

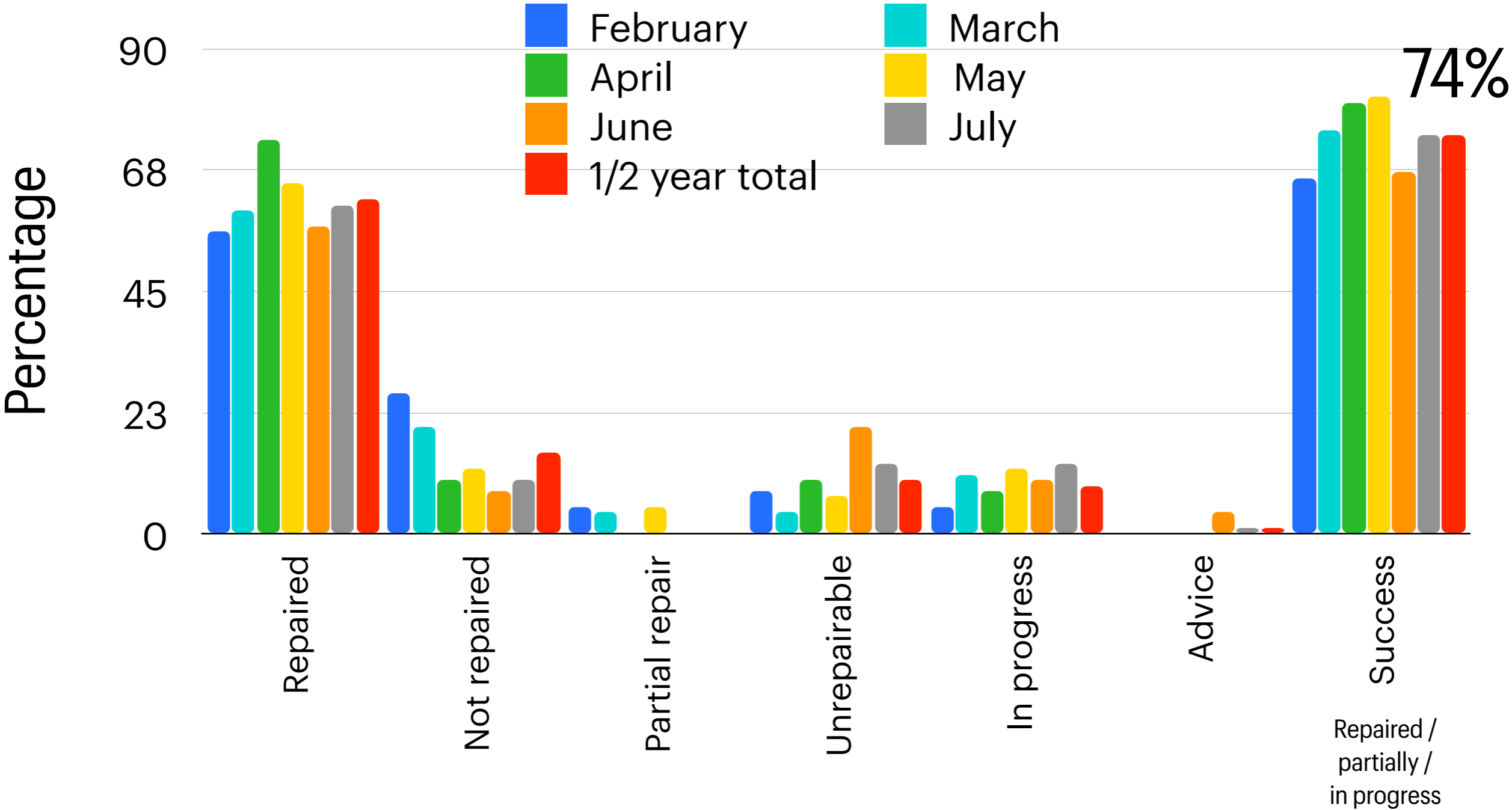
TWICKENHAM REPAIR CAFE

REPORTS TO JULY 2022.

SIX MONTHS IN !

