

FOOD FACTOR
RESTAURANT INTELLIGENCE

Monthly Operations Report

Coastal Table Bistro & Bar

March 01 — March 30, 2026

Prepared March 2026

CONFIDENTIAL — PREPARED EXCLUSIVELY FOR COASTAL TABLE MANAGEMENT

01 / EXECUTIVE SUMMARY

Executive Summary

\$423,112 TOTAL REVENUE	\$14,104 AVG DAILY	\$143.96 AVG CHECK	15.9% LABOR %
2,939 TRANSACTIONS	\$125 SPLH	4.3 REVIEW SCORE	8.4% NO-SHOW RATE

Key Findings

- Weekend revenue concentration is extreme.** Friday–Sunday generates 52% of total revenue, exposing vulnerability to any weekend disruption. Tuesday is the weakest day at \$43,788.
- Delivery commission leakage is significant.** You're paying an effective 27.5% commission across platforms, with \$10,619 lost to platform fees this period. Net delivery margin is only 70%.
- Labor efficiency varies wildly by day.** SPLH ranges from \$104 to \$140 across the week, indicating systematic over-staffing on slower days.
- Menu has untapped margin potential.** 11 Star items generate the bulk of profit, but 9 Dog items are consuming menu real estate and kitchen effort with poor returns.

Top 3 Recommendations

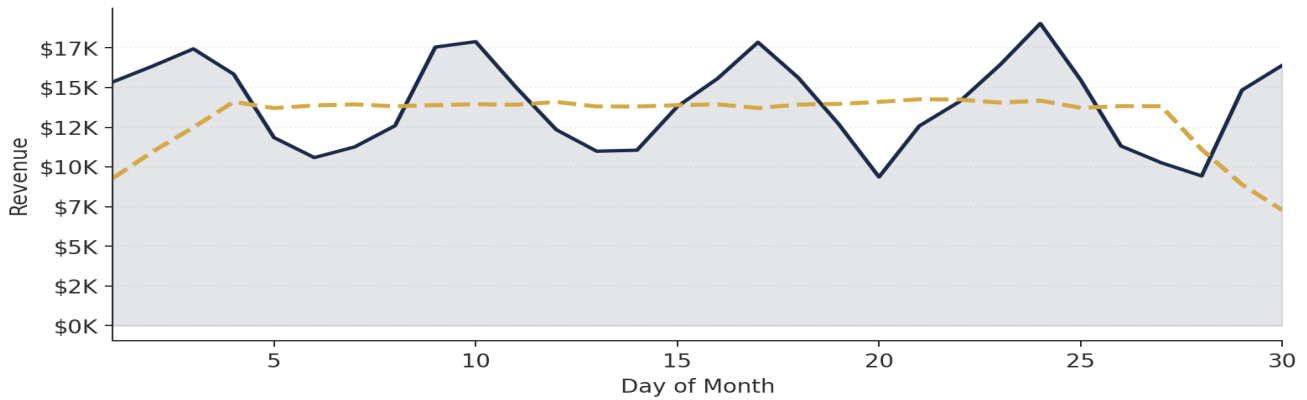
- Reduce Tuesday/Wednesday labor by 15–20%.** Cut one FOH shift on the two slowest days. Expected annual savings: **\$8,000–\$12,000** with zero revenue impact.
- Launch direct online ordering to recapture delivery margin.** Redirect 20% of delivery volume to a commission-free channel. Projected annual margin gain: **\$6,000+**.
- Reprice 3 high-demand, low-margin mains by \$2–\$4.** Rack of Lamb and Wild Salmon Fillet have strong demand but food costs above 34%. Expected annual recovery: **\$6,000–\$10,000**.

