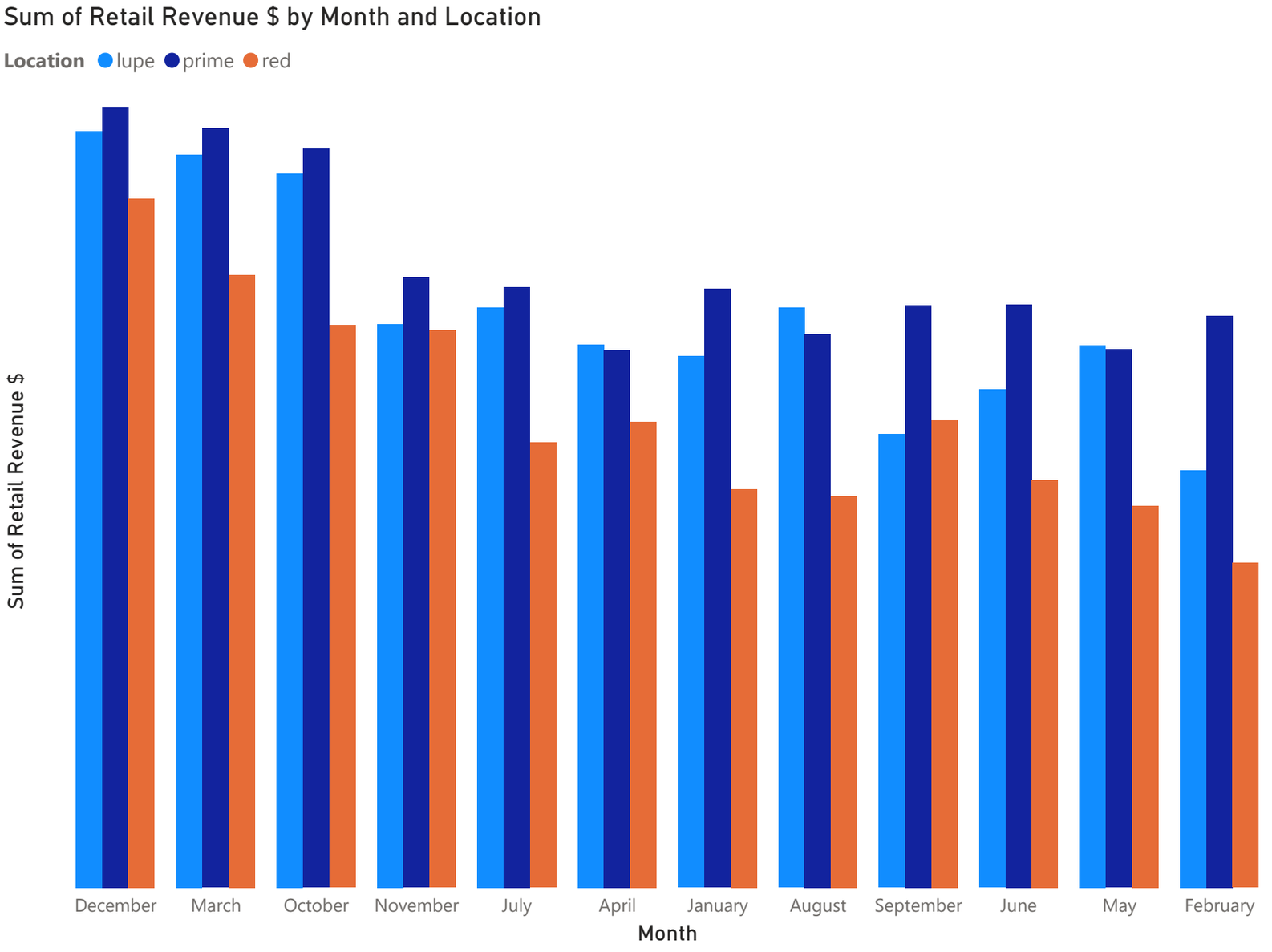
2024 Retail Coffee Revenue



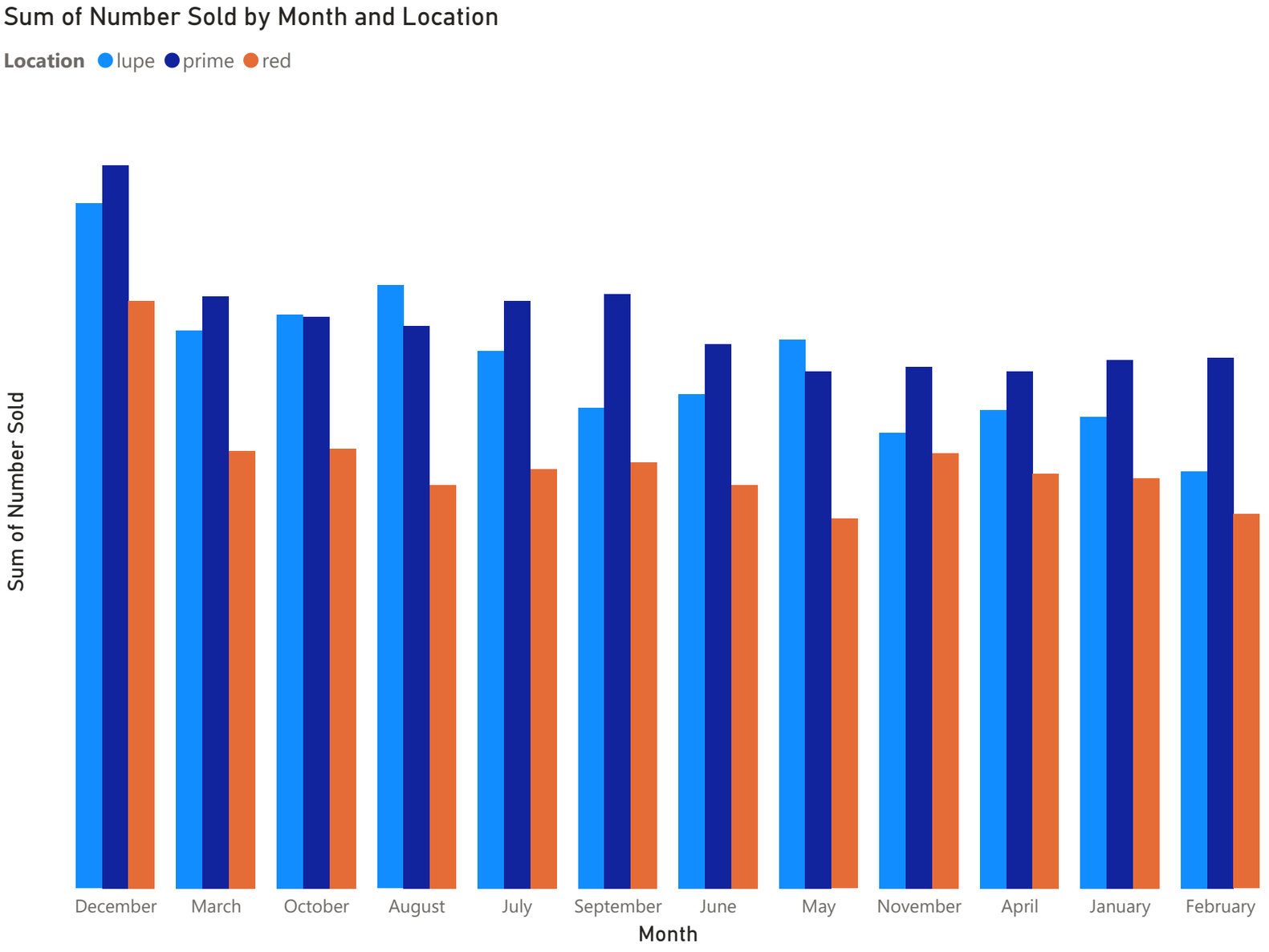
[redacted]
Sum of Retail Revenue $

[redacted]
Average of Retail Revenue $

