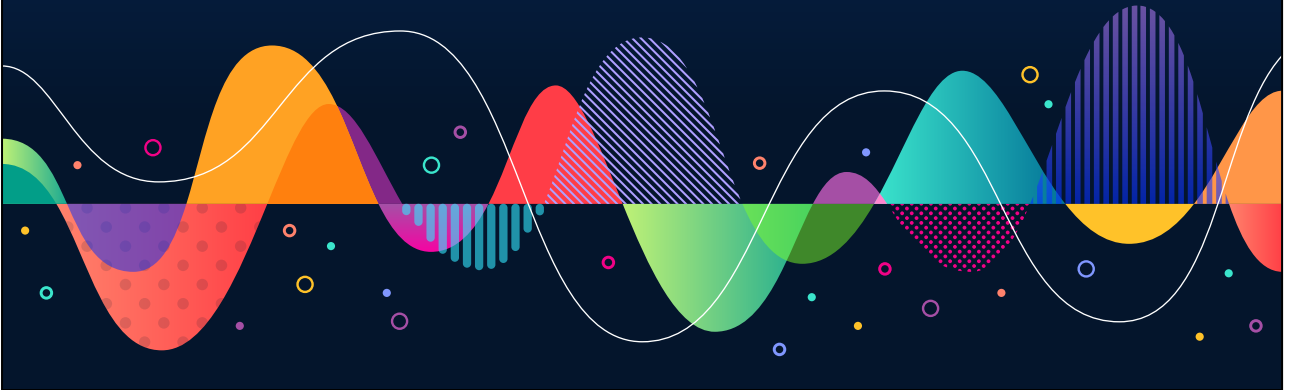
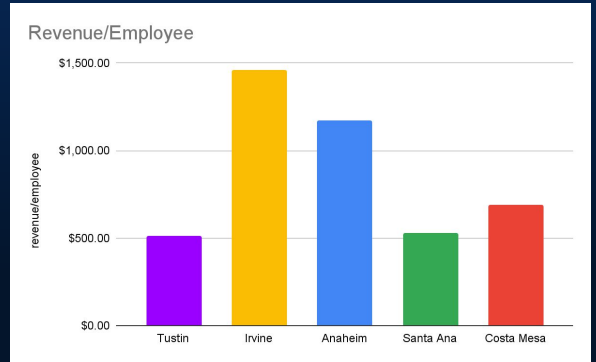
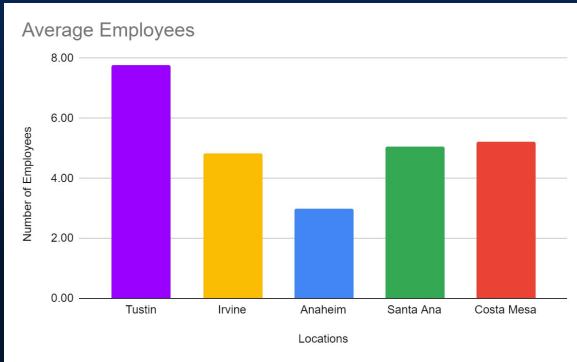


# DEL TACO<sup>®</sup> x LIMA



We're team Lima representing Del Taco. In our report today, we will review each location.

# Tustin

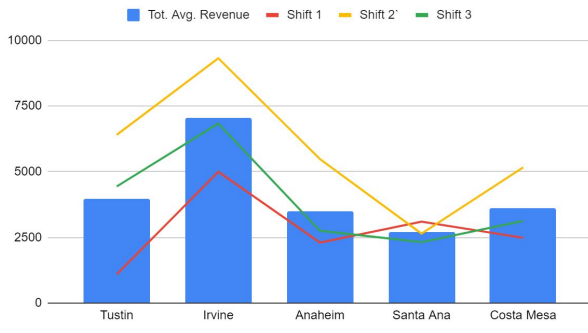


**Tustin has 8 employees on average in comparison to the other locations that have an average of 3, 4, and 5 employees, but still has a noticeably low average revenue/employee. Team Lima concluded that this is an error and recommends investigating the situation to either fire the manager collecting the data, or to invest in an automatic employee check-in system to adequately keep track of employees. Tustin was also closed for the last ¾ of 2020 and all of 2021 so far, due to covid restrictions and possible lack of funding needed to reopen.**

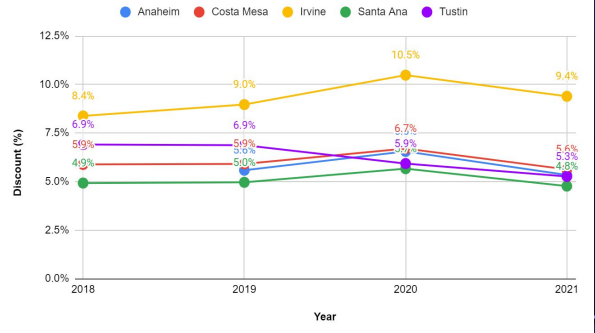
# Irvine



Tot. Avg. Revenue, Shift 1, Shift 2` and Shift 3



Average of Average Discount Applied % (promotion)

