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Analysis on Cafe Harmony

10/05/2025

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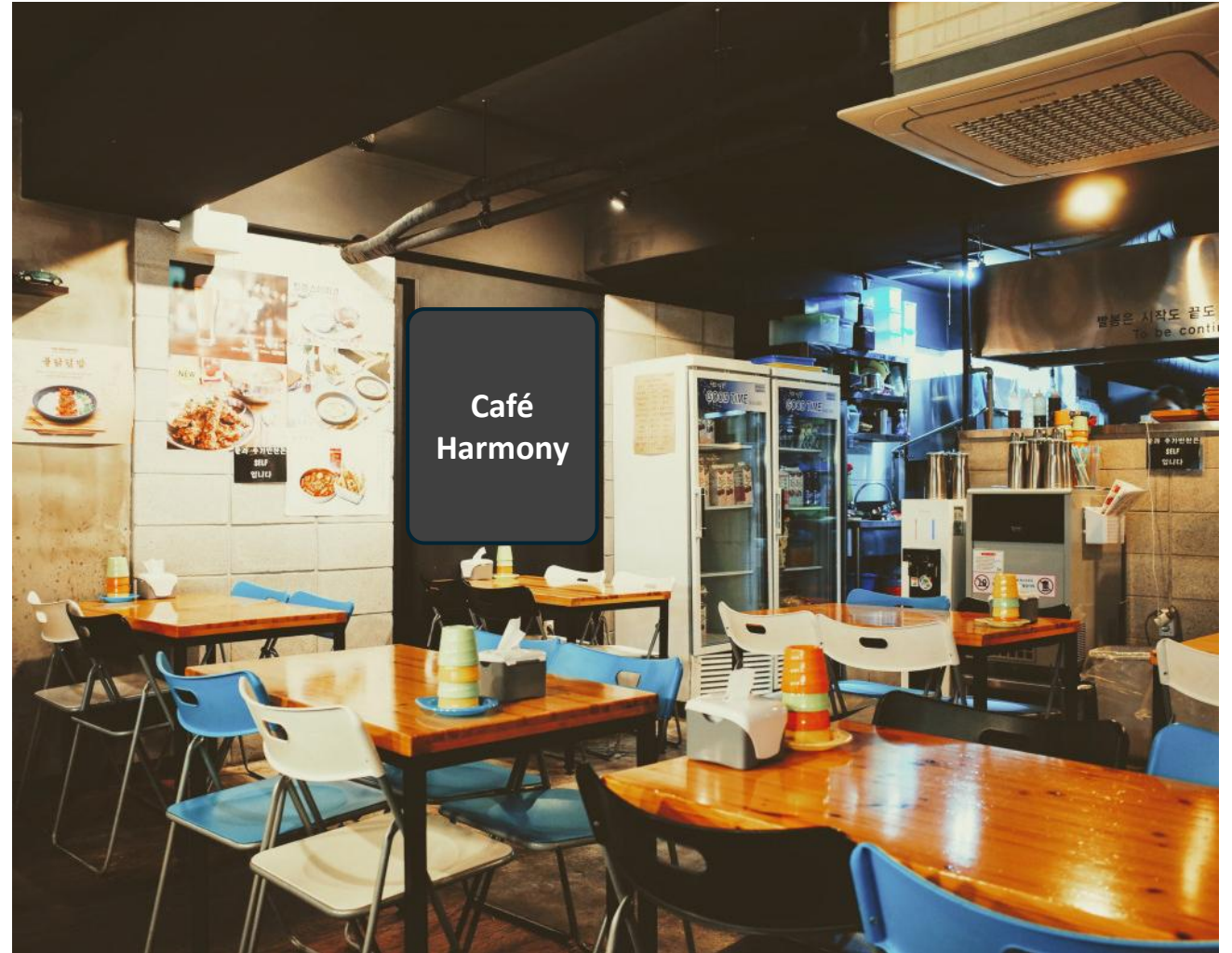- Customer Experience
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Overview:

Cafe Harmony has achieved **1,000 sales** and over **$12,500 in revenue**, with products like **muffins, cappuccinos, and iced tea** driving most of the income. However, **sales trends fluctuate monthly**, and **customer satisfaction is low (rating: 3/5)**, signaling a disconnect between product performance and customer experience.

Internally, there's a **performance gap among employees**, with top performers like Megan White greatly outpacing others. Additionally, **ingredient usage shows major variances** (e.g., Croissant Dough and Muffin Mix), suggesting operational inefficiencies that may be inflating costs or reducing margins.


