

Revenue	Net Profit	Transactions	Customers	Retention Rate
\$671,202	\$234,688	17,249	476	95.17%

KPIs by Location				
Location 	Net Profit 	Revenue	Transactions	Customers
Downtown	\$76,564	\$218,816	5,994	443
Campus	\$61,491	\$176,156	4,361	438
Uptown	\$51,590	\$147,510	3,482	418
Suburb	\$34,043	\$97,181	2,555	406
Mall Kiosk	\$11,001	\$31,538	857	323

KPIs by Payment Method				
Payment Method Type 	Net Profit 	Revenue	Transactions	Customers
Credit	\$80,236	\$229,938	5,916	445
Mobile Payment	\$60,463	\$172,428	4,426	432
Debit	\$47,227	\$134,841	3,462	412
Cash	\$26,099	\$75,009	1,920	388
Gift Card	\$13,094	\$37,293	942	331
Klarna	\$7,568	\$21,692	583	268

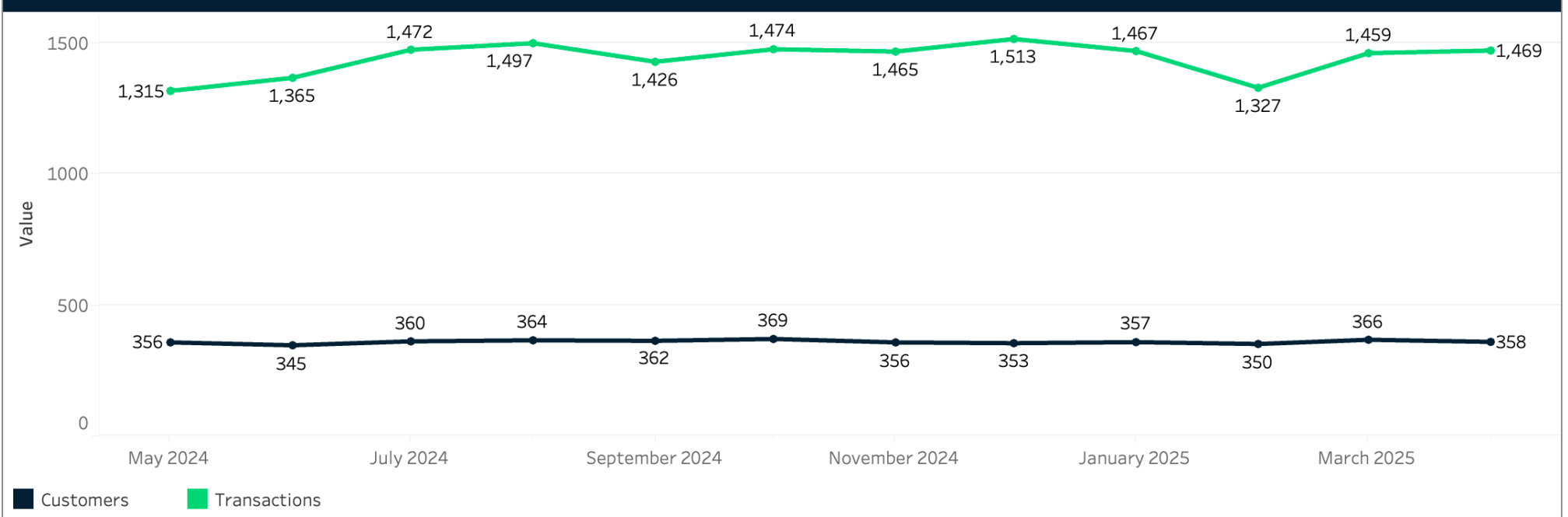
KPIs by Product				
Product Type 	Net Profit 	Revenue	Transactions	Customers
Coffee	\$42,175	\$120,984	8,310	457
Wrap	\$39,250	\$112,171	5,472	442
Salad	\$34,051	\$96,848	4,671	439
Smoothie	\$33,062	\$94,990	5,401	436
Sandwich	\$31,872	\$90,788	4,474	438
Pastry	\$16,218	\$46,407	5,304	440
Tea	\$14,558	\$41,983	4,153	431
Juice	\$13,956	\$39,711	4,719	441
Bagel	\$9,547	\$27,321	2,707	407

KPIs by New/Repeat				
	Net Profit	Revenue	Transactions	Customers
Repeat	\$228,077	\$652,014	16,773	453
New	\$6,611	\$19,188	476	476

