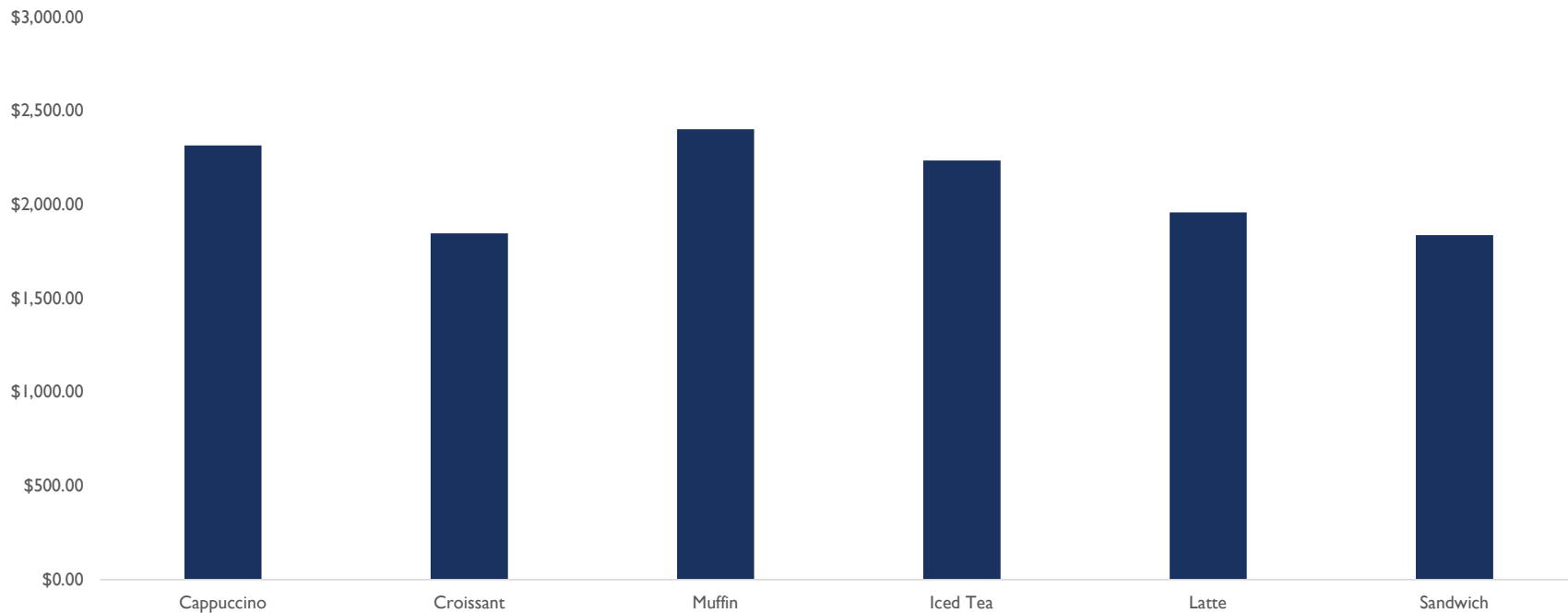# CAFÉ HARMONY CAPSTONE

PRESENTED BY: NURENI TIJANI

Overview

The document presents an analysis of sales performance, customer demographics, and employee performance for Café Harmony, highlighting revenue per product and customer ratings

Revenue per product

•**Analysis**: The highest revenue is generated from Muffin ($2,400.00), followed by Cappuccino ($2,300.00), Iced Tea ($2,200.00), Latte ($1,900.00), Croissant ($1,840.00), and Sandwich ($1,830.00).

•**Recommendation**: Focus on promoting Muffin and Cappuccino as they generate the highest revenue. Consider marketing strategies to boost sales of lower-performing products like Sandwiches and Croissant.

