



CAPSTONE PROJECT

Business Insights & Strategic Recommendations for Café Harmony.

BY:

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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

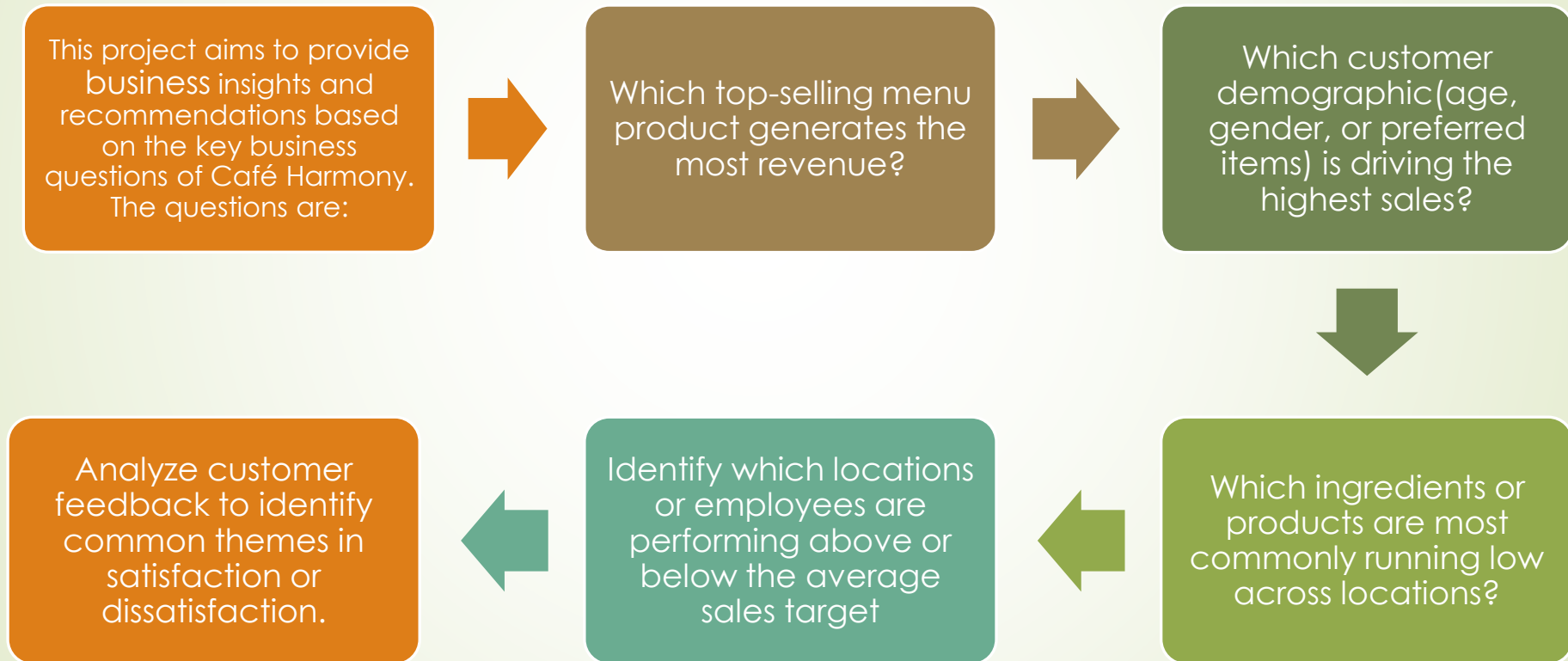


DEMAND. THE CAFÉ HAS MULTIPLE LOCATIONS ACROSS THE CITY, EACH WITH ITS OWN PERFORMANCE METRICS AND

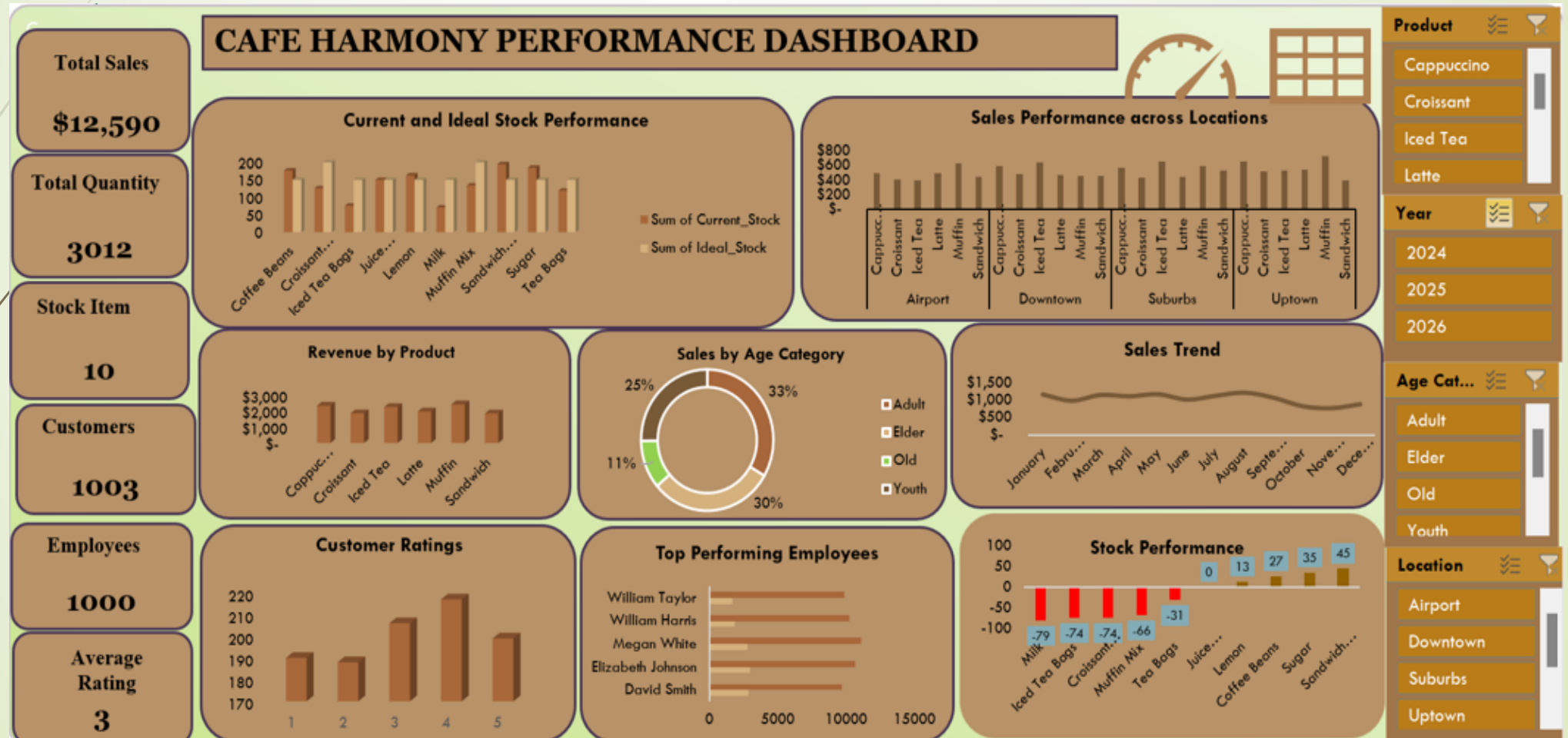


UNIQUE CUSTOMER PREFERENCES.