Q. Was the item successfully repaired?

3/4 were repaired fully or partially



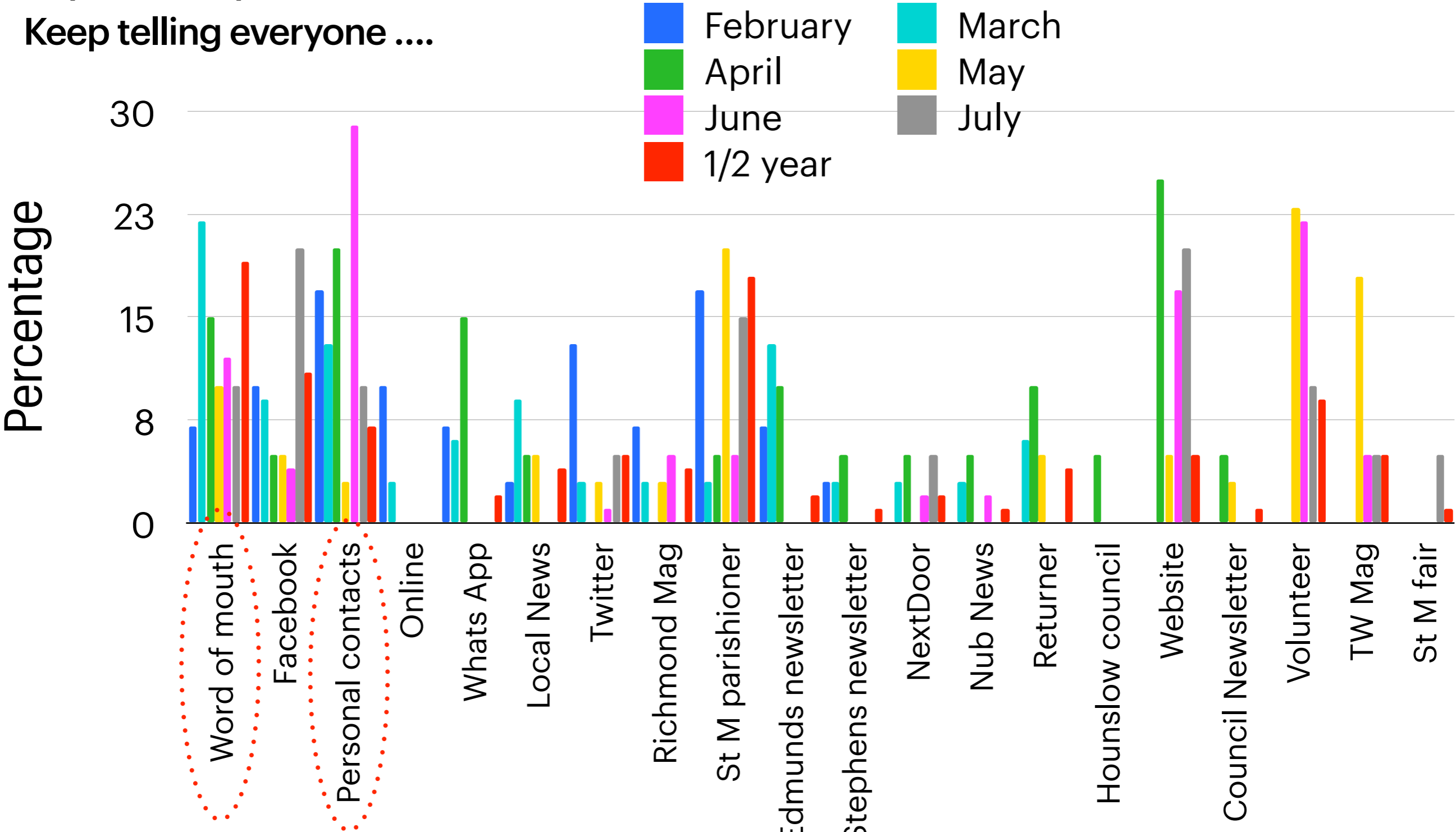
BASE: 250 REPAIRS

Q. How did they hear about?

Personal contacts biggest source

Key takeaways:

