

Café Harmony Sales Report

CAFE HARMONY SALES REPORT

Total Quantity

669

Total Sales

8,558.16

Total Customers

674

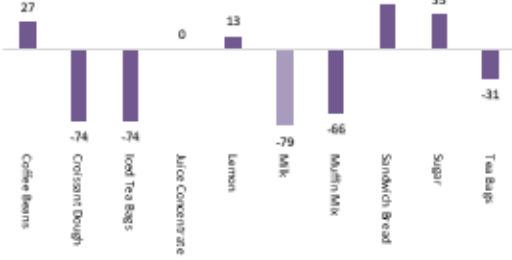
Total Employees

1000

Preferred Item

Cappuccino

Stock



Top selling product



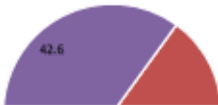
Customer Ratings



Age and Gender Distribution



Average Count



Sales Trend



Location



Cappuccino

Croissant

Iced Tea

Latte

Muffin

Sandwich

Airport

Downtown

Suburbs

Uptown

Negative

Neutral

Positive

2024

2025

2026

Plot Area

669

Total Sales

8,558.16

Total Customers

674

Total Employees

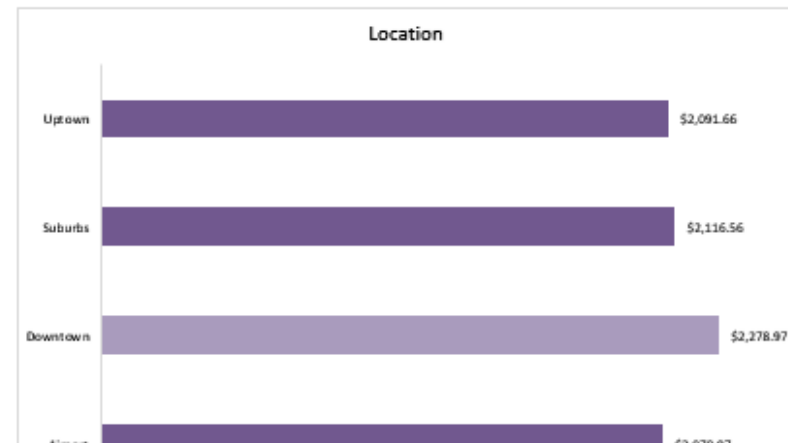
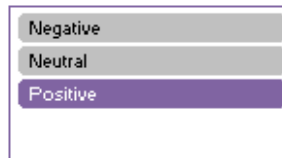
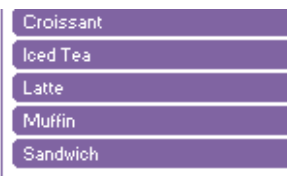
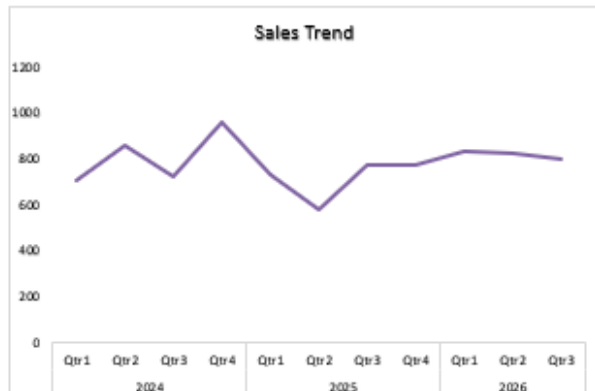
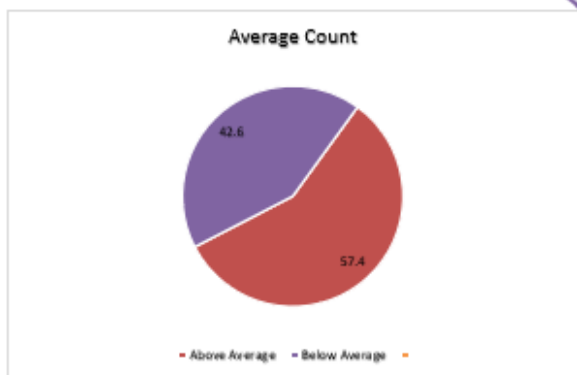
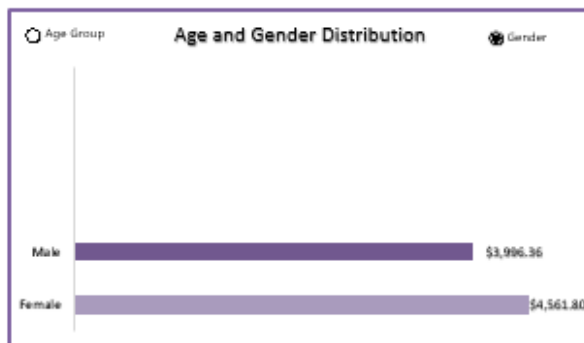
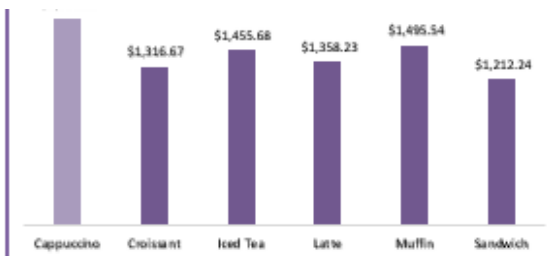
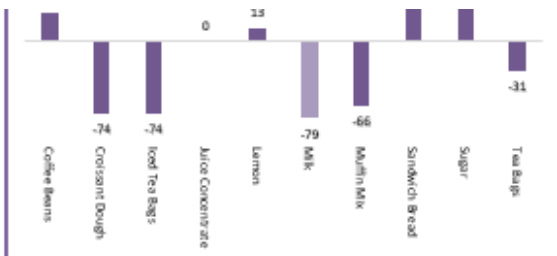
1000