Café Harmony

- **Business Problem:**
- **Cafe Harmony is experiencing inconsistent sales trends, stock inefficiencies, and below-average customer satisfaction despite strong product performance and select high-performing employees.**
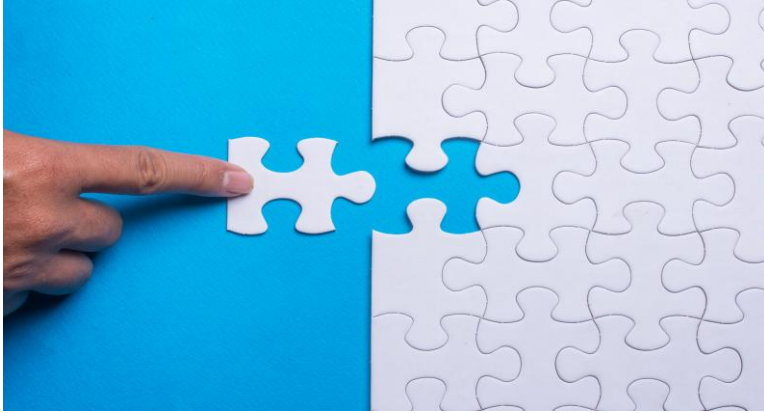
• This dashboard paints a solid picture — our products are well-received, we have a core of strong-performing employees, and certain inventory items that need urgent review. The way forward involves doubling down on top performers, addressing stock inefficiencies, and turning customer feedback into actionable improvements.

Analysis on Cafe Harmony
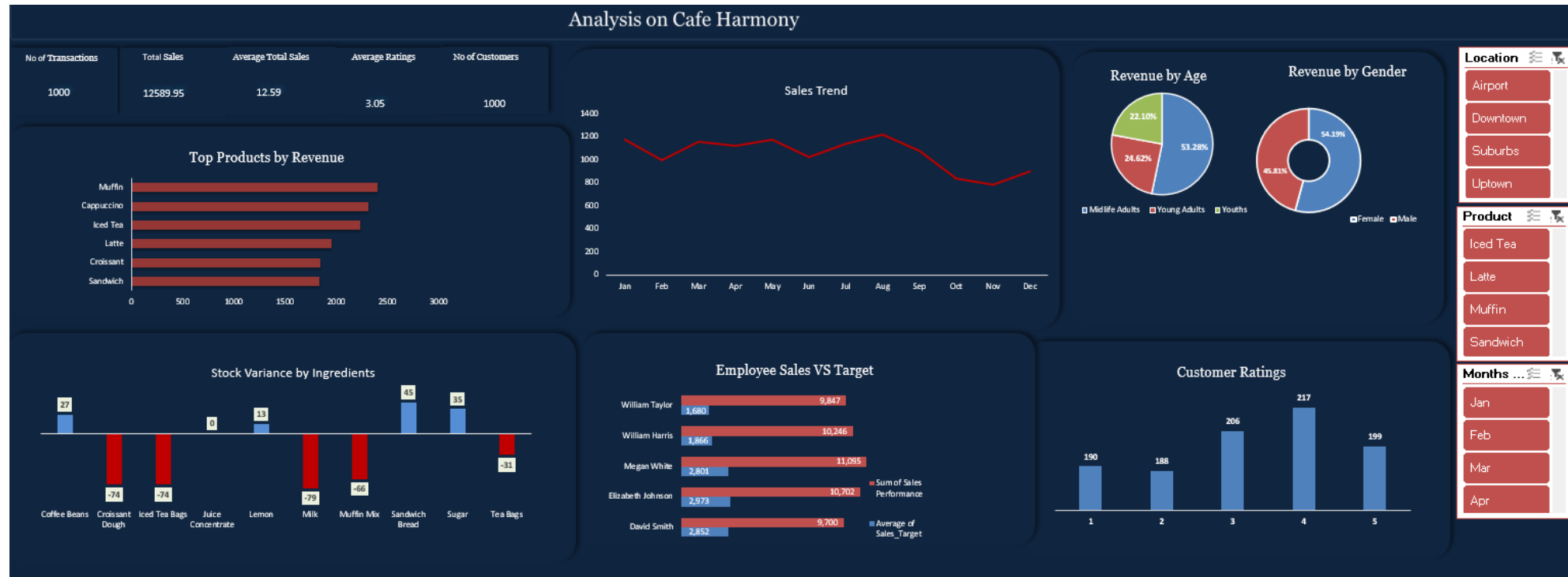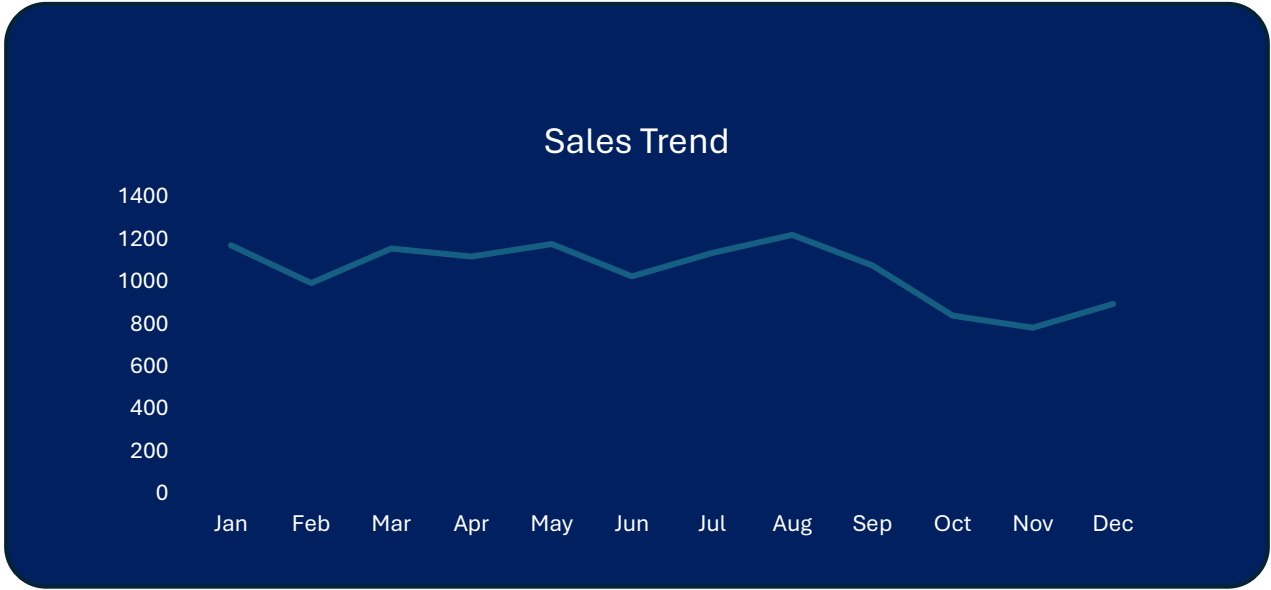
Sales Trend