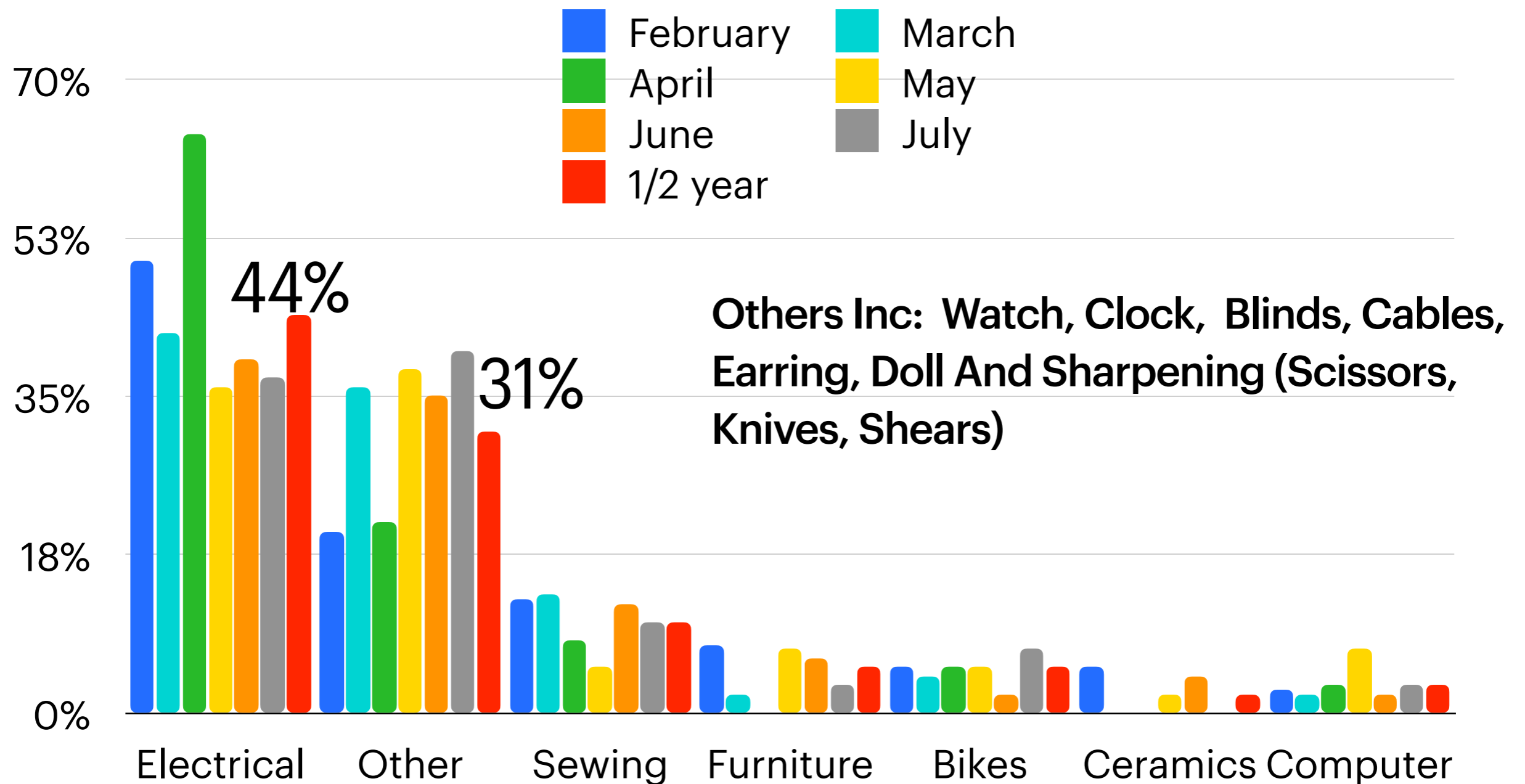
Keep telling everyone



BASE: 250 REPAIRS

Almost half are Electrical, 1/3 Other

Key takeaway: Focus recruitment on electrical repairers



BASE: 250 REPAIRS

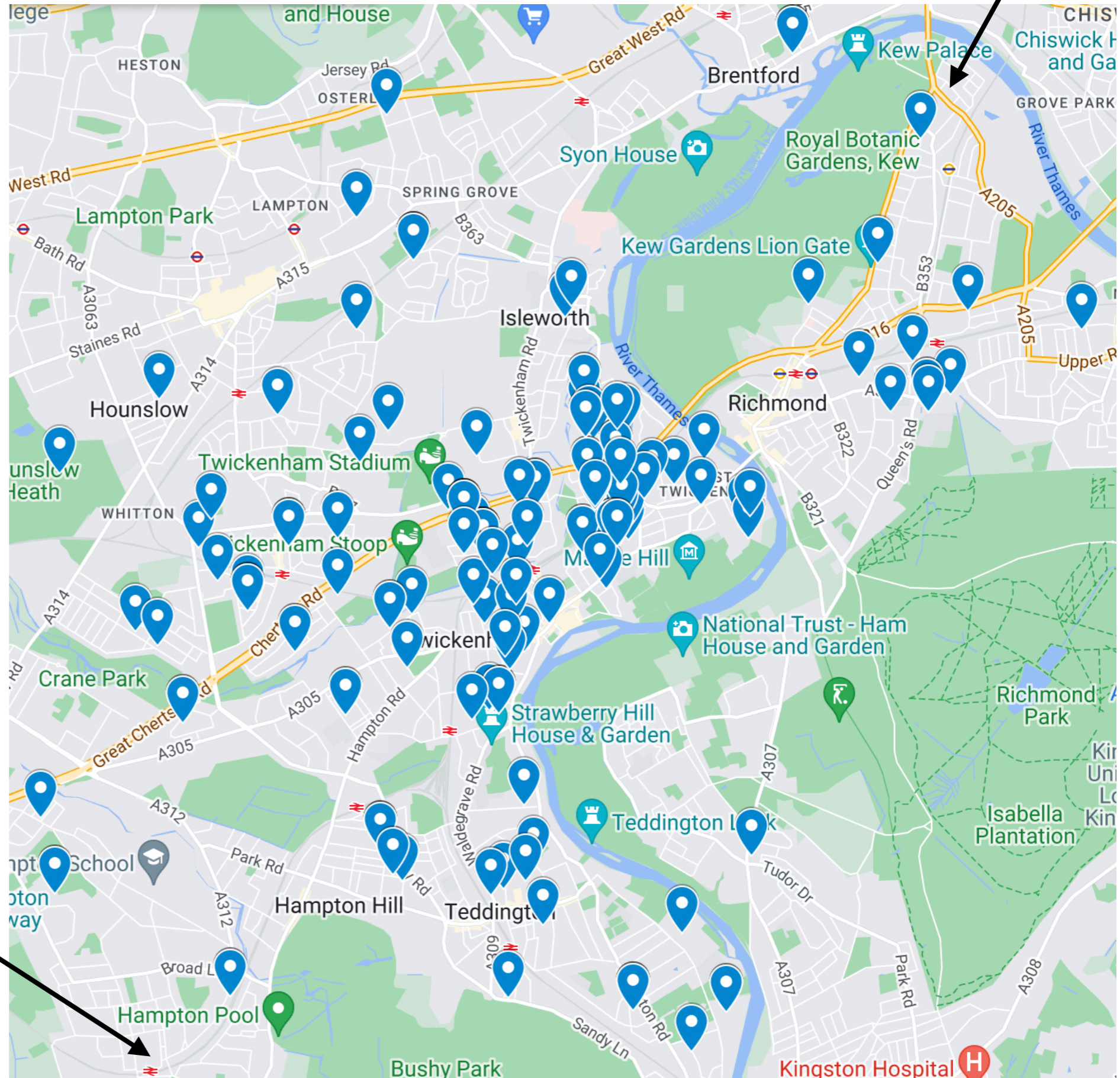
Q. Where do the customers live?