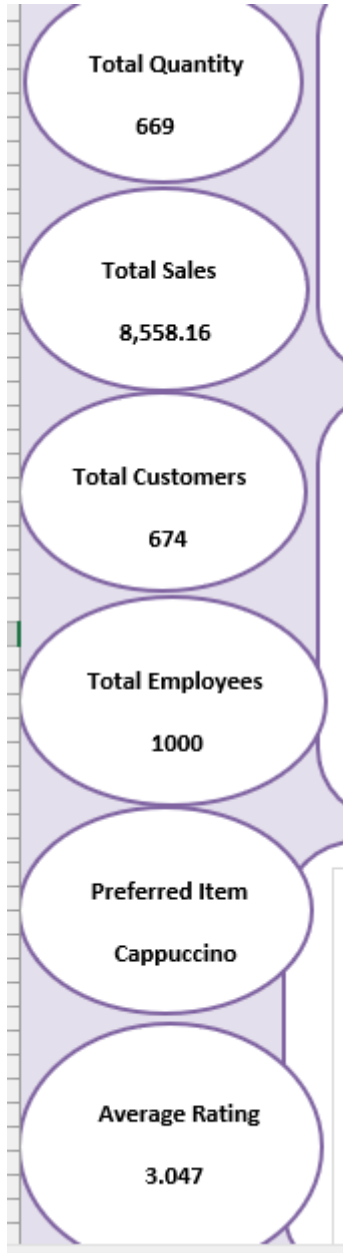
Preferred Item

Cappuccino

Average Rating

3.047





This is the summary of the key performance indicators from the sales report.

