

Cafe Data Analysis: Insights + Deliverables

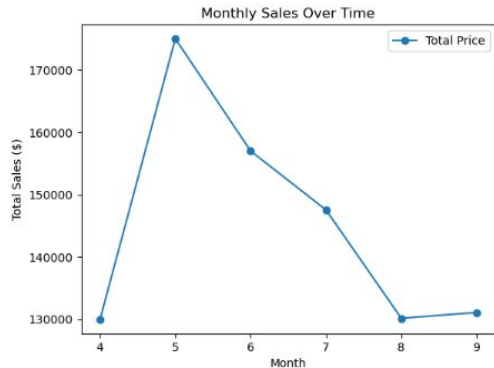
By: Achraf Azzaoui



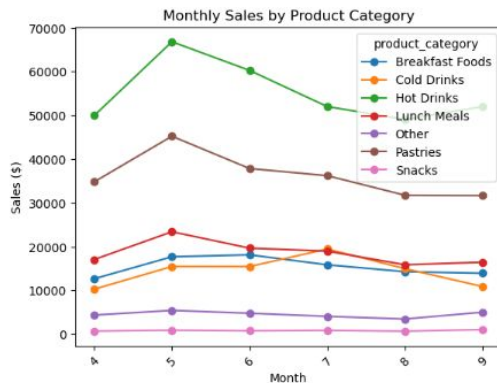


Introductory Sales Analysis

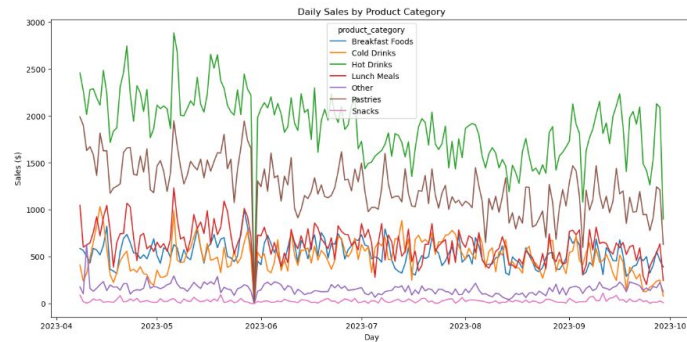
Total Monthly Sales:



Total Monthly Sales(Aggregated by Product Category):