**People
are local.**

**No
overlap
with
other
cafes**

Hampton Repair Shop

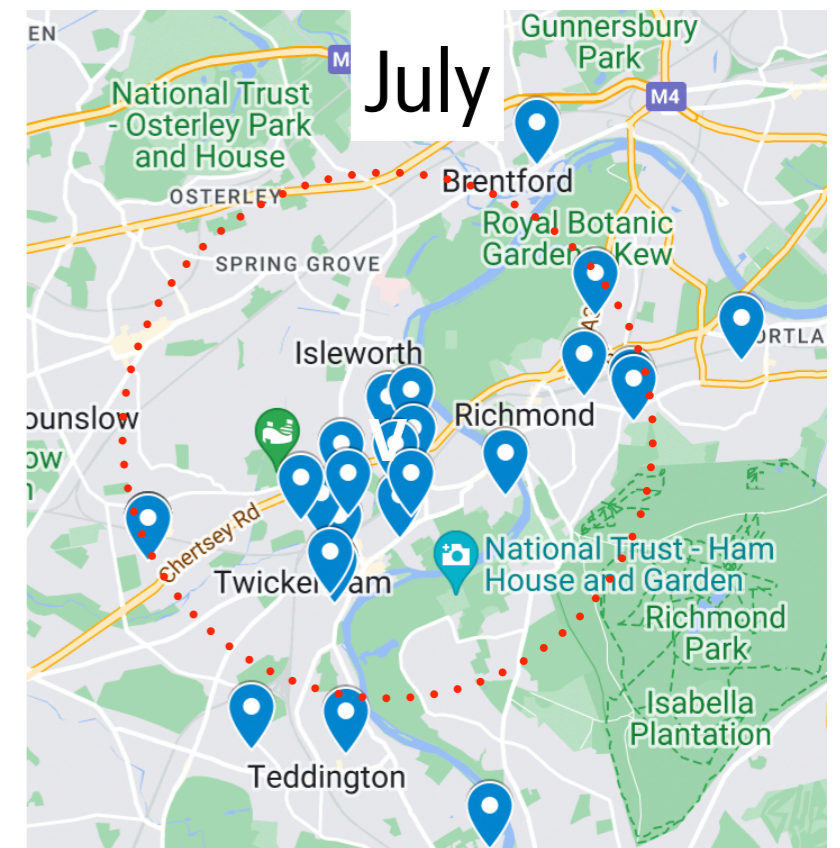
