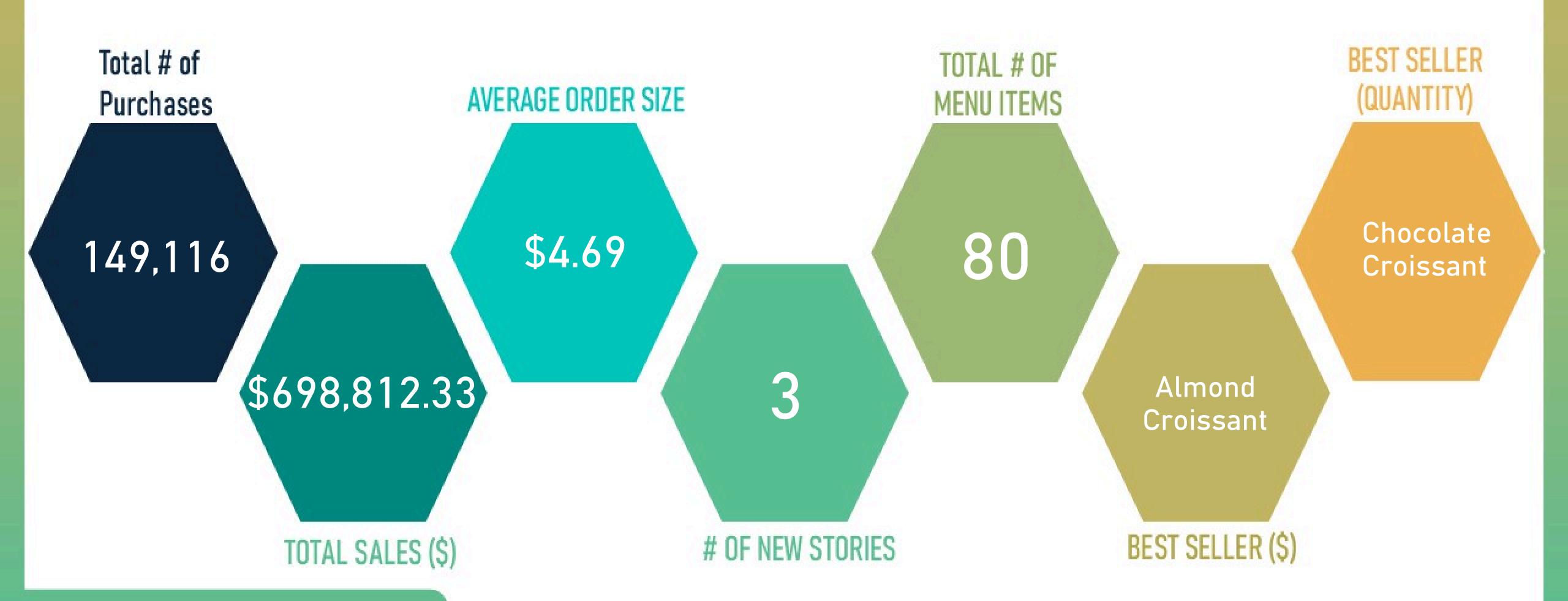
2023 Sales Review report for the Kraken Koffee's New Sales Region. In the visulas below, you will learn all about our brilliant teams performance across our three flagship stores. We'll Cover insights from a range of strategic areas, pinpoint specific opportunities for improvement, and



