

Cafe Harmony – Excel Capstone Project

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TABLE OF CONTENTS

Introduction & Project Aim

Data Overview(Case Analyses)

- Case 1 – Sales Trends Case
- Case 2 - Top Products
- Case 3 – Age Category
- Case 4 – Stock Management
- Case 5 – Employee Performance
- Case 6 – Customer Feedback
- Conclusion

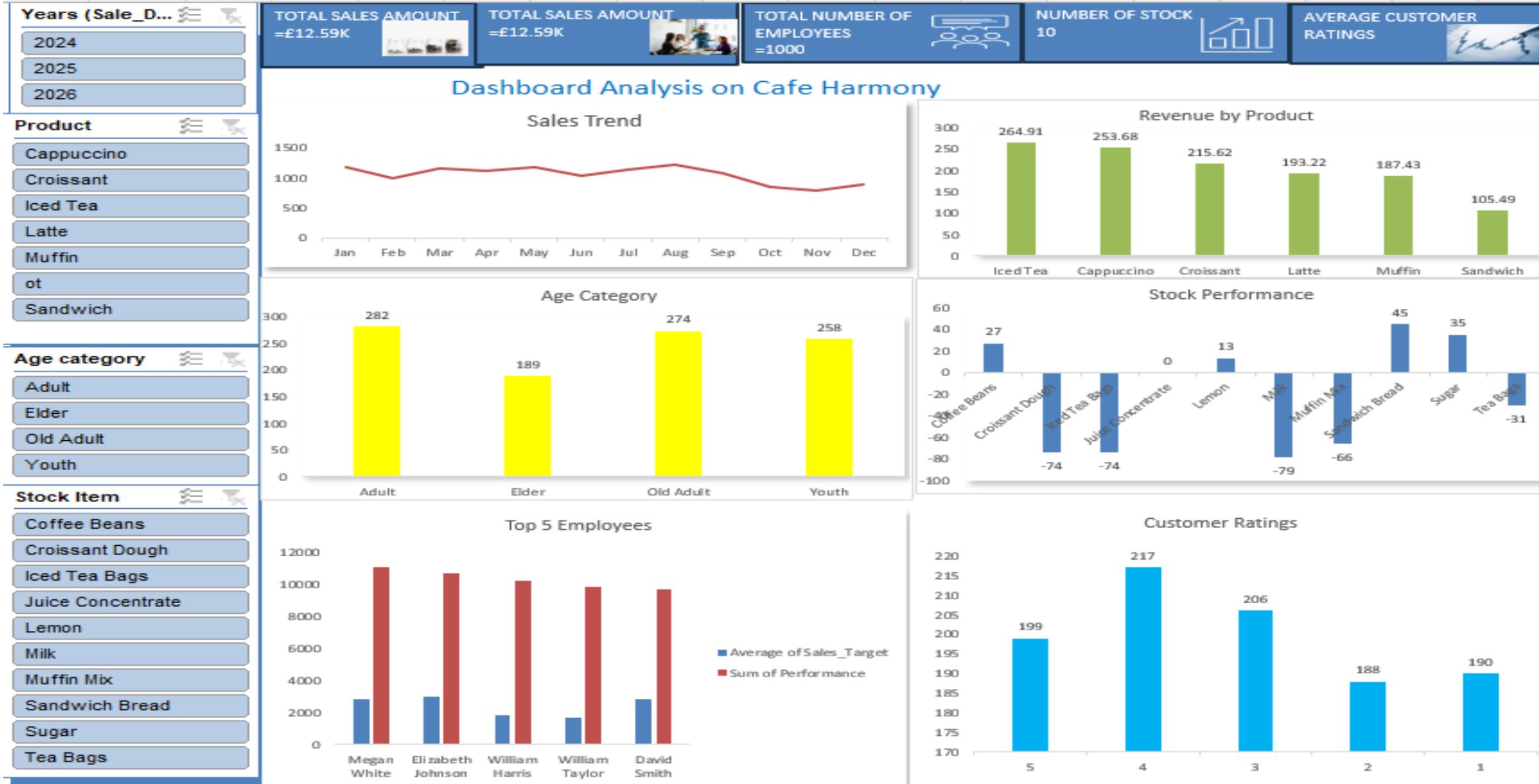
Project context and objectives

Cafe Harmony is a growing café chain seeking to improve operational efficiency and customer experience. This project uses sales, customer, employee, stock, and feedback data to answer key business questions