02 / REVENUE & SALES PERFORMANCE

Revenue & Sales Performance

DAILY TRENDS, DAYPART ANALYSIS, AND CHANNEL MIX

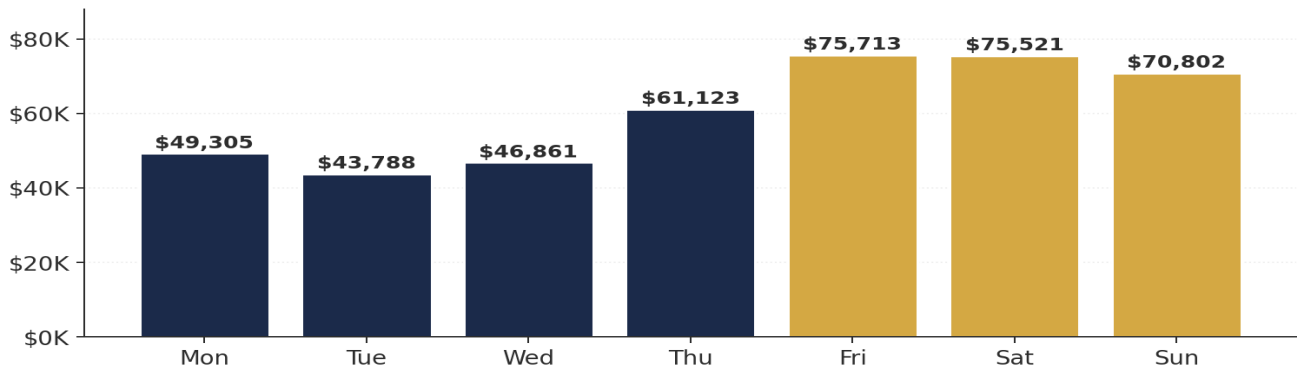
Daily Revenue Trend



Solid line: daily revenue / Dashed: 7-day moving average

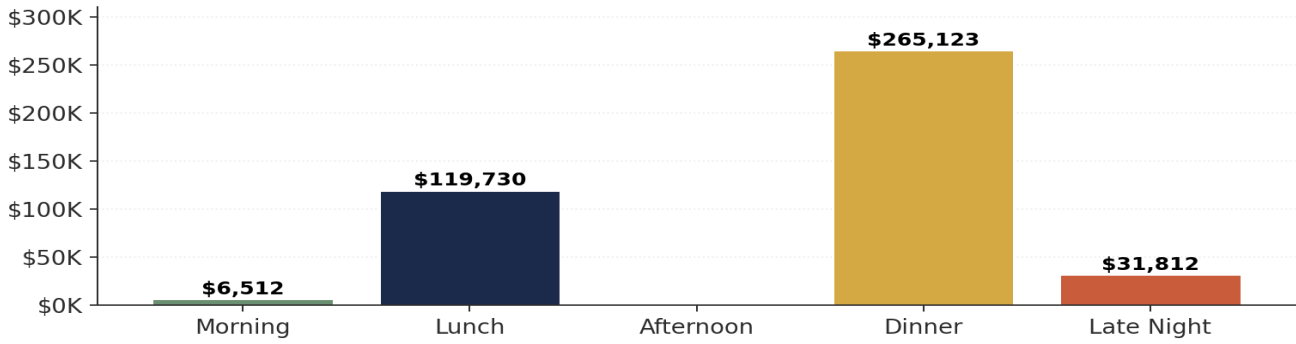
INSIGHT / Revenue shows strong weekly cyclicity with weekend peaks averaging \$17,080/day vs. \$11,828/day on weekdays — a 44% premium. The 7-day average is trending slightly upward, suggesting improving momentum.

Revenue by Day of Week



Gold bars highlight weekend days (Friday–Sunday)

