



Café Harmony Sales Analysis

This is a comprehensive analysis of our sales performance, inventory levels, customer demographics, and employee contributions and recommendations.

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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.

Key Performance Indicators

► How is the overall sales trend looking?

We want to understand whether sales are increasing, decreasing, or remaining stable over time. We also want to see any pattern or trends.

► Which menu items are performing the best across different locations?

We need to identify top-selling items overall, as well as any variations in popularity by location. we need to check to see if certain items consistently perform well everywhere, or if some items are more popular in specific regions.

► What does the customer profile look like for those who tend to spend the most?

Are there specific customer segments that consistently show higher spending patterns?

► What strategies can the café implement to improve stock management

We are looking for practical, data-driven solutions that will help us balance supply with actual demand across different locations.

► Employee performance issues that require attention?

We will be looking at anything that might indicate areas for improvement or support.



Café Harmony Sales Analysis

Airport

Avg Sales Per Location

3316.26

Total Qty

3012

Total Revenue

\$12,590

Current Stock

10

Transactions

1000

Total Customer

1003

Avg Rating

3.047

Revenue

Quantity

Transaction

72.6%

of Revenue came from the highlighted

\$4,197

Average Revenue

4.66 K

4.47 K

3.45 K

In 2024

Aug

May

&

Jan

contributed

28%

of the total revenue



Quaterly view by Sales

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

Jan

May

Sep

Feb

Jun

Oct

Mar

Jul

Nov

Apr

Aug

Dec

Rating Score



Female contributed 54% to the total sales

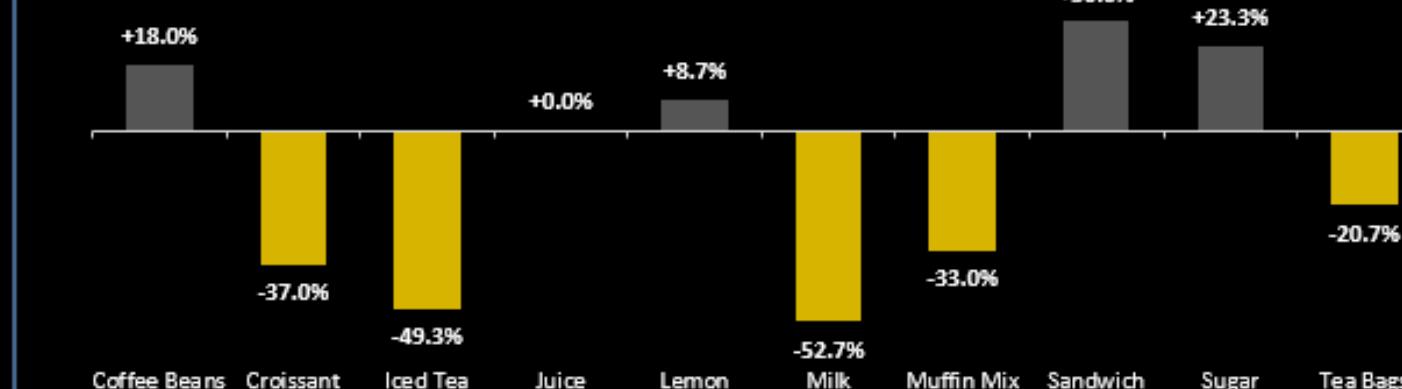
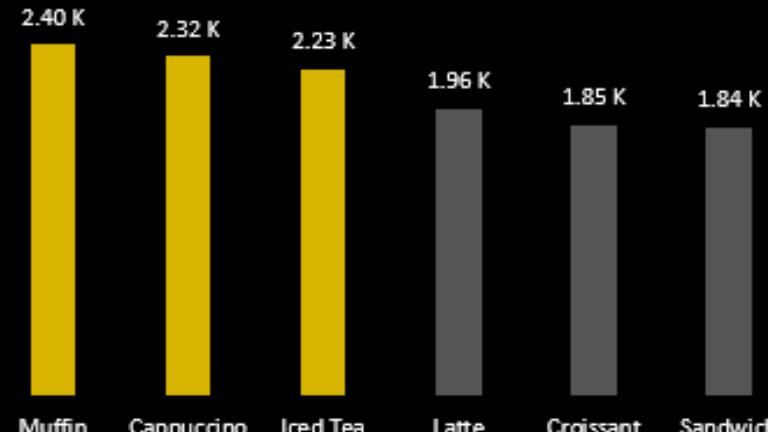
to the total sales



