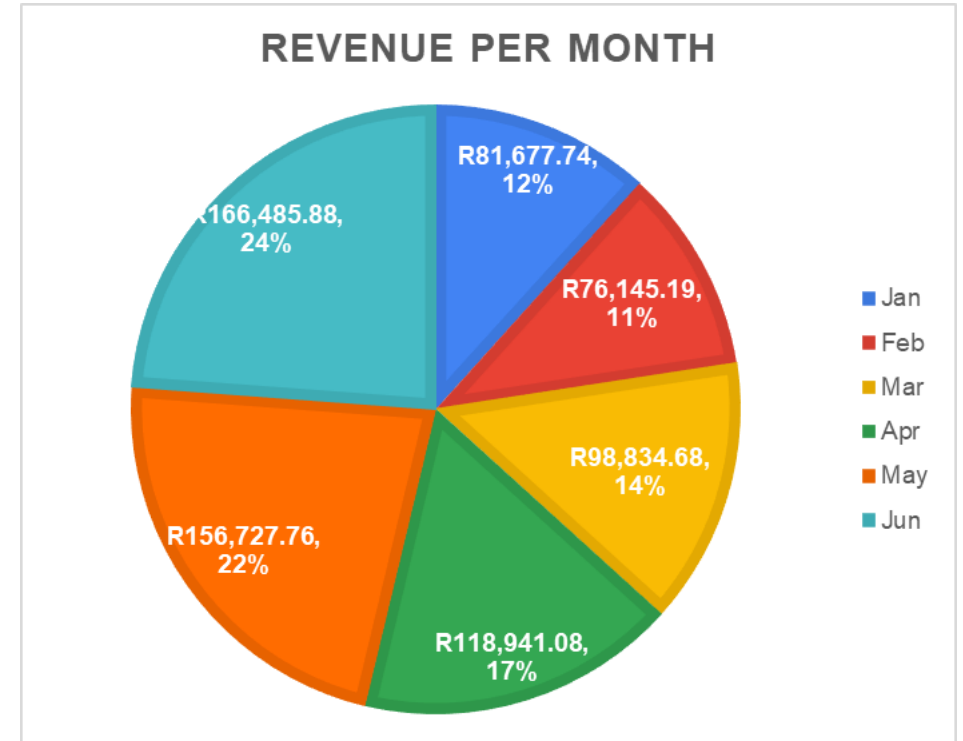
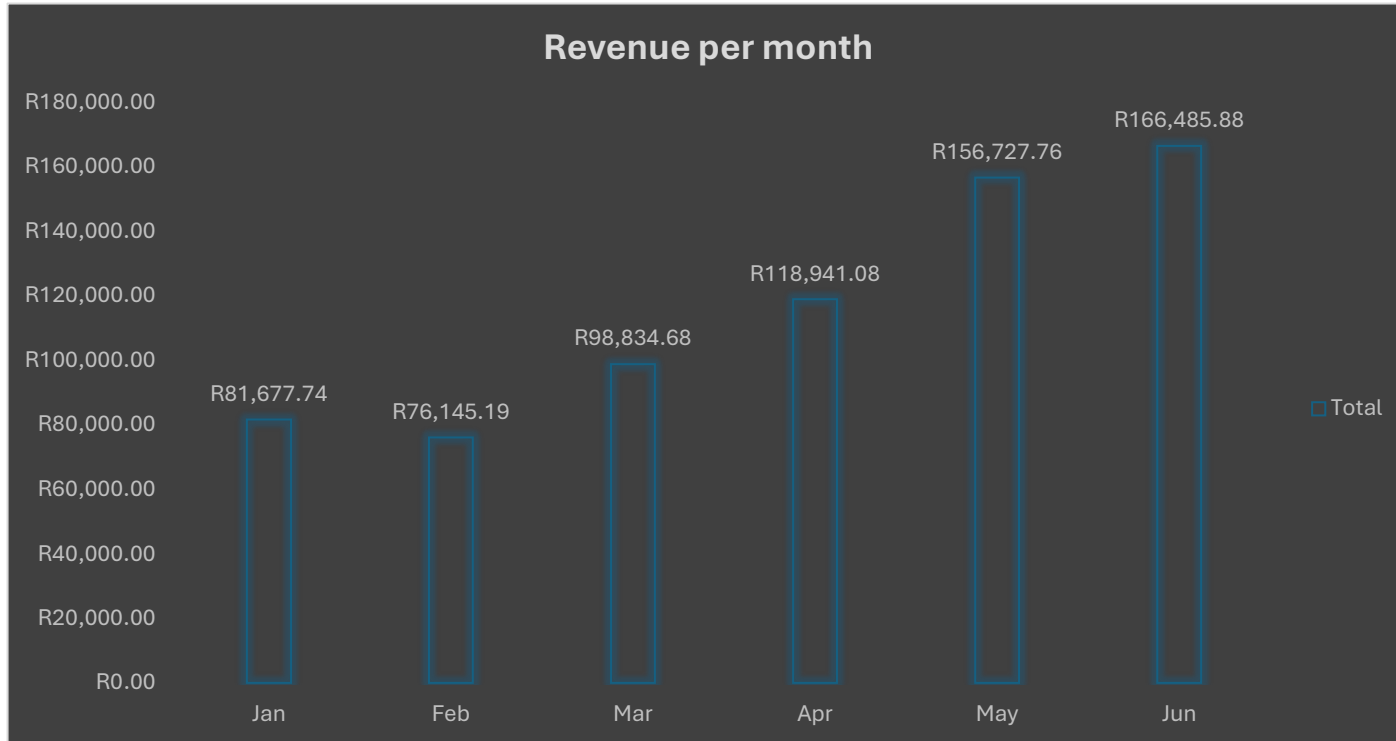
