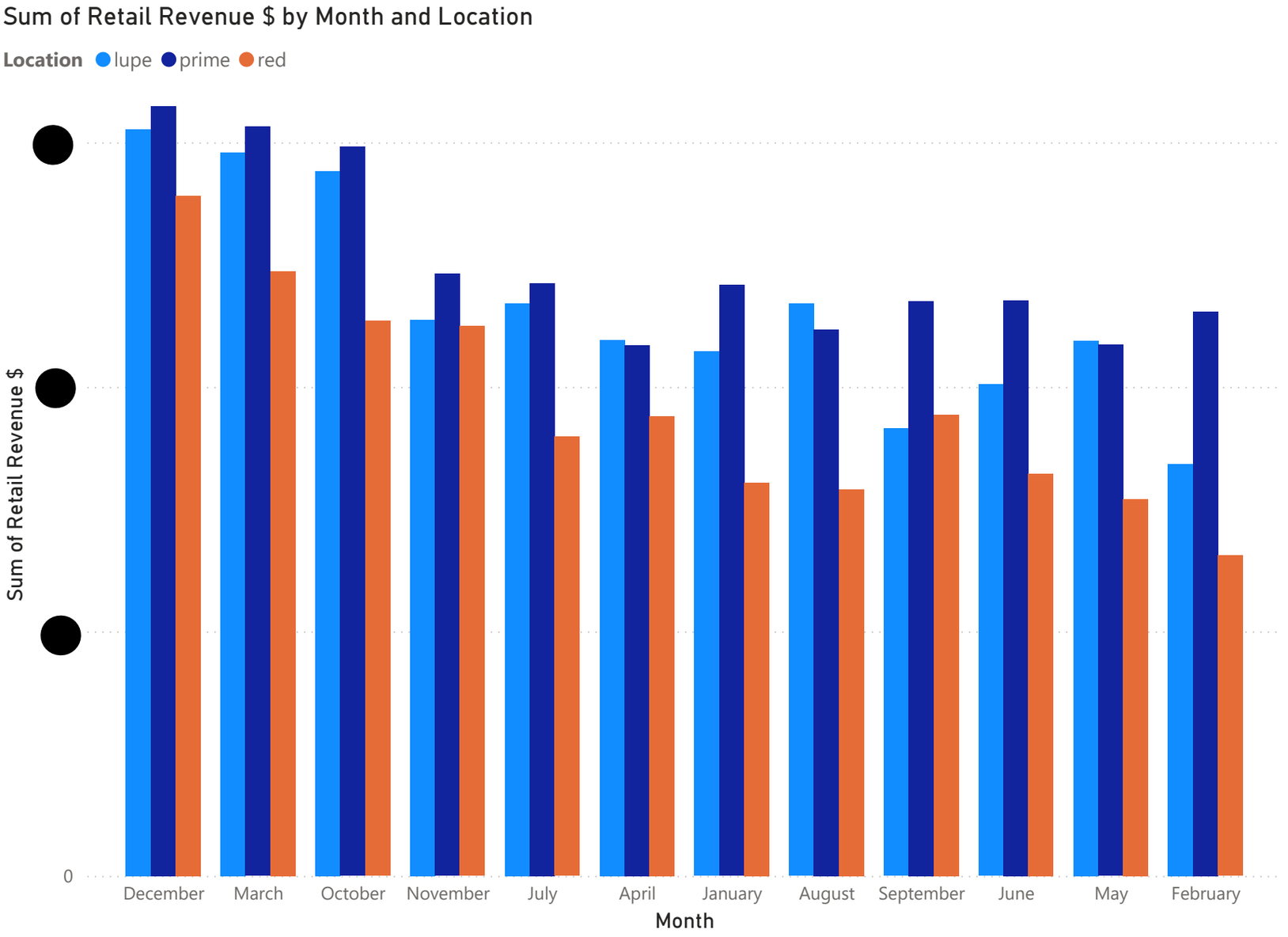
2024 Retail Coffee Revenue



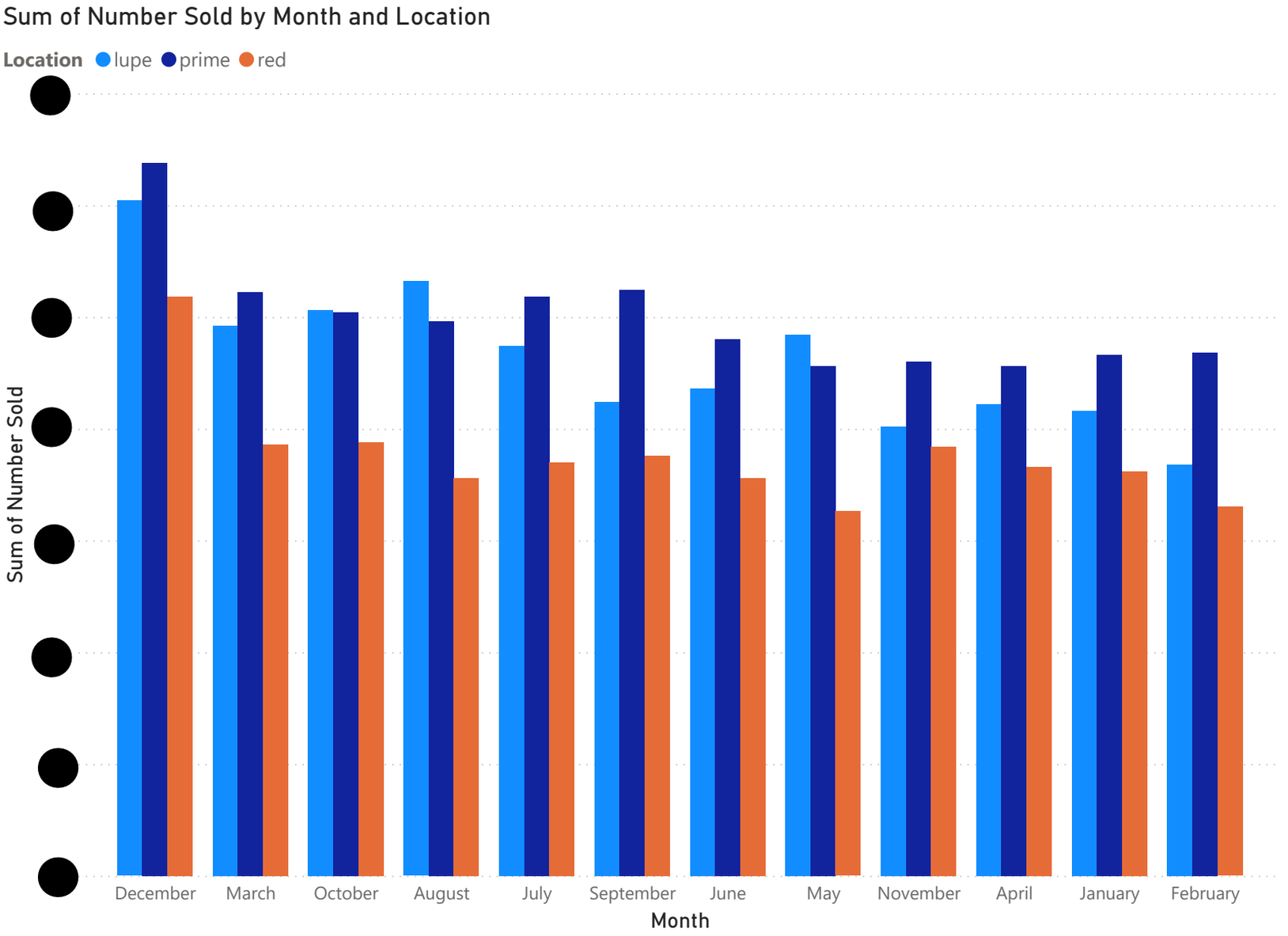
[redacted]
Sum of Retail Revenue $

[redacted]
Average of Retail Revenue $

[redacted]
Min of Retail Revenue $

[redacted]
Max of Retail Revenue $

2024 Retail Coffee Sold