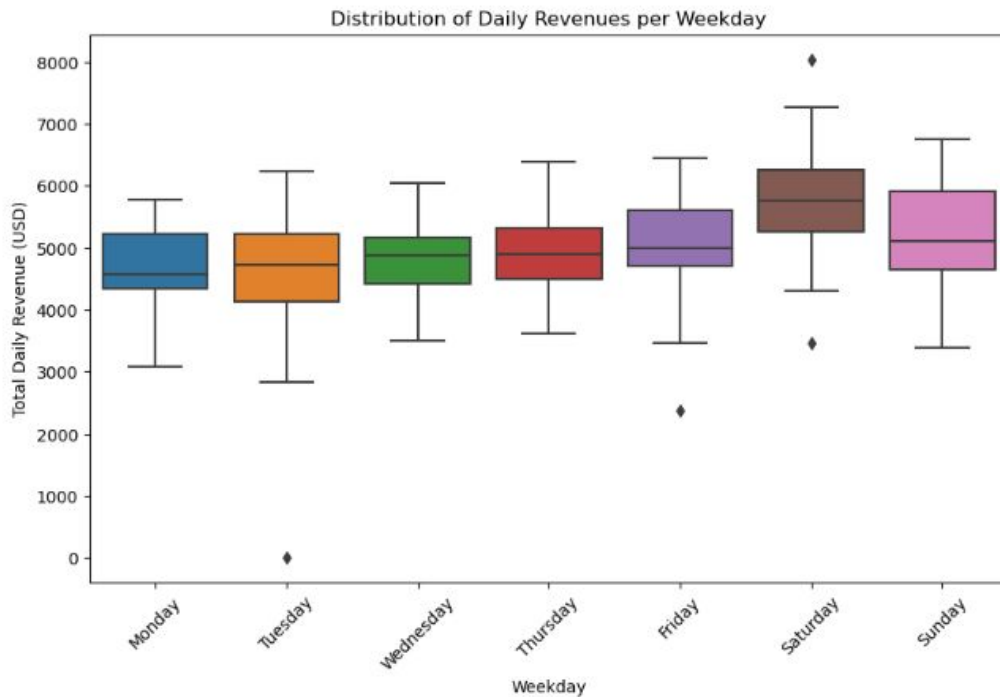


Daily Sales(Aggregated by Product Category):