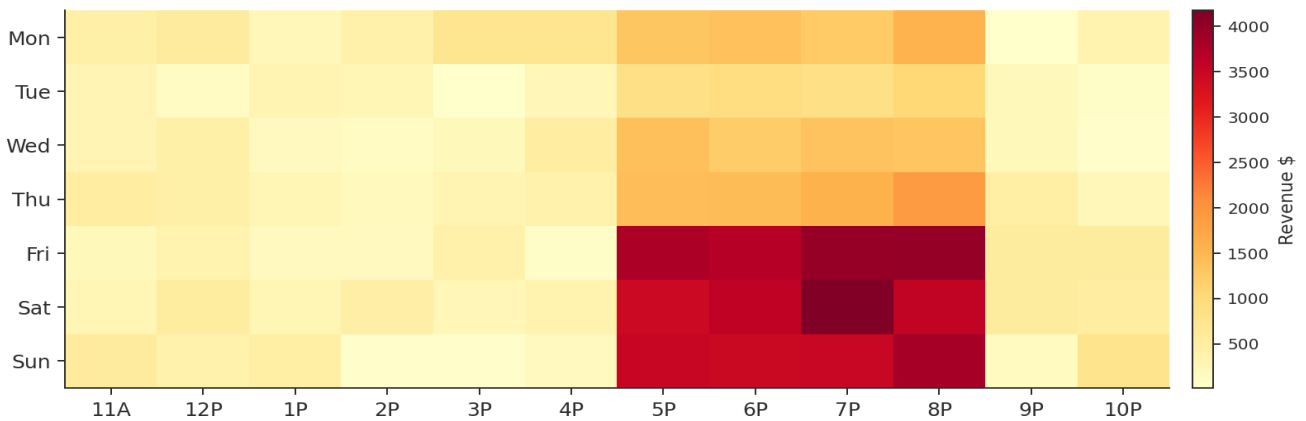
Daypart Revenue Distribution



RECOMMENDATION

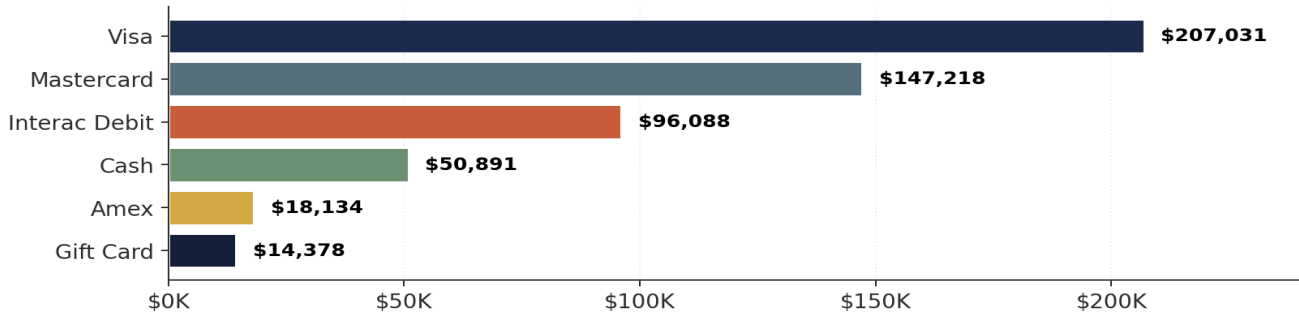
Dinner service drives 63% of revenue. Consider launching a **mid-week happy hour program** (Tuesday–Wednesday, 4–6 PM) to boost the Afternoon daypart and pull forward Dinner traffic on slow days. Target: **\$800–\$1,200 incremental weekly revenue.**

Revenue Heatmap — Day of Week x Hour



INSIGHT / The heatmap reveals a concentrated revenue window: Friday–Sunday dinner (6–9 PM) generates the bulk of weekly sales. Monday and Tuesday afternoons are nearly dead zones — potential for private events or prix fixe promotions.

