



# Café Harmony

Performance Analysis

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## **Business Overview**

Welcome to Café Harmony, a new and exciting virtual café chain! The café specialises 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.

## **Problem Statement**

Café Harmony has grown rapidly and now faces the challenge of improving its overall operational efficiency and customer experience. The company needs to identify the following key business questions:

- Which menu items are performing the best across different locations?
- 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 overstock?
- Are there any locations or employee performance issues that require attention?

## **Key Metrics**

- Total Revenue - £12,589.95
- Total number of customers - 1,003
- Total number of employees - 1,000
- Total number of stock items - 10
- Average Ratings - 3.05

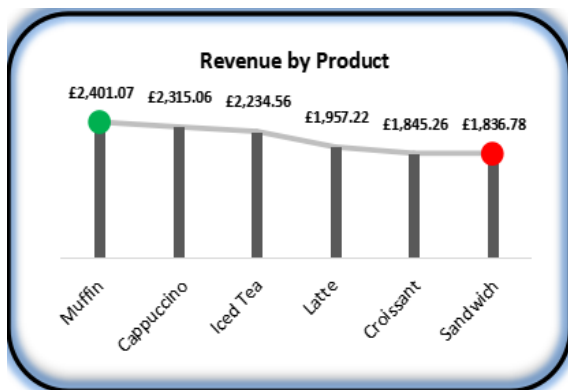
## **Skills/Concept Demonstrated**

The following Excel features were incorporated:

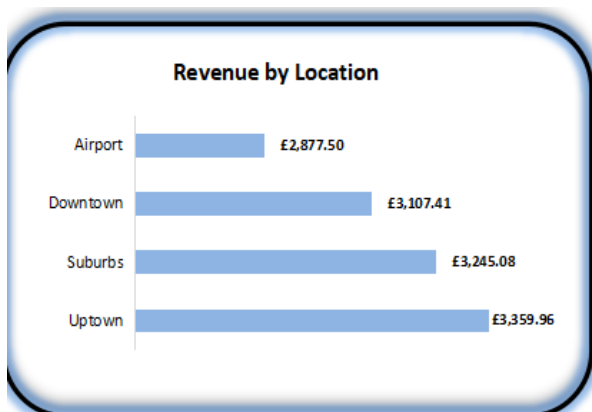
- Data Cleaning and transformation
- Data visualisation

- Calculated metrics
- Charts (bar, column, doughnut)
- Excel functions and Formulas such as XLookup, Proper function, Sum, conditional formatting etc.
- Pivot Table

## Visualisation and Key Insights

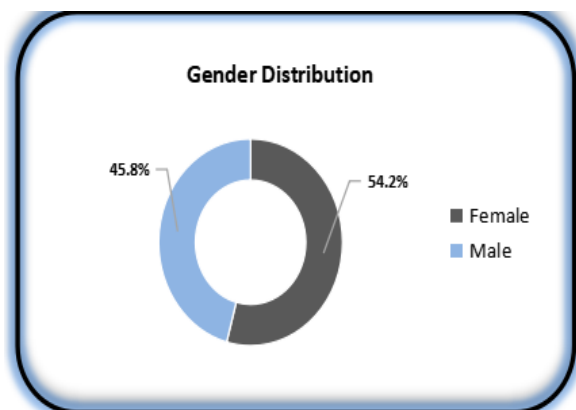


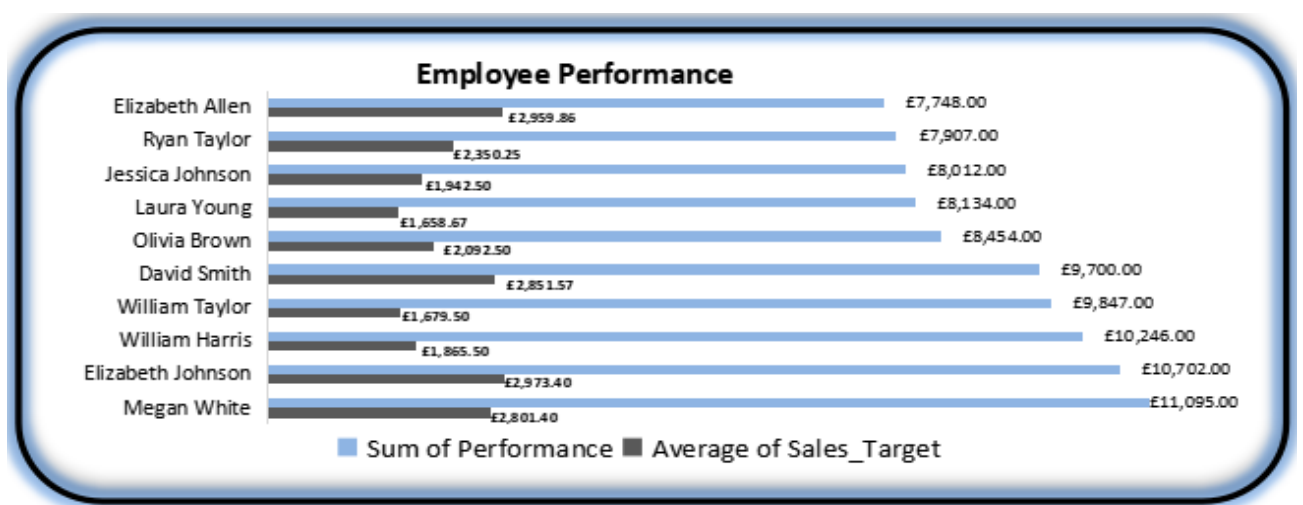
**Sales Analysis by Product:** Overall, Muffins generated the highest revenue of £2,401.07 whereas Sandwich had the lowest sales revenue of £1,836.78.



