CAFÉ HARMONY OPERATIONS AND CUSTOMER ANALYSIS

Name : Bernard A. Dankwa

Cohort : C25-04 Financial Analytics

Business Problem

As a results of experiencing rapid growth in the past few years, the company now faces the challenge of scaling to operate efficiently and at the same time be able to give customers good experience and value for their money. This, the company tends to address, by analyzing these overarching questions relating to menu, customer demographics, stock management, locations, and employee performance:

- ➢ Which menu items are performing the best across different location?
- ➢ What is the customer profile that tends to spend the most(age, gender, or preferred product)?
- ➢ How can the café improve its stock management to avoid running out of popular items while also reducing overstocking?
- ➢ Are there any locations or employee performance issues that require attention?

Cafe Harmony Dashboard
Operations Efficiency and Customer Experience

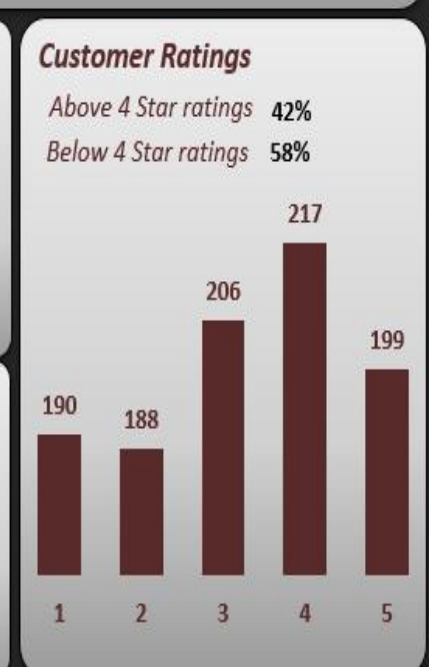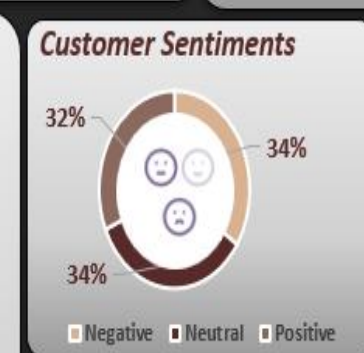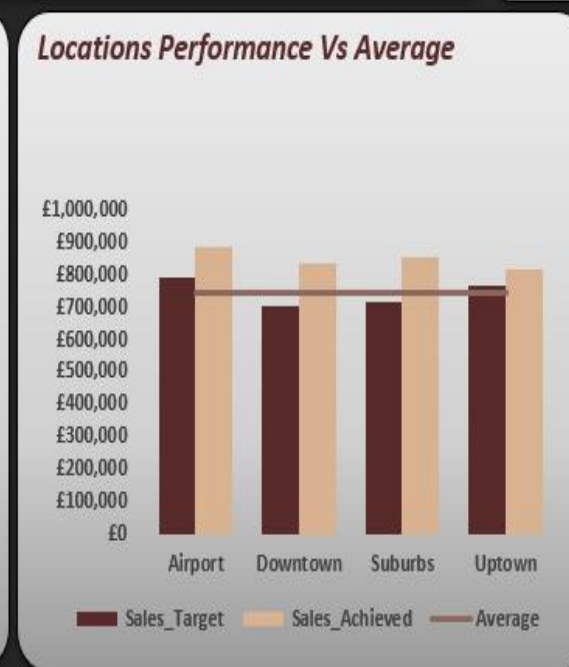**Clear Filter**

Product Filter
- Latte
- Muffin

Location Filter
- Downtown
- Suburbs

Year Filter
- 2025
- 2026

#Transactions 1,000

Quantity Sold 3,012

Total Sales £12,590

Muffin Cappuccino Iced Tea Contributed 55% of Total Sales

Product	Sales
Muffin	£2,401
Cappuccino	£2,315
Iced Tea	£2,235
Latte	£1,957
Croissant	£1,845
Sandwich	£1,837

Monthly Sales Trend

(Line chart, £0 to £1,400, Jan through Dec)

Average Customer Age 42

Total Customers 1,000

Spend By Gender
Female **54%**
Male **46%**

Customer Spend By Age Range

Age Range	Spend
26-35	£2,762
55 Plus	£2,654
46-55	£2,557
36-45	£2,542
18-25	£2,075

Stock Levels Across Locations

- Current_Stock
- Ideal_Stock

Item	Current_Stock	Ideal_Stock
Sandwich Bread	195	150
Sugar	185	150
Coffee Beans	177	150
Lemon	163	150
Juice...	150	150
Muffin Mix	134	200
Croissant Dough	126	200
Tea Bags	119	150
Iced Tea Bags	76	150
Milk	71	150

Employees Performance Vs Average

(Bar chart: Barista, Manager, Waiter; £0 to £1,400,000)

- Sales_Target
- Sales_Achieved
- Average

Locations Performance Vs Average

(Bar chart: Airport, Downtown, Suburbs, Uptown; £0 to £1,000,000)

- Sales_Target
- Sales_Achieved
- Average

Customer Sentiments

- 32%
- 34%
- 34%

- Negative
- Neutral
- Positive

Customer Comments

- 30%
- 70%

- Could be better
- Great product!

