



# Cafe Analytics Dashboard



Developed by: Asmaa Ali



# Cafe Analytics Dashboard

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Total Customers

17K

Age Median

58

Income Median

\$64K

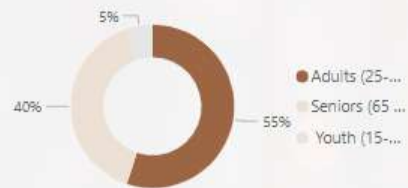
AVG Sales Per Person

\$12.78

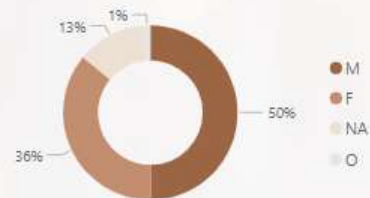
AVG Reward

\$4.90

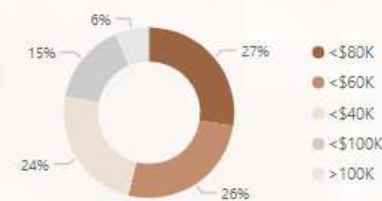
Customer by Age



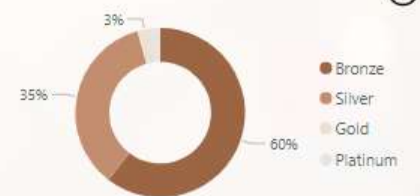
Customer by Gender



Customer by Income



Customer by Customers



Sales vs Reward by Age Segment



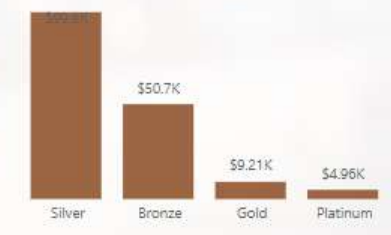
Sales vs Reward by Gender Segment



Sales vs Reward by Income Segment



Reward by Customers Segment



Customers Timeline



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Total Sales

\$1.78M

Total Reward

\$165K

AVG Sales Per Person

\$12.78

Offer Success Rate

44%

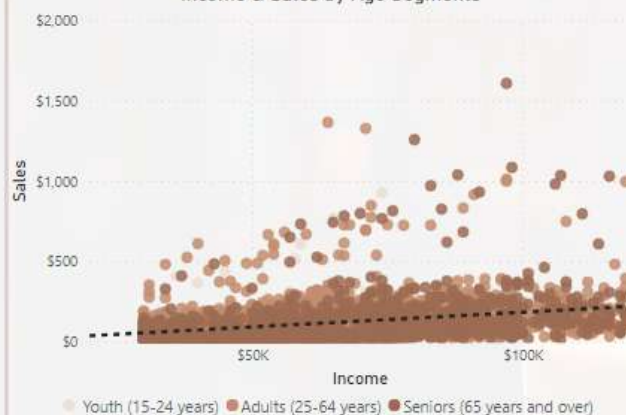
AVG Reward

\$4.90

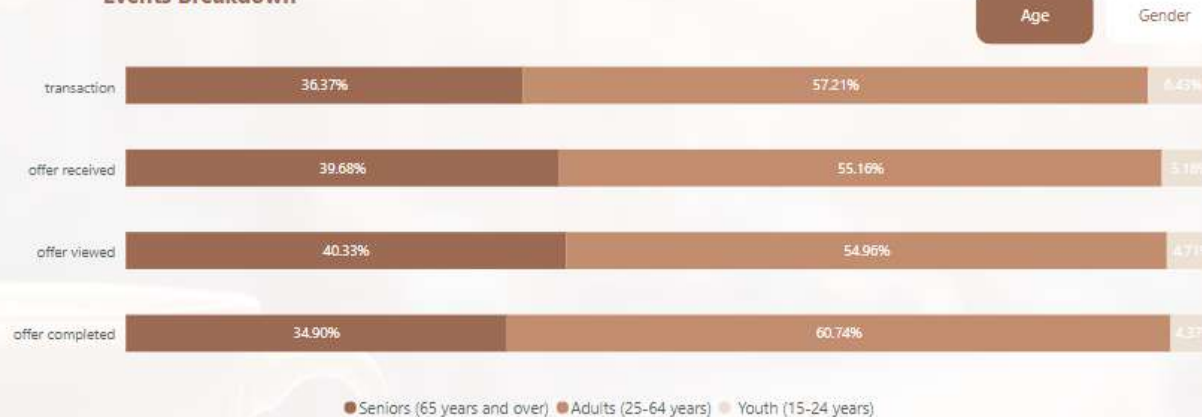
AVG Conv. Time

6.50

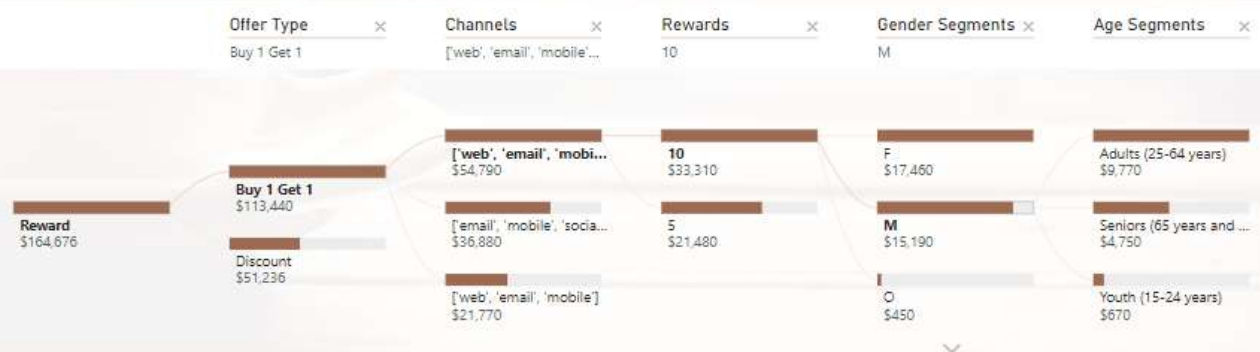
Income &amp; Sales by Age Segments



Events Breakdown



Reward by Offer Type



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## Key Insights

### Customer Segmentation:

- Adults (25-64) are the core customer base, followed closely by Seniors (65+): Adults (25-64 years) had the highest total customers at 9,371, followed by Seniors (65 years and over) at 6,752 and Youth (15-24 years) at 876
- There's a significant gender imbalance, with more male customers.
