



EXCEL CAPSTONE PROJECT





Analysis on Café Harmony





Business Overview



Welcome to Café Harmony, 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.

Your job is to dive into the business data of Café Harmony, clean and analyze it, and ultimately build a dashboard that will help the company's management make key decisions for growth.

Data Description

You've been provided with an Excel file containing multiple datasets, including:

Sales Data: Contains information on sales transactions across different locations, including items sold, prices, quantities, and sales dates.

Customer Data: Customer details such as age, gender, location, and preferred drink items.

Employee Data: Information about employees (e.g., name, role, salary, location).

Stock Data: Inventory of raw materials and supplies needed to prepare the café's menu items.

Feedback Data: Customer satisfaction ratings and comments after each purchase.

Your task is to clean and process these datasets, use formulas and functions to extract insights, and present them in a clear and meaningful way.





Business Problem



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?



Aim of Project

Your project aims to help Café Harmony make data-driven decisions by answering the business questions listed above and presenting your findings in a clear, visually appealing dashboard.

The key objectives are:

- **Data Cleaning:** Ensure all datasets are clean and ready for analysis.
- **Data Analysis:** Use Excel formulas (like SUMIF, COUNTIF, VLOOKUP, INDEX/MATCH) to analyze the data.
- **Dashboarding:** Create a dashboard that visually communicates the answers to the business questions using charts, pivot tables, and slicers.
- **Business Insights:** Provide recommendations for business decisions based on the data insights.



CASE 1

Menu Performance

Which top-selling menu product generate the most revenue?



CASE 2

Customer Spending

Which customer demographic (age, gender, or preferred items) is driving the highest sales?



CASE 3

Stock Management

Which ingredients or products are most commonly running low across locations?



CASE 4

Employee Performance

Identify which locations or employees are performing above or below the average sales target



CASE 5

Customer Feedback Analysis

Analyze customer feedback to identify common themes in satisfaction or dissatisfaction.





Project Submission Direction

Excel Requirements:

Your Excel file should contain:

- Cleaned and structured data (no blanks or errors).
- Your Pivot table Sheet
- A dashboard sheet with key metrics and visualizations (charts, tables, pivot tables).

Dashboard Requirements:

- The dashboard should be interactive with slicers for filtering by location, item category, and time (month or year).
- Keep it clean, user-friendly, and focused on the most important KPIs (Key Performance Indicators).





Project Submission Direction

Presentation Requirements:

After creating your dashboard, take screenshots of your key charts/graphs.

Create a PowerPoint presentation with:

- Each screenshot on a separate slide with an explanation of the insight.
- Key findings, trends, and business recommendations based on the data.
- Convert the PowerPoint into a PDF format for submission.

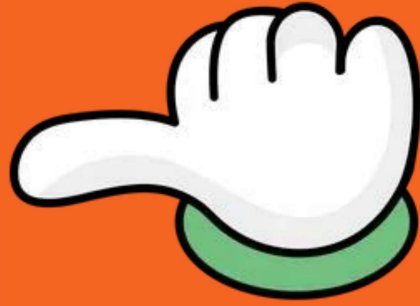
Submission Format:

- Submit only the PDF file (PowerPoint slides converted to PDF).





Create a dashboard and share on LinkedIn
(Tag @10Alytics)



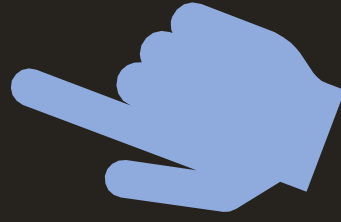
GOOD LUCK!!



Click

[Here](#)

to download datasets





GOOD LUCK!!!

- complete your work and submit your solution via the submission box in your google classroom, ensure to be present during your presentation to get invaluable feedback

- AND **DON'T FORGET TO POST YOUR WORK ON LINKEDIN** (#SHOW YOUR WORKINGS)

Also feel free to **collaborate** with your group members to brainstorm.

- If you have any question, please reach out via your WhatsApp group. Tag **@Amaka**, **@Stanley**, **@Mark**, **@Dorcas** or **@Fiyin**

dataanalytics@10alytics.org

Amaka@10alytics.org

Stanley@10alytics.org

Mark@10alytics.org