

2023 HAGFIME REVIEW

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



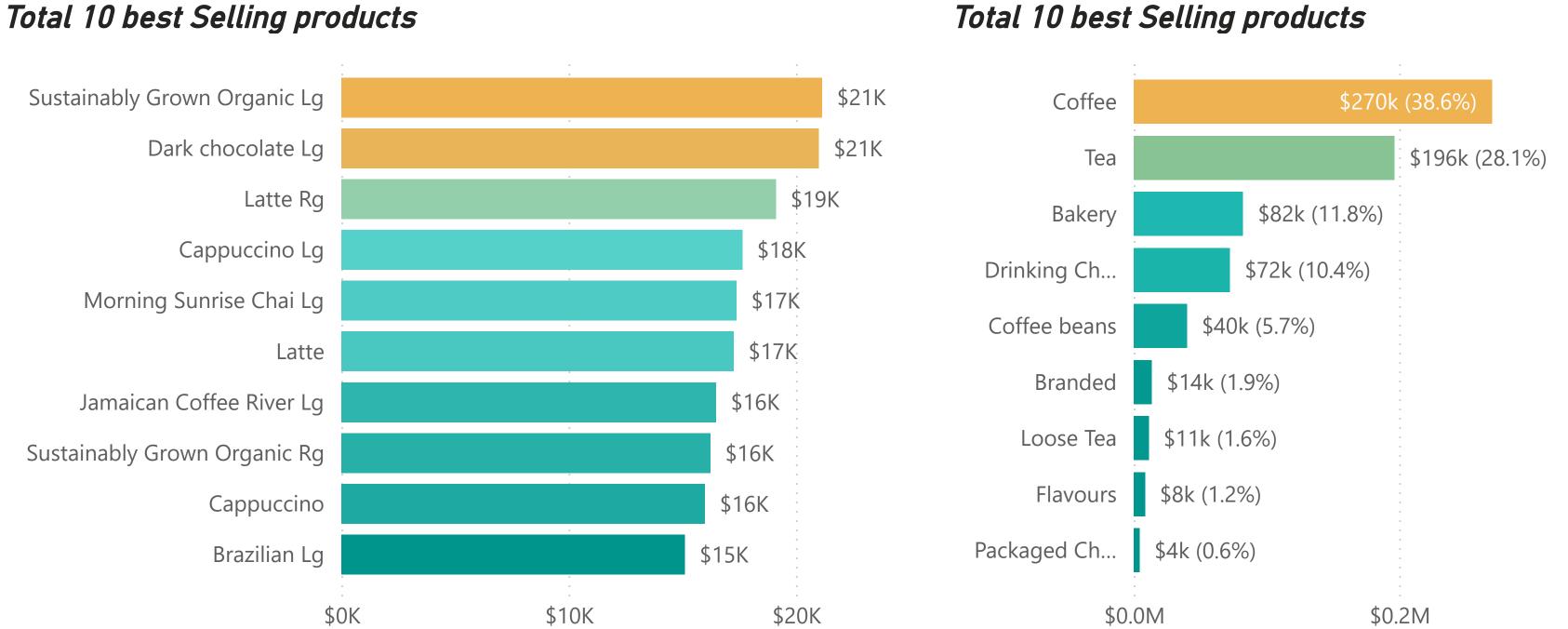
Quick Summary

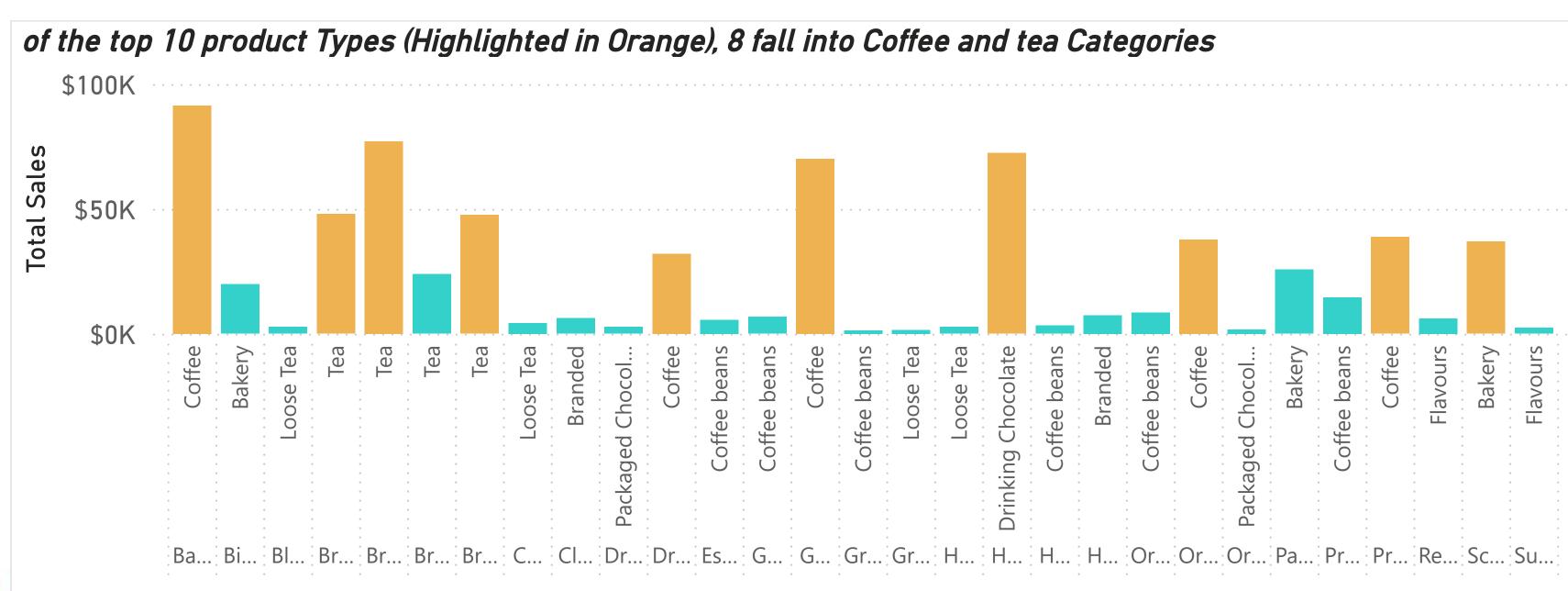
Total Sales so far in the FY 2023 \$698,812.33 across 149,116 transactions.

This yields an average order size of \$4.69. The average order size across 3 locations ranges from as low as \$0.80 in Queens 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?





