EL AUSTRAL CONSULTANT

# Clean-up Report

El Cortito

| Item | Value |
|---|---|
| **Customer ID** | C-20261106-001 |
| **Report ID** | C-20261106-001-analysis-20261107070817-db1 |
| **Business type** | Restaurant |
| **Analysis time frame** | Jan 01, 2023 - Dec 31, 2025 |
| **Data period (order_datetime)** | Jan 01, 2023 - Dec 31, 2025 |
| **Source file** | taqueria_3_years_messy.csv |
| **Created** | 2026-11-07 07:14 |

> **Status:** 136 rows still need a fix. They are left out of the numbers below and saved in the bad rows file so they can be fixed and sent again.

## Data quality

- Rows uploaded: 300,115
- Clean rows: 299,919
- Bad rows found: 26,314
- Fixed by you and added back: 26,118
- Deleted by you (duplicates or unusable): 60
- Still to fix: 136

## Problems found at upload

| Problem | Rows |
|---|---|
| **missing information** | 6,563 |
| **garbled characters** | 5,433 |
| **text in a number column** | 3 |
| **not a valid date** | 3 |
| **negative number** | 15 |
| **spelling differs** | 14,744 |
| **unusual value** | 116 |
| **duplicate row** | 60 |

## Column by column

Only columns that need attention. *Missing data, not bad* and *partly reported, not bad* columns don't make any row bad.

| Column | Status | Blank | Wrong cells |
|---|---|---|---|
| **order_datetime** | needs checking | 0 | 3 |
| **item** | needs checking | 0 | 1,616 |
| **category** | needs checking | 0 | 8,940 |
| **quantity** | needs checking | 0 | 8 |
| **unit_price** | needs checking | 0 | 4 |
| **order_total** | needs checking | 0 | 9 |
| **discount_amount** | needs checking | 0 | 112 |
| **channel** | needs checking | 1,800 | 5,886 |
| **employee** | needs checking | 3,602 | 7,554 |
| **payment_method** | needs checking | 1,200 | 2,992 |

## What we did in this job

1. Received **taqueria_3_years_messy.csv** with 300,115 rows and saved an untouched copy with its fingerprint.
2. Identified the columns. All column names were kept as they are.
3. Checked every column first, then every cell: blanks, text in number columns, dates, negative and unusual numbers, spellings, garbled accents and duplicates.
4. Found 26,314 bad rows. You fixed 26,118, deleted 60 and 136 are still to fix.
5. Every fixed row is marked **fixed** with the date, and every row has its own fingerprint.
6. **Clerk time saved:** this clean-up saved you 40.0 clerk hours at $35.00/hour = **$1,400.00**.

## Rows still pending

- 55 rows still pending from the previous report (C-20261106-001-analysis-20261106185219-db1) were added to this upload: 0 passed now and 55 still need a fix.
- **136 rows still need cleaning.** They are not in the numbers of this report. They are saved, and they will come back automatically with your next upload, marked as pending from this report. Please fix them before the next monthly clean-up.

## Analysis

**Plan: Basic + Analysis.** $1,600.00 per database ($1,200.00 Basic + $400.00 Analysis). Includes the clean-up, the data repair and the data analysis below.

**Time frame:** Jan 01, 2023 - Dec 31, 2025 · 299,919 rows

How to read this report: every section shows **each year on its own**, with its months, so you can see what went up and what went down. Every total says which time frame it covers. **Sales** always means sales after discounts. A change with **+** went up (+4.2% = 4.2% more); with **-** it went down.

## Key numbers

The main numbers for each year. The **Total** column covers the whole time frame: Jan 01, 2023 - Dec 31, 2025 (3 years: 2023, 2024, 2025).

| Measure | 2023 | 2024 | 2025 | Total |
|---|---|---|---|---|
| **Sales** | $1,403,522.10 | $1,416,850.95 | $1,397,510.60 | $4,217,883.65 |
| **Discounts** | $8,085.40 | $8,290.80 | $8,015.40 | $24,391.60 |
| **Orders** | 71,003 | 71,324 | 70,700 | 134,889 |
| **Average sale per order** | $19.77 | $19.86 | $19.77 | $31.27 |
| **Items sold** | 199,853 | 201,003 | 199,014 | 599,870 |
| **Average sales per day** | $3,845.27 | $3,871.18 | $3,828.80 | $3,848.43 |
| **Guests** | 219,555 | 220,812 | 218,586 | 464,498 |
| **Sales per guest** | $6.39 | $6.42 | $6.39 | $9.08 |

### Up or down compared with the year before

Each year compared with the year before it. Averages per day and per order are fair even when a year has fewer months of data.

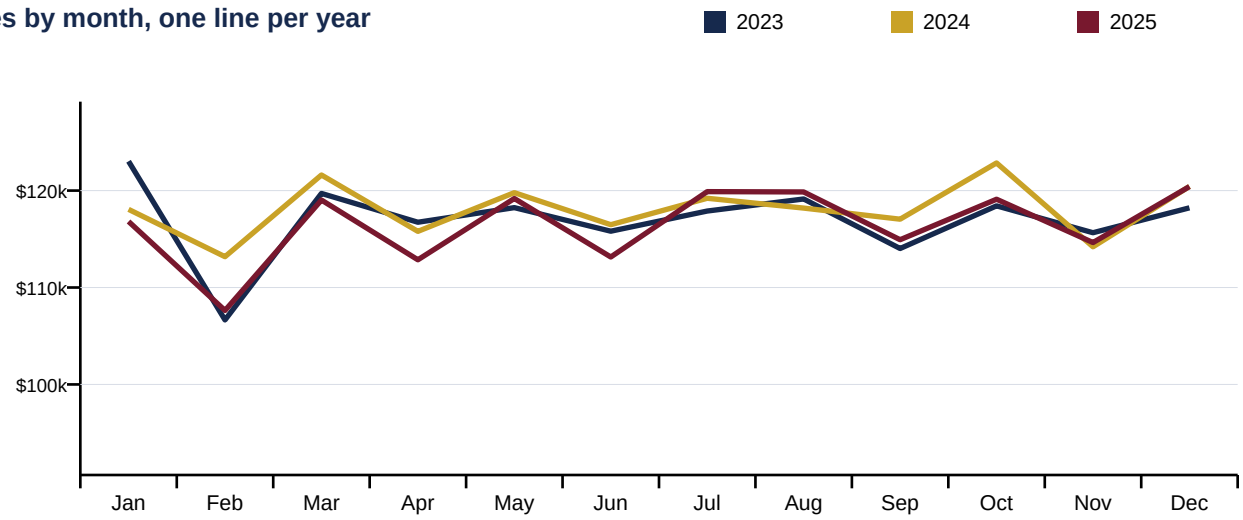
| Measure | 2024 vs 2023 | 2025 vs 2024 |
|---|---|---|
| **Sales** | +0.9% | -1.4% |
| **Discounts** | +2.5% | -3.3% |
| **Orders** | +0.5% | -0.9% |
| **Average sale per order** | +0.5% | -0.5% |
| **Items sold** | +0.6% | -1.0% |
| **Average sales per day** | +0.7% | -1.1% |
| **Guests** | +0.6% | -1.0% |
| **Sales per guest** | +0.4% | -0.4% |

## Monthly sales by year

Each year is listed on its own, month by month. What each column means:

- **Average per day**: the month's sales divided by its days. It makes short and long months fair to compare.
- **vs month before**: how the average per day changed from the month before. February is compared fairly with January even though it has fewer days.
- **Since last December**: where the year stands so far. Every month is compared with the December before the year started, so the number does not add up mistakes month after month. **December shows the real change for the whole year.** The first year in the file has no December before it, so it starts from its own January.
- **vs same month last year**: this month compared with the same month one year before. It removes the seasons: if February is always slow, this column shows whether this February was better or worse.

**Sales by month, one line per year**



## 2023

*Since last December* is measured from **Jan 2023**.

| Month | Orders | Items sold | Sales | Average per day | vs month before | Since last December | vs same month last year |
|---|---|---|---|---|---|---|---|
| **Jan** | 8,350 | 17,346 | $123,024 | $3,969 | - | start | - |
| **Feb** | 7,413 | 15,275 | $106,655 | $3,809 | -4.0% | -4.0% | - |
| **Mar** | 8,248 | 17,053 | $119,707 | $3,862 | +1.4% | -2.7% | - |
| **Apr** | 7,933 | 16,623 | $116,735 | $3,891 | +0.8% | -1.9% | - |
| **May** | 8,169 | 16,839 | $118,242 | $3,814 | -2.0% | -3.9% | - |
| **Jun** | 7,941 | 16,478 | $115,810 | $3,860 | +1.2% | -2.7% | - |
| **Jul** | 8,179 | 16,807 | $117,890 | $3,803 | -1.5% | -4.2% | - |
| **Aug** | 8,148 | 16,933 | $119,135 | $3,843 | +1.1% | -3.2% | - |
| **Sep** | 7,878 | 16,252 | $114,024 | $3,801 | -1.1% | -4.2% | - |
| **Oct** | 8,154 | 16,828 | $118,425 | $3,820 | +0.5% | -3.7% | - |
| **Nov** | 7,977 | 16,556 | $115,653 | $3,855 | +0.9% | -2.9% | - |
| **Dec** | 8,148 | 16,863 | $118,222 | $3,814 | -1.1% | -3.9% | - |
| **Total 2023** | **96,538** | **199,853** | **$1,403,522** | **$3,845** | | | |

## 2024

*Since last December* is measured from **Dec 2023**.

| Month | Orders | Items sold | Sales | Average per day | vs month before | Since last December | vs same month last year |
|---|---|---|---|---|---|---|---|
| **Jan** | 8,154 | 16,669 | $118,064 | $3,809 | -0.1% | -0.1% | -4.0% |
| **Feb** | 7,808 | 16,104 | $113,180 | $3,903 | +2.5% | +2.3% | +2.5% |
| **Mar** | 8,315 | 17,256 | $121,610 | $3,923 | +0.5% | +2.9% | +1.6% |
| **Apr** | 7,999 | 16,500 | $115,793 | $3,860 | -1.6% | +1.2% | -0.8% |
| **May** | 8,178 | 16,857 | $119,787 | $3,864 | +0.1% | +1.3% | +1.3% |
| **Jun** | 8,012 | 16,567 | $116,481 | $3,883 | +0.5% | +1.8% | +0.6% |
| **Jul** | 8,225 | 16,989 | $119,208 | $3,845 | -1.0% | +0.8% | +1.1% |
| **Aug** | 8,131 | 16,815 | $118,195 | $3,813 | -0.8% | 0.0% | -0.8% |
| **Sep** | 8,062 | 16,649 | $117,050 | $3,902 | +2.3% | +2.3% | +2.7% |
| **Oct** | 8,287 | 17,270 | $122,852 | $3,963 | +1.6% | +3.9% | +3.7% |
| **Nov** | 7,893 | 16,278 | $114,201 | $3,807 | -3.9% | -0.2% | -1.3% |
| **Dec** | 8,217 | 17,049 | $120,431 | $3,885 | +2.1% | +1.9% | +1.9% |
| **Total 2024** | **97,281** | **201,003** | **$1,416,851** | **$3,871** | | | **+0.7%** |