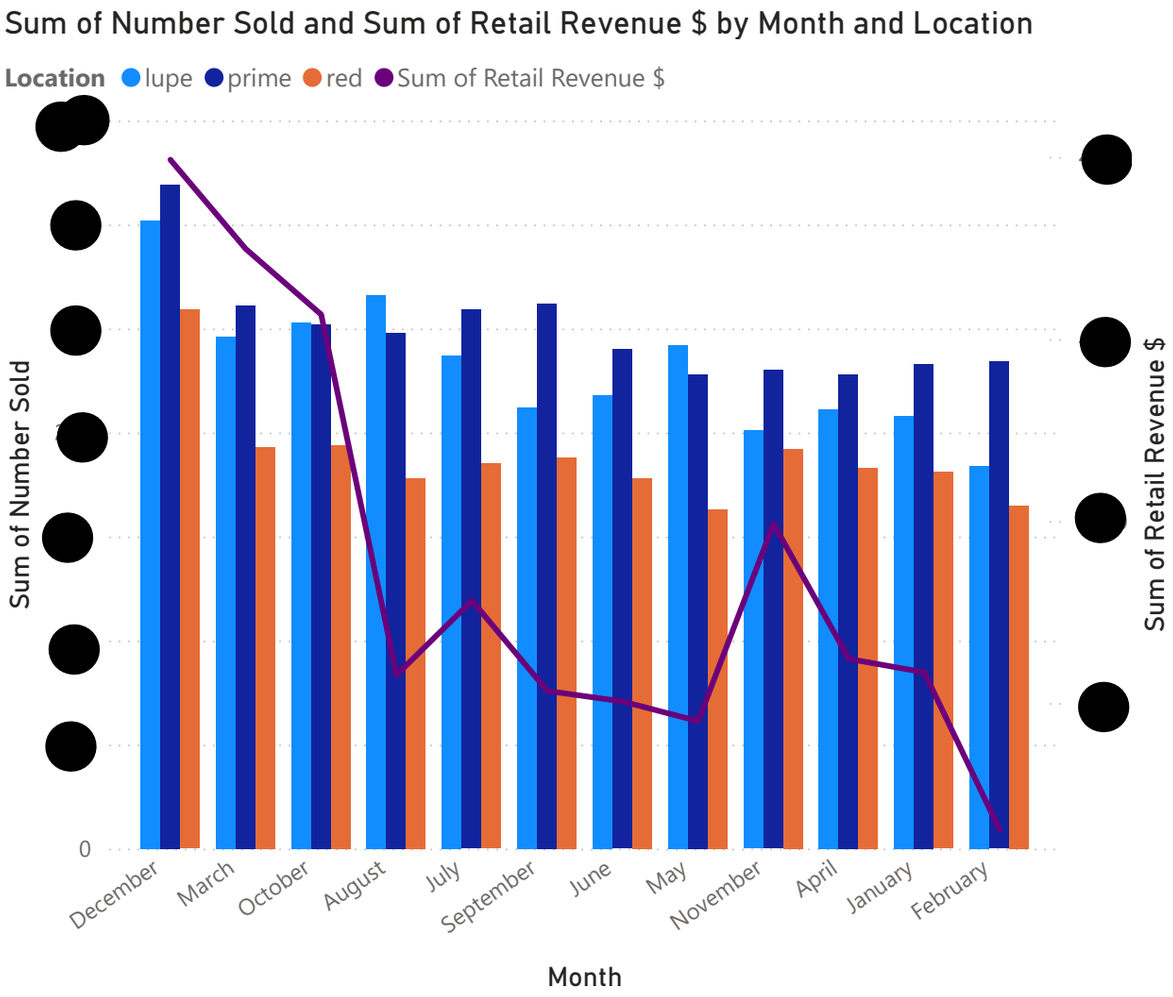
[redacted]
Sum of Number Sold

[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

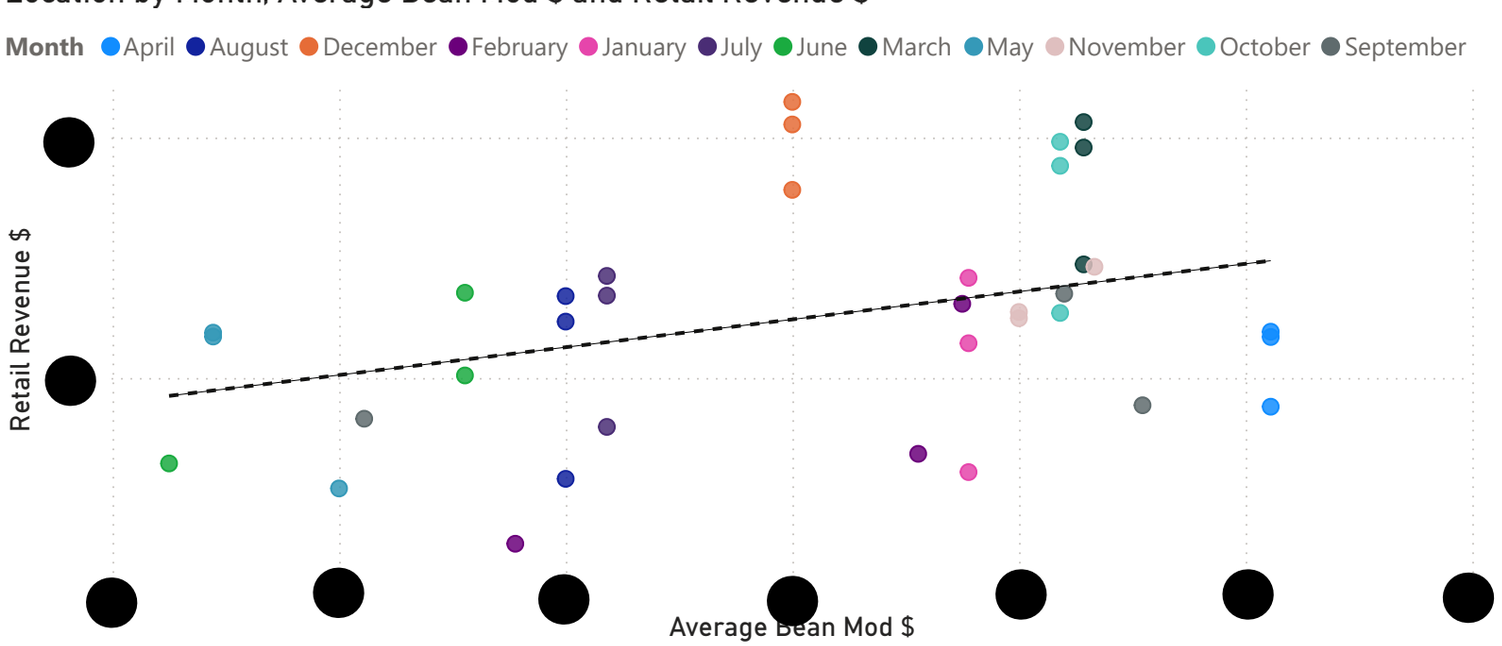


Low R/S Ratios:

- August
- September
- May

High R/S Ratios:

- July
- November



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

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

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

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

While strong **December** sales indicate another opportunity for price increases, **March** presents an unexpected outlier in the chart on the right, which compares average bean prices to average revenue by bean.

Not only does **March** have high overall revenue (higher prices combined with higher raw sales numbers), it also demonstrates high average revenue.

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