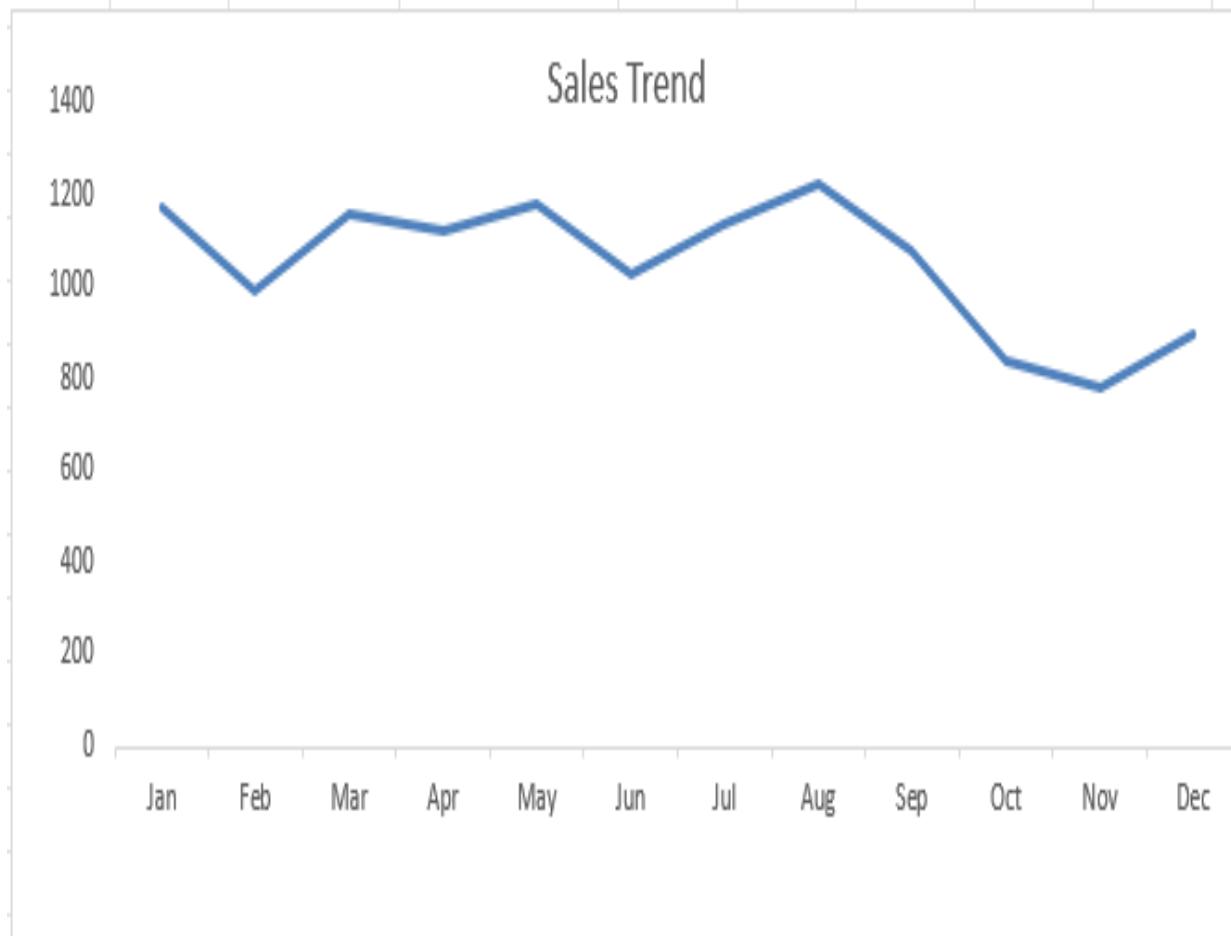
Bullets for objectives

- Cleaned and processed datasets for accuracy
- Built pivot tables and an interactive dashboard
- Extracted actionable insights for management decisions