📈 **Sales Trend:**

The sales trend has shown fluctuations over the year, peaking mid-year and dipping slightly towards the last quarter. But December sees a modest recovery — a potential sign of seasonal momentum or holiday traffic returning.

Overall Trend:
Despite the ups and downs, the year closed strong in December (+14.30%), suggesting good recovery and seasonal sales performance.

Sales Growth Summary

Over the year, Café Harmony experienced **fluctuating monthly sales**, with a **mix of growth and decline**:

Months with Growth:
- **March:** +16.47%
- **May:** +5.28%
- **July:** +10.74%
- **August:** +7.58%
- **December:** +14.30%

These months likely saw strong promotions, product launches, or seasonal peaks (e.g. holidays).

Months with Decline:
- **February:** -15.25%
- **June:** -13.03%
- **September:** -11.75%
- **October:** -22.08% ← *sharpest drop*
- **November:** -6.71%

These dips may indicate **inventory shortages**, **lower footfall**, or **employee performance issues**, particularly in **October**.

Employee Performance:
When it comes to our team, **Megan White** leads the charge, with a standout performance exceeding her sales targets. Across the board, our team of **1,000 employees** shows varied productivity, but with coaching and data visibility, we can uplift lagging performers like David Smith, who's currently trailing behind his target.

Employee Sales VS Target

Employee	Sum of Sales Performance	Average of Sales_Target
William Taylor	9,847	1,680
William Harris	10,246	1,866
Megan White	11,095	2,801
Elizabeth Johnson	10,702	2,973
David Smith	9,700	2,852

■ Sum of Sales Performance ■ Average of Sales_Target

Top Products by Revenue

| Product	Revenue
Muffin	2401.07
Cappuccino	2315.06
Iced Tea	2234.56
Latte	1957.22
Croissant	1845.26
Sandwich	1836.78

