Café Harmony Sales Analysis

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BUSINESS OVERVIEW

Café Harmony is a new and exciting virtual café chain! The café specializes in offering a variety of drinks, snacks, and light meals to customers. Over the past year, Café Harmony has seen impressive growth but now faces new challenges as the company is scaling to meet customer demand. The café has multiple locations across the city, each with its own performance metrics and unique customer preferences.

Business Problem

Café Harmony, experiencing rapid growth, aims to enhance operational efficiency and customer experience by addressing these key questions:

- **What is the current sales trend?**
- **Which menu items perform best across locations?**
- **What customer profile gender spends the most?**
- **How can stock management be improved to prevent shortages and reduce overstock of popular items?**
- **Are there any location or employee performance issues needing attention?**

Aim of the Project

To assist Café Harmony in making data-driven decisions by analyzing the provided datasets using Microsoft Excel, addressing key business questions, and presenting findings in a clear, visually appealing dashboard.

This involves ensuring all datasets are cleaned and prepared for analysis.

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Data Description

The analysis is based on an Excel file containing the following datasets

Sales Data

Details of sales transactions, including items sold, prices, quantities, and sales dates across various locations.

Customer Data

Information on customers, such as age, gender, location, and preferred drink items.

Employee Data

Details about employees, including name, role, salary, and location.

Stock Data

Inventory records of raw materials and supplies required for preparing café menu items.

Feedback Data

Customer satisfaction ratings and comments collected after each purchase.

DASHBOARD

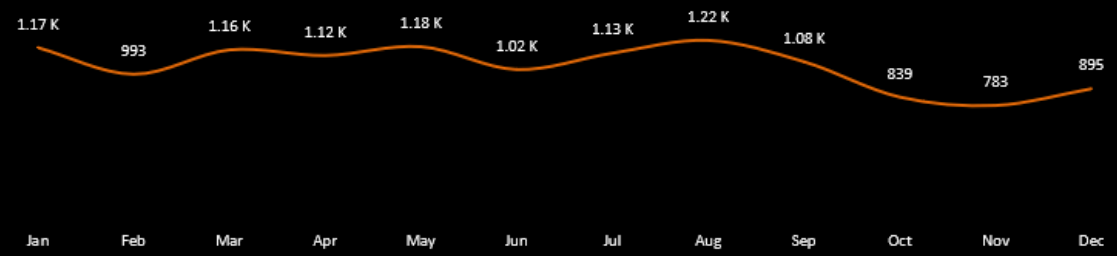
Café Harmony Sales Analysis

Airport | Downtown | Suburbs | Uptown

Avg Sales Per Location **3316.26**

Total Qty	Total Revenue	Current Stock	Transactions	Total Customer	Avg Rating
3012	$12,590	10	1000	1003	3.047

In 2024 Aug May & Jan contributed 28% of the total revenue

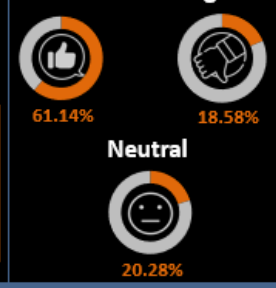


Quaterly view by Sales

Qtr 01	Qtr 02	Qtr 03	Qtr 04
26.38%	26.38%	27.26%	19.99%

Jan	Feb	Mar	Apr
May	Jun	Jul	Aug
Sep	Oct	Nov	Dec

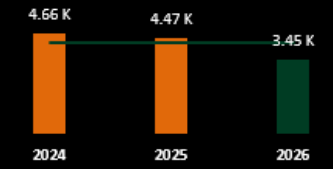
Rating Score



Revenue | Quantity | Transaction

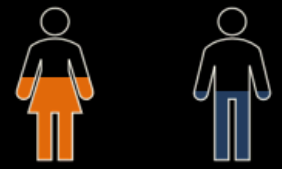
72.6% of Revenue came from the highlighted

