

2025 Milk Blend Sales Projection

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Introduction

This project aims to accurately project Iconik's retail Milk Blend sales for the months of 2025 for which it was not or has not yet been offered (All months except June and July as of this report's publication).

Data

Data was exported from Clover and ETLed directly within Microsoft Excel. All monetary values represent gross sales and do not account for potential discounts or returns. Also note that this data consists only of cafe sales, and does not incorporate online or wholesale numbers.

Also, this forecast model leverages early 2024 data from Red, and does not account for that location's interim growth. Therefore the proposed data is somewhat conservative for the first several months of 2025.

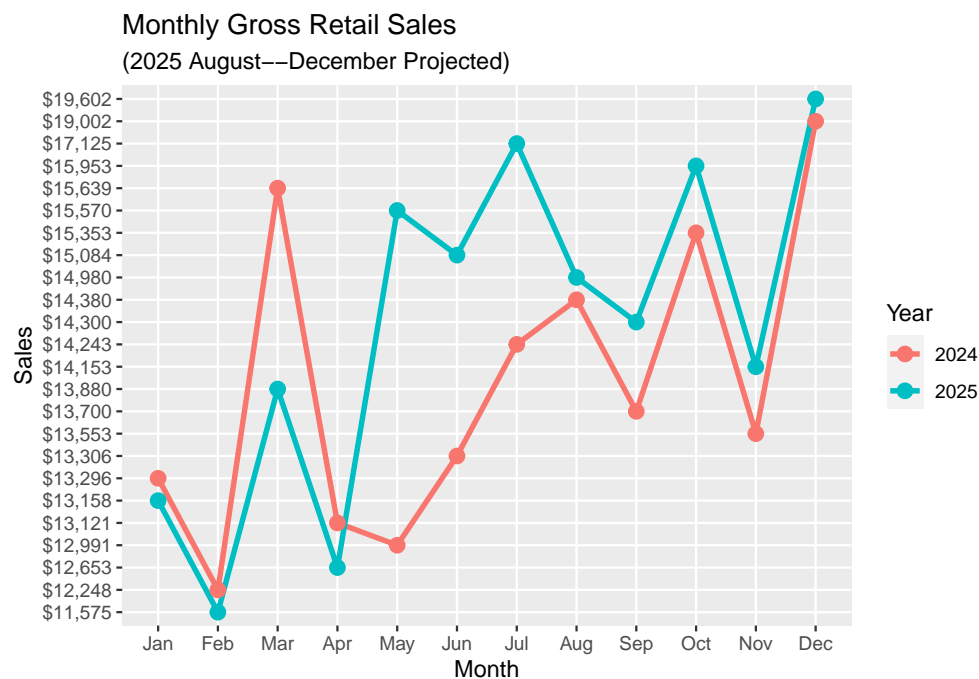
Method

Data on retail coffee sales for 2024 was pulled and compared to 2025's extant sales (January through July). The average difference in month-to-month sales was calculated, then applied to the remainder of 2024's sales (August through December.)

Then Milk Blend sales data was pulled (June 16th through July). June sales were doubled to account for its missing half. The average of Milk Blend's % share of gross retail sales for these months was calculated, then applied to the gross sales of 2025's remaining real and forecast months.

Projections

Gross Retail Sales



Gross Milk Blend Sales