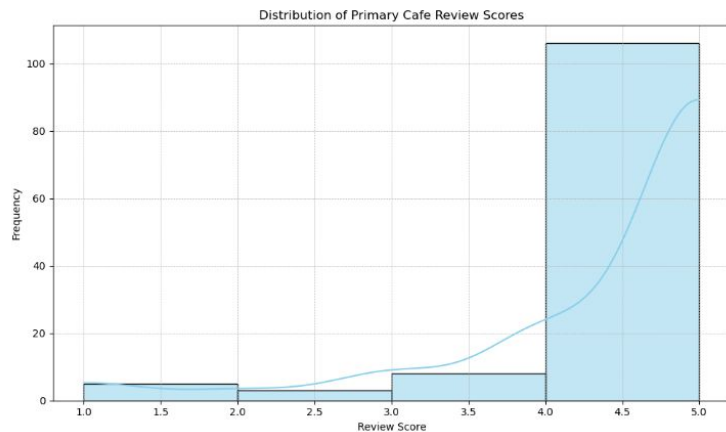


Sales By Weekday Analysis



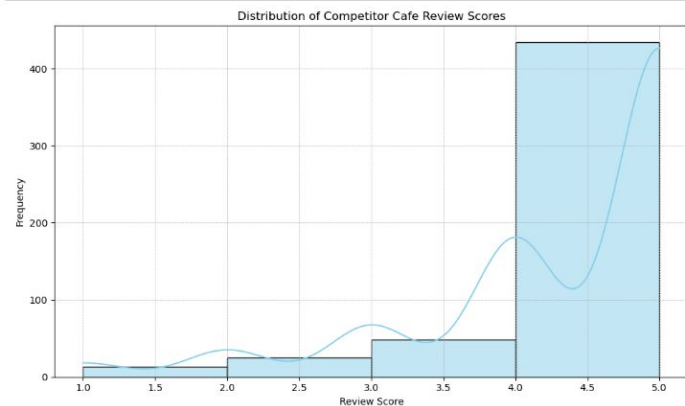
Introductory Reviews Analysis

Cafe Review Score Distribution



Average: 4.47/5.0

Competitor Review Score Distribution

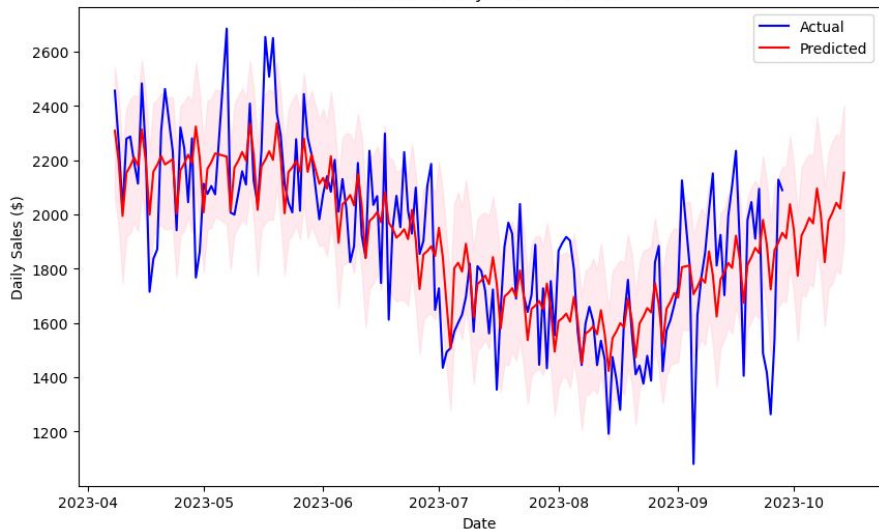


Average: 4.32/5.0

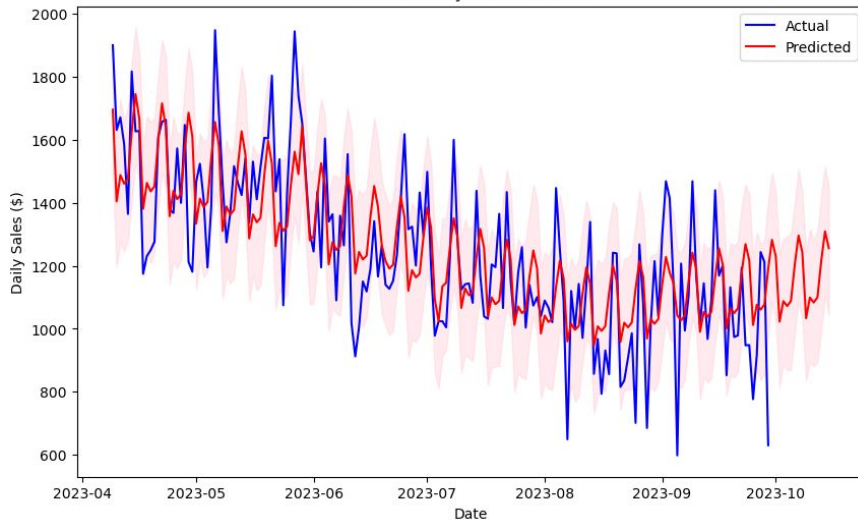


Time Series Forecast Analysis of Revenue Trends (By Product Category)

Hot Drinks Daily Sales Forecast

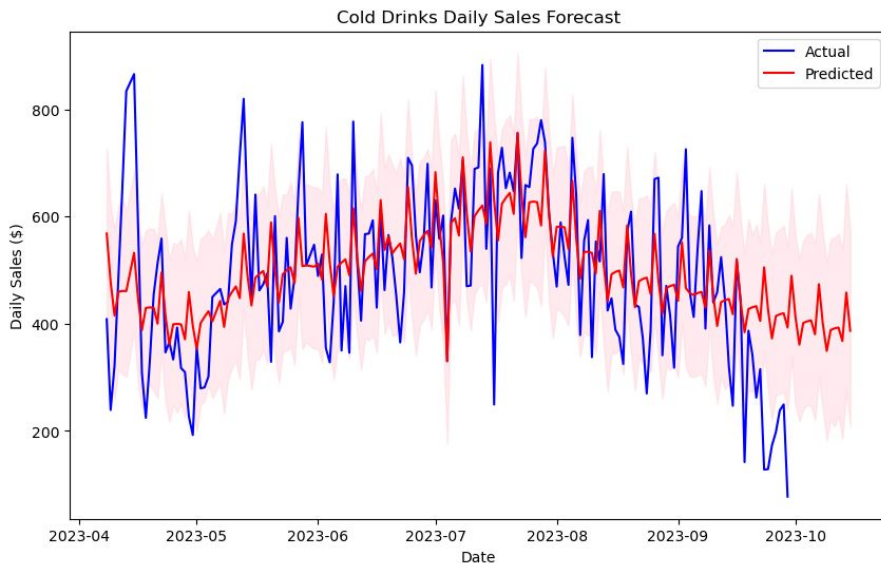
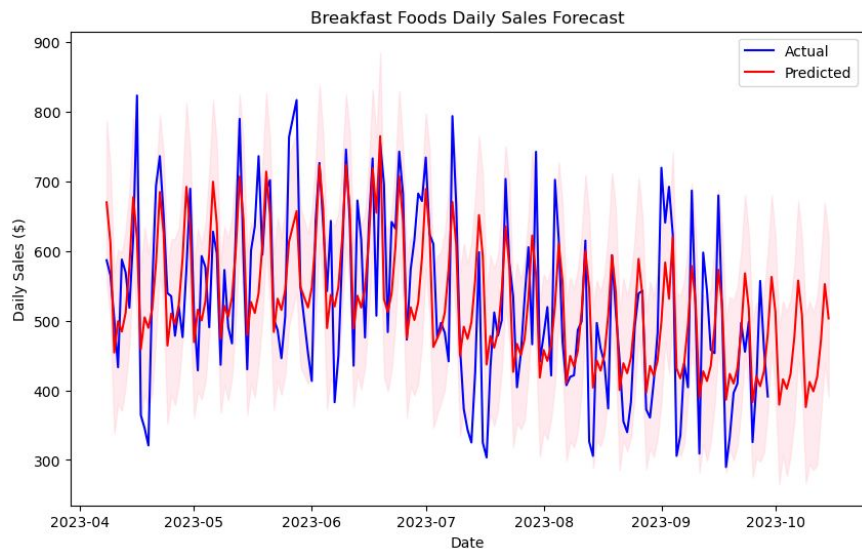