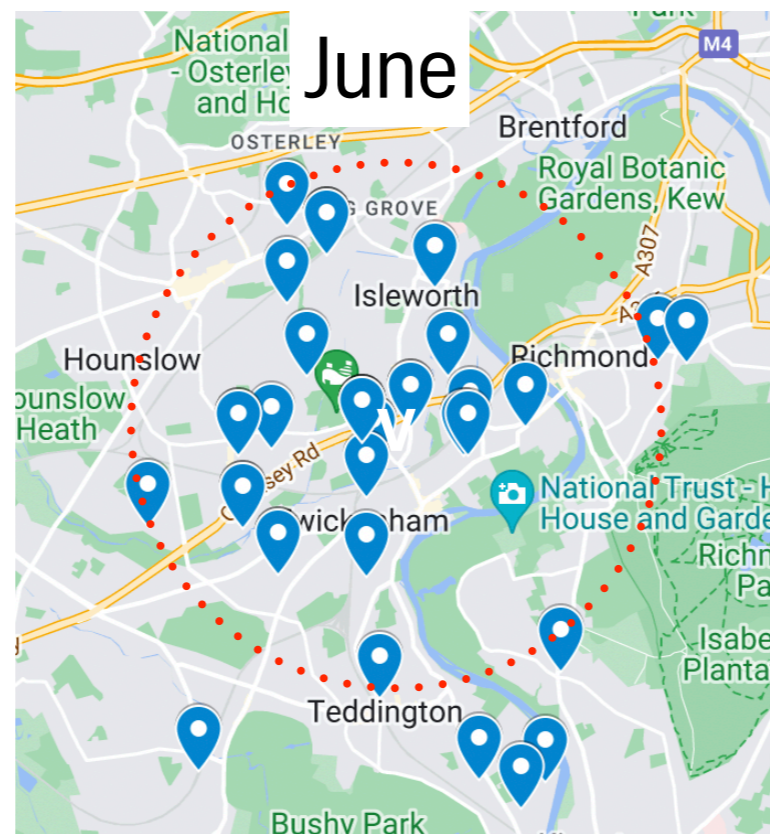
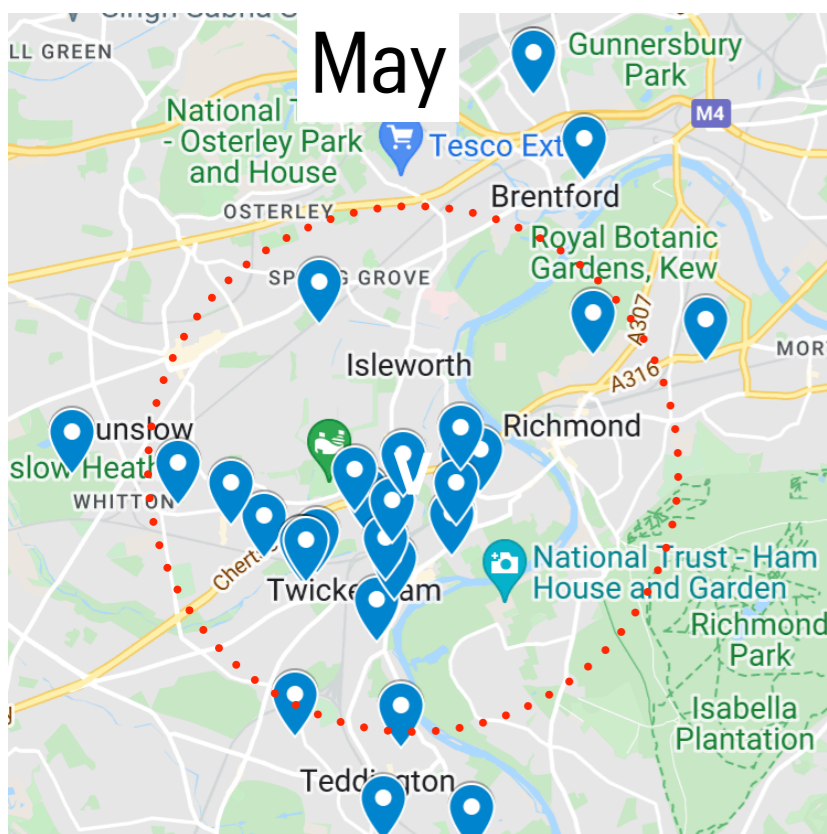
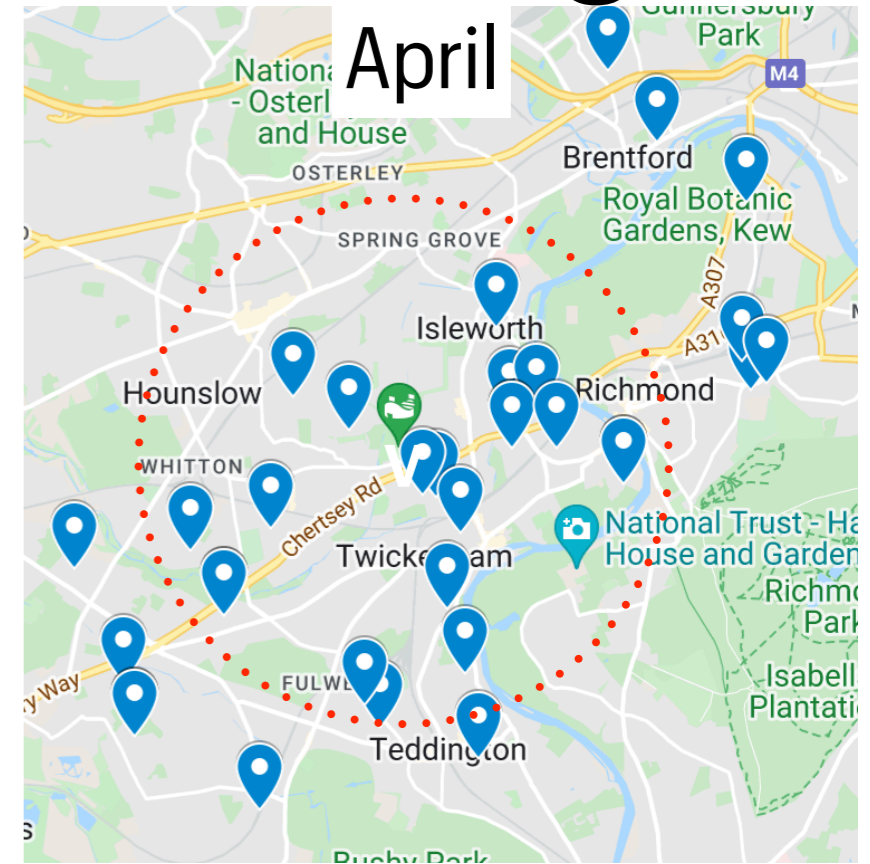