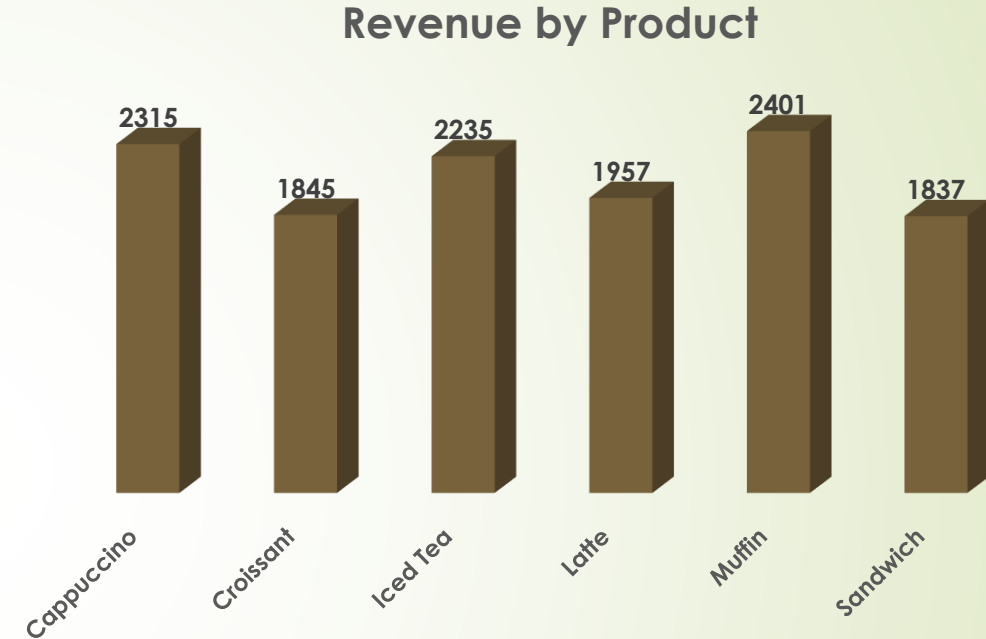
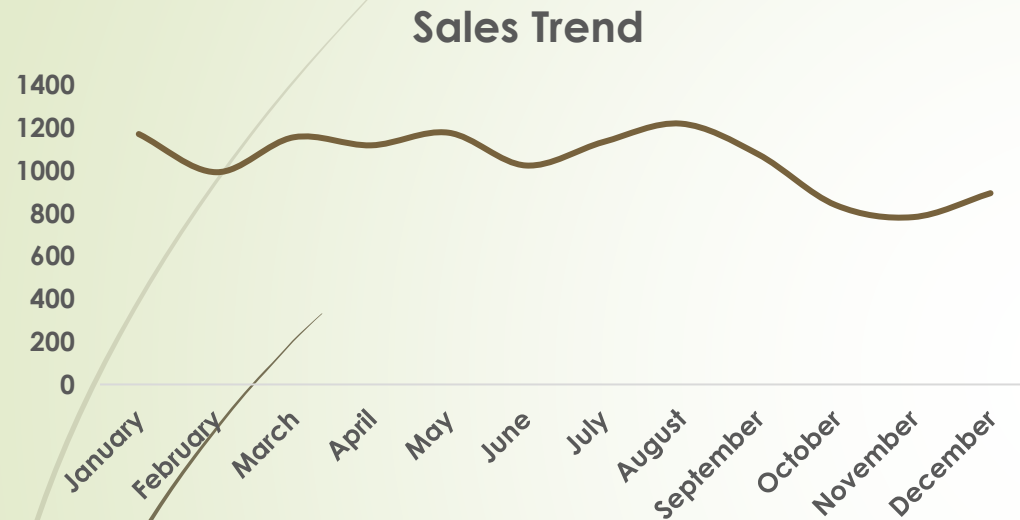
AIM OF THE PROJECT



PERFORMANCE DASHBOARD



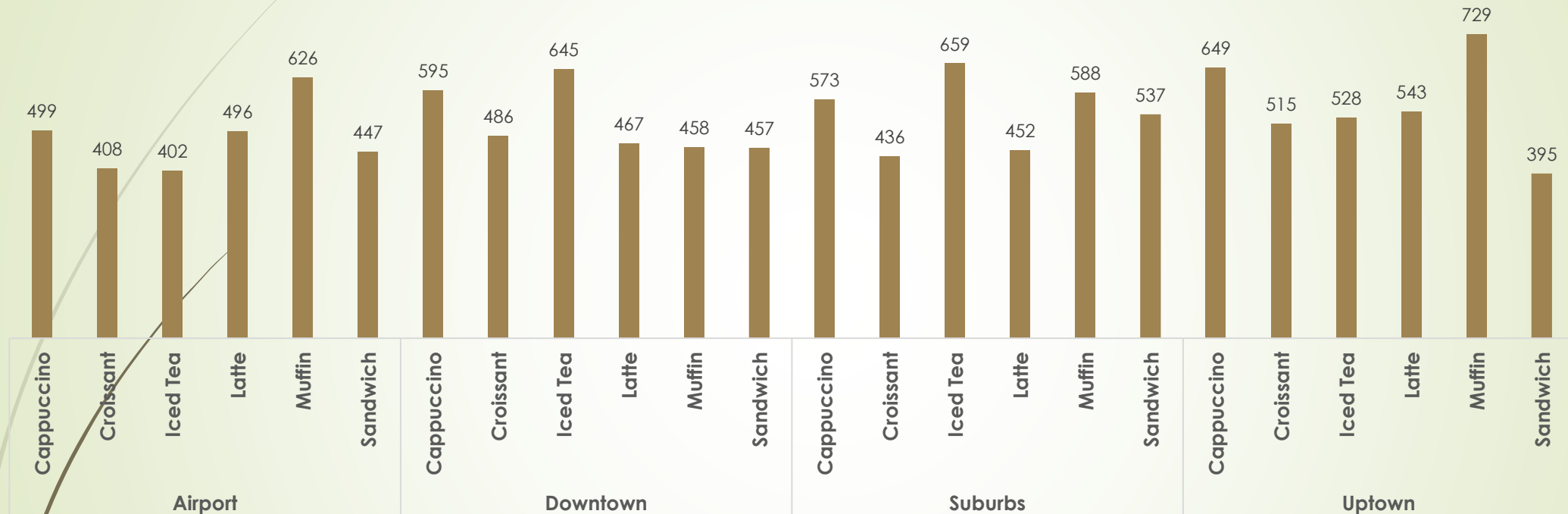
MENU PERFORMANCE



- From the Sales trend chart the month with the highest sales is August(1220 sales) while the month with the lowest sales November(783 sales).
- Sales trend suggests seasonal influence or campaign effects.
- **Recommendation:** Launch promotions in low months and replicate August's strategy.