- Males have the highest % of total sales at 51.35%
- Median age of 58 suggests an older customer base
- Median income of \$64K indicates a middle to upper-middle-class clientele

### Revenue Drivers:

- Adult and Senior segments contribute most to sales: at \$1,073,435.76, Adults (25-64 years) had the highest sales and was 1,361.01% higher than Youth (15-24 years), which had the lowest sales at \$73,472.38
- Silver tier customers generate the highest rewards, indicating strong mid-level loyalty.

### Growth Trends:

- Customer timeline shows steady growth from 2013-2017, but a decline in 2018.

### Loyalty Program Effectiveness:

- Silver tier outperforms other tiers in rewards generated.

## Recommendations

### Customer Segmentation:

- Focus marketing on Adults (25-64 years)
- Develop strategies to engage Seniors more effectively
- Create targeted campaigns to attract more female customers
- Design youth-oriented promotions to boost 15-24 age group engagement

### Offer Optimization:

- Expand "Buy 1 Get 1" promotions
- Improve overall offer success rate (currently 44%)
- Implement time-sensitive offers to reduce conversion time

### Product and Pricing:

- Introduce premium offerings for high-income customers
- Optimize discount strategy to balance attraction and profitability

### Loyalty Program:

- Enhance rewards system to encourage higher spending
- Create tiered benefits to incentivize customer loyalty



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