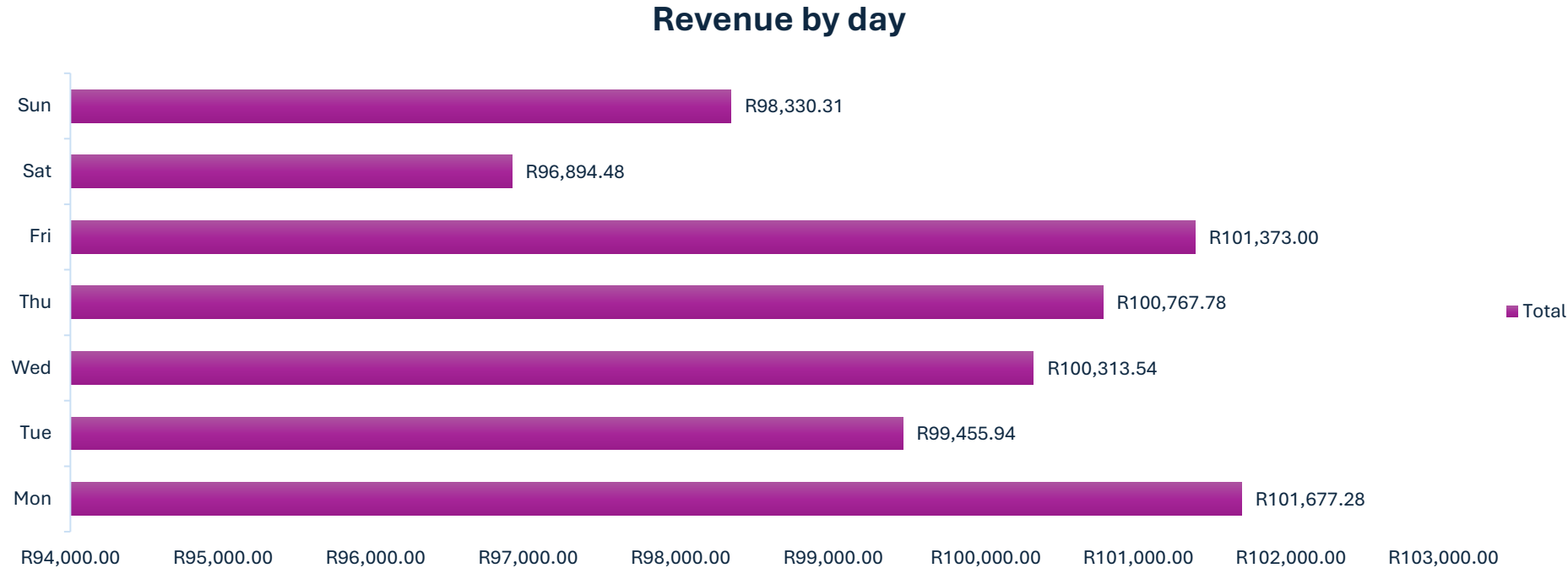