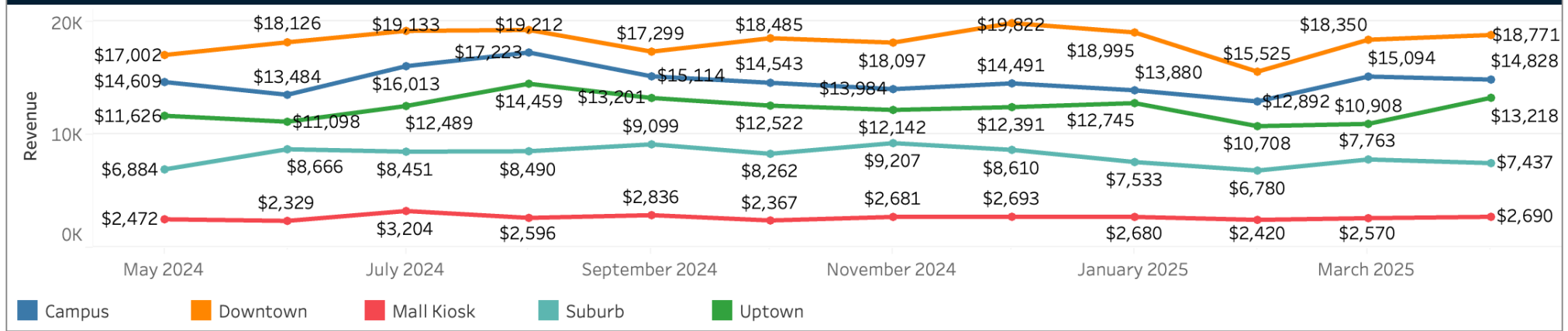
Revenue & Profit by Month



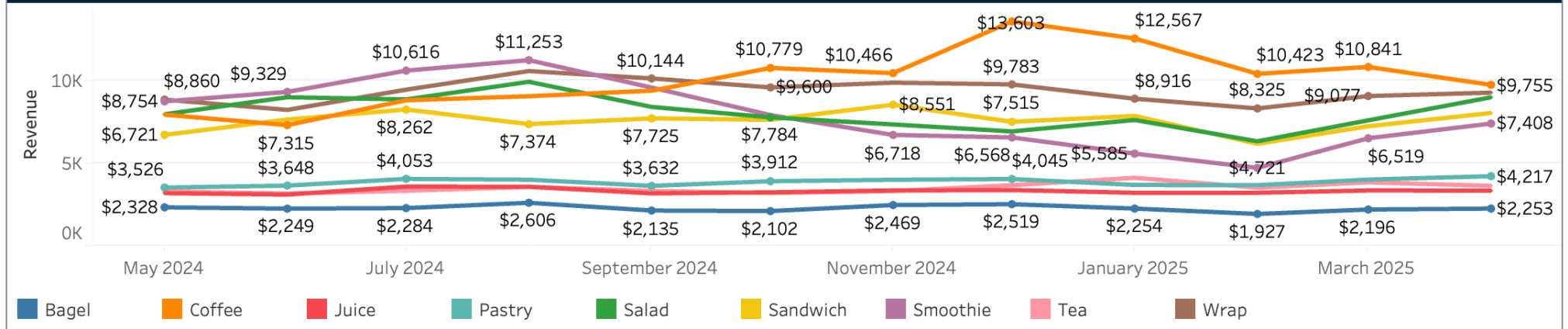
Customers & Transactions by Month



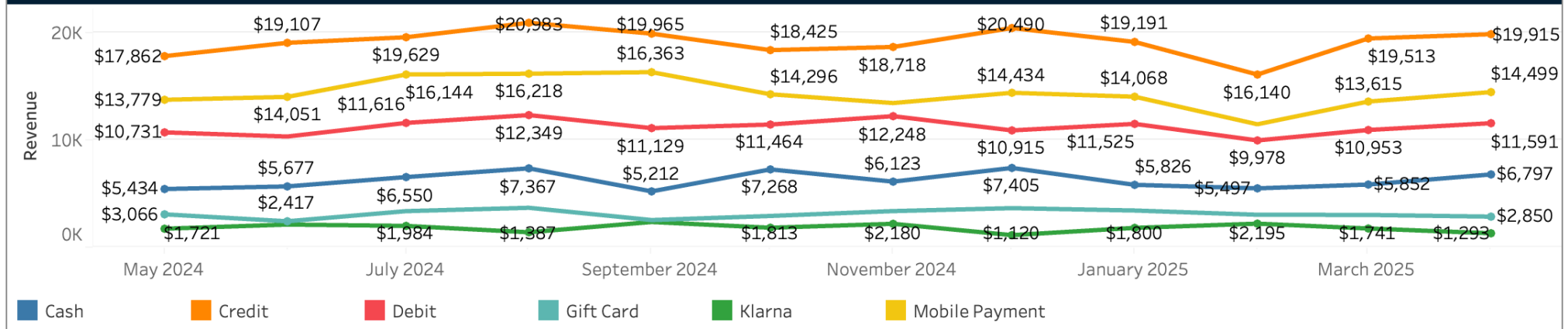
Revenue by Month & Location