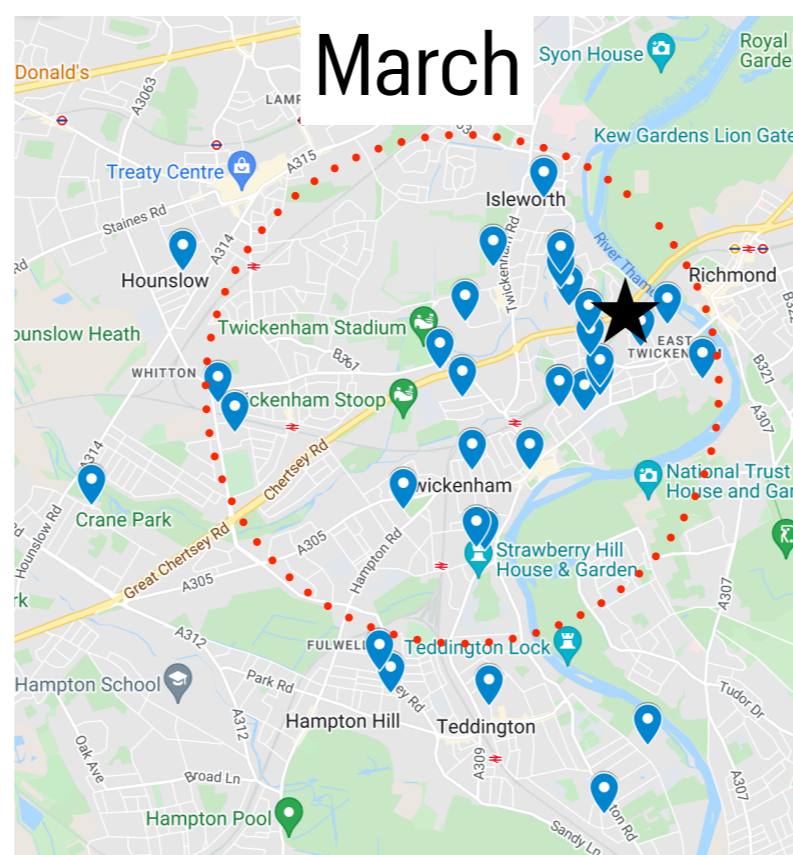
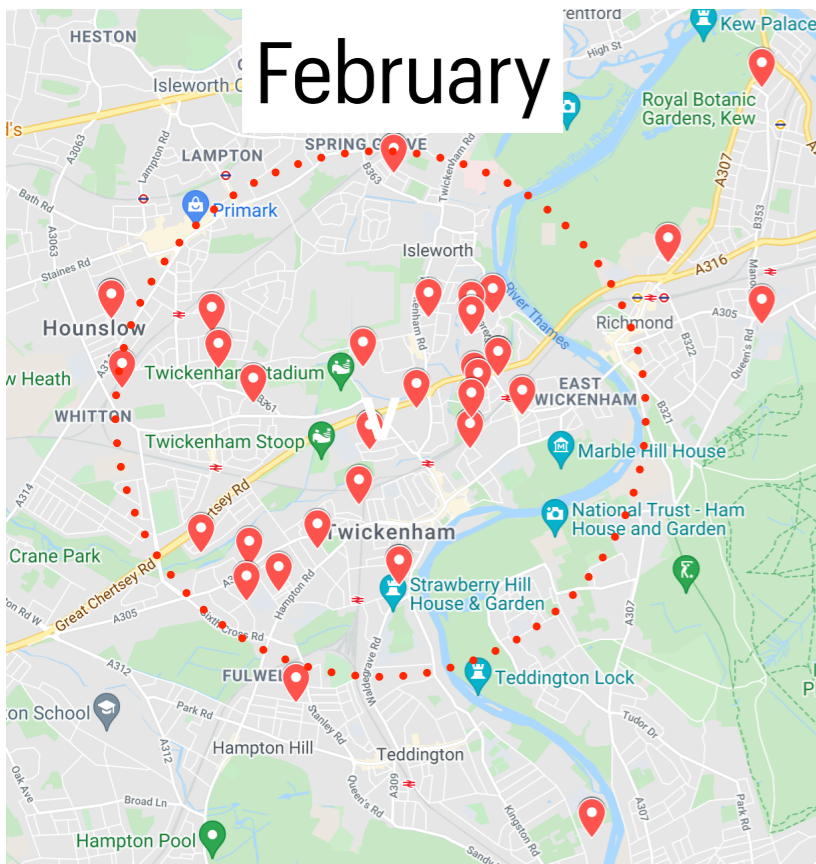
Kew Repair