DASHBOARD ANALYSIS ON CAFE HARMONY



At Sales Trend, total annual sales were \$12,589.95

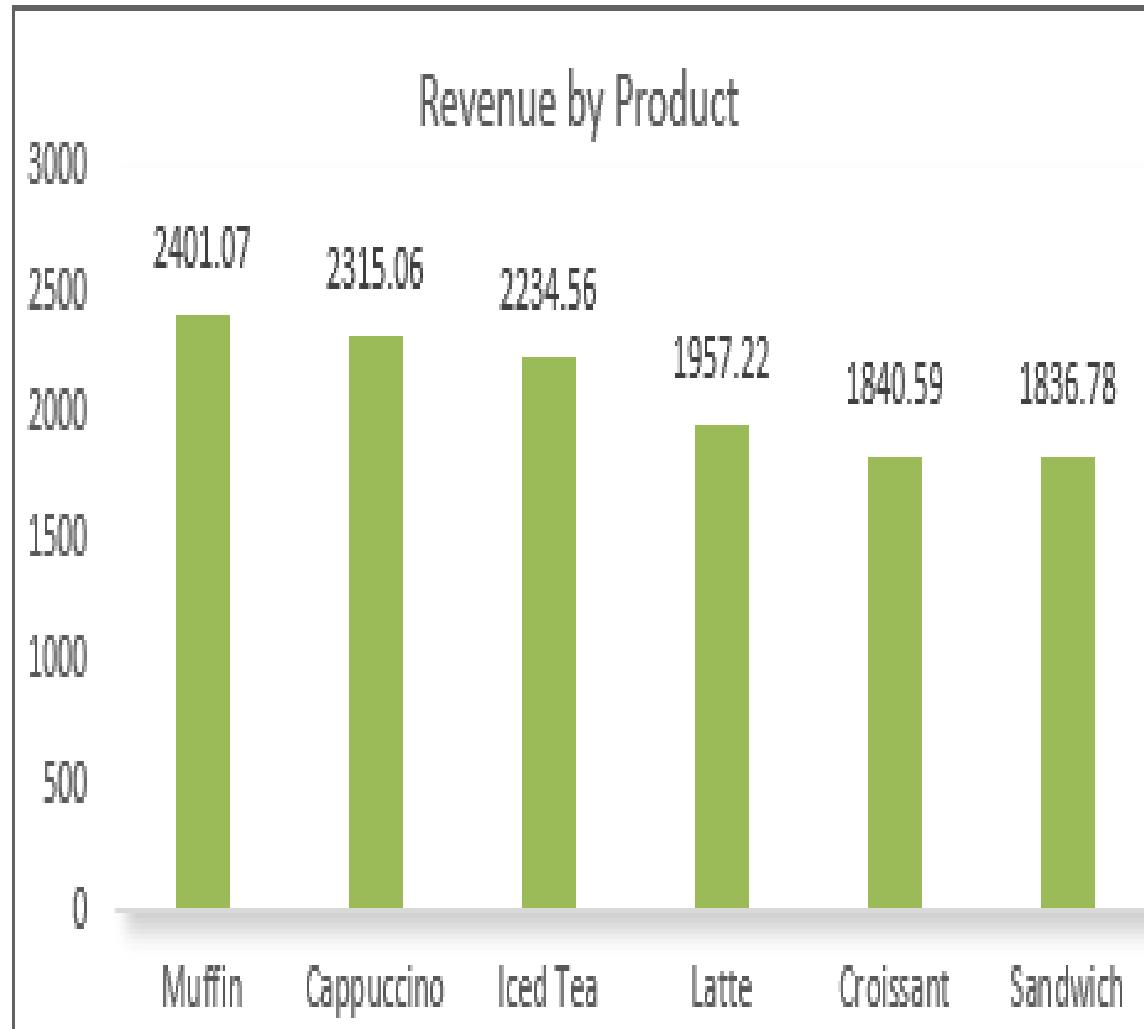


The chart indicates that August was the highest sale at \$1,220.35 and November the lowest at \$782.86.

Hence, Café Harmony should focus on analysing the factors contributing to August's peak performance by promotions, seasonal offerings and customer This can be replicate during slower months like November.