## 2025

*Since last December* is measured from **Dec 2024**.

| Month | Orders | Items sold | Sales | Average per day | vs month before | Since last December | vs same month last year |
|---|---|---|---|---|---|---|---|
| **Jan** | 8,071 | 16,574 | $116,813 | $3,768 | -3.0% | -3.0% | -1.1% |
| **Feb** | 7,423 | 15,339 | $107,632 | $3,844 | +2.0% | -1.1% | -1.5% |
| **Mar** | 8,228 | 17,036 | $119,025 | $3,840 | -0.1% | -1.2% | -2.1% |
| **Apr** | 7,909 | 16,220 | $112,860 | $3,762 | -2.0% | -3.2% | -2.5% |
| **May** | 8,105 | 16,953 | $119,184 | $3,845 | +2.2% | -1.0% | -0.5% |
| **Jun** | 7,739 | 16,092 | $113,148 | $3,772 | -1.9% | -2.9% | -2.9% |
| **Jul** | 8,147 | 16,976 | $119,893 | $3,868 | +2.5% | -0.4% | +0.6% |
| **Aug** | 8,264 | 17,040 | $119,860 | $3,866 | 0.0% | -0.5% | +1.4% |
| **Sep** | 7,908 | 16,319 | $114,931 | $3,831 | -0.9% | -1.4% | -1.8% |
| **Oct** | 8,159 | 16,876 | $119,109 | $3,842 | +0.3% | -1.1% | -3.0% |
| **Nov** | 7,897 | 16,383 | $114,639 | $3,821 | -0.5% | -1.6% | +0.4% |
| **Dec** | 8,304 | 17,206 | $120,415 | $3,884 | +1.7% | 0.0% | 0.0% |
| **Total 2025** | **96,154** | **199,014** | **$1,397,511** | **$3,829** | | | **-1.1%** |

## Best-selling item of each month

The item that brought in the most money each month. Within each year the months go from the highest sales to the lowest. **Times sold** = how many sale lines had it.

### 2023

| Month | ID | Item | Items sold | Times sold | Sales |
|---|---|---|---|---|---|
| **Jan** | TQ-109 | Pozole | 1,137 | 557 | $14,742.00 |
| **Mar** | TQ-109 | Pozole | 1,003 | 512 | $13,000.00 |
| **Aug** | TQ-109 | Pozole | 965 | 480 | $12,500.00 |
| **Apr** | TQ-109 | Pozole | 940 | 443 | $12,185.00 |
| **Dec** | TQ-109 | Pozole | 938 | 463 | $12,163.00 |
| **Nov** | TQ-109 | Pozole | 928 | 461 | $12,035.00 |
| **Jun** | TQ-109 | Pozole | 923 | 444 | $11,958.00 |
| **May** | TQ-109 | Pozole | 901 | 452 | $11,676.00 |
| **Jul** | TQ-106 | Enchiladas Rojas | 965 | 488 | $11,541.00 |
| **Oct** | TQ-109 | Pozole | 861 | 430 | $11,146.00 |
| **Sep** | TQ-109 | Pozole | 852 | 446 | $11,029.00 |
| **Feb** | TQ-106 | Enchiladas Rojas | 888 | 441 | $10,621.00 |

## 2024

| Month | ID | Item | Items sold | Times sold | Sales |
|---|---|---|---|---|---|
| **Mar** | TQ-109 | Pozole | 1,035 | 519 | $13,413.00 |
| **Oct** | TQ-109 | Pozole | 983 | 479 | $12,737.00 |
| **Aug** | TQ-109 | Pozole | 977 | 492 | $12,665.00 |
| **May** | TQ-109 | Pozole | 968 | 471 | $12,552.00 |
| **Jan** | TQ-109 | Pozole | 967 | 476 | $12,548.00 |
| **Dec** | TQ-106 | Enchiladas Rojas | 1,045 | 506 | $12,492.00 |
| **Sep** | TQ-109 | Pozole | 959 | 491 | $12,420.00 |
| **Jun** | TQ-109 | Pozole | 943 | 472 | $12,225.00 |
| **Apr** | TQ-109 | Pozole | 936 | 470 | $12,144.00 |
| **Feb** | TQ-106 | Enchiladas Rojas | 992 | 480 | $11,865.00 |
| **Jul** | TQ-109 | Pozole | 898 | 462 | $11,623.00 |
| **Nov** | TQ-106 | Enchiladas Rojas | 937 | 469 | $11,208.00 |

### 2025

| Month | ID | Item | Items sold | Times sold | Sales |
|---|---|---|---|---|---|
| **Sep** | TQ-109 | Pozole | 950 | 475 | $12,316.00 |
| **Mar** | TQ-109 | Pozole | 944 | 480 | $12,241.00 |
| **Dec** | TQ-109 | Pozole | 935 | 477 | $12,114.00 |
| **May** | TQ-109 | Pozole | 934 | 447 | $12,106.00 |
| **Oct** | TQ-109 | Pozole | 913 | 470 | $11,827.00 |
| **Jan** | TQ-103 | Burrito Supremo | 1,028 | 492 | $11,789.00 |
| **Jul** | TQ-109 | Pozole | 907 | 451 | $11,754.00 |
| **Jun** | TQ-109 | Pozole | 902 | 432 | $11,684.00 |
| **Nov** | TQ-109 | Pozole | 899 | 453 | $11,653.00 |
| **Aug** | TQ-109 | Pozole | 898 | 455 | $11,638.00 |
| **Feb** | TQ-109 | Pozole | 875 | 430 | $11,344.00 |
| **Apr** | TQ-109 | Pozole | 867 | 443 | $11,241.00 |

## Top 10 items of each year

The 10 items that brought in the most money each year. **Percent of total sales** = how much of all the year's sales came from it: 10% means 10 of every 100 dollars sold. **Rank last year** shows where it was the year before, to see what is rising or falling.

### 2023

In 2023, **12 of 18 items** brought in 80% of the sales: they deserve the most attention in stock, price and quality.

| # | ID | Item | Category | Items sold | Sales | Percent of total sales |
|---|---|---|---|---|---|---|
| **1** | TQ-109 | Pozole | Food | 11,071 | $143,458 | 10.2% |

| # | ID | Item | Category | Items sold | Sales | Percent of total sales |
|---|---|---|---|---|---|---|
| **2** | TQ-106 | Enchiladas Rojas | Food | 10,911 | $130,505 | 9.3% |
| **3** | TQ-103 | Burrito Supremo | Food | 11,011 | $126,149 | 9.0% |
| **4** | TQ-114 | Margarita | Bar | 11,203 | $111,549 | 7.9% |
| **5** | TQ-107 | Nachos Grandes | Food | 11,178 | $108,569 | 7.7% |
| **6** | TQ-113 | Piña Colada | Bar | 11,199 | $100,354 | 7.2% |
| **7** | TQ-104 | Quesadilla | Food | 10,954 | $89,922 | 6.4% |
| **8** | TQ-108 | Tamales de Puerco | Food | 11,232 | $83,747 | 6.0% |
| **9** | TQ-105 | Jalapeño Poppers | Food | 11,065 | $71,476 | 5.1% |
| **10** | TQ-118 | Pastel de Tres Leches | Dessert | 11,026 | $68,494 | 4.9% |

**Slowest items in 2023 (fewest sold)**

| ID | Item | Items sold | Sales |
|---|---|---|---|
| **TQ-106** | Enchiladas Rojas | 10,911 | $130,505 |
| **TQ-104** | Quesadilla | 10,954 | $89,922 |
| **TQ-111** | Agua de Jamaica | 10,989 | $32,522 |
| **TQ-115** | Cerveza | 11,006 | $65,592 |
| **TQ-103** | Burrito Supremo | 11,011 | $126,149 |

## 2024

In 2024, **12 of 18 items** brought in 80% of the sales: they deserve the most attention in stock, price and quality.

| # | ID | Item | Category | Items sold | Sales | Percent of total sales | Rank last year |
|---|---|---|---|---|---|---|---|
| **1** | TQ-109 | Pozole | Food | 11,257 | $145,881 | 10.3% | 1 |
| **2** | TQ-106 | Enchiladas Rojas | Food | 11,560 | $138,258 | 9.8% | 2 |
| **3** | TQ-103 | Burrito Supremo | Food | 11,465 | $131,355 | 9.3% | 3 |
| **4** | TQ-114 | Margarita | Bar | 11,202 | $111,573 | 7.9% | 4 |
| **5** | TQ-107 | Nachos Grandes | Food | 11,093 | $107,680 | 7.6% | 5 |
| **6** | TQ-113 | Piña Colada | Bar | 11,004 | $98,582 | 7.0% | 6 |
| **7** | TQ-104 | Quesadilla | Food | 11,174 | $91,757 | 6.5% | 7 |
| **8** | TQ-108 | Tamales de Puerco | Food | 11,186 | $83,438 | 5.9% | 8 |
| **9** | TQ-105 | Jalapeño Poppers | Food | 10,972 | $70,855 | 5.0% | 9 |
| **10** | TQ-118 | Pastel de Tres Leches | Dessert | 11,098 | $68,954 | 4.9% | 10 |

**Slowest items in 2024 (fewest sold)**

| ID | Item | Items sold | Sales |
|---|---|---|---|
| **TQ-105** | Jalapeño Poppers | 10,972 | $70,855 |
| **TQ-115** | Cerveza | 10,981 | $65,360 |
| **TQ-113** | Piña Colada | 11,004 | $98,582 |
| **TQ-102** | Taco de Asada | 11,005 | $40,794 |
| **TQ-116** | Churros | 11,029 | $60,184 |