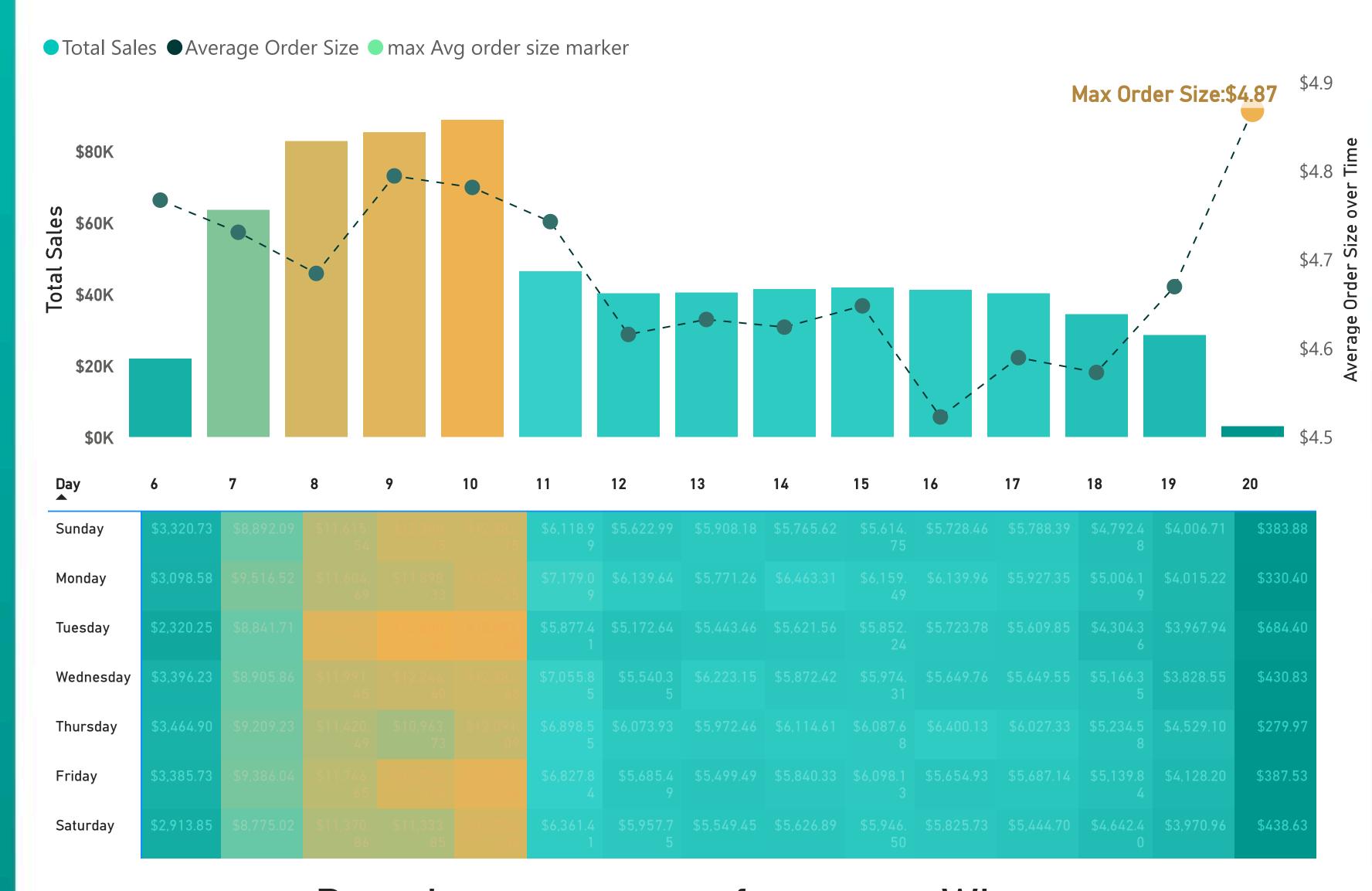
The Peak Business hours for the sales to most likely happen is around 10 A.M.

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.

Total

store_location	Day Name	January	February	March	April	May	June
☐ Queens	Sunday	\$4.57K	\$3.75K	\$4.46K	\$6.69K	\$6.08K	\$7.25K
	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
	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
□ Lower Manhattan	Sunday	\$4.25K	\$3.70K	\$3.99K	\$6.62K	\$5.94K	\$7.36K
	Monday	\$4.14K	\$4.30K	\$4.82K	\$5.29K	\$8.41K	\$7.40K
	Tuesday	\$4.35K	\$3.17K	\$3.71K	\$5.12K	\$8.27K	\$8.17K
	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
	Friday	\$3.69K	\$3.55K	\$5.51K	\$4.62K	\$6.67K	\$9.11K
	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
□ Brooklyn	Sunday	\$3.92K	\$3.93K	\$4.24K	\$6.74K	\$7.29K	\$7.58K
	Monday	\$4.57K	\$3.81K	\$4.55K	\$5.36K	\$7.59K	\$7.51K
	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
	Saturday	\$3.94K	\$3.78K	\$4.18K	\$5.80K	\$7.28K	\$7.61K
	Total	\$27.82K	\$25.72K	\$33.11K	\$40.30K	\$52.60K	\$56.96K

\$81.68K \$76.15K \$98.83K \$118.94K \$156.73K \$166.49K

Forecast projections	Queens
0.5M · · · · · · · · · · · · · · · · · · ·	2023 FY Forecast: \$468,33
Jan Lep Mar Vol Way	Jun Jul And Zeb Oct Mon Dec
Forecast projections	Lower Manhattan
	2023 FY Forecast: \$463,92
0.4M · · · · · · · · · · · · · · · · · · ·	
0.2M · · · · · · · · · · · · · · · · · · ·	
No.0 Mo.0	un Jul Aug Seb Oct Mon Dec
De Le Mi Ni Mis)	a y ka Sa O Ka O
Forecast projections	Brooklyn
, ,	•
0.5M · · · · · · · · · · · · · · · · · · ·	2023 FY Forecast: \$476,942
0.0M Mo.0	nu Inj Mad Zeb Oct Man Dec