Payment Method Distribution



RECOMMENDATION

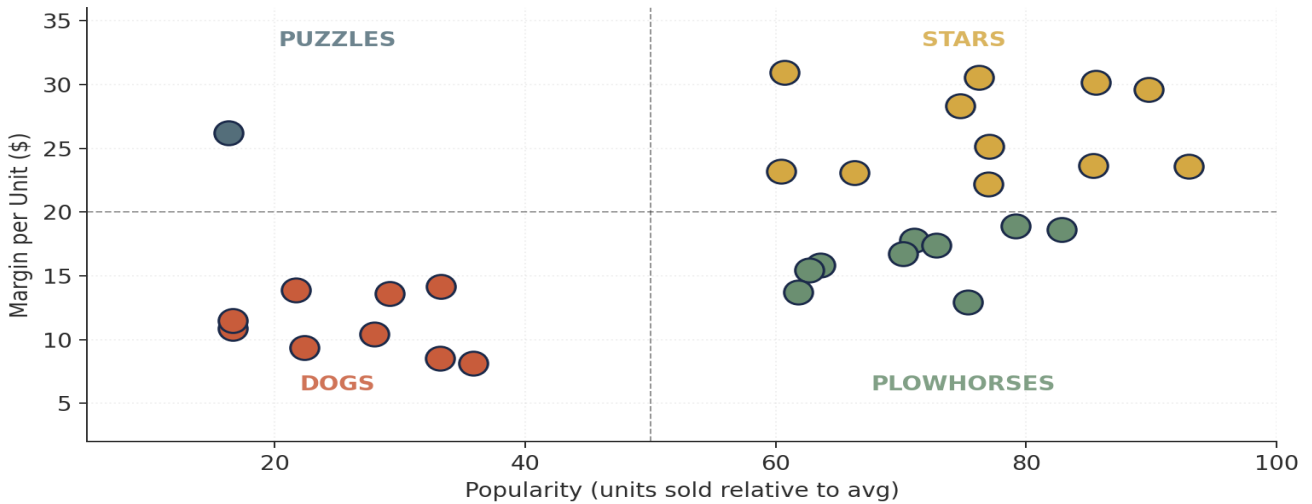
Credit card transactions (70% of revenue) carry processing fees of ~2.5%. Consider promoting **Interac debit** through a subtle table tent. Shifting 10% of credit to debit saves approximately **\$1,200/year** in processing fees.

03 / MENU ENGINEERING

Menu Engineering Analysis

PROFITABILITY MATRIX, FOOD COST ANALYSIS, AND PRICING OPPORTUNITIES

The menu engineering matrix classifies every food item by two dimensions: popularity (units sold vs. average) and profitability (contribution margin per unit vs. average). **Stars** (top-right): high volume + high margin. **Dogs** (bottom-left): low volume + low margin.



11 STARS	9 PLOWHORSES	1 PUZZLES	9 DOGS
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Star Items — Protect and Promote

ITEM	UNITS SOLD	NET REVENUE	MARGIN/UNIT	FOOD COST %
Rack of Lamb	484	\$21,768	\$29.23	35.0%
Pan-Seared Halibut	452	\$19,022	\$27.38	34.9%
Grilled Sablefish	473	\$18,425	\$25.30	35.0%
Braised Short Rib	497	\$17,821	\$23.98	33.1%
Duck Breast	463	\$17,579	\$25.43	33.0%

Dog Items — Remove, Reprice, or Reinvent

ITEM	UNITS SOLD	NET REVENUE	MARGIN/UNIT	FOOD COST %
Shakshuka	130	\$2,481	\$14.33	24.9%
Avocado Toast	142	\$2,731	\$14.48	24.7%
Buttermilk Pancakes	156	\$2,841	\$14.61	19.8%
Smoked Salmon Bagel	168	\$3,532	\$14.72	30.0%
Affogato	263	\$3,115	\$9.44	20.3%

ACTION REQUIRED

The 9 Dog items collectively generated only \$23,490 in total contribution margin this period. Consider removing the lowest 2–3 performers and replacing with a rotating seasonal special.

PRICING RECOMMENDATION

Three high-demand mains have food cost above 34%: **Rack of Lamb (35.0%)**, **Wild Salmon Fillet (35.2%)**, and **Pan-Seared Halibut (34.9%)**. A \$2–4 price increase would recover **\$4,200–\$8,400 annually** with minimal demand risk.