## 2025

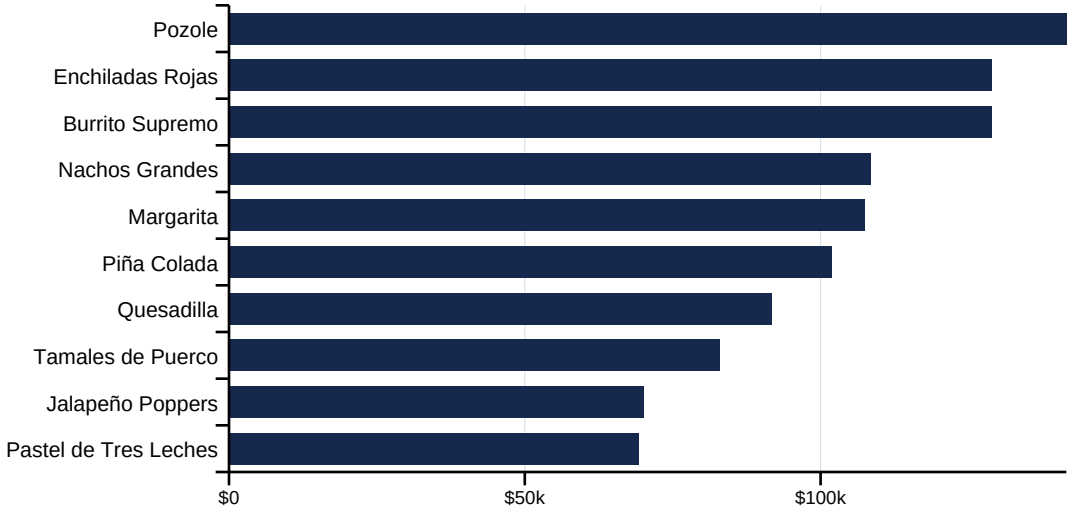
In 2025, **12 of 18 items** brought in 80% of the sales: they deserve the most attention in stock, price and quality.

| # | ID | Item | Category | Items sold | Sales | Percent of total sales | Rank last year |
|---|---|---|---|---|---|---|---|
| **1** | TQ-109 | Pozole | Food | 10,920 | $141,538 | 10.1% | 1 |
| **2** | TQ-106 | Enchiladas Rojas | Food | 10,786 | $128,966 | 9.2% | 2 |
| **3** | TQ-103 | Burrito Supremo | Food | 11,241 | $128,804 | 9.2% | 3 |
| **4** | TQ-107 | Nachos Grandes | Food | 11,160 | $108,354 | 7.8% | 5 |
| **5** | TQ-114 | Margarita | Bar | 10,794 | $107,502 | 7.7% | 4 |
| **6** | TQ-113 | Piña Colada | Bar | 11,360 | $101,770 | 7.3% | 6 |
| **7** | TQ-104 | Quesadilla | Food | 11,162 | $91,619 | 6.6% | 7 |
| **8** | TQ-108 | Tamales de Puerco | Food | 11,104 | $82,854 | 5.9% | 8 |
| **9** | TQ-105 | Jalapeño Poppers | Food | 10,841 | $70,046 | 5.0% | 9 |
| **10** | TQ-118 | Pastel de Tres Leches | Dessert | 11,138 | $69,172 | 4.9% | 10 |

### Slowest items in 2025 (fewest sold)

| ID | Item | Items sold | Sales |
|---|---|---|---|
| **TQ-106** | Enchiladas Rojas | 10,786 | $128,966 |
| **TQ-114** | Margarita | 10,794 | $107,502 |
| **TQ-116** | Churros | 10,831 | $59,130 |
| **TQ-105** | Jalapeño Poppers | 10,841 | $70,046 |
| **TQ-109** | Pozole | 10,920 | $141,538 |

### Top 10 items by sales in 2025

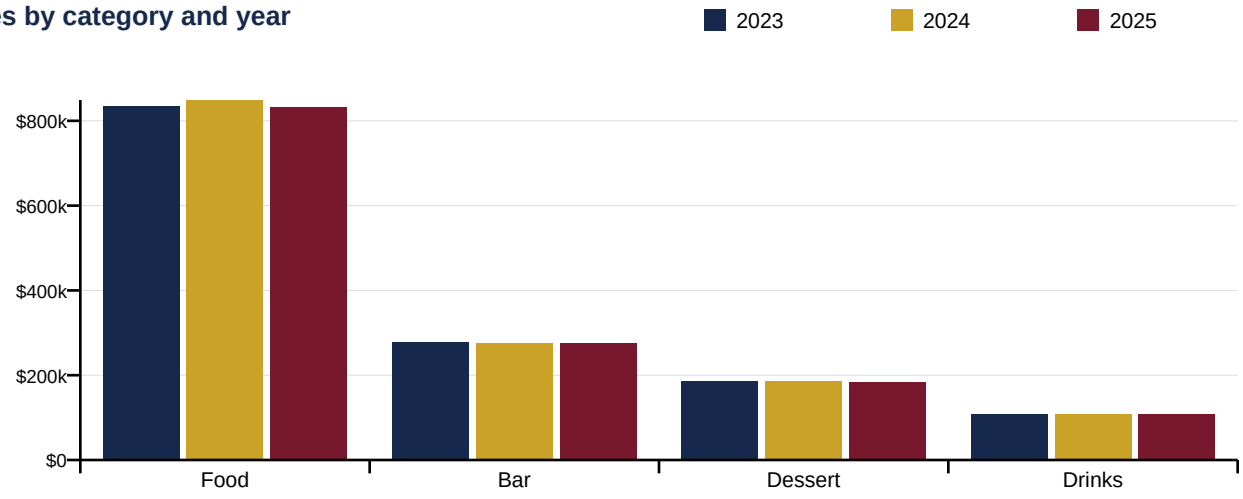


## Sales by category

How much each category sold each year, and whether it went up or down. Spellings like *food*, *FOOD* and *Food* count as one. Below, each year month by month.

| Category | 2023 | 2024 | 2025 | 2025 vs 2024 | Percent of total sales 2025 |
|---|---|---|---|---|---|
| **Food** | $833,997 | $849,145 | $831,365 | -2.1% | 59.5% |
| **Bar** | $277,495 | $275,515 | $275,302 | -0.1% | 19.7% |
| **Dessert** | $185,574 | $184,990 | $183,899 | -0.6% | 13.2% |
| **Drinks** | $106,456 | $107,201 | $106,944 | -0.2% | 7.7% |

### Sales by category and year



## 2023 month by month

| Month | Food | Bar | Dessert | Drinks | Total |
|---|---|---|---|---|---|
| **Jan** | $73,862 | $23,926 | $16,314 | $8,921 | $123,024 |
| **Feb** | $62,909 | $21,309 | $14,106 | $8,330 | $106,655 |
| **Mar** | $71,178 | $23,547 | $16,135 | $8,848 | $119,707 |
| **Apr** | $69,334 | $23,125 | $15,073 | $9,203 | $116,735 |
| **May** | $70,032 | $23,938 | $15,377 | $8,895 | $118,242 |
| **Jun** | $68,907 | $22,333 | $15,705 | $8,865 | $115,810 |
| **Jul** | $70,625 | $22,568 | $15,815 | $8,882 | $117,890 |
| **Aug** | $72,014 | $23,389 | $14,746 | $8,986 | $119,135 |
| **Sep** | $67,310 | $22,144 | $15,931 | $8,640 | $114,024 |
| **Oct** | $69,810 | $24,206 | $15,635 | $8,774 | $118,425 |
| **Nov** | $68,371 | $23,271 | $14,765 | $9,246 | $115,653 |
| **Dec** | $69,646 | $23,739 | $15,971 | $8,865 | $118,222 |
| **Total 2023** | **$833,997** | **$277,495** | **$185,574** | **$106,456** | **$1,403,522** |

## 2024 month by month

| Month | Food | Bar | Dessert | Drinks | Total |
|---|---|---|---|---|---|
| **Jan** | $70,766 | $23,364 | $14,720 | $9,214 | $118,064 |
| **Feb** | $68,792 | $21,197 | $14,709 | $8,482 | $113,180 |
| **Mar** | $74,522 | $22,399 | $15,806 | $8,883 | $121,610 |
| **Apr** | $68,652 | $22,376 | $16,274 | $8,491 | $115,793 |
| **May** | $71,607 | $23,697 | $15,791 | $8,693 | $119,787 |
| **Jun** | $69,391 | $23,032 | $15,109 | $8,949 | $116,481 |
| **Jul** | $71,038 | $23,269 | $15,495 | $9,405 | $119,208 |
| **Aug** | $71,304 | $21,761 | $15,517 | $9,612 | $118,195 |
| **Sep** | $69,232 | $23,991 | $14,734 | $9,093 | $117,050 |
| **Oct** | $75,336 | $23,389 | $15,305 | $8,821 | $122,852 |
| **Nov** | $67,343 | $22,617 | $15,420 | $8,821 | $114,201 |
| **Dec** | $71,161 | $24,423 | $16,111 | $8,736 | $120,431 |
| **Total 2024** | **$849,145** | **$275,515** | **$184,990** | **$107,201** | **$1,416,851** |

## 2025 month by month

| Month | Food | Bar | Dessert | Drinks | Total |
|---|---|---|---|---|---|
| **Jan** | $69,864 | $23,350 | $14,742 | $8,857 | $116,813 |
| **Feb** | $63,681 | $21,620 | $14,496 | $7,835 | $107,632 |
| **Mar** | $70,655 | $23,411 | $15,722 | $9,237 | $119,025 |
| **Apr** | $67,623 | $21,590 | $14,472 | $9,175 | $112,860 |
| **May** | $72,098 | $22,145 | $15,892 | $9,049 | $119,184 |
| **Jun** | $66,709 | $22,492 | $15,258 | $8,690 | $113,148 |
| **Jul** | $71,317 | $24,143 | $15,368 | $9,065 | $119,893 |
| **Aug** | $70,166 | $24,677 | $15,697 | $9,320 | $119,860 |
| **Sep** | $69,324 | $21,277 | $15,614 | $8,716 | $114,931 |
| **Oct** | $70,564 | $23,646 | $16,202 | $8,697 | $119,109 |
| **Nov** | $67,256 | $23,027 | $15,383 | $8,973 | $114,639 |
| **Dec** | $72,108 | $23,924 | $15,054 | $9,330 | $120,415 |
| **Total 2025** | **$831,365** | **$275,302** | **$183,899** | **$106,944** | **$1,397,511** |

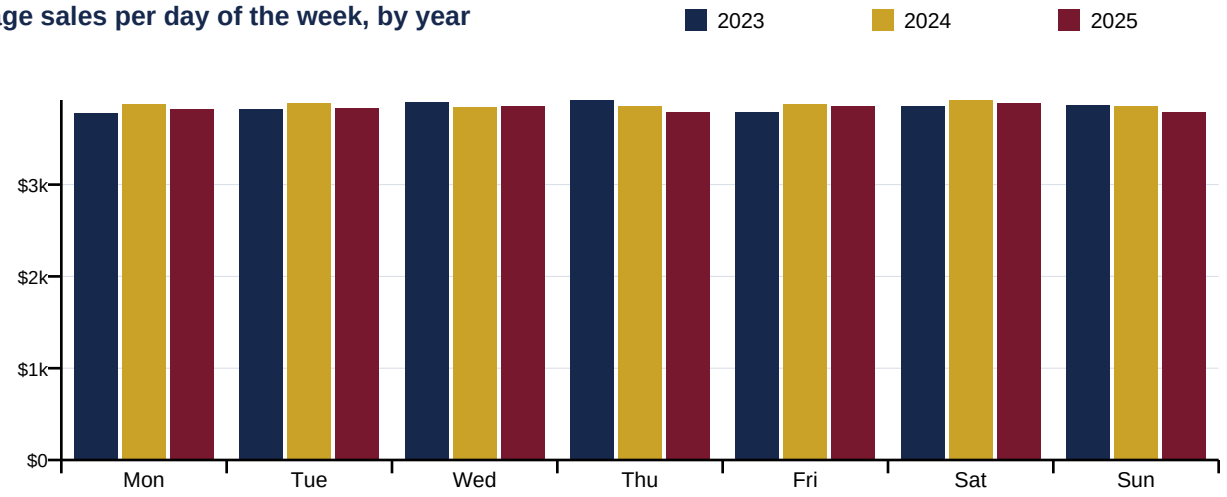
## When customers buy

Average sales on each day of the week, and sales by hour, for each year. In 2025, **Saturday** was the strongest day and **19:00 to 20:00** the busiest hour: use this to plan staff, preparation and promotions.