LOCATION BASED SALES PERFORMANCE

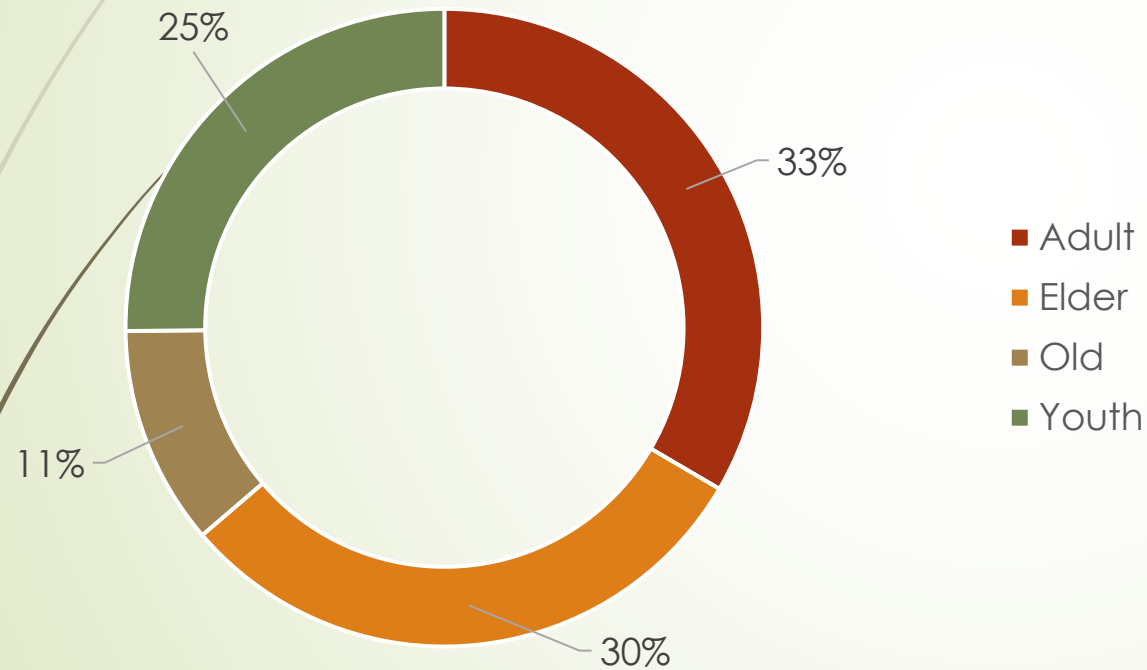
Menu Performance across Locations



- Uptown creates the highest revenue (\$3360) .
- Airport location underperforms.
- **Recommendations:** Audit low performing branches and replicate successful layouts and strategies from Uptown.

