

# The New York City Profit Calculator

---

 [devblogs.microsoft.com/oldnewthing/20070611-01](http://devblogs.microsoft.com/oldnewthing/20070611-01)

June 11, 2007



Raymond Chen

*New York Magazine* has a fascinating feature in today's issue: *The Profit Calculator*. It covers a cross-section of New York City businesses and studies how they make their money. Chock full of interesting little details, such as

- For a dollar store, it's all about turnover. One store can sell a trailer of cookies (162,000 cookies) in four days.
- For a copy shop, walk-in customers are a negligible percentage of business.
- For a diner, a large menu is a liability.
- Each visitor to the Museum of Modern Art costs about \$50. The \$20 suggested donation doesn't even cover security and utilities.

Raymond Chen

**Follow**

