



# La Table de Max

## 2025 Half-Year Review

Welcome to the 2025 Sales Review report for *La Table de Max*, the new Bistro Chain in France. In the visuals below, you will learn all about our team's performance across our three French stores. We'll cover insights from a range of strategic areas, pinpoint specific opportunities for improvement, and forecast the second half of 2025.

TOTAL # OF PURCHASES

90,164



\$2,639,549

TOTAL SALES (\$)

AVERAGE ORDER SIZE

\$29.27

TOP STORE

Paris

BEST SELLER (QUANTITY)

Grilled panini with melted cheese.

Grilled steak cooked to order.

BEST SELLER (\$)

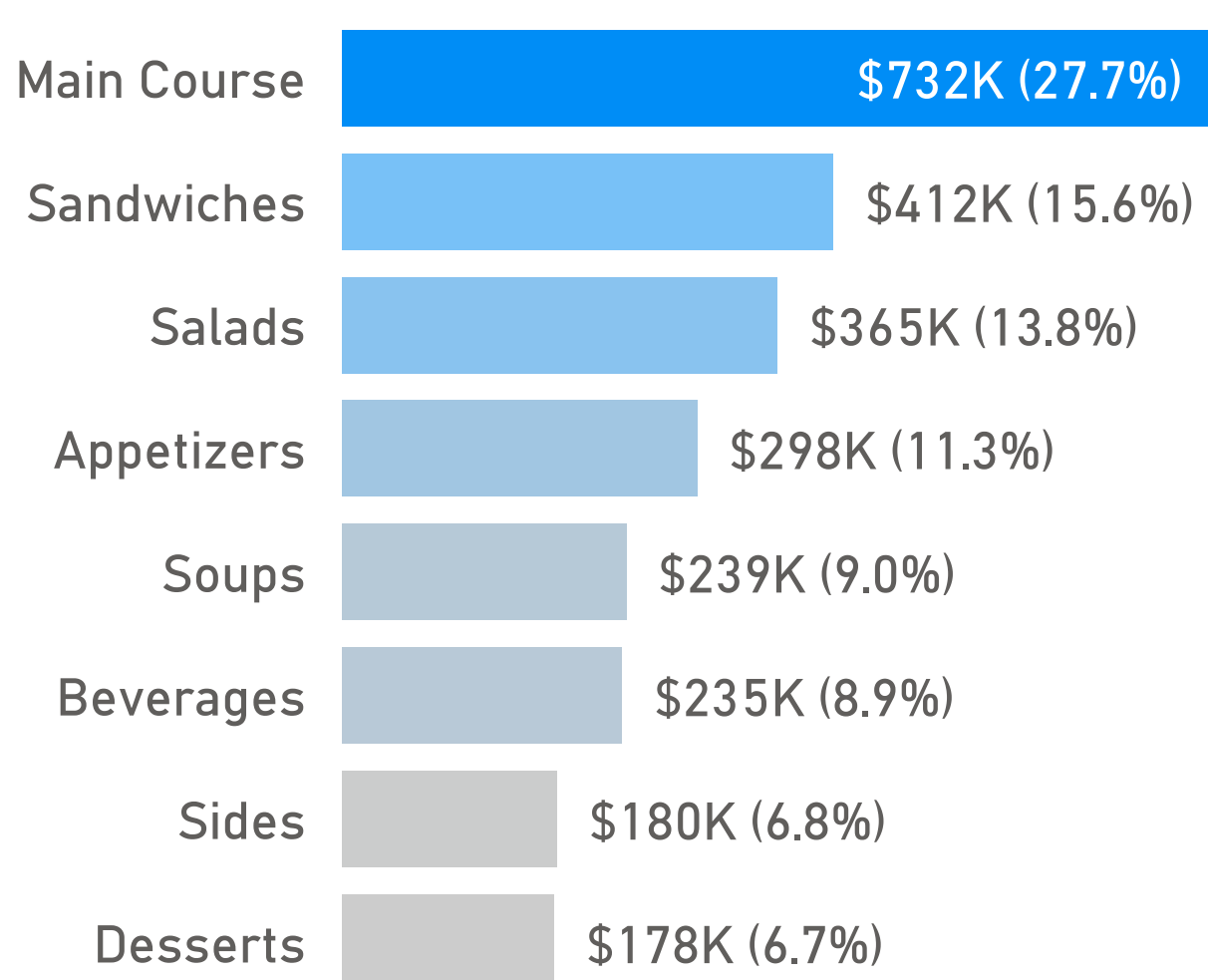
So far in 2025, we have observed total sales of **\$2 639 549** across **90 164** transactions.