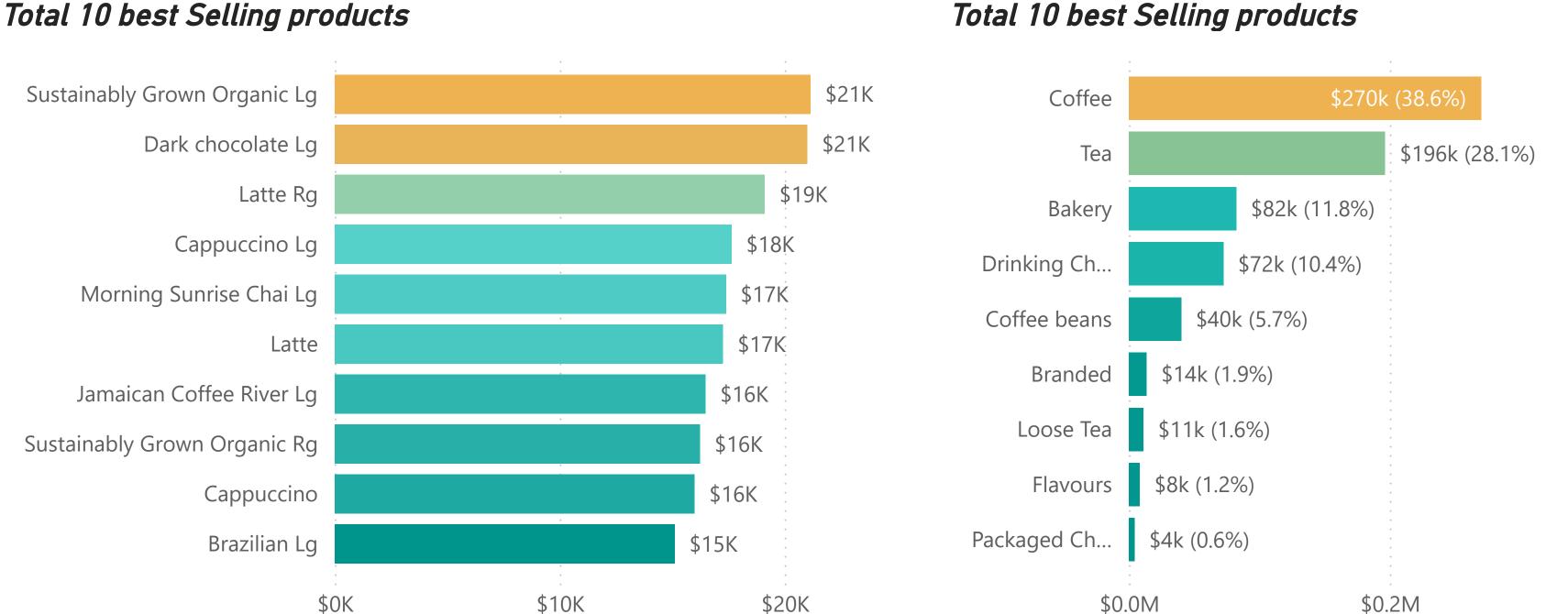
Quick Summary

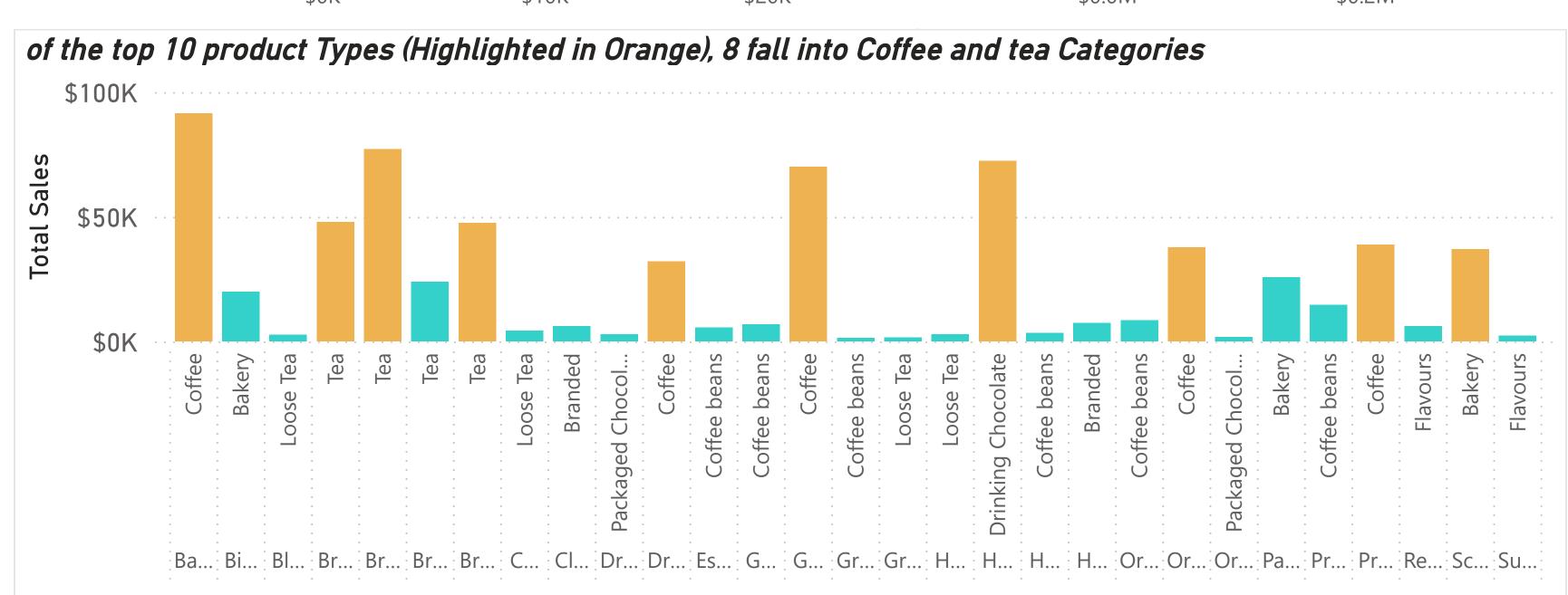
Total Sales so far in the FY 2023 \$698,812.33 across 149,116 transactions.