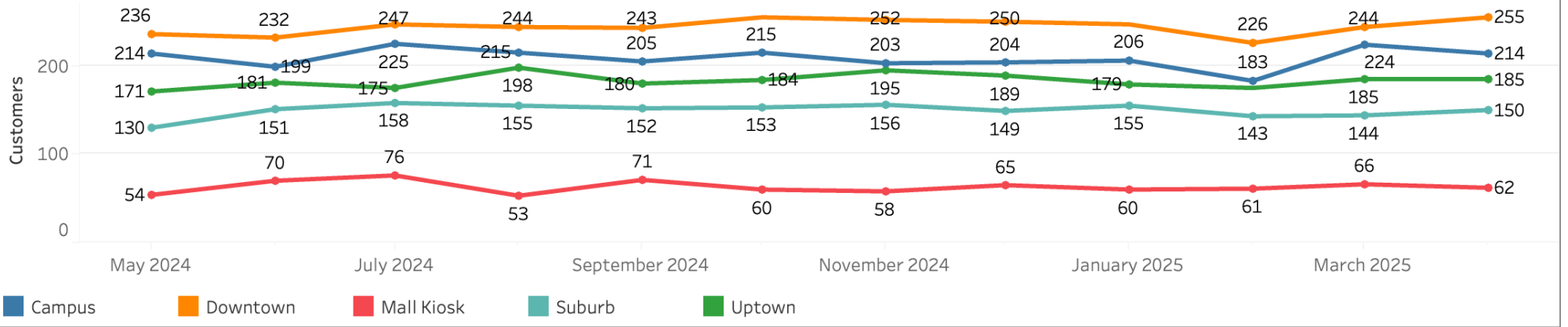
Revenue by Month & Product Type



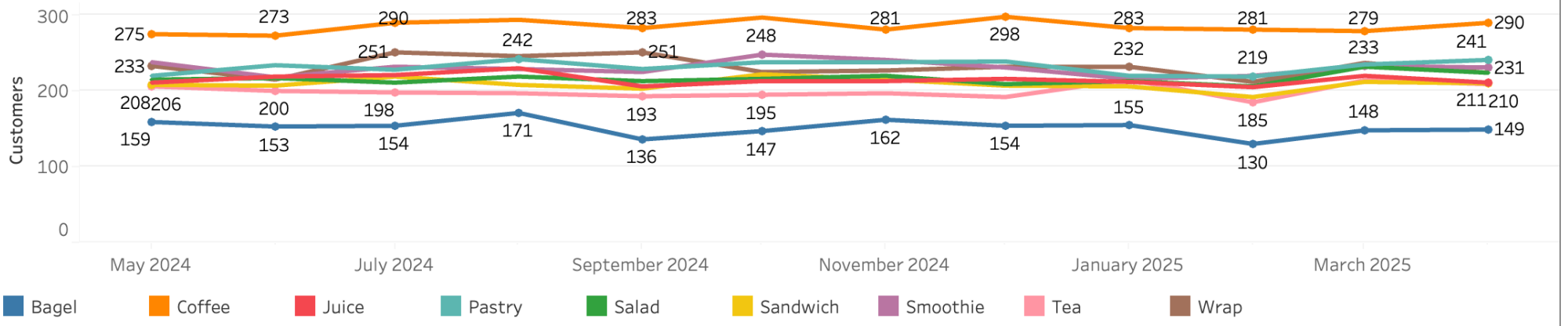
Revenue by Month & Payment Type



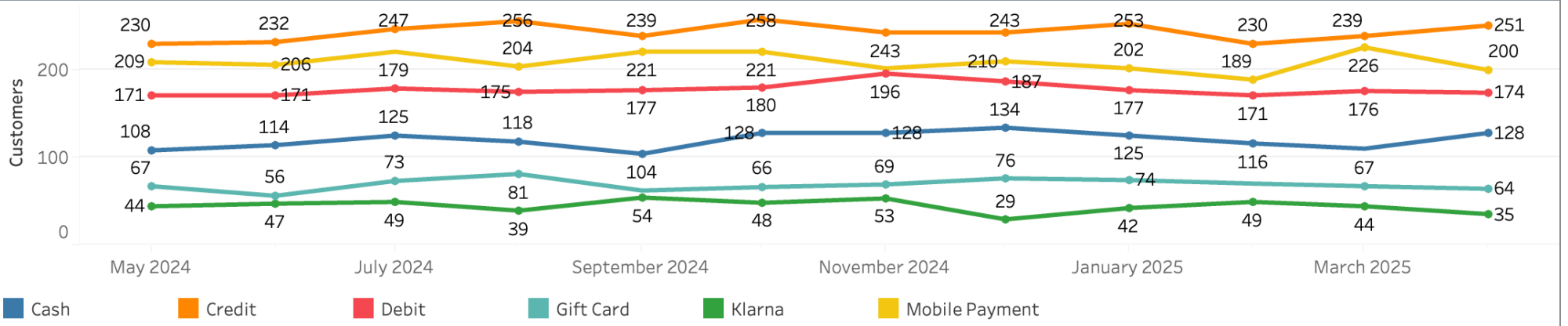
Customers by Month & Location