Pastries Daily Sales Forecast



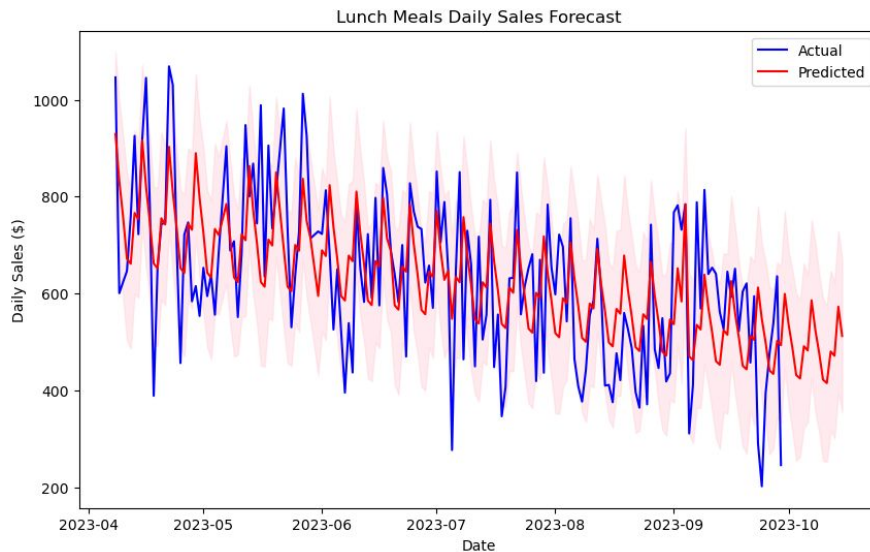


Time Series Forecast Analysis of Revenue Trends (By Product Category)