The highlighted Products contributed 55% of the total sale

55% of the total sale

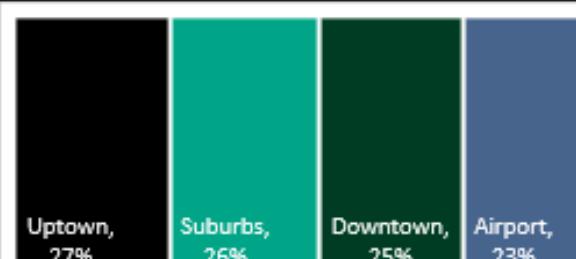
Stock Performance Level



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



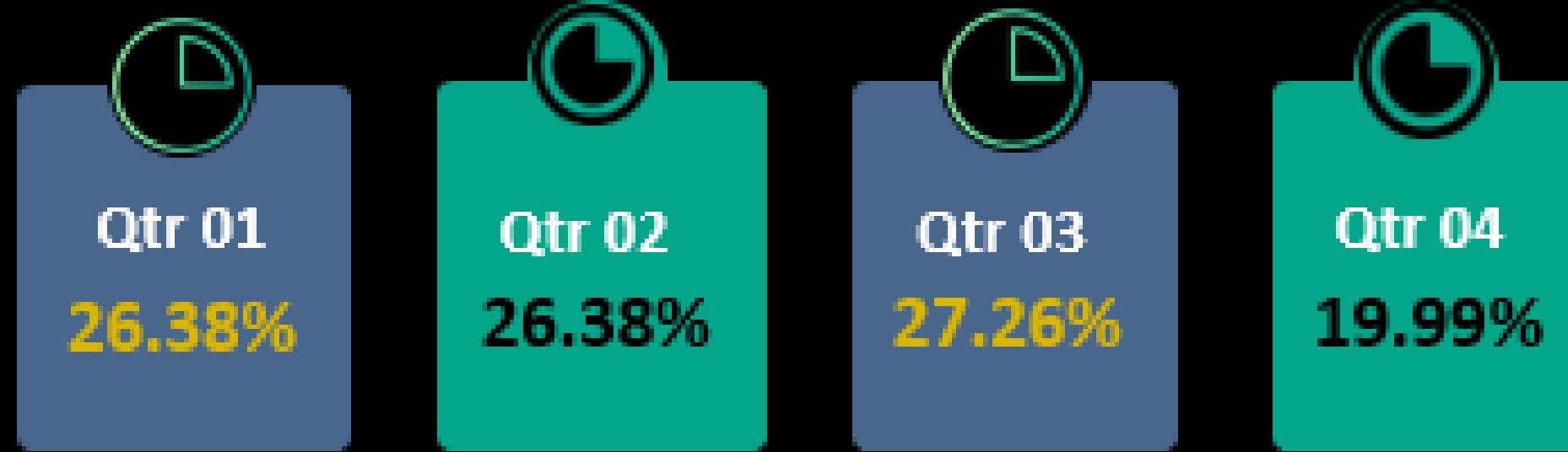
Sales Performance Insights

Aug May & Jan contributed 28% of the total revenue



Peak Revenue Months: Jan, Aug, and March with 28% contribution to our revenue.

