

# KRAKEN KOFFEE 2023 HALF-TIME REVIEW

Welcome to the 2023 Sales Review report for Kraken Koffee's **NEW FLORIDA 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 forecast the second half of 2023.



## Which Kraken Koffee Products are Driving Revenue So Far In 2023?

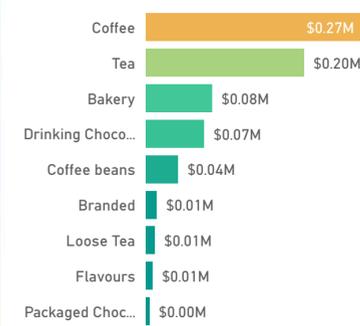
So far in 2023 we have observed total sales of **\$698,812** across **149,116** transactions.

This yields an average order size of **\$4.69**. Average order size across our three new Florida ranges from **\$4.81** in Orlando, to **\$4.66** in Tampa to **\$4.59** in Miami.

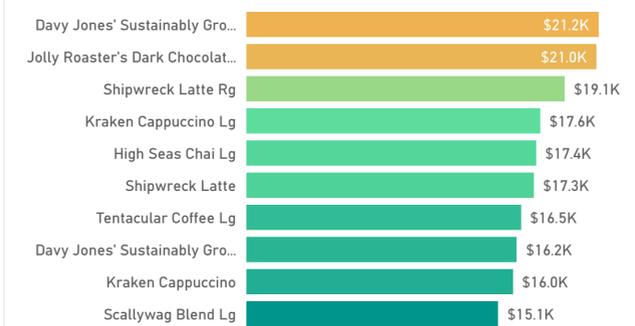
**Davy Jones Sustainably Grown Organic Hot Chocolate Lg** is our best seller in terms of revenue but it varies in terms of location .

For example, **Jolly Roaster's Dark Chocolate Lg** is our top earning product in Orlando. **Civet Cat** is our best seller in Tampa while **Jolly Roaster's Dark Chocolate Lg** is the to product in terms of sales in Miami.

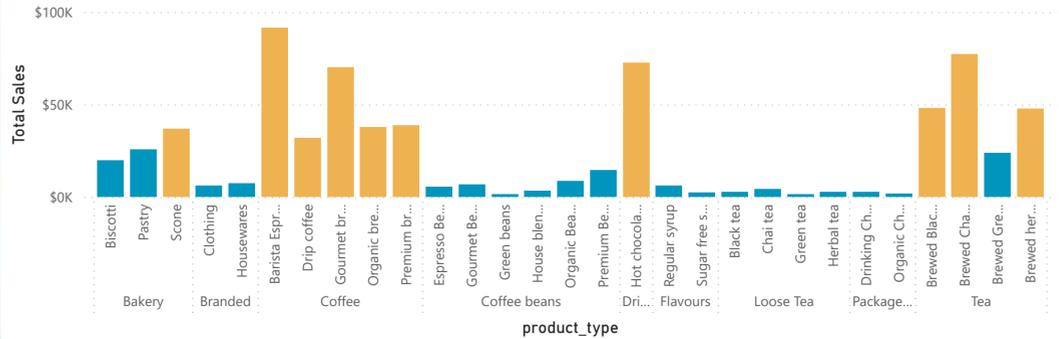
Total Sales By Product Category



Top 10 Best Selling Products by Total Sales



Of Our Top 10 Product Types (Highlighted in Orange) 8 Fall into Coffee or Tea Product Category



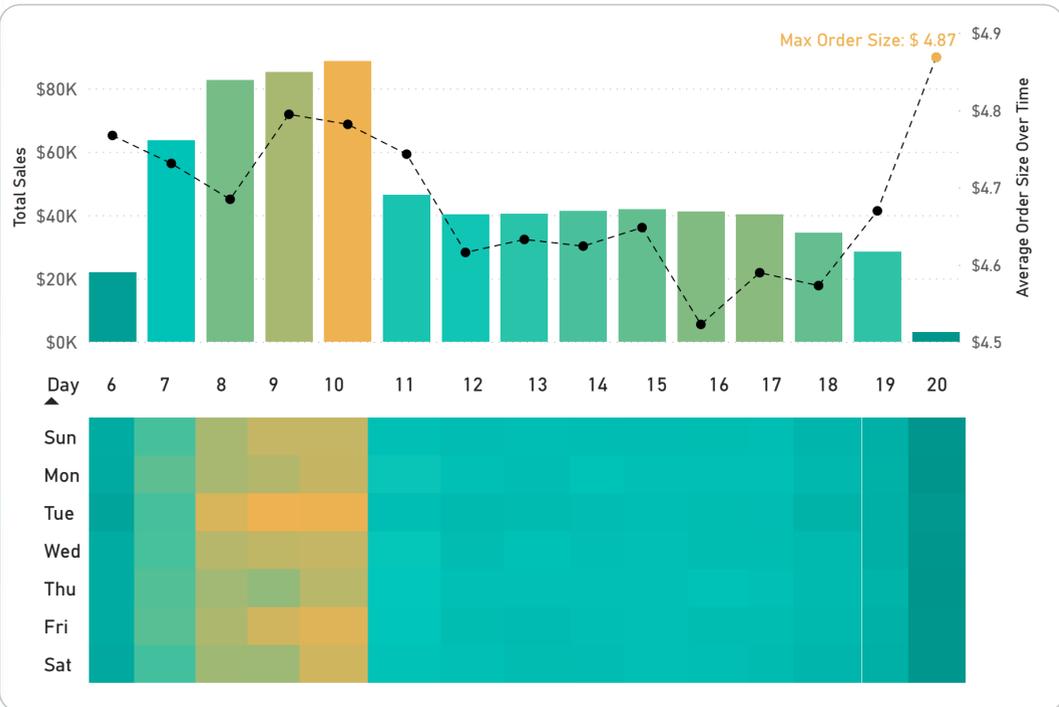
The most popular time of day for our customers to spend money at our Florida locations is around **10 AM** (no surprise we are coffee company after all)