[redacted]
Min of Retail Revenue $

[redacted]
Max of Retail Revenue $

2024 Retail Coffee Revenue



[redacted]
Sum of Number Sold

[redacted]
Average of Number Sold

[redacted]
Min of Number Sold

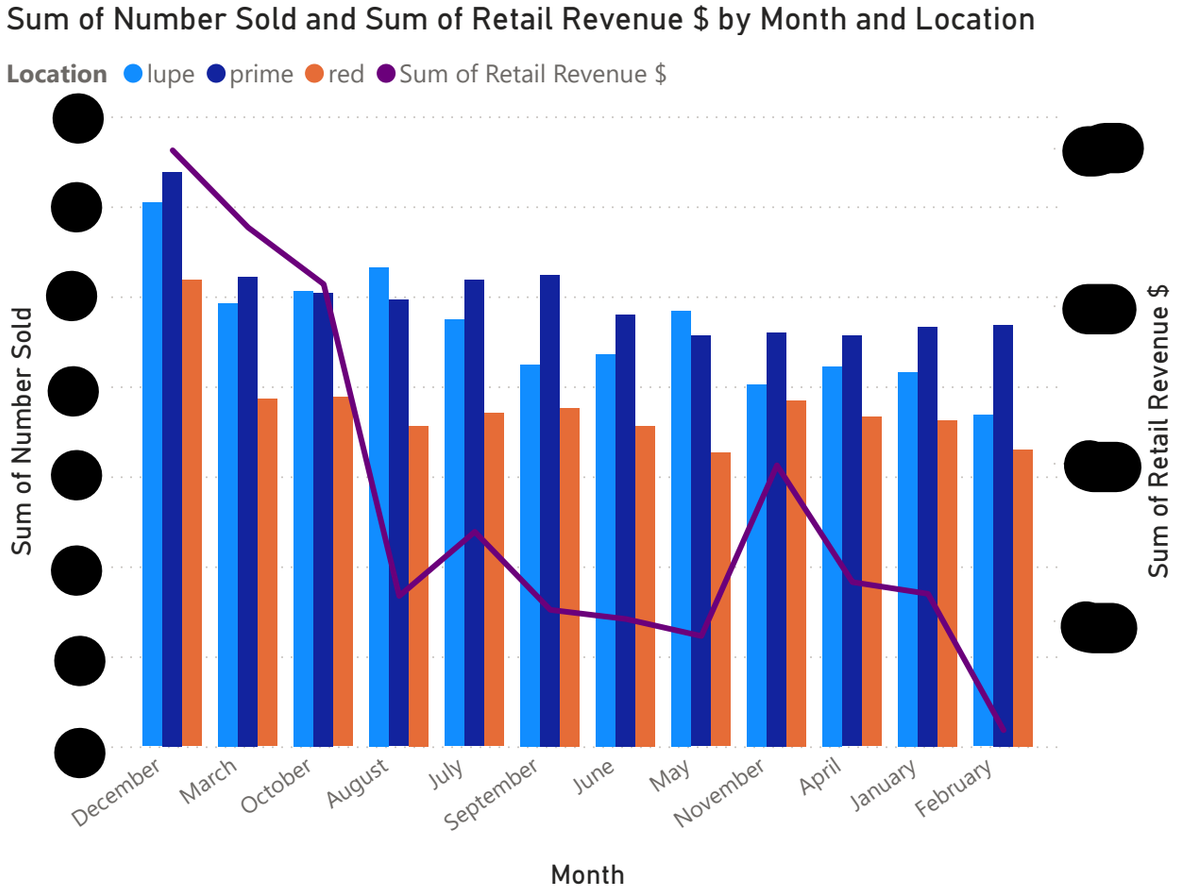
[redacted]
Max of Number Sold

Sum of retail coffee revenue (purple line) set against the sum of number sold in columns