### Average sales per day of the week

| Day | Average per day 2023 | Average per day 2024 | Average per day 2025 | 2025 vs 2024 |
|---|---|---|---|---|
| **Monday** | $3,777 | $3,873 | $3,814 | -1.5% |
| **Tuesday** | $3,823 | $3,885 | $3,827 | -1.5% |
| **Wednesday** | $3,893 | $3,840 | $3,852 | +0.3% |
| **Thursday** | $3,922 | $3,855 | $3,790 | -1.7% |
| **Friday** | $3,786 | $3,873 | $3,854 | -0.5% |
| **Saturday** | $3,849 | $3,920 | $3,879 | -1.0% |
| **Sunday** | $3,867 | $3,851 | $3,784 | -1.7% |

**Average sales per day of the week, by year**

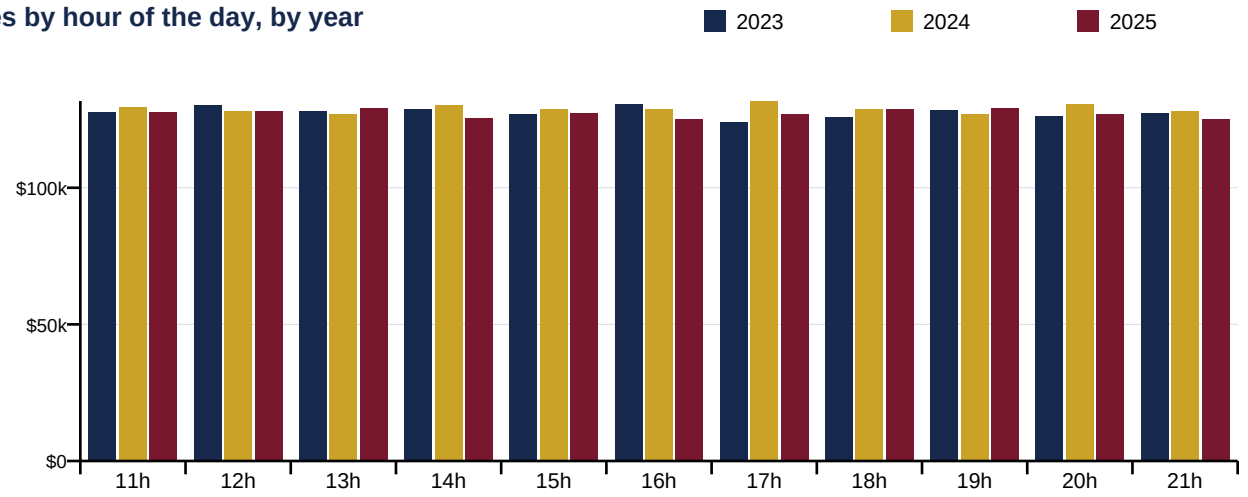


## Sales by hour of the day

**Percent of the day's sales** = how much of the year's sales happened in that hour.

| Hour | Sales 2023 | Sales 2024 | Sales 2025 | Percent of the day's sales 2025 |
|---|---|---|---|---|
| **11:00** | $127,590 | $129,271 | $127,394 | 9.1% |
| **12:00** | $130,184 | $128,092 | $127,765 | 9.1% |
| **13:00** | $128,034 | $126,756 | $128,905 | 9.2% |
| **14:00** | $128,719 | $129,948 | $125,197 | 9.0% |
| **15:00** | $126,706 | $128,498 | $127,037 | 9.1% |
| **16:00** | $130,508 | $128,664 | $125,153 | 9.0% |
| **17:00** | $124,042 | $131,753 | $126,820 | 9.1% |
| **18:00** | $125,748 | $128,605 | $128,627 | 9.2% |
| **19:00** | $128,417 | $126,825 | $128,946 | 9.2% |
| **20:00** | $126,260 | $130,479 | $126,758 | 9.1% |
| **21:00** | $127,315 | $127,959 | $124,908 | 8.9% |

### Sales by hour of the day, by year

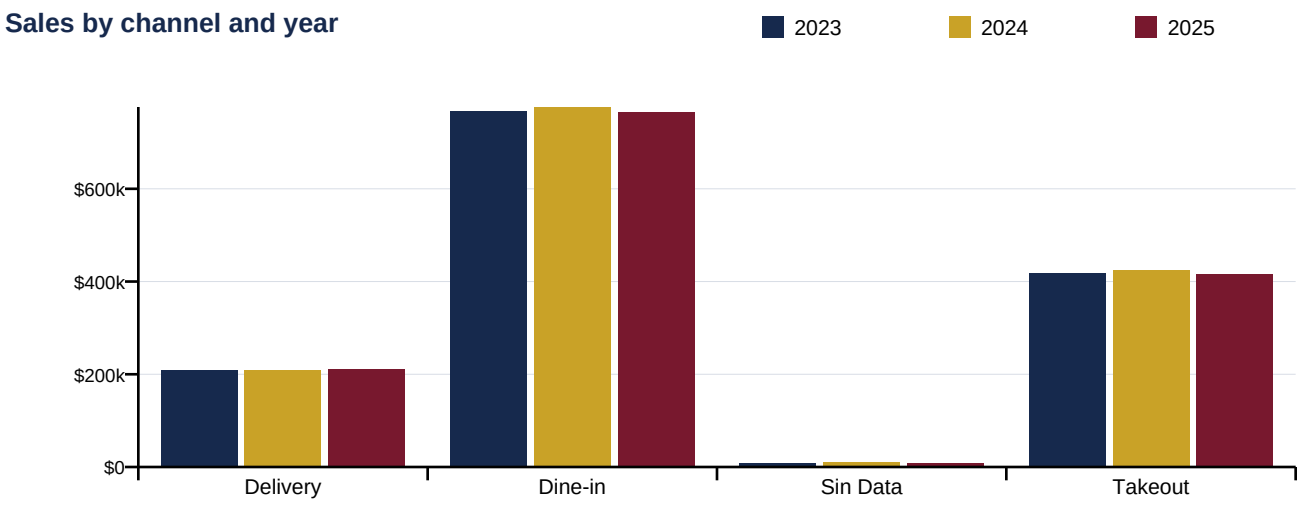


## How customers order and pay

Sales by channel (for example dine-in, takeout, delivery) and by payment method, each year and month by month. Look for channels that grow or shrink from one year to the next.

### Sales by channel and year

| Channel | 2023 | 2024 | 2025 | 2025 vs 2024 | Percent of total sales 2025 |
|---|---|---|---|---|---|
| **Dine-in** | $767,627 | $776,439 | $765,402 | -1.4% | 54.8% |
| **Takeout** | $418,388 | $423,207 | $414,637 | -2.0% | 29.7% |
| **Delivery** | $209,198 | $208,561 | $209,449 | +0.4% | 15.0% |
| **Sin Data** | $8,309 | $8,644 | $8,023 | -7.2% | 0.6% |



### Channels in 2023, month by month

| Month | Dine-in | Takeout | Delivery | Sin Data | Total |
|---|---|---|---|---|---|
| **Jan** | $66,196 | $37,182 | $18,911 | $735 | $123,024 |
| **Feb** | $57,462 | $32,114 | $16,388 | $690 | $106,655 |
| **Mar** | $65,868 | $35,653 | $17,793 | $393 | $119,707 |
| **Apr** | $64,348 | $35,074 | $16,586 | $727 | $116,735 |
| **May** | $64,104 | $35,714 | $17,622 | $802 | $118,242 |
| **Jun** | $64,552 | $34,357 | $16,286 | $615 | $115,810 |
| **Jul** | $63,838 | $35,088 | $18,146 | $818 | $117,890 |
| **Aug** | $65,130 | $34,896 | $18,460 | $649 | $119,135 |
| **Sep** | $62,859 | $33,484 | $17,019 | $662 | $114,024 |
| **Oct** | $64,754 | $35,816 | $17,010 | $844 | $118,425 |
| **Nov** | $63,657 | $34,068 | $17,202 | $726 | $115,653 |
| **Dec** | $64,859 | $34,940 | $17,776 | $647 | $118,222 |
| **Total 2023** | **$767,627** | **$418,388** | **$209,198** | **$8,309** | **$1,403,522** |

### Channels in 2024, month by month

| Month | Dine-in | Takeout | Delivery | Sin Data | Total |
|---|---|---|---|---|---|
| **Jan** | $63,947 | $36,524 | $16,948 | $644 | $118,064 |
| **Feb** | $62,238 | $34,099 | $16,181 | $662 | $113,180 |
| **Mar** | $66,819 | $35,941 | $18,014 | $836 | $121,610 |
| **Apr** | $64,644 | $32,055 | $18,314 | $781 | $115,793 |
| **May** | $65,725 | $36,841 | $16,493 | $728 | $119,787 |
| **Jun** | $63,134 | $35,916 | $16,868 | $563 | $116,481 |
| **Jul** | $65,052 | $35,990 | $17,569 | $598 | $119,208 |
| **Aug** | $64,587 | $34,878 | $17,686 | $1,044 | $118,195 |
| **Sep** | $64,138 | $34,833 | $17,337 | $742 | $117,050 |
| **Oct** | $67,013 | $36,686 | $18,412 | $741 | $122,852 |
| **Nov** | $63,397 | $33,046 | $17,104 | $653 | $114,201 |
| **Dec** | $65,746 | $36,398 | $17,635 | $651 | $120,431 |
| **Total 2024** | **$776,439** | **$423,207** | **$208,561** | **$8,644** | **$1,416,851** |