**Monday** is our highest revenue generating day of the week while **Saturday** is our lowest revenue generated day.

What we are noticing however is that our sales don't really take off until **7AM** and have all but ended by **8 PM**. Combined sales before **7AM** and after **7PM** amount to only **\$24,836** meagre **3.55 %** of our total sales at this point in the year.

Accordingly our management team is considering reevaluating our opening and closing times for all 3 of our new locations to reflect the slower wind-up sales and the steep drop-off in evening.

## At What Time of the Day Our Florida Locations See The Most Revenue ?



**\$1.41M**

Forecast

Based on avg daily sales in 2023 we believe **\$1,409,207** is a reasonable target for our first year of sales across our 3 stores in Florida.

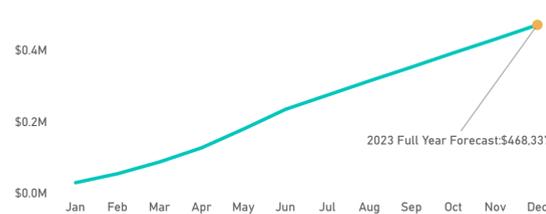
However, this done account the great momentum that we have seen in May and June this year. Notice on right that avg daily sales for January to March were only **\$2,852** while average daily sales for April to June Spiked to **\$4,859**

If we can sustain that growth then we feel confident that our new store locations can help us blow the above sales target out of the water! (yes that's a nautical pun). Even though the above number is our goal, we would be thrilled to see our 3 new Florida offices hit our stretch goal **\$1,592,839**

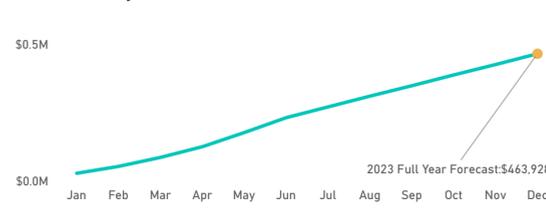
## Based on Current Performance What Do We Forecast for Sales in 2023

Store	Day	Apr	Feb	Jan	Jun	Mar	May
Miami	Sun	\$7K	\$4K	\$5K	\$7K	\$4K	\$6K
	Mon	\$6K	\$3K	\$5K	\$8K	\$4K	\$9K
	Tue	\$5K	\$3K	\$5K	\$6K	\$4K	\$8K
	Wed	\$5K	\$4K	\$4K	\$7K	\$6K	\$9K
	Thu	\$5K	\$4K	\$4K	\$7K	\$5K	\$7K
	Fri	\$5K	\$4K	\$3K	\$9K	\$6K	\$7K
	Sat	\$7K	\$3K	\$3K	\$8K	\$4K	\$6K
<b>Total</b>		<b>\$39K</b>	<b>\$25K</b>	<b>\$27K</b>	<b>\$55K</b>	<b>\$33K</b>	<b>\$52K</b>
Orlando	Sun	\$7K	\$4K	\$4K	\$7K	\$4K	\$6K
	Mon	\$5K	\$4K	\$4K	\$7K	\$5K	\$8K
	Tue	\$5K	\$3K	\$4K	\$8K	\$4K	\$8K
	Wed	\$6K	\$4K	\$3K	\$6K	\$5K	\$8K
	Thu	\$5K	\$3K	\$4K	\$9K	\$5K	\$7K
	Fri	\$5K	\$4K	\$4K	\$9K	\$6K	\$7K
	Sat	\$7K	\$4K	\$3K	\$7K	\$4K	\$7K
<b>Total</b>		<b>\$39K</b>	<b>\$25K</b>	<b>\$27K</b>	<b>\$54K</b>	<b>\$33K</b>	<b>\$52K</b>
Tampa	Sun	\$7K	\$4K	\$4K	\$8K	\$4K	\$7K
	Mon	\$5K	\$4K	\$5K	\$8K	\$5K	\$8K
	Tue	\$5K	\$4K	\$5K	\$8K	\$5K	\$9K
	Wed	\$6K	\$3K	\$3K	\$8K	\$5K	\$8K
	Thu	\$6K	\$4K	\$3K	\$9K	\$6K	\$7K
	Fri	\$6K	\$3K	\$4K	\$9K	\$5K	\$7K
	Sat	\$6K	\$4K	\$4K	\$8K	\$4K	\$7K
<b>Total</b>		<b>\$40K</b>	<b>\$26K</b>	<b>\$28K</b>	<b>\$57K</b>	<b>\$33K</b>	<b>\$53K</b>
<b>Total</b>		<b>\$119K</b>	<b>\$76K</b>	<b>\$82K</b>	<b>\$166K</b>	<b>\$99K</b>	<b>\$157K</b>

Full Year Projection Miami



Full Year Projection Orlando



Full Year Projection Tampa