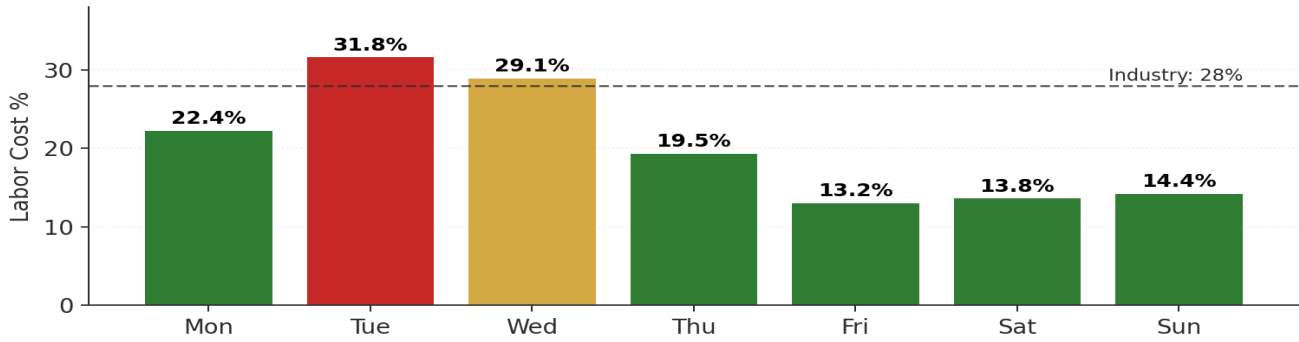
04 / LABOR OPTIMIZATION

Labor Optimization

LABOR COST EFFICIENCY, SPLH TRENDS, AND STAFFING RECOMMENDATIONS

\$67,341 TOTAL LABOR	15.9% LABOR % REV	\$125 SPLH	3,375 TOTAL HOURS
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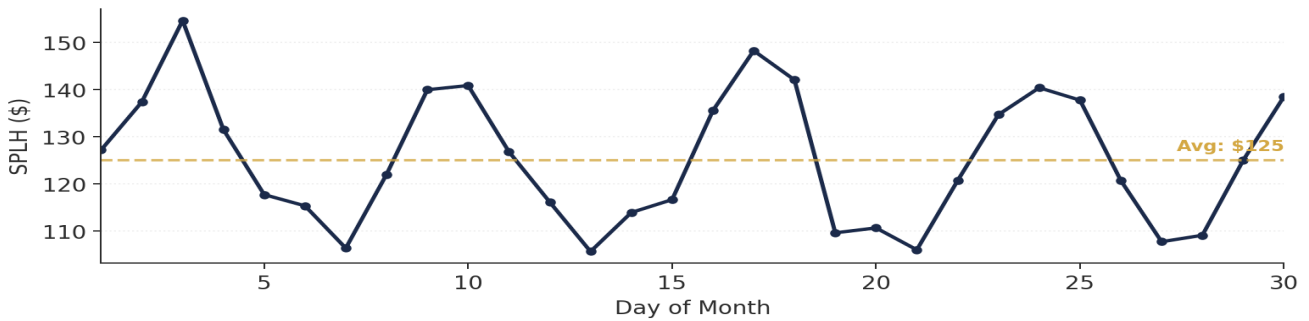
Labor Cost % by Day of Week



Red = above 30% (alert) / Gold = 27-30% (caution) / Green = below 27% (efficient) / Industry benchmark: 28%

INSIGHT / The highest-cost days correlate with the lowest-revenue days — a classic scheduling inefficiency. Weekend SPLH of \$136 vs. weekday SPLH of \$115 confirms the imbalance.

Sales per Labor Hour — Daily Trend



FOH vs. BOH Split

TYPE	TOTAL PAY	HOURS	AVG \$/HR
BOH	\$35,956	1,633	\$22.01
FOH	\$31,385	1,742	\$18.02

STAFFING RECOMMENDATIONS

1. Reduce Tue/Wed FOH by one server shift. Average daily revenue under \$45,324 on these days. Saving: \$250-\$350/week.
2. Stagger BOH start times. Shift one prep cook from 9 AM to 10:30 AM — saves ~7.5 hours/week.
3. Target SPLH of \$138+ through these adjustments. Estimated annual labor reduction: **\$10,000-\$15,000**.