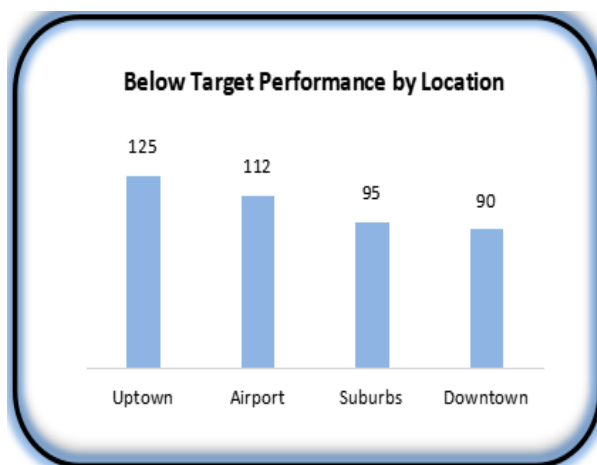
**Sales Analysis by location:** Uptown generated the highest sales revenue (£3,359.96) with Airport having the least sales revenue (£2,877.50)

**Revenue by Gender:** 54.20% of revenue was generated by female customers while 45.80% revenue was generated by male Customers.

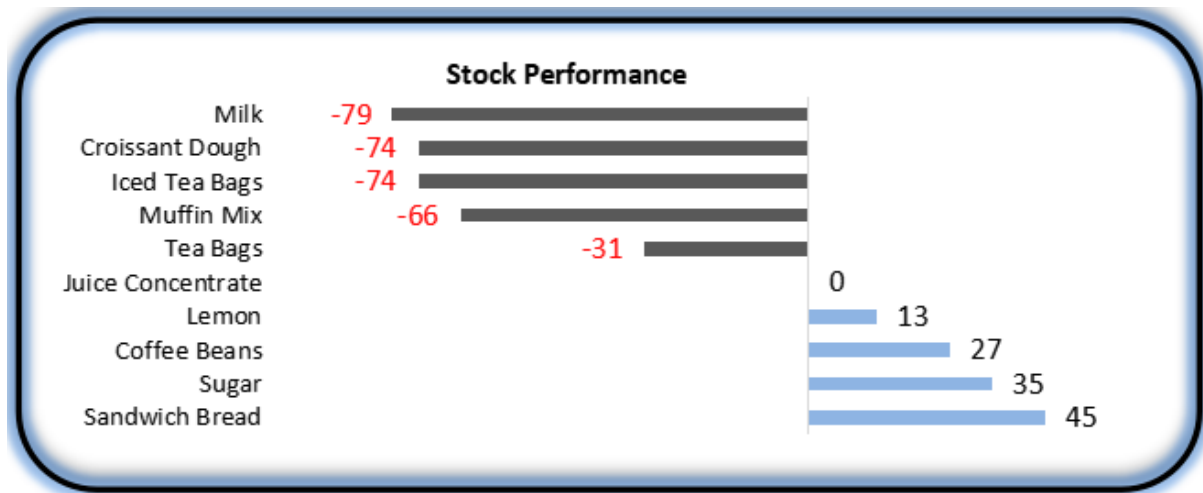




**Top Performing Employees:** The dashboard shows the top 10 performing employees based on their actual sales compared with their target.



Overall, 422 employees performed below target with Uptown having the highest number of employees performing below target. Downtown had the least number of employees performing below target.



**Stock Performance:** Products that have high sales revenue, for example Muffins and Capuccino are under stocked on their ingredients.

## Conclusion and Recommendation

- Since Females contribute the highest revenue, consideration could be given to marketing strategy targeted at females.
- Inventory management system should be put in place to monitor stock as Muffins generated the highest revenue but Muffin mix is understocked.
- 442 representing 42.20% of employees are performing below target. Consideration should be given to organising training programs to equip employees with the right skills to improve performance.