### Channels in 2025, month by month

| Month | Dine-in | Takeout | Delivery | Sin Data | Total |
|---|---|---|---|---|---|
| **Jan** | $62,934 | $34,787 | $18,499 | $593 | $116,813 |
| **Feb** | $57,999 | $32,343 | $16,782 | $507 | $107,632 |
| **Mar** | $64,983 | $35,341 | $18,124 | $577 | $119,025 |
| **Apr** | $62,293 | $33,429 | $16,426 | $712 | $112,860 |
| **May** | $64,547 | $35,635 | $18,254 | $748 | $119,184 |
| **Jun** | $62,163 | $33,875 | $16,514 | $597 | $113,148 |
| **Jul** | $66,787 | $34,816 | $17,733 | $558 | $119,893 |
| **Aug** | $65,410 | $35,553 | $17,920 | $978 | $119,860 |
| **Sep** | $62,224 | $34,539 | $17,390 | $778 | $114,931 |
| **Oct** | $64,218 | $35,659 | $18,501 | $730 | $119,109 |
| **Nov** | $63,942 | $33,570 | $16,530 | $596 | $114,639 |
| **Dec** | $67,901 | $35,090 | $16,776 | $648 | $120,415 |
| **Total 2025** | **$765,402** | **$414,637** | **$209,449** | **$8,023** | **$1,397,511** |

## Sales by payment method and year

| Payment | 2023 | 2024 | 2025 | 2025 vs 2024 | Percent of total sales 2025 |
|---|---|---|---|---|---|
| **Card** | $842,423 | $838,238 | $845,378 | +0.9% | 60.5% |
| **Cash** | $348,162 | $358,921 | $342,614 | -4.5% | 24.5% |
| **Mobile** | $206,713 | $213,854 | $204,843 | -4.2% | 14.7% |
| **Sin Data** | $6,224 | $5,838 | $4,676 | -19.9% | 0.3% |

### Payments in 2023, month by month

| Month | Card | Cash | Mobile | Sin Data | Total |
|---|---|---|---|---|---|
| **Jan** | $73,135 | $31,216 | $18,126 | $546 | $123,024 |
| **Feb** | $63,732 | $26,643 | $15,707 | $572 | $106,655 |
| **Mar** | $71,322 | $30,398 | $17,489 | $498 | $119,707 |
| **Apr** | $70,320 | $28,114 | $17,925 | $375 | $116,735 |
| **May** | $71,683 | $28,466 | $17,626 | $466 | $118,242 |
| **Jun** | $69,617 | $28,718 | $16,923 | $553 | $115,810 |
| **Jul** | $70,570 | $29,133 | $17,558 | $628 | $117,890 |
| **Aug** | $71,359 | $29,916 | $17,282 | $578 | $119,135 |
| **Sep** | $68,460 | $28,518 | $16,692 | $354 | $114,024 |
| **Oct** | $71,898 | $28,554 | $17,522 | $452 | $118,425 |
| **Nov** | $70,238 | $28,925 | $15,817 | $673 | $115,653 |
| **Dec** | $70,087 | $29,561 | $18,044 | $529 | $118,222 |
| **Total 2023** | **$842,423** | **$348,162** | **$206,713** | **$6,224** | **$1,403,522** |

### Payments in 2024, month by month

| Month | Card | Cash | Mobile | Sin Data | Total |
|---|---|---|---|---|---|
| **Jan** | $68,580 | $30,616 | $18,409 | $458 | $118,064 |
| **Feb** | $67,504 | $28,903 | $16,440 | $333 | $113,180 |
| **Mar** | $72,078 | $29,618 | $19,312 | $602 | $121,610 |
| **Apr** | $70,213 | $28,439 | $16,570 | $571 | $115,793 |
| **May** | $71,436 | $30,792 | $17,105 | $455 | $119,787 |
| **Jun** | $70,230 | $28,615 | $16,993 | $642 | $116,481 |
| **Jul** | $70,441 | $30,040 | $18,176 | $551 | $119,208 |
| **Aug** | $69,353 | $30,611 | $17,664 | $567 | $118,195 |
| **Sep** | $70,193 | $28,880 | $17,666 | $310 | $117,050 |
| **Oct** | $72,125 | $30,918 | $19,250 | $558 | $122,852 |
| **Nov** | $65,168 | $31,028 | $17,623 | $384 | $114,201 |
| **Dec** | $70,917 | $30,462 | $18,646 | $406 | $120,431 |
| **Total 2024** | **$838,238** | **$358,921** | **$213,854** | **$5,838** | **$1,416,851** |

### Payments in 2025, month by month

| Month | Card | Cash | Mobile | Sin Data | Total |
|---|---|---|---|---|---|
| **Jan** | $69,846 | $29,128 | $17,394 | $445 | $116,813 |
| **Feb** | $66,111 | $25,599 | $15,510 | $411 | $107,632 |
| **Mar** | $71,856 | $29,579 | $17,129 | $462 | $119,025 |
| **Apr** | $67,489 | $28,989 | $15,946 | $436 | $112,860 |
| **May** | $72,624 | $29,668 | $16,452 | $440 | $119,184 |
| **Jun** | $68,661 | $27,427 | $16,646 | $415 | $113,148 |
| **Jul** | $73,008 | $27,826 | $18,626 | $433 | $119,893 |
| **Aug** | $73,665 | $28,306 | $17,603 | $286 | $119,860 |
| **Sep** | $68,608 | $28,908 | $17,060 | $356 | $114,931 |
| **Oct** | $71,256 | $29,825 | $17,658 | $370 | $119,109 |
| **Nov** | $68,828 | $28,270 | $17,251 | $290 | $114,639 |
| **Dec** | $73,425 | $29,089 | $17,568 | $334 | $120,415 |
| **Total 2025** | **$845,378** | **$342,614** | **$204,843** | **$4,676** | **$1,397,511** |

## Discounts

Discounts given each year and month, so every amount has its date. **Percent of sales** = the discount compared with the sales before the discount. These numbers show when discounts happened; they can't prove a discount brought more sales.

### Discounts by year

| Year | Discounts | Percent of sales | Lines with a discount | Lines sold below cost | Money lost |
|---|---|---|---|---|---|
| **2023** | $8,085.40 | 0.6% | 7,931 | 29 | $18.73 |
| **2024** | $8,290.80 | 0.6% | 8,142 | 28 | $19.04 |
| **2025** | $8,015.40 | 0.6% | 7,871 | 31 | $19.88 |

## 2023

Discounts by channel are in the middle columns.

| Month | Discounts | Percent of sales | Dine-in | Takeout | Delivery | Sin Data | Lines below cost | Money lost |
|---|---|---|---|---|---|---|---|---|
| **Jan** | $688.40 | 0.6% | $365.80 | $214.40 | $105.20 | $3.00 | 3 | $2.98 |
| **Feb** | $597.80 | 0.6% | $322.80 | $172.00 | $101.00 | $2.00 | 1 | $0.56 |
| **Mar** | $700.60 | 0.6% | $388.00 | $204.00 | $108.60 | $0.00 | 1 | $0.08 |
| **Apr** | $661.20 | 0.6% | $387.00 | $185.20 | $83.00 | $6.00 | 1 | $1.03 |
| **May** | $734.20 | 0.6% | $387.00 | $221.00 | $118.20 | $8.00 | 3 | $2.75 |
| **Jun** | $611.20 | 0.5% | $325.60 | $185.80 | $88.60 | $11.20 | 5 | $2.86 |
| **Jul** | $717.80 | 0.6% | $407.00 | $200.80 | $107.00 | $3.00 | 1 | $0.56 |
| **Aug** | $696.60 | 0.6% | $374.00 | $207.40 | $112.20 | $3.00 | 2 | $0.36 |
| **Sep** | $629.00 | 0.5% | $329.80 | $211.20 | $85.00 | $3.00 | 3 | $1.48 |
| **Oct** | $707.20 | 0.6% | $366.80 | $215.40 | $122.00 | $3.00 | 5 | $3.73 |
| **Nov** | $645.40 | 0.6% | $340.40 | $205.00 | $95.00 | $5.00 | 3 | $1.51 |
| **Dec** | $696.00 | 0.6% | $397.00 | $182.00 | $113.00 | $4.00 | 1 | $0.83 |

## 2024

Discounts by channel are in the middle columns.

| Month | Discounts | Percent of sales | Dine-in | Takeout | Delivery | Sin Data | Lines below cost | Money lost |
|---|---|---|---|---|---|---|---|---|
| **Jan** | $650.00 | 0.5% | $351.00 | $212.00 | $85.00 | $2.00 | 1 | $0.41 |
| **Feb** | $675.80 | 0.6% | $378.40 | $199.40 | $92.00 | $6.00 | 2 | $0.97 |
| **Mar** | $735.20 | 0.6% | $381.60 | $234.60 | $116.00 | $3.00 | 2 | $1.15 |
| **Apr** | $664.60 | 0.6% | $376.20 | $190.60 | $89.00 | $8.80 | 4 | $3.24 |
| **May** | $690.60 | 0.6% | $392.60 | $206.00 | $90.00 | $2.00 | 3 | $3.00 |
| **Jun** | $669.80 | 0.6% | $374.80 | $194.00 | $97.00 | $4.00 | 1 | $0.24 |
| **Jul** | $712.00 | 0.6% | $372.00 | $231.00 | $106.00 | $3.00 | 2 | $1.96 |
| **Aug** | $742.40 | 0.6% | $419.40 | $204.00 | $117.00 | $2.00 | 3 | $1.50 |
| **Sep** | $663.20 | 0.6% | $390.20 | $182.00 | $88.00 | $3.00 | 2 | $0.24 |
| **Oct** | $724.20 | 0.6% | $389.00 | $221.20 | $109.00 | $5.00 | 5 | $4.80 |
| **Nov** | $702.80 | 0.6% | $374.80 | $212.00 | $112.00 | $4.00 | 2 | $0.45 |
| **Dec** | $660.20 | 0.5% | $376.20 | $193.00 | $88.00 | $3.00 | 1 | $1.08 |

## 2025

Discounts by channel are in the middle columns.