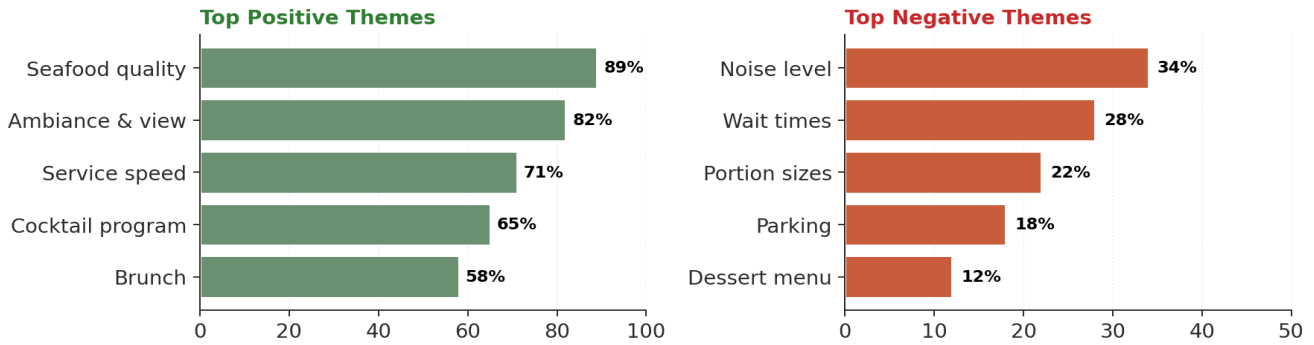
05 / REVIEW INTELLIGENCE

Review Intelligence

NLP-POWERED SENTIMENT ANALYSIS ACROSS GOOGLE, YELP, AND OPENTABLE

4.3 OVERALL	4.4 GOOGLE (847)	4.1 YELP	4.3 OPENTABLE
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Food Factor's NLP engine analyzed 847 reviews across three platforms, identifying recurring sentiment themes and competitive positioning signals.



COMPETITIVE POSITIONING / Your overall 4.3 rating places you in the top 25% of casual dining restaurants in Vancouver. Seafood quality is your strongest differentiator. The noise level complaints (34%) represent a fixable issue that could push you toward 4.5+.

REVIEW-DRIVEN RECOMMENDATIONS

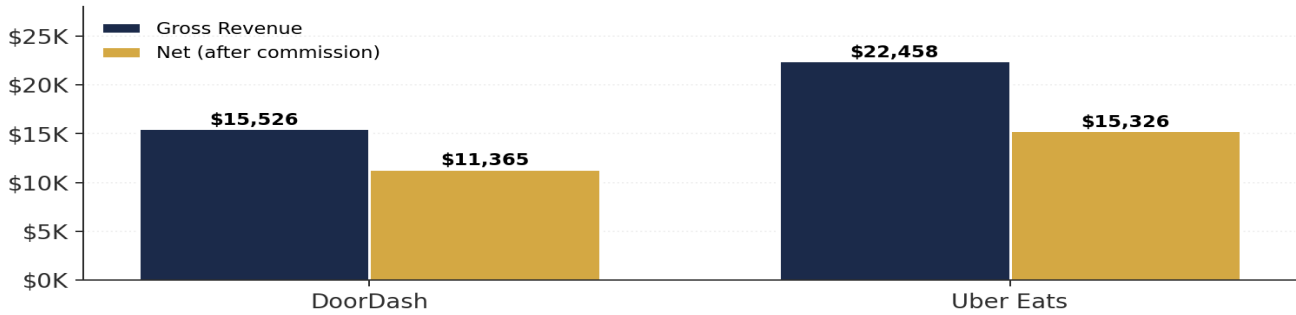
- 1. Address noise level.** Sound-absorbing panels: **\$2,000–\$4,000** one-time investment with measurable review impact within 60 days.
- 2. Manage weekend wait expectations.** Implement text-notification for walk-ins and set clear expectations at host stand.
- 3. Expand the dessert menu.** Adding 2 seasonal desserts at \$14–\$16 could increase average check by \$3–4 while resolving a recurring complaint.

06 / DELIVERY & ONLINE PERFORMANCE

Delivery & Online Performance

PLATFORM ECONOMICS, COMMISSION IMPACT, AND CHANNEL OPTIMIZATION

466 DELIVERY ORDERS	\$37,985 GROSS REVENUE	\$10,619 COMMISSIONS PAID	\$26,696 NET PAYOUT
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Platform Performance Detail

PLATFORM	ORDERS	GROSS REV	COMMISSION	NET MARGIN	AVG RATING
DoorDash	193	\$15,526	25.0%	73.2%	4.3
Uber Eats	273	\$22,458	30.0%	68.3%	4.3

COMMISSION ALERT / You paid \$10,619 in platform commissions this period — 2.5% of total restaurant revenue. Every \$100 in delivery sales returns only ~\$73 before food and labor costs.