There is a need to smooth out sales fluctuations using targeted marketing campaigns, limited-time offers, and loyalty incentives could be introduced during low-performing periods.

At Revenue by Product, Muffins accounts for the largest share of total revenue

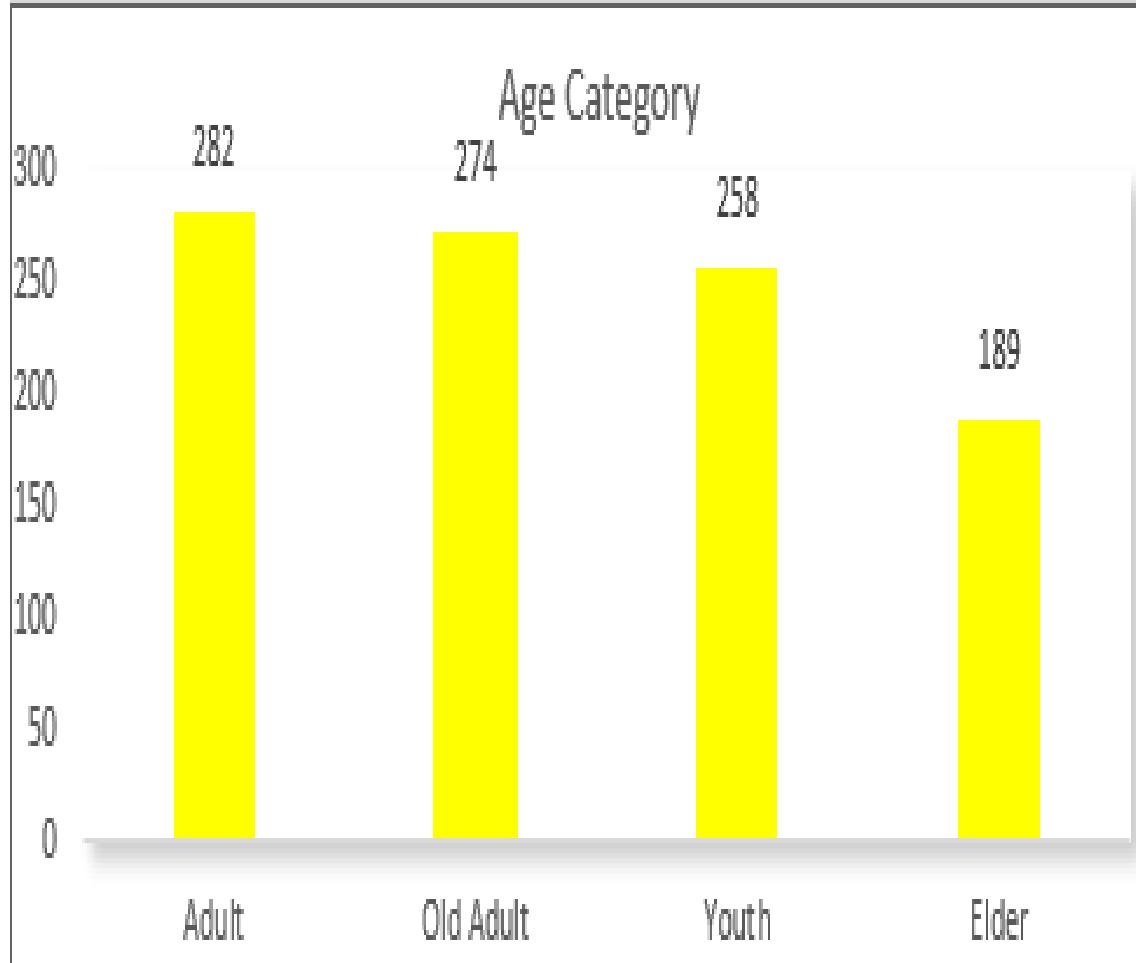


Since Muffins account for the largest share of total revenue, followed by cappuccinos and other items, Café Harmony should prioritize these top-performing products by ensuring consistent availability, optimizing inventory levels, and featuring them prominently in promotions or combo deals.

Introducing seasonal muffin Flavors or bundling muffins with cappuccinos could further drive sales and increase average order value.

