

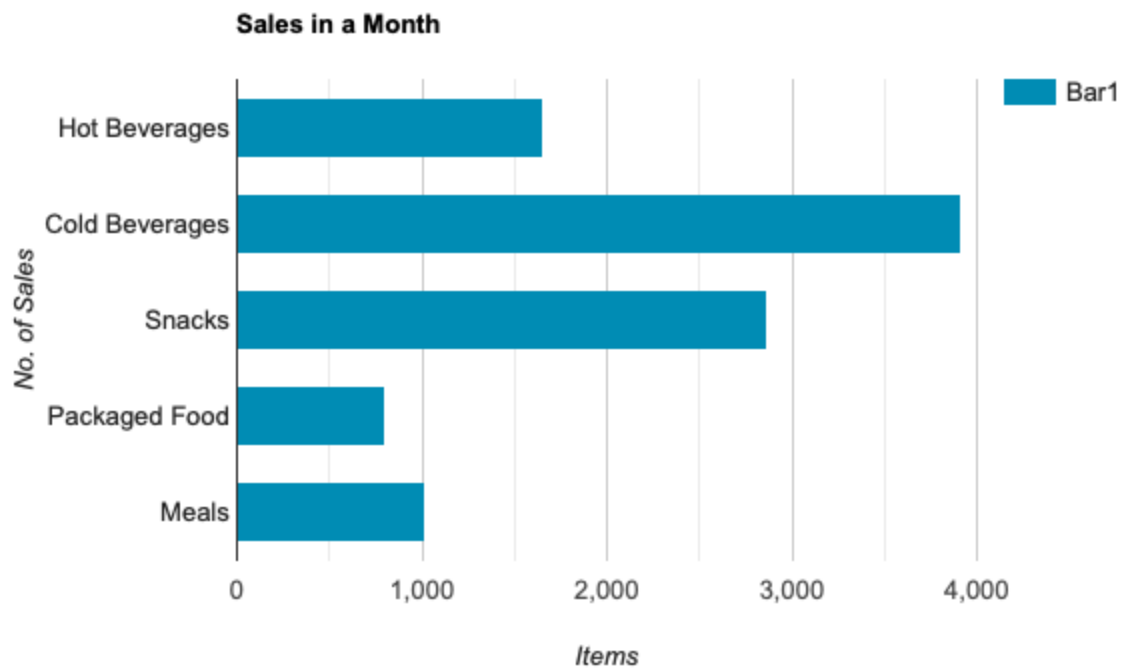
Improving Cafe Performance through Data-Driven Analysis and Operational Optimization

EXECUTIVE SUMMARY

- The objective of this project was to enhance the cafe's performance by conducting data-driven analysis and operational optimisation. To achieve this objective, we gathered both primary and secondary data to understand the cafe's sales patterns, inventory levels, and customer preferences. The data was collected using a combination of quantitative and qualitative methods, including point-of-sale systems, inventory management software, manual counting techniques, surveys, focus groups, and interviews.
- We analyzed the collected data using both descriptive and inferential statistics, along with qualitative analysis techniques. The analysis process involved cleaning and organizing the data, identifying sales trends, and determining which items were selling the most and which were not performing well.
- Based on our analysis, we developed recommendations for improving sales, such as proposing menu changes or promotions to increase sales of low-performing items, and determining the optimal inventory levels to avoid shortages and waste. Our project's outcomes indicated that through data-driven analysis and operational optimisation, the cafe can significantly enhance its performance. Our analysis revealed that some items were more

popular among customers than others, and by adjusting the menu accordingly, the cafe can boost sales and revenue.