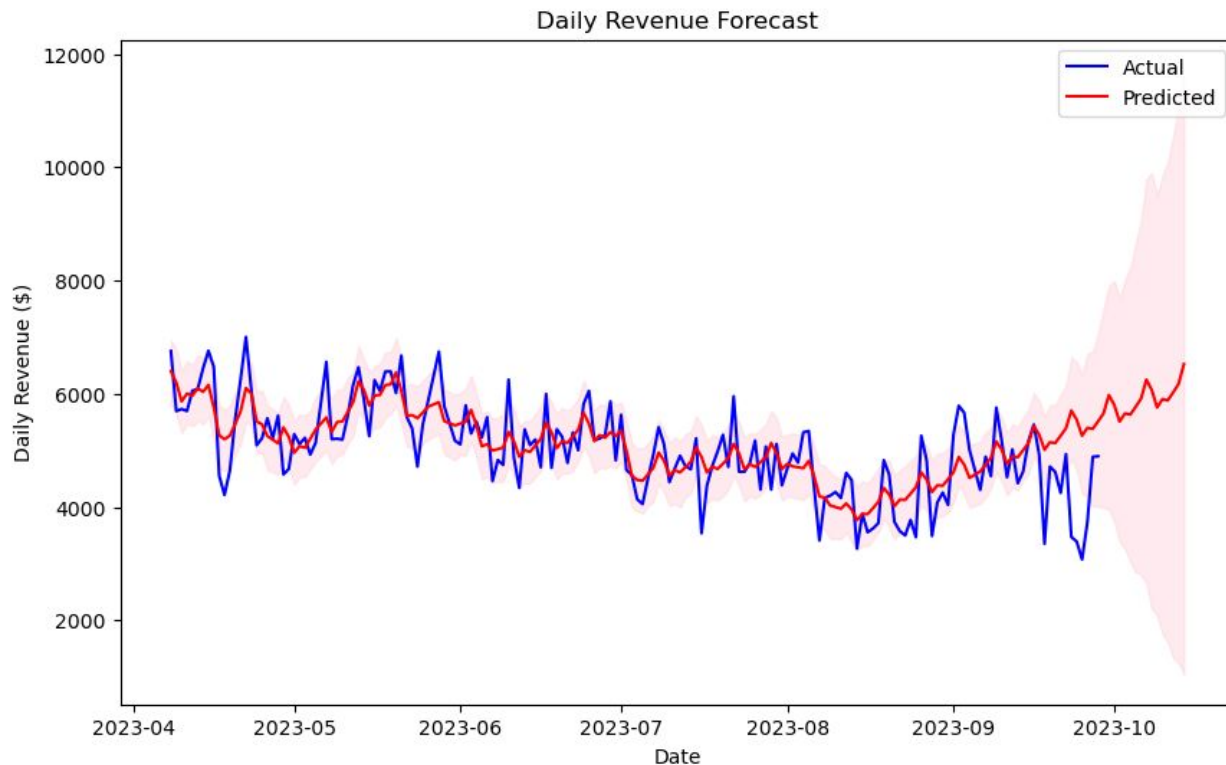




Time Series Forecast Analysis of Revenue Trends (By Product Category)



Time Series Forecast Analysis of Total Revenue





Deliverables from Revenue Insights

- Increase Inventory for following categories: Hot Drinks, Pastries
- Decrease Inventory/Evaluate Pricing Strategies for following categories: Breakfast Foods, Cold Drinks, Lunch Meals
- Recent downturns in revenue not indicative of a long-term downward trend, revenues expected to go up along a steady, linear growth path