| Month | Discounts | Percent of sales | Dine-in | Takeout | Delivery | Sin Data | Lines below cost | Money lost |
|---|---|---|---|---|---|---|---|---|
| **Jan** | $691.60 | 0.6% | $383.00 | $197.60 | $110.00 | $1.00 | 3 | $1.18 |
| **Feb** | $613.00 | 0.6% | $330.60 | $181.40 | $98.00 | $3.00 | 2 | $3.50 |
| **Mar** | $709.80 | 0.6% | $383.80 | $232.00 | $90.00 | $4.00 | 1 | $0.04 |
| **Apr** | $664.00 | 0.6% | $373.40 | $189.60 | $98.00 | $3.00 | 4 | $2.14 |
| **May** | $687.40 | 0.6% | $373.00 | $219.40 | $91.00 | $4.00 | 4 | $2.13 |
| **Jun** | $649.40 | 0.6% | $339.40 | $211.00 | $94.00 | $5.00 | 4 | $2.38 |
| **Jul** | $667.80 | 0.6% | $355.60 | $202.00 | $105.20 | $5.00 | 3 | $2.03 |
| **Aug** | $648.60 | 0.5% | $357.00 | $193.60 | $92.00 | $6.00 | 3 | $1.74 |
| **Sep** | $676.60 | 0.6% | $366.60 | $207.00 | $99.00 | $4.00 | 3 | $2.22 |
| **Oct** | $651.20 | 0.5% | $341.00 | $197.20 | $110.00 | $3.00 | 1 | $1.03 |
| **Nov** | $653.60 | 0.6% | $372.60 | $181.00 | $99.00 | $1.00 | 2 | $1.37 |
| **Dec** | $702.40 | 0.6% | $410.40 | $192.00 | $98.00 | $2.00 | 1 | $0.12 |

## The 10 days with the most discounts

Every day is in the file *daily_detail.csv* that comes with this report (it opens in Excel).

| Date | Day | Discounts | Lines with a discount | Sales that day |
|---|---|---|---|---|
| **Nov 27, 2024** | Wednesday | $41.00 | 38 | $3,687 |
| **Jul 12, 2023** | Wednesday | $39.00 | 39 | $3,451 |
| **Jan 13, 2023** | Friday | $38.80 | 32 | $3,802 |
| **May 28, 2023** | Sunday | $38.00 | 38 | $3,984 |
| **Jun 13, 2025** | Friday | $37.80 | 34 | $3,844 |
| **Sep 03, 2024** | Tuesday | $36.60 | 35 | $4,434 |
| **Aug 30, 2024** | Friday | $35.80 | 28 | $3,705 |
| **May 31, 2023** | Wednesday | $35.20 | 27 | $3,908 |
| **Nov 23, 2024** | Saturday | $35.00 | 35 | $4,138 |
| **Dec 12, 2025** | Friday | $35.00 | 35 | $3,675 |

## Rule: every discount must still cover the cost

A discount should never be higher than what the item leaves after its cost. The price after the discount always has to cover the cost; otherwise every sale with that discount loses money.

**88 discounted lines broke the rule**: after the discount they sold below cost, losing **$57.65** in total. When it happened:

- In Jan 2023, 3 discounted lines sold below cost, losing $2.98.
- In Feb 2023, 1 discounted line sold below cost, losing $0.56.
- In Mar 2023, 1 discounted line sold below cost, losing $0.08.
- In Apr 2023, 1 discounted line sold below cost, losing $1.03.
- In May 2023, 3 discounted lines sold below cost, losing $2.75.
- In Jun 2023, 5 discounted lines sold below cost, losing $2.86.
- In Jul 2023, 1 discounted line sold below cost, losing $0.56.
- In Aug 2023, 2 discounted lines sold below cost, losing $0.36.
- In Sep 2023, 3 discounted lines sold below cost, losing $1.48.

- In Oct 2023, 5 discounted lines sold below cost, losing $3.73.
- In Nov 2023, 3 discounted lines sold below cost, losing $1.51.
- In Dec 2023, 1 discounted line sold below cost, losing $0.83.
- In Jan 2024, 1 discounted line sold below cost, losing $0.41.
- In Feb 2024, 2 discounted lines sold below cost, losing $0.97.
- In Mar 2024, 2 discounted lines sold below cost, losing $1.15.
- In Apr 2024, 4 discounted lines sold below cost, losing $3.24.
- In May 2024, 3 discounted lines sold below cost, losing $3.00.
- In Jun 2024, 1 discounted line sold below cost, losing $0.24.
- In Jul 2024, 2 discounted lines sold below cost, losing $1.96.
- In Aug 2024, 3 discounted lines sold below cost, losing $1.50.
- In Sep 2024, 2 discounted lines sold below cost, losing $0.24.
- In Oct 2024, 5 discounted lines sold below cost, losing $4.80.
- In Nov 2024, 2 discounted lines sold below cost, losing $0.45.
- In Dec 2024, 1 discounted line sold below cost, losing $1.08.
- In Jan 2025, 3 discounted lines sold below cost, losing $1.18.
- In Feb 2025, 2 discounted lines sold below cost, losing $3.50.
- In Mar 2025, 1 discounted line sold below cost, losing $0.04.
- In Apr 2025, 4 discounted lines sold below cost, losing $2.14.
- In May 2025, 4 discounted lines sold below cost, losing $2.13.
- In Jun 2025, 4 discounted lines sold below cost, losing $2.38.
- In Jul 2025, 3 discounted lines sold below cost, losing $2.03.
- In Aug 2025, 3 discounted lines sold below cost, losing $1.74.
- In Sep 2025, 3 discounted lines sold below cost, losing $2.22.
- In Oct 2025, 1 discounted line sold below cost, losing $1.03.
- In Nov 2025, 2 discounted lines sold below cost, losing $1.37.
- In Dec 2025, 1 discounted line sold below cost, losing $0.12.

### Items that sold below cost

| ID | Item | Lines below cost | Money lost |
|---|---|---|---|
| **TQ-103** | Burrito Supremo | 6 | $7.80 |
| **TQ-102** | Taco de Asada | 9 | $7.02 |
| **TQ-101** | Taco al Pastor | 6 | $5.60 |
| **TQ-105** | Jalapeño Poppers | 5 | $5.15 |
| **TQ-118** | Pastel de Tres Leches | 6 | $4.16 |
| **TQ-115** | Cerveza | 8 | $3.84 |
| **TQ-104** | Quesadilla | 4 | $3.84 |
| **TQ-106** | Enchiladas Rojas | 2 | $3.64 |
| **TQ-113** | Piña Colada | 4 | $3.40 |
| **TQ-117** | Flan | 7 | $3.28 |

**Highest discount each item can take** (its price minus its cost, for one unit). Never discount more than this. The items at the top have the least room for discounts.

| ID | Item | Price | Cost | Highest discount | Highest discount as % of price |
|---|---|---|---|---|---|
| **TQ-101** | Taco al Pastor | $3.50 | $1.26 | $2.24 | 64.0% |
| **TQ-111** | Agua de Jamaica | $3.00 | $0.60 | $2.40 | 80.0% |
| **TQ-102** | Taco de Asada | $3.75 | $1.29 | $2.46 | 65.6% |
| **TQ-110** | Horchata | $3.25 | $0.77 | $2.48 | 76.3% |
| **TQ-112** | Café de Olla | $3.50 | $0.74 | $2.76 | 78.9% |
| **TQ-117** | Flan | $5.00 | $1.41 | $3.59 | 71.8% |

| ID | Item | Price | Cost | Highest discount | Highest discount as % of price |
|---|---|---|---|---|---|
| **TQ-116** | Churros | $5.50 | $1.53 | $3.97 | 72.2% |
| **TQ-105** | Jalapeño Poppers | $6.50 | $2.33 | $4.17 | 64.2% |
| **TQ-115** | Cerveza | $6.00 | $1.52 | $4.48 | 74.7% |
| **TQ-118** | Pastel de Tres Leches | $6.25 | $1.77 | $4.48 | 71.7% |
| **TQ-108** | Tamales de Puerco | $7.50 | $2.33 | $5.17 | 68.9% |
| **TQ-104** | Quesadilla | $8.25 | $2.61 | $5.64 | 68.4% |
| **TQ-113** | Piña Colada | $9.00 | $2.65 | $6.35 | 70.6% |
| **TQ-107** | Nachos Grandes | $9.75 | $2.99 | $6.76 | 69.3% |
| **TQ-114** | Margarita | $10.00 | $2.88 | $7.12 | 71.2% |
| **TQ-106** | Enchiladas Rojas | $12.00 | $4.22 | $7.78 | 64.8% |
| **TQ-103** | Burrito Supremo | $11.50 | $3.60 | $7.90 | 68.7% |
| **TQ-109** | Pozole | $13.00 | $4.75 | $8.25 | 63.5% |

## Employees

Sales recorded under each employee, **for each year and month** (not the whole time frame mixed). Compare with care: people work different hours, shifts and roles, so **sales per hour worked** is the fairest number.

### Sales by employee and year

| Employee | 2023 | 2024 | 2025 | 2025 vs 2024 | Percent of total sales 2025 |
|---|---|---|---|---|---|
| **Sofía Núñez** | $248,904 | $251,932 | $246,064 | -2.3% | 17.6% |
| **Ana López** | $227,084 | $232,484 | $231,836 | -0.3% | 16.6% |
| **Carlos Peña** | $231,784 | $231,541 | $231,479 | 0.0% | 16.6% |
| **Luis Gómez** | $233,980 | $233,313 | $230,658 | -1.1% | 16.5% |
| **María José** | $233,243 | $230,681 | $228,855 | -0.8% | 16.4% |
| **Diego Ramírez** | $228,526 | $236,899 | $228,618 | -3.5% | 16.4% |

## 2023

Totals for 2023 only (January to December 2023 inside the time frame).

| Employee | Sales | Orders | Average sale per order | Discounts as % of sales | Hours worked | Sales per hour worked |
|---|---|---|---|---|---|---|
| **Sofía Núñez** | $248,904 | 16,472 | $15.11 | 0.6% | 1,522 | $163.54 |
| **Luis Gómez** | $233,980 | 15,597 | $15.00 | 0.6% | 1,474 | $158.79 |
| **María José** | $233,243 | 15,503 | $15.05 | 0.6% | 1,536 | $151.85 |
| **Carlos Peña** | $231,784 | 15,384 | $15.07 | 0.5% | 1,425 | $162.66 |
| **Diego Ramírez** | $228,526 | 15,301 | $14.94 | 0.6% | 1,482 | $154.15 |
| **Ana López** | $227,084 | 15,289 | $14.85 | 0.6% | 1,495 | $151.90 |