Sales by Gender

45.81%
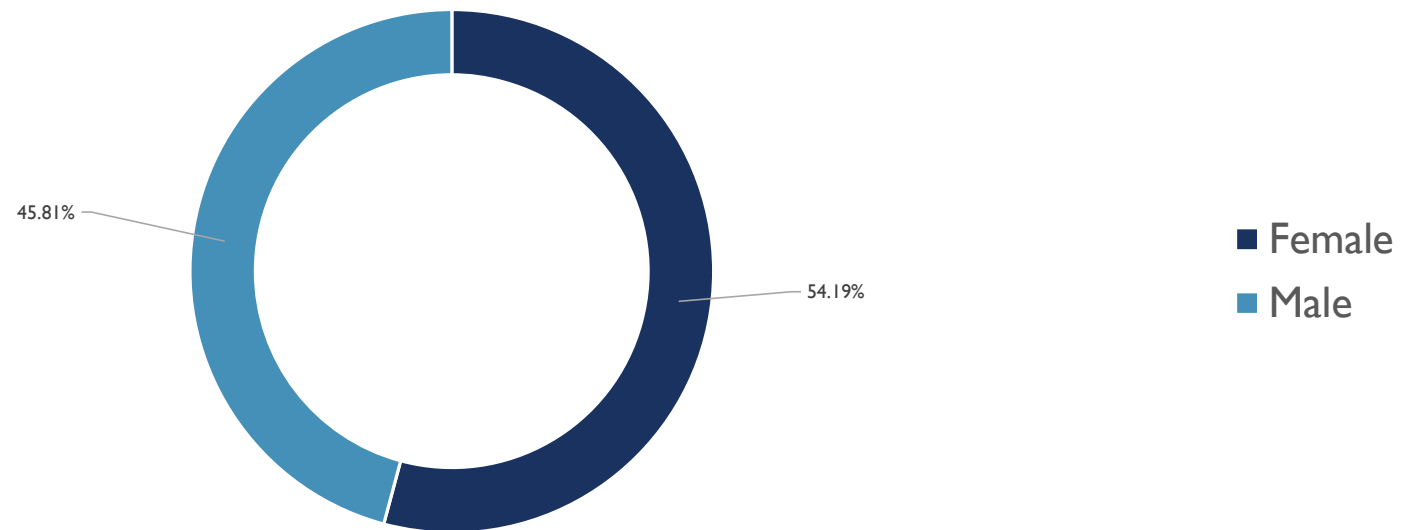
54.19%

- Female
- Male

•**Analysis**: Sales are relatively balanced with 45.81% from females and 54.19% from males.
•**Recommendation**: Maintain gender-neutral marketing strategies but explore targeted campaigns to increase female customer engagement.

Sales by Age Group
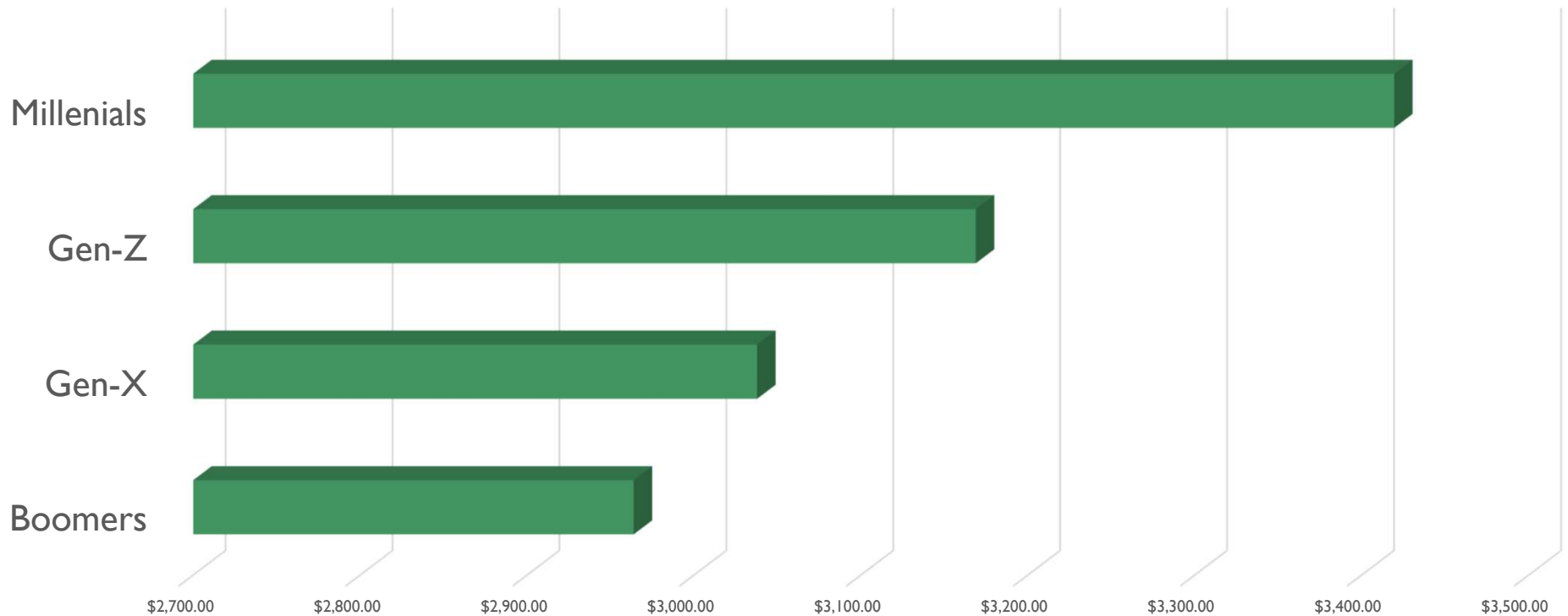
•**Analysis**: Gen-Z and Millennials are the highest spenders, with Millennials $3,419.43 and Gen-Z generating while $3,168.52 Boomers and Gen-X also contribute significantly.