Total Quantity -669

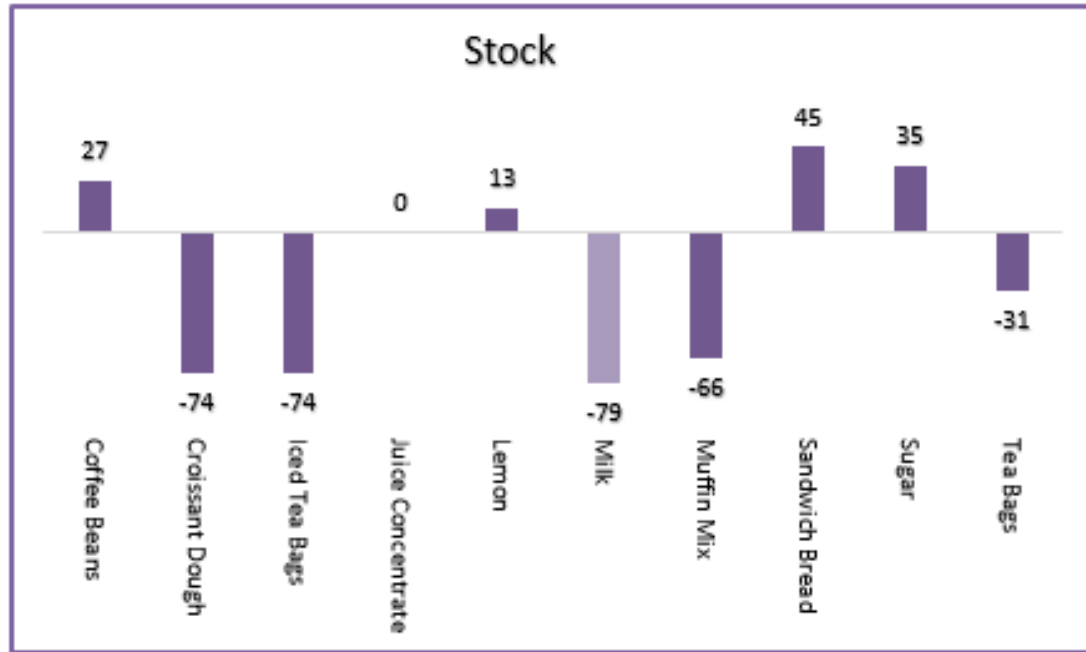
Total Sales - \$8,558.16

Total Customers – 674

Total Employees – 1000

Preferred Item – Cappuccino

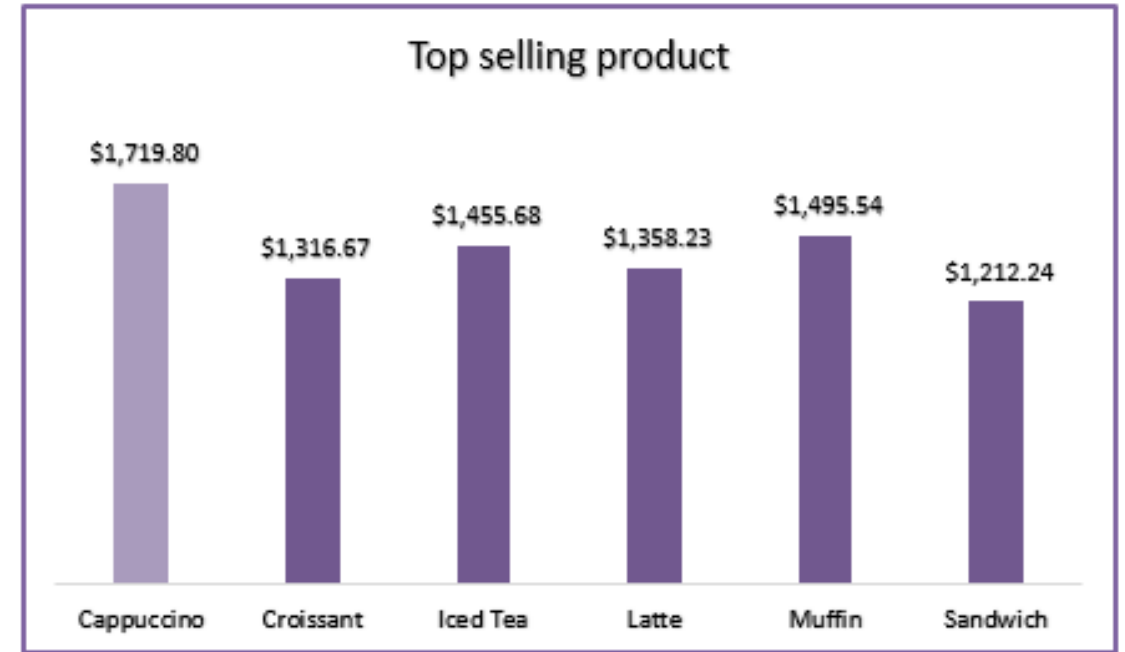
Average Rating – 3.047



Milk is the stock running low across the locations.

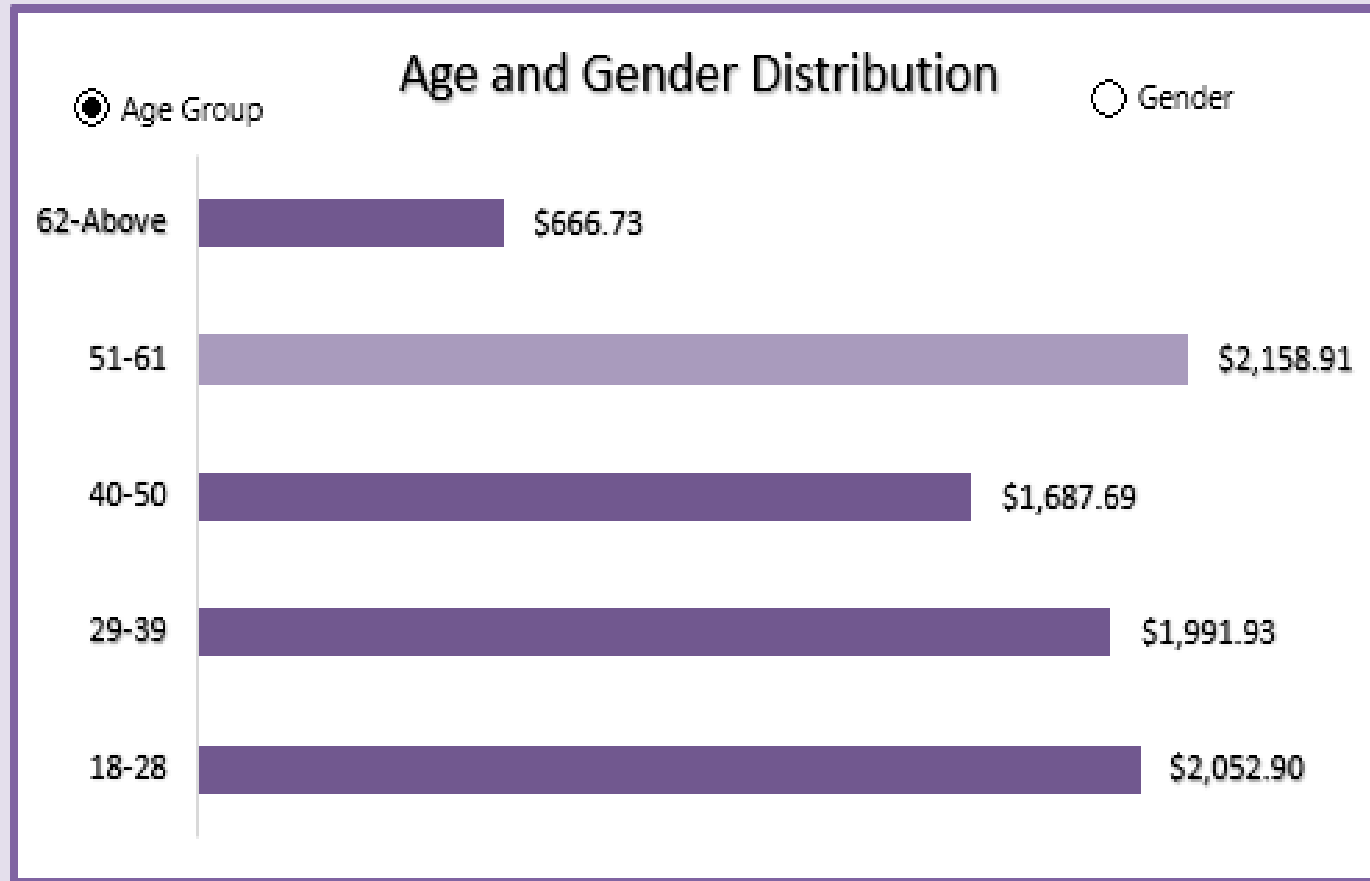
The ideal quantity is 150 but the current stock is 71

To solve this, the café needs to ensure that products are stocked before they get to the minimum quantity by checking to see the sales trend and the requirements for such product especially if milk is required for the highest selling product/product with the most revenue.