- **Revenue Highlights:**

Totaling **$12,589.95**, our sales are well-distributed across our **10-product lineup**. Muffins, Cappuccinos, and Iced Tea shine as customer favorites — with Muffins topping the chart in revenue, contributing to nearly **19.1%** of total earnings.
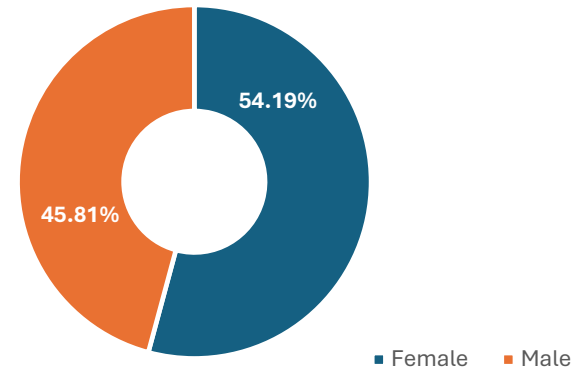

Preferred items by Revenue

Revenue by Age

- Midlife Adults
- Young Adults
- Youths

53.28%
24.62%
22.10%
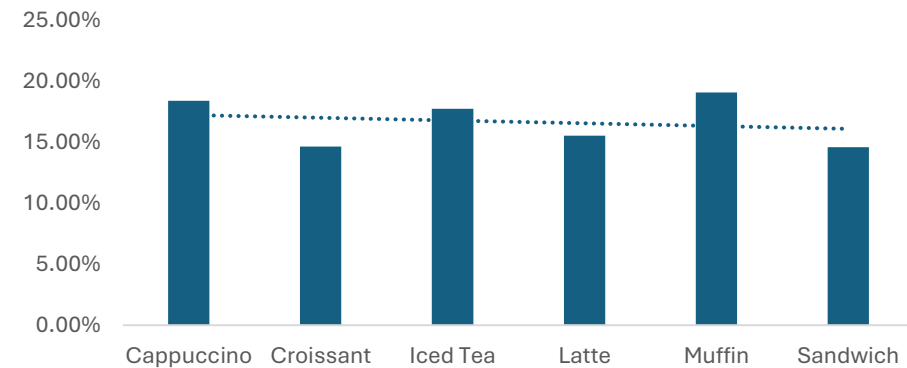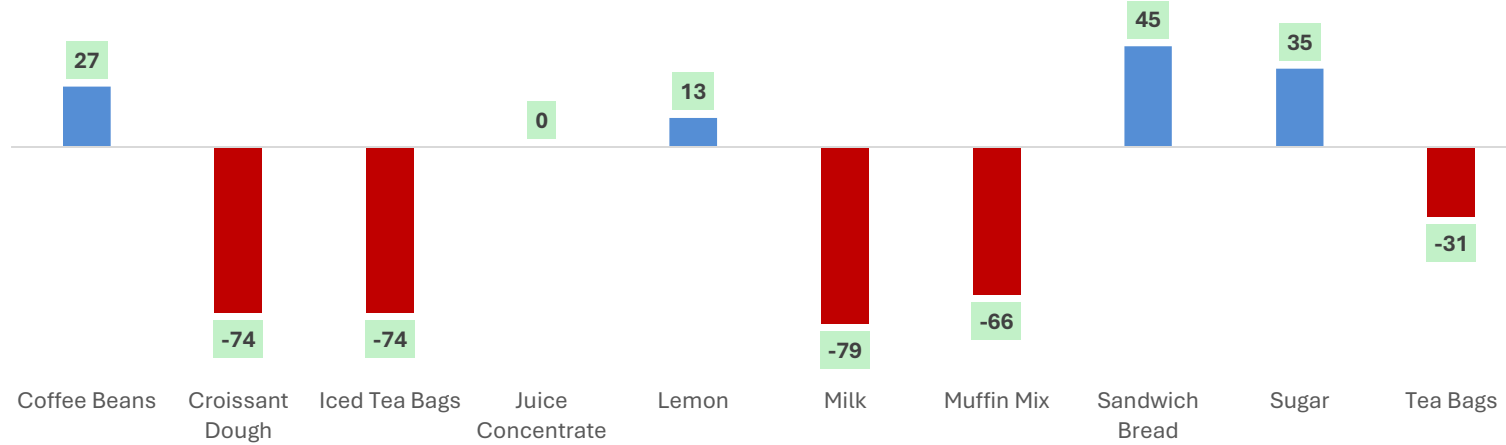
Revenue by Gender
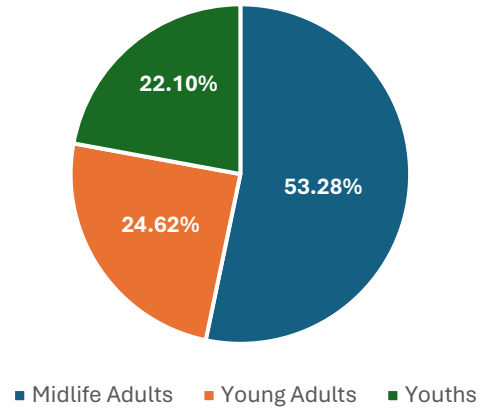
54.19%
45.81%

