



FIND THE *next* **BUSY SHIFT** **2025**

Branch, channel, weekday, and daypart opportunity

REPORT 03

EXECUTIVE SUMMARY

The branches are close - the next gain comes from specific shifts.

01 Use Yogyakarta as the seat-productivity benchmark.

Yogyakarta generated 574M from 85 seats - the highest revenue per seat.

02 Protect dine-in and build takeaway.

Dine-in is the largest channel in every branch. Takeaway is smaller and can grow without adding delivery commission.

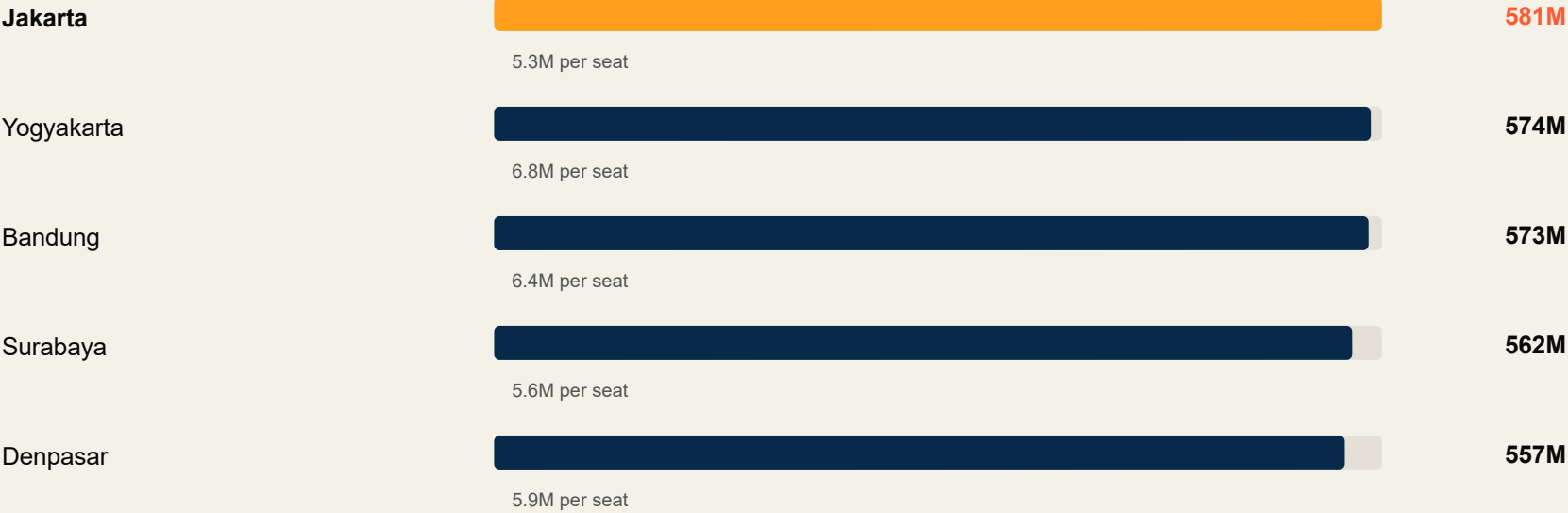
03 Plan staffing around weekends and lunch.

Saturday and Sunday are the busiest days. Lunch is stronger than breakfast in the available order-hour data.

Sales differ by only about 24M

WHAT IT MEANS

No branch is far behind. The more useful comparison is revenue per seat: Yogyakarta does more with fewer seats, so its table use and service flow deserve a closer look.



Dine-in leads

in every
branch

WHAT IT MEANS

The dark cells are the largest opportunities today. Takeaway is the smallest channel, which makes it a practical area for pickup bundles and fast collection promises.

Jakarta

Bandung

Surabaya

Yogyakarta

Denpasar

Revenue by branch and channel

	DINE IN	DELIVERY	TAKEAWAY
Jakarta	324M	143M	114M
Bandung	334M	133M	106M
Surabaya	323M	131M	108M
Yogyakarta	338M	131M	105M
Denpasar	327M	132M	98M

Lunch carries

more orders than
breakfast

WHAT IT MEANS

Only breakfast and lunch appear in the synthetic timestamps. Within that window, lunch is the stronger period in every branch. Schedule prep and servers around that peak.