Mid-graph peaks in purple line indicate months with high revenue in spite of lower raw sales, while troughs indicate low revenue in spite of higher raw sales

August and **September** are good candidates for increased coffee prices

May and **April** are good candidates for promotional pricing

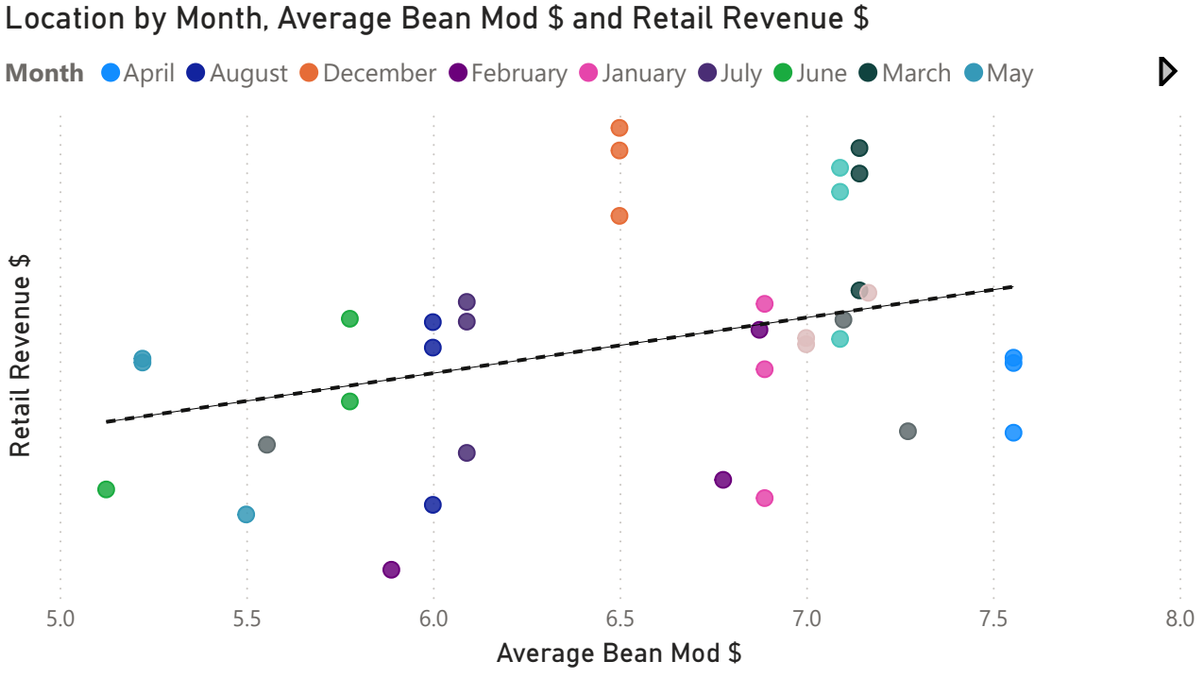


Low R/S Ratios:

- August
- September
- May

High R/S Ratios:

- July
- November



Regression line in chart on left demonstrates weak positive linear association between average cost of coffee and total revenue by month.

Seasonality creates noise, but indicates optimal regions for higher average retail coffee prices.

August, **July**, and **September** should see higher average coffee prices moving forward to capitalize on seasonal sales and optimize margins.

November presents and optimal month for price reductions and coffee purge promotions to boost lagging sales.

While strong **December** sales indicate an opportunity for price increases, **March** presents an unexpected outlier as an opportunity for price increases.

Not only does it show high overall revenue above--results of higher prices combined with higher raw sales, it also demonstrates high average revenue by bean cost in the chart to the right.

This demonstrates a seasonal customer base willing to buy higher priced beans specifically.