Customer Ratings

Above 4 Star ratings **42%**
Below 4 Star ratings **58%**

Rating	Count
1	190
2	188
3	206
4	217
5	199

Muffin Cappuccino Iced Tea Contributed 55% of Total Sales

| | £2,401 | £2,315 | £2,235 | £1,957 | £1,845 | £1,837 |
| Muffin | Cappuccino | Iced Tea | Latte | Croissant | Sandwich |

➢ With an overall contribution of 55%, Muffin, Cappuccino, and Iced Tea respectively, were the top-3 Menu for the years under review combined (i.e. 2024,2025 & 2026).

➢ Muffin has stayed among the top-3 Menu in the individual years, appearing highest in 2024, second best in 2025 and 2026.

➢ Similarly, Cappuccino has also stayed in the top-3 Menu appearing highest sold in 2026, second highest in 2024 and third in 2025.

➢ Iced Tea and Sandwich has been in and out of the top-5 Menu for the respective years under review.
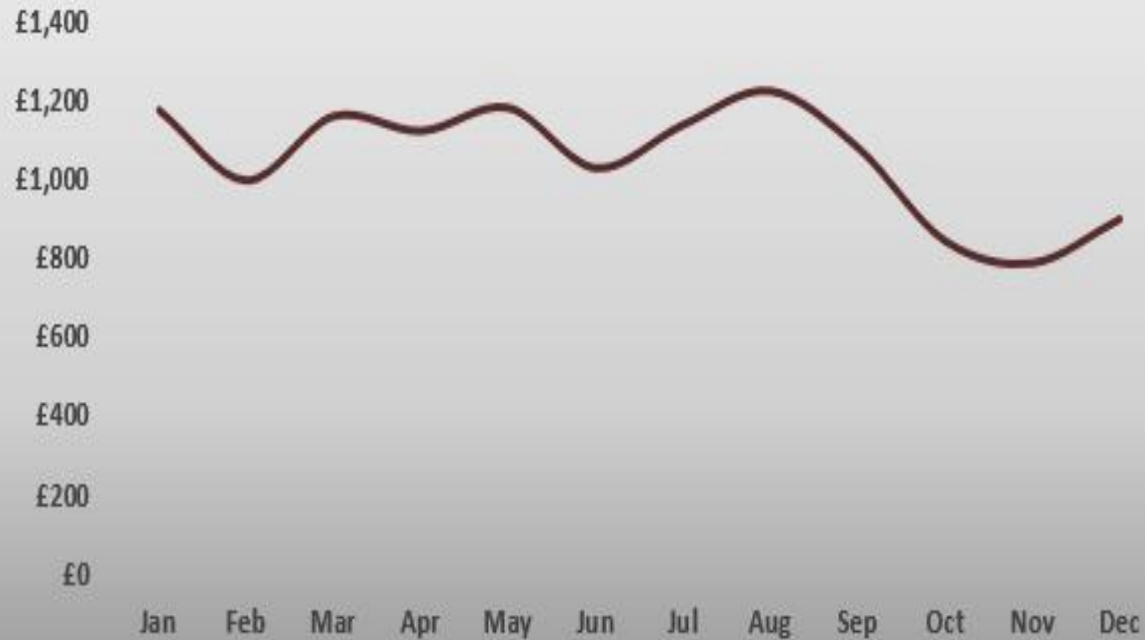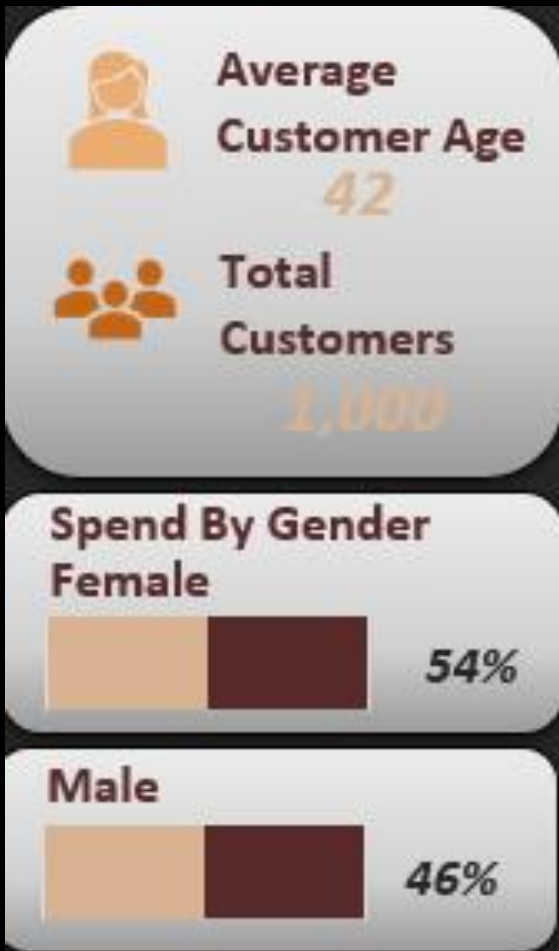
Key findings and trends.