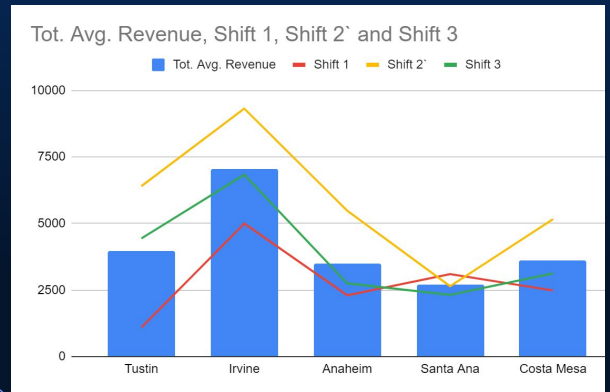
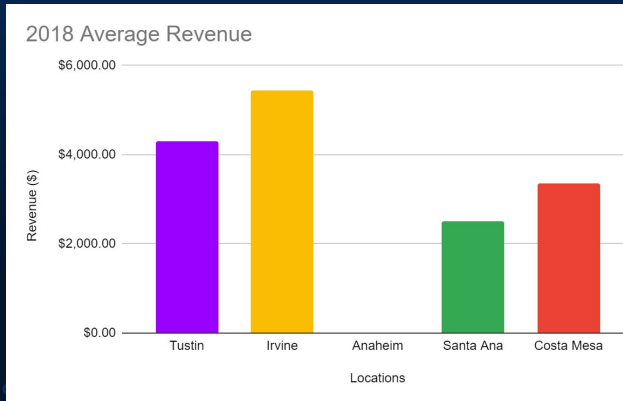


3

Irvine has great marketing with promotions as they have a significantly higher revenue and on average 3% higher discounts. We have noticed social media advertisements posted during the 2020 pandemic that singularly target the high income population of irvine. For example, a free delivery for an impossible meat taco or burrito which is vegan. Our team also noticed a high contrast from shift two to shifts 1 and 3. Our conclusion is that there are not a lot of breakfast options and del taco is not marketed to be a place for breakfast. We also noted that Irvine is a high income city with people most likely working from home during covid-19 pandemic who probably wanted to get lunch outside of their house. Many businessmen order a big lunch to save money on dinner with leftovers. We also assume 2020 and 2021 to be an error since their total revenue is almost double in relation to previous years.

[https://deltaco.com/index.php?page=news&item\\_id=203#203](https://deltaco.com/index.php?page=news&item_id=203#203)

# Anaheim



**Our team noticed that the anaheim Del Taco location only opened in January, 2019, which leaves no revenue made at that location in 2018. This concludes that Anaheim is actually a lot more successful as is still able to compare with the averages. New locations tend to be more popular.**

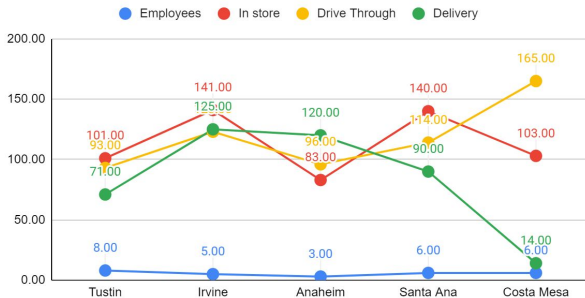
# Santa Ana



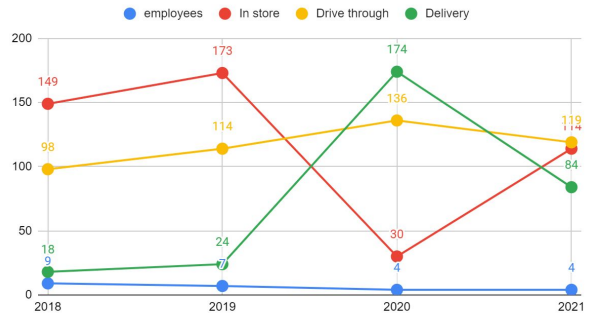
**Our team noticed a spike in revenue 2019-2020 assuming Santa Ana's average income is the lowest out of all the locations, they most likely had minimum Wage Jobs, received unemployment checks and spent that on food.**

# Costa Mesa

Cities by Average Number of Employees, In-store shoppers, Drive-Through shoppers, and Delivery orders



employees, In store, Drive through and Delivery. yearly



For the Del Taco Costa Mesa location, we noticed the overall lowest delivery average, but the highest drive through average per day., Due to doordash charging a possibly high delivery fee due to the low supply of Delivery drivers during the pandemic, Costa Mesa residents are more inclined to drive to the store, but stay safe and comfortable in their car than order their food home. Location: Close to coast and highway: people might be more inclined to stop here at their drive thru during long road trips.