The top selling product is Cappuccino with a revenue of \$1,719.80. The café should ensure that the resources needed to make cappuccino is readily available.

It has been noted that milk is the stock running low across locations and this is a key ingredient in producing Cappuccino, hence priority should be given to it. Also priority should be given to products with the least numbers(Croissant) by targeting marketing and promotions to aid sales.



Cappuccino

Croissant

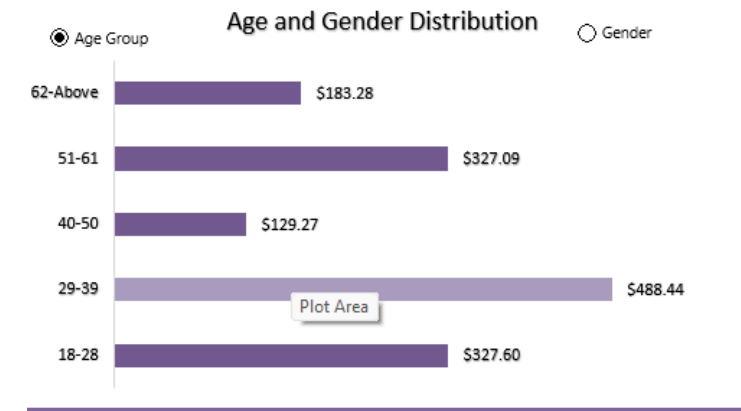
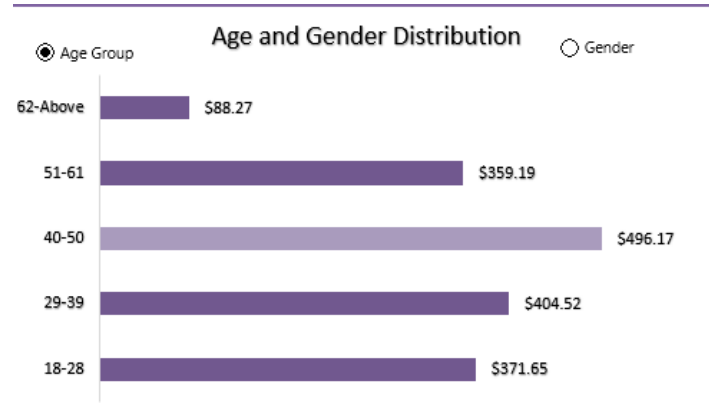
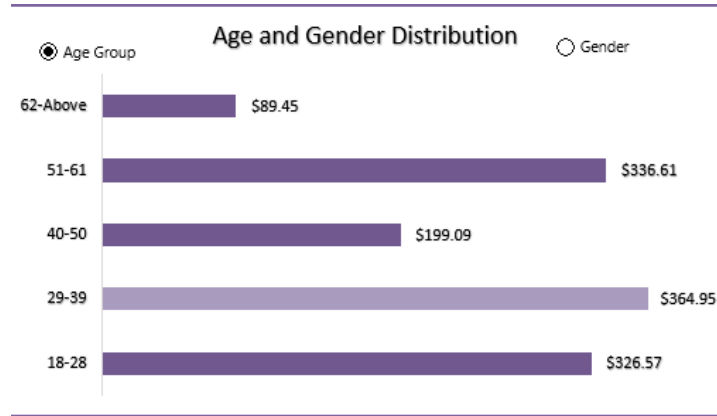
Iced Tea