➤ Over the 3-year period combined, product sales across all locations peaked in August and troll in from later part of October into November.

➤ However, individual products across different locations within the individual years, have shown varying patterns of sales.

Average Customer Age
42

Total Customers
1,000

Spend By Gender
Female
54%

Male
46%

Key findings and trends.

➢ A total of 1,000 customers were served over the three years under review, having an average of 42.

➢ 2024 saw the highest record of customer turn out with 366 customers served having average age of 41 but steadily declined to 365 customers, average age of 42 and 269 customers, average of 42 for 2025 and 2026, respectively.

➢ Females contributed more to sales, having 53%-55% as opposed to Males with 45%-47% over the 3 years under review.

Customer Spend By Age Range

Key findings and trends.

➢ With regards to Age-Range, there hasn't been that much of a gap between their contributions to sales for the overall 3 years in review, however, Age-Range 26-35 top the chat for the years combined with £2,762 to sales.

➢ On individual years, 26-35 Age-Range remained top contributors for both 2024 and 2026, with 36-45 being top for 2025

Stock Levels Across Locations
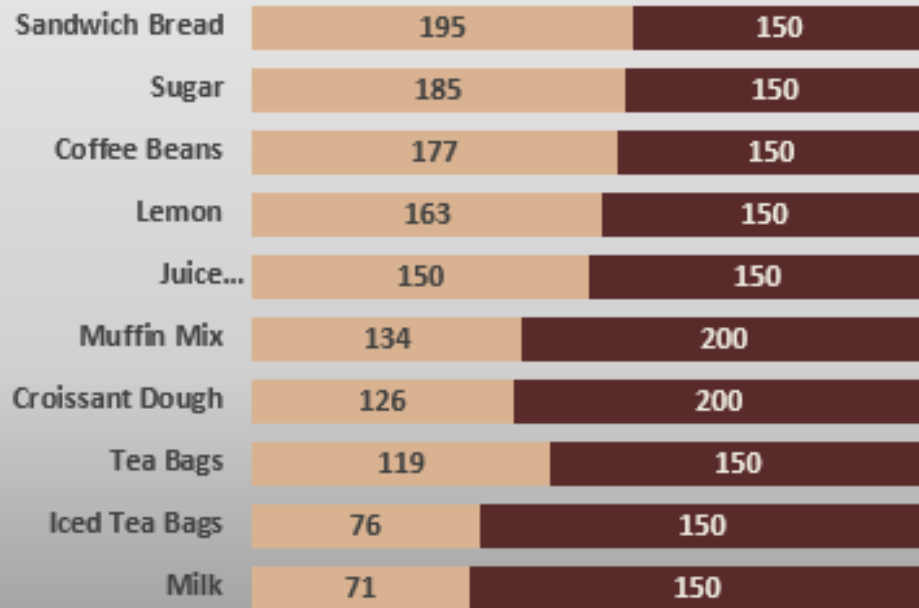
Key findings and trends.

➢ The ideal stock for inventory with exception of Juice Concentrate has not been complied with.

➢ Four lines of inventory items are seen to be overstocked which is not advisable as this can result in high record of wastage given the nature of the stock(i.e. some with shorter shelf life).