This yields an average order size of \$4.69. The average order size across 3 locations ranges from as low as \$0.80 in Astoria to \$360.00 at its peak in Lower Manhattan.

Sustainably Grown Organic Lg is our Strongest seller in terms of revenue, but this varies by location. For example, Dark chocolate Lg is the strongest seller in Lower Manhattan.

Which Products are Driving Revenue so far?





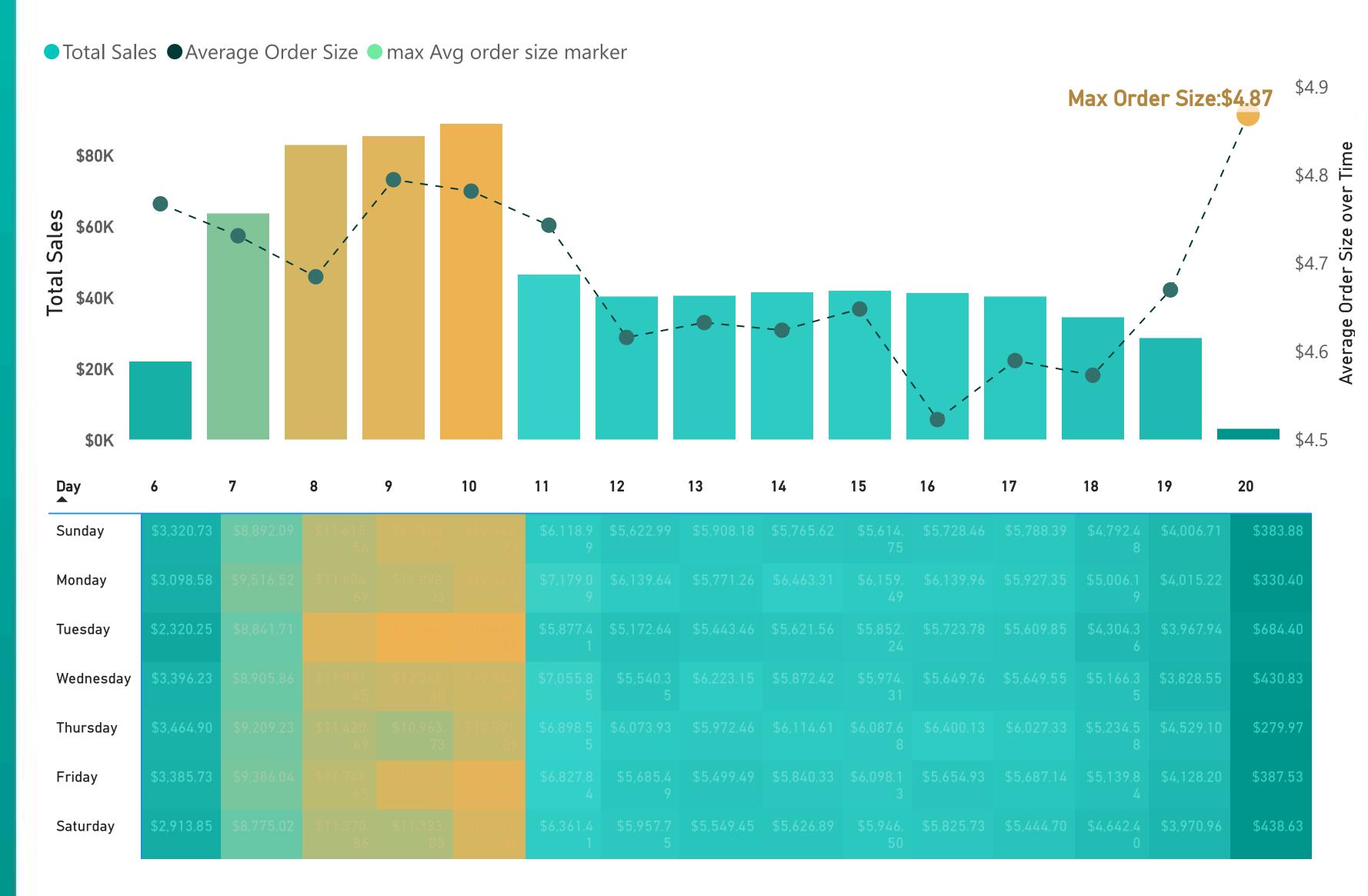
The Peak Business hours for the sales to most likely happen is around 10 A.M.