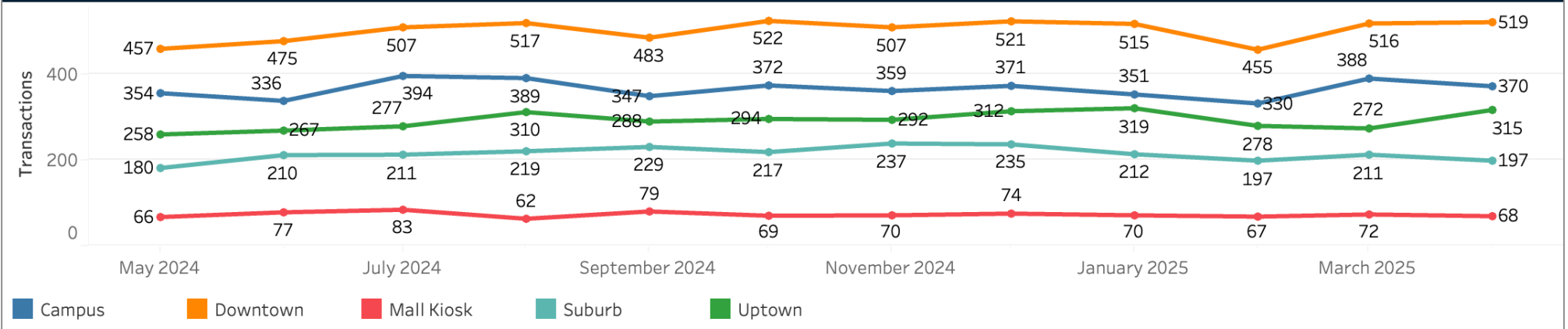
Customers by Month & Product Type



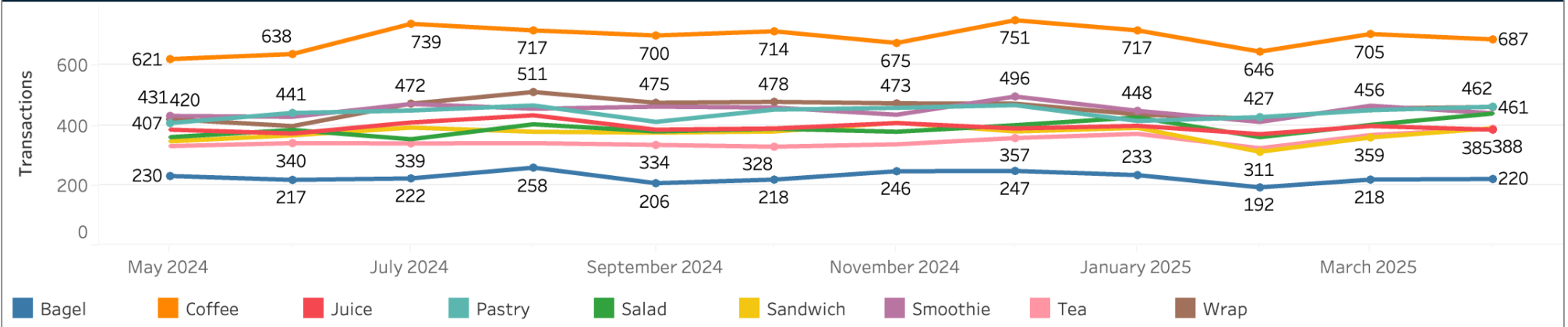
Customers by Month & Payment Type



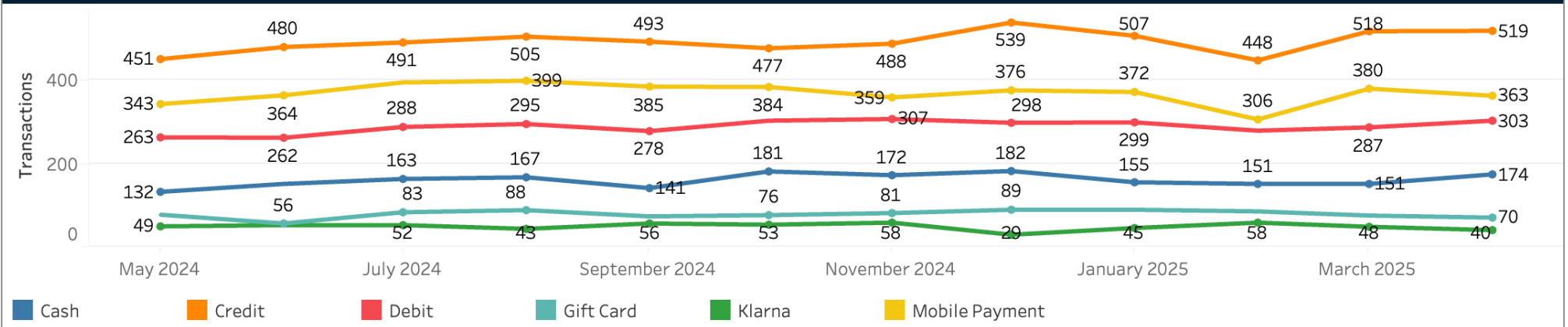