Primary Cafe Review Frequently Mentioned Items

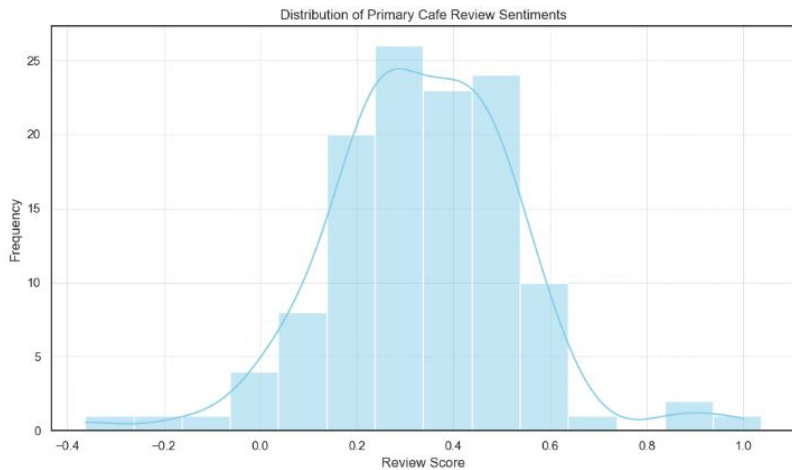


Competitor Cafe Review Frequently Mentioned Items

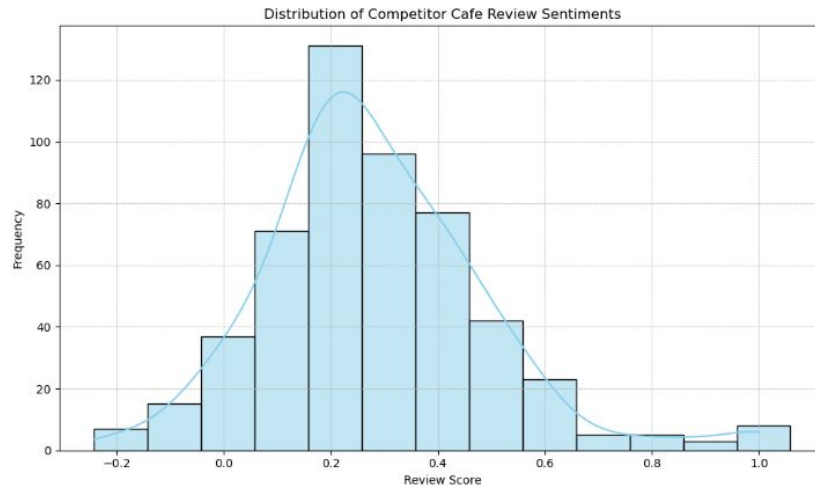


Introductory Review Sentiment Analysis

Cafe Review Sentiment Distribution



Competitor Sentiment Distribution



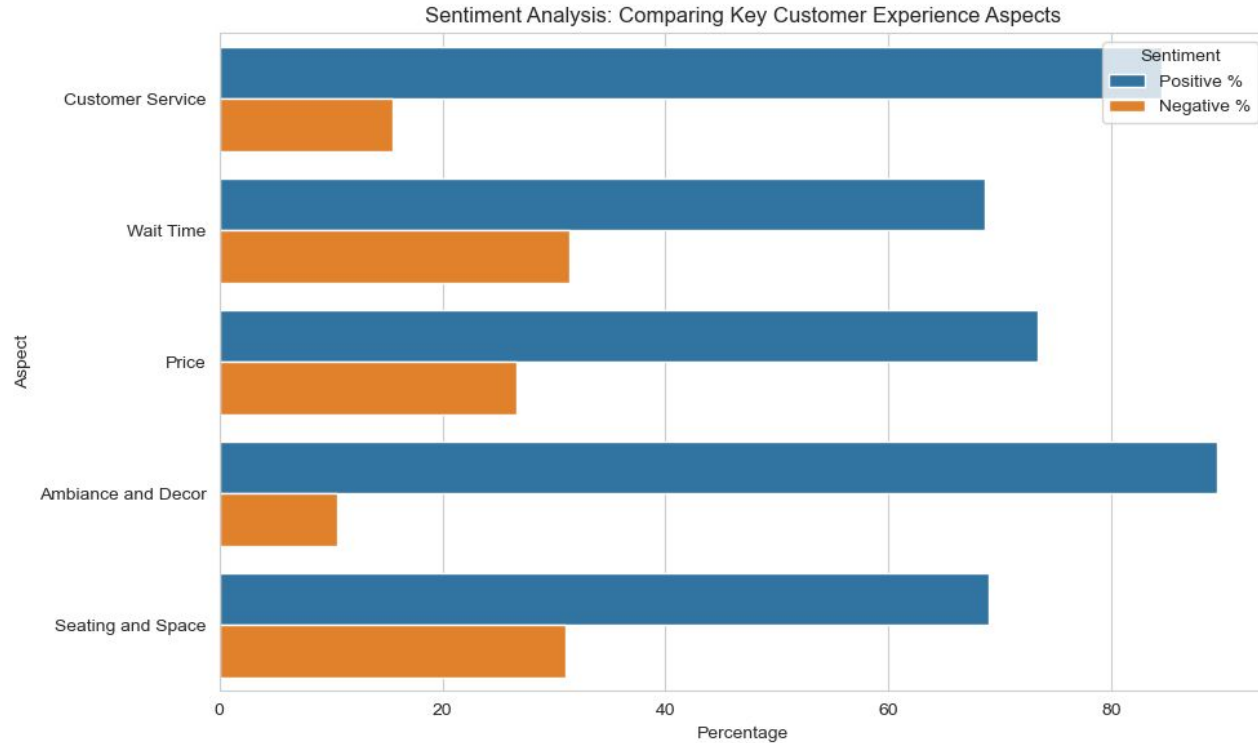
Sentiment Comparison: Common Menu Items

	Menu Item	Primary Cafe Avg Sentiment	Competitor Cafe Avg Sentiment	Abs Difference in Sentiment
79	Cubano Sandwiches	0.900000	0.216399	0.683601
56	Cortado	0.484439	0.035509	0.448930
160	Baguette	0.028571	0.430781	0.402210
34	Orange Juice	0.575000	0.188409	0.386591
165	Tea bag	0.152051	0.487500	0.335449
5	Chips	0.459848	0.190430	0.269419
111	Drink difference	0.392208	0.133185	0.259023
109	Extra shot	0.263542	0.051292	0.212250
12	Hot Chocolate	0.422004	0.211513	0.210491
9	Bagel	0.271356	0.086394	0.184962
116	Tart	0.112102	0.289004	0.176902
19	Cappuccino	0.437220	0.261008	0.176213
8	Drip Coffee	0.388988	0.217455	0.171533
35	Macchiato	0.442677	0.271878	0.170798
11	Flat White	0.330195	0.160314	0.169881
170	Ice chocolate	0.366072	0.210743	0.155330
159	Salmon	0.320188	0.165045	0.155144
26	Americano	0.341984	0.191558	0.150406

Worst Performing Menu Items

	Menu Item	Primary Cafe Avg Sentiment	Competitor Cafe Avg Sentiment	Abs Difference in Sentiment
160	Baguette	0.028571	0.430781	0.402210
13	Chicken Club	0.090311	0.000000	0.090311