$4,197 Average Revenue

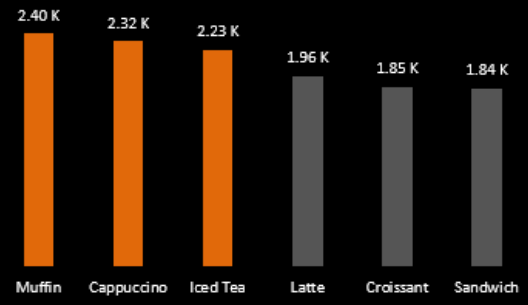


2024 | 2025 | 2026

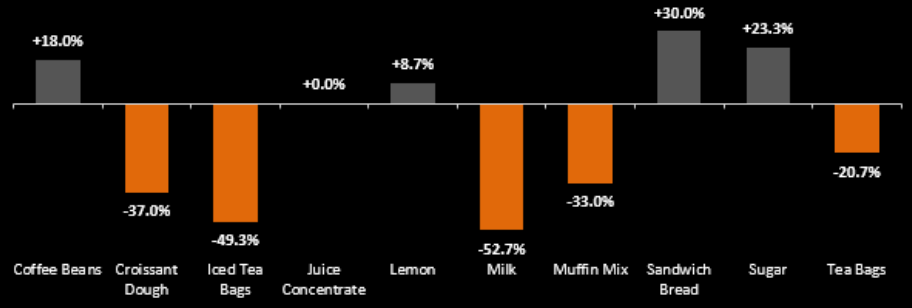
Female contributed 54% to the total sales