- Female
- Male

Customer Insights
- **Midlife Adults** (35–54 yrs) are the **highest revenue contributors** (53.28%), followed by **Young Adults** (24.62%) and **Youths** (22.10%).
- **Female customers** slightly outperform males in revenue contribution (**54.19% vs. 45.81%**).
- This highlights the importance of **targeted marketing and product alignment** with midlife preferences and female purchasing behavior.

-Midlife adults are our **core revenue base** — they likely value consistency, quality, and premium offerings. Youth engagement could be boosted through targeted deals or social-driven promotions.

-While revenue is relatively balanced, females slightly edge out males. Therefore, we need to consider segment-specific campaigns (e.g. loyalty perks or seasonal promotions tailored by preference data).

Stock Variance by Ingredients

27	-74	-74	0	13	-79	-66	45	35	-31
Coffee Beans	Croissant Dough	Iced Tea Bags	Juice Concentrate	Lemon	Milk	Muffin Mix	Sandwich Bread	Sugar	Tea Bags

**Operational Insights – Stock Variances:**
A closer look at ingredients tells another story — **Croissant Dough, Iced Tea Bags, and Muffin Mix** are experiencing negative variances, which could point to inventory losses or over-usage. Meanwhile, **Sandwich Bread and Sugar** show positive margins — indicating efficient use or perhaps overstock.

Customer Ratings

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

⭐ **Customer Experience:**
With an **average rating of 3**, we have room to grow. It's a gentle nudge reminding us that while numbers look good, experience must match the flavor.
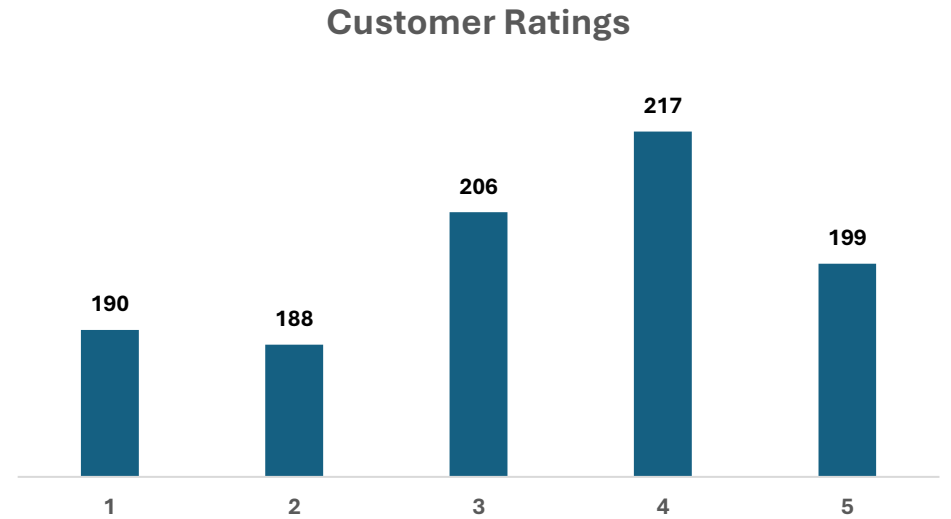
Business Focus Moving Forward:

To sustain growth, Cafe Harmony should:

1.**Investigate inventory discrepancies** and reduce wastage.

2.**Standardize sales practices** from top-performing employees.

3.**Improve customer satisfaction** by addressing service quality or product consistency.

Recommendations

- Improve customer-centric by conducting surveys or qualitative feedback to identify specific areas for better service or product quality.
- Implement loyalty programs or seasonal promotions to stabilize inconsistent sales.
- Boost revenue by leveraging muffin popularity through bundle deals (e.g., muffin + coffee) or upsell strategies.
- Leverage top-performer methods across teams to raise baseline employee productivity.
- Strengthen stock management by improving demand forecasting and supplier evaluations.
- Introduce coaching/mentorship for underperforming staff while recognizing top performers to elevate team engagement.

- **Investigate October's -22.08% drop** — was it product shortage, staffing, or external factors?
- **Replicate successful campaigns** from March, July, and December across other months.
- Consider **predictive stock planning** to avoid dips during high-potential periods like October and June.

Purchasing habits

Consumer motivation