Latte

Muffin

Sandwich

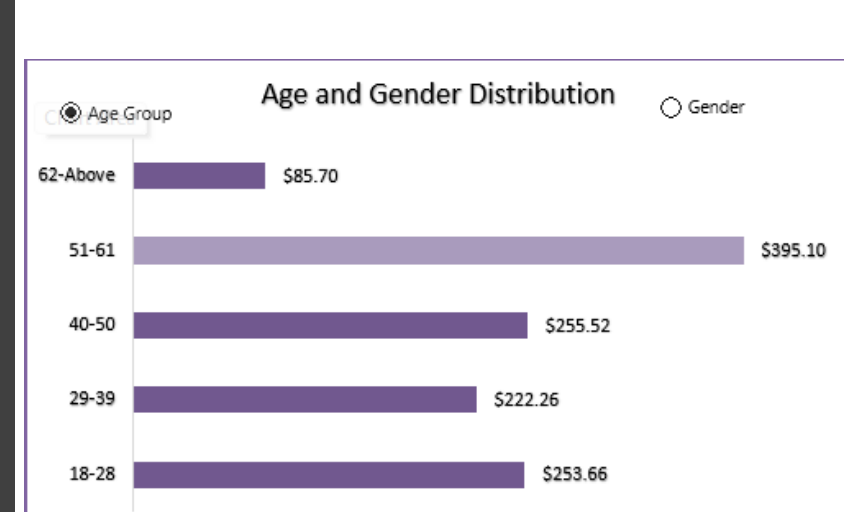
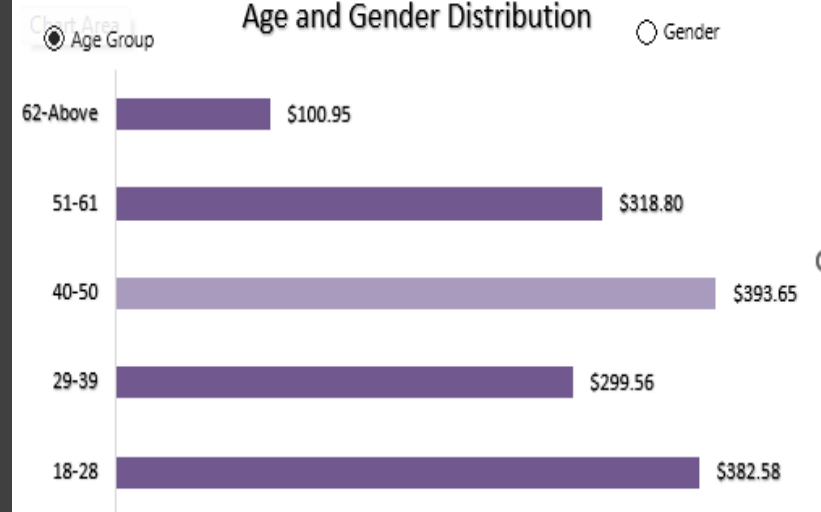
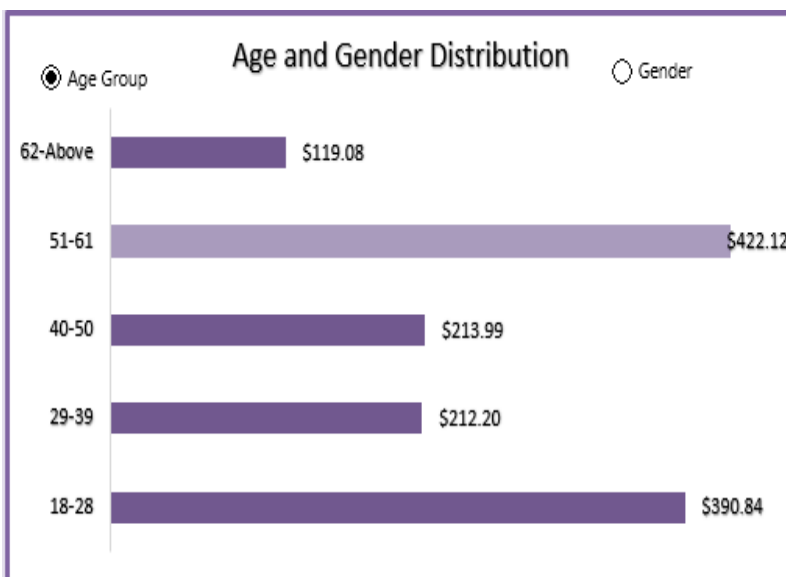
The age group with the most spending, who generates the most revenue is 51-61 years



- Cappuccino
- Croissant
- Iced Tea
- Latte
- Muffin
- Sandwich

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- Cappuccino
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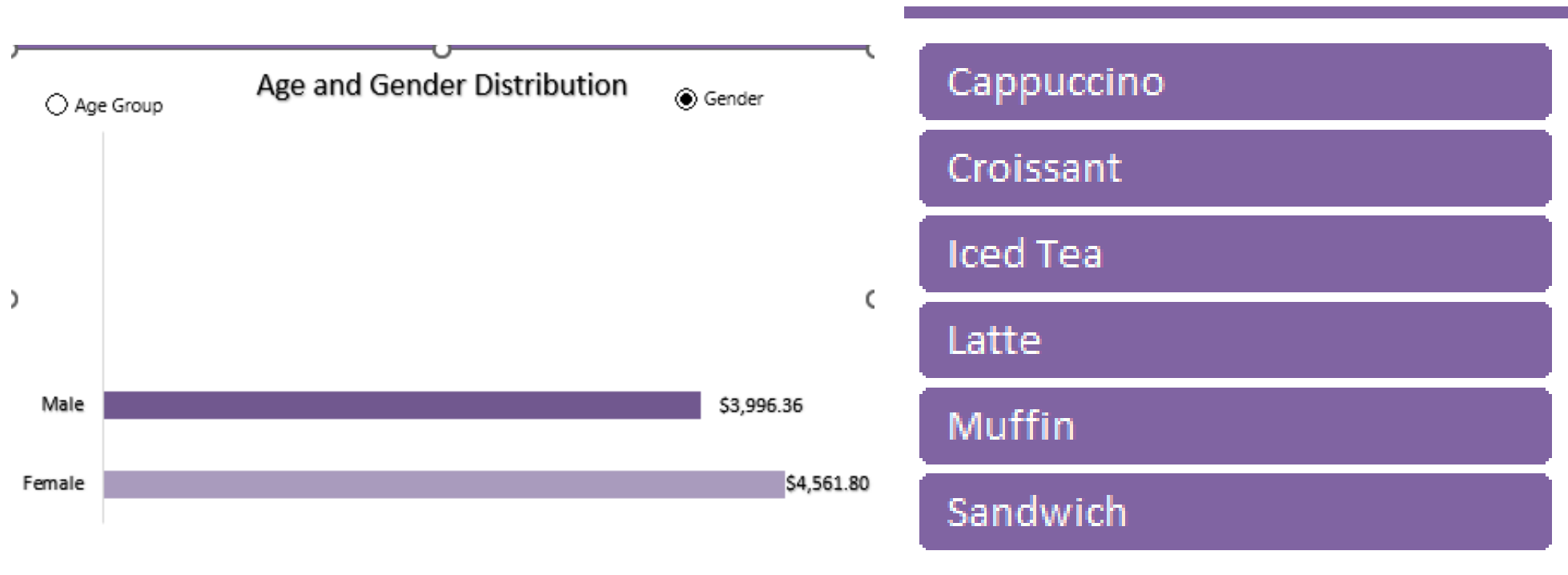