•**Recommendation**: Tailor marketing efforts to appeal to Gen-Z and Millennials, as they are the primary revenue drivers. Consider loyalty programs or promotions for Boomers and Gen-X to increase their spending.
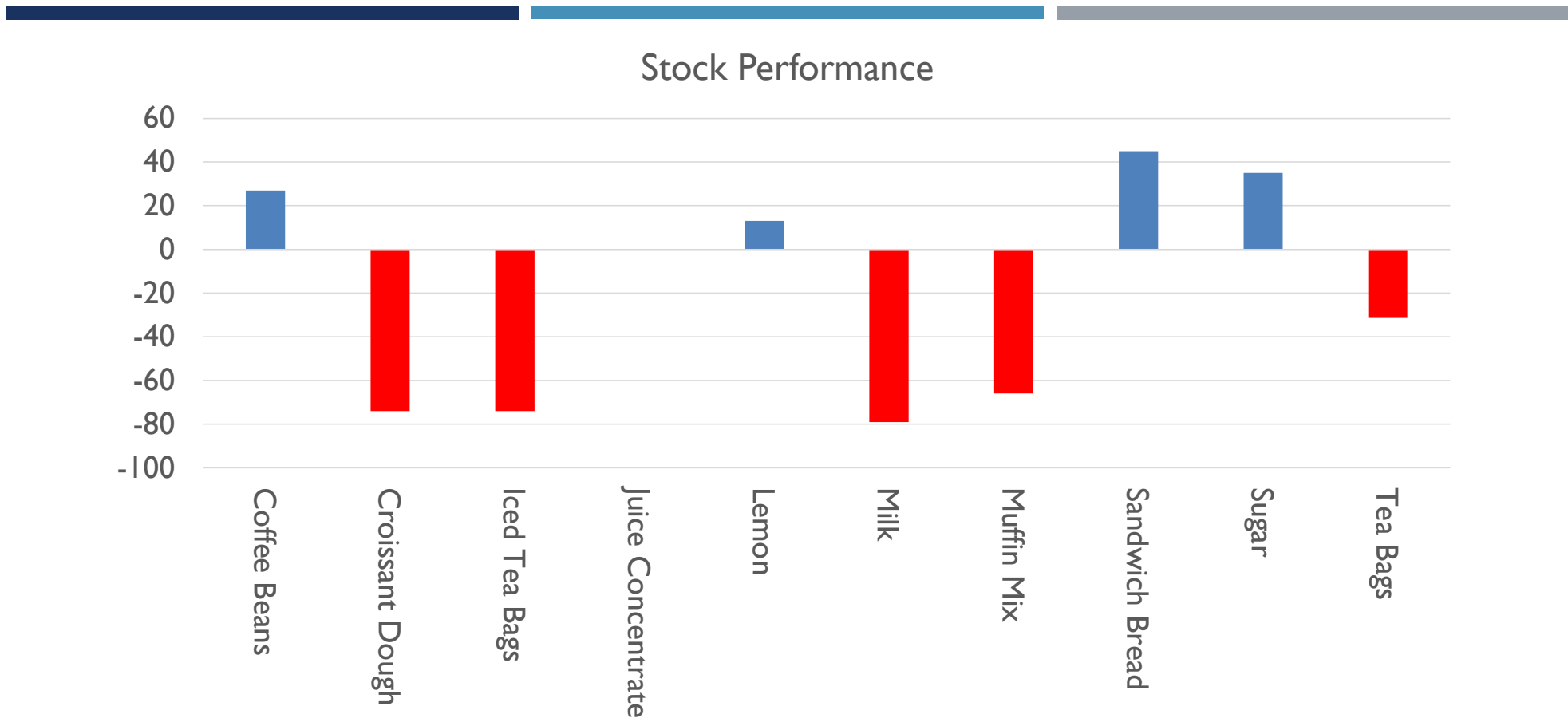
Stock Performance