Transactions by Month & Location



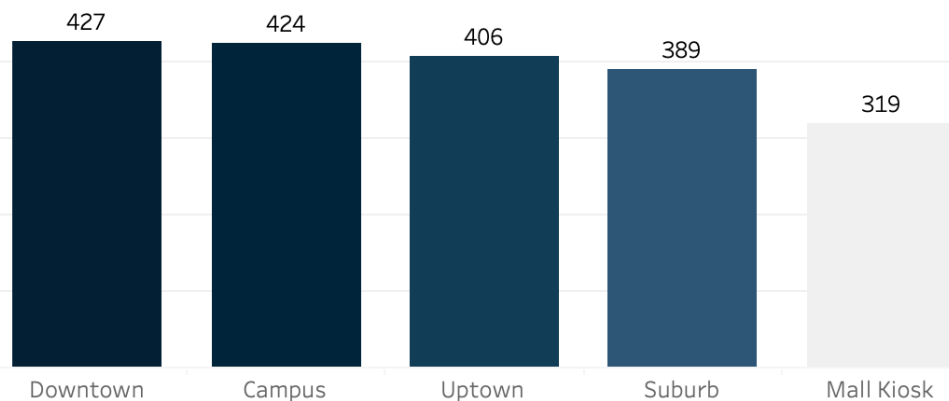
Transactions by Product Type



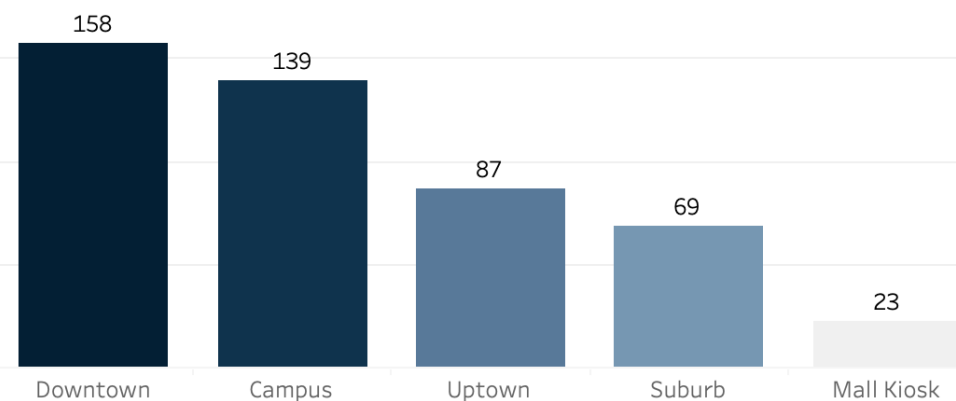
Transactions by Payment Type



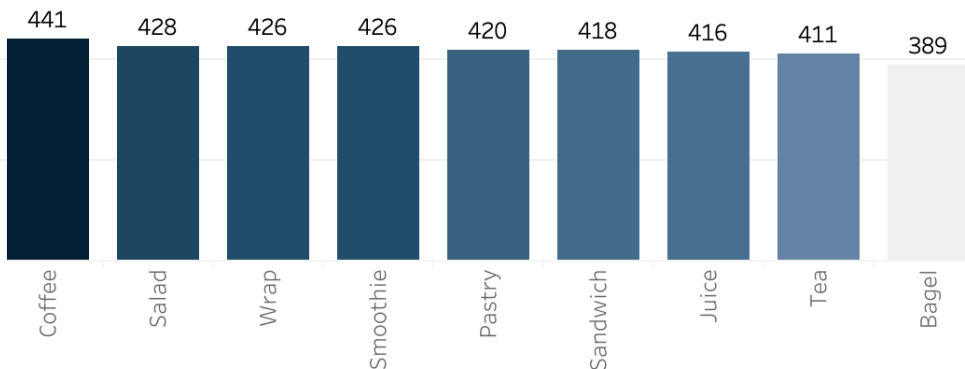