Additionally, analysing customer feedback on these items can help maintain quality and satisfaction, while experimenting with upselling strategies or loyalty rewards tied to muffin and cappuccino purchases can deepen customer engagement and boost repeat visits.

At Age Category, Adults drive higher spend per visit and Elders the lowest

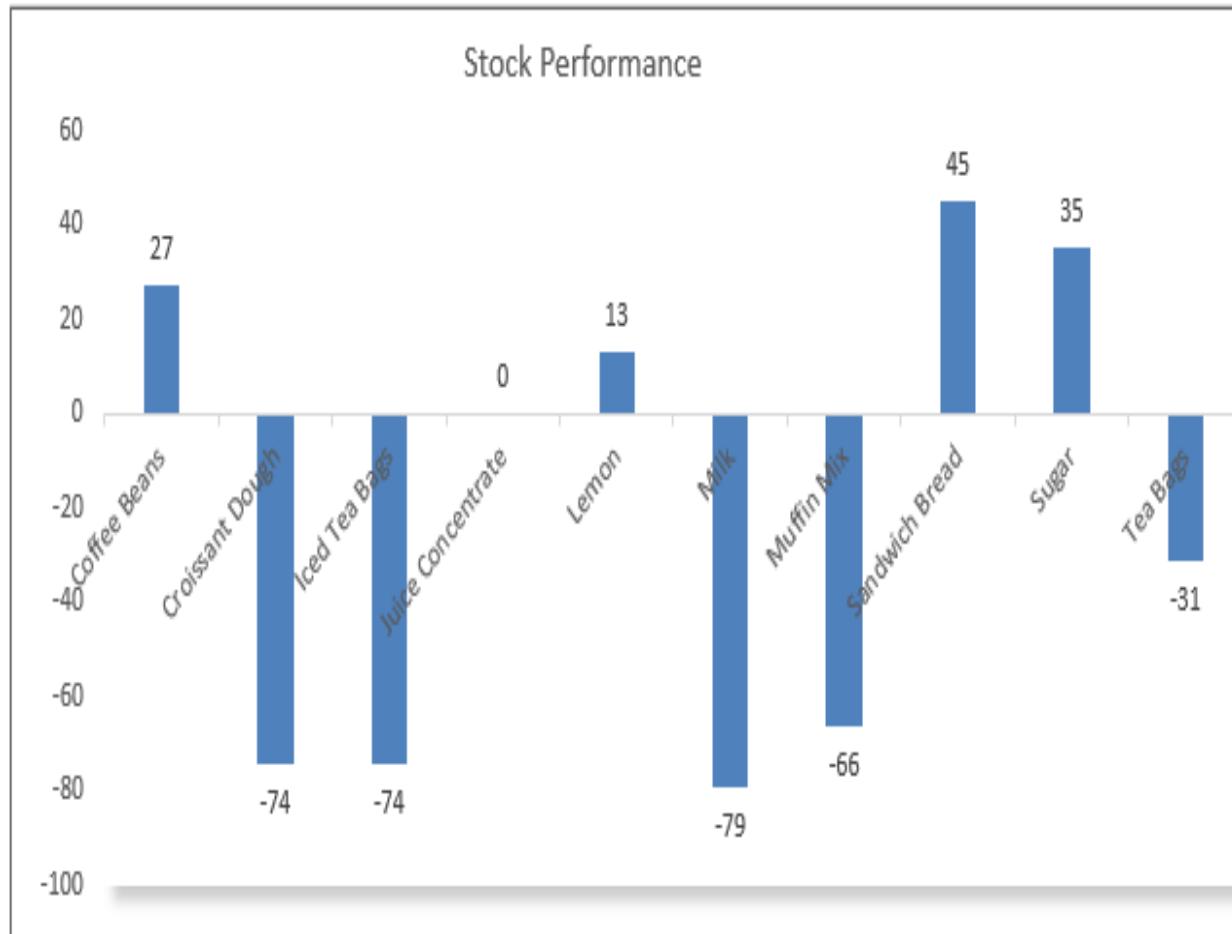


Given that adults drive the highest spend per visit while elders contribute the least, Café Harmony should tailor its marketing and product strategies to further engage the adult demographic—such as offering premium beverages, combo deals, or loyalty programs that appeal to their preferences and lifestyle.