Revenue Splits : Monthly revenue



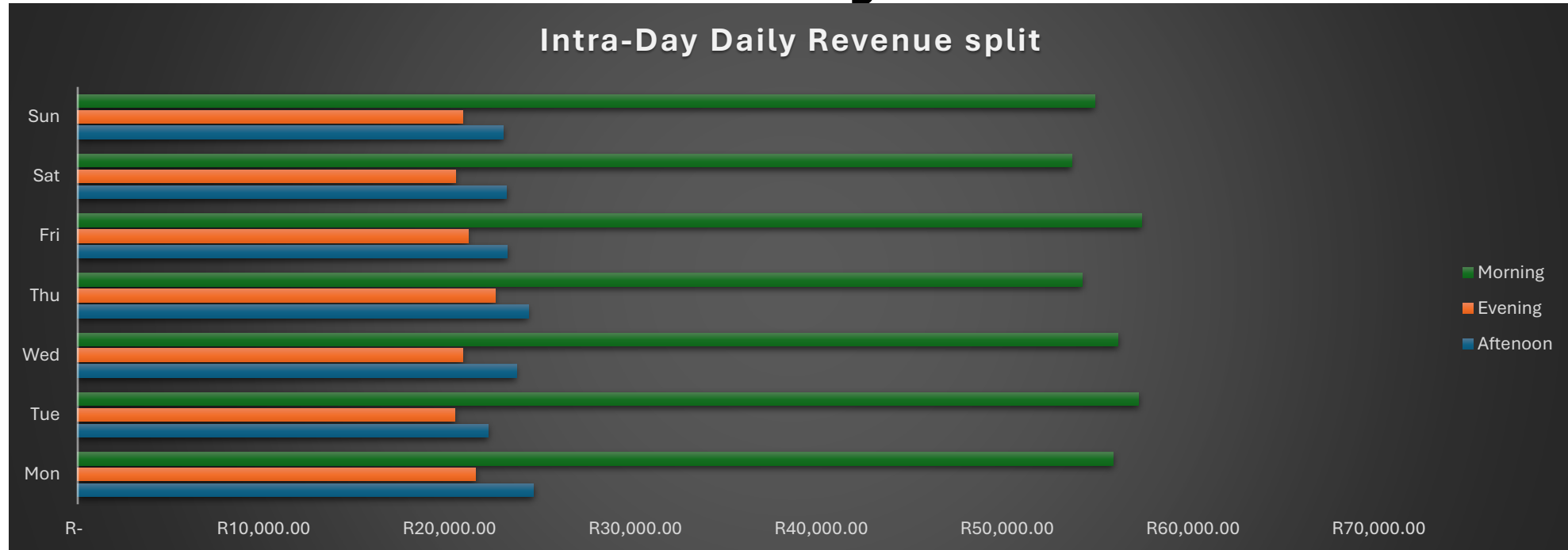
Key Take Away- Revenue increased monthly and peaked in June, towards winter May and June contributed a combined 46% of total revenue (just under half in 2 months)