Quarterly view by Sales



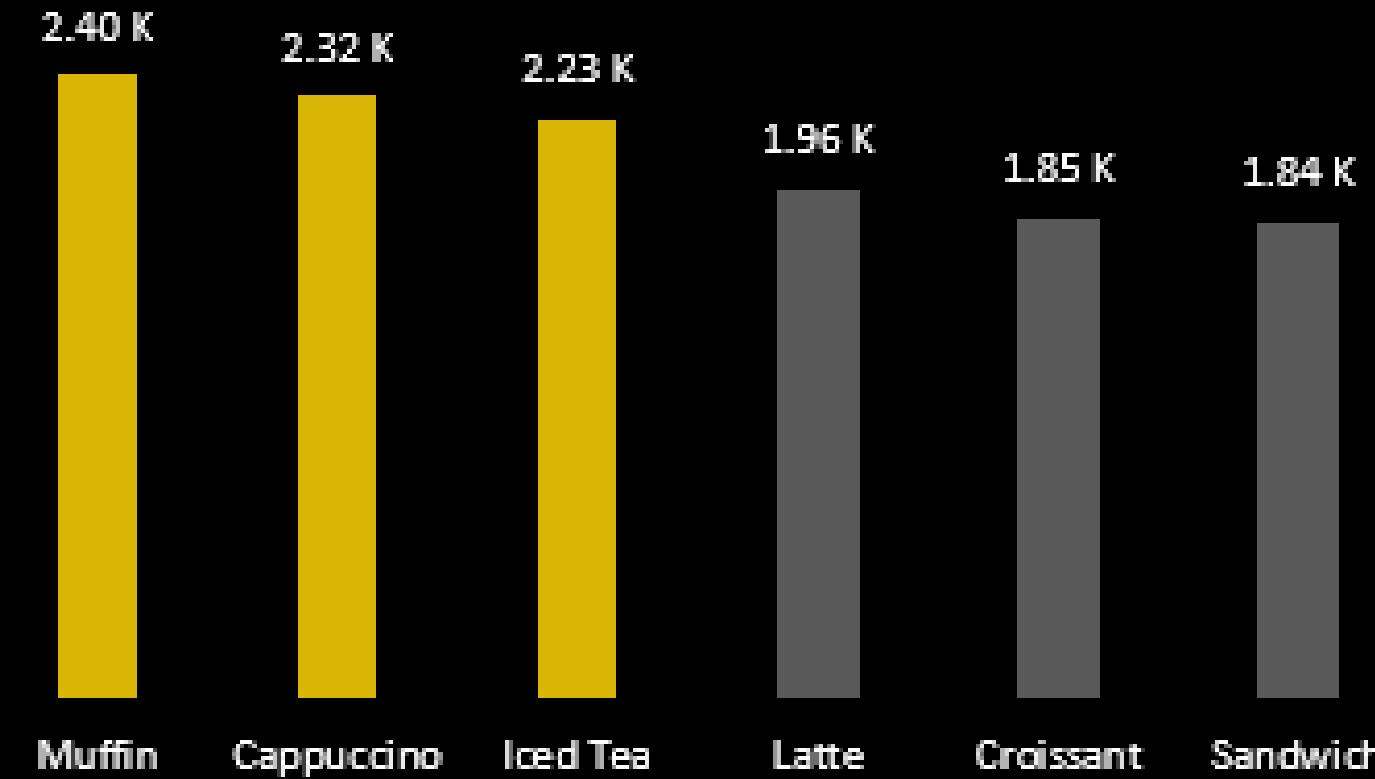
Our Best Quarter by sales is Q3

Our Lowest Quarter by sales is Q4

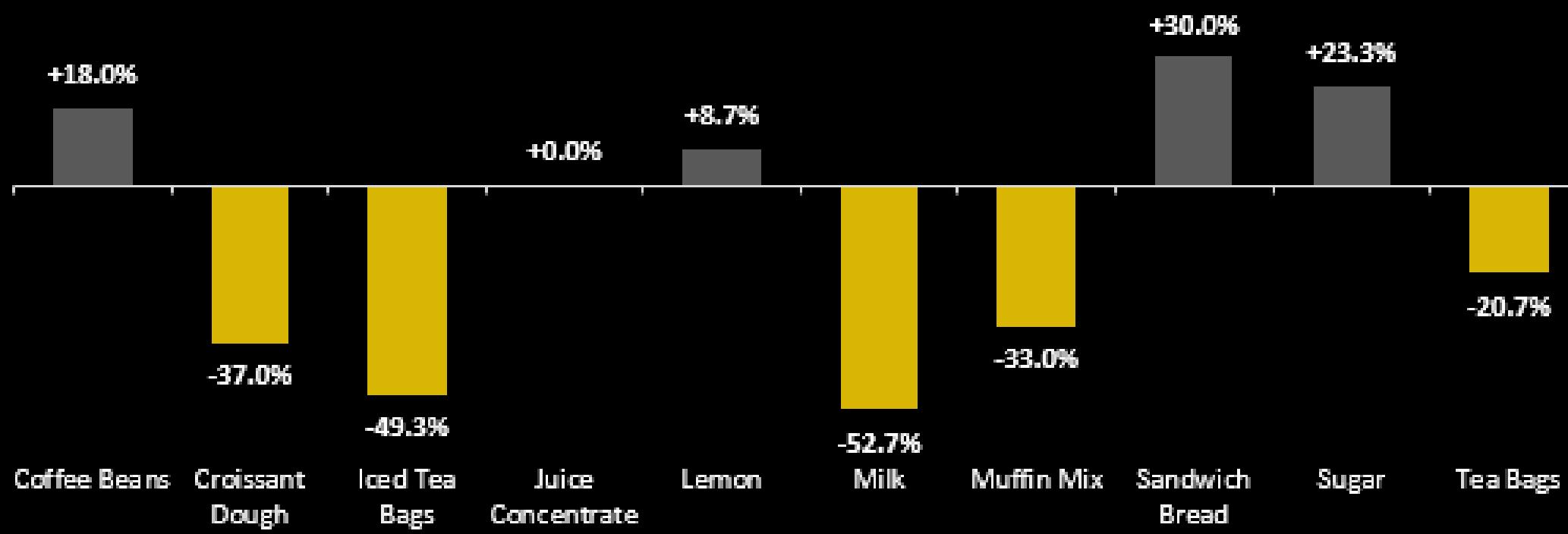
Top Selling Product & Stock Performance

- Muffin (2.40K)
- Cappuccino (2.34K)