At the same time, there is an opportunity to boost spending among elder customers by introducing value-oriented options, senior discounts, or creating a more comfortable and accessible in-café experience.

Balancing offerings for both segments can help maximize revenue while expanding the customer base.

At stock management, Juice concentrate and lemon are frequently of low stock, but sandwich bread and sugar are over stock

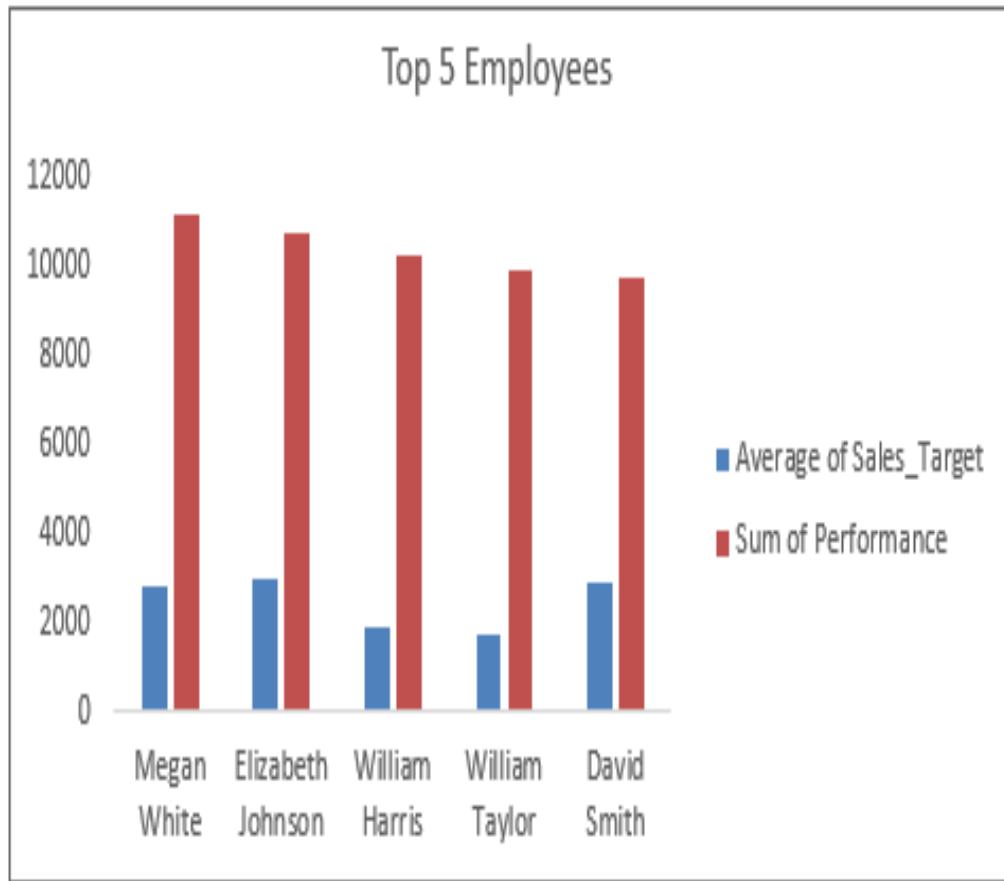


Cafe Harmony's stock management challenges, where **juice concentrate and lemon frequently run low** while **sandwich bread and sugar are overstocked**, highlight the need for more precise demand forecasting and inventory control.

To address this, the cafe should implement a **data-driven inventory system** that uses past sales patterns and seasonal demand to predict stock requirements more accurately. For high-demand items like juice concentrate and lemon, establishing **automatic reorder points and safety stock levels** will prevent frequent shortages, while for overstocked items, adjusting order quantities and introducing promotions or bundled offers can help balance inventory levels.

Additionally, Café Harmony should prioritize monitoring and ensure procurement aligns with actual consumption trends, reducing waste and improving overall stock efficiency.