- Cappuccino
- Croissant
- Iced Tea
- Latte**
- Muffin
- Sandwich

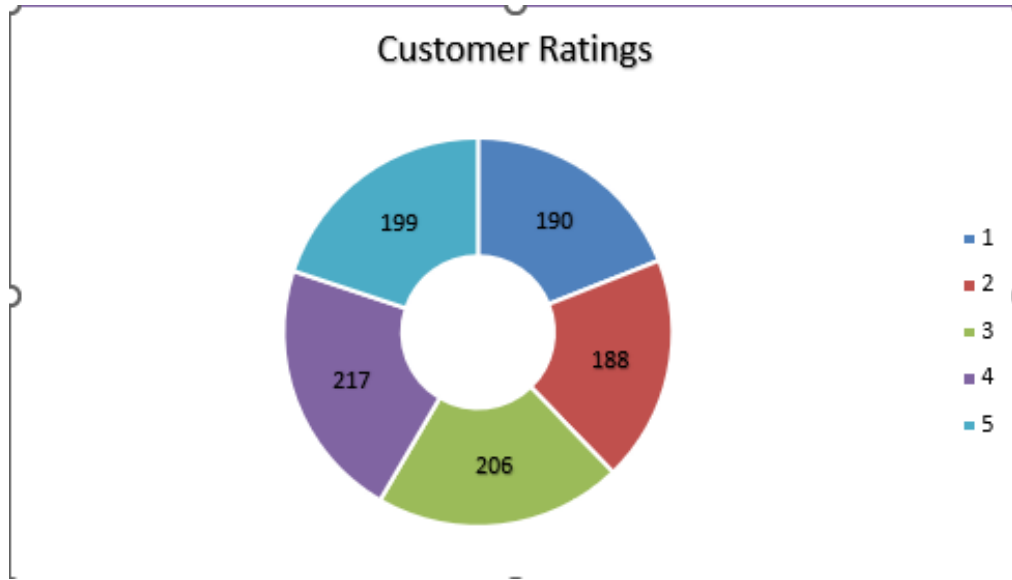
- Cappuccino
- Croissant
- Iced Tea
- Latte
- Muffin**
- Sandwich

- Cappuccino
- Croissant
- Iced Tea
- Latte
- Muffin
- Sandwich**

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- Considering the fact that the age group that generates the most revenue is 51–61years old, and from the analysis above their preferences are Latte and Sandwich. The café should ensure that there is an adequate supply for this across the different locations in order to satisfy the needs of these age group.



The gender with the most revenue is Female, there might be a need to ensure that excellent customer service is tailored more to the male gender and satisfaction surveys are rolled out to get feedbacks from on what their expectations are and what can be done differently



The rating with the highest number is “4” with a total of 214 customers.

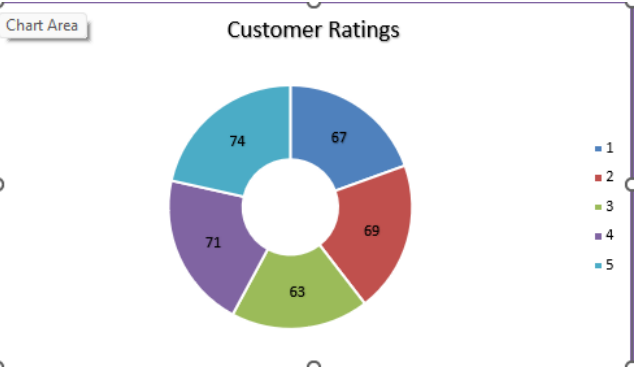
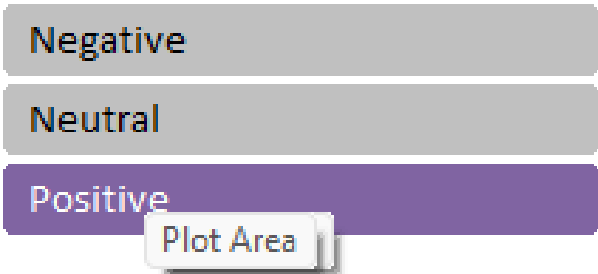
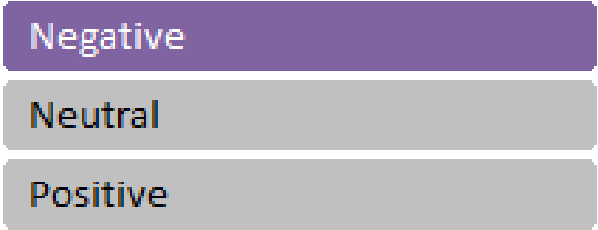
Negative