Overall Sales of **Cafe.in** in a month

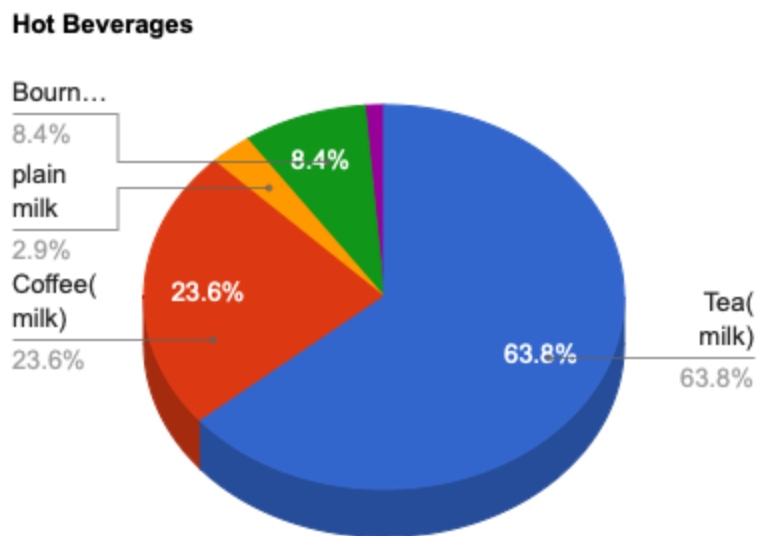


Metadata

- Cafe name: Cafe.in
- Type of cafe: Quick service restaurant
- Operating hours: Monday-Saturday, 10 am - 9pm
- Menu items: Coffee(Cold/Hot), tea(Hot/ice), pastries, sandwiches, milk shakes, bottled drinks, Rolls, Fried Rice, Noodles, Pasta, Biryani, Variety of Gravies, Fruit Juice, Bournvita, Boost
- Target market: College students and faculty/staff

Sales of Hot Beverages in a month

1. Tea(milk) - 1050
2. Coffee(milk) - 389
3. Plain milk - 47
4. Bournvita - 138
5. Boost - 21



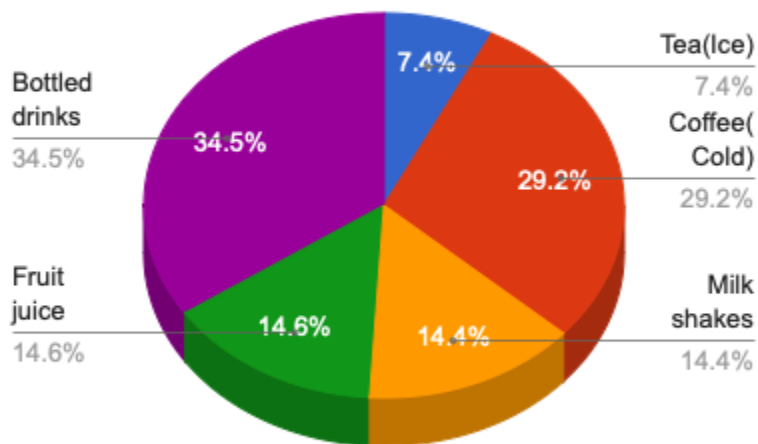
Descriptive statistics for this - :

- Average number of customers per day: 50
- Average amount spent by customer: 15 rs
- Most popular menu item: Tea(milk) (63.80% of sales)
- Least popular menu item: Boost (1.3% of sales)

Sales of Cold Beverages in a month

1. Tea(ice) - 350
2. Coffee(cold) - 1378
3. Milk-Shakes - 679
4. Fruit Juice - 690
5. Bottled Drink - 1628

Cold Beverages

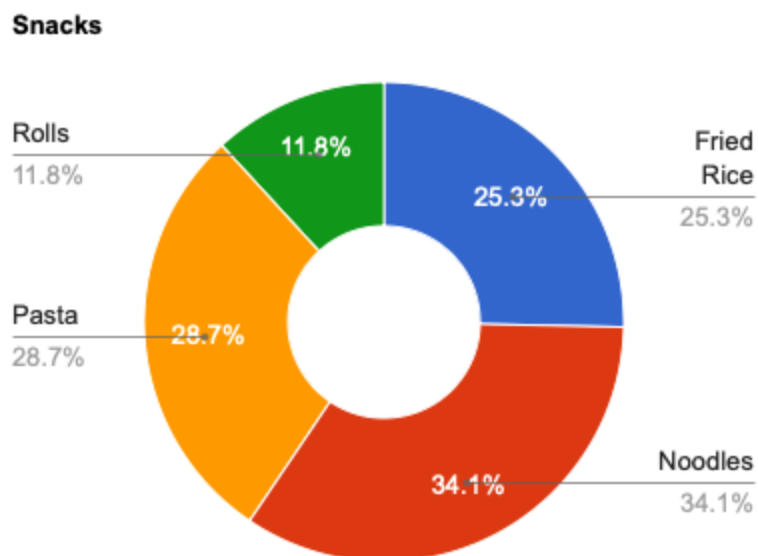


Descriptive statistics for this - :

- Average number of customers per day: 100
- Average amount spent by customer: 35 rs
- Most popular menu item: Bottled Drinks (34.50% of sales)
- Least popular menu item: Tea(ice) (7.4% of sales)

Sales of Snacks in a month

1. Fried Rice - 750
2. Noodles - 1010
3. Pasta - 850
4. Rolls - 350



Descriptive statistics for this - :

- Average number of customers per day: 100
- Average amount spent by customer: 70 rs
- Most popular menu item: Noodles (34.10% of sales)
- Least popular menu item: Rolls (11.8% of sales)

Sales of Meals in a month

1. Biryani - 680
2. Veg Gravies - 85
3. Non-Veg - 235