•**Analysis**: Stock performance varies significantly, with Sandwich Bread, Sugar, Coffee Beans and Lemon performing well, while items like Croissant Dough, Iced Tea Bags, Milk, Muffin Mix and Tea Bags show negative performance.
•**Recommendation**: Optimize inventory management for high-performing stocks like Sandwich Bread and Coffee Beans. Investigate reasons for poor performance in items like Milk and Iced Tea Bags and adjust procurement strategies accordingly.
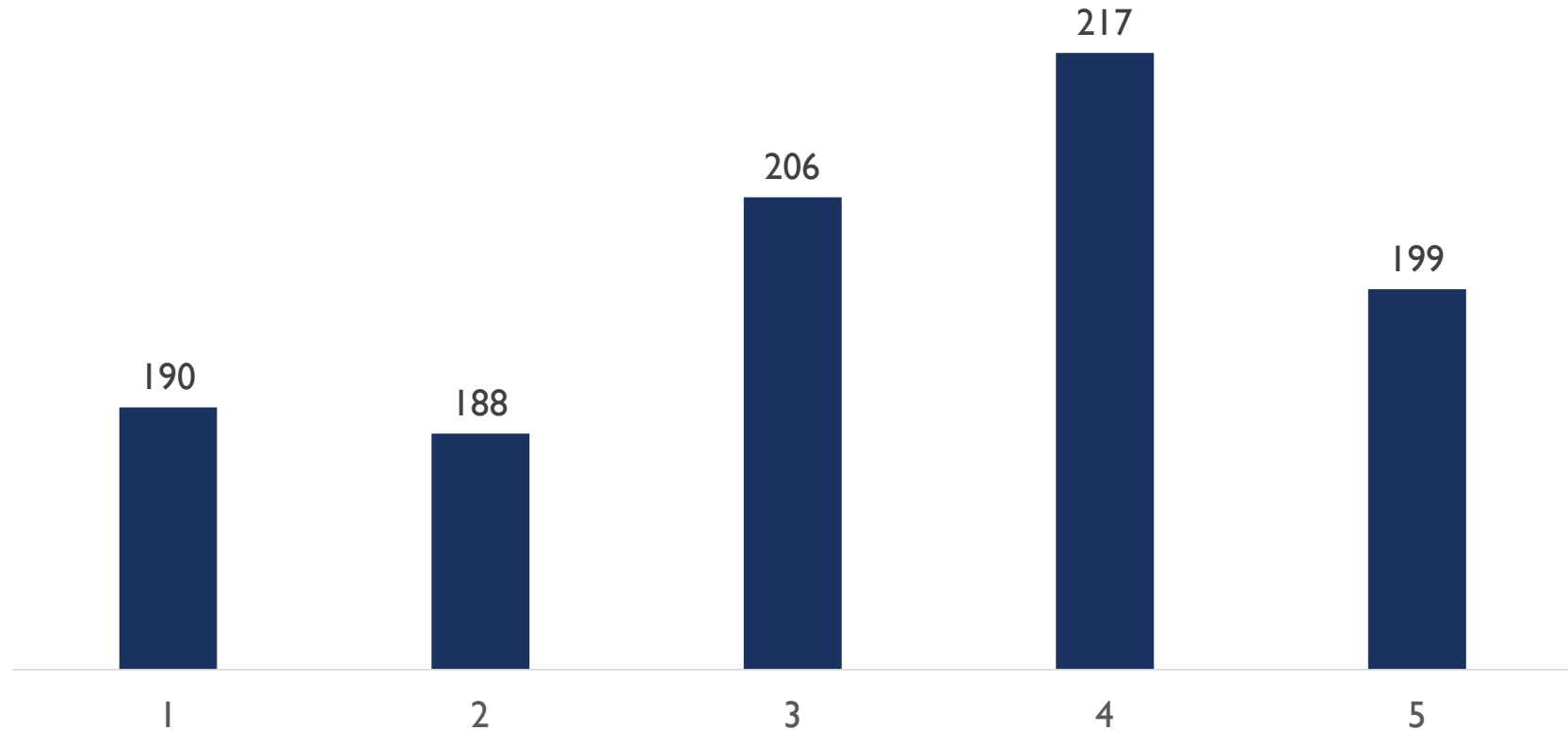
Employee Performance
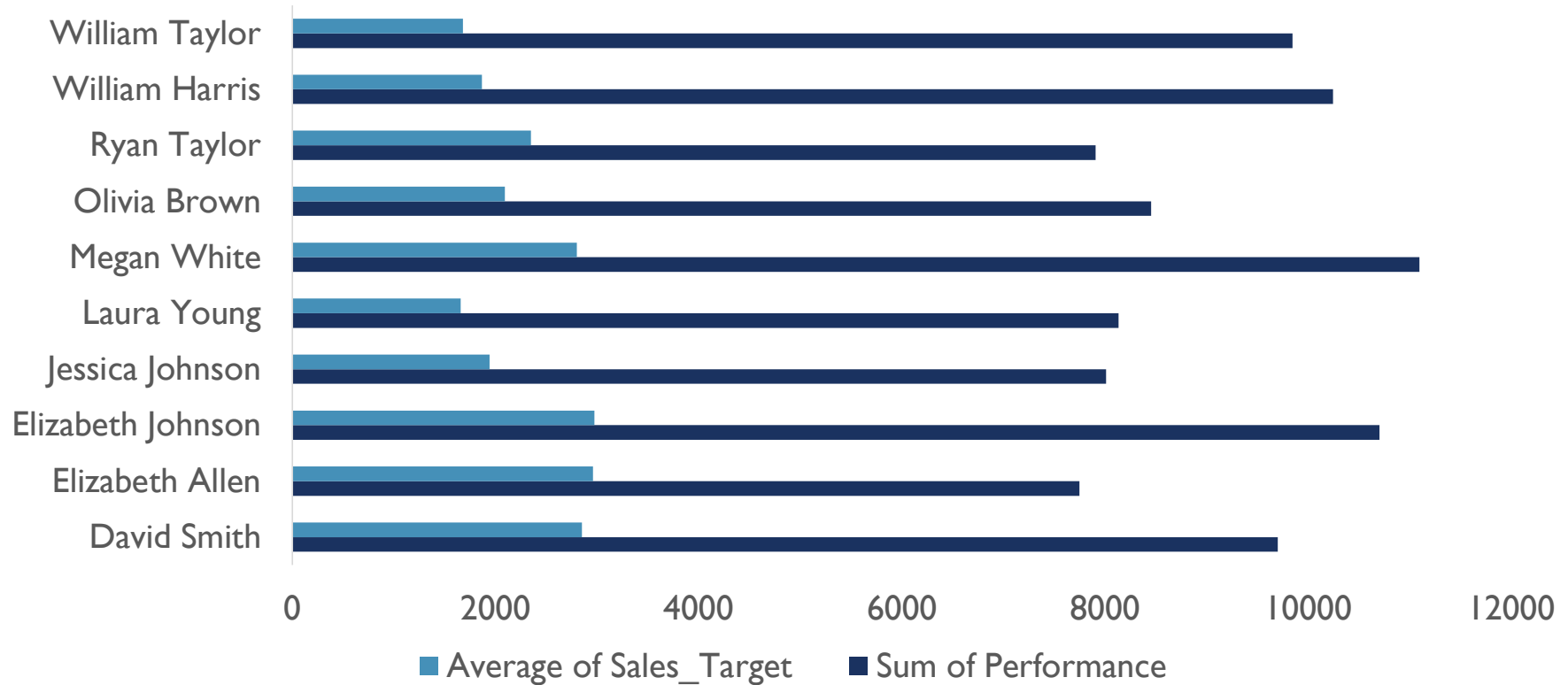
- **Analysis**: Megan White and Elizabeth Johnson are top performers, while Elizabeth Allen and Ryan Taylor have lower performance metrics.
- **Recommendation**: Recognize and reward high-performing employees like Megan White and Elizabeth Johnson. Provide additional training and support to lower-performing employees to improve their performance.