The highlighted Products contributed 55% of the total sale



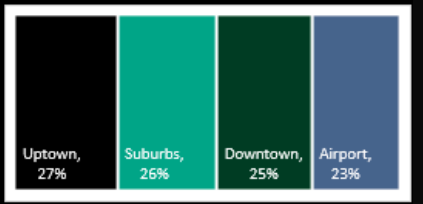
Stock Performance Level



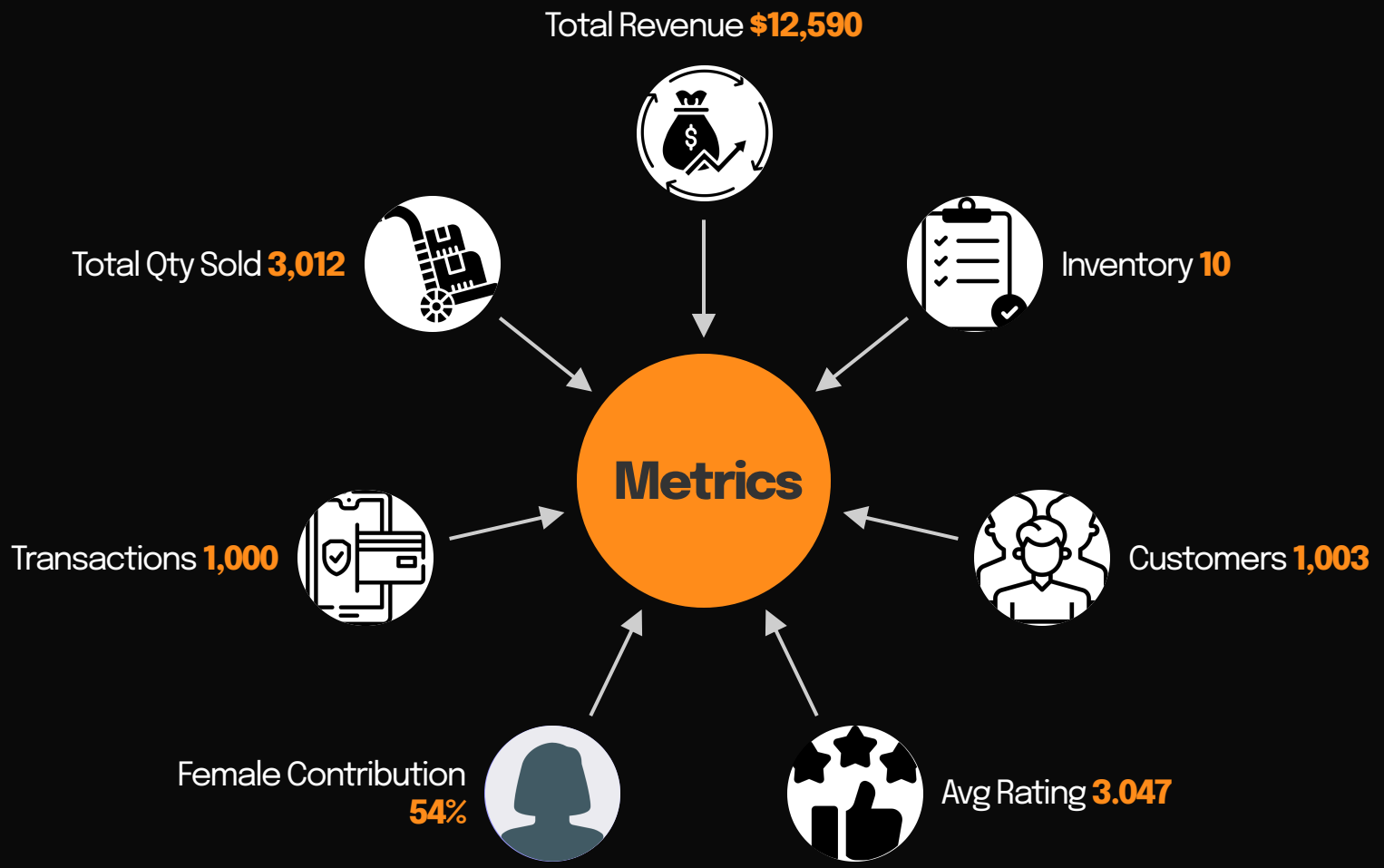
Top 10 Performing Employee

1	Elizabeth	2973.40
2	Elizabeth Allen	2959.86
3	David Smith	2851.57
4	Megan White	2801.40
5	Ryan Taylor	2350.25
6	Olivia Brown	2092.50
7	Jessica Johnson	1942.50
8	William Harris	1865.50
9	William Taylor	1679.50
10	Laura Young	1658.67