Repeat Customers by Location



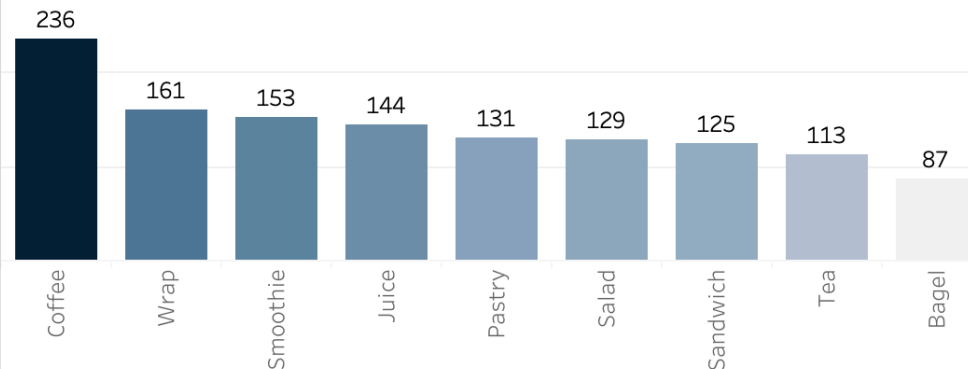
New Customers by Location



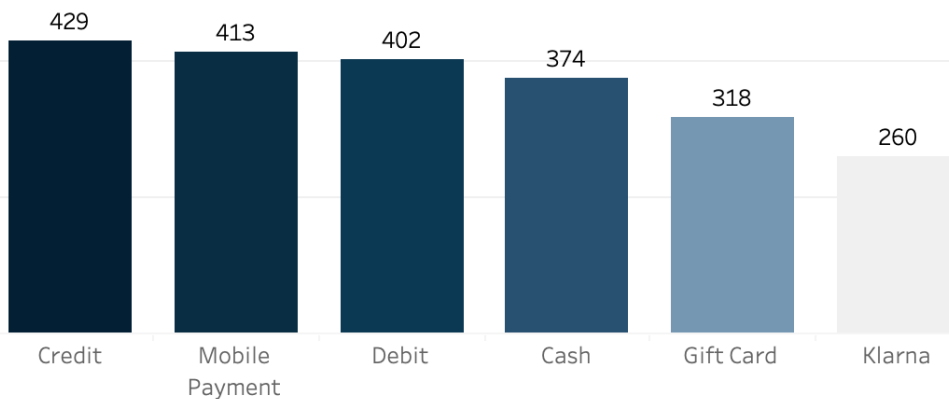
Repeat Customers by Product Type



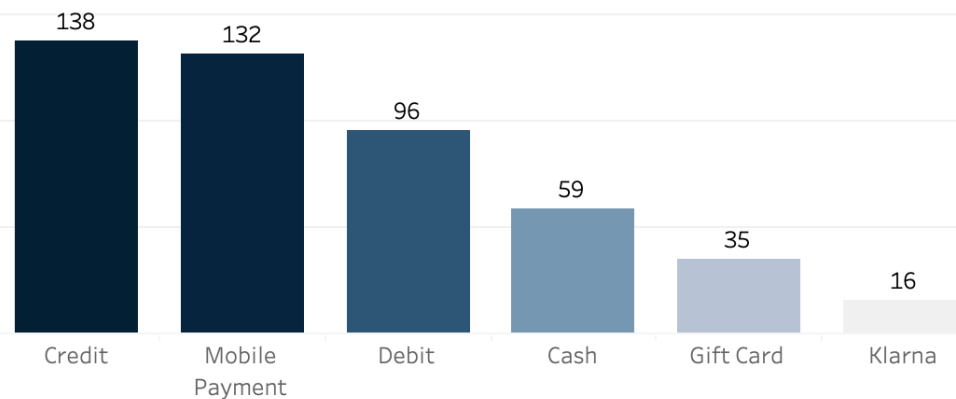