CUSTOMER SPENDING

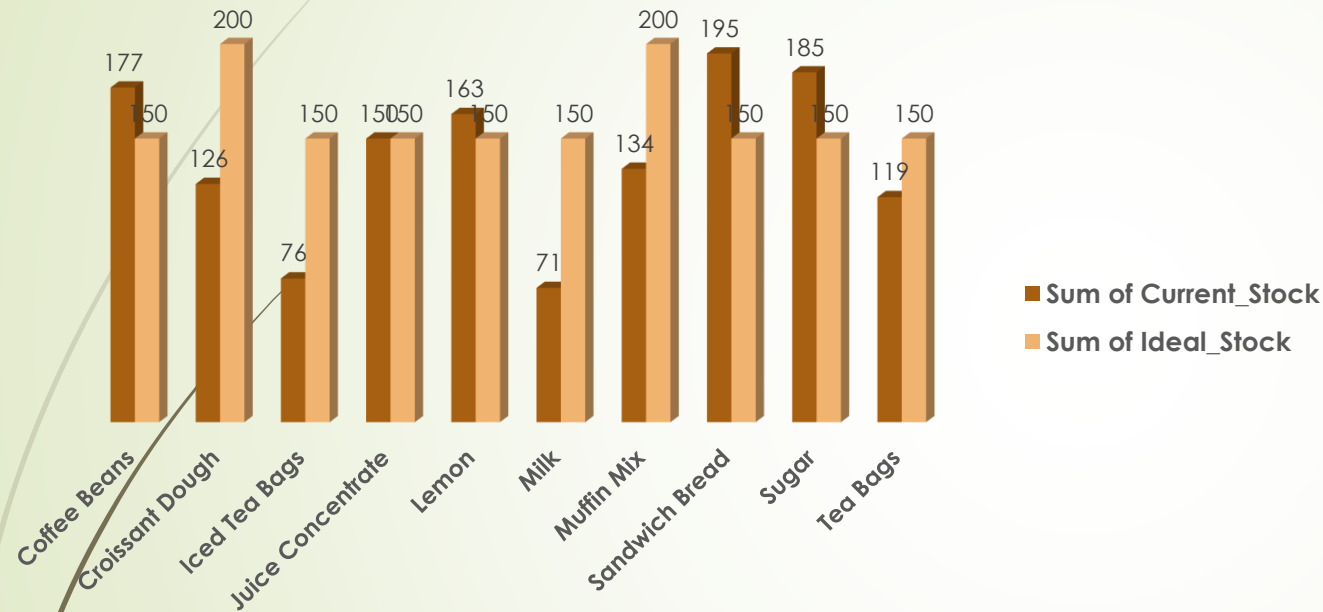
Sales by Age Category



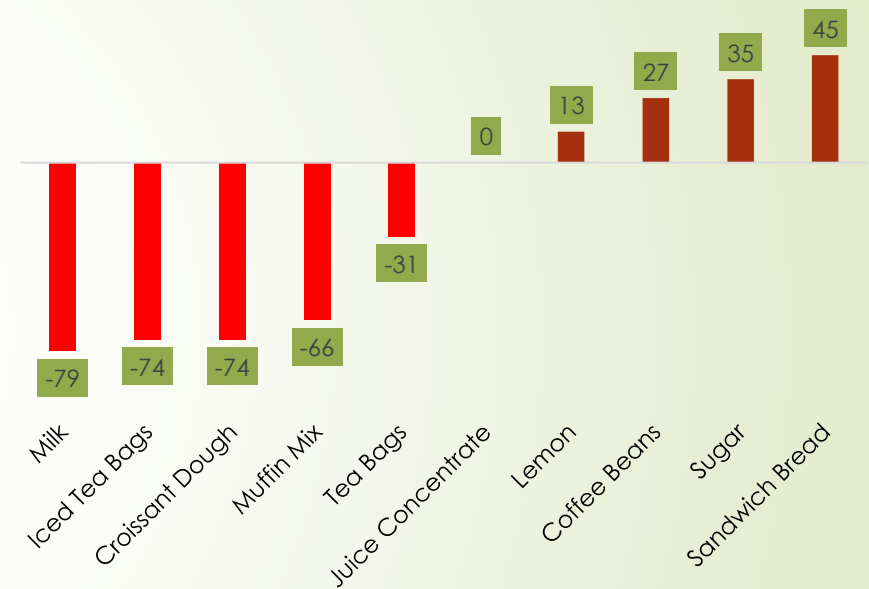
- From the chart the Adult age category spends the most (33%).
- Both the Adults and the Elders make over 60% of sales.
- **Recommendation:** Marketing tailored to loyalty programs and menu items (e.g., wellness-oriented beverages, senior discounts) should be encouraged while Youths should be engaged in youth-centric campaigns to increase engagement, and Student discounts should be provided.