At Employee Performance, Magan White achieved the highest combine sales performance and average sales target across all employees

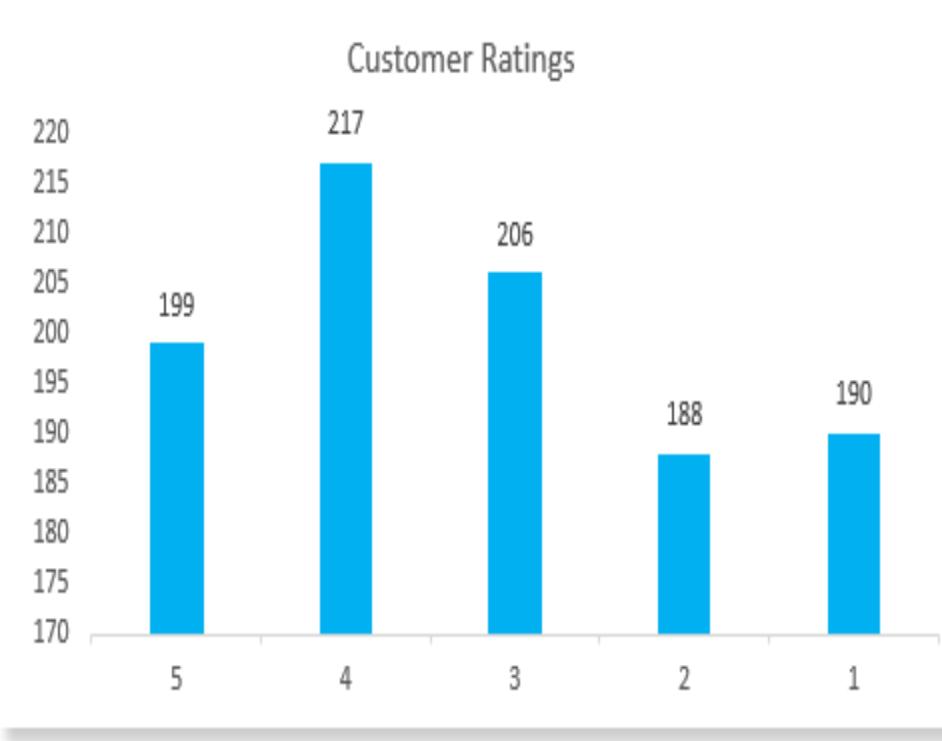


It is important to benchmark individual and team performance. So **Magan White achieving the highest sales performance among the top five employees** could be leveraged as a role model by sharing the techniques used in upselling, customer engagement, or product knowledge through peer coaching or training sessions.

Meanwhile, since the **average sales target across all employees was below expectation**, management should review whether targets are realistic and evenly distributed and provide additional support or incentives to underperforming staff.

Training and continuous tracking will not only uplift average performance but also ensure consistency across all employees and locations.

This Customer feedback determine the high product ratings and the opportunities to improve service



Café Harmony's customer feedback shows that while most ratings are **positive, with 4 being the highest followed by 5 and 3**, the **frequent appearance of 1 and 2 ratings** signals recurring service or product quality issues that cannot be ignored.

To strengthen overall customer satisfaction, the café should conduct a **root-cause analysis** of the low ratings by categorizing complaints (e.g., product quality, wait time, staff behaviour, cleanliness) and directly addressing those pain points. At the same time, management should reinforce the factors driving high ratings by **recognizing staff excellence and standardizing best practices**.

Introducing a **closed-loop feedback system**, where dissatisfied customers are followed up with compensations or personalized offers, can help rebuild loyalty. Ultimately, the goal should be to **reduce low ratings while steadily shifting customer perception towards consistent 4s and 5s**, ensuring a stronger brand reputation and repeat business.

Conclusion for Cafe Harmony – Excel Capstone Project

In conclusion, for Cafe Harmony to performing well with steady sales and strong employee contributions, particularly from top performers like Magan White, there is an opportunities to boost overall efficiency and customer experience as recommended above.

By addressing stock imbalances through smarter inventory forecasting, leveraging high-performing staff as role models, and tackling the root causes of lower customer ratings, the cafe can reduce waste, improve service consistency, and enhance customer satisfaction. Focusing on these areas will not only sustain growth but also build a stronger, more resilient business.