Monday generates most revenue. While Friday being the least.

However, the sales don't really take off until 7 A.M in the morning and usually lasts till 7 PM. As observed only 3.55% of total sales are made during these off peak hours.

As seen with the trend of peak and least business hours, the management can re-consider the opening and closing times to cut off extra operation finances.

What are the peak Business Hours?



Based on current performance, What can we Forecast Sales for FY 2023

1,409,207.18 FULL YEAR SALES GOAL

Based on the average daily sales as seen till June 2023. The Forecasted Total Revenue for the FY 2023 is \$1,409,207.18 and should be the goal to meet by the end of the financial year i.e

December 2023.

Notice on the right that, the average daily sales from January to March is only \$2,852, while average monthly sales from April to June spiked to \$4,859

Observing this trend, if we can sustain this exceptional growth, we can reach the forecasted goal.

store_location	Day Name	January	February	March	April	May	June	Forecast projections Astoria
□ Astoria	Sunday	\$4.57K	\$3.75K	\$4.46K	\$6.69K	\$6.08K	\$7.25K	_{0.5M} 2023 FY Forecast: \$46
	Monday	\$4.53K	\$2.99K	\$3.82K	\$5.77K	\$9.22K	\$7.61K	
	Tuesday	\$4.65K	\$3.26K	\$3.68K	\$5.36K	\$8.49K	\$6.38K	
	Wednesday	\$3.55K	\$4.05K	\$5.75K	\$5.39K	\$8.98K	\$6.52K	
	Thursday	\$3.58K	\$3.91K	\$5.17K	\$4.68K	\$6.70K	\$10.10K	
	Friday	\$3.13K	\$3.76K	\$5.72K	\$4.61K	\$6.91K	\$9.34K	Jan kep Mar Ybr Man In Ing Ynd 266 Oct Mon
	Saturday	\$3.30K	\$3.38K	\$4.24K	\$6.99K	\$6.05K	\$7.89K	
	Total	\$27.31K	\$25.11K	\$32.84K	\$39.48K	\$52.43K	\$55.08K	
□ Hell's Kitchen	Sunday	\$3.92K	\$3.93K	\$4.24K	\$6.74K	\$7.29K	\$7.58K	Forecast projections Hell's Kitchen
	Monday	\$4.57K	\$3.81K	\$4.55K	\$5.36K	\$7.59K	\$7.51K	0.5M 2023 FY Forecast: \$4
	Tuesday	\$4.75K	\$3.76K	\$4.73K	\$5.31K	\$8.59K	\$7.71K	
	Wednesday	\$3.44K	\$3.48K	\$4.83K	\$5.55K	\$8.18K	\$8.29K	
	Thursday	\$3.37K	\$3.54K	\$5.57K	\$5.58K	\$6.90K	\$8.50K	
	Friday	\$3.83K	\$3.42K	\$5.02K	\$5.96K	\$6.76K	\$9.76K	0.0M Mo.0
	Saturday	\$3.94K	\$3.78K	\$4.18K	\$5.80K	\$7.28K	\$7.61K	194 Esp War Ybr Way Inv Ing Yng 266 Oct Mon
	Total	\$27.82K	\$25.72K	\$33.11K	\$40.30K	\$52.60K	\$56.96K	
□ Lower Manhattan	Sunday	\$4.25K	\$3.70K	\$3.99K	\$6.62K	\$5.94K	\$7.36K	Forecast projections Lower Manhattan
	Monday	\$4.14K	\$4.30K	\$4.82K	\$5.29K	\$8.41K	\$7.40K	2023 FY Forecast: \$46
	Tuesday	\$4.35K	\$3.17K	\$3.71K	\$5.12K	\$8.27K	\$8.17K	0.4M · · · · · · · · · · · · · · · · · · ·
	Wednesday	\$3.36K	\$3.55K	\$5.10K	\$5.53K	\$8.30K	\$6.45K	
	Thursday	\$3.57K	\$3.44K	\$5.39K	\$5.46K	\$6.65K	\$8.65K	0.2M
	Friday	\$3.69K	\$3.55K	\$5.51K	\$4.62K	\$6.67K	\$9.11K	0.2M · · · · · · · · · · · · · · · · · · ·
	Saturday	\$3.18K	\$3.61K	\$4.37K	\$6.52K	\$7.46K	\$7.31K	
	Total	\$26.54K	\$25.32K	\$32.89K	\$39.16K	\$51.70K	\$54.45K	Dan kep Mar Ybr May Inn Ing Ynd 266 Oct Mon
Total		\$81.68K	\$76.15K	\$98.83K	\$118 94K	\$156.73K	\$166.49K	To be Mrs Dr Mar Jon De Bos Zer, Oa 40