STOCK MANAGEMENT

Current and Ideal Stock Performance

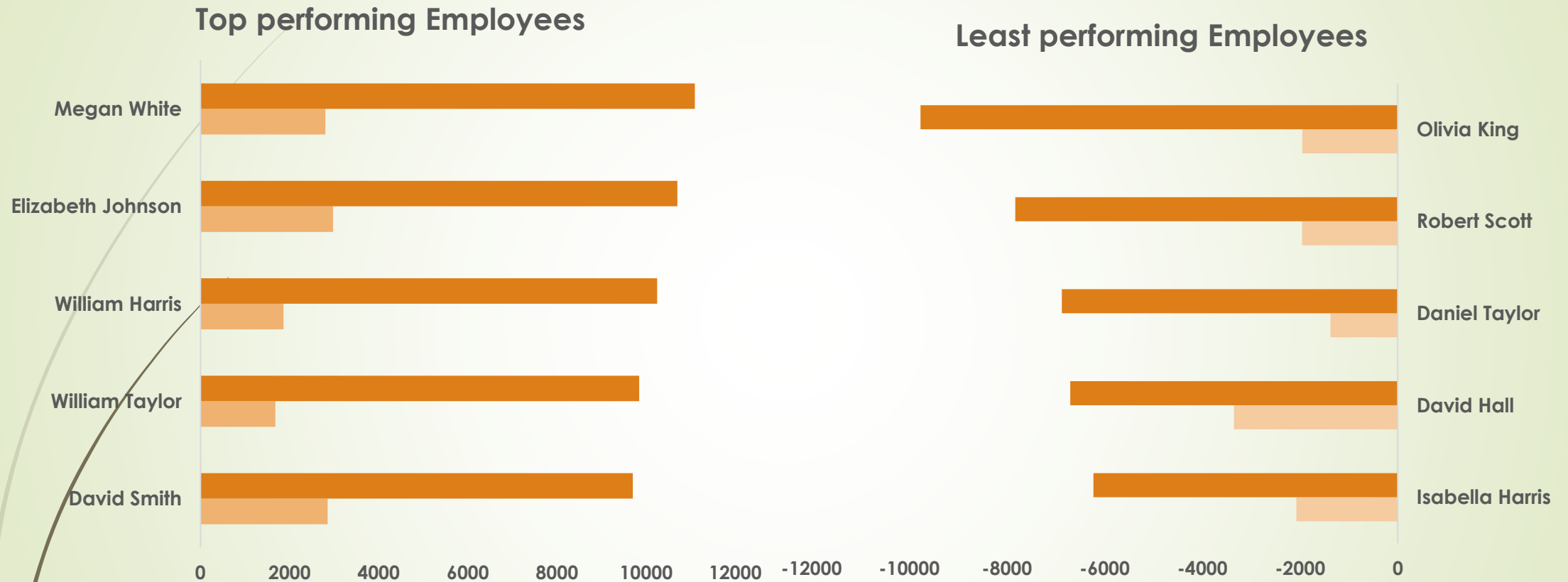


Stock Performance



- Milk, Crossant Dough, Iced Tea Bag, and Muffin Mix are significantly below the ideal stock levels, indicating potential stock out. Conversely, Coffee Beans, Sandwich Bread, Sugar, and Lemon have higher current stock than the ideal stock, suggesting overstocking.
- **Recommendation:** Reduce wastage and review storage or usage rates. Refine the forecasting model for ingredients with low turnover

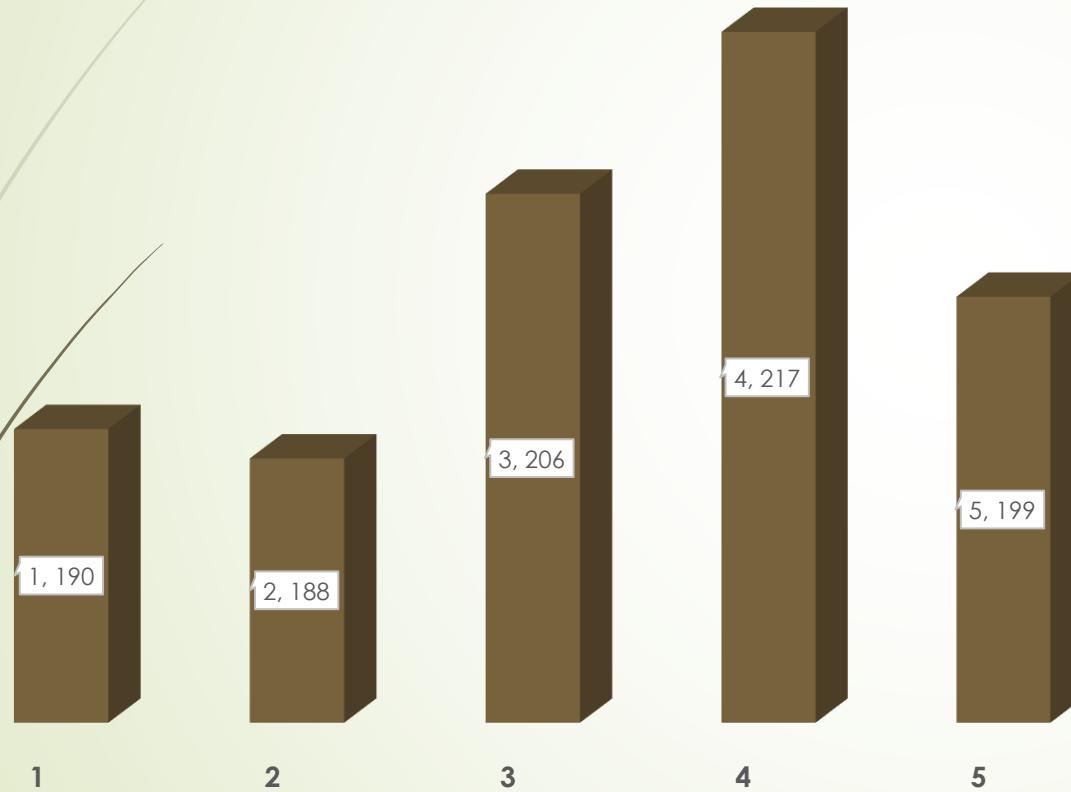
EMPLOYEE PERFORMANCE



- Megan White and Elizabeth Johnson are top performers, while Olivia King and Robert Scott are the least performing employees.
- **Recommendation:** Reward high performers with incentives such as a salary increase and promotion, while the low performers require training or reassignment of their job roles.