Uptown 27%



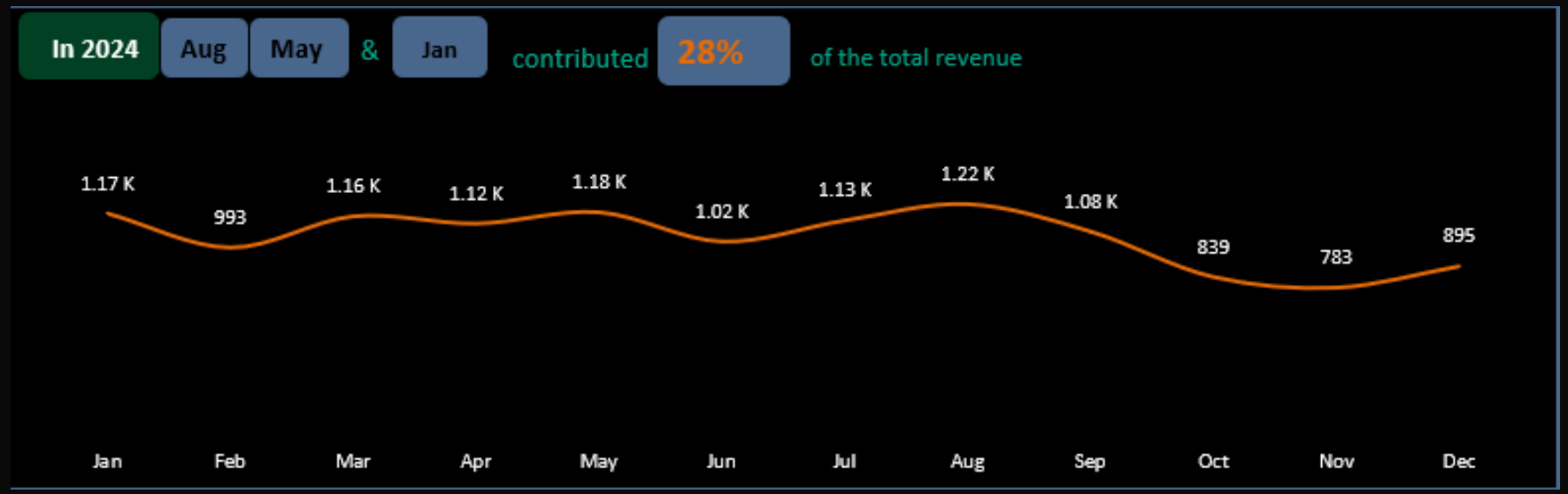
Business Performance Metrics



Sales Trend

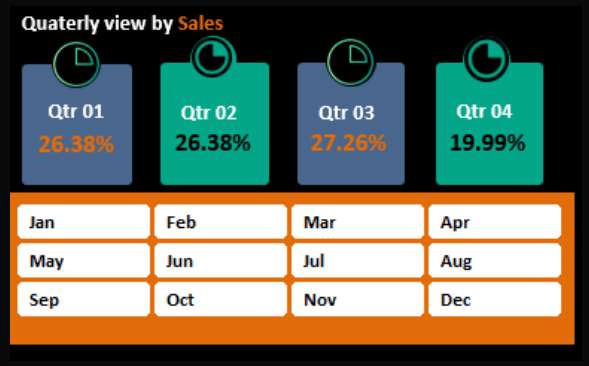
28%

AUG, MAY & JAN CONTRIBUTION TO THE REVENUE

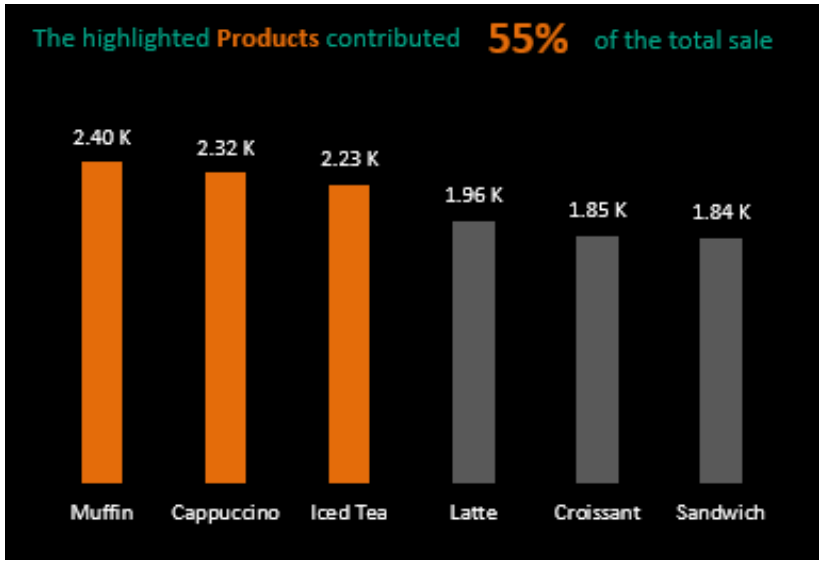


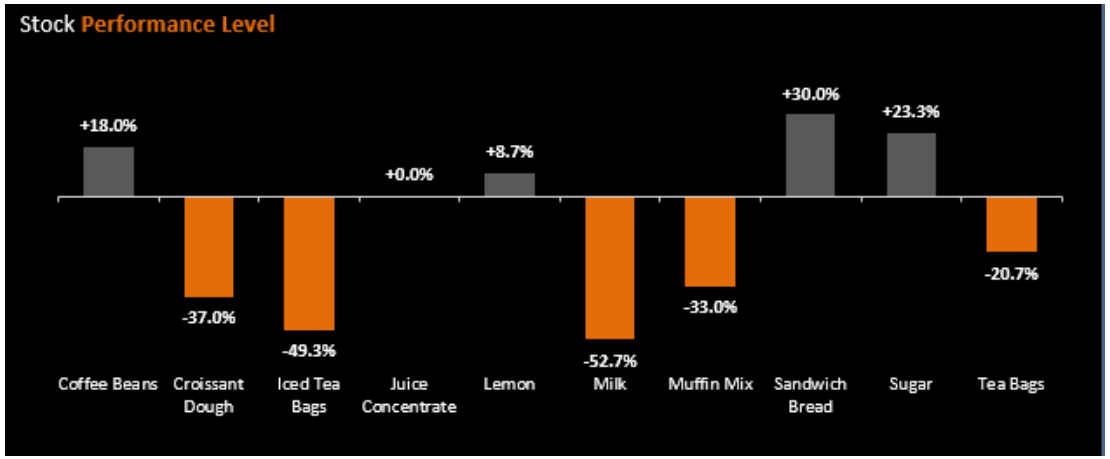
Our Best Quarter by sales is Q3