New Customers by Product Type



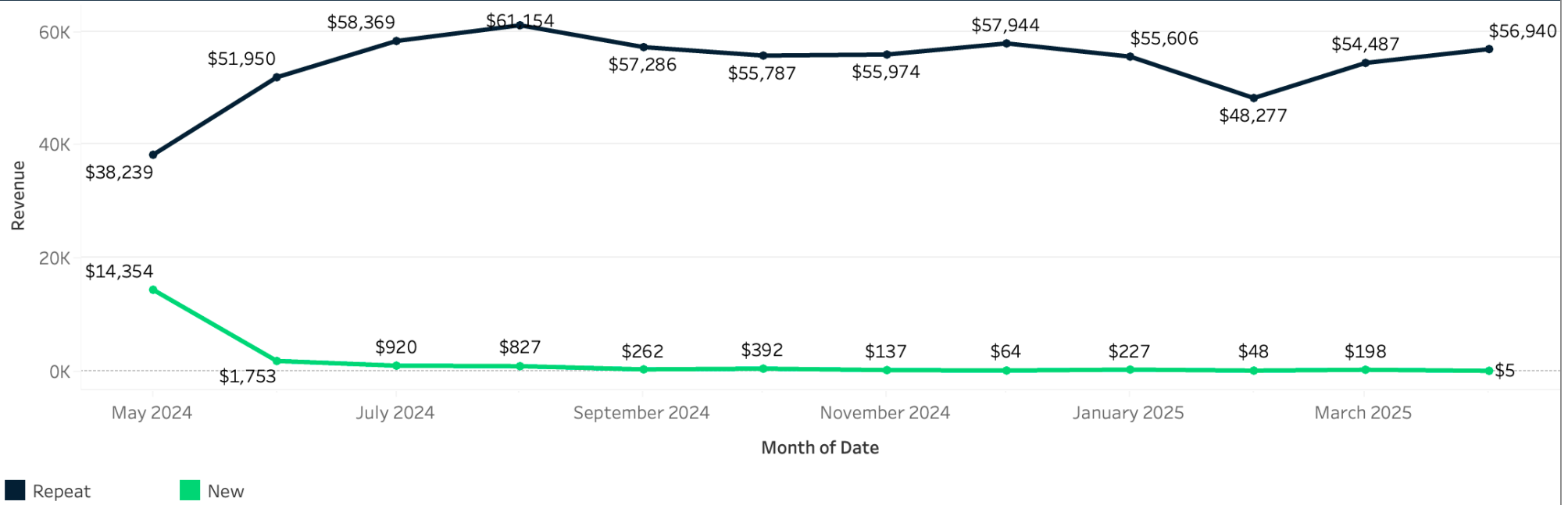
Repeat Customers by Payment Type



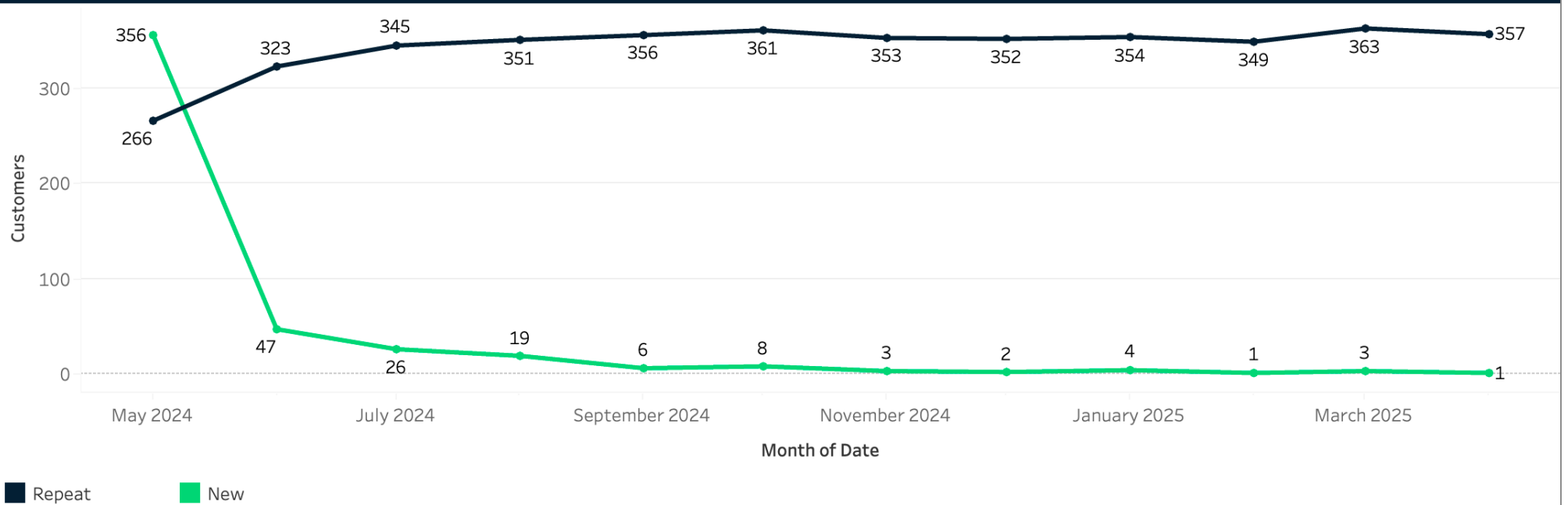
New Customers by Payment Type



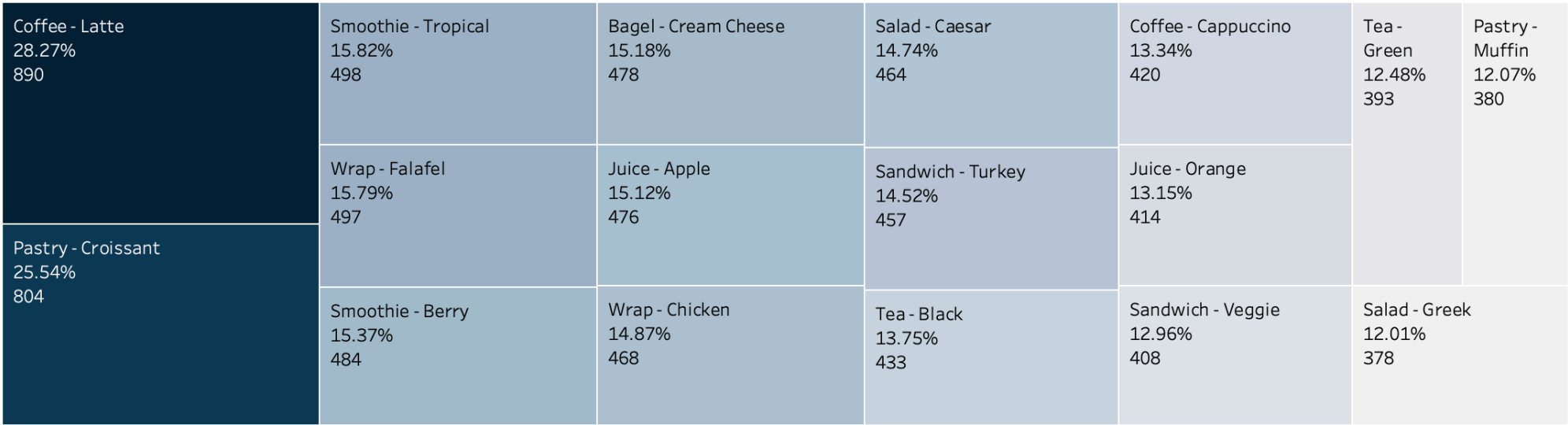