### Sales by employee in 2023, month by month

| Month | Sofía Núñez | Luis Gómez | María José | Carlos Peña | Diego Ramírez | Ana López | Total |
|---|---|---|---|---|---|---|---|
| **Jan** | $21,510 | $21,187 | $20,394 | $19,937 | $20,311 | $19,684 | $123,024 |
| **Feb** | $17,991 | $17,621 | $18,670 | $17,944 | $16,708 | $17,721 | $106,655 |
| **Mar** | $21,384 | $20,049 | $20,054 | $20,310 | $18,566 | $19,345 | $119,707 |
| **Apr** | $20,595 | $19,931 | $19,617 | $19,063 | $19,459 | $18,070 | $116,735 |
| **May** | $21,435 | $18,693 | $19,388 | $19,376 | $20,363 | $18,987 | $118,242 |
| **Jun** | $20,013 | $20,038 | $19,660 | $18,494 | $18,638 | $18,968 | $115,810 |
| **Jul** | $21,227 | $19,727 | $19,112 | $19,494 | $19,975 | $18,355 | $117,890 |
| **Aug** | $21,954 | $19,434 | $19,181 | $19,438 | $19,577 | $19,552 | $119,135 |
| **Sep** | $19,981 | $18,729 | $18,079 | $19,602 | $18,558 | $19,076 | $114,024 |
| **Oct** | $20,635 | $19,431 | $20,047 | $19,363 | $19,057 | $19,892 | $118,425 |
| **Nov** | $20,927 | $19,254 | $19,585 | $19,345 | $18,148 | $18,394 | $115,653 |
| **Dec** | $21,252 | $19,886 | $19,458 | $19,418 | $19,168 | $19,040 | $118,222 |
| **Total 2023** | **$248,904** | **$233,980** | **$233,243** | **$231,784** | **$228,526** | **$227,084** | **$1,403,522** |

## 2024

Totals for 2024 only (January to December 2024 inside the time frame).

| Employee | Sales | Orders | Average sale per order | Discounts as % of sales | Hours worked | Sales per hour worked |
|---|---|---|---|---|---|---|
| **Sofía Núñez** | $251,932 | 16,608 | $15.17 | 0.6% | 1,586 | $158.90 |
| **Diego Ramírez** | $236,899 | 15,629 | $15.16 | 0.6% | 1,436 | $164.97 |
| **Luis Gómez** | $233,313 | 15,386 | $15.16 | 0.6% | 1,431 | $163.04 |
| **Ana López** | $232,484 | 15,469 | $15.03 | 0.6% | 1,537 | $151.26 |
| **Carlos Peña** | $231,541 | 15,471 | $14.97 | 0.6% | 1,454 | $159.24 |
| **María José** | $230,681 | 15,486 | $14.90 | 0.6% | 1,478 | $156.13 |

### Sales by employee in 2024, month by month

| Month | Sofía Núñez | Diego Ramírez | Luis Gómez | Ana López | Carlos Peña | María José | Total |
|---|---|---|---|---|---|---|---|
| **Jan** | $20,766 | $20,079 | $18,252 | $19,094 | $20,316 | $19,558 | $118,064 |
| **Feb** | $20,502 | $19,041 | $18,343 | $18,440 | $18,434 | $18,420 | $113,180 |
| **Mar** | $22,410 | $19,192 | $19,251 | $19,731 | $20,610 | $20,417 | $121,610 |
| **Apr** | $20,569 | $19,247 | $19,191 | $19,268 | $19,125 | $18,393 | $115,793 |
| **May** | $21,689 | $20,061 | $19,708 | $19,253 | $20,364 | $18,713 | $119,787 |
| **Jun** | $20,424 | $19,241 | $18,052 | $19,814 | $19,720 | $19,230 | $116,481 |
| **Jul** | $21,370 | $19,906 | $20,238 | $20,137 | $19,015 | $18,542 | $119,208 |
| **Aug** | $21,448 | $19,125 | $19,405 | $19,581 | $19,227 | $19,408 | $118,195 |
| **Sep** | $20,794 | $19,524 | $20,161 | $19,565 | $18,496 | $18,510 | $117,050 |
| **Oct** | $20,700 | $21,557 | $20,734 | $19,806 | $20,169 | $19,887 | $122,852 |
| **Nov** | $20,354 | $19,799 | $19,381 | $18,245 | $16,893 | $19,529 | $114,201 |
| **Dec** | $20,905 | $20,127 | $20,600 | $19,551 | $19,174 | $20,075 | $120,431 |
| **Total 2024** | **$251,932** | **$236,899** | **$233,313** | **$232,484** | **$231,541** | **$230,681** | **$1,416,851** |

## 2025

Totals for 2025 only (January to December 2025 inside the time frame).

| Employee | Sales | Orders | Average sale per order | Discounts as % of sales | Hours worked | Sales per hour worked |
|---|---|---|---|---|---|---|
| **Sofía Núñez** | $246,064 | 16,187 | $15.20 | 0.5% | 1,414 | $174.08 |
| **Ana López** | $231,836 | 15,379 | $15.07 | 0.6% | 1,482 | $156.49 |
| **Carlos Peña** | $231,479 | 15,415 | $15.02 | 0.6% | 1,570 | $147.44 |
| **Luis Gómez** | $230,658 | 15,399 | $14.98 | 0.5% | 1,483 | $155.53 |
| **María José** | $228,855 | 15,323 | $14.94 | 0.6% | 1,486 | $153.96 |
| **Diego Ramírez** | $228,618 | 15,446 | $14.80 | 0.6% | 1,483 | $154.16 |

**Sales by employee in 2025, month by month**

| Month | Sofía Núñez | Ana López | Carlos Peña | Luis Gómez | María José | Diego Ramírez | Total |
|---|---|---|---|---|---|---|---|
| **Jan** | $20,548 | $18,948 | $19,318 | $19,174 | $19,082 | $19,744 | $116,813 |
| **Feb** | $18,022 | $17,588 | $18,830 | $18,355 | $17,687 | $17,151 | $107,632 |
| **Mar** | $21,542 | $19,771 | $19,498 | $19,416 | $20,729 | $18,069 | $119,025 |
| **Apr** | $18,802 | $19,104 | $18,958 | $18,187 | $18,789 | $19,020 | $112,860 |
| **May** | $20,664 | $20,361 | $19,978 | $19,817 | $19,501 | $18,864 | $119,184 |
| **Jun** | $18,926 | $19,227 | $19,466 | $18,498 | $18,687 | $18,343 | $113,148 |
| **Jul** | $21,737 | $19,791 | $19,390 | $19,487 | $19,273 | $20,214 | $119,893 |
| **Aug** | $21,066 | $19,410 | $19,351 | $20,515 | $19,411 | $20,108 | $119,860 |
| **Sep** | $21,800 | $17,917 | $17,928 | $18,882 | $19,489 | $18,916 | $114,931 |
| **Oct** | $21,753 | $19,527 | $19,886 | $19,682 | $18,016 | $20,246 | $119,109 |
| **Nov** | $20,193 | $19,551 | $18,778 | $19,299 | $18,241 | $18,577 | $114,639 |
| **Dec** | $21,012 | $20,641 | $20,100 | $19,345 | $19,952 | $19,366 | $120,415 |
| **Total 2025** | **$246,064** | **$231,836** | **$231,479** | **$230,658** | **$228,855** | **$228,618** | **$1,397,511** |

## Profit: what is left after costs

Profit uses the files the business sent: Menu with the cost of each item (item, unit_cost); Staff and hourly pay (employee, hourly_rate); Hours worked (date, employee, hours); Monthly bills: rent, utilities... (month, expense_type, amount); Stock bought and thrown away (month, purchases, waste); Card processing fees (payment_method, percent).

What the words mean:

- **Food cost**: what the items that were sold cost the business.
- **Left after food cost**: sales minus food cost, in percent of sales.

- **Payroll**: hours worked times hourly pay. **Payroll % of sales**: of every 100 dollars sold, how many went to pay staff.
- **Bills**: rent, utilities, insurance and the other monthly expenses.
- **Profit**: sales minus every cost we received. **Profit % of sales**: of every 100 dollars sold, how many were left.
- **Sales needed to cover all costs**: the yearly sales at which profit would be zero, with this year's costs (also called break-even).

## Profit by year

### Sales, food cost and payroll

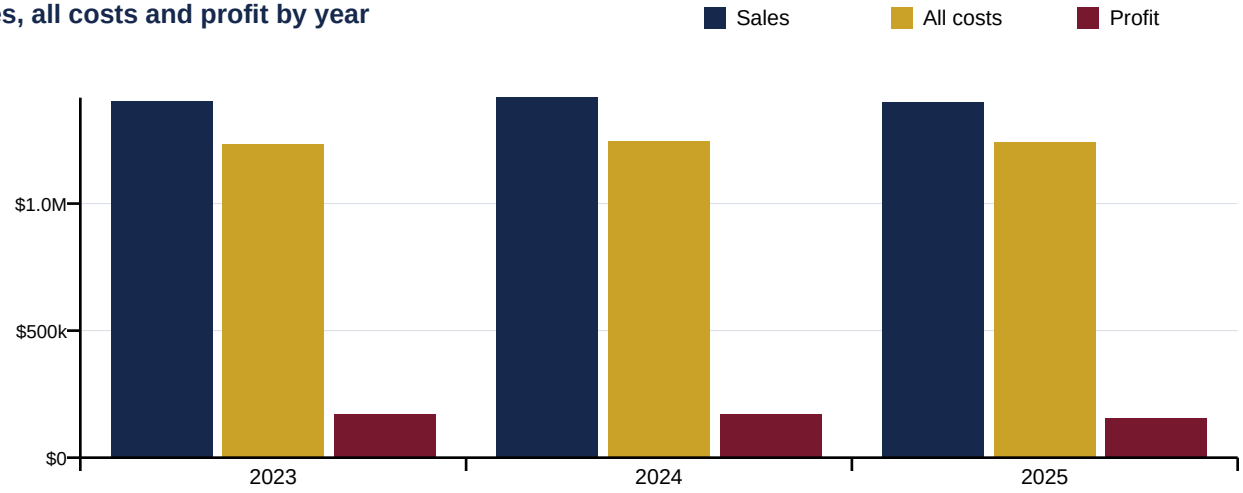
| Year | Sales | Food cost | Left after food cost | Payroll | Payroll % of sales |
|---|---|---|---|---|---|
| **2023** | $1,403,522 | $435,297 | 69.0% | $487,752 | 34.8% |
| **2024** | $1,416,851 | $439,941 | 68.9% | $489,009 | 34.5% |
| **2025** | $1,397,511 | $433,193 | 69.0% | $487,270 | 34.9% |

### Other costs and profit

| Year | Card fees | Bills | Profit | Profit % of sales | Sales needed to cover all costs |
|---|---|---|---|---|---|
| **2023** | $38,907 | $271,127 | $170,439 | 12.1% | $1,146,113 |
| **2024** | $38,951 | $276,482 | $172,468 | 12.2% | $1,156,327 |
| **2025** | $38,860 | $281,795 | $156,391 | 11.2% | $1,161,348 |

Profit in 2025 compared with 2024: **-9.3%**.