Our Lowest Quarter by sales is Q4



Top Selling Product and Stock Performance





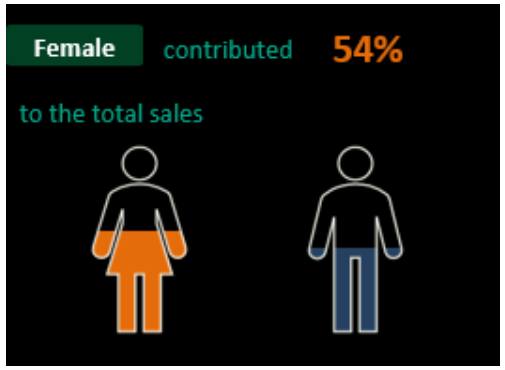
Muffin (2.40K)

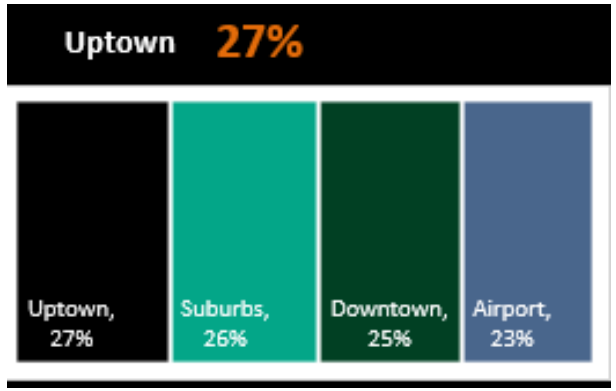
Cappuccino (2.34K)

Iced Tea (2.23K)

Some key ingredients are depleting and potential stock out risk for top-selling items like muffins and iced tea