- Iced Tea (2.23K)

The highlighted Products contributed **55%** of the total sale



Stock Performance Level

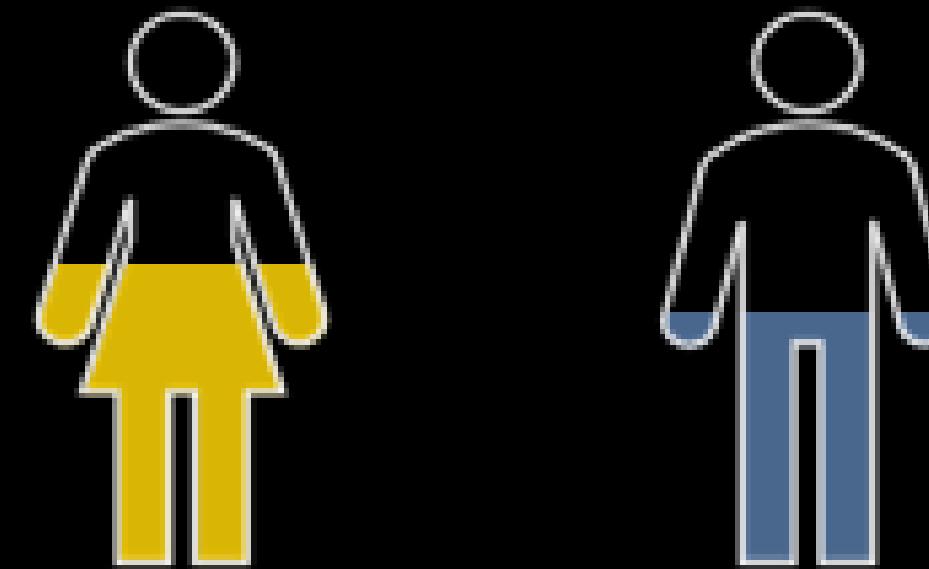


Some key ingredients are depleting and potential stockout risk for top-selling items like muffins and iced tea