Jakarta

Bandung

Surabaya

Yogyakarta

Denpasar

Orders by branch and daypart

BREAKFAST

LUNCH

1k

2k

1k

2k

1k

2k

1k

2k

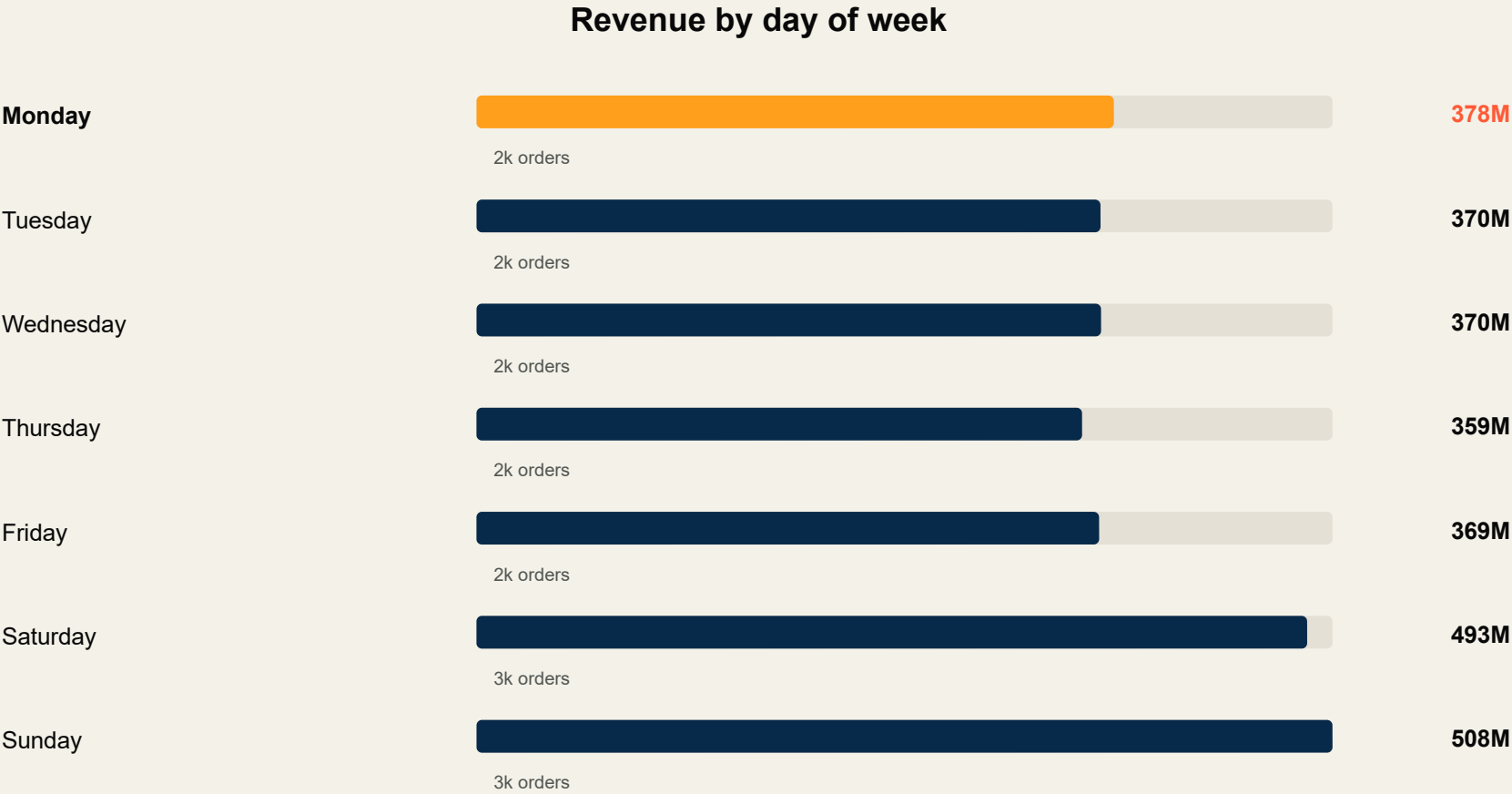
2k

1k

Weekends are the clearest demand peak

WHAT IT MEANS

Saturday and Sunday have more orders and revenue than individual weekdays. Protect weekend service speed, then use simple weekday offers instead of discounting the peak.