Sales by Gender and Location

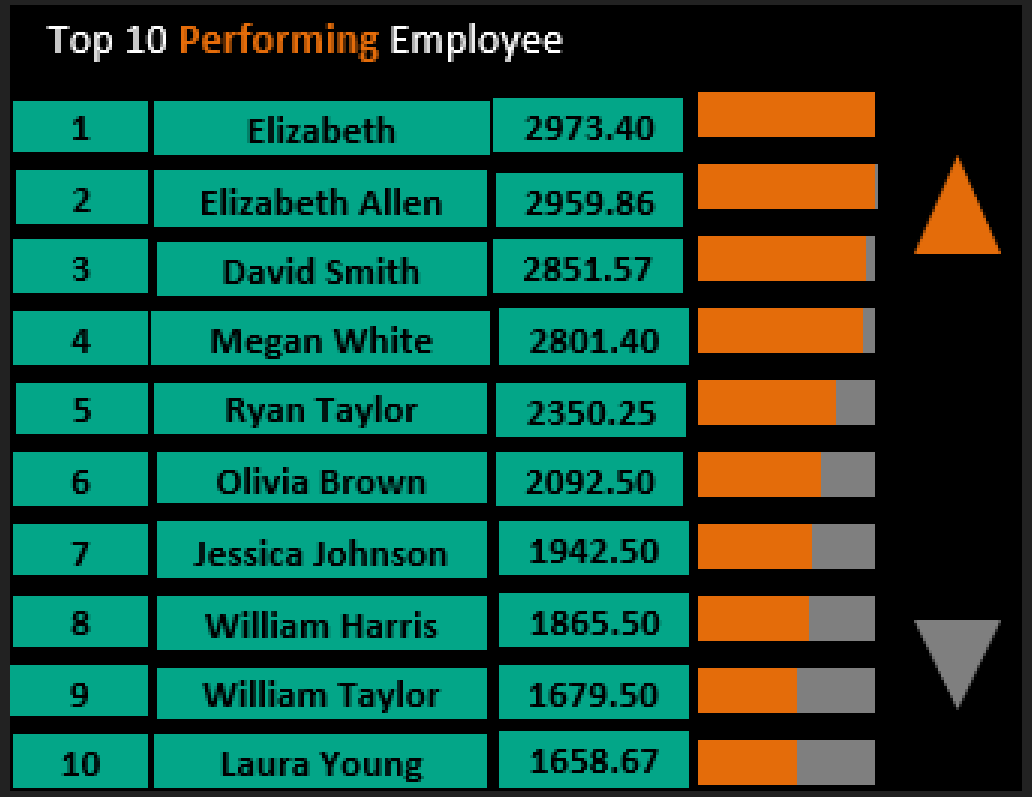




👩‍🦱 54% of sales came from female customer

🏙️ Top Locations by Sale

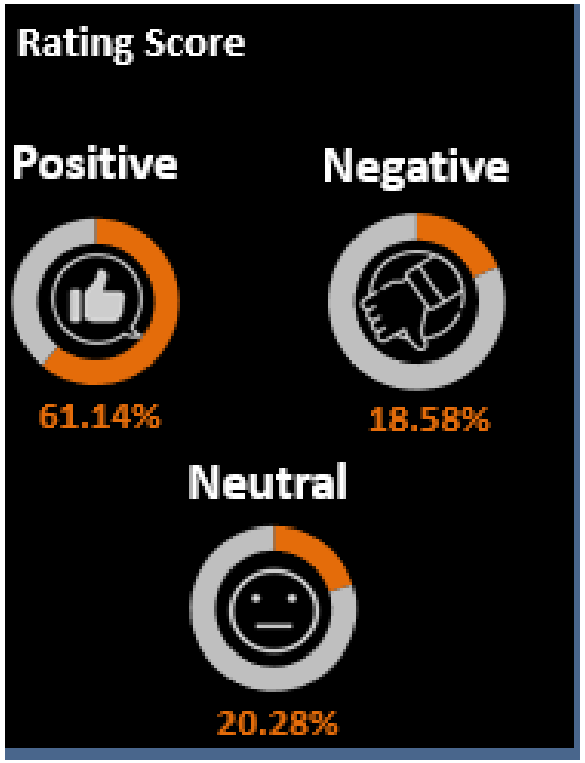
Our Performing Employee



Elizabeth, Elizabeth Allen, and David Smith are top contributors.