➢ Conversely, other lines of stock are well below the ideal stock level, which can result in stock being out and not being able to serve customers when needed.
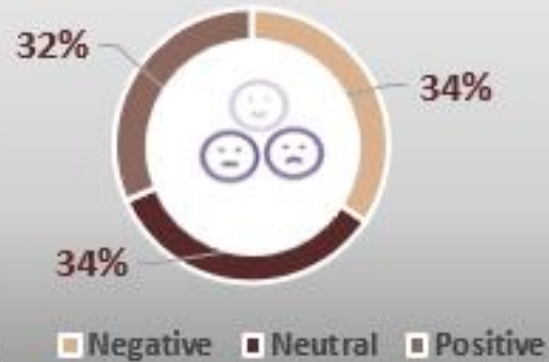
Employees Performance Vs Average

Locations Performance Vs Average
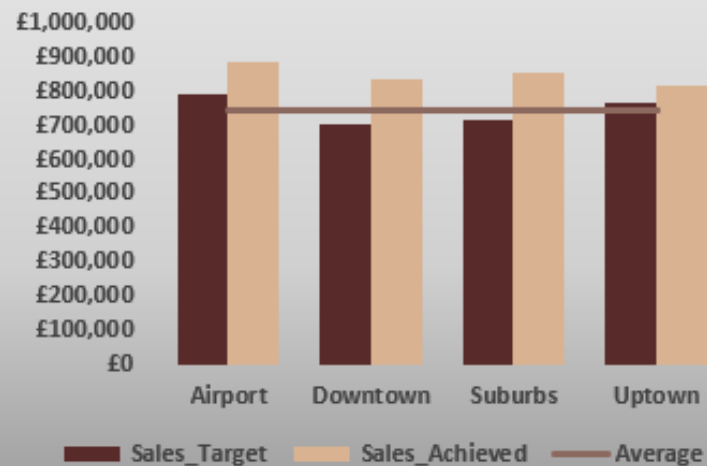
Key findings and trends.

➢ Overall, employees and across locations appears to have outperformed their averages.

➢ Employees and across locations appears to consistently be exceeding sales target which might appear positive for the business's bottom line.

Key findings and trends.

➤ Although, percentage differences between individual sentiments report is not that much, put together, 66% possible customer churn as opposed to 34% positive feedback show a big gab that needs closing, as this can be evident in the 70% "could be better" customer comments as opposed to 30% positives.

Key findings and trends.

- As reflected in the sentiments and comments analysis, customers expectations fall short of being met and this can be evident in the 58% below 4- star ratings.

- This shows that, although employees and locations are exceeding sales target, this have a long-term negative effect with regards to customer churn and far-reaching consequence on the business's bottom line as result.

Recommendations

➢ **Focus Marketing & Promotions on Top Performers :** Allocating more marketing budget to promote combo deals or loyalty programs featuring items like Muffin and Cappuccino.

➢ **Optimize inventory for Top-Sellers :** With a 55% combined contribution, Muffin, Cappuccino, and Iced Tea must have priority in stock management.

➢ **Seasonal or Targeted Promotion for Iced Tea :** Consider seasonal marketing campaigns (e.g summer promotions) for Iced Tea because of fluctuations in ranking.

➢ **Investigate and address drop in customer numbers :** Conduct customer exit survey to understand why fewer customers returned.

➢ **Target core age group (average age 42) with tailored offers :** Focus marketing and product development on the preferences of middle-aged customer (e.g health-conscious options, value bundles for professionals or families, time-saving offers like pre-orders or fast pickup).

➢ **Leverage female buying power :** Run promotions or bundles specifically targeting women (e.g "Ladies' Treats" combos, social media campaigns during key dates like Women's Day, Mother's Day).

➢ **Age-responsive product development :** Use stable performance across age ranges to introduce broad-appeal products with different branding and marketing (e.g. 26-35: Emphasize style, Energy, and eco-conscious packaging, 36-45: Highlight value, wellness,

and family convenience.

➢ **Continue age-based data monitoring :** Since gaps are narrow but behavior changes yearly, set up dashboards to track age-range trends in real-time.

➢ **Customize strategies by location and product behavior :** Use location-specific data to tailor inventory and promotions (e.g. if Iced Tea sells best Downtown in July but not in Suburbs, stagger stock levels accordingly.

➢ **Address overstock to minimize wastage :** Conduct stock rotation (FIFO) to use older stock first. Also, ordering cycles must be reassessed and aligned with actual sales patterns.

➢ **Replenish understocked items promptly :** Implement automatic reorder alerts based on minimum threshold levels and reviewing supplier lead times to adjust reorder points accurately.

➢ **Use data to set smarter targets :** Consider adjusting KPIs slightly upward but realistically and, also, explore cross-training to build flexibility and resilience in operations (i.e moving employees across departments when need be).

➢ **Act ON "Could Be Better" feedback immediately :** Prioritize common complaints or recurring issues identified in feedback.

➢ **Develop a Customer Retention Strategy :** Implement follow-up communications (email, calls, surveys) to re-engage dissatisfied customers and offer incentives or improvement based on previous complaints.

Recommendations

➢ **Address the root causes of low rating :** Analyze the specific reasons behind sub-4-star rating (e.g long waiting times, quality issues, lack of follow-up. Also creating an action plan to improve top recurring complaints, with timelines and accountability assigned.