

# Udderlicious

Take Away Analysis

# Summary

## Over 80% of customers take away ice cream:

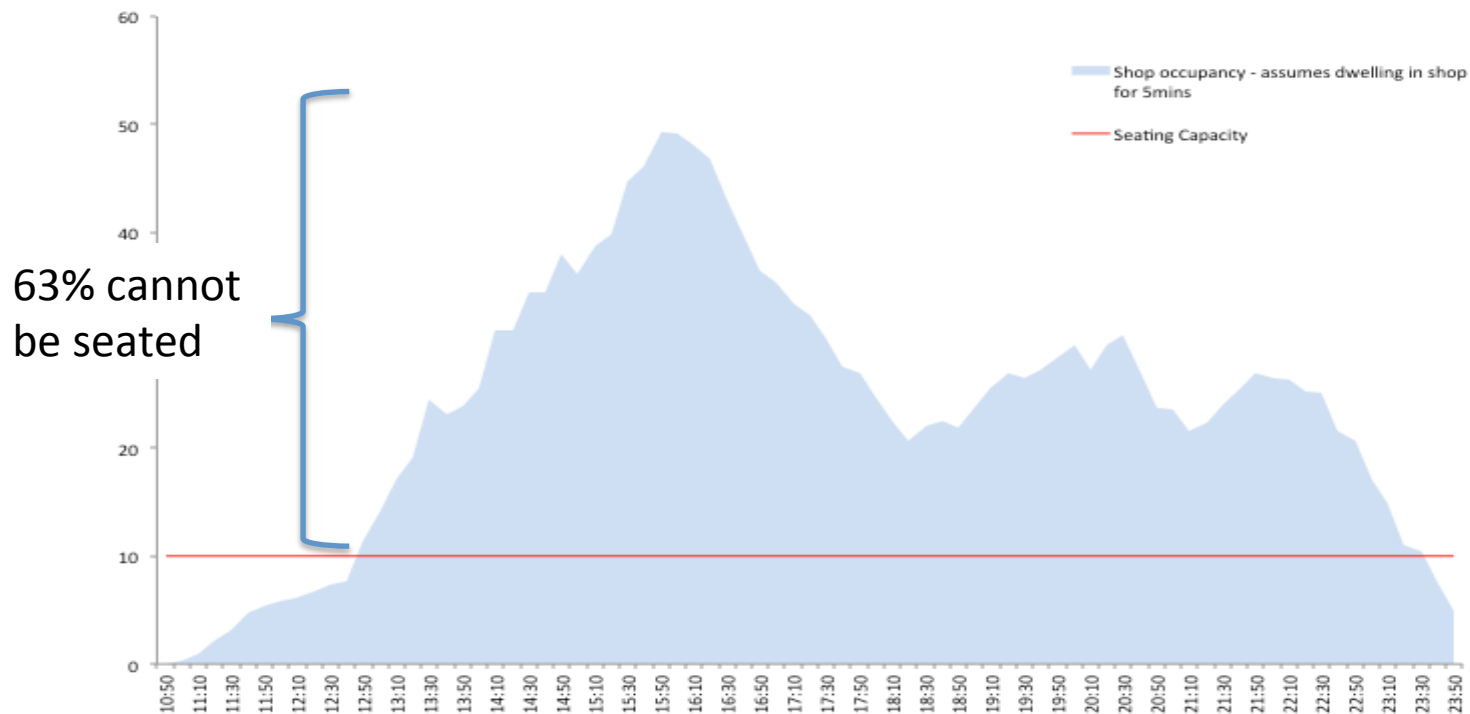
- Partly due to limited seating capacity.
- But also because some customers decide not to eat in, even when seating is available.
- This is because ice cream can (and usually is) consumed 'on the go'.
- Most ice cream sales occur when the weather is warm i.e. when customers prefer not to stay indoors, on the premises.
- Some ice cream is bought in sealed containers to take home.

## Key Assumptions:

- Based on Udderlicious Islington EPOS (Vestipos) data between 1<sup>st</sup> – 13<sup>th</sup> April 2016 inclusive.
- Survey carried out in Islington Udderlicious on 13<sup>th</sup> April between 13:00 – 21:30

# Limited Seating Capacity

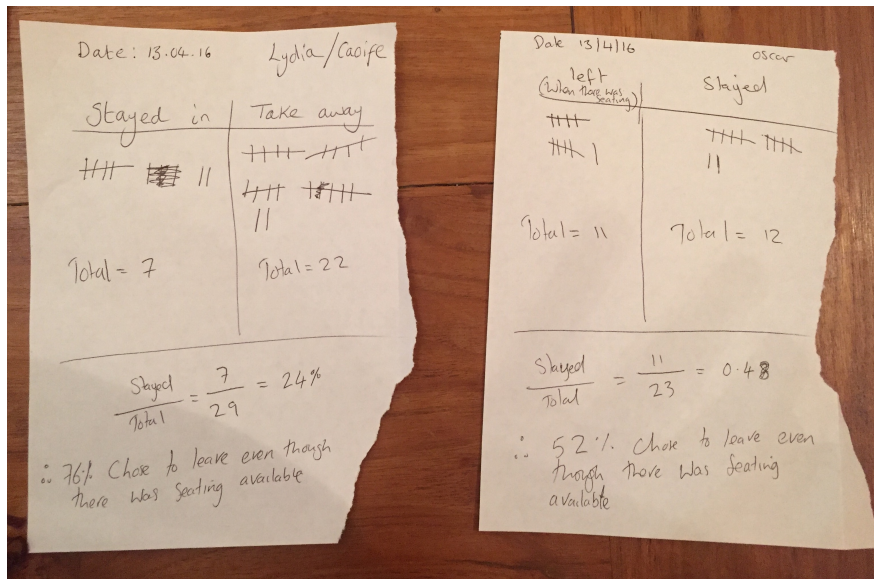
- Based on till transaction data between 1<sup>st</sup> – 13<sup>th</sup> April 2016, the following graph represents the number of customers consuming ice cream purchased at Udderlicious in Islington on an average Spring day.
- It assumes a customer takes 10 minutes to consume their ice cream.



With only 10 seats, there is inefficient capacity to accommodate all customers. Therefore, by design over 60% must take away.

# Customers choose to take away

- A survey was carried out on 13th April 2016 between 1pm and 9:30pm observing customers that could have been seated.
- The results below show the majority chose to take away when there was seating available.



The first survey shows that over half of customers that could have been seated decided to take away

The second survey shows about half of customers that could have been seated decided to take away

The previous analysis showed that over 60% of customers take away due to seating capacity, therefore only c40% are able to eat in... Therefore of the c40% of customers that could be seated, based on the above survey, over half will choose to take away - resulting in over 80% of customers taking away.