BASE: 190 REPAIRS

Q. Where do the customers live?

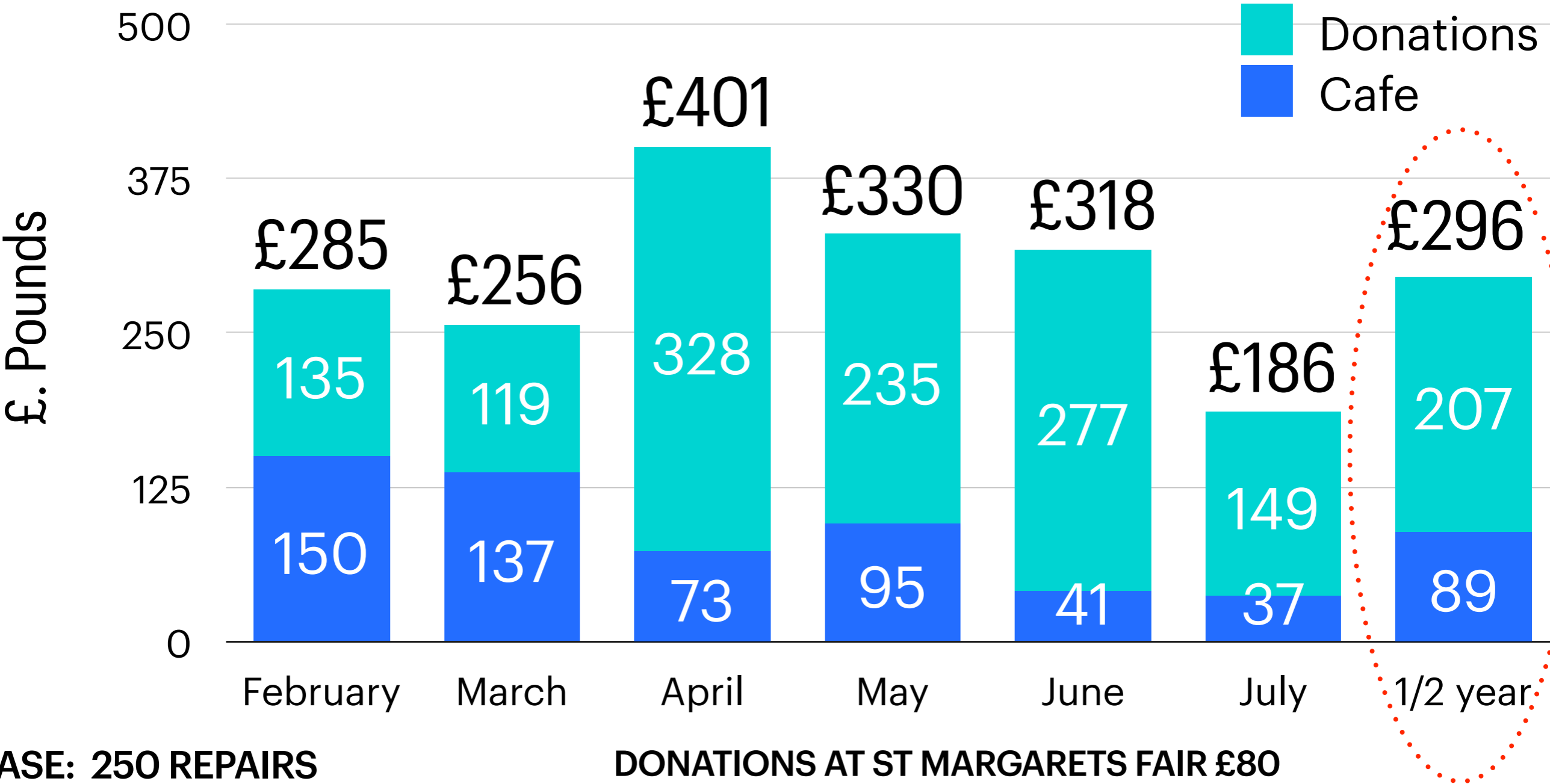
People are local, there has been little change



Ave monthly, donations = £210, Cafe = £90. Total = £300

Total takings: £1,780. (Annual forecast £3,500)

Key takeaways:
Cafe down, even with more cake than ever - suggestions?