Daily Revenue (with intra-day splits)



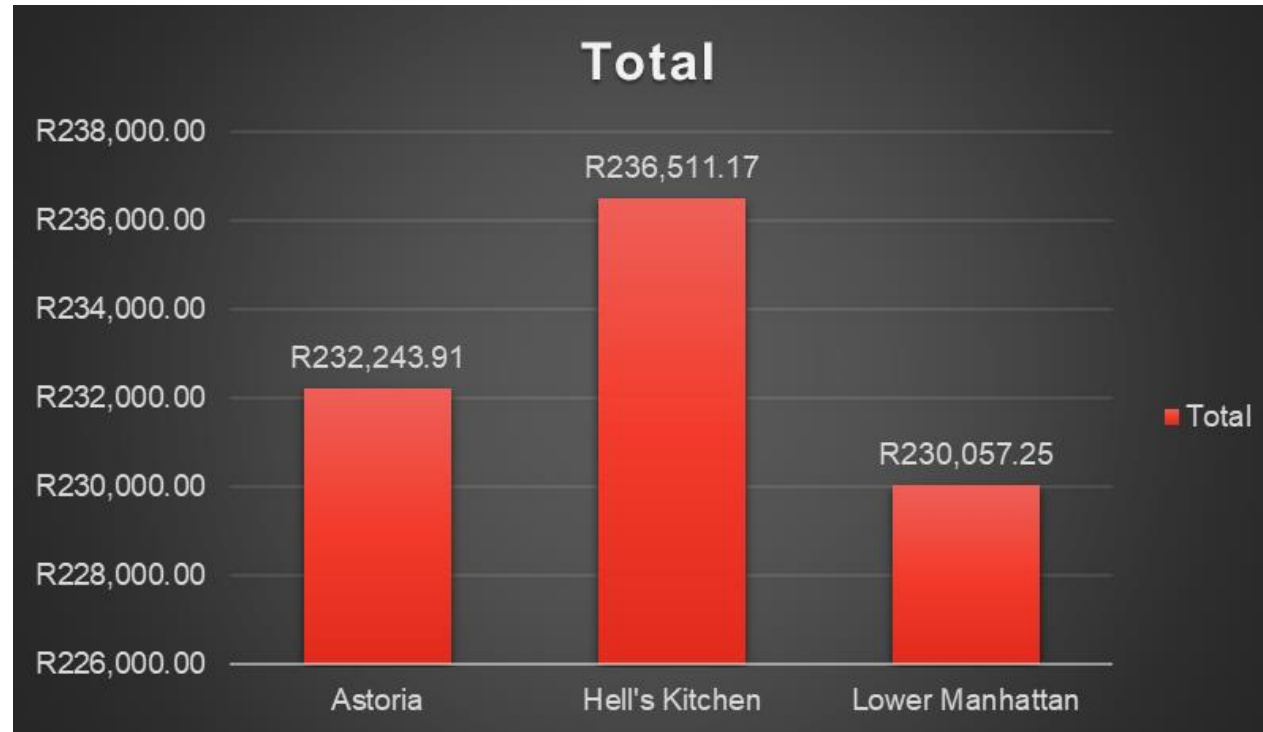
Mondays and Fridays are the busiest days of the week across all he business with highest revenues recorded on Mondays. This tapers off slightly on the weekends.