DELIVERY CHANNEL RECOMMENDATIONS

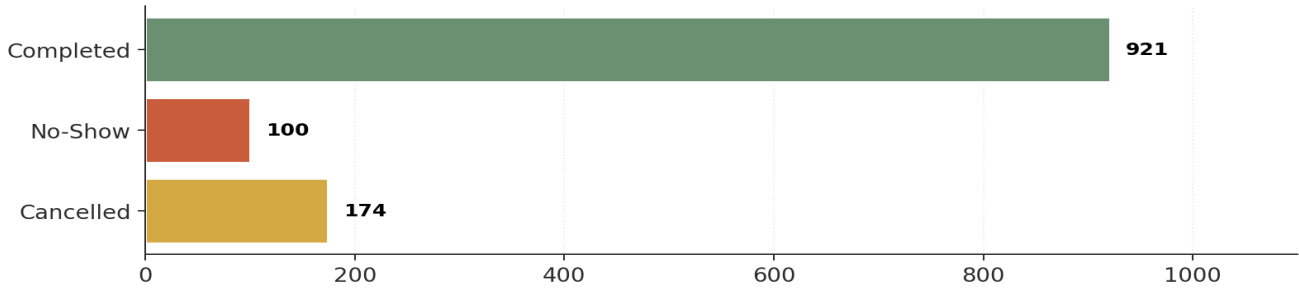
- 1. Launch direct online ordering.** Target redirecting 20% of third-party volume. Recovers **\$3,000–\$5,000 annually** in commissions.
- 2. Optimize the delivery menu.** Curate 15–20 items with strong packaging durability, high margin, and quick prep.
- 3. Negotiate commission tiers.** A 2% reduction on the top platform saves ~\$311/month.

07 / RESERVATIONS & CAPACITY

Reservations & Capacity Analysis

UTILIZATION, NO-SHOW IMPACT, AND TURN TIME OPTIMIZATION

1,195 TOTAL RESERVATIONS	921 COMPLETED	8.4% NO-SHOW RATE	92 min AVG TURN TIME
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Service Period Breakdown

SERVICE	RESERVATIONS	AVG PARTY SIZE	AVG TURN TIME
Brunch	53	3.0	72 min
Lunch	231	3.2	73 min
Dinner	637	3.2	101 min

NO-SHOW IMPACT / At 8.4% no-show rate with avg party of 3.2 and avg check of \$144, each no-show costs ~\$459. Over this period: ~\$45,894 in missed revenue from 100 no-shows.

CAPACITY RECOMMENDATIONS

- Credit card holds for weekend reservations.** Require card on file for Fri–Sun dinner, 4+ guests. Reduces no-shows by 40–60%.
- Optimize turn times.** Target 5-min reductions through pre-bussing and host coordination. Each minute saved = 1–2 extra turns per table per night.
- Overbook strategically.** Book 10–12% over capacity on Fri–Sat dinner to compensate for predicted no-shows.

08 / INTEGRATED INSIGHTS

Integrated Insights

CROSS-DOMAIN FINDINGS THAT ONLY EMERGE WHEN CONNECTING ALL DATA SOURCES

This is where Food Factor's unified approach delivers its greatest value. By connecting POS sales, labor, delivery, reservations, and reviews, we uncover insights invisible to any single-source analysis.

Finding 1 / Staffing-Revenue Mismatch on Slow Days

Tuesday's labor cost % is the highest of the week, yet it generates the lowest revenue. Staffing levels on Tuesday average within 10% of Friday's — but revenue is 73% lower. This single scheduling correction saves **\$400–\$500/week**.

Finding 2 / Best-Reviewed Dishes Have the Tightest Margins

The top 3 dishes by review sentiment (Rack of Lamb, Halibut, Wild Salmon) all carry food costs above 34%. Demand is confirmed by volume and reviews. A \$2–4 price increase is the single highest-ROI menu change: **\$6,000–\$10,000/year**.