Revenue by Month New/Repeat



Customers by Month & New/Repeat



Product Treemap

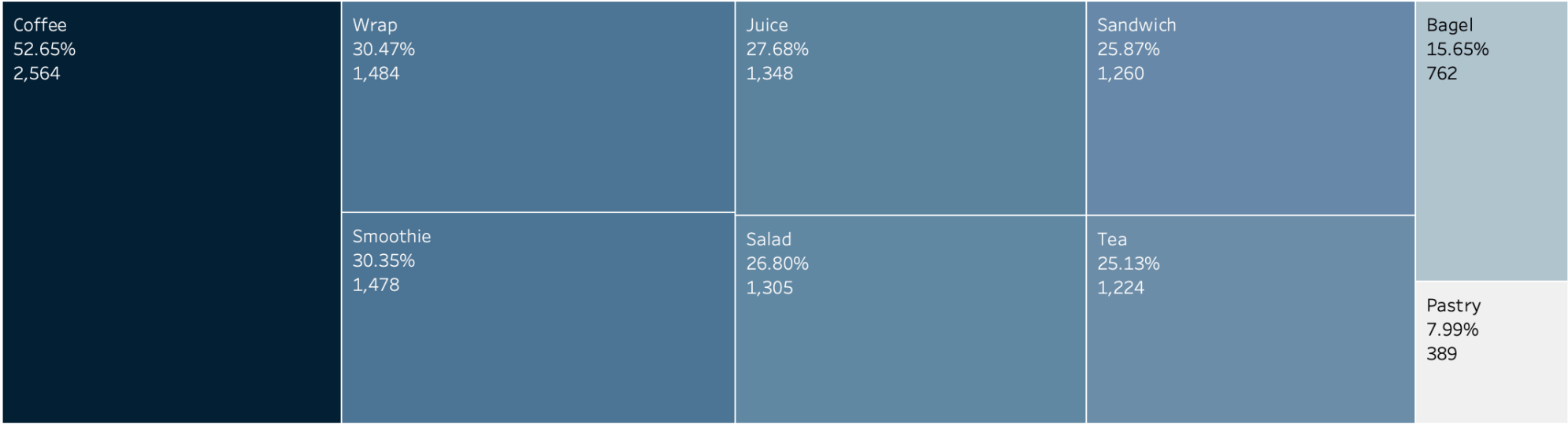


Product

Coffee - Espresso

▼

Product Type Treemap



Product Type

Pastry

▼