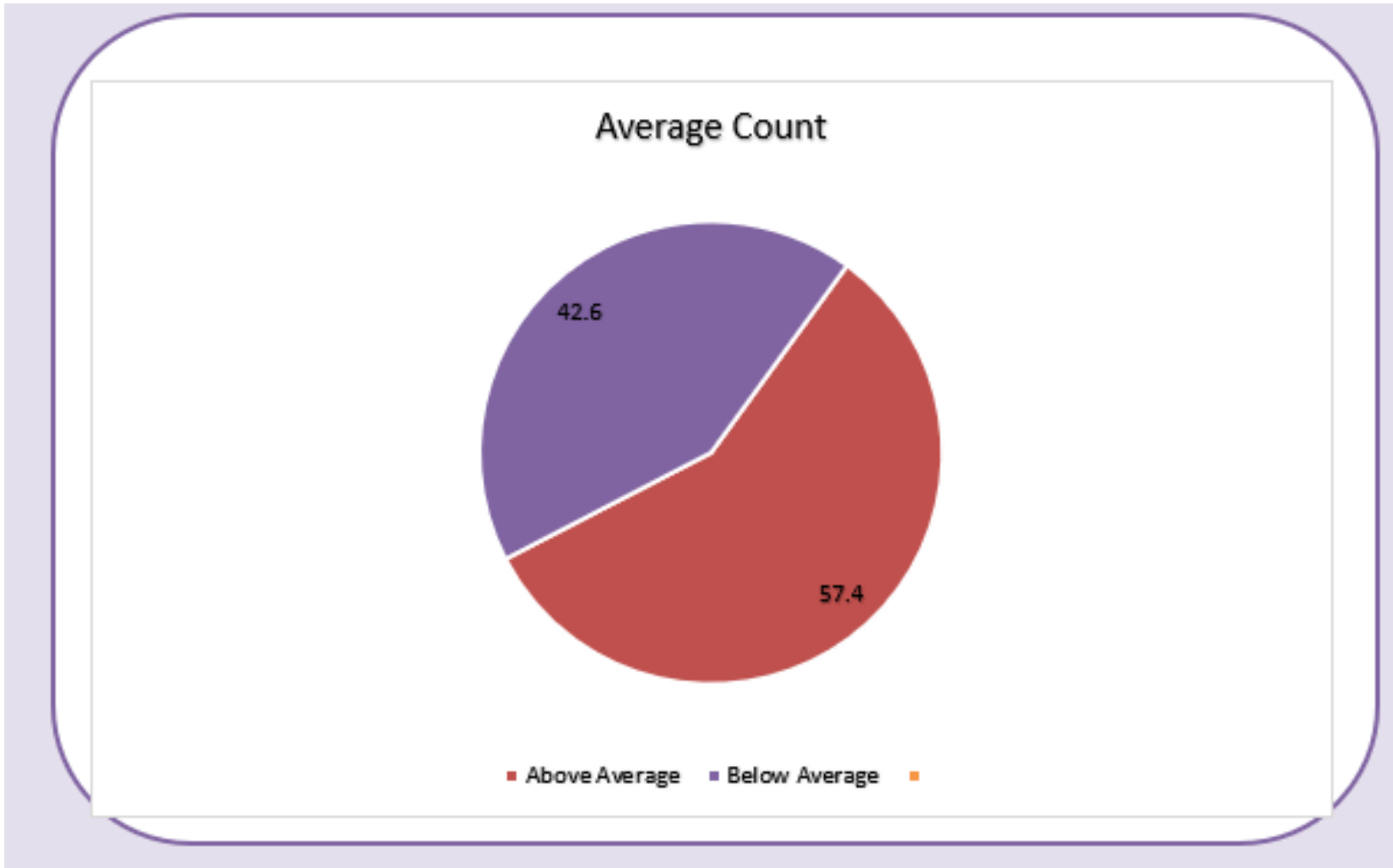
Neutral

Positive

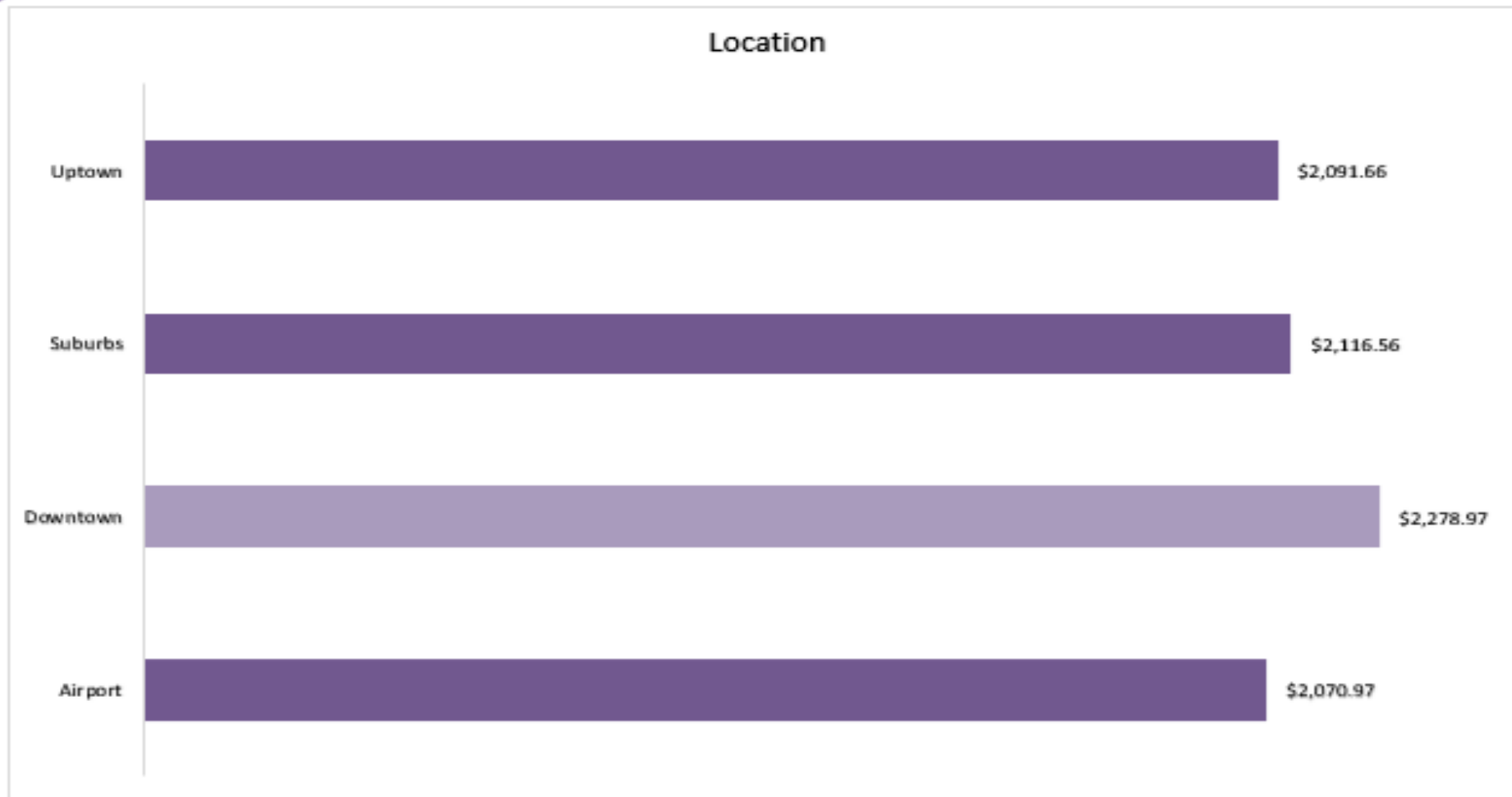
The common themes in both satisfaction and dissatisfaction is the fact that the rating “4” has the most number for positive, negative and neutral which meant that the ratings are not in alignments with the sentiments and comments from the customers.