Finding 3 / Delivery Cannibalizes Dine-In on Weekdays

Weekday delivery peaks during the same hours (6–8 PM) as dine-in dinner. Promoting a dine-in-only weekday special could convert delivery orders (at 27% commission) to full-margin covers.

Finding 4 / No-Shows Compound Labor Waste

On high-no-show nights, staffing was set based on bookings, not completion rates. Adjusting for the 8.4% no-show rate saves 3–5 labor hours per week during peak service.

Finding 5 / Brunch is an Under-Leveraged Growth Engine

Brunch items show strong margins and positive review sentiment with lower labor requirements per cover. Yet brunch represents only 4% of total revenue. Extending weekend brunch hours or adding weekday brunch captures high-margin incremental revenue.

WHY THIS SECTION MATTERS / No POS dashboard, scheduling tool, or review platform can produce these findings on its own. Each one required reading two or more data sources together. The five findings on this page represent **\$50,000+ in annual recoverable margin** — and they all came from connections that nobody had the time to make.

09 / ACTION PLAN

Prioritized Action Plan

RANKED BY EXPECTED IMPACT AND IMPLEMENTATION EFFORT

Quick Wins — High Impact, Low Effort

ACTION	EXPECTED IMPACT	EFFORT	TIMELINE
Reduce Tue/Wed FOH staffing by 1 shift	\$8K–\$12K/yr savings	LOW	Next schedule cycle
Reprice 3 high-demand mains by \$2–4	\$6K–\$10K/yr margin gain	LOW	Next menu print
Credit card holds for weekend reservations	40–60% no-show reduction	LOW	1–2 weeks
Remove 2–3 lowest Dog items	Reduced waste + complexity	LOW	Next menu update

Strategic Initiatives — High Impact, Higher Effort

ACTION	EXPECTED IMPACT	EFFORT	TIMELINE
Launch direct online ordering	\$5K–\$8K/yr commission savings	MEDIUM	30–45 days
Sound-absorbing treatments	Resolve #1 negative review theme	MEDIUM	2–4 weeks
Mid-week happy hour program	\$40K–\$60K/yr incremental	MEDIUM	3–4 weeks
Expand dessert menu (+2 items)	\$3–4 avg check increase	MEDIUM	2–3 weeks
Negotiate platform commission	1–2% rate reduction	MEDIUM	This month

Monitor — Watch and Evaluate

ITEM	CURRENT STATUS	TRIGGER FOR ACTION
Brunch expansion	Strong margins, positive sentiment	If weekend brunch hits capacity, add weekday
Delivery volume growth	466 orders/month	If volume exceeds 200/month, hire dedicated prep
Review score trajectory	4.3/5.0 average	If drops below 4.0, escalate response program

COMBINED QUICK WIN IMPACT / Implementing the four Quick Win items alone delivers an estimated **\$14,000–\$22,000** in annual savings and margin recovery — typically within 30 days. This represents a return on the consulting engagement within 1–2 months.

10 / APPENDIX

Data Sources & Methodology

DATA SOURCE	RECORDS	DATE RANGE
POS Detailed Sales (TouchBistro)	18,265 line items	Mar 01 – Mar 30, 2026
Menu Item Totals	49 items	Mar 01 – Mar 30, 2026
Labor Shifts	520 shift records	Mar 01 – Mar 30, 2026
Delivery Orders	486 orders	Mar 01 – Mar 30, 2026
Reservations	1,195 reservations	Mar 01 – Mar 30, 2026
Online Reviews	847 reviews	Rolling 12 months

Glossary of Key Terms

TERM	DEFINITION
SPLH	Sales Per Labor Hour — total revenue / total labor hours. Industry target: \$45–\$65 for casual dining.
Labor %	Total labor cost as % of revenue. Target: 25–32% for full-service.
Food Cost %	Ingredient cost as % of menu price. Target: 28–32% for mains.
Menu Engineering	Items classified by popularity × profitability. Stars = high both. Dogs = low both.
Effective Commission	Total platform fees / gross delivery sales. True cost per platform.