CUSTOMER RATING

Customer Ratings

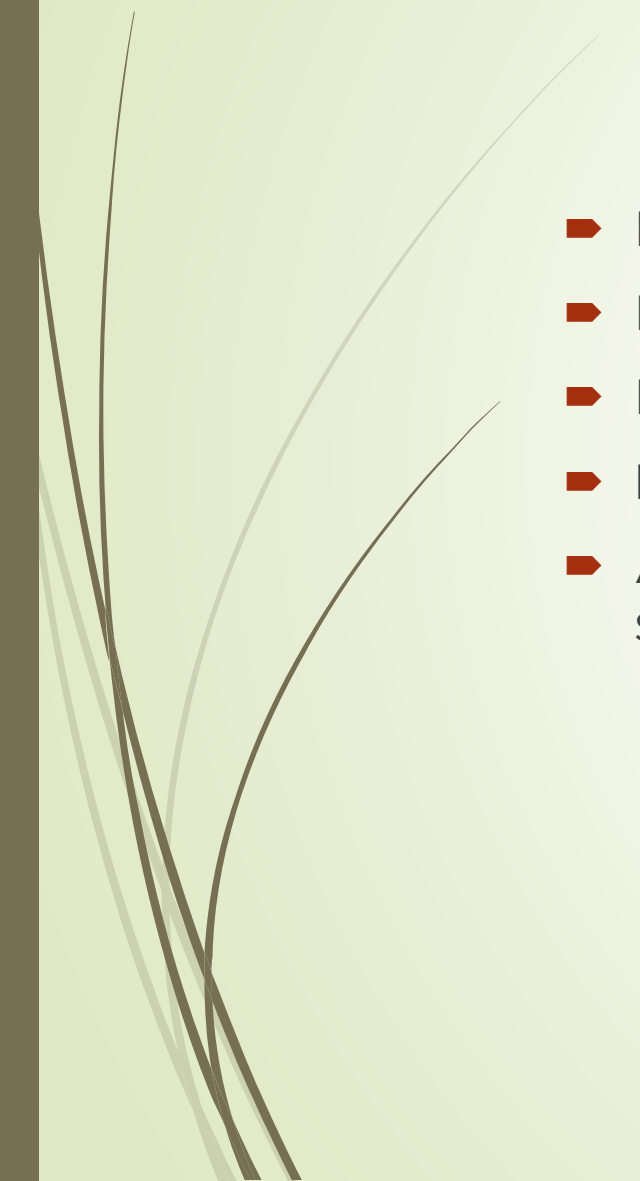


- The Average Rating is 3 out of 5.
- 38% of customers rated the services with 1 or 2 stars.

Recommendation: Improve customer experience via quality audits.
Launch real-time digital feedback with incentives.