Customer Ratings

- **Analysis**: Customer ratings range from 188 to 217, indicating varying levels of satisfaction.
- **Recommendation**: Focus on improving customer service and product quality to enhance overall customer satisfaction. Address specific areas of concern highlighted by lower ratings.
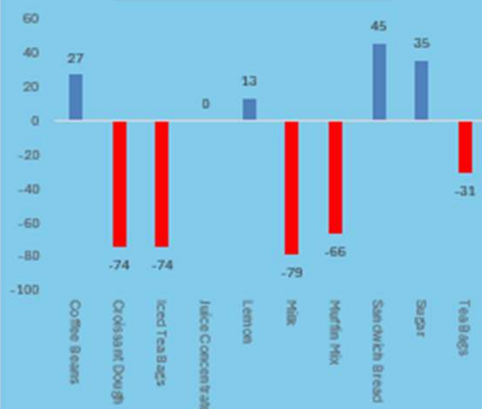
DASHBOARD

Revenue per product

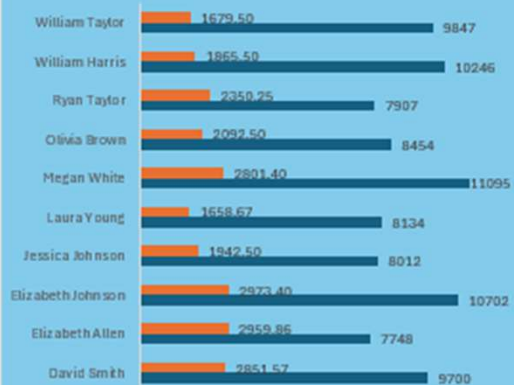- Cappuccino: $2,315.06
- Croissant: $1,845.26
- Muffin: $2,401.07
- Iced Tea: $2,234.56
- Latte: $1,957.22
- Sandwich: $1,836.78

Sales by Gender

- Female: 54.19%
- Male: 45.81%

Sales by Age Group

- Millenials: $3,419.43
- Gen-Z: $3,168.82
- Gen-X: $3,037.82
- Boomers: $2,963.88

Stock Performance

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

Employee Performance

Employee	Value 1	Value 2
William Taylor	1679.50	9847
William Harris	1865.50	10246
Ryan Taylor	2350.25	7907
Olivia Brown	2092.50	8454
Megan White	2801.40	11095
Laura Young	1658.67	8134
Jessica Johnson	1942.50	8012
Elizabeth Johnson	2973.40	10702
Elizabeth Allen	2959.86	7748
David Smith	2851.57	9700

Customer Ratings

- 1: 190
- 2: 188
- 3: 206
- 4: 217
- 5: 199

CAFÉ HARMONY

- **Conclusion**: Café Harmony demonstrates strong performance in several areas, including high revenue from specific products like Muffin and Cappuccino, balanced gender sales, and significant contributions from Gen-Z and Millennials. However, there are areas that require attention, such as improving sales of lower-performing products, optimizing stock management, enhancing employee performance, and increasing customer satisfaction.

OVERALL RECOMMENDATIONS:

Product Promotion:
- Focus marketing efforts on high-revenue products like Muffin and Cappuccino.
- Develop strategies to boost sales of lower-performing items such as Sandwiches and Croissant.

Targeted Marketing:
- Maintain gender-neutral marketing but explore campaigns to increase female customer engagement.
- Tailor marketing efforts to appeal to Gen-Z and Millennials, who are the primary revenue drivers.
- Implement loyalty programs or promotions for Boomers and Gen-X to increase their spending.

Inventory Management:
- Optimize inventory for high-performing stocks like Sandwich Bread, Sugar.
- Investigate and address reasons for poor performance in items like Muffin Mix and Tea Bags.

Employee Development:
- Recognize and reward high-performing employees like Megan White and Elizabeth Johnson .
- Provide additional training and support to lower-performing employees to improve their performance.

Customer Satisfaction:
- Focus on improving customer service and product quality to enhance overall customer satisfaction.
- Address specific areas of concern highlighted by lower ratings.

By implementing these recommendations, Café Harmony can enhance its overall performance, increase revenue, and improve customer and employee satisfaction.

THANK YOU