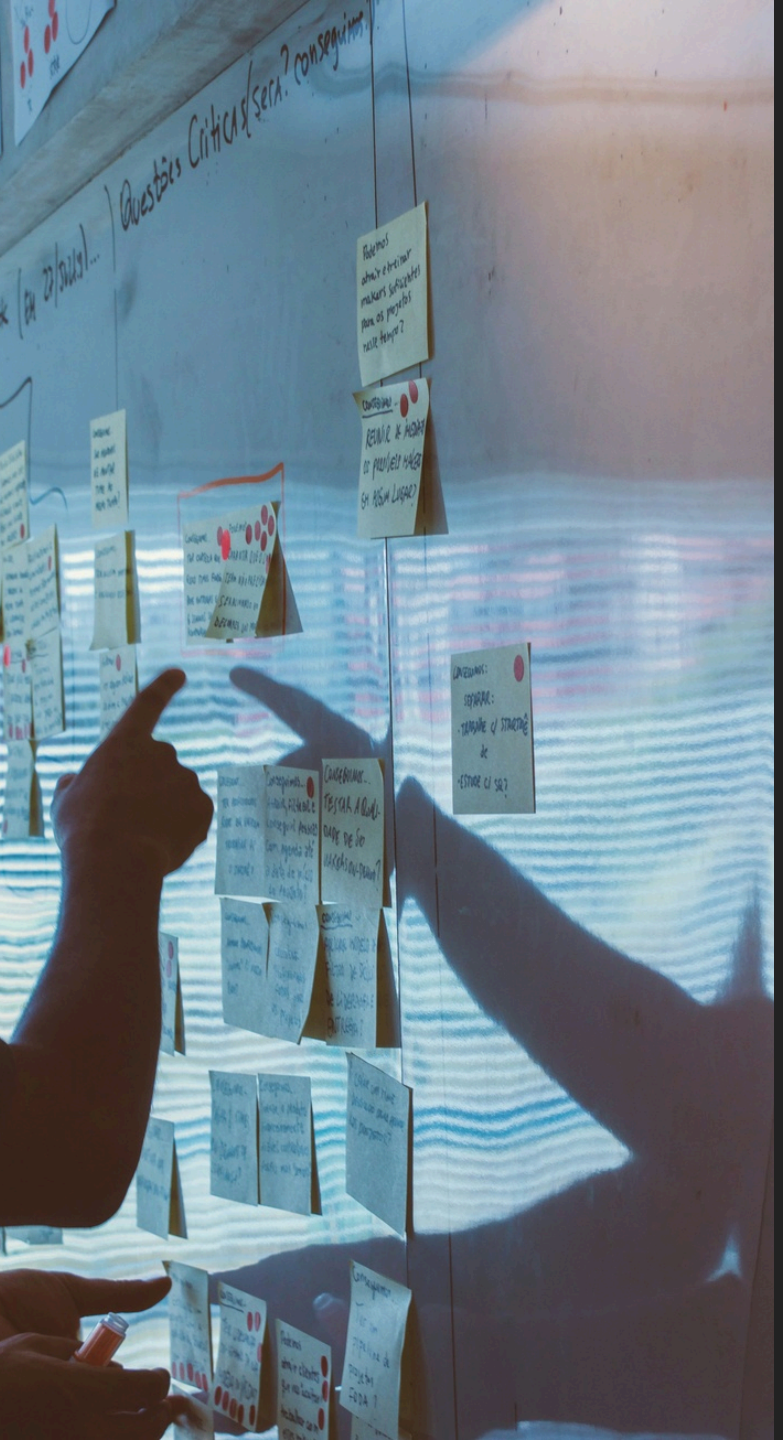
We can use them as mentors or study what drives their performance.

Average Rating: **3.047** out of 5
This rating is **slightly above average** but indicates room for improvement in customer satisfaction.