Rain changes the mix less than expected

WHAT IT MEANS

Dine-in remains the largest channel in every weather group. Treat the pattern as descriptive, not causal. Use rain alerts mainly to prepare delivery capacity, not to cut dine-in staffing automatically.

Clear

4k

2k

1k

Cloudy

2k

1k

816

Rain

2k

728

595

Heavy Rain

330

141

112

Orders by weather and channel

DINE IN

DELIVERY

TAKEAWAY

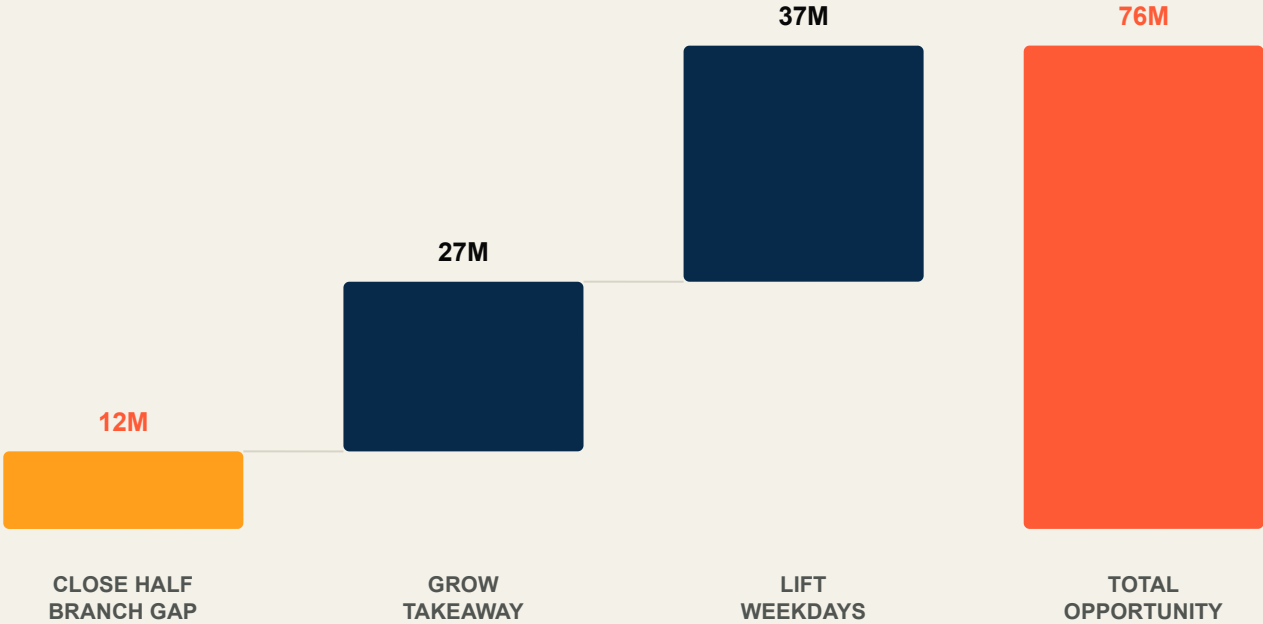
Focused branch tests

could add about
76M

Illustrative annual revenue opportunity

SCENARIO

This scenario closes half the branch sales gap, lifts takeaway 5%, and raises weekday sales 2%. It is a planning case, not a promise.



Scenario only - not a forecast

DO THESE THREE THINGS FIRST

Simple actions, clear owners, and one number to watch.

01

Copy Yogyakarta flow

Observe table turns, queue time, and staffing in Yogyakarta, then test the best practice in one branch.

OWNER

Operations

WATCH

Revenue per seat

02

Build a pickup offer

Create one takeaway-only bundle with fast collection and no broad discount.

OWNER

Commercial

WATCH

Takeaway orders

03

Protect weekends

Match prep and staffing to the Saturday-Sunday peak; use weekday offers off-peak.

OWNER

Branch managers

WATCH

Orders per labor hour

THE BOTTOM LINE

The next sales gain is a shift-level job, not a new-branch job.

All five branches are close in total sales. Focus on seat productivity, lunch and weekend execution, and a better takeaway offer before spending on expansion.

24M

Top-to-bottom branch sales gap

6.8M

Yogyakarta revenue per seat

76M

Illustrative revenue opportunity

Use the first 30 days to confirm the data, then scale only what improves the chosen KPI.