88	Grilled Chicken Club	0.090311	0.000000	0.090311
116	Tart	0.112102	0.289004	0.176902
99	Tomato	0.138897	0.254951	0.116254
165	Tea bag	0.152051	0.487500	0.335449
120	5 ice	0.152051	0.160414	0.008363
7	Cold Brew	0.190799	0.000000	0.190799
118	Cold whole milk	0.214583	0.000000	0.214583
73	Caesar Wrap	0.215667	0.000000	0.215667
15	Chai Latte	0.226631	0.000000	0.226631
141	Bean	0.228788	0.174555	0.054232
86	Raspberry Bar	0.232181	0.000000	0.232181
158	Beans	0.237857	0.294175	0.056318
101	Butter	0.237857	0.151728	0.086129
149	Dirty matcha	0.237857	0.000000	0.237857
76	Lemonade	0.244060	0.000000	0.244060
143	Chia	0.249516	0.000000	0.249516
30	Chia Pudding	0.250732	0.000000	0.250732
136	Bacon side	0.251816	0.129112	0.122704

Customer Experience Sentiments by Aspects





Deliverables from Review Insights

- Test out new recipes/suppliers for a six month trial period for following menu items/ingredients: Baguettes, Teas, Tarts, Chicken Club Sandwich, Cold Brew, Dirty Matcha, Coffee Beans
- Remove item from menu if no improvement in review sentiment seen, unless item comprises a comparatively large amount of revenue
- Invest in improved indoor and outdoor seating capacities, look into ways to optimize wait times and order speed through mobile order-ahead apps or a self serving kiosk
- Improvements in quality of staff's handling of customers and the ambience within the cafe can be designated as lower-priority at the moment