This yields an average order size of **\$29.27**. Average order size varies acrosss our 3 restaurants, from \$21.91 in Bordeaux, \$22.09 in Marseille and \$43.85 in Paris.

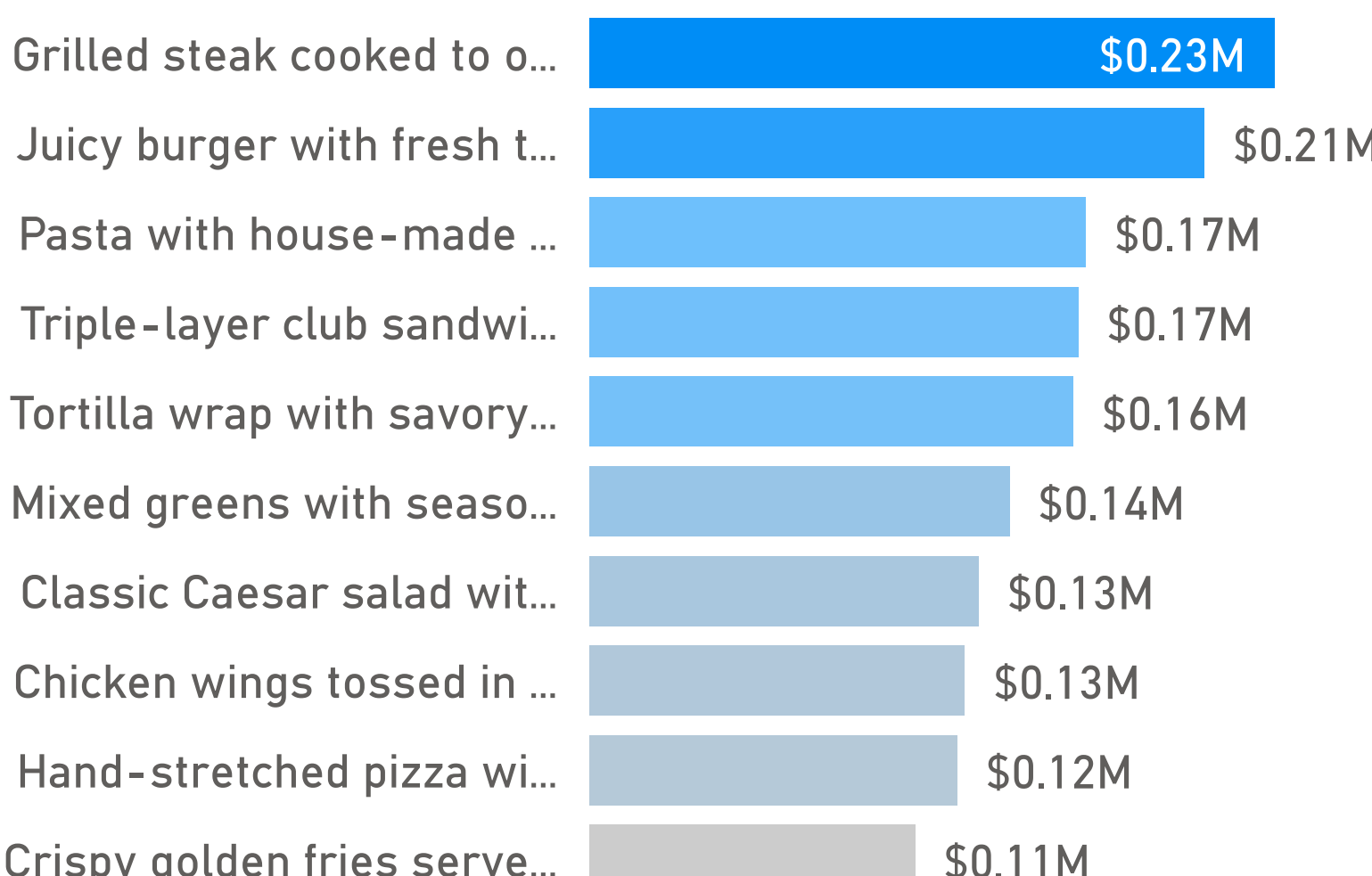
**Grilled steak cooked to order.** is our strongest seller in terms of revenue in all restaurants. We are surprise. We think beer or wine can be a great match to grilled steak, but we do not offer this in our menu !

