**Café Metrics Hub**

# Overview

The Café Metrics Hub dashboard provides a comprehensive view of coffee shop performance, tracking sales, transactions, and customer preferences. It helps decision-makers quickly understand sales trends, top-performing coffee types, and revenue patterns across time.

# Key Performance Indicators (KPIs)

|  |  |
| --- | --- |
| **Performance Metric** | **Result** |
| Total Sales | 505K |
| Total Transactions | 4K |
| Average Sale Value | 130 |
| Top Selling Coffee | Americano |

# Dashboard Components

1. **Monthly Sales Trend** – Displays monthly sales performance, highlighting periods of growth or decline.
2. **Sales by Coffee Type** – Compares different coffee varieties to identify bestsellers.

It highlights which product contribute most to revenue.

1. **Sales by Price Band** – Shows contribution of premium, high, medium, and low-priced products to total sales.
2. **Sales by Hour** – Reveals peak hours of customer activity.
3. **Transaction Insights (Month & Day)** – Illustrates daily transaction fluctuations within each month.
4. **Interactive Slicers** – Allow filtering by year, month, cash type, price band, and coffee name for deeper insights and customized analysis without manual calculations.

# Insights and Observations

* The **Monthly Sales Trend** shows a gradual decline in sales over time. This may indicate reduced customer demand, possible seasonal variations, or less promotional activity in later months. While this doesn’t necessarily confirm a profit drop, it signals the need for new marketing or offers to re-engage customers.
* **Americano** remains the top-selling coffee, reflecting customer preference for classic options. Most customers tend to purchase products within the Medium price range, indicating a balance between quality and affordability. This can guide inventory and promotional strategies.
* While **Americano,** the medium price band is the most frequently purchased coffee, the **premium** price band contributes the highest total revenue, showing that premium products, though fewer in quantity, generate greater earnings.
* The **Sales by Hour** chart indicates peak performance during specific hours, helping optimize staffing and operations.
* **Opportunities for Growth:**  
  Introducing **new premium beverages**, **loyalty programs**, or **discounts during low months** could help increase customer engagement and sales.

# Conclusion

The **Café Metrics Hub** dashboard offers a **holistic and comprehensive** analysis of the café’s performance.  
It integrates multiple metrics into one platform, enabling clear visibility into sales, product trends, and customer preferences.  
By using this dashboard regularly, café managers can:

* Monitor progress effectively,
* Identify areas needing attention, and
* Make data-driven decisions to improve profitability and customer satisfaction.