Daily revenue pt2: busiest parts times of day



Key Take Away: As expected , the majority of transactions take place in the mornings across all sites, between the times of 6:00 AM and 12:00 PM

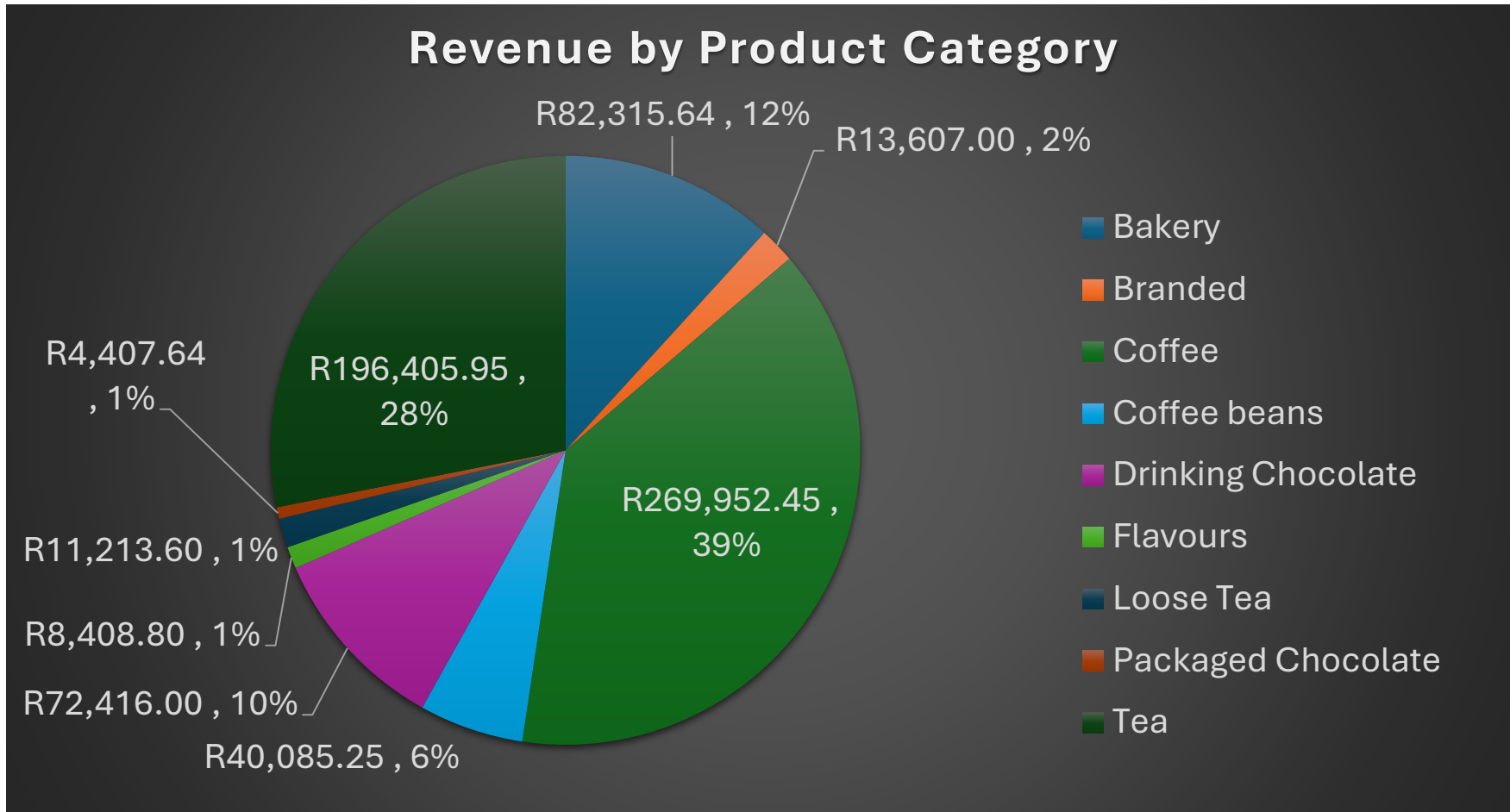
Revenue by Store Location



Key Take Out: Hells Kitchen is our most profitable store. However, there is not much separating it from the other two locations.

The revenue contribution is spread pretty evenly between all three sites

Revenue by category



Key Take Out : Coffee and Tea contributed 67% of revenue. Packaged chocolate should no longer be sold at outlets