### Which Products Are Driving Revenue So Far in 2025?

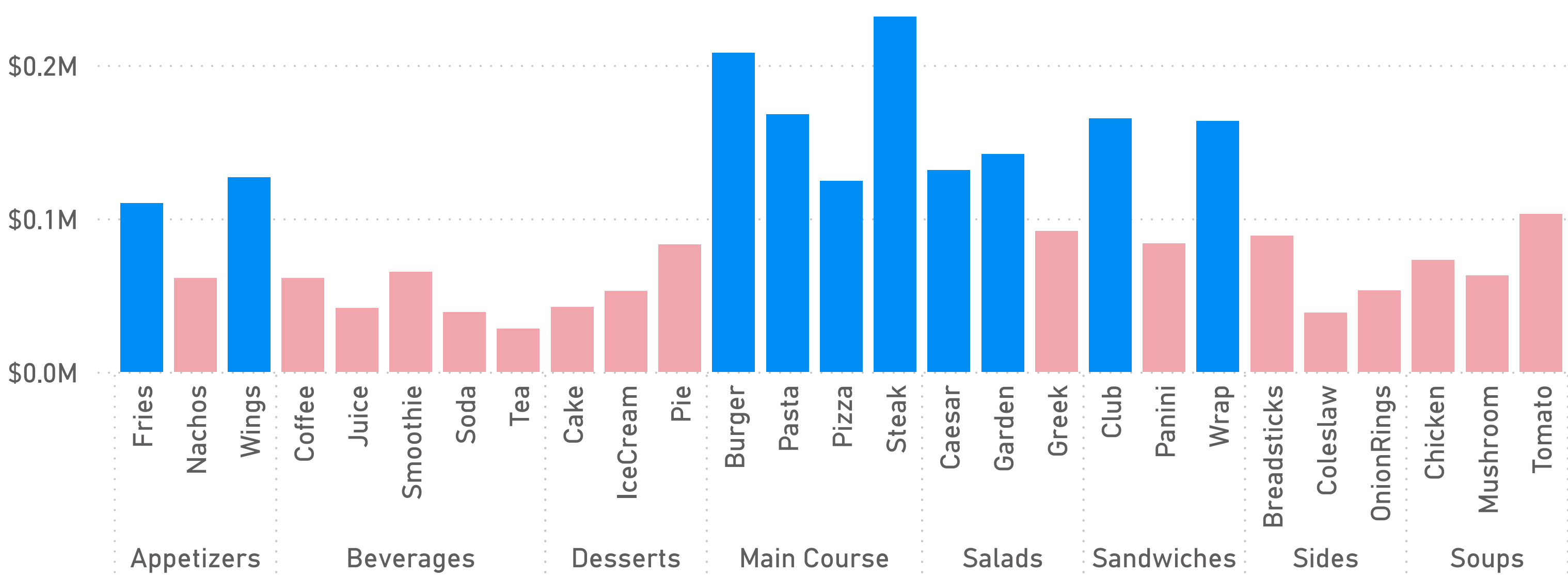
Total Sales (% of Sales) by Menu Category



Top 10 Best-Selling Items by Total Sales



Of Our Top 10 menu items (Highlighted in Blue), Main Course dishes and Sandwiches lead the group