### Sales, all costs and profit by year




### Profit in 2023, month by month

| Month | Sales | Food cost | Payroll | Card fees | Bills | Profit | Profit % of sales |
|---|---|---|---|---|---|---|---|
| **Jan** | $123,024 | $38,291 | $41,574 | $3,377 | $23,144 | $16,637 | 13.5% |
| **Feb** | $106,655 | $33,030 | $37,246 | $2,978 | $22,969 | $10,432 | 9.8% |
| **Mar** | $119,707 | $37,170 | $41,512 | $3,307 | $22,884 | $14,834 | 12.4% |
| **Apr** | $116,735 | $36,185 | $39,680 | $3,272 | $21,731 | $15,867 | 13.6% |
| **May** | $118,242 | $36,643 | $41,301 | $3,306 | $22,897 | $14,094 | 11.9% |
| **Jun** | $115,810 | $35,889 | $40,274 | $3,205 | $22,619 | $13,824 | 11.9% |
| **Jul** | $117,890 | $36,587 | $41,274 | $3,270 | $23,033 | $13,727 | 11.6% |
| **Aug** | $119,135 | $37,034 | $41,645 | $3,278 | $22,180 | $14,999 | 12.6% |
| **Sep** | $114,024 | $35,288 | $40,025 | $3,152 | $21,764 | $13,795 | 12.1% |
| **Oct** | $118,425 | $36,687 | $41,494 | $3,311 | $21,697 | $15,236 | 12.9% |
| **Nov** | $115,653 | $35,849 | $40,262 | $3,189 | $23,052 | $13,302 | 11.5% |
| **Dec** | $118,222 | $36,644 | $41,466 | $3,263 | $23,156 | $13,693 | 11.6% |

### Profit in 2024, month by month

| Month | Sales | Food cost | Payroll | Card fees | Bills | Profit | Profit % of sales |
|---|---|---|---|---|---|---|---|
| **Jan** | $118,064 | $36,682 | $41,543 | $3,233 | $22,917 | $13,689 | 11.6% |
| **Feb** | $113,180 | $35,202 | $38,780 | $3,112 | $22,771 | $13,315 | 11.8% |
| **Mar** | $121,610 | $37,881 | $41,461 | $3,371 | $22,836 | $16,061 | 13.2% |
| **Apr** | $115,793 | $35,899 | $39,997 | $3,212 | $22,698 | $13,987 | 12.1% |
| **May** | $119,787 | $37,224 | $41,653 | $3,284 | $23,360 | $14,266 | 11.9% |
| **Jun** | $116,481 | $36,144 | $39,968 | $3,215 | $23,353 | $13,801 | 11.8% |
| **Jul** | $119,208 | $36,927 | $41,452 | $3,290 | $23,687 | $13,851 | 11.6% |
| **Aug** | $118,195 | $36,718 | $41,470 | $3,218 | $23,723 | $13,065 | 11.1% |
| **Sep** | $117,050 | $36,272 | $39,934 | $3,244 | $23,182 | $14,417 | 12.3% |
| **Oct** | $122,852 | $38,245 | $41,341 | $3,380 | $22,920 | $16,966 | 13.8% |
| **Nov** | $114,201 | $35,393 | $39,946 | $3,079 | $22,288 | $13,495 | 11.8% |
| **Dec** | $120,431 | $37,355 | $41,464 | $3,312 | $22,747 | $15,553 | 12.9% |

### Profit in 2025, month by month

| Month | Sales | Food cost | Payroll | Card fees | Bills | Profit | Profit % of sales |
|---|---|---|---|---|---|---|---|
| **Jan** | $116,813 | $36,242 | $41,586 | $3,220 | $22,457 | $13,308 | 11.4% |
| **Feb** | $107,632 | $33,376 | $37,405 | $3,028 | $23,878 | $9,945 | 9.2% |
| **Mar** | $119,025 | $36,870 | $41,279 | $3,301 | $22,754 | $14,821 | 12.5% |
| **Apr** | $112,860 | $34,995 | $40,066 | $3,112 | $23,750 | $10,937 | 9.7% |
| **May** | $119,184 | $37,017 | $41,308 | $3,300 | $24,184 | $13,375 | 11.2% |
| **Jun** | $113,148 | $35,072 | $40,115 | $3,137 | $22,794 | $12,031 | 10.6% |
| **Jul** | $119,893 | $37,154 | $41,233 | $3,366 | $23,624 | $14,516 | 12.1% |
| **Aug** | $119,860 | $37,003 | $41,100 | $3,384 | $23,748 | $14,625 | 12.2% |
| **Sep** | $114,931 | $35,722 | $40,004 | $3,161 | $24,430 | $11,614 | 10.1% |
| **Oct** | $119,109 | $36,895 | $41,575 | $3,277 | $24,121 | $13,240 | 11.1% |
| **Nov** | $114,639 | $35,465 | $40,134 | $3,183 | $23,033 | $12,824 | 11.2% |
| **Dec** | $120,415 | $37,381 | $41,466 | $3,390 | $23,022 | $15,156 | 12.6% |

## What each item leaves after its cost

Sales of the item minus what it cost. The items that leave the most are the best ones to promote.

**Top 10 in 2023**

| ID | Item | Items sold | Sales | Cost | Left after cost | Left as % of sales |
|---|---|---|---|---|---|---|
| **TQ-109** | Pozole | 11,071 | $143,458 | $52,587 | $90,871 | 63.3% |
| **TQ-103** | Burrito Supremo | 11,011 | $126,149 | $39,640 | $86,509 | 68.6% |
| **TQ-106** | Enchiladas Rojas | 10,911 | $130,505 | $46,044 | $84,461 | 64.7% |
| **TQ-114** | Margarita | 11,203 | $111,549 | $32,265 | $79,284 | 71.1% |
| **TQ-107** | Nachos Grandes | 11,178 | $108,569 | $33,422 | $75,146 | 69.2% |
| **TQ-113** | Piña Colada | 11,199 | $100,354 | $29,677 | $70,676 | 70.4% |
| **TQ-104** | Quesadilla | 10,954 | $89,922 | $28,590 | $61,332 | 68.2% |
| **TQ-108** | Tamales de Puerco | 11,232 | $83,747 | $26,171 | $57,576 | 68.8% |
| **TQ-118** | Pastel de Tres Leches | 11,026 | $68,494 | $19,516 | $48,978 | 71.5% |
| **TQ-115** | Cerveza | 11,006 | $65,592 | $16,729 | $48,863 | 74.5% |

**Top 10 in 2024**

| ID | Item | Items sold | Sales | Cost | Left after cost | Left as % of sales |
|---|---|---|---|---|---|---|
| **TQ-109** | Pozole | 11,257 | $145,881 | $53,471 | $92,410 | 63.3% |
| **TQ-103** | Burrito Supremo | 11,465 | $131,355 | $41,274 | $90,081 | 68.6% |
| **TQ-106** | Enchiladas Rojas | 11,560 | $138,258 | $48,783 | $89,475 | 64.7% |
| **TQ-114** | Margarita | 11,202 | $111,573 | $32,262 | $79,311 | 71.1% |
| **TQ-107** | Nachos Grandes | 11,093 | $107,680 | $33,168 | $74,512 | 69.2% |
| **TQ-113** | Piña Colada | 11,004 | $98,582 | $29,161 | $69,421 | 70.4% |
| **TQ-104** | Quesadilla | 11,174 | $91,757 | $29,164 | $62,593 | 68.2% |
| **TQ-108** | Tamales de Puerco | 11,186 | $83,438 | $26,063 | $57,375 | 68.8% |
| **TQ-118** | Pastel de Tres Leches | 11,098 | $68,954 | $19,643 | $49,310 | 71.5% |
| **TQ-115** | Cerveza | 10,981 | $65,360 | $16,691 | $48,669 | 74.5% |

**Top 10 in 2025**

| ID | Item | Items sold | Sales | Cost | Left after cost | Left as % of sales |
|---|---|---|---|---|---|---|
| **TQ-109** | Pozole | 10,920 | $141,538 | $51,870 | $89,668 | 63.4% |
| **TQ-103** | Burrito Supremo | 11,241 | $128,804 | $40,468 | $88,337 | 68.6% |
| **TQ-106** | Enchiladas Rojas | 10,786 | $128,966 | $45,517 | $83,449 | 64.7% |
| **TQ-114** | Margarita | 10,794 | $107,502 | $31,087 | $76,415 | 71.1% |
| **TQ-107** | Nachos Grandes | 11,160 | $108,354 | $33,368 | $74,986 | 69.2% |
| **TQ-113** | Piña Colada | 11,360 | $101,770 | $30,104 | $71,666 | 70.4% |
| **TQ-104** | Quesadilla | 11,162 | $91,619 | $29,133 | $62,486 | 68.2% |
| **TQ-108** | Tamales de Puerco | 11,104 | $82,854 | $25,872 | $56,982 | 68.8% |
| **TQ-118** | Pastel de Tres Leches | 11,138 | $69,172 | $19,714 | $49,458 | 71.5% |
| **TQ-115** | Cerveza | 11,076 | $66,031 | $16,836 | $49,195 | 74.5% |

## Bills by year

| Bill | 2023 | 2024 | 2025 | 2025 vs 2024 |
|---|---|---|---|---|
| **Rent** | $114,000 | $117,420 | $120,840 | +2.9% |
| **Payroll taxes and benefits** | $62,400 | $64,272 | $66,144 | +2.9% |
| **Utilities** | $30,548 | $30,430 | $32,498 | +6.8% |
| **Marketing** | $20,731 | $20,653 | $18,284 | -11.5% |
| **Cleaning and supplies** | $16,872 | $16,739 | $17,280 | +3.2% |
| **Repairs and maintenance** | $13,376 | $13,373 | $12,758 | -4.6% |
| **Insurance** | $11,400 | $11,742 | $12,084 | +2.9% |
| **POS software** | $1,800 | $1,854 | $1,908 | +2.9% |

## Stock bought and thrown away

**Thrown away %** = waste compared with what was bought: lower is better. **Times the stock was used up** = how many times in the year the stock on the shelves was sold and bought again.

| Year | Stock bought | Thrown away | Thrown away % | Times the stock was used up |
|---|---|---|---|---|
| **2023** | $452,803 | $18,650 | 4.1% | 51.3 times |
| **2024** | $461,583 | $20,708 | 4.5% | 52.9 times |
| **2025** | $454,631 | $20,304 | 4.5% | 48.3 times |

## How to read these numbers

- Time frame: Jan 01, 2023 - Dec 31, 2025 (3 years: 2023, 2024, 2025). Only clean rows are counted; rows still waiting for a fix are left out (see *Rows still pending* in this report).
- **Sales** = the amount of each sale line minus its discount. Taxes, tips and refunds are not in the file.
- **Average per day** = sales divided by the calendar days of that month inside the time frame.

- **+ / -** = the change compared with the period before, in percent: + went up, - went down.
- Sales are not cash in the bank: compare them with card settlements and deposits.
- Charts are in the PDF report. The daily detail is in the file *daily_detail.csv* (opens in Excel).

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