This could also mean that more explanation should be given to the ratings so customers can differentiate the highest from the lowest as there could be a mix up of opinions

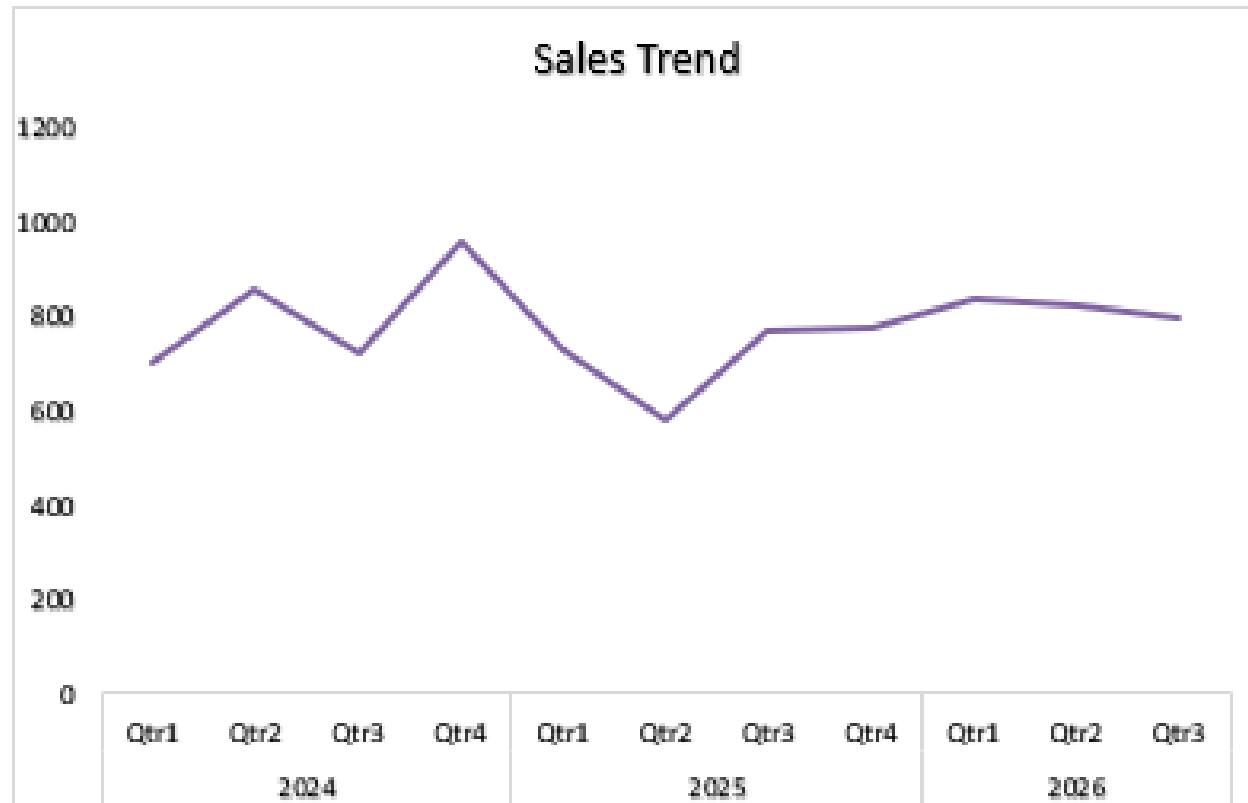




The percentage of employees above the average sales target is 57.4% while those below the sales target is 42.6%. There is a need to understand why over 42% of employees are performing below average, Training need analysis should be done and trainings tailored to help them improve.



The location with the highest revenue is Downtown with a total of \$2,278.97. There is a need to check the least selling products in the other locations and identify gaps so that marketing and promotions can be targeted.




2024

2025

2026

The sales trend shows that 2024 generated the highest revenue. This implies that the company need to do ore for the forth coming years. Identify the key strengths from 2024 and build on it for the current years. This could also be due to changes in buyer's preference, the feedbacks and surveys from customers can help identify what can be done differently.

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- Overall, the Café needs to do a thorough SWOT analysis to understand their strengths and weaknesses and opportunities and threats they could tap into externally especially as it relates to their competitors and customers preferences.