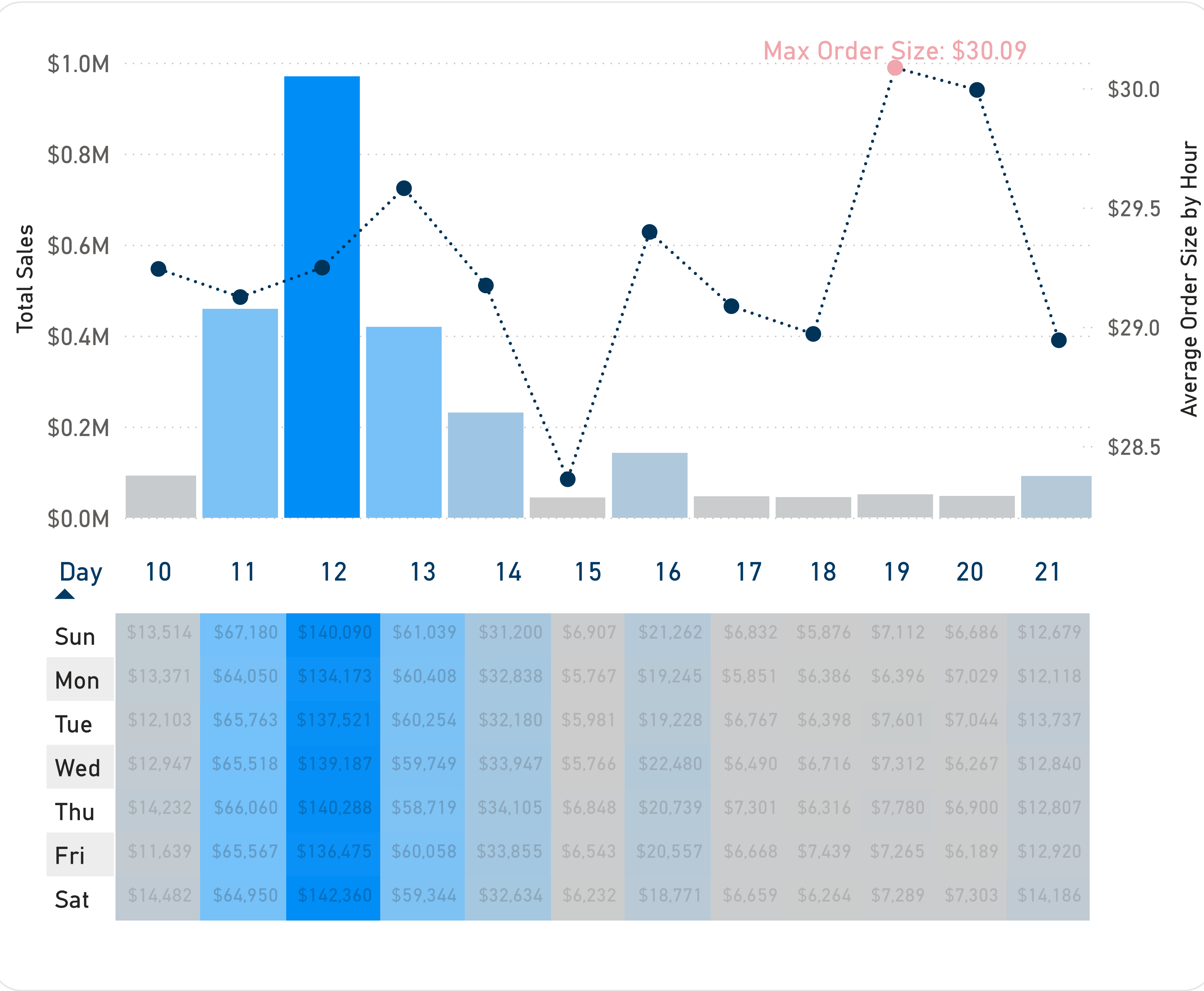


The most popular time of day for our customers to eat is around **12 PM**, no difference among restaurant locations.

There is clearly an opportunity to **improve revenue after 16 hrs**, as leaving the stores open until 21 hrs is only accounting for 10.7 % (\$281 423) of revenue.

Our 3 stores are located at tourist spots, and we notice there is no major tendency towards a particular day of the week... To at our suprise! We were expecting major customer flow from Friday to Sunday. We recommend **exploring day-train traffic occupancy** around the stores... If there are people traveling more on Friday to Sunday, where else are they eating ?

### At What Time of Day do our Restaurants see the Most Revenue?



\$4,544,506

Full Year Sales Goal

Based on average daily sales so far in 2025, **\$4,544,506** is a reasonable target for our first year of revenue across our 3 restaurant locations.

If we can sustain Paris' exceptional growth, we are confident we can surpass this goal, especially after **revisiting our beverage menu**.

The same food menu is served in the 3 stores, yet Paris shows the largest revenue. Could a more curated menu for Bordeaux and Marseille, incorporating seafood alternatives, be an opportunity to increase revenue ? We recommend **further research on menu offerings** in surrounding areas.

### Based on Current Performance, What do we Forecast for Sales for 2025?