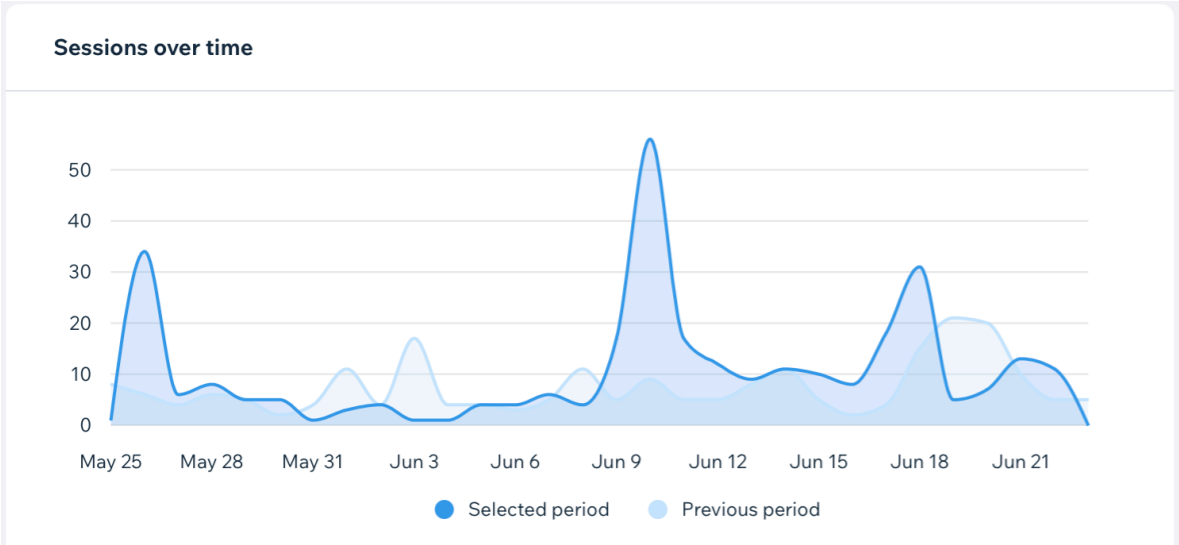
Introducing Twitter - our latest channel

Channels Connected Twitter to
website - website to Twitter

Instagram next



312 visitors in last month



Analytics of Website Traffic - last 30 days

They are looking at Experiences

BEHAVIOR

People spend more time on your / (Homepage) page than other pages

BEHAVIOR

The /experiences page had a big rise in traffic

Analysis of which

Check Twit

Average session is 5 minutes

Site sessions

312 ↑ 39%

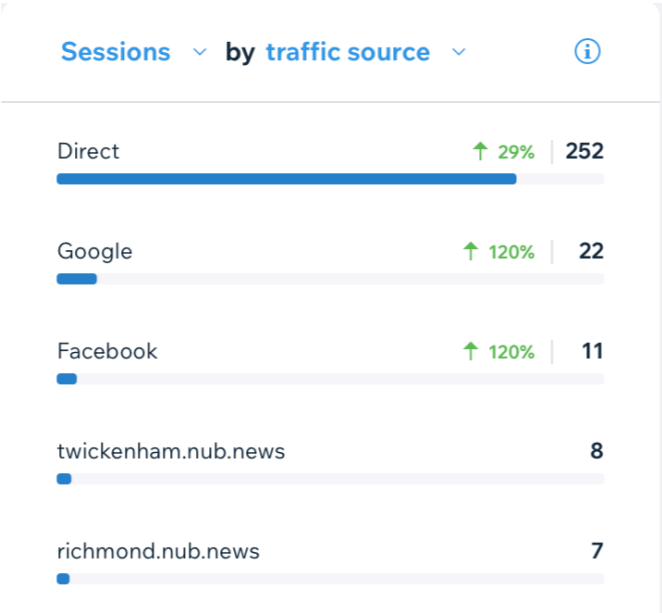
Unique visitors

202 ↑ 22%

Avg. session duration

5m 15s ↓ 16%

We are looked at all over UK!



85% are new visitors

Tablet and desktop increasing
(Older viewers!)

New vs returning visitors

Unique visitors

202

● New 85% • 172

● Returning 15% • 30

See full report

Sessions by device

Site sessions

312

● Mobile 58% • 182

● Desktop 34% • 106

● Tablet 8% • 24

See full report

Key takeaways: 1. Do more on experiences 2. Make Homepage the best page

Summary - same as previous!

Fine tune what we have

Awareness: Keep targeting multiple sources

Keep encouraging via personal contact

Location: Focus promotional efforts very locally

Recruitment: Focus on electrical repairers