Rating

Average Rating



Recommendations

Improve Customer Experience

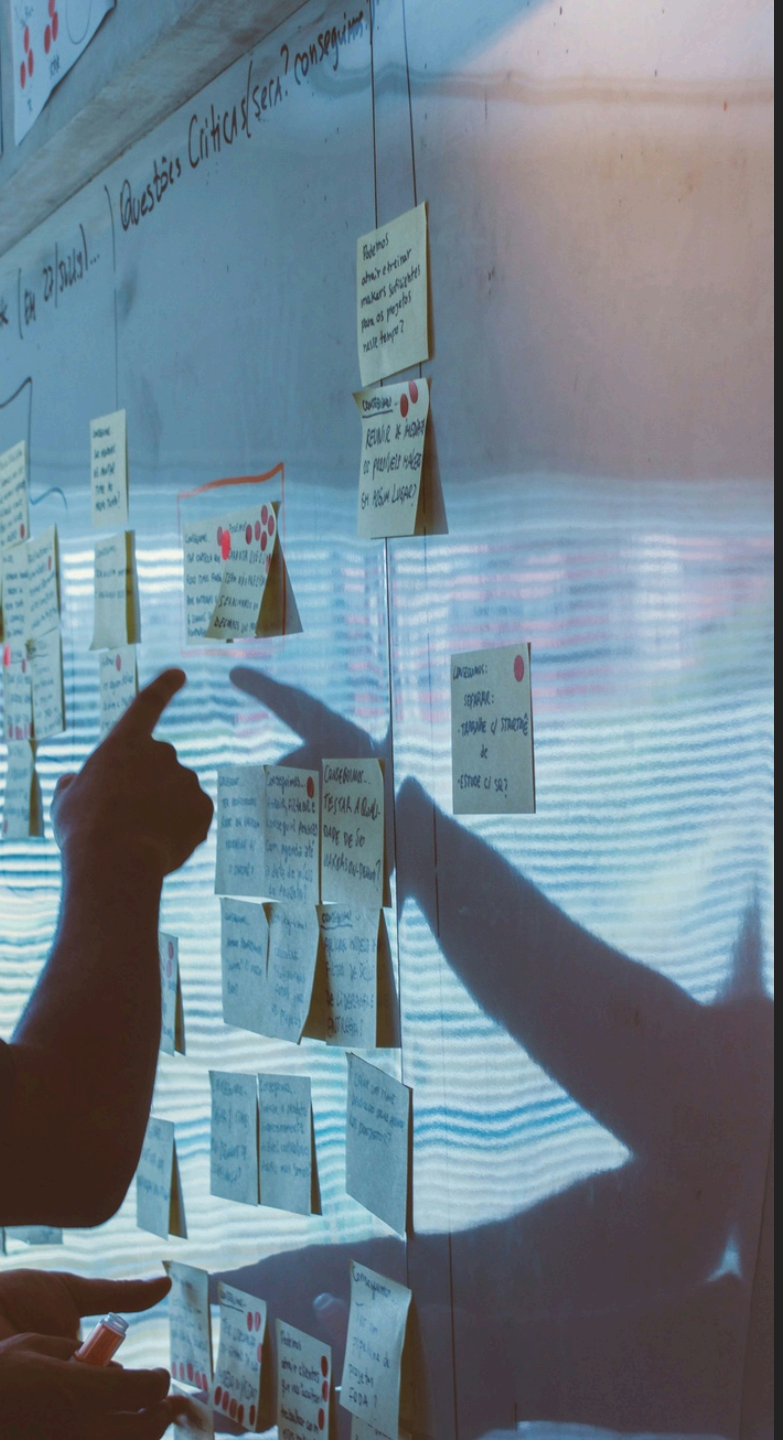
Improve service quality or waiting time.
Train lower performing employees based on customer interactions.

Restock Critical Inventory

Focus on Milk, Muffin Mix, Iced Tea Bags immediately.

Create Product Bundles

Combine **top items** Muffin + Coffee into combos to boost average order value.



Recommendations

Boost Q4 Sales with Holiday Campaigns

Q4 Oct-Dec underperformed. Launch holiday promos, gift packages, and seasonal items.

Empower Top Employees

Offer incentives for top performers like Elizabeth & David. Consider assigning them to train others or help in low-performing locations.