Customers and Sales Demographic

Female contributed **54%**

to the total sales



⌚ 54% of sales came from female customers

Uptown **27%**

🏙️ Top Locations by Sales

Uptown,
27%

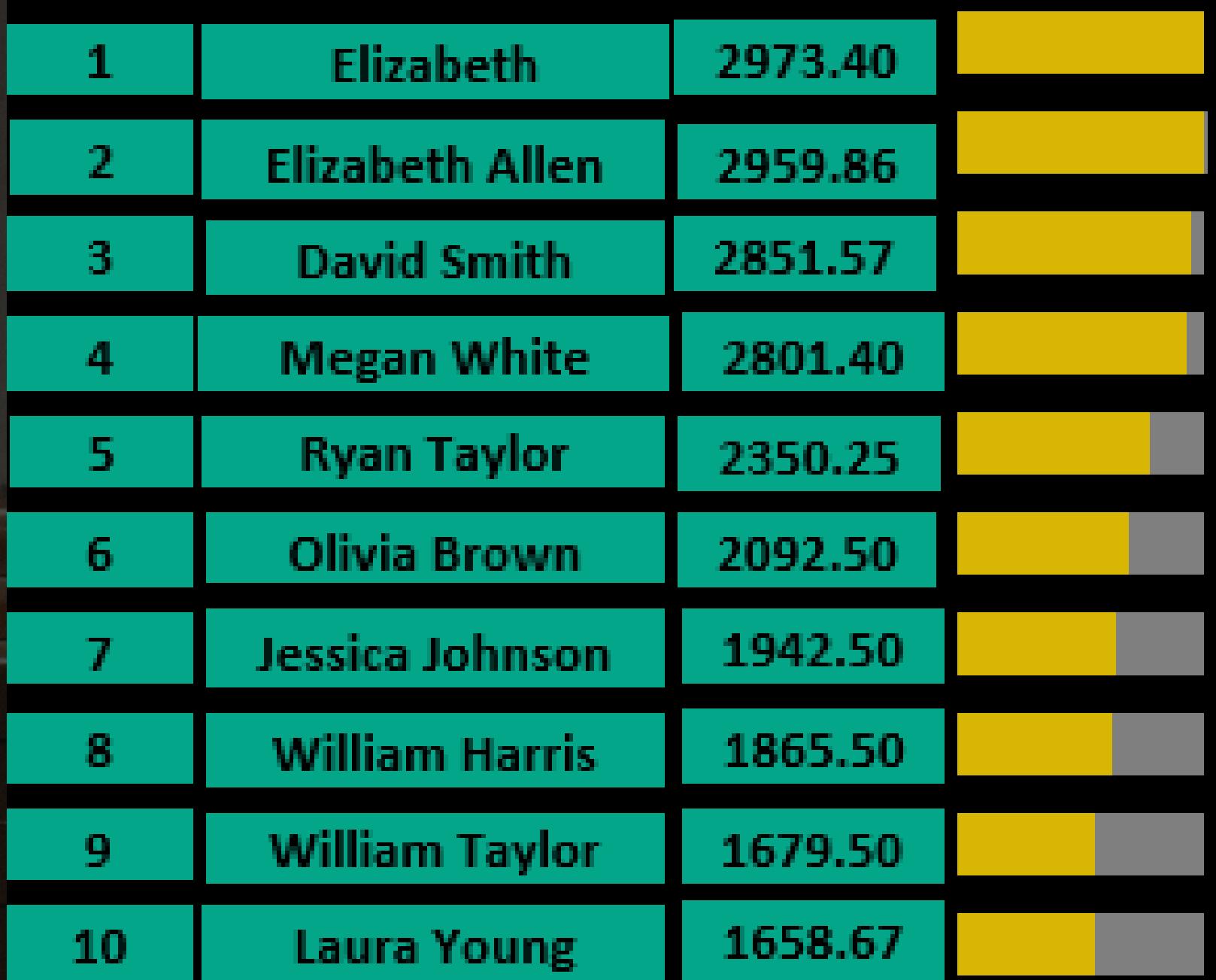
Suburbs,
26%

Downtown,
25%

Airport,
23%

Our Performing Employee

Top 10 Performing Employee

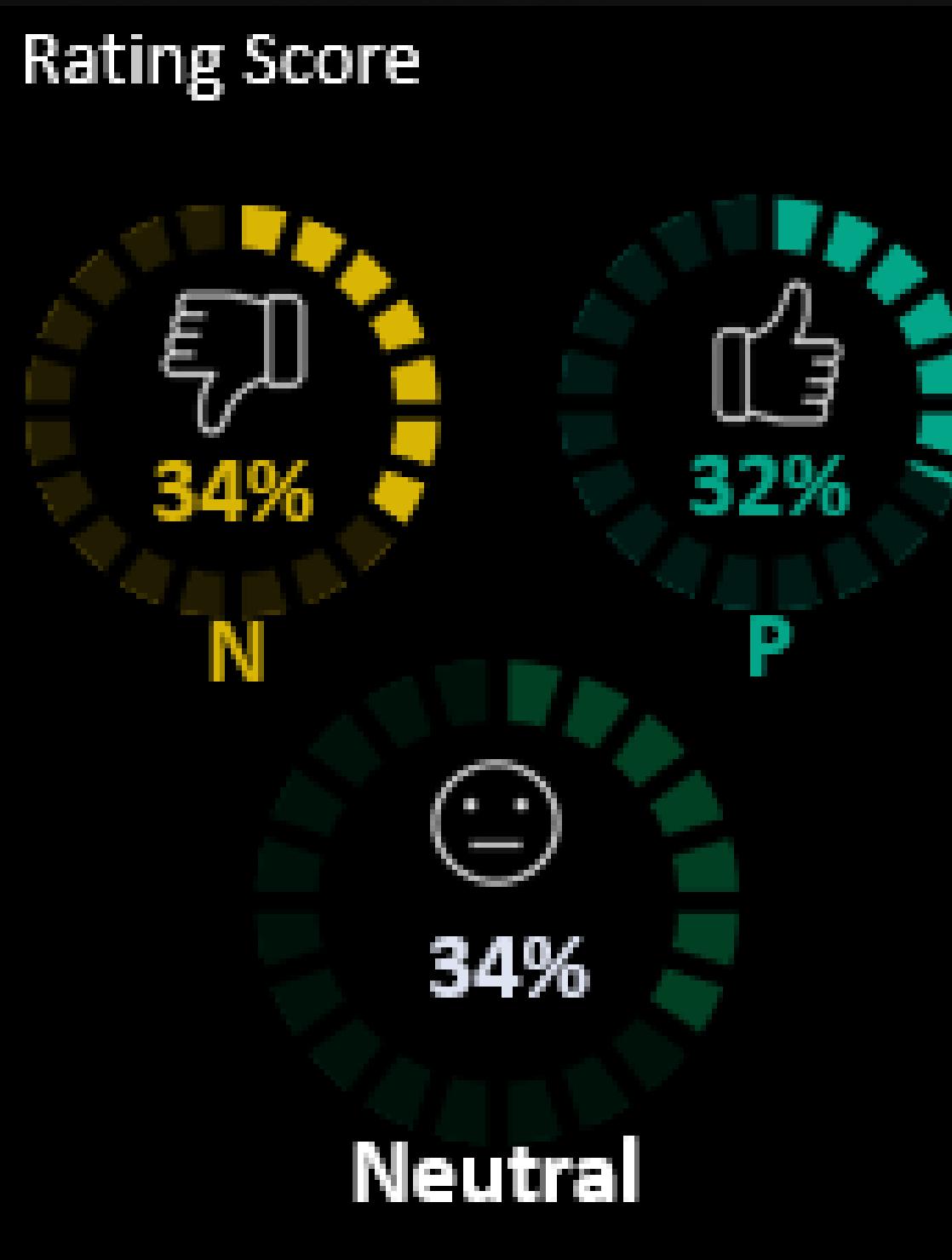


🏆 5 Top Performers

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

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

Customer Rating Overview



Avg Rating
3.047

📌 Average Rating:
3.047 out of 5

This rating is slightly above average but indicates room for improvement in customer satisfaction.

Recommendations