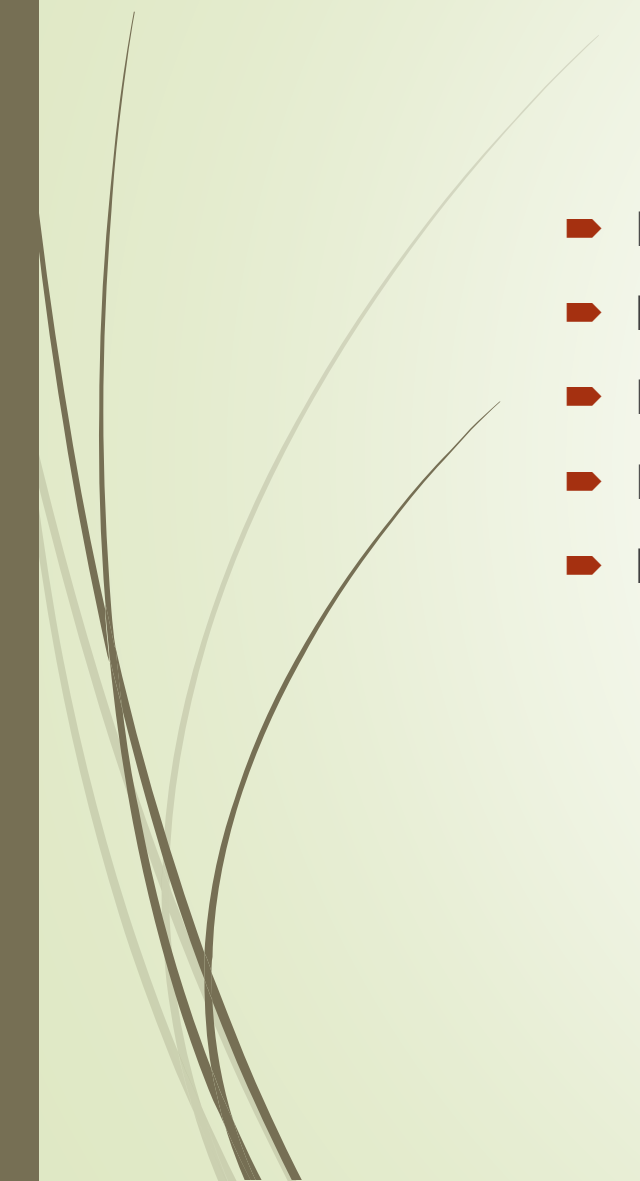


OPERATIONAL RECOMMENDATIONS

- Boost sales during October–November using seasonal promotions.
 - Replicate successful marketing strategies from high-performing August.
 - Balance stock levels: Restock Milk, Muffin Mix; reduce Sugar, Lemon.
 - Improve stock forecasting and apply just-in-time inventory practices.
 - Audit low-performing locations (e.g., Airport) and replicate Uptown's strategy.
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CUSTOMER AND PRODUCT STRATEGY

- Focus loyalty programs on Adults and Elders (over 60% of customers).
 - Introduce youth-targeted campaigns to increase engagement.
 - Promote top-selling items (Muffins, Cappuccino, Iced Tea).
 - Bundle low-selling items (e.g., Sandwiches) with popular products.
 - Improve service and quality to address low customer ratings (avg rating: 3).
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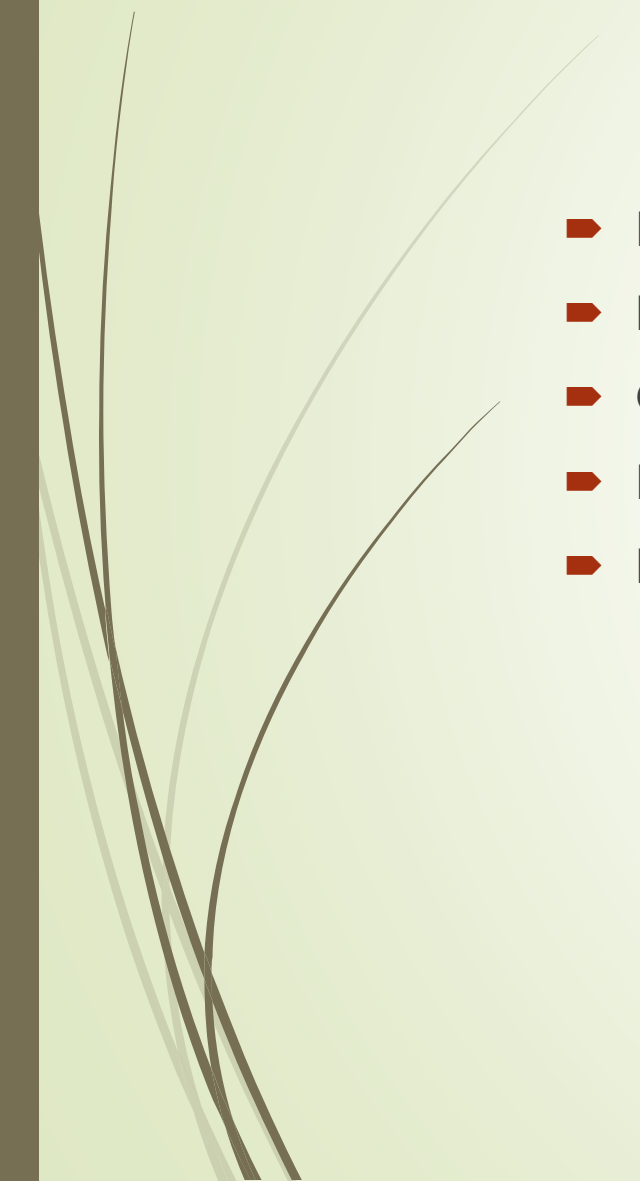


EMPLOYEES AND CUSTOMER EXPERIENCE

- Recognize and incentivize top performers (e.g., Megan White).
- Underperformers should be laid off (e.g., Olivia King)
- Launch digital feedback tools to collect real-time customer insights.
- Use customer reviews to continuously improve service delivery.
- Encourage customer retention through incentives and loyalty rewards



SUMMARY OF KEY RECOMMENDATIONS

- Run seasonal offers and boost low-month sales.
 - Promote top-selling products and bundle low-selling products.
 - Optimize stock levels: Restock essentials, reduce waste.
 - Recognize high-performing staff, lay off low performers.
 - Enhance customer experience and collect customer feedback in real-time.
